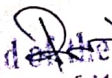


Programme	MBA – MASTER OF BUSINESS ADMINISTRATION					R 2019	Semester I	PC
Course Code	Course Name	Hours / Week			Credit	Total Hours	Maximum Marks	
		L	T	P	C			
19MST13	ECONOMIC ANALYSIS FOR BUSINESS	4	0	0	4	40	100	
Course Objective(s): The purpose of learning this course is <ul style="list-style-type: none">• To exhibit the knowledge on managerial economics• To know about the market demand and production outcome.• To study the product market and pricing theory.• To understand the performance of macro economics.• To analyze the macroeconomics in Indian perspectives.								
Course Outcomes: Upon completion of the course, students will be able to: <ul style="list-style-type: none">• Identify and explain the characteristics of a Economic Analyst.• Discuss various pricing strategies implemented in the business.• Paves avenues to prepare their own budget and execution in Business.• Apply the principles of micro and macro economics.• Analyze the causes of unemployment and inflation and identify the solutions to solve them.								
UNIT 1	INTRODUCTION TO MANAGERIAL ECONOMICS							8
Meaning and Scope of Managerial Economics – Micro Economics and Macro Economics – Role and Responsibility of an Economist – Scarcity and Efficiency – Economics with other Disciplines – Production Possibility Frontier (PPF) – Economic Planning in India – the Role of Markets and Government – Positive Vs Negative Externalities.								
UNIT 2	MARKET DEMAND AND PRODUCTION OUTCOME							8
Market – Demand and Supply – Law of Demand and Supply – Determinants of Demand – Classification of Demand – Demand Forecasting – Production – Production Function – Cost concepts – Cost-Output relationship in Short-run & Long-run – Profit Maximization: Meaning and Measures.								
UNIT 3	PRODUCT MARKET AND PRICING THEORY							8
Product market – Different market structures – Perfect and imperfect competitive markets – Firm's equilibrium on demand and supply – Factor markets: Land, Labour, Capital and Entrepreneur – Price: Pricing policies – Pricing Strategies – Case Study.								
UNIT 4	PERFORMANCE OF MACRO ECONOMICS							8
National Income – Concepts of National Income – Circular flow of Income – Measurement of National Income – Economic Indicators: PPP, PPI, WPI, CPI – Multiplier: Meaning and Methods of Multiplier – Fiscal Policy: Objectives and its Measures.								
UNIT 5	MACROECONOMICS IN INDIAN PERSPECTIVES							8
Unemployment: Meaning, Types and its impact – Okuns law – Inflation and the impact – Inflation types – reasons for inflation – Phillips curve – Business Cycle – Money Market: Functions of Central Bank of India – Role of Monetary policy.								
TEXT BOOKS:								
1.	Richard I. Levin, David S. Rubin, "Statistics for Management", Pearson Education, 7th Edition, New Delhi, 2011.							
2.	Aczel A.D. and Sounderpandian J., "Complete Business Statistics", 6th Edition, McGraw – Hill Publishing Company Ltd., New Delhi, 2012.							
REFERENCES:								
1.	H.Craig Peterson, W.Cris Lewis, "Managerial Economics", Fourth Edition, Pearson Education Inc. Company, New Delhi, 2006.							
2.	Christopher.R.Thomas, S.Charles Maurice, "Managerial Economics – Concepts and Applications", Eighth Edition, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2009.							
3.	Robert.J.Gordon, "Macro Economics", Twelfth Edition, PHI Learning Private Limited, New Delhi, 2013.							
e-RESOURCES:								
1.	http://nptel.ac.in/courses/110101005/ , "Introduction to Managerial Economics", Prof. Trupti Mishra S.J.M. School of Management Indian Institute of Technology, Bombay							
2.	http://nptel.ac.in/courses/109106058/ , The Socio-Economic Role of Scarcity and Uncertainty, Prof. Dr.Shivakumar, Indian Institute of Technology, Madras.							


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