

EPITM 01 ME COURSE OUTLINE

Managerial Economics (ME): Understanding Economic and Business Environment **Prof. D. Tripathi Rao, IIML January-February 2022**

Session-Wise Teaching Plan and Reference Reading Text/Material

Reference Textbook 1:

Paul A Sameulson & William Nordhaus, Economics, Tata McGraw-Hill, 19th Edition

Session 1-2-3: Sustaining Business in Competitive Markets

- Concepts: Demand, Supply, Role and Function of Price in Market Mechanism, Price Elasticity of Demand, Strategic and Control Variables of a Firm, Fixed vs. Variable Costs, Market Structure (Competitive vs. Oligopolistic Firms), e-Commerce industry and Learning Curve, and Business Paradigms
- Chapter Readings for Session 1-2-3: (I) Chapter 3, (ii) Chapter 4.A (pp.65-72), (iii) Chapter 7.A and 7.C, (ii) Chapter 8, and Chapter 9.
- Reading Material 2: *A Case Study for Discussion:*

Apples' iPhone in India: Rising in New Opportunities, by Tusli Kumar, Ivy League Publishing, W18030

- Reading Material 3 (Soft Copy will be provided):

Why investors are so keen on Amazon: Can the web giant really live up to expectations?

Session 4-5: Understanding Macroeconomic and Business Environment

- Concepts: National Income Analysis (GDP), Aggregate Demand, Aggregate Supply and Price Index (Inflation), Short Run Business Cycles, Macroeconomic Indicators to Monitor Short Run Growth Prospects, Measurement of GDP, Monetary and Fiscal Policy, and Exchange Rate, Long Run Growth and Development of the Economy,
 - Reading Materials: See Attachment on (i) What Makes a Nation Rich? (ii) Why Nations Fail: The Origins of Power, Prosperity, and Poverty, (iii) India's Global Competitiveness Ranking (soft copy attached)
 - Readings for Session 4-5: Chapter 19-24
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- Participants: You may let me know if you have questions/queries/observations as we go through the discussion on the same and you read the course material.
 - Note: This is a tentative course plan and the actual coverage of content would depend on participant's interest and understanding.

Best Wishes!