

MS4002D Industrial Economics: Content & Evaluation

Course evaluation

- Relative Grading
 - Midterm Exam
 - Quiz/Group Assignment
 - End semester exam

Topics to be discussed in the Course duration

Common Economic Jargons!!

Merger Fixed cost Break even FDI vs FII Price floor

GDP demonetization devaluation Inflation Opportunity cost

Foreign exchange SENSEX FMCG Fiscal deficit

Taxes Depreciation Cartels Pricing MIDCAP

Black money disinvestment CPI Leverage GNP

Liquidity ratio Debt ratio Stagflation Deadweight loss

Overhead Variable cost Competition Price signaling

We discuss about:

Micro Economics

Macro Economics

Monetary Economics

Engineering Economics

Micro Economics

- Demand Analysis:
 - Elasticity of Demand & applications
 - Demand Forecasting
- Theories of Consumption and production
- Costs Concepts & behaviour
- Economies of scale & scope
- Pricing Strategies
 - Market skimming, peak load pricing

Micro Economics

- Market structure
- Pricing in different market structures
- Differential pricing
- Break even analysis
- Game theory

Macro Economics

◎ National Income: Concepts & measurement

- GDP, GNP, NNP

◎ Inflation and Deflation

◎ Fiscal & Monetary policies

◎ Business Cycles

- Recession, Depression, Recovery, Boom/Prosperity

Monetary Economics

- Money Market
- Capital market
- Commercial Banks
- Development banks
- Role of RBI

Engineering Economics

- Depreciation
- Scrap value
- Break even analysis
- Leverage

Books for Reference

- Principles of Micro Economics,
(Gregory. N. Mankiw)
- ◎Micro Economics: Pyndick & Rubinfeld
- Books on Financial Management/Monetary Economics by an Indian author