Course Code	Course Name	Credits
26CM502	MANAGERIAL ECONOMICS AND CORPORATE SUSTAINABILITY	04

Course Objectives

- Understand core economic principles and concepts such as opportunity cost, marginal analysis, and decision-making under risk and uncertainty.
- Analyse market demand and consumer behaviour, including elasticity and demand forecasting techniques.
- Evaluate production and cost structures to enhance efficiency and support managerial decision-making.
- Examine different market structures and pricing strategies using economic and game theory concepts.
- Assess sustainability and ESG frameworks in business decision-making and corporate performance.

Learning Outcomes

Upon successful completion of this course, it is intended that a student will be able to:

- Apply economic theories and tools to solve real-world business and managerial problems.
- Develop demand forecasting and pricing strategies based on market analysis and elasticity concepts.
- Optimize production and cost decisions using cost analysis and breakeven techniques.
- Formulate competitive strategies considering market structures, game theory, and government regulations.
- Integrate sustainability and ethical practices into business decisions using ESG and corporate governance principles.

Unit 1 - Foundations of Managerial Economics (12 Hrs.)

Nature and Scope: Relationship of economics with decision sciences and functional areas of business. **Fundamental Concepts:** The Opportunity Cost principle, Incremental concept, and Time Value of Money. **Theory of the Firm:** Objectives of the firm—Profit Maximization vs. Stakeholder Wealth Maximization.

Unit 2 – Market Analysis and Demand Theory (12 Hrs.)

Demand Determinants: Factors affecting market demand and the Demand Function. **Elasticity Analysis:** Price, Income, and Cross-elasticity; using elasticity for pricing and revenue forecasting. **Consumer Behaviour & Sustainability:** The rise of the "Green Consumer" and sustainable consumption patterns.

Unit 3 - Production, Cost, and Efficiency: Production Function (12 Hrs.)

Short-run (Law of Diminishing Returns) and Long-run (Returns to Scale) analysis. **Cost Theory:** Fixed vs. Variable costs, Sunk costs, and Economies of Scale/Scope. **Eco-Efficiency:** Integrating environmental costs into production (Internalizing Externalities). **Circular Economy:** Economic models for waste reduction and resource regeneration.

Unit 4 – Market Structures and Strategic Pricing (12 Hrs.)

Perfect vs. Imperfect Competition: Pricing and output decisions in Monopoly, Monopolistic Competition, and Oligopoly. **Game Theory:** Basic concepts of Nash Equilibrium and competitive strategy. **Market Failures:** Understanding why markets fail to protect the environment (Public Goods and Externalities).

Unit 5 - Corporate Sustainability and ESG (12 Hrs.)

Triple Bottom Line (TBL): Measuring success through Profit, People, and Planet. **ESG Frameworks:** Environmental, Social, and Governance standards and their impact on firm valuation. **Sustainability Reporting:** Introduction to Global Reporting Initiative (GRI) and Integrated Reporting. **Sustainable Finance:** Green bonds, impact investing, and the business case for sustainability.

Reference Books:

1. **Dominick Salvatore (2019).** *Managerial Economics in a Global Economy* (9th ed.). Oxford University Press.
2. **D.N. Dwivedi (2017).** *Managerial Economics* (8th ed.). Vikas Publishing House.
3. **Varian, H. R. (2019).** *Intermediate Microeconomics: A Modern Approach* (9th ed.). W.W. Norton & Company.
4. **Pindyck, R. S., & Rubinfeld, D. L. (2018).** *Microeconomics* (9th ed.). Pearson Education.
5. **Kolstad, C. D. (2011).** *Environmental Economics* (2nd ed.). Oxford University Press
6.

Websites and eLearning Sources:

1. https://www.youtube.com/watch?v=xHmDtQ-S1Dk&t=210s
2. https://www.youtube.com/watch?v=dtogEnIgjBg.
3. https://www.youtube.com/watch?v=4kFLOoA5l4s&t=182s
4. https://www.youtube.com/watch?v=spTer1L2kv0
5. https://www.youtube.com/watch?v=g6KHyOI_8Yg

COs and Bloom's Taxonomy Mapping – 26CM502		
Course Outcomes	**On successful completion of this course, students will be able to**	**BTL**
CO1	Apply economic theories and tools to solve real-world business and managerial problems.	K1, K2
CO2	Develop demand forecasting and pricing strategies based on market analysis and elasticity concepts.	K3
CO3	Optimize production and cost decisions using cost analysis and breakeven techniques.	K4
CO4	Formulate competitive strategies considering market structures, game theory, and government regulations.	K5
CO5	Integrate sustainability and ethical practices into business decisions using ESG and corporate governance principles.	K6

BTL (Bloom's Taxonomy Level) - K1 – Remembering, K2 – Understanding, K3- Applying, K4 – Analyse, K5- Evaluate and K6 - Create

Relationship Matrix – 26CM502													
Course Outcomes	**Programme Outcomes (POs)**						**Programme Specific Outcomes (PSOs)**						**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	**PSO6**	
CO1	3	2	1	3	2	2	1	3	1	2	2	3	**2**
CO2	3	3	2	2	2	1	1	3	2	2	2	2	**2.6**
CO3	3	2	1	3	2	1	2	2	2	2	1	1	**1.7**
CO4	2	3	2	3	3	2	1	3	2	3	2	1	**2.6**
CO5	2	2	2	3	3	3	1	3	2	3	3	1	**2.2**
												Total	**2.2**

Mean Score: 3- High, 2- Medium/Moderate, 1-Low

FULLY HUMAN
Fully
Alive