

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Master of Business Administration (MBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Managerial Economics

Course Code: MS-105

L - 3, Credits - 3

Objectives: 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 Outcomes (COs)

After completion of this course, the learners will be able to:-

CO1:	Examine various economic ideologies, economic theories and techniques of economic analysis and discuss their relevance for managerial decision making.
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.
CO3:	Examine various approaches and models that explain consumer choices and behaviour and apply them for analyzing the demand.
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.
CO5:	Identify and compare different market structures and analyze pricing and output decisions in different market forms.
CO6:	Analyze business cycles, macro-economic conditions and policies and develop effective business strategies.