ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

I SEMESTER  **B.B.A**  TIME:5HRS/WEEK

BBA 1202(4) **MANAGERIAL ECONOMICS** MARKS:100

w.e.f. 2021-2022 Admitted Batch (21AI) **SYLLABUS**

**OBJECTIVES:**

* To familiarize the students with basic economic concepts.
* To make the students understand the various theories of economics that influence business decisions.
* To understand consumer behaviour analysis through utility approaches
* To familiarize the students with cost and production concepts.

**LEARNING OUTCOMES:** The students will be able to:

CO1: integrate micro and macro-economic concepts for business decision making.

CO2: analyse demand for the products through various determinants (assignments, discussions)

CO3: apply production theories for achieving profitable production targets

CO4: identify distinguished pricing strategies in different markets (discussion forums)

CO5: apply utility approaches to analyse consumer behaviour (conceptual analysis)

**MODULE – I: INTRODUCTION TO MANAGERIAL ECONOMICS:**

Nature, Scope and definition of Managerial Economics, Application of managerial economics Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost Principle, Incremental Principle. Principle of time perspective, Discounting principle

**MODULE - II CONSUMER BEHAVIOUR, DEMAND AND SUPPLY ANALYSIS:**

Law of demand, Theory of demand, shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand

**MODULE - III CONSUMER BEHAVIOUR UTILITY APPROACH:**

Cardinal utility approach, diminishing marginal utility, Law of equi-marginal utility, Ordinal utility approach, Indifference curve, Marginal rate of substitution, Budget line and consumer equilibrium Law of supply, shift in supply curve

**MODULE - IV THEORY OF PRODUCTION, COST AND FIRM'S BEHAVIOUR:**

Meaning, concept of production, Factors of production and production function, Fixed and variables factors, Law of variable proportion and law of returns to scale, Concept of cost, cost function, short run cost, long run cost, Economics and diseconomies of scale Explicit cost and implicit cost, private and social cost, Perfect competition, Monopoly, Monopolistic competition, Oligopoly, pricing in various market structures

**MODULE - V MACRO ECONOMICS ANALYSIS:**

Circular flow of income, national income concepts, Theory of income and employment: Classical, Modern (Keynesian) approach, Circular flow of income, national income concepts

**REFERENCE BOOKS:**

* Mithani D.M.: Managerial Economics, Himalaya Publishing House,2008.
* D.N.Dwivedi Managerial Economics, Vikas publications,8th Edition
* P.L.Mehta, Mangerial Economics, Sultan Chand & Sons,2016
* Yogesh Maheshwari, Mangerial Economics, PHI, 3rd Edition
* Dr D.D. Chaturvedi, Mangerial Economics, 3rd Edition

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