

Class:-MBA- 1stSemester
MANAGERIAL ECONOMICS

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MBA- Part-I Sem-I
104 - Managerial Economics

Course Overview

The main objective of this course is to understand the use of the tools of economic analysis in classifying problems, in organizing and evaluating information and in comparing alternative course of action. At the end of the course, the students should be able to- (1) Identify different economic factors and their Importance (2) understand the role played by these economic factors in organization's decision-making.

Course Content

Group-I:

Managerial Economist's Role and Responsibilities. Demand Theory and Analysis including Determinants of Demand. Demand Elasticity's - Price, Income, Cross and Advertising; Their use in Managerial Decision Making. Marginal Utility Analysis, Demand Forecasting: Methods and their Application. Market Mechanism: Interaction of Demand and Supply Forces. Production Analysis, Cost Analysis: Cost Concepts and Determinants of Cost, Revenue Concepts.

Group-II:

Pricing under different market structures: Perfect Competition, Monopoly, Oligopoly and Monopolistic Market Structure. Role of Macro Economics for managerial Decision-making. Different Economic Systems, Concept of National Income: GDP, GNP,GDP (at Market price) Investment Multiplier, Concept of Inflation, Business cycles.

Chapter Introduction Mba Notes

Annelies Wilder-Smith



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