



Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-1 (BBA)

Subject: Managerial Economics - BBAXX11304

Type of course: Multidisciplinary

Prerequisite:

The prerequisites for studying this subject student have to typically include a strong foundation in basic economics principles. It is essential to have completed introductory courses in economics to grasp the concepts effectively. Additionally, a good understanding of business fundamentals and a keen interest in analyzing economic decision-making in a managerial context would be required for pursuing this subject.

Rationale:

Economics helps us understand how societies allocate scarce resources to satisfy unlimited wants and needs. It provides insights into how individuals, businesses, and governments make choices about production, consumption, and distribution of goods and services. Economics provides a framework for analyzing and understanding individual and business decision-making. Economics examines the functioning of markets and how supply and demand interact to determine prices and quantities of goods and services. It helps us understand market structures, market failures, and the role of competition. This knowledge is essential for businesses to assess market conditions, set prices, and make strategic decisions.



Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
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 10 to 5 marks)

Sr. No	Active Learning Activities	Marks
1	Quiz MCQ Test will be conducted on Moodle (10 MCQs from each module).	10
2	Presentation Faculty will assign topics related to subject and students have to make video presentation in group of three. Upload video on Moodle.	10
3	Assignment Faculty will provide two assignments. Students need to solve & upload to Moodle.	10
4	Pros and Cons Students required preparing the advantages and disadvantages of assigned topics from the faculty and having to write Pros and Cons and upload it to Moodle.	10
5	Case Study Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation in a group of three and Upload it to Moodle.	10
6	Attendance	10
7	Student's Preference	10
Total		70



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Basic of Managerial Economics <ul style="list-style-type: none"> • Introduction and Meaning of Managerial Economics, • Objectives • Scope of Managerial Economics • Nature of Managerial Economics • The Uses of managerial economics • Characteristics of managerial Economics • Managerial Economics: Normative or Positive • Importance of Managerial Economics 	10	15
2	Demand and Supply Analysis Law of demand and supply <ul style="list-style-type: none"> • Introduction of demand and supply • Meaning of Demand and Demand Functions • Determinants of Demand • Demand Curve with table • The Law of Demand • Assumptions Underlying the Law of Demand • Exceptions to the Law of Demand • Types of Demand • Law of Supply • Supply Function • Equilibrium of Demand and Supply • Determination of equilibrium Price and Quantity 	20	35
3	Cardinal Utility Theory: <ul style="list-style-type: none"> • Law of Diminishing Marginal Utility • Consumers equilibrium • Derivation of Demand curve • Drawback of cardinal approach • Introduction, meaning, objective of elasticity of Demand • Classification of elasticity of Demand • Price elasticity of supply 	15	25

4	Ordinal Utility of Approach: <ul style="list-style-type: none"> • Meaning • Concept • Uses 	15	25
	Market Structures: <ul style="list-style-type: none"> • Perfect competition: meaning & characteristics • Monopoly: meaning & characteristics • Monopolistic: meaning & characteristics • Oligopoly: meaning & characteristics 		

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	20%	30%	30%	10%	10%	-

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	Develop a solid foundation in economic theory and principles, including supply and demand, consumer behavior, production and cost analysis, market structures, and market equilibrium.
CO2	Study different market structures.
CO3	Gain the ability to analyze and forecast market demand for goods and services.
CO4	Understand the impact of government policies, regulations, and interventions on business decisions and market dynamics.
CO5	Develop an understanding of ethical issues and considerations in managerial decision-making.



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:

- D.N. Dwivedi, Latest Edition, Managerial Economics – Theory & Applications, Pearson Education India
- Amit Ahuja, Latest Edition, Managerial Economics Analysis of Managerial Decision Making, S. Chand and company Limited, New Delhi

