

Programme Name	Master of Commerce
Semester	First
Paper No	1.2
Course Code	
Course Name	Managerial Economics
Course Type	Core Course
Effective from	JUNE 2011
Objective	To develop the managerial perspective to economic fundamentals as aids to decision making under given environmental constraints.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	01	Nature and Scope of Managerial Economics Overview of managerial Economic.	15	25	01
2	02	Theory of Consumer Choice Cardinal utility approach, Indifference approach, Revealed preference and theory of consumer choice under risk Demand estimation for major consumer durable and Non durable products, Demand forecasting techniques.	15	25	01
3	03	Production Theory Production function – production with one and two variable inputs, Stages of production , Economic of production function , Cost theory and estimation, Economic value analysis , Short-and Long run cost functions – their nature, Shape and inter- relationship, Law of variable proportions, Law of return to scale.	15	25	01
4	04	Price Determination - Different Market Conditions Characteristics of different market structures, Price determination and firm's equilibrium in short run and long-run under Perfect Competition, Monopolistic competition, Oligopoly and Monopoly	15	25	01

References:

1. Chopra, O.P: Managerial Economics, Tata McGraw Hill, Delhi.
2. Dean, Joel: Managerial Economics, Prentice Hill, Delhi.

3. Dholakia, R.H. and A. L. Oza: Micro Economics for management students, Oxford Uni. press, Delhi.
4. Gough, J. and S. Hills: fundamentals of Managerial Economics Analysis and Cases, Prentice Hall India, Delhi.
5. Petersen, H. Craig and W. Cris Lewis: Managerial Economics, Prentice Hall, Delhi.
6. Varian, H.R: International microeconomics: A Modern approach, East West Press, New Delhi.