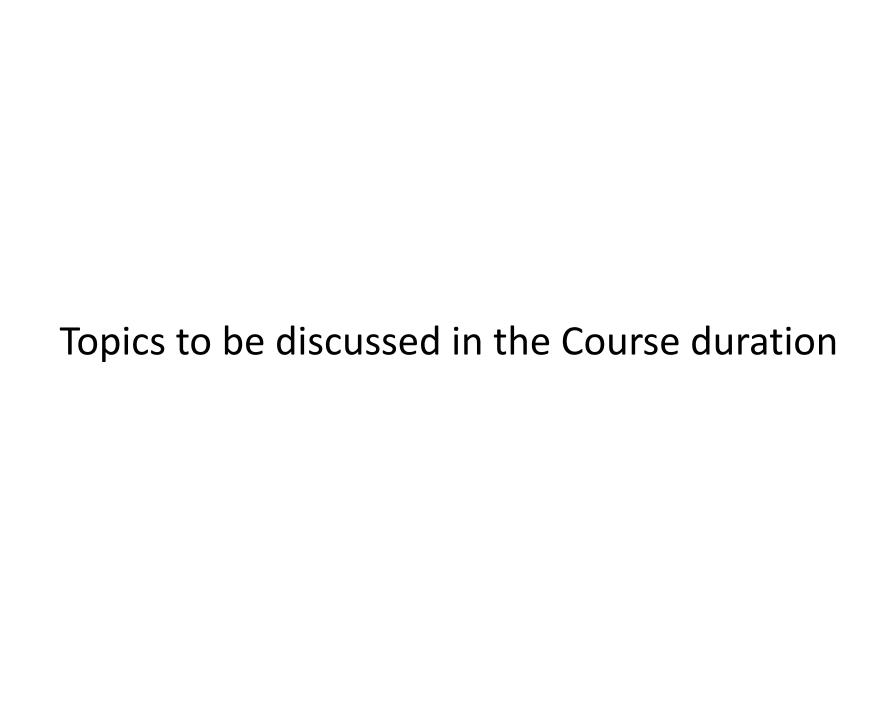
# MS4002D Industrial Economics: Content & Evaluation

### Course evaluation

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



#### Common Economic Jargons!!

FDI vs FII Price floor Fixed cost Break even Merger GDP demonetization devaluation Inflation Opportunity cost **FMCG** Fiscal deficit Foreign exchange SENSEX Depreciation Cartels Pricing **MIDCAP** Taxes Black money disinvestment CPI Leverage **GNP** Liquidity ratio Deadweight loss Debt ratio Stagflation 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 & Rubinfield

 Books on Financial Management/Monetary Economics by an Indian author