

**OBE based Teaching Lesson Plan 2019-20**

**Program: BBA (ENTREPRENEURSHIP)**

**Course Name: MANAGERIAL ECONOMICS**

**Course Code: M3 17AR 203**

**Semester: II**

**Lecture hours: 60**

**Faculty in-charge: Ms.Christina Aroojis**

<b>Course Outcome No.</b>	<b>Course Outcomes</b>	<b>T level Indicator</b>
CO1.	Relate the implications of the macroeconomic and Micro economic environment on the corporates and apply economic reasoning to recognize business problems facing an organization.	T4
CO2.	Identify various methods of demand analysis and demand forecasting.	T1
CO3.	Develop cost functions from production functions.	T6
CO4.	Design pricing strategies to maximize profit.	T6
CO5.	Determine the profit maximizing price and output for a firm operating in a competitive environment.	T5
CO6.	Evaluate the roles of fiscal and monetary policy in fighting recessions, inflation and National income	T5

<b>Module No. &amp; Topics Covered</b>	<b>Course Outcome No.</b>	<b>No. of Lecture Hours</b>	<b>Pre-Class Activity</b>	<b>Instructional techniques</b>	<b>Assessment</b>	<b>Level</b>
<b>Module 1: Introduction to Economics</b> Nature and Significance of Managerial Economics, Basic concepts, Micro and Macro Economics, Difference between plant, Firm and Industry, Economic Growth and Development	CO1	04	Meaning of micro and macro economics to be read	Lecture through Power point presentation and discussions	Assessment through Q&A, class test	T4
<b>Module 2: Demand Analysis and Demand forecasting</b> Meaning of Demand, Demand determinants, Law of Demand, Elasticity of Demand-Types, Degrees and Measurement of Elasticity-Methods of Demand Forecasting.	CO2	10	Identifying the factors influencing demand for the products that they mostly use	Lecture through graphical representations and PPT	Q&A, assessing the application of law of demand	T1
<b>Module 3: Production and Cost Analysis</b> Law of Production- law of Variable proportion-	CO3	10	1. Concept of production function to be read  2. Identify	Lecture using Power point and graphical presentation	Q&A, Class test	T6

Producers equilibrium through Isocost and Isoquant curves. Cost Analysis -Types of costs, calculation of Cost, Relationship between Short curves& Long curves, Cost curves, Relationship between AC and MC-With Mathematical Problems.			various costs incurred during production	of law		
<b>Module 4: Pricing Methods</b> Pricing – Factors influencing Pricing, Aims and objectives of Pricing-Types of Pricing Strategies adopted by Firms- Pricing a New Product, Multiple Products, Product-Line Pricing, Pricing over the Life Cycle of a Product, Cyclical Pricing, Transfer Pricing, Differential Pricing, Cost-Plus or Full-Cost Pricing-Price Discovery.	CO4	06	Factors influencing pricing decisions have to be identified	Lecture through PPT, discussions and examples	Class test, on spot presentation on the topics given	T6
<b>Module 5: Market Structure</b> Revenue analysis–	C05	14	Video link shared	Lecture through	Assessment of price	T5

<p>Revenue curves under different market competition, Perfect competition - Meaning, Equilibrium of firm and industry under perfect competition, Output price determination under imperfect competition - monopoly and monopolistic competition.</p>			<p>regarding basic market structure should be watched</p>	<p>graphical representations and PPT</p>	<p>and output determination using graphs, Q&amp;A</p>	
<p><b>Module 6:</b>  <b>Macro Economic Indicators for Business Operations</b>  Business Cycle- Meaning, Phases, Features of Business Cycles- Causes- Remedial measures.  Inflation- Meaning- Types, Cause, Effects, Remedies. ,  Economic aggregates - National Income: Basic Concepts of National income, Mathematical Problems on National Income.</p>	<p>CO6</p>	<p>16</p>	<p>1. Watch shared video and capture highlights of the great depression and recession</p> <p>2. Basic concepts of National Income aggregates have to be read</p>	<p>Lecture through Power point, case study , solving NI problems and discussions</p>	<p>Assessment will be based on Q&amp;A, application of concepts for current economic situation</p>	<p>T5</p>

### **Continuous Internal Assessment**

- Power point presentation in class based on the project( February 1<sup>st</sup> week onwards)
- Case study analysis
- Class test

### **Books for Reference:**

- D. M. Mithani: Business Economics.
- Joel Dean: Managerial Economics.
- K. K. Dewett: Economic Theory.
- M. L. Jhingan: International Economics.
- Mote V. L. Peul. S & Gupta G S: Managerial Economics TMH.
- Niravathi& C. Ramani Nair: International Economics.
- Peterson & Lewis: Managerial Economics.
- Sankaran: Business Economics.
- Seth M. L: Text Book of Economic Theory.
- Varsheney & Maheswari: Managerial Economics.

**Approved by:**