


JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE

Course Code	MANAGERIAL ECONOMICS	L	T	P	C
21E00103		4	0	0	4
Semester		I			
Course Objectives:					
<ul style="list-style-type: none"> To impart decision making skills at all levels of management To infuse managerial theories, behavioural theories and optimization methods for effective and efficient functioning of firms. To explain concept of demand, techniques to forecast demand and production analysis considering time factor. To introduce market structures and price strategies applicable under different business scenarios for various products. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Understand the relationship of Managerial economics with other functional areas. Learn the techniques and methods to predict the demand scientifically. Ascertain production levels and analyse the relationship of Cost-Volume Profit. Take informed decisions on price fixation under different market structures of the economy under different scenario. 					
UNIT - I		Lecture Hrs: 8			
Introduction to Managerial Economics: Definition, Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist. Objectives of the firm: Managerial theories of firm, Behavioural theories of firm, optimization techniques, New management tools of optimization.					
UNIT - II		Lecture Hrs: 12			
Theory of Demand: Demand Analysis – Law of Demand - Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for Demand forecasting, forecasting techniques.					
UNIT - III		Lecture Hrs:12			
Production Analysis: Production function, Isoquants and Iso-costs, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Returns to Factors, Economies of scale- Cost concepts - cost-output relationship in the short run and long run, Average cost curves - Break Even Analysis.					
UNIT - IV		Lecture Hrs:12			
Market Structure and Pricing practices: Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly Pricing philosophy – Pricing methods in practice: Price discrimination, product line pricing. Pricing strategies: skimming pricing, penetration pricing, Loss Leader pricing. Pricing of multiple products.					
UNIT - V		Lecture Hrs:12			
Inflation and Business Cycles:-Definition and meaning-characteristics of Inflation- types of inflation - effects of inflation- Anti-Inflationary methods - Definition and characteristics of business cycles- phases of business cycle - steps to avoid business cycle					
Textbooks:					
<ol style="list-style-type: none"> 1. Managerial Economics, Dwivedi D.N. Vikas Publishers 2. Managerial Economics, Gupta, TMH 					
Reference Books:					
<ol style="list-style-type: none"> 1. Managerial Economics, Pearson Education, James L.Pappas and EngeneF.Brigham 2. Managerial Economics, Suma Damodaran, Oxford. 3. Macro Economics by MN Jhingan-Oxford 4. Managerial Economics- Dr.DM.Mithani-Himalaya Publishers 5. Managerial Economics-Dr.H.L Ahuja-S.Chand and Com pvt ltd, NewDelhi 6. Managerial Economics by Dominick Salvatore, Ravikesh Srivastava- Oxford University press. Managerial Economics by Hirschey- Cengage Learning 					
Online Learning Resources:					
https://onlinecourses.nptel.ac.in/noc21_mg90/preview https://onlinecourses.nptel.ac.in/noc20_mg67/preview					