



C. U. SHAH UNIVERSITY, Wadhwan City



FACULTY OF MANAGEMENT STUDIES MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER I (one)

CODE 5MS01MEE1

Name of Subject Managerial Economics

Teaching & Evaluation Scheme

Teaching Scheme (HRS)				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional	External	Total
4	0	0	4	30	30	100

Objectives

- Help to Understand basic Concepts of Economics.
- Help to Understand Demand and Supply Concepts.
- Help to Develop the Student's ability to Observe, Understand and Analyze the Market Conditions.

Prerequisite

- Basic Understanding of Transactions (demand/supply)

Course outline

Sr. No.	Course Contents	Number of Hours
1	Ten Principles of Economics	4
2	The Market forces for Demand and Supply	4
3	Elasticity and Its Application	4
4	The Cost of Production	4
5	Firms in Competitive Markets	5
6	Monopoly	5
7	Oligopoly	4
8	Monopolistic Competition	5
9	The Theory of Consumer Choice	4
10	Measuring Nations Income	4



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11	Measuring the Cost of Living	4
12	Production and Growth	4
13	Concepts of GDP, GNP, PPP	2
14	Monetary System	3
15	Aggregate Demand	2
16	Aggregate Supply	2
Total Hours		60

Learning Outcomes

Theoretical Outcomes

Understanding of basic Economic aspects like Demand, Supply, Elasticity and Market Conditions.

Practical Outcomes

Implementation of idea of Demand, Supply and Elasticity and can Understand about basic Market Condition.

Teaching & Learning Methodology

- Lectures
- Case Studies
- Assignments

Books Recommended

1. 'Economics, Principles and Application', Mankiw, Cengage Learning
2. 'Managerial Economics Micro Economic', Gupta, G.S., Tata-McGraw Hill.
3. 'Managerial Economics', Christopher R. Thomas & S. Charles Maurice, Tata McGraw Hill.

E-Resources

1. http://www.knowledgepk.com/videos/Economics/Managerial-Economics/page_1
2. http://www.vutube.edu.pk/index.php?option=com_hwdvideoshare&task=viewcategory&Itemid=239&cat_id=242