

Sardar Patel University

Programme: BCOM

Semester: VI

Syllabus effective from : December, 2020

Objectives: To acquaint candidates with tools of Managerial Economics;

Paper Code: UB06GCOM21		Total Credit: 3
Title of Paper: Economics – VI (Business Economics-II)		Weighting
Unit	Description in detail	
1	Nature and Scope of Managerial Economics Meaning and objectives of Managerial Economics.- Nature and scope of managerial economics.- Theory of decision making and business decision.	25%
2	Elasticity of Demand Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.	25%
3	Demand Forecasting Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of a forecasting exercise, determinants of demand forecasting, methods of demand forecasting	25%
4	Market Structure and Revenue Relationship Concepts and determinants – plant and firm- industry and firm- Revenue relationship. Breakeven point: Assumptions- arithmetic of breakeven analysis- evaluation.	25%

Reference Books:

- Economic theory and operation analysis- S.J. Baumol
- Managerial economics- Samuel Paul
- Introduction to ME- Savage and Small
- Managerial economics- D.C. Haque
- Economic Theory – Stonier Haque
- Advance Economic theory- H.L.Ahuja
- Managerial economics- P.L.Mehta
- Managerial Economics- Gopal Krishna
- Managerial Economics- G.S. Gupta
- Principles of Management- I.M.Pandey
- Managerial Economics-Thomas Maurice