

TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE 'A' INSTITUTE

Department of Management Sciences

COURSE PLAN

ACADEMIC SESSION 2024-25 (w.e.f. 1st August, 2024)

As per Scheme of Examination & Syllabus of Masters of Business Administration for First Semester (w.e.f. 2021-22 Academic Session Onwards) Guru Gobind Singh Indraprastha University, New Delhi.

PROGRAMME CODE:	039	PROGRAMME:	Masters of Business Administration	SHIFT:	1st	L	3	T/P	0	CREDITS:	3
COURSE CODE:	MS-105	COURSE NAME:	Managerial Economics	SECTION:	A						
		COURSE TYPE:	Core/ Open Elective	FACULTY:	Dr. Monisha						
OBJECTIVE:	The course is aimed at building a perspective necessary for the application of modern economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm. The course will also look at recent developments in business in the context of economic theory.										
COURSE OUTCOME & MAPPING, COURSE ARTICULATION											
		Demonstrate an understanding of management concepts, principles and theories, and apply them in the context of organizational work practices.	Apply analytical and critical thinking skills to analyze the dynamic business environment and identify entrepreneurial and business opportunities and risks.	Prepare business strategies, develop concomitant functional and operational strategies and implement them in an integrated manner to efficiently and effectively achieve the functional goals and the business objectives.	Demonstrate an understanding of decision making processes at various levels of the organization with respect to resources mobilization and their efficient deployment and use to achieve the set goals.	Demonstrate the ability to analyze management problems, to identify and collect relevant data and to apply a creative problem-solving approach.	Identify and recommend the information technology-based interventions to achieve organizational goals.	Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and the imperatives of long-term societal welfare.	Demonstrate effective communication and interpersonal skills as well as the ability to work with and lead teams.	Develop a lifelong learning approach manifested in their attitude to learn, unlearn and relearn and in their pursuit of excellence in professional, personal and social life.	
CO - PO MAPPING			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Examine various economic ideologies, economic theories and techniques of economic analysis and discuss their relevance for managerial decision making	3	1	1	2	1	1	1	1	1	2
CO2	Identify and explain factors influencing supply and demand, analyze the dynamic role of markets in allocation of productive resources in a free market economy and offer critique of market based model from sustainable development perspective.	3	3	3	3	3	3	1	2	1	3
CO3	Examine various approaches and models that explain consumer choices and behavior and apply them for analyzing the demand	3	3	3	3	3	3	3	2	1	1
CO4	Discuss the theory of production and analyze the effects of technology and variations in input proportions on output, both in the short run and long run	3	3	2	3	2	2	1	2	1	2
CO5	Identify and compare different market structures and analyze pricing and output decisions in different market forms.	3	3	3	3	3	3	3	2	1	1
CO6	Analyze business cycles, macro-economic conditions and policies and develop effective business strategies	3	2	2	2	2	2	1	2	2	2
Average		3	2.66	2.33	2.66	2.33	1.66	1.83	1.16	1.83	

