

**GUJARAT UNIVERSITY**  
**K.S.SCHOOL OF BUSINESS MANAGEMENT**  
**[Five Years (Full Time) M.B.A. Integrated Degree Course]**  
**FOURTH Year M.B.A. (SEM-VII)**  
**KS\_M\_474**  
**MANAGERIAL ECONOMICS**

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**3 credit course**

**Objective:**

Application of Micro Economic concepts, Principles & Ideas to the decisions making in Business Organization.

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**MODULE: 1** **(20%)**

- Foundation of Managerial Economics – Definition and Scope of ME, Managerial Decision, Total Average and Marginal Magnitudes, Objective of a firm
- Demand Analysis, Demand Elasticity
- Consumer Behaviour – Utility measurement and Indifference curve approach

**MODULE: 2** **(20%)**

- Demand Forecasting – Qualitative and Quantitative forecasting techniques
- Supply Curve and its Elasticity

**MODULE: 3** **(20%)**

- Analysis of Production – Theory and Estimation Production Decisions, Production function with one variable Input, Production function with two variable inputs, Returns of Scale statistical estimation of production function
- Analysis and Estimation of Cost – Types of cost, Cost and Output relationship in the short run and long run, statistical estimation of cost function

**MODULE: 4** **(20%)**

- The competitive and Monopoly Model – Characteristics, Equilibrium and output decisions, Uses and Application of the models
- Monopolistic Competition – Characteristics, Equilibrium and output decisions, Selling cost, Non Price Competition
- Oligopoly – Characteristics, Equilibrium and output decision models – Kinked Demand curve model, price leadership models, Cournot's model, cartel models, Barriers to Entry, Game Theory – Concept and Types of games

**MODULE: 5** **(20%)**

- Alternative Pricing Practices – Pricing of Multiple products, Price Discrimination
- Pricing for Factor Inputs – Competitive factor Markets – Demand, Supply and equilibrium of Inputs, Economic Rent, Monopoly in factor markets, Bilateral Monopoly, Minimum Wage Law

**No. of lectures in semester:** Approximately 40 to 45 hours

**Assignment:** Minimum 3 Assignments

**Reference Books:**

- Managerial Economics – by Suma Damondaran (Oxford University Press)
- Managerial Economics – by P. L. Mehta (S. Chand)
- Managerial Economics – by Petersen and Lewis (Pearson)
- Economics – by Lipsey and Chrystal (Oxford)
- Economics for Managers – Hirschey (Cengage)
- Principles of Economics – by Dominishc Salvatore (Oxford)
- Economics – by John Sloman (PHI)