

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE
INSTRUCTION DIVISION
First Semester 2015-2016
Course Handout Part II

Dated: 02/08/2016

In addition to part I (General Handout for all courses appended to the time table) this portion gives further specific details regarding the course.

Course No. : MBA G501
Course Title : MANAGERIAL ECONOMICS
Instructor-in-Charge : LEELA RANI

1. Scope & Objective:

The course provides to the students: an insight into the scientific & analytical methods, techniques and tools of economics; a precise and comprehensive coverage of fundamental concepts in economics; and suitable examples to expose him/her to possibilities of applications of these concepts in business and economic policy.

2. Text Book:

Truett & Truett, "Managerial Economics", John Wiley & Sons, 8th edition, Singapore, 2004.

3. Reference Books:

1. Managerial Economics 6Ed. (English) 6th edition, Dominick Salvatore, Ravikesh Srivastava
2. Samuelson & Nordhus, "Economics", Tata McGraw-Hill Edition, 16th edition, New Delhi, 1998.
3. Petersen, Lewis and Jain, "Managerial Economics", Pearson Education, New Delhi, 2006.
4. Hirschey, "Economics for Managers", Thompson, New Delhi, 2006.

5. Course Plan:

Course coverage		Textbook chapter	LH
Part One: The firm and its environment			
1.	Introduction to basic principles & methodology	1	2
2.	Revenue of the firm	2	3
3.	Demand analysis & estimation	3	3
4.	Economic forecasting	4	3
PRACTICE SESSION: Technical & applied problems, case study.			2
Part Two: Production, cost and profit maximization			
5.	Production analysis	5	3
6.	Cost of production	6	3
7.	Profit analysis of the firm	7	3
PRACTICE SESSION: Technical & applied problems, case study.			2
Part Three: Markets and behavior of the firm			
8	Perfect competition & Monopoly	8	3
9	Monopolistic competition & oligopoly	9	3
10	Factor markets & profit maximizing employment of variable inputs	12	3

PRACTICE SESSION: Technical & applied problems, case study.			1
Part Four: Macroeconomic environment			
11	Macroeconomic variables & their measurement	Notes	2
12	Money, Credit, the Banking System	Notes	2
13	International Trade, Comparative Advantage	Notes	2
PRACTICE SESSION: Technical & applied problems, case study.			1
Project viva			5
Total sessions			45

5. Evaluation Scheme

S. No.	Component	Weightage(%)	Date	Duration	Remark
1	Mid-term test	25	8/10 8:00 - 9:30 AM	90 min	CB
2	Project and viva	10	16/8		OB
3	Quiz (2 out of 3)	10	11/8		
			17/9		
			5/11		
4	Excel based ex. (2 out of 3)	10	20/8		
			24/9		
			8/10		
3	Case (2 out of 3)	10	10/9		Partly OB
			22/10		
			29/10		
4	Comprehensive Examination	35	13/12 AN	3 Hrs	Partly OB
TOTAL		100			

Chamber Consultation Hour: Thursday 3rd hr (Chamber 6068 H- NAB)

Notices: All notices of this course will be displayed on the Department of Management Notice Board.

Make-up Policy: *Make-up may be given only on genuine grounds with prior permission of the I/C.*

Instructor-in-Charge

