

SWARNANDHRA
COLLEGE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956.
Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.D.T., Narsapur-534280, (Andhra Pradesh)

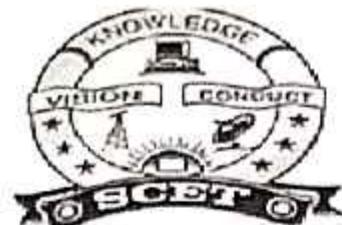
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
TEACHING PLAN

| Course Code | Course Title | Semester | Branch | Contact Periods /Week | Academic Year | Date of commencement of Semester |
|-------------|----------------------|----------|--------|-----------------------|---------------|----------------------------------|
| 24MB1T02 | Managerial Economics | 1 | MBA | 5 | 2025-2026 | 25/08/2025 |

COURSE OUTCOMES

| | |
|---|--|
| 1 | Describe the importance of managerial economics and its contribution to decision making of managerial economist.(K1) |
| 2 | Understand the applications of demand analysis concept in the real life business solutions(K2) |
| 3 | Explain the meaning and usefulness of the production function and cost function in analyzing the firm's production activity.(K5) |
| 4 | Evaluate the market structure to know the different types of markets and pricing policies.(K6) |
| 5 | Analyze and apply the macroeconomic concepts for business decision making.(K4) |

| UNIT | Out Comes / Bloom's Level | Topics No. | Topics/Activity | Text Book / Reference | Cont act Hour | Delivery Method |
|--|---------------------------|---|---|-----------------------|---------------|-----------------|
| CO1: Describe the importance of managerial economics and its contribution to decision making of managerial economist.(K1) | | . INTRODUCTION TO MANAGERIAL ECONOMICS | | | | |
| I | | 1.1 | Concept of Economics *Definition *Features | T1 | | 1 |
| | | 1.2 | Types of Economics *Micro Economics *Macro Economics | T1, T2 | | 1 |
| | | 1.3 | Difference between micro economics and macro economics | T1 | | 1 |
| | | 1.4 | Nature of managerial economics | T1 | | 1 |
| | | 1.5 | Scope of managerial economics | T1 | | 1 |
| | | 1.6 | Fundamental concepts | T1 | | 1 |
| | | 1.7 | Incremental Reasoning | T2 | | 1 |



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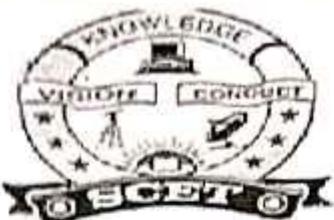
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| | | | | | |
|--|--|------|---|-----------------|---|
| | | | *Incremental Cost *Incremental Revenue | | |
| | | 1.8 | Concept of time perspective | T1 | 1 |
| | | 1.9 | Discounting principle *Meaning *Formula *Examples | T1 | 1 |
| | | 1.10 | Opportunity cost principle *Meaning *Significance *Example | T2 | 1 |
| | | 1.11 | Equi-marginal concept *Meaning *Importance *Example | T1 | 1 |
| | | 1.12 | Theory of firm *Profit Maximisation *Wealth Maximisation *Managerial theories *Behavioral theories | T1 | 1 |
| | | 1.13 | Managerial theories *Baumol's sales revenue maximization *Williamson's managerial utility model *Marris hypothesis of firms growth rate | T2 | 1 |
| | | 1.14 | Behavioral theories *Simons' satisficing model *Cyert & March's behavioral model | T2 | 1 |
| | | 1.15 | Social Responsibility of Business | T2 | 1 |
| | | | | Total 15 | |

| DEMAND AND SUPPLY ANALYSIS | | | | | |
|----------------------------|---|-----|--|-------|---|
| II | CO2 Understand the applications of demand analysis concept in the real life business | 2.1 | Demand *Meaning *Principles *Types | T1,T2 | 1 |
| | | 2.2 | Demand Determinants | T1 | 1 |
| | | 2.3 | Law of Demand *Meaning | T1,T2 | 1 |



