



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: MMS

Name of the Course: **Managerial Economics**

Maximum marks: **100**

No. of Sessions: **15**

Name of the Faculty: **Ajiitabh Dutta**

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Weblink:

Learning Objectives:

To understand foundations and models of economics

To understand economic decision making frameworks

To understand consumer choice and behavioural economics

To understand concepts of demand and supply

To understand concepts of elasticity and economic efficiency

To understand various types of market structures

To understand different types of pricing strategies

To understand concepts in production and supply economics

To understand capital budgeting decisions and investment payoffs

To understand concepts of stock market and corporate governance

Reference Books:

1. Managerial Economics by Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain, Published by Pearson Education, 2006/latest.

2. Managerial Economics by Paul Keat & Philip K. Young, Published by Pearson Education, 2009/latest.

3. Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010/latest.

4. Managerial Economics by William F. Samuelson & Stephen G Marks, Published by John Willy & Sons, 2012/latest.

5. Managerial Economics by Christopher R. Thomas & S. Charles Maurice, Published by McGraw Hill, 2005/latest.



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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	Economics: Foundations, Models and Economic Systems	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Understanding of the housing market
2	Trade-offs, Comparative Advantage and Market systems, Marginal Principle, Consumer Choice and Behavioral Economics	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Caselet
3	Demand Analysis and Methods of Demand Forecasting, Market Equilibrium Analysis: Interaction of Demand and Supply	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		MCQ
4	Elasticity: Responsiveness of Demand & Supply to related economic variables, Economic Efficiency, Technology and Production Functions	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Caselet, Kinked Demand curve assignment
5	Break even point and profit maximization in various situations. Applications	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		MCQ. Numericals
6	Comparative Advantage and the Gains from International Trade, Firms in Perfectly Competitive Market and Monopoly; Pricing and Output decisions	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Caselet
7	Monopolistic Competition and Oligopoly: Decisions in more realistic setting, Different Types of Pricing Strategies and Practices	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Understanding Social welfare policy assignment
8	Macroeconomic equilibrium; aggregate demand and supply curves, inflation and employment	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Assignment
9	Environmental Policy, Public Goods and Regulatory Pricing, Industrial Location: Theories and Practices	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Assignment
10	Theory of production, MES, and economies of scale.	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Assignment



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11	Capital budgeting decisions and investment payoffs	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Assignment
12	Firms, Stock Market, and Corporate Governance, Project Evaluation: Methods	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Assignment
13	Money and banking, monetary policy, business cycles	Managerial Economics and Business Strategy by Michael Baye, Published by McGraw Hill, 2010		Assignment
14	Viva / Presentation	Application of theory to caselets		
15	Viva / Presentation	Application of theory to caselets		

2. Practical Approach : Other activities (At least 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	Visit to APMC to understand pricing in real life	To apply concepts of economics in actual project	
4	Book Review	Market Structures	To understand various market structures	
5	Group Discussion			
6	Business Quiz / Business News sharing	Economies in various countries	To learn about the industries in various countries	
7	Videos / Simulation	Classroom simulation of anchoring	To understand the application of anchoring in pricing	
8	Use of Software and Labs	NA		
9	Any other activity	Review of the Crypto currency market	To understand the future of money markets	



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		0
Presentation		0
Case Study and assignments		10
Participation	Attendance and class participation	10
Others	viva	20

Signature of Faculty

Signature of the Co-ordinator