

BBA DEGREE PROGRAMME
I SEMESTER – ALLIED – I
MANAGERIAL ECONOMICS

Hours Allotted : 5 Hrs.
Credit Allotted : 3

Sub. Code : 11 UBA 1301
Max. Marks : 75

OBJECTIVE : To enable the students understand the various concepts of Economics and their application in Business decisions.

UNIT-I

Managerial Economics – Definition, Meaning and Characteristics – Scope – Relationship with other disciplines – Objectives of firms.

UNIT-II

Utility – Concepts – Law of diminishing marginal utility – Concept of consumer surplus – Laws of Demand – Elasticity of Demand – Indifference Curve Analysis.

UNIT-III

Factors of Production – Law of Returns – Law of Variable Proportions – Law of Return to scale.

UNIT-IV

Cost Concepts – Cost Output Relationship in the Short run and Long run – Revenue Analysis – Price Output Determination under Perfect Competition, Monopoly, Oligopoly and Monopolistic Competition.

UNIT-V

National Income – Concepts, Measurement and Difficulties in Measurement – Inequalities of Income – Causes – Merits and Demerits.

TEXT BOOK RECOMMENDED :

1. Managerial Economics – R.L. Varshney & K.L. Maheshwari, S. Chand & Sons
2. Managerial Economics – S.Sankaran, Margham Publications.

BOOKS FOR REFERENCE :

1. Managerial Economics Analysis, Problems & Causes - PL. Mehta, Sultan Chand
2. Principles of Economics, Economic Analysis – V. Lokanathan, S. Chand & Sons
3. Economic Analysis – KPM. Sundharam & EN. Sundharam, S. Chand & Sons
4. Managerial Economics – Cauvery, Sudhanayak, Girija, S. Chand & Sons