



Managerial Economics

Sno	Duration	Days	sub topics
1	3	1	Introduction
			<i>Introduction, Characteristics, scope and role and Nature of Managerial Economics</i>
			<i>Decision problem in Management, Decision science, relationship of Managerial economics with Functional areas of Management</i>
			<i>Methodology</i>
			<i>International framework and managerial economics</i>
2	0	0	Consumer Behaviour and Demand Analysis
			<i>Introduction to Demand, Supply and Market Equilibrium</i>
			<i>Determinants of Demand</i> and demand function
			<i>The law of Demand - demand schedule of consumer & market, demand curve of consumer and market</i>
			<i>Expansion, Contraction, Increase and decrease in Demand</i>
			<i>The demand function of a firm, Industry. Exceptions to Law of Demand</i>
			<i>The Supply function</i> , factors affecting supply, Law of Supply and Exceptions
			<i>Extension, Contraction, Increase and Decrease of Supply</i>
			<i>Market Equilibrium and Estimation of Demand function</i>
3	3	1	Theory of Consumer Behaviour
			<i>Introduction, Cardinal utility approach, Law of Marginal utility, Equi-marginal Utility</i>
			<i>Utility analysis and derivation of Demand curve, Ordinal utility analysis</i>
			<i>demand curve using indifference curve analysis, Uses, Applications</i>
			<i>Revealed Preference theory of Demand</i>
			<i>Lancaster's approach of Demand theory</i>
			<i>Law of Demand and Marketing Implications of Consumer Behaviour</i>
4	0	0	Elasticity of Demand
			<i>Introduction, types of Elasticity of Demand</i>
			<i>Relationship between Price Elasticity, Income Elasticity and Substitution Elasticity</i>
			<i>Obtaining Elasticity from Estimated Demand Function</i>
			<i>Elasticity when the Demand function is Linear and Nonlinear</i>
5	3	1	Demand Forecasting and Estimation
			<i>Introduction, Need for Demand forecasts, Factors to be considered in forecasting</i>

			<i>Steps involved in forecasting</i>
			<i>Scope of Forecasting exercise</i>
			<i>Determinants of Demand for various types of Product</i>
			<i>Methods of Forecasting and Estimating demand</i>
6	0	0	Theory of Production
			<i>Introduction</i>
			<i>Methods, types of Production function</i>
			<i>Law of Production - Law of variable proportions and returns of Scale</i>
7	6	2	Cost Analysis
			<i>Introduction</i>
			<i>Short Run and Long Run costs</i>
			<i>Total cost, Average cost, Marginal cost, Relationship ATC, AVC and MC</i>
			<i>Traditional theory of cost</i>
			<i>Optimum size of the plant</i>
			<i>Cost Elasticity, cost in a multiple product plant</i>
			<i>Optimum level of Inventory (Minimum inventory cost)</i>
			<i>Modern theory of cost in the short run costs and long run costs</i>
			<i>Engineering cost curve</i>
			<i>Economics of Scale - Internal and External economics</i>
			<i>Diseconomies of Scale - Internal and External</i>
			<i>Economics of Scope</i>
			<i>Statistical Estimation of Cost Function</i>
8	0	0	Theory of Pricing - Perfect Competition
			<i>Introduction</i>
			<i>Characteristics of Perfect Competition</i>
			<i>Equilibrium of perfect competitive firm</i>
			<i>Equilibrium of the firm in the short run and long run</i>
			<i>The supply curve of the firm and the industry</i>
			<i>Equilibrium of the Industry in the Short run and long run</i>
9	0	0	Monopolistic Competition
			<i>Introduction</i>
			<i>Characteristics of Monopolistic competition</i>
			<i>Equilibrium and excess capacity under Monopolistic competition</i>
			<i>Chamberlin's concept of excess capacity</i>
			<i>Non price competition</i>
			<i>Evaluation of Monopolistic competition</i>
10	0	0	Monopoly
			<i>Introduction and Characteristics of Monopoly</i>
			<i>Types of Monopoly</i>
			<i>Reasons for Monopoly</i>
			<i>Pure Monopoly</i>

			<i>Price, Marginal Revenue and Elasticity of Demand</i>
			<i>Monopoly Market structure and Profit Maximization condition</i>
			<i>Price and output decision in the Short-run: Marginal Revenue-Marginal cost approach</i>
			<i>Non-uniqueness of supply curve</i>
			<i>discrimination monopoly, monopoly equilibrium in long run, measurement of monopoly power</i>
			<i>Regulation of monopoly, Multi plant monopoly</i>
			<i>Monopoly Vs Perfect Competition</i>
			<i>Efficiency and loss of welfare due to Monopoly</i>
11	0	0	Duopoly and Oligopoly
			<i>Introduction</i>
			<i>Characteristics of Oligopoly, Reasons and types of Oligopoly</i>
			<i>Models of Duopoly and Oligopoly</i>
12	3	1	Theories of the firm
			<i>Introduction</i>
			<i>Managerial theories</i>
			<i>Baumol's theory of Sales Revenue Maximization</i>
			<i>Marris's theory of Growth rate Maximization</i>
			<i>Williamson Model of Managerial Discretion</i>
			<i>Behavioural theories</i>
			<i>Simson's Satisficing Model</i>
			<i>Behavioural model of Cyert and March</i>
13	3	1	Product pricing: Policy, Practice and Strategies
			<i>Introduction</i>
			<i>Marginalist controversy and pricing of products</i>
			<i>Various pricing methods</i>
			<i>Average cost pricing or cost plus pricing or Mark up pricing</i>
			<i>Incremental cost pricing, rate of return pricing, demand oriented pricing, pricing with strategic consideration</i>
			<i>Peak Load pricing, Ramsey pricing, Going rate pricing, loss leader pricing, trade association pricing</i>
			<i>Customary pricing, cyclical pricing, Imitative pricing</i>
			<i>Pricing Considerations for Various types of Business, Pricing process: A Multi-Stage Effort</i>
			<i>Pricing policy and its components</i>
			<i>Multiproduct pricing and Product line pricing</i>
14			Economics of Factor Inputs
			<i>Introduction</i>
			<i>Competitive Factor Markets</i>
			<i>Equilibrium in Factor Market and Economic Rent</i>
			<i>Monopoly the Factor Market</i>
			<i>Minimum Wage Law</i>

			<i>Factor Markets with Monopoly Power</i>
			<i>Bilateral Monopoly</i>
15			Profit: Theory and Measurement
			<i>Introduction</i>
			<i>Various Concepts of Profit</i>
			<i>Need to Measure Profit</i>
			<i>Theories of Profit</i>
			<i>Residual Clamant theory</i>
			<i>Wage theory of profit</i>
			<i>Dynamic surplus theory of profit by Clark</i>
			<i>Schumpeter's theory of Innovation, Knight's theory of Profit</i>
			<i>Monopoly theory of Profit</i>
			<i>Accounting profit and Economic profit</i>
			<i>Inflation Accounting</i>
			<i>Profit planning and Control</i>
			<i>Profit budget, forecasting, Break Even Analysis</i>
16			Game theory in Strategic decision making