School of Commerce
M.Com. Programme

Subject Code & Name: MC02MDSC02: Managerial Economics
Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
4	0	0	4	50	0	50	0

Programme Name	M. Com
Semester	2
Course Code	MC02MDSC01
Course Title	Managerial Economics
Course Content Type (Th./Pr.)	Th.
Course Credit	4
Sessions+ Lab. Per Week	N/A
Total Teaching/Lab. Hours	60 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

1. To understand basic principles of Microeconomics for business decisions.
2. To analyse demand, supply, and pricing strategies in the market.
3. To apply cost and revenue concepts for profit maximization.
4. To develop decision-making and analytical skills in business situations.

Prerequisites (if any)

N/A

Learning Outcomes

After completion of the course, learners will be able to:

1. Apply principles of Microeconomics in business decision-making.
2. Analyse demand, supply, and pricing in different market conditions.
3. Evaluate cost, revenue, and profit for effective business planning.
4. Develop analytical and decision-making skills in real business situations.

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Details Contain		
UNIT	**TOPIC/SUB-TOPIC**	**TEACHING HOURS**
I	Basic Concepts of Business Economics ❖ Utility, Goods and Services, Money and Wealth, Value and Price, Wealth and Welfare, Real Income and Monetary Income, Micro and Macro Economics, Consumer Surplus, Scarcity of Resources and Problems of Choice, Basic problems of economy. - Economic Policy, Economic Regulation and Economic Law ❖ Fundamental concepts of Business Economics- Opportunity Cost Principle-Equi-marginal principle- Discounting principle- Principle of time perspective – Incremental principle. ❖ Definitions of Economics – Classical, Neo-classical & Modern schools of economics.	15
II	Demand and Supply Analysis ❖ Meaning of Demand, Demand Function, Law of Demand, Determinants of Demand, Types of Demand, Derivation of Demand through Indifference Curve. ❖ Elasticity of Demand and its types, Methods for Calculating Elasticity of Demand.	15
III	Supply & Production Analysis ❖ Meaning of Supply, Law of Supply, Supply Schedule, Supply Curve, Price Elasticity of Supply ❖ Production Function, Types of Production Function- Short run & long run, Law of Variable proportion - Law of Returns to scale,	15
IV	Cost and Revenue Analysis ❖ Meaning & definition of cost, Types of costs- Money & Real Cost, Opportunity cost- Implicit & Explicit cost- Social cost- Total Cost (TFC & TVC)-Average Cost (AFC,AVC & ATC)- Marginal cost. Cost output relationship in short run and long run. Relationship between average and marginal cost.	15

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	❖ Concept of revenue, Types of revenue- Total, Average & marginal revenue, Shapes of revenue curves under different market forms, Relationship between average and marginal revenue.	

Text Book(s)

1. Agarwal S.K. (2018). *Business economics*. Excel Books.
2. Ahuja H.L (2022). Business Economics. S. Chand.
3. Mithani D. M. (2025). Managerial Economics. HPH.
4. Varshney. R. L., & Maheshwari K. L. (2014). *Managerial economics*. Sultan Chand & Sons.

Reference Books

1. Dominick Salvatore. (2019). *Business economics: Principles and applications* (7th ed.). Oxford University Press.
2. S. Sankaran. (2015). *Business economics*. Margham Publications.
3. P. L. Mehta. (2017). *Managerial economics: Analysis, problems and cases*. Sultan Chand & Sons.
4. Geoffrey A. Jehle., & Philip J. Reny. (2011). *Advanced microeconomic theory* (3rd ed.). Pearson Education.
5. H. Craig Petersen., & W. Cris Lewis. (2014). *Managerial economics* (4th ed.). Pearson.
6. D. N. Dwivedi. (2016). *Managerial economics* (8th ed.). Vikas Publishing House.
7. Mark Hirschey. (2009). *Managerial economics* (12th ed.). Cengage Learning.

Web Resources

1. https://www.investopedia.com
2. https://www.khanacademy.org
3. https://www.coursera.org

Required Software(s) (if any)

N/A

Practical(s) (if any)

N/A

L:: Lecture, **T::** Tutorial , **P::**Practical

CCE:: Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/ surprised), attendance etc. or any combination of these)

PWE:: Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE:: Semester End Evaluation.