



Course Syllabus
Gyanmanjari Institute of Commerce
Semester-1(B.Com)

Subject: Managerial Economics - BCOXX11304

Type of course: Multidisciplinary

Prerequisite:

A strong grasp of fundamental economic concepts, mathematical skills, and critical thinking abilities are crucial prerequisites for successfully applying managerial economics in real-world business scenarios. These foundational elements enable students to make informed decisions and navigate the quantitative aspects of decision-making effectively.

Rationale:

Managerial Economics is indispensable in the B.Com program, as it empowers students with the tools to make informed business choices by merging economic principles with management practices. This fusion enables students to assess market conditions, consumer behavior, and cost structures, fostering the capacity to spot lucrative opportunities and craft strategic decisions in a dynamic business landscape.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
							MSE
4	0	0	4	100	30	70	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Continuous Assessment:

(For each activity maximum-minimum range is 5 to 10 marks)

Sr. No	Active Learning Activities	Marks
1	Case study: Faculty will provide simple case studies to students with real-world marketing and upload PPT on Moodle.	10
2	Quiz: Faculty will arrange Quiz and student will do answers in Moodle for the particular content.	10
3	Economic News Analysis: Faculty will assign students to regularly follow economic news and prepare report and identify examples of managerial economics concepts in action and upload it on Moodle.	10
4	Assignment Paper Writing: Faculty will provide particular topic and Student will submit the written assignment on Moodle.	10
5	Student choice activity: In this activity student can choose any activity on the basis on their own choice which relevant to subject.	10
6	Demand & Supply: Faculty will provide examples of real-world products and students will observe and draft a report on the actual Demand and Supply and upload it on Moodle.	10
7	Attendance	10
Total		70

CourseContent:

Sr. No	Course content	Hrs.	% Weightage
1	<ul style="list-style-type: none"> ❖ Introduction to Managerial Economics • Overview of Managerial Economics, Definition and scope, Basic concepts and principles in managerial decision-making, Understanding the role of Managerial Economics in business • Demand and Supply Analysis, Understanding demand and supply in the market • Price determination and factors influencing demand and supply • Elasticity of demand and supply 	15	25

2	<ul style="list-style-type: none"> ❖ Cost and Production Analysis: <ul style="list-style-type: none"> • Cost: Meaning, Definition, Types of costs, Cost-output relationships and cost estimation techniques • Production Analysis, Concepts of production and productivity • Short-run and long-run production decisions • Law of diminishing returns 	15	25
3	<ul style="list-style-type: none"> ❖ Market Structures and Pricing: <ul style="list-style-type: none"> • Market Structures, Perfect competition, monopoly, monopolistic competition, and oligopoly • Meaning, Characteristics and examples of each market structure • Pricing Strategies, Pricing decisions under different market structures • Price discrimination and its types • Cost-plus pricing and demand-based pricing 	15	25
4	<ul style="list-style-type: none"> ❖ Managerial Decision-Making: <ul style="list-style-type: none"> • Business Objectives and Constraints, Profit maximization vs. sales maximization • Other objectives (growth, market share) and their impact on decisions, Budget constraints and resource allocation ❖ Tools of Managerial Decision-Making: <ul style="list-style-type: none"> • Marginal analysis and its applications, Break-even analysis and cost-volume-profit relationships • Time value of money and discounted cash flow analysis ❖ Demand Forecasting: <ul style="list-style-type: none"> • Methods of demand forecasting (qualitative and quantitative) • Techniques for data collection and analysis • Importance of accurate demand forecasting in decision-making 	15	25

Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	40%	30%	-	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the principles of Managerial Economics and its application in business decision-making.
CO2	Evaluate production costs and make informed production-related decisions.
CO3	Apply managerial economic tools, such as marginal analysis and break-even analysis, to optimize decision-making processes.
CO4	Utilize demand forecasting techniques to anticipate market trends and plan accordingly.
CO5	Demonstrate proficiency in making effective managerial decisions considering budget constraints and resource allocation.

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] "Managerial Economics" by D.N. Dwivedi
- [2] "Managerial Economics" by Paul G. Keat, Philip K.Y. Young, and Steve Erfle
- [3] "Managerial Economics: Analysis, Problems, Cases" by P.L. Mehta

