



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-2017)

Programme Name: MMS / PGDM: **PGDM**

Name of the Course: **Managerial Economics**

Maximum marks: **100**

No. of Sessions: **10**

Name of the Faculty: Ajitabh Dutta

Mobile No:

Email:

Weblink:

Learning Objectives:

To understand foundations and models of economics

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 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 by Dominick Salvatore (Adapted by Ravikesh Srivastava), Published by Oxford University Press, 2008/latest.

4. Managerial Economics by Dominick Salvatore, Published by Thomson South-Western, 2008/latest.

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

Plan:

Session	Topics to be covered	Books referred/ Recommended/ References-	Learning	Evaluation of Students
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DR VN BRIMS/REC/ACA/05



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No		Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	outcomes	understanding by MCQs, Quiz, Short Test
1	Economics: Foundations, Models and Economic Systems	Managerial Economics by Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain		
2	Trade-offs, Comparative Advantage and Market systems, Consumer Choice and Behavioral Economics	Managerial Economics by Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain		
3	Demand Analysis and Methods of Demand Forecasting, Market Equilibrium Analysis: Interaction of Demand and Supply	Managerial Economics by Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain		
4	Elasticity: Responsiveness of Demand & Supply to related economic variables, Economic Efficiency, Technology and Production Functions	Managerial Economics by Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain		
5	Comparative Advantage and the Gains from International Trade, Firms in Perfectly Competitive Market and Monopoly; Pricing and Output decisions	Managerial Economics by Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain		Test 1
6	Monopolistic Competition and Oligopoly: Decisions in more realistic setting, Different Types of Pricing Strategies and Practices	Managerial Economics by Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain		
7	Environmental Policy, Public Goods and Regulatory Pricing, Industrial Location: Theories and Practices	Managerial Economics by Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain		
8	Firms, Stock Market, and Corporate Governance, Project Evaluation: Methods	Managerial Economics by Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain		
9	Shadow Price, Externalities and Social Cost-Benefit Analysis	Managerial Economics by Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain		
10	Presentations			Test 2

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



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Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	An industry of student's choice	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			
8	Use of Software and Labs			
9	Any other activity	Understanding of vegetables pricing in the wholesale markets		



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Two tests of 5 marks each	10
Presentation	Project Presentation	20
Case Study		
Participation	Attendance and class participation	10
Others		

Signature of Faculty

Signature of the Co-ordinator