

Part A – Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	Managerial Economics		
Course Code	B23-BBA-202		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B2		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the nature and scope of managerial economics and identify the role of economics in decision making. 2. Understand theory of demand, law of demand and cardinal utility analysis. 3. Understand theory of production, costs, and revenue function. 4. Understand theory of firm and market organization including determination of price under different market conditions. <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Managerial Economics: Meaning, Nature and Scope. Objectives of the firm, Equilibrium, Utility, Opportunity cost, Marginal and Incremental Principles.	15
II	Theory of Demand: Nature of demand for a product, individual demand, market demand, determinants of demand, Law of demand, Elasticity of demand and its determinants; Theory of Consumer Behavior: Cardinal utility analysis, Indifference curve analysis, applications of Indifference curves.	15
III	Theory of Production and Costs: The concept of Production function, production with one and two variable inputs, theory of Cost in short run and long run, Revenue function.	15
IV	Theory of firm and market organization: Pricing under Perfect Competition, Pricing under Monopoly, Price Discrimination, Pricing under Monopolistic Competition, Selling cost, Pricing under Oligopoly.	15
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

➤ **Practicum**

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **70**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Koutsoyiannis, A.: *Modern Microeconomics*; Palgrave Macmillan.
2. Varshney, R. L. and Maheshwari, K. L.: *Managerial Economics*; Sultan Chand & Sons.
3. Mote, V., Paul, S., and Gupta, G.: *Managerial Economics*; McGraw Hill Education.

*Applicable for courses having practical component.