

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of E-Business (M.Eb)
Semester: I
Syllabus with Effect from: June-2010

Paper Code: PM01CMEB03	Total Credit: 4
Title Of Paper: Managerial Economics	

Unit	Description in Detail	Weightage (%)
I	Introduction to Managerial Economics Definition, Nature and Scope of Managerial Economics, Role of Managerial Economist, Objectives of Business Firm, Demand Distinction, Demand and Revenue Relationship, Elasticity of Demand - Income Elasticity and Promotional Elasticity of Demand- Their use in the Business Decision Making, Demand Forecasting – meaning, factors and methods of forecasting.	25%
II	Market Structure and Managerial Decision Making Definition, Different Market Structure (perfect competition, monopolistic competition, monopoly, Oligopoly and Duopoly, Price & Output decisions in different Market forms.	25%
III	Production and Cost analysis Production Function – Short run and long run, Cost Concepts, Cost Output relationship, Short Run and Long Run Cost analysis; Revenue and Revenue Curves, Break – Even Analysis and its implications.	25%
IV	Macroeconomic Aggregates & Concepts Concept & Measurements of National Income Inflation Monetary Policy Fiscal Policy	25%

Basic Text & Reference Books:-

- Ahuja H.L. - Advance Economic Theory
- Mehta P.L. – Managerial Economics
- Gupta G.S - Managerial Economics
- Thomas Maurice - Managerial Economics
- Mote, Paul & Gupta - Managerial Economics
- Savage & Small – Introduction to Managerial Economics
- Samuel Paul - Managerial Economics
- Gopal Krishna - Managerial Economics

