

	P.R.Government College (Autonomous) Kakinada	Program & Semester			
Course Code	MANAGERIAL ECONOMICS	Ist B.B.A I SEM			
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

1. Understand the concept of managerial economics.
2. Understand the roles of managers in firms.
3. Understand the internal and external decisions to be made by managers
4. Analyze the demand and supply conditions and assess the position of a company .
5. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
6. Analyze real-world business problems with a systematic theoretical framework.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understand the concept of managerial economics.	Understanding
CO2	To apply marginal analysis to the “firm” under different market conditions	Application
CO3	Analyze the demand and supply conditions and assess the position of a company .	Analyzing
CO4	Understand the internal and external decisions to be made by managers	Application
CO5	Use economic analysis to evaluate controversial issues and policies.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	<p>1. Nature, Scope and definition of managerial Economics, Applications of managerial Economics Micro Vs Macro Economics, Basic Principles of Managerial Economics, (5hours)</p> <p>2. Opportunity Cost principles, Incremental Principles, Principle of time perspective, Discounting Principles (5hours)</p>
UNIT II	<p>3. Law of Demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, (5hours)</p> <p>4. factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand. (5hours)</p>
UNIT III	<p>7. Meaning, Concepts of production, factors of production and production function, Fixed and variables factor, Law of variable proportion and law of returns to scale, concept of cost, cost function, short run cost, long run cost, (5hours)</p> <p>8. Economics and diseconomies of scale Explicit cost and implicit cost, private and social cost,</p>
<u>UNIT- IV</u>	<p>Price Determination in various markets: perfect competition, Monopoly, Monopolistic Competition, Oligopoly, Pricing in various market structures (10hours)</p>
<u>UNIT- V</u>	<p>9. Circular flow of income, National income concepts, Theory of income and Employment: Classical, Modern Approach, (5hours)</p> <p>10. Circular flow of income, national income concepts. (5hours)</p>