

UkaTarsadia University
Department of Commerce and Management



B.B.A.

CC 3 Managerial Economics

(030030219)

Semester - II

Effective from January -2016

Syllabus Version: 1.01

Semester-II**(030030219) CC 3 Managerial Economics****Credits: 6 (Theory + Tutorial)****Contact Hours per Week: [5+1]****Course Objective:**

To impart analytical skills and knowledge of business decision making tools.

Course Outcomes:**Pedagogic Tools:**

Lectures, chalk and talk method, IT enabled audio-visual techniques, case analysis, field assignment, etc.

No.	Unit	Minimum No. of Contact Hours Theory	Minimum No. of Contact Hours Practical	Approx. Weight age %
1	Introduction of Managerial Economics and Cost Analysis	11	1	16
2	Revenue Analysis and Elasticity of Demand	11	2	17
3	Production Analysis	11	3	17
4	Market Morphology and Perfect Competition	10	2	16
5	Monopoly and Price Discrimination	11	2	17
6	Imperfect competition - Monopolistic Competition and Oligopoly	11	3	17
	Total	65	13	100

BBA	Subject	Hours
Semester - II	(030030219) CC 3 Managerial Economics	5hrs/week (Theory) 1 hr / week (Tutorial)
	(Theory + Tutorial)	6 Credits

	SECTION-I		No. of Hours Required
Unit-1 [Weightage 16%]	Introduction of Managerial Economics and Cost Analysis		11
	1.1	Introduction and Definition of Managerial Economics	
	1.2	Importance of Managerial Economics in Business Decisions	
	1.3	Concept of Opportunity Cost, Fixed Cost, Variable Cost, Total Cost and Marginal Cost	
	1.4	Importance of the Concept of Opportunity Cost	
	1.5	Concept of Total Cost, Total Fixed Cost and Total Variable Cost Curves	
		Relationship between Marginal Cost Curve and Average Cost Curve	
	1.6	The Behaviour of Short Run Average Cost Curves <ul style="list-style-type: none"> • Average Fixed Cost Curves • Average Variable Cost Curves • Average Total Cost Curves 	
	1.7	Derivations of the LAC Curve	
	1.8	Features of the LAC Curve	
Unit-2 [Weightage 17%]	Revenue Analysis and Elasticity of Demand		11
	2.1	Meaning and Concept : Total Revenue ,Average Revenue Marginal Revenue	
	2.2	Relationship between AR and MR	
	2.3	Relationship between Price and Revenues under Perfect Competition And Monopoly	
	2.4	Concept of Elasticity	
	2.5	Price Elasticity of Demand - Concept and types	
	2.6	Income Elasticity of Demand – Concept and Types and Applications	
	2.7	Cross Elasticity of Demand – Concept and types	
	2.8	Advertising or Promotional Elasticity of Demand	
	2.9	Factors Affecting Elasticity of Demand	
Unit-3 [Weightage 17%]	Production Analysis		11
	3.1	Factors of Production	
	3.2	Average Product, Total Product and Marginal Product	
	3.3	Relationship between Average Product and Marginal Product	
	3.4	ISO Quants: Meaning, Assumptions and Properties	
	3.5	Law of Variable Proportion: Assumptions, Three Stages	
	3.6	Returns to Scale using iso – quants	
	3.7	Economies of Scale	
	3.8	Diseconomies as Limit to Large Scale Production	

SECTION -II			
Unit-4 [Weightage 16%]	Market Morphology and Perfect Competition		10
	4.1	Meaning and Features of Market	
	4.2	Classification of Market Structure	
	4.3	Meaning of Perfect Competition	
	4.4	Features of Perfect Competition,	
	4.5	Price Determination under Perfect Competition	
	4.6	Sellers and Buyers are Price takers in Perfect Competition	
Unit-5 [Weightage 17%]	Monopoly and Price Discrimination		11
	5.1	Meaning of Monopoly	
	5.2	Features of Monopoly	
	5.3	Sources of Monopoly Power	
	5.4	Monopoly Equilibrium in the Short Run and Long Run	
	5.5	Comparison of Perfect Competition and Monopoly	
	5.6	Meaning of Price Discrimination	
	5.7	Forms of Price Discrimination	
	5.8	Degrees of Price Discrimination	
5.9	Conditions Essential for Price Discrimination		
Unit-6 [Weightage 17%]	Imperfect competition - Monopolistic Competition and Oligopoly		11
	6.1	Monopolistic Competition	
	6.2	Meaning of Monopolistic Competition	
	6.3	Features of Monopolistic Competition	
	6.4	Sources of Monopoly Power	
	6.5	Equilibrium Output and Price Discrimination of a firm under Monopolistic Competition	
	6.6	Product Differentiation : Basis and Objectives	
	6.7	Sources of Product Differentiation	
	6.8	Oligopoly	
	6.9	Meaning of Oligopoly	
	6.10	Features of Oligopoly	
	6.11	Kinked Demand Curve theory of Oligopoly Prices	
6.12	Pattern of Behaviour in Oligopoly Market		

Text Book:

1. Mithani, D. M. *Managerial Economics: Theory & Applications*. Mumbai: Himalaya Publishing House. 2007.