

LESSON PLAN (2018 - 2019)					
CLASS	UNIT/ SESSION/ HOURS	TOPICS FOR STUDENT PREPARATION	PROCEDURE	LEARNING OUTCOME	ASSESSMENT
(SECTION)	(TIME REQUIRED)	(INPUT)	(PROCESS)	(OUTPUT)	
1 BBA C - CIMA	6 Hours	Module 1 -Introduction to Economics: Nature and Significance of Managerial Economics, Basic concepts, Micro and Macro Economics, Difference between plant, Firm and Industry, Economic Growth and Development, Concept of Equilibrium.	Lecture Method - Using PPT	Students will be able connect concepts to real life situations	Class Room Discussion
	10 Hours	Module 2- Consumer Demand Analysis: Cardinal and Ordinal Approach Meaning of Demand, Demand determinants, Law of Demand, indifference Curves – Properties, Elasticity of Demand – Types, Degrees and Measurement of Elasticity.	Lecture Method - Using PPT, connection of theories with live examples and case study analysis	This module brings about the understanding of how Consumer Demand effects the utility of wants, which connects the next two modules.	Group Discussion
	10 Hours	Module 3 -Demand Forecasting & Pricing: Methods of Demand Forecasting, Pricing – Factors influencing Pricing, Aims and objectives of Pricing-Methods of Pricing- Cost plus pricing, Dual pricing, Administered pricing, Target rate of return pricing.	Lecture Method - Using PPT, connection of theories with live examples, videos and case study analysis	Understanding Demand and the various aspects associated with the topic	Group Discussion
	6 Hours	Module 4- Production and Cost Analysis: Laws of Production – law of Variable proportions and Laws of Returns of Scale	Lecture Method - Using PPT, connection of theories with live examples and case study analysis	Understanding Production and the various aspects associated with the topic	Group Discussion
	8 Hours	Module 5- Cost Analysis: Cost Analysis – Types of costs, calculation of Cost, Relationship between Short curves & Long curves, Cost curves, Relationship between AC and MC.	Lecture Method - Using PPT, connection of theories with live examples and case study analysis	Understanding the various types and classification of costs and how this can affect consumer behaviour.	Group Discussion
	20 Hours	Module 6 - Market Competition: Revenue analysis – Revenue curves under different market competitions, Perfect competition – Meaning, Equilibrium of firm and industry under perfect competition, Pricing under imperfect competition – monopoly and monopolistic competition.	Lecture Method - Using PPT, connection of theories with live examples, videos and case study analysis	Understanding the various types market competition and its impact on pricing and revenue.	Group Discussion