

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	I			Version	1.0			
Semester	1			Effective From	June 2023			
Course Code	MGMB11106	Course Name	Managerial Economics					
Teaching Scheme				Examination Scheme				
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	Examine and elaborate the concepts of principles of economics to evaluate business trade-offs and make decisions along with magnitude of relationship between Demand and Supply.
CO2	Interpret how market forces interact & determine the direction and Evaluate how markets work to allocate resources to take optimal firm's decision (Price and efficient scale) for profit maximization.
CO3	Infer the basic Macroeconomics Concepts and assess its influence on the socio-economic welfare of a country's citizens.
CO4	Analyze aggregate demand and aggregate supply in short run and long run through the impact of monetary and fiscal policy to understand economic fluctuations.
CO5	Demonstrate the ability to apply economics practices and models for effective business decisions.

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	3	1	2
CO2	3	3	1	3	1	2
CO3	3	2	1	3	1	2
CO4	3	3	2	3	1	2
CO5	2	3	1	3	2	2



Sr. No.	Module	Module Contents	Course Outcomes	Contact Hours	Marks
1	I	<ul style="list-style-type: none"> ● Nature of Managerial economics <ul style="list-style-type: none"> ○ Concept and features of managerial economics ○ Significance of managerial economics ● The principles of economics <ul style="list-style-type: none"> ○ How people make decision ○ How people interact ○ How an economy as a whole works ● The market forces of supply and demand <ul style="list-style-type: none"> ○ Demand and supply ○ Equilibrium analysis ● Elasticity and its applications <ul style="list-style-type: none"> ○ Price elasticity of demand (with Calculation) ○ Other Demand Elasticity (with Calculation) ○ Price elasticity of supply (with Calculation) ○ Application of elasticity ● The costs of production and analysis <ul style="list-style-type: none"> ○ Concept and various measures of cost (with Calculation) ○ Cost in the short run and long run 	1, 2	10	12
2	II	<ul style="list-style-type: none"> ● Perfect competition <ul style="list-style-type: none"> ○ Concept and features ○ Profit maximization analysis ○ Short run and long run analysis ● Monopoly Pricing and Output Equilibrium <ul style="list-style-type: none"> ○ Concept and features ○ Profit maximization analysis ○ Price Discrimination ○ Public policies towards Monopolies ● Oligopoly Market <ul style="list-style-type: none"> ○ Concept and features ○ Game theory - Prisoner's dilemma ● Monopolistic competition <ul style="list-style-type: none"> ○ Concept and features ○ Short run and long run analysis ○ Advertising for products differentiation 	1, 2, 5	10	13

3	III	<ul style="list-style-type: none"> ● Measuring a nation's income and cost of living <ul style="list-style-type: none"> ○ Concept of GDP, GNP, PPP ○ Components of GDP ○ Real and Nominal GDP (with Calculation) ○ The consumer price index (with Calculation) ○ Indexation 	3, 5	10	13
		<ul style="list-style-type: none"> ● Production and growth <ul style="list-style-type: none"> ○ Factors of production and its determinants ○ Role of Government towards economic growth 			
		<ul style="list-style-type: none"> ● Indian monetary system <ul style="list-style-type: none"> ○ Concept, functions and types of money ○ RBI and money supply 			
		<ul style="list-style-type: none"> ● Money growth and inflation <ul style="list-style-type: none"> ○ The classical theory of Inflation ○ The cost of Inflation 			
4	IV	<ul style="list-style-type: none"> ● Concept of Open-economy <ul style="list-style-type: none"> ○ The international flow of Goods and Capital ○ Real and Nominal exchange rate 	4, 5	10	12
		<ul style="list-style-type: none"> ● Aggregate demand and Aggregate supply <ul style="list-style-type: none"> ○ Concept and causes economic fluctuations ○ The aggregate demand curve ○ The aggregate supply curve 			
		<ul style="list-style-type: none"> ● Monetary & Fiscal policy and aggregate demand <ul style="list-style-type: none"> ○ Influence of monetary policy on aggregate demand ○ Influence of fiscal policy on aggregate demand 			
		<ul style="list-style-type: none"> ● The Phillips curve <ul style="list-style-type: none"> ○ Concept ○ The role of expectations ○ The role of supply shocks 			



REFERENCE

1. Ahuja, H. L. (n.d.). Managerial Economics. 2017: S Chand.
2. Ghosh, P. &. (2017). Managerial economics. Tata McGraw-Hill.
3. Gupta, G. S. (2017). Managerial Economics. Mcgraw Hill Education .
4. Mankiw, N. (2023). Principles of Economics. Cengage.
5. Mithani, D. M. (n.d.). Managerial Economics: Theory & Applications. Himalaya.
6. Mote, V. L., Paul, S. & Gupta G. S . (2017). Managerial economics: concepts and cases. Tata McGraw-Hill.

