

3. MACRO & MICRO ECONOMICS - [CC103] :

Objective : This course is designed to familiarize the students with concepts, economic principles, which are useful to managers for making firm level decisions. It further aims to create student understanding of macro-economic concepts and principles.

Content : Concept of micro and macro economics; Principles of economics; Thinking like an economist; Market forces of demand and supply; Elasticity and its application; Consumers, producers and efficiency of the market; The cost of production; Monopoly, Oligopoly and Monopolistic competition; The market for the factors of production; The theory consumer choice; Measuring Nation's income; Measuring the cost of living; Production & Growth; Saving, investment and financial system; The monetary system; Money, growth and income; Aggregate demand & aggregate supply; The influence of monetary and fiscal policy on aggregate demand; The short-run trade off between inflation and unemployment; Contemporary issues and debates about macro economic policy.