Lecture No.	Unit No.	Topic	Sessional Outcome	Experiential Learning	Participative Learning	Problem Solving Methodologies	ICT Tools & E-Resources Utilization	Mapping with CO	Class Material (PPT Faculty+ Students)	Additional Material (Links/ Journals/ Articles/ NEWS)	Mode of Assessment	Bloom's Taxonomy
1	I	Introduction: Nature, Scope and Significance of Managerial Economics	Nature, Scope and Significance of Managerial Economics	Sessional Outcome	Experiential Learning	Problem Solving Methodologies	Participative Learning	ICT Tools & E-Resources Utilization	Mapping with CO	Class Material (PPT Faculty+ Students)	Additional Material (Links/ Journals/ Articles/ NEWS)	Level 1,2
2	I	Its Relationship with other Disciplines	Nature, Scope and Significance of Managerial Economics	Students will be able to understand the meaning and scope of managerial			Class Discussion	https://www.youtube.com/watch?v=CTZVoZUcaTM&t=280s	CO1	PPT	Additional Material (Links/ Journals/ Articles/ NEWS)	Level 1,3
3	I	Role of Managerial Economics in Decision Making	Managerial Economics and Relationship with other Disciplines	Students will be able to comprehend the managerial economics			Class Discussion	https://www.youtube.com/watch?v=Fngqkohn3KU	CO2			Level 1,2
4	I	Role of Managerial Economics in Decision Making	Role of Managerial Economics in Decision Making	Students will understand the role of managerial economics in decision			Flipped Classroom		CO2			Level 1,3
5	I	Opportunity cost Principle	Opportunity cost Principle	Explained opportunity cost principle			Lecture		CO2			Level 4,5
6	I	Incremental Concept	Production Possibility Curve	Explain the production possibility curve			Lecture		CO2			Level 2,3
7	I	Cardinal and Ordinal Approaches to Consumer Behaviour	Incremental Concept	Discuss incremental concept		Table and Graph	Lecture		CO2			Level 2,3
8	I	Equi-Marginal Principle	Cardinal and Ordinal Approaches to Consumer Behaviour	Students will be able to understand the meaning of cardinal and ordinal	Case Study	Graph	Lecture		CO4			Level 2,4
9	I	Law of Diminishing Marginal Utility	Equi-Marginal Principle	Explain equi-marginal principle with example examples.	Case Study	Graph	Lecture		CO4			Level 1,2
10	I	Law of Diminishing Marginal Utility	Law of Diminishing Marginal Utility	Discuss the law of diminishing marginal utility		Graph	Lecture		CO4			Level 1,3
11	I	Indifference Curve Analysis	Revision	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session						Level 1,2
12	I	Indifference Curve Analysis	Revision	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session						Level 4,5,6
13	II	Demand Analysis and Theory of Production	Group discussion	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session						Level 2,3
14	II	Demand Function, Elasticity of Demand	Problem Solving Session	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session						Level 2,3
15	II	Demand Function, Elasticity of Demand	Theory of Demand : Law of Demand, Movement along Vs shift in demand Curve	Student will be able to describe Law of demand, differentiate and evaluate		Cause & Effect Diagram	Lecture		CO5			Level 2,3
16	II	Demand Forecasting	Theory of Demand : Law of Demand - Movement in demand Curve	Student will be able to evaluate various factors for movement in demand		Cause & Effect Diagram	Invividual Presentation	https://www.youtube.com/watch?v=2rvqk4EJyys	CO5			Level 2,4
17	II	Applications of Demand Analysis in Managerial Decision Making	Theory of Demand : Law of Demand, Movement along Vs shift in demand Curve	Student will be able to and evaluate various factors for movement and		Cause & Effect Diagram	Invividual Presentation		CO5			Level 1,2
18	II	Theory of Production: Production Function	Concepts of Measurement of Elasticity of Demand	Student will be able to understand the concept the elasticity of demand.		Cause & Effect Diagram	Lecture		CO2			Level 1,3
19	II	Short Run and Long Run Production Analysis	Factors affecting Elasticity of Demand	Student will be able to analyse the factors affecting elasticity of		Cause & Effect Diagram			CO3			Level 1,2
20	II	Short Run and Long Run Production Analysis	Income Elasticity of Demand	Student will be able to evaluate income elasticity of demand.		Cause & Effect Diagram			CO3			Level 4,5
21	II	Isoquants	Theory of Production : Meaning and concept	Student will be able to understand the meaning and concept of theory of		Diagram			CO3	PPT		Level 2,3
22	II	Optimal Combination of Inputs.	Factors of production and production function : Fixed and variable factors	Student will be able to understand the meaning and concept of theory of		Diagram		https://www.youtube.com/watch?v=1i7zTgr2ZNY	CO3			Level 1,2
23	III	Theory of Cost and Market Structures	Law of variable proportion(Short Run Production analysis)	Student will apply the concept of law of variables in determining	Case Study		Class Discussion		CO3			Level 1,3
24	III	Theory of Cost in Short and Long Runs	Law of return to scale (long run Production analysis)through the use of ISO Quants	Student will apply the concept of law of returns to scale in determining					CO3			Level 1,2

