



# बिरसा मुंडा ट्रायबल युनिवर्सिटी

## Birsa Munda Tribal University

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce

B.Com. Programme

Subject Code & Name: BC03IDCC01 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	B.Com
Semester	III
Course Code	BC03IDCC01
Course Title	Managerial Economics
Course Content Type (Th./Pr.)	Theory
Course Credit	4
Sessions+ Lab. Per Week	4
Total Teaching/Lab. Hours	60 Hours
* 2 Laboratory = 1 Session	

### Learning Objectives

1. To understand the meaning, nature, scope, and importance of managerial economics and its relationship with other disciplines.
2. To develop an understanding of fundamental economic concepts and analytical tools used in managerial decision-making.
3. To examine the types and determinants of demand and develop skills for demand analysis and estimation.
4. To understand the objectives, types, and techniques of demand forecasting, including statistical methods.

### Learning Outcomes

After completion of this course students will be able to:

1. Explain the nature and role of managerial economics and distinguish it from pure economics.
2. Apply economic principles like opportunity cost and incremental analysis using graphs and models.
3. Analyze different types of demand and evaluate the factors influencing demand in various market conditions.
4. Evaluate different methods of demand forecasting and determine the most suitable approach for new and existing products.







# बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsā Mūṇḁā Ḍāyabala Yūnīvārsīṭī

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Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	<b>MANAGERIAL ECONOMICS: NATURE AND IMPORTANCE:</b> Meaning, characteristics and importance of managerial Economics, Scope, functions and responsibilities of managerial Economics, Difference between pure economics and managerial economics, managerial economics and its relation with other branches of knowledge	15
II	<b>BASIC CONCEPTS AND METHODS OF ANALYSIS:</b> Basic concepts: The incremental concepts, the opportunity cost concepts, the concept of time perspective, the equi-marginal concept. Tools of analysis: constant and variable factors, functions and graphs. Method of Analysis: Scientific method, models and case studies	15
III	<b>DEMAND ANALYSIS AND TYPES:</b> Meaning, objectives and importance of demand analysis, Concept of demand, demand function, determinants of demand. Demand distinctions types: Consumer's goods demand and producers goods demand, durable demand and non-durable goods demands, derive demand and independence demand, firm's demand and industry demand, individual demand and market demand.	15
IV	<b>DEMAND FORECASTING:</b> Meaning, objectives and types of demand forecasting, Usefulness and factors affecting demand forecasting, different method of demand forecasting, some statistical method of demand forecasting, demand forecasting for new products, Standards of best demand forecasting methods.	15
<b>Text Book(s)</b>		
1. Business Economics-3 (Managerial Economics) – C. Jamnadas and Co.		
<b>Reference Books</b>		
1. K. K. Dewett and Varma: Elements of Economic Theory		
2. H. L. Ahuja: Advanced Economic Theory		
3. Varshney and Maheshwari: Managerial Economics		
4. D. N. Dwivedi: Managerial Economics		
5. M. L. Seth: Micro Economic		
6. H. Craig Peterson and W. Cris Lewis: Managerial Economics		







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### Web Resources

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

**CCE::**Continuous and Comprehensive Evaluation

(CCETheory 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

