

Course Code	Course Name	Credits
26EC101	MANAGERIAL ECONOMICS	04

Course Objectives

- Understand the fundamental concepts and significance of managerial economics.
- Analyze economic theories, business objectives, and decision-making under conditions of risk and uncertainty.
- Apply demand analysis, elasticity concepts, and demand forecasting methods in decision-making.
- Evaluate marketing strategies, advertising techniques, and modern production processes.
- Understand and apply concepts of profit management and inventory control systems.

Learning Outcomes

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

- Able to explain the concepts and its relevance in business decisions.
- Apply economic theories and principles to solve managerial and business problems.
- Analyze demand patterns, measure elasticity, and use appropriate forecasting techniques.
- Evaluate marketing strategies and assess the effectiveness of advertising and production techniques.
- Apply profit management principles and inventory control techniques in real-world business contexts.

Unit 1 – Introduction to Marginal Economics (12Hrs)

Meaning and definition, comparison between managerial theory and economic theory, nature and scope of managerial economics, subject matter of managerial economics, relation of managerial economics to other branches of knowledge, techniques of managerial economics, responsibilities of a managerial economist.

Unit 2 –Theories of Marginal Economics (12Hrs)

Fundamental economic concept and objectives of business firms, uncertainty, risk, probability analysis, Profit Maximization Theory, The Marginalist Controversy, Growth Maximization Theory of Marris, Agency Theory.

Unit 3 – Demand Analysis and Forecasting (12Hrs)

Demand analysis- meaning, types and functions, shift and movement along the demand curve, determinants of demand, law of demand, price and income elasticity of demand and its measurements. Applications of elasticity in managerial economics demand forecasting – meaning, types, methods, criteria of a good forecasting method.

Unit 4 – Marketing and Advertising (12Hrs)

Marketing strategy, concept, types, sales promotion measures, advertising – concept, methods, of determining total advertising budget, use of new production techniques: mechanism, automation, specialization, advertisement effectiveness.

Unit 5 –Profit Management and Inventory Thought (12Hrs)

Profits – concepts policies, aims of profit policies, measurements of profit, inventory – nature and motives, concept of inventory control system, costs of holding inventory, methods of evaluating inventories

Reference Books:

1. Ahuja, H.L. (2009). Managerial Economics-Analysis of managerial decision making. 3/e, S Chand and Company Ltd., New Delhi
2. Atmanand. (2008). Managerial Economics, Excel Books, New Delhi.
3. Chopra, P.N.(2007). Managerial Economics, Kalyani Publishers, New Delhi.
4. Mehta. P.I. Managerial Economics Sultan Chand Publications.
5. Salvatore Dominic. (2008). Managerial Economics: World Wide application New Delhi.

Websites and eLearning Sources:

1. https://ebooks.lpude.in/commerce/mcom/term_1/DECO405
2. <https://www.opentextbooks.org.hk/system/files/export/15/15497>
3. https://carlbamford.weebly.com/uploads/4/4/1/3/4413567/managerial_economics_.pdf

COs and Bloom's Taxonomy Mapping – 26EC101

Course Outcomes	On successful completion of this course, students will be able to	BTL
CO1	Explain managerial economics concepts and their relevance in business decisions.	K1, K2
CO2	Apply economic theories to solve managerial and business problems.	K3
CO3	Analyse demand, measure elasticity and use forecasting techniques effectively.	K4
CO4	Evaluate marketing strategies and advertising effectiveness.	K5
CO5	Apply profit management and inventory control techniques in real-world situations.	K3

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

Relationship Matrix – 26EC101

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	1	1	1	2	2	2	1	1	1.55
CO2	3	3	3	1	1	2	3	3	3	3	2	2.45
CO3	3	3	3	1	1	2	3	3	3	2	3	2.45
CO4	2	3	3	1	1	3	3	3	3	3	2	2.45
CO5	3	3	3	1	1	3	3	3	3	3	3	2.73
Total												2.326

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