25	III	Theory of Cost in Short and Long Runs	Traditional and Modern Theory of Costs in Short Run and Long Run	Explain Traditional and Modern Theory of Costs in the Short Run and Long					CO3			Level 4,5
26	III	Market Structures: Output - decisions Perfect Competition.	Revision	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session						Level 2,3
27	III	Market Structures: Output - decisions Price- under Perfect Competition.	Revision	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session						Level1,2
28	III	Monopoly	Group discussion	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session						Level1,3
29	III	Monopoly	Problem Solving Session	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session						Level1,2
30	III	Monopolistic and Oligopoly	Competition	Economies of Scale and Economies of Scope	Students will be able to differentiate between economies of scale and		problems and numerical		CO3			Level 4,5
31	III	Monopolistic and Oligopoly	Competition	Revenue Curves	Students will be able to understand the concept importance of revenue	Case Study			CO1			Level 2,3
32	III	Monopolistic and Oligopoly	Competition	Market Structure: Price-Output decisions under Perfect Competition	Students will be able to understand the concept of market structure: price-	Case Study	Graph	problems and numerical	CO1			Level1,2
33	IV	Introduction to Macro Economics	Monopoly, Monopolistic Competition and Oligopoly	Student will apply the concept of monopoly markets		Case Study	Graph	problems and numerical	CO1			Level1,3
34	IV	Nature and Importance of Macro Economics	Strategic Behaviour of Firm	Students will be able to understand the strategic behaviour of firm		Case Study			CO1			Level1,2
35	IV	Market, Command	Introduction to Macro Economics	Students will be able to understand macro economics and it's				Class Discussion	CO1		Class Notes	Level 4,5
36	IV	Mixed Economics	Nature and Importance of Macro Economics	Students will be able to understand the importance of macro				Lecture	CO1		ppt	Level 2,3
37	IV	The Invisible Hand	Revision	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session		Class Discussion				Level 2,3
38	IV	The economic role of government	Revision	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session		Class Discussion				Level1,2
39	IV	The economic role of government	Revision	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session		Class Discussion				Level1,3
40	IV	Economic Growth and Development	Economic Growth and Development	Students will be able to understand and differentiate the concepts				Lecture	CO1			Level1,2
41	IV	Policy framework of money supply	Determinants of Economic Development	Students will be able to understand economic developments and it's				Lecture	CO1			Level 4,5
42	IV	Inflation, and interest rates.	Methods of Measurement of National Income	Students will be able to understand the concept of national income and				Class Discussion	CO1			Level 2,3
43	IV	Revision	Inflation: Meaning and Theories and Control Measures	Students will be able to understand the concept of inflation and control				Class Discussion	CO1		Class notes	Level 2,3
44	IV	Revision	Revision	Students will be assessed on the basis of previous lecture's knowledge		Doubt Clearing session		Lecture	CO1			Level6
45	IV	Previous Years Question Paper Discussion	Group Discussion	Students will be able to clear their doubts.		Doubt Clearing session		Group Discussion	CO1			Level 6

Note: 1 Credit (Theory)= 15 Hrs. in a Semester ; 1 Credit (Practical)= 30 Hrs. in a Semester.

Suggested Readings : (Latest Editions)

1. Hirschey, M. Managerial Economics. Thomson South-Western.
2. Salvatore, D. Managerial Economics in a Global Economy. McGraw-Hill.
3. Samuelson, W. F., & E. Marks, S. G. Managerial economics. John Wiley & Sons.
4. Truett, Dale B. and Truett J. Lila. Managerial Economics: Analysis, Problems, Cases, John Wiley & Sons.
5. Petersen, H. C., Cris, L. Wand Jain, S.K. Managerial Economics, Pearson Education
6. Satya P. Das. Microeconomics for Business, Sage Publishing

Name of Faculty: Dr. Monisha

Monisha

Journals:

1. Journal of Managerial Economics
2. Managerial and Decision Economics
3. Journal of Business Economics and Management
4. International Journal of Managerial Economics and Marketing
5. Journal of Business Research

Head of Department: Dr. Pooja Sharma

Pooja Sharma
HOD
MBA-TIAS