

**CENTRAL UNIVERSITY OF JAMMU**  
**DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT**

**Lecture Plan**

**Course Title: Managerial Economics**  
**Faculty: Dr. Naresh Sharma**  
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**Subject Code: PGSCM1C004T**

**Course Credit: 4**  
**Semester: 1<sup>st</sup>**  
**Program: MBA (SCM)**  
**Academic Year: 2016**

**Course Description:**

The objective of this course is to acquaint the students with concepts and techniques used in economics and enable them to apply this knowledge in business decision making.

**Text Books:**

- Mankiw.N.Gregory, Principles Of Microeconomics, Cengage Learning
- Dwivedi, D.N., Managerial Economics, Vikas Publishing – 7<sup>th</sup> Edition
- Ahuja, H.L., Managerial Economics, S. Chand Publishing- 8<sup>th</sup> Edition

**Reference Books:**

- Mankiw. N. Gregory, Economics Principles and Applications ,Cengage Learning
- Samuelson. Pual A. & William B. Nordhaus, Economics ,Tata Mac Graw Hill
- Salvatore, Managerial Economics in Global Economy, Thomson Learning, Mumbai.

**Session Plan** (Each session will be of 60 minutes duration)

<b>Session</b>	<b>Topic</b>	<b>Pedagogy</b>
1-4	Managerial Economics, Nature and scope of Managerial Economics, Managerial Economists Role and Responsibilities.	Presentation and Discussion
5-8	Objectives of a firm, Fundamental Micro Economics, Concepts in Decision Making: Marginal Principal, Choice and Opportunity Cost, Discounting Principal.	Presentation and Discussion
9-13	Demand, Demand Function, Law of Demand, Individual and Market Demand, Determinants of Demand, Concept of Utility and its Approaches.	Presentation and Discussion
14-18	Elasticity of Demand, Price, Income and Cross Elasticity, Methods for measuring Elasticity , Consumer's Surplus, Indifference Curve Analysis	Presentation and Discussion
19-22	Demand Forecasting and its Techniques.	Presentation and Discussion
23-26	Production, Production Function, Law of Diminishing Returns, Isoquants, Law of Returns to Scale.	Presentation and Discussion

27-30	Costs, Classification of Costs, Average- Marginal Relationships, Long Run and Short run Cost Functions. Economies of Scale.	Presentation and Discussion
31-34	Spectrum of Market Structure, Perfect Competitive Market: Characteristics and Price Determination under Perfect Competitive Market. Monopoly: Characteristics and Price Determination under Monopoly Market	Presentation and Discussion
35-38	Monopolistic Competition: Characteristics and Price Determination under Monopolistic Market, Oligopoly: Characteristics and Price Determination under Oligopoly Market	Presentation and Discussion
39-43	Circular Flow of Economic Activity, National Income, GDP, GNP, NNP, Methods for Measuring National Income, Income Determination: Keynes View.	Presentation and Discussion
44-46	Inflation: Concept, Causes and Consequences, Demand Pull, Cost Push, Business Cycle: Features and Phases, Causes of Business Cycle.	Presentation and Discussion
47- 52	Case Studies Related to the Subject	