

BBA I Year	BBA-C103		Semester-I		
	Managerial Economics				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	To understand concepts of Economics and methods for business decision making.	PO.1, PO.2, PO.3
CO.2	To apply economic theories to the demands of business.	PO.1, PO.2, PO.3, PO.7, PO.8
CO.3	To develop an understanding of microeconomic tools and techniques.	PO.2, PO.3
CO.4	To assimilate economic data and related information in business problems	PO.3, PO.4 , PO.5, PO.6
CO.5	To describe the core concepts and techniques in economics.	PO.1, PO.2

- Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply; Theory of consumer behaviour : cardinal utility theory, ordinal utility theory(indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and Giffen goods), revealed preference theory. **(10 hours)**
- Producer and optimal production choice: optimizing behaviour in short run (geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behaviour in long run (isoquants, ISO cost line, optimal combination of resources).Costs and scale: traditional theory of cost (short run and long run, geometry of cost curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope. **(10 Hours)**
- Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, comparison with perfect competition, price discrimination; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium) ; oligopoly **(10 Hours)**
- Factor market: demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium. **(10 Hours)**

SUGGESTED READINGS:

1. Keat, P., & Young, P.K.(2017). *Managerial Economics*. New Delhi: Prentice Hall.
2. Jefferey, P (2019). *Microeconomics*. New Delhi: Pearson.
3. Case, K, Fair Ray and Oster Sheron (2020).*Principles of Economics*. NewDelhi: Pearson.
4. Glenn Hubbard and O'Brien Anthony, (2017).*Microeconomics*. NewDelhi: Pearson
5. Samuelson and Marks (2013). *Managerial Economics*. New Delhi: Wiley

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

