



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

Programme Name: MMS

Semester: I

Name of the subject: Managerial Economics

Maximum marks: 100

No. of Sessions: 14

Name of the Faculty: Prof. Suvodip Sen

Mobile No: +91 9830703628

Email: ssen@vpmthane.org

Weblink:

Learning Objectives:

- **To enable the students to understand both the theory and practice of Managerial Economics,**
- **To ensure that the students are in a position to appreciate the finer nuances of the subject.**
- **To help the students in applying the knowledge so acquired in policy planning and managerial decision making.**

Reference Books:

- **Managerial Economics in a Global Economy by Dominick Salvatore**
- **Managerial Economics by Suma Damodaran**
- **Microeconomics for Business by Satya P Das**
- **Economics by Paul Samuelson and Richard Nordhaus : Indian Adaptation, 19th Edition**
- **2 Managerial Economics by Milton Spencer and Louis Siegelman**
- **3 Managerial Economics: Concepts and Cases by Mote, Paul and Gupta**
- **Business Economics 2e by Andrew Gillespie (OXFORD UNIVERSITY PRESS)**



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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	Introduction to Managerial Economics: The meaning, scope and methods of Managerial Economics, Dominic Salvatore model of application of Economics to business decision making. Scarcity, choice & production possibility curve.	Lecture& case study	The students should be able to decipher, analyse and apply the theory and practice of Managerial Economics	Quiz thru class participation
2	Consumer Behaviour- I: Demand, types of demand, factors affecting demand & Demand function. Making of linear demand function & linear demand curve. Law of Demand. Consumer's surplus	Lecture& case study	Students develop an understanding of a businessman need to locate various factors affecting demand of his product and plan marketing & Business strategies accordingly. Students develop an understanding of the practical application of law of demand.	Quiz thru class participation
3	Consumer behaviour – II: Concept of elasticity of demand and its significance for a businessman. Types of Elasticity – Price Elasticity of Demand, Income Elasticity of Demand, Cross elasticity of demand & Promotional Elasticity of Demand, Demand forecasting – features, significance & methods	Lecture& case study	Students develop an understanding of the various concepts and its applications.	Quiz thru class participation
4	Supply – concept of supply, factors affecting supply& the law of supply Determination of equilibrium price :effects of changes in demand & supply on equilibrium price	Lecture& case study	Students should understand the analytics of supply and demand and its various uses.	Quiz thru class participation
5	Production Function: Concept, Isoquant & Isocost analysis	Lecture& case study	Student should get an holistic understanding of production economy.	Quiz thru class participation
6	Laws of returns to scale, economies & diseconomies of scale	Lecture& case study		Quiz thru class participation



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7	Revenue Analysis, Cost analysis and break even analysis	Lecture& case study	Students will follow the relationship between costs, revenues, profits and losses	Class Test (Session 1-4)
8	Types of markets: perfect competition, monopoly, oligopoly & monopolistic competition – features and price determination	Lecture& case study	Students will learn about the intricacies of the various market forms and their impact on the economy and business.	Quiz thru class participation
9	Types of markets: perfect competition, monopoly, oligopoly & monopolistic competition – features and price determination	Lecture& case study	Students will learn about the intricacies of the various market forms and their impact on the economy and business.	Quiz thru class participation
10	Pricing practices: Factors affecting pricing decision. Marginal cost pricing, mark up pricing, transfer pricing, product line pricing, price skimming and penetration price.	Lecture& case study	Awareness of students about various pricing practices.	Quiz thru class participation
11	Profit management / Role of profits in a market Economy / Nature and measurement of profit, profit policies / The hypothesis of profit maximization and it's alternatives	Lecture& case study	Students learn about the role of profit in business	Quiz thru class participation
12	Demand for capital / Supply of capital / Capital Rationing Capital Budgeting, Net Present Value(NPV)/ Internal Rate of Return(IRR).	Lecture& case study	Students should realize the importance of the different methods of capital budgeting as a tool of project management	Quiz thru class participation
13	Appraising – the profitability of projects	Lecture& case study	Students should realize the importance of the different methods of capital budgeting as a tool of project management	Class Test (Session 7-12)
14	Presentation by Students			
15				



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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	<u>Analysis of annual report of a public limited company preferably NSE50 or SENSEX30</u>	<u>Company's vision, mission future plan along with its accounting practices and analysis (from investor's top management)</u>	<u>Published Annual Report</u>
4	Book Review			
5	Group Discussion	<u>GD at the beginning of every class on various topics</u>	<u>To accommodate different thoughts on analysis and peer learning</u>	<u>Topic and case related to microeconomic concepts to be discussed on same day</u>
6	Business Quiz / Business News sharing	<u>Current Affairs, Business News, Business History of India</u>	<u>How managers can add value to his firm by taking business decision based on certain news, govt policy etc...</u>	<u>Business News Paper, Financial journal</u>
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity	<u>To understand different concept(s) from cases and try to understand the implication for the same in real life</u>	<u>To understand essence of economics in managerial decision making.</u>	<u>Case study mentioned above.</u>



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Evaluation:

Internal:

Component	Details	Marks
Class Test	MCQ + Numerical on concepts discussed during session(s) + Short questions on concepts	20
Presentation	Participants need to choose any M&A deal of their choice and need to present on – motives, issues faced, deal value and structuring technique, estimated enterprise value of acquired, share holders' value analysis (creation or destruction) & synergy	10
Case Study	Participants need to have some research on case and need to comprehend the case and able to analyze central issues of case	5
Participation	Either thru answering instructor's question, bringing important issue of case or asking very pertinent questions in the class	5
Others	End Term (MCQ = 10, Short Question = 10, & Question from case study & essay type questions = 40)	60

Suvodip Sen

Signature of Faculty

Signature of the Co-ordinator