

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

Dated: 03/08/2015

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 C312
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. Samuelson & Nordhus, "Economics", Tata McGraw-Hill Edition, 16th edition, New Delhi, 1998.
2. Petersen, Lewis and Jain, "Managerial Economics", Pearson Education, New Delhi, 2006.
3. Hirschey, "Economics for Managers", Thompson, New Delhi, 2006.

4. Course Plan:

| Course coverage | | Textbook chapter | LH |
|---|--|------------------|-----------|
| Part One: The firm and it's environment | | | |
| 1. | Introduction to basic principles & methodology | 1 | 1 |
| 2. | Revenue of the firm | 2 | 2 |
| 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 | 2 |
| 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. | | | 2 |
| 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. | | | 2 |
| Total sessions | | | 40 |

5. Evaluation Scheme

| S. No. | Component | Weightage(%) | Date and Time | Duration | Remark |
|--------|---------------------------|--------------|---------------------|----------|-----------|
| 1 | Mid-term test | 25 | 7/10 4:00 - 5:30 PM | 90 min | CB |
| 2 | Project and viva | 20 | | | OB |
| 3 | Case/problem based ex. | 20 | | | Partly OB |
| 4 | Comprehensive Examination | 35 | 7/12 AN | 3 Hrs | Partly OB |

Chamber Consultation Hour: Saturday 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
MBA C312