

**OBJECTIVES:** To familiarize the students with various economic concepts. To make them understand the economics that influence management in decision making.

**COURSE:**

**MODULE-I:** Introduction to economics – managerial economics – definition, decision making – characteristics of managerial economics – scope of managerial economics – role and responsibility of managerial economist – theory of firm and demand analysis – goals of business – economic goals – social goals.

**MODULE-II:** Demand analysis – law of demand – determinants of demand – demand schedule – elasticity of demand – types of elasticity of demand-measurement

**MODULE-III:** Production theory and cost analysis – production function – managerial use of production function – law of variable proportions – law of diminishing returns and business decisions – economies of scale – cost analysis – cost concepts – cost output relation.

**MODULE-IV:** Pricing theory – market – analysis of competition – perfect competition – monopoly – discriminating monopoly – monopolistic competition – oligopoly – kinky demand curve – pricing of product – skimming and penetrating price.

**MODULE-V:** Business cycles – introduction – phases of business cycles – characteristics of business cycles – theories of business cycles – monetary theory – psychological theory – innovative theory – control of business cycles

**RECOMMENDED BOOKS:**

1. M.L. trivedi : "Managerial economics", tata mc-graw hill, new delhi, 2004
2. Mithani d m: "Managerial economics" , himalaya publishing house, Mumbai, 2008.
3. Dwivedi d n: "Managerial economics", vikas publishing house private limited
4. Varshney, and Maheswari, k l: "managerial economics" , sultan chand and sons
5. Joel dean : Managerial economics
6. Paul apte and Gupta : Managerial economics
7. Pc Thomas: Managerial economics.



**OBJECTIVES:** To make the students understand different facets of business environment.

**COURSE:**

**MODULE-I: THEORETICAL FRAMEWORK OF BUSINESS ENVIRONMENT:** concept and significance – economic scope – external factors influencing business.

**MODULE-II: ECONOMIC ENVIRONMENT :** Structure of Indian economy – economic system – economic planning in India – government policies – industrial policy – 1948, 1956 - only features, 1991 concept and features, fiscal policy - monetary policy - Economic reforms - new economic policy- LPG concept - changes and challenges - sustainable development - FDI - MNC's.

**MODULE-III: POLITICAL AND LEGAL ENVIRONMENT OF BUSINESS:** impact of political institution on business – responsibility of government towards business - impact of legal environment on business – MRTP act – unfair trade practices – industrial licensing – FEMA, FERA, Consumerism and consumer protection Act.

**MODULE-IV: SOCIO - CULTURAL ENVIRONMENT:** Elements of Social environment – business and society of business– ethics and corporate governance – social audit – benefits of social audit.

**MODULE-V: EMERGING TRENDS:** Emerging trends in Indian Business Environment-International trade theories- Balance of Payments-Concepts-Disequilibrium in BOP-Methods of Correction Trade Barriers and Trade strategy Globalization-international Economic Integration

**RECOMMENDED BOOKS:**

1. Francis Cherunilam, Business Environment, Himalaya Publishing House
2. A.N.Agarwal, Indian Economy, Vikas Publishing House
3. Adikhary, Economic Environment of Business, Sultan Chand and Sons.
4. K.Aswathappa, Essentials of Business Environment , Himalaya Publishing House.
5. T.R. Jain, Mukesh Trehan. Business Environment.

**OBJECTIVES:** To familiarize students with the applications of mathematics and statistical techniques in business decisions.

**COURSE:**

**MODULE-I:** Probability – definition of probability – concepts of probability – mean and variance of binomial distribution – Poisson's distribution – normal distribution – definition – problems

**MODULE-II:** Matrices – definition – types of matrices – operations of matrices – determinant of matrices – inverse of matrix – solving equations by matrix methods – matrix inversion method – Cramer's method.

**MODULE-III:** Introduction – statistics – meaning – function of statistics – limitations – significance – data collection – classification – tabulation – frequency distribution – graphic presentation of data – histogram – pie diagram.

**MODULE-IV:** Measures of central tendency – meaning – objectives – Properties of averages-merits and demerits of mean, median, mode-calculation of arithmetic mean –geometric mean-harmonic mean – median – mode.

**MODULE-IV:** Correlation and regression analysis – meaning – types of correlation – Karl Pearson's correlation coefficient – Spearman's rank correlation coefficient – meaning of regression – simple regression equations.

**RECOMMENDED BOOKS:**

1. Business Mathematics – Prof Sivayya And Satya Rao
2. Business Statistics - Dr C Sanchelti – V K Kapoor
3. Quantitative Techniques For Management – Misra, Excel Publications.
4. Quantitative Techniques – C R Kotari.