

F.Y.B.Com. 115 F Managerial Economics

Unit No.	Unit Title	Content
1	Introduction	<ol style="list-style-type: none"> 1. Nature, Scope and significance of managerial economics. 2. Managerial economics and microeconomics. 3. Managerial economics and macroeconomics. 4. Main characteristics of managerial economics. 5. Fundamental economic concepts- opportunity cost, Discounting Principle, Time perspective, incremental reasoning, equi-marginal concept. 6. Application of economics in managerial decision making. 7. Role and responsibilities of managerial economist in business.
2	Demand Analysis	<ol style="list-style-type: none"> 1. Basis for demand - concept of utility 2. Cardinal Utility approach- Law of marginal utility, maximization of utility, consumer surplus. 3. Ordinal Utility approach- Indifference Curve, maximization of utility. 4. Law of demand- determinants of demand. 5. Elasticity of demand- Price, Income and Cross elasticity of demand. 6. Managerial application and importance of elasticity of demand.
3	Demand forecasting	<ol style="list-style-type: none"> 1. Demand forecasting-Meaning, Methods of demand forecasting- Expert opinion, surveys and market experiments, Time series analysis, Trend Projection, Barometric forecasting. 2. Demand forecasting for a new product.(Developing, Testing and launching of new products)
4	Production and Cost Analysis	<ol style="list-style-type: none"> 1. Law of supply- Determinants of supply. 2. Theory of production- Meaning and concept of production, 3. Law of Variable Proportions and Returns to a Scale. 4. Cost Analysis- Types of Cost - Economic cost and accounting cost, Private cost and social cost, Actual cost and opportunity cost, Past cost and future cost, Explicit cost and implicit cost, Incremental cost and Sunk cost.

		<p>5. Cost and cost curves under short-run and long run- Fix cost and variable cost, Average cost and marginal cost, Relation between average cost and marginal cost.</p> <p>6. Revenue Curves- Concept of average, marginal and total revenue under different market conditions, relation between average and marginal revenue.</p>
5	Forms of Business Organization	<p>1. Sole Proprietorship - Meaning, features, Merits and Demerits.</p> <p>2. Partnership - meaning, features, merits and demerits.</p> <p>3. Joint Stock Company- Meaning, features, merits and demerits, Distinction between public company and private company.</p>
6	Public Enterprises and MNCs	<p>1 Public Enterprise- Meaning, features, merits and demerits, Types of Public Enterprises.</p> <p>2. Public Private Partnership.</p> <p>3. Multinational Corporations- Meaning, features, merits and demerits.</p> <p>4. Role MNCs in India.</p>
7	Pricing Practices	<p>1. Factor affecting pricing decision</p> <p>2. Components in Pricing of the product</p> <p>3. Marginal Cost Pricing, mark-up pricing, transfer pricing, product line pricing, price skimming and penetration.</p> <p>4. Profit Management, Nature and measurement of profit, The hypothesis of profit maximization and its alternative.</p>
8	Capital Budgeting and Investment Analysis	<p>1. Meaning of Capital Budgeting, Need and nature of capital budgeting.</p> <p>2. Demand for Capital and Supply of Capital (sources of capital)</p> <p>3. Capital Rationing</p> <p>4. Methods of Capital Budgeting- Net Present Value (NPV), Internal Rate of Return (IRR), Payback period method, Average Rate of Return.</p> <p>5. Apprizing the profitability of project.</p>

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Managerial Economics	Domnik Salvatore-	Oxford University Press	Oxford University Press
2	"Managerial Economics-	Mark Hirschey, .	2. Mark Hirschey, Log "managerial Economics-An Integrative Approach", Cengage Learning.	2. Mark Hirschey, Log "managerial Economics-An Integrative Approach", Cengage Learning.
3	Managerial Economics-	D.M. Mithani,	Himalaya Publishing House	Mumbai
4	Managerial Economics,	P.L. Mehatha,	8 th edition, S.Chand Publishing	Mumbai
5	Managerial Economics, Pearson Education	Craig Peterson, Lewis and Jain,	Pearson Education	Pearson Education
6	Modern Economic Theory	K.K. Dewett,		
7	Managerial Economics, Margham Publications, Madras	Shankaran S.	Margham Publications, Madras	Madras
8	Managerial Economics,	Thomas Christopher R. and Charles, Maurice S.	McGraw Hill Irwin, Boston.	McGraw Hill Irwin, Boston.
9	Managerial Economics- Economic Tools for Todays Decision Makers,	Keat Paul G. and Philip K.Y. Young	Prentice Hall	Prentice Hall, New Jersey
10	Managerial Economics,	D.N. Dwivedi	Vikas Publishing House	Delhi
11	Managerial Economics in a Global Economy	Salvatore D.	8th Edition, Oxford University Press.	
12	Managerial Economics,	Sumitra Paul,	Macmillan 2008	

Suggested Web References:

1. <https://nptel.ac.in/courses/110101005/2>
2. <https://nptel.ac.in/downloads/110101005/>
3. <http://cec.nic.in/Pages/Home.aspx>
4. <http://en.wikipedia.org/wiki/Economics>
5. <http://www.investopedia.com/university/economics/#axzz1XwhFTmtm>

6. <http://www.tutor2u.net/blog/index.php/economics/>
7. <http://www.economicshelp.org/>
8. <https://www.intelligenteconomist.com/economics-blogs/>
9. <https://www.coursera.org/courses?query=managerial%20economics>
10. <https://www.edx.org/course/introduction-to-managerial-economics-0>
11. <https://www.mooc-list.com/tags/managerial-economics>
12. <https://online.stmary.edu/mba/courses/managerial-economics>
13. <https://www.tru.ca/distance/courses/econ3041.html>
14. <https://www.euromba.org/managerial-economic>
15. <https://nptel.ac.in/courses/110101005/2>
16. <https://nptel.ac.in/downloads/110101005/>
17. <http://cec.nic.in/Pages/Home.aspx>
18. <http://en.wikipedia.org/wiki/Economics>
19. <http://www.investopedia.com/university/economics/#axzz1XwhFTmtm>
20. <http://www.tutor2u.net/blog/index.php/economics/>
21. <http://www.economicshelp.org/>
22. <https://www.intelligenteconomist.com/economics-blogs/>
23. <https://www.coursera.org/courses?query=managerial%20economics>
24. <https://www.edx.org/course/introduction-to-managerial-economics-0>
25. <https://www.mooc-list.com/tags/managerial-economics>
26. <https://online.stmary.edu/mba/courses/managerial-economics>
27. <https://www.tru.ca/distance/courses/econ3041.html>