



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

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Programme Name: **PGDM**

Term: **I**

Name of the Course: **Managerial Economics**

Maximum marks: **100**

No. of Sessions: **10**

Name of the Faculty: **Prof. Ajitabh Dutta**

Mobile No: **9167784050**

Email: **adutta@vpmthane.org**

Weblink:

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**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**

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**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.**
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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
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		



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10	Presentations		Test 2
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**2. Practical Approach : Other activities (At least 4 distinct activities)**

<b>Sr. No.</b>	<b>Activity Name</b>	<b>Topic Covered</b>	<b>Learning outcomes</b>	<b>Source</b>
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:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
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**