



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

Programme Name: PGDM

Trimester: I

Name of the subject: Managerial Economics

Maximum marks:

No. of Sessions: 10

Name of the Faculty: Suhas Vinayak Vaishampayan

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Weblink:

Learning Objectives:

To enable students to understand and apply theory and practice of Managerial Economics for decision making, policy making while working in corporate world so that they can become successful manager. To enable students to understand complexities of business so that he can become entrepreneur in future and provide jobs to others than a job seeker.

**Reference Books: 1) Advance Economic Theory by Dr. H.L.Ahuja S chand Publication 20th edition.
2)Micro Economics by P.A. Samuelson TMH publication 19th Edition
3) Principles of Economics by Mankiew Cengage Publication.**



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Meaning of Economics, Managerial Economics, Scope of Managerial Economics, Why a Manager should study Managerial Economics. Decision making process, Objectives of the firm	Managerial Economics by Dominick Salvatore (Adapted by Ravikesh Srivastava), Published by Oxford University Press, 2008/latest. Chapter 1 Managerial Economics by Paul Keat & Philip K. Young, Published by Pearson Education, 2009/latest. Chapter 2	Students understand meaning and scope of Managerial Economics and its importance and use in the decision making.	
2	Demand: Meaning, types, determinants, law, exceptions. Supply meaning, law exceptions, interaction of demand and supply	Managerial Economics by Dominick Salvatore (Adapted by Ravikesh Srivastava), Published by Oxford University Press, 2008/latest. Chapter 3 Managerial Economics by Paul Keat & Philip K. Young, Published by Pearson	Students understands behaviour of buyer and seller	Quiz



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	to determine equilibrium price.	Education, 2009/latest. Chapter 3	and market dynamics	
3	Elasticity of demand and supply. Measurement, types, its use in decision making	Managerial Economics by Dominick Salvatore (Adapted by Ravikesh Srivastava), Published by Oxford University Press, 2008/latest. Chapter 3 Managerial Economics by Paul Keat & Philip K. Young, Published by Pearson Education, 2009/latest. Chapter 3 and 4	Students understands the concept and its use in decision making	MCQ test I on session I and II
4	Demand estimation and forecasting. Two variate regression analysis.	Managerial Economics by Dominick Salvatore (Adapted by Ravikesh Srivastava), Published by Oxford University Press, 2008/latest. Chapter 4 and 5 Managerial Economics by Paul Keat & Philip K. Young, Published by Pearson Education, 2009/latest. Chapter 5	Students understand various methods of demand forecasting	
5	Production. Short and long run production function. Law of returns to scale and the laws of variable proportion	Managerial Economics by Dominick Salvatore (Adapted by Ravikesh Srivastava), Published by Oxford University Press, 2008/latest. Chapter 6 Managerial Economics by Paul Keat & Philip K. Young, Published by Pearson Education, 2009/latest. Chapter 6	Students understands production complexities and importance of resource planning	



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			including manpower planning	
6	Cost analysis, competitive market.	Managerial Economics by Dominick Salvatore (Adapted by Ravikesh Srivastava), Published by Oxford University Press, 2008/latest. Chapter 7 Managerial Economics by Paul Keat & Philip K. Young, Published by Pearson Education, 2009/latest. Chapter 7	Students understands cost concepts and its importance in production	MCQ test II Session III to V
7	Determination of equilibrium price and output in competitive market, monopoly and monopolistic competition	Managerial Economics by Dominick Salvatore (Adapted by Ravikesh Srivastava), Published by Oxford University Press, 2008/latest. Chapter 8 Managerial Economics by Paul Keat & Philip K. Young, Published by Pearson Education, 2009/latest. Chapter	Students understand dynamics of different markets	
8	Oligopoly and pricing practices	Managerial Economics by Dominick Salvatore (Adapted by Ravikesh Srivastava), Published by Oxford University Press, 2008/latest. Chapter 9, 11 Managerial Economics by Paul Keat & Philip K. Young, Published by Pearson Education, 2009/latest. Chapter 8, 10	Students understand dynamics of oligopoly markets and	



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			different ways to decide price.	
9	Presentation, test, feedback and doubts solving		Group activity. Students understands group dynamics	MCQ test III on session VI to VIII
10	Presentation, , feedback and doubts solving		Group activity. Students understands group dynamics	
11				
12				

Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects			
4	Book Review			
5	Group Discussion			



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6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

Internal:

Component	Details	Marks
Class Test	Three class tests in session III, VI and IX. Each test of 10 marks	Best two test marks. Total marks are 20
Presentation	Session IX and X. It is group activity.	10 marks
Case Study		
Participation		
Others Attendance marks	One mark for one attended session.	10

Signature of Faculty

Signature of the Co-ordinator