



M.B.A. Semester I
PM01CMBA53: MANAGERIAL ECONOMICS

Course Code	PM01CMBA53	Title of the Course	MANAGERIAL ECONOMICS
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none">• This course is designed to impart knowledge of economics concepts and principles, which govern a firm's functioning under different market conditions.• It aims to enhance participants' understanding of capabilities related to macro-economic principles and interrelationship of business with these.
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Course Content: 30 sessions		
Unit	Description /Topics	Weightage (%)
1	Introduction of Economics, Micro and Macro Economics, Demand Analysis, Product Analysis, Cost Analysis.	25%
2	Markets: Pricing Practices under different market conditions.	25%
3	Managerial Decision making, Uncertainty, Forecasting Models and Methods, Investment Analysis, National Income.	25%
4	Macro-Economic Theory and Policies, Money, Prices and Interest Rate, Fiscal Policy, Monetary Policy, Economic Planning.	25%

Teaching-Learning Methodology	Class Sessions and discussion, case studies, presentations and assignment submissions.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Mid Semester Examination	30%
2.	Internal Continuous Assessment in the form of Projects, Quizzes, Presentations, Assignments, Attendance	30%
3.	End Semester Examination	40%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Develop an understanding of micro and macroeconomics concepts and their application in decision-making by a firm.
2.	Understand policy instruments, their functioning and implication of business activity.
3.	Understand the macro-economic variable and their relationship.
4.	Learn the impact of macroeconomic variables on various industries and take investment decisions.
5.	Enhance employability.

Suggested References	
Sr. No.	References
1.	Gupta G.S, Macroeconomics, Theory and Applications, Tata McGraw Hill.
2.	Ravindra H. Dholakia and Ajay N. Oza: Microeconomics for Management Studies, Oxford University Press.
3.	Managerial Economics in a Global Economy, II Ed. Dominick Salvatore, Thomson South, Western Pub.



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4.	Rudiger Dornbusch, Stanlay Fischer, Richard Startz, Macroeconomics, IX Ed. Tata McGraw Hill, N. Gregory Mankiw, Principles of Economics, II Ed. Thomson South-Western Pub.
5.	N. Gregory Mankiw, Principles of Economics, II Ed. Thomson South-Western Pub.

Online Resources:
1) Online books available on the internet.
2) Government website for policy and planning details.