

## Managerial Economics (Microeconomics)

### Suggestive Coverage:

1. Economics: Foundations, Models and Economic Systems
2. Trade-offs, Comparative Advantage and Market systems
3. Consumer Choice and Behavioral Economics
4. Demand Analysis and Methods of Demand Forecasting
5. Market Equilibrium Analysis: Interaction of Demand and Supply
6. Elasticity: Responsiveness of Demand & Supply to related economic variables
7. Economic Efficiency, Technology and Production Functions
8. Comparative Advantage and the Gains from International Trade
9. Firms in Perfectly Competitive Market and Monopoly; Pricing and Output decisions
10. Monopolistic Competition and Oligopoly: Decisions in more realistic setting
11. Different Types of Pricing Strategies and Practices
12. Environmental Policy, Public Goods and Regulatory Pricing
13. Industrial Location: Theories and Practices
14. Firms, Stock Market, and Corporate Governance
15. Project Evaluation: Methods
16. Shadow Price, Externalities and Social Cost-Benefit Analysis

### Suggestive Text 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.
6. Managerial Economics by Lila J. Truett & Dale B. Truett, Published by John Wiley Sons, 2004/latest.
7. Managerial Economics by G. S. Gupta, Published by Tata McGraw Hill,

2010/latest.

8. Managerial Economics by D. N. Dwivedi, Published by Vikas Publishing House, 2006/latest.
9. Managerial Economics by Suma Damodaran, Published by Oxford University Press, 2006/latest.
10. Microeconomics: Principles And Policy by William J. Baumol, Alan S. Blinde W.B. Saunders, Published by Thomson South Western, 2004/latest.
11. Economics by Richard Lipsey & Alec Chrystal, Published by Oxford University Press, 2008/latest.
12. Economics by Paul Samuelson & William Nordhaus, Published by Tata McGraw Hill, 2005/latest.
13. Economics for Business by John Sloman & Mark Sutcliffe, Published by Pearson Education, 2004/latest.
14. International Economics by Dominick Salvatore, Published by John Wiley & Sons, 2001/latest.
15. Microeconomics: Theory and Applications by D. N. Dwivedi, Published by Pearson Education, 2002/latest.
16. Managerial Economics Managerial Economics by P. L. Mehta, Published by Sultan Chand & Sons, 2008/latest.