

OBE based Teaching Lesson Plan 2019-'20

Program: MCom (Regular)

Course Name: Managerial Economics

Course Code: P115AR202

Semester: II

Lecture hours: 60

Faculty in-charge: Dr A.M.Sheela.

| Course Outcome No. | Course Outcomes | T level Indicator |
|---------------------------|---|--------------------------|
| CO1. | To integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions. | T3 |
| CO2. | Illustrate the role of basic factors/ principles of managerial economics in business decision making. | T2 |
| CO3. | Develop demand forecasting suggestions | T3 |
| CO4. | Construct production functions of short term and long term in the context of multi-product firms. | T4 |
| CO5. | Use the implications of cost theory and revenue concepts in determining Cost and Revenue functions. | T2 |
| CO6. | Explain the Government Regulations to support Business and to protect consumers, workers and the environment . | T2 |

| Module No. & Topics Covered | Course Outcome No. | No. of Lecture Hours | Pre-Class Activity | Instructional techniques | Assessment | T level |
|--|---------------------------|-----------------------------|---------------------------|--|--|----------------|
| <p>Module -1: The Nature and Scope of Managerial Economics: a. Definition of Managerial Economics, b. Relationship to Economic Theory Relationship to Decision Sciences, The Basic process of Decision making. c.Theory of the Firm: Reasons for the existence of Firms and their Functions, Objective and Value of the Firm, Constraints on the operation of firm, Limitations of the Theory of the Firm. d.Business versus Economic Profit. Theories of Profit. Functions of Profit. E.International Framework of Managerial Economics.</p> | CO1 | 10 Hrs | | Power point Presentation assignment | Quiz Q &A Assignment Project | T3 |
| <p>Module 2 Optimization Techniques and New Management Tools: Methods of Expressing relationships: Total, Average & Marginal Relationships. Optimization analysis. Constrained Optimization, New Management tools for Optimization: Bench marking, TQM, Reengineering, Other Management Tools for Optimization.</p> | CO2 | 8 Hrs | Case Study | Assignment ppts Power point Presentations | Quiz MCQ test Q &A Assignment Project | T2 |

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| <p>Module 3a.Demand and types of demand , Total Revenue and Marginal Revenue, Using Elasticity in Managerial Decision Making. elasticity-types , measurement, factors influencing demand b.estimation of demand function, demand forecasting, importance and method c.Marketing Research Approaches to Demand Estimation: Consumer Surveys and Observational Research. Demand Forecasting: Qualitative and Quantitative Forecasts.</p> | CO3 | 12Hrs | | <p>Use of web resources</p> <p>Power point Presentations</p> | <p>Quiz</p> <p>MCQ test</p> <p>Q &A</p> <p>Assignment</p> <p>Project</p> | T3 |
| <p>Module 4Production Theory and Estimation: The Organization of Production and the Production Function with One-variable and Two-variable inputs, Optimal Combination of Inputs: Isocost Lines, Optimal input Combination for Minimizing Costs or Maximizing output, Profit maximization, Effect of Change in Input Prices. Returns to Scale. Empirical Production Functions (Cobb-Douglas). The Innovation Process</p> | CO2 | 10Hrs | Case study | Power point Presentations | <p>Quiz</p> <p>MCQ test</p> <p>Q &A</p> <p>Assignment</p> | T4 |
| <p>Module 5Cost and revenue analysis</p> <p>a. Types of costs-theoretical, empirical cost curves The Nature of Costs: Plant size and Economies of Scale, Learning Curves,</p> <p>b. Minimizing Costs Internationally- the New Economies of Scale. Logistics Management.</p> <p>c. Cost-Volume- profit Analysis and operating Leverage. Empirical Estimation of Cost functions.</p> | CO6 | 5 Hrs | | <p>Interactive lectures</p> <p>Use of web resources</p> <p>Power point Presentations</p> | <p>Quiz</p> <p>MCQ test</p> <p>Q &A</p> <p>Assignment</p> | T2 |
| <p>Module 6Regulation and Anti Trust:Role of Government in the</p> | | 5 | | assignment | | T2 |

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| <p>Economy: government Reg to Support Business and to Protect Consumers, workers and the environment. Externalities and Regulation. Public Utility Regulation. Antitrust: Government Regulation of Market structure and Conduct. Enforcement of Antitrust Laws and the Deregulation Movement. Regulation of International Competition. The Effect of Taxation on Business Decisions.</p> | | | | | | |
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