

St. Joseph's College of Commerce (Autonomous)
#163, Brigade Road, Bangalore – 560 025

LESSON PLAN

UG DEPARTMENT

BBA Entrepreneurship 2nd Semester

Subject Name: Managerial Economics

Subject Code : M3 17 AR 203

Lecture Hours : 60

Objective: The objective is to familiarize the students with the basic concepts in Economics, study the role of economics in Business and to make the student to understand how the Business Organizations work by applying Economic principles in their Business Management

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
Unit 1	Business Economics - To Provide students with and understanding about Business economics the scope and its uses.	3+1		
II	Meaning - Definitions - Characteristics , Scope of Business Economics	1	Lecture/PPT	
	Uses/Objectives of Business Economics ,Micro & Macro Economics	1	Lecture/Discussion	
	Difference between plant, firm and industry Difference between economic growth and development	1		
	Theory Of Demand And Analysis - To explain how supply and demand are relationships between the price of a product and Identify the role of supply and demand in a market economy	10+1		

Activity to understand Demand	1	Simulation	CIA- 26 th , November 2017.
Demand - meaning of demand, Determinants	1	Lecture/PPT	
Law of Demand - Characteristics - Exceptions	1	Lecture/ PPT	
Elasticity of Demand - Price Elasticity - Types	1	Lecture/ Black Board	Q&A, Assignment
Factors influencing elasticity of demand, Business Applications of Price Elasticity	1	Lecture/ PPT	
Mathematical problems on Price Elasticity of demand	1	Lecture / Black board	
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Demand Forecasting Methods- meaning , factors affecting demand forecasting	1	Lecture / PPT	
Demand Forecasting - Survey methods	1	Lecture / PPT	
Demand Forecasting - Statistical methods	1	Lecture / black board	
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III			
Production Function -To Know about function to determine how much output they should produce given the price of a good, and what combination of inputs they should use to produce given the price of capital and labor.	10+1		
Law of Supply – Meaning – Determinants of Supply	1	Lecture / black board	

	Production Function: Equilibrium Through Isoquants and Isocosts	2	Lecture / black board	
	Production Function: Equilibrium Through Isoquants and Isocosts continued	2	Lecture / black board	
	Costs- meaning and types	2	Lecture/PPT	
	Relationship between short curves and long curves	1	Lecture / black board	
	Relationship between different cost and breakeven analysis	1	Lecture / black board	
	Relationship between AC and MC and mathematical problems	1	Lecture / black board	
IV	Pricing Methods – to understand and identify various types of pricing adopted by firms	5+1		
	Pricing – meaning, objectives and factors influencing pricing	1	Lecture / PPT	
	Types of Pricing Strategies adopted by Firms-Pricing a New Product, Multiple Products, Product-Line Pricing, Pricing over the Life Cycle of a Product, Cyclical Pricing, Transfer Pricing, Differential Pricing, Cost-Plus or Full-Cost Pricing- Price Discovery	4	Lecture / PPT	
V	Market structure- To Understand and identify the various types of market structures. To also understand the price output relationship.	10+1		
	Perfect completion – Features. Price output determination.	1	Lecture/ Black Board	

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Influence of time element on price and output	1	Lecture/Black Board	
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Monopoly – Features. Price output determination.	1	Lecture/Black Board	
Monopoly – Price output determination.	1	Lecture/Black Board	
Monopolistic – Features. Price output determination.	1	Lecture/Black Board	
Features of duopoly and oligopoly	1	Lecture/PPT	
<p>Module 6 - Macro Economic Indicators for Business Operations- To Know how to track business cycles and to study the interactions of forces that affect business activities.</p> <p>Business Cycle-Meaning, Phases, Features of Business Cycles Causes-Remedial measures. Inflation-Meaning- Types, Cause, Effects, Remedies. , Economic aggregates -.</p>	16		
Business cycles – Meaning and phases	2	Lecture/Discussion	
Measures to control business cycle	1	Lecture/Discussion	
Inflation-Meaning- Types	1	Lecture/PPT	
Cause, Effects, Remedies of inflation	1	Lecture/PPT	
Cause, Effects, Remedies of inflation	1	Lecture/PPT	

National Income: Basic Concepts of National income	5	Lecture/PPT	
Mathematical Problems on National Income	5	Lecture/PPT	

Books for Reference:

- ❖ D. M. Mithani: Business Economics.
- ❖ Dr. P. N. Reddy & H. R. Appanaiah: Essentials of Business Economics.
- ❖ H. Craig Petersen & W. Cris Lewis: Managerial Economics, PHI.
- ❖ Joel Dean: Managerial Economics.
- ❖ K. K. Dewett: Economic Theory.
- ❖ M. L. Seth: Test Book of Economic Theory.
- ❖ Mote V. L. Peul. S & G. S. Gupta: Managerial Economics, TMH.
- ❖ Petersen & Lewis: Managerial Economics.
- ❖ Sankaran: Business Economics.
- ❖ Varsheney & Maheswari: Managerial Economics.

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