

MBA I Year	MBA-C102		Semester-I		
	Managerial Economics				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
<b>3 Hrs.</b>	<b>30 (20+10)</b>	<b>70</b>	<b>100</b>	<b>03</b>	<b>40</b>

**OBJECTIVE:** The objective of this course is to acquaint the participants with the concepts and techniques used in economic theory and to enable them to apply this knowledge in business decision making. Emphasis is given to changes in the nature of business firms in the context of globalization.

- Concepts and Techniques of Managerial Economics, Nature of Business decision making, Marginal Analysis. **(8 hours)**
- Theory of Demand: Demand Function, Income and Substitution Effects, Revealed Preference approach and Demand Forecasts, Production and Cost, Returns to Scale, Cost Curves and Break-Even Analysis. **Case Study 1:** Shopping centre Europa– when threats become opportunities **(8 hours)**
- Theory of Firm: Profit Maximization, Sales Maximization, Market Structure, Perfect Competition, Monopoly, Oligopoly, Non-Price Competition. **(8 hours)**
- Macro Economics : Aggregates and Concepts. GNP and GDP, Aggregate Consumption, Gross Domestic Savings, Gross Domestic Capital Formation. **(8 hours)**
- Balance of Payments, Money Supply, Monetary Policy, Fiscal Policy, Concept and Measurement of National Income, Determination of National Income . **Case Study 2:** Economics behind the internationalization of Biocon India Ltd. **(8 hours)**

#### SUGGESTED READINGS:

1. Adhikary, M., (2001). *Business Economics*. Excel Books, New Delhi.
2. Peters, Lewis & Jain, (2008). *Managerial Economics*. Prentice Hall, New Delhi.
3. Dwivedi, D.N., (2009). *Managerial Economics*. Vikas Publishing House Pvt Ltd, New Delhi.
4. Gupta, G.S., (2001). *Managerial Economics*. Tata McGraw Hill Education, New Delhi
5. Keat, P., & Young, P.K., (2008). *Managerial Economics*. Prentice Hall, New Delhi.
6. McGuigan, J.R., & Moyer, R.C., (2007). *Managerial Economics; Application, Strategies, and Tactics*. South-Western College Publication, USA.
7. **Case Study 1:** Ieva Kvedaravičienė, Lilija Vilkančiene, (2013) "Shopping centre Europa – when threats become opportunities", Emerald Emerging Markets Case Studies, Vol. 3 Issue: 6, pp.1-5, <https://doi.org/10.1108/EEMCS-06-2013-0076> Permanent link to this document: <https://doi.org/10.1108/EEMCS-06-2013-0076>
8. **Case Study 2:** Palakh Jain, (2013) "Economics behind the internationalization of Biocon India Ltd", Emerald Emerging Markets Case Studies, Vol. 3 Issue: 7, pp.1-20, <https://doi.org/10.1108/EEMCS-08-2013-0163> Permanent link to this document: <https://doi.org/10.1108/EEMCS-08-2013-0163>

**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.