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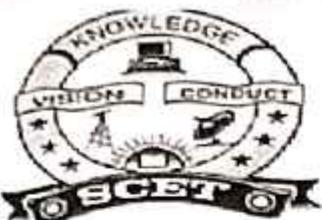
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| | | | | |
|---------------|------|---|-----------|---|
| solutions(K2) | | *Assumptions *Significance *Demand Curve *Exceptions | | |
| | 2.4 | Elasticity of Demand *Definition *Types | T1,T3 | 1 |
| | 2.5 | Types of Elasticity of Demand *Price Elasticity of Demand *Income Elasticity of Demand *Cross Elasticity of Demand *Advertising Elasticity of Demand | T1,T3 | 1 |
| | 2.6 | Measurement of Elasticity | T1,T2 | 1 |
| | 2.7 | Demand Forecasting *Meaning *Methods | T2 T1 | 1 |
| | 2.8 | Methods of demand forecasting *Survey methods *other method | T2 | 1 |
| | 2.9 | Statistical methods | T2 | 1 |
| | 2.10 | Supply analysis *Meaning *Supply function *Law of Supply | T1 | 1 |
| | 2.11 | Elasticity of supply | T1 | 1 |
| | | Total | 11 | |

| THEORY OF PRODUCTION AND COST | | | | |
|-------------------------------|---|-----|--|---------|
| III | CO3: Explain the meaning and usefulness of the production function and cost function in analyzing the firm's production | 3.1 | Production function *Meaning *Formula *Examples *Types | T1 1 |
| | | 3.2 | Law of Variable proportions | T1 1 |
| | | 3.3 | Isoquant *Meaning *Isoquant curve *Features | T2 1 |

Chalk &
Talk,
PPT,
Tutorial



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| | | | | |
|---------------|--------------|---|-------|---|
| activity.(K5) | | Isocost | | |
| | 3.4 | Least Cost combination of inputs MRTS | T2 | 1 |
| | 3.5 | Cobb Douglas production function CES production function | T2 | 1 |
| | 3.6 | Law of returns to scale | T1,T2 | 1 |
| | 3.7 | Economies of scale *Meaning *Types of economies Diseconomies of scale | T1,T2 | 1 |
| | 3.8 | Cost analysis *Meaning *Cost concepts | T1 | 1 |
| | 3.9 | Cost output relationship in short run | T2 | 1 |
| | 3.10 | Cost output relationship in long run | T2 | 1 |
| | 3.11 | Break Even Analysis | T1 | 1 |
| | Total | | | |

| THEORY OF PRICING | | | | |
|--|-----|---|--------|---|
| IV CO4: Evaluate the market structure to know the different types of markets and pricing policies.(K6) | 4.1 | Market Structures *Meaning *Characteristics *Types | T1, R2 | 1 |
| | 4.2 | Perfect Competition *Meaning *Features *Pricing under PC *Price output determination | T1, R2 | 1 |
| | 4.3 | Monopoly *Meaning *Features *Pricing under monopoly *Price output determination | T1, R2 | 1 |
| | 4.4 | Oligopoly *Meaning *Features *Price output determination | T1, R2 | 1 |

Chalk &
Talk.
PPT
Tutorial,
Active
Learning &
Case Study



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| | | | | | | |
|---|--|------|---|----------------|---|-----------|
| | | | *Kinked demand curve | | 1 | |
| | | 4.5 | Monopolistic Competition *Meaning *Features *Price output determination | T3, R1 | 1 | |
| | | 4.6 | Pricing *Meaning *Objectives *Methods | T1 | 1 | |
| | | 4.7 | Game theory basics | T1 | 1 | |
| | | 4.8 | Dominant Strategy | T2 | 1 | |
| | | 4.9 | Nash Equilibrium and Prisoners dilemma | T2 | 1 | |
| Content beyond Syllabus (if needed) | | 4.10 | Price Discrimination | T1 | 1 | |
| Total | | | | | | 10 |
| MACRO ECONOMICS AND BUSINESS | | | | | | |
| V | CO5: Analyze the phases of business cycles and understand the various concepts of National Income.(K4) | 5.1 | National Income *Meaning *Nature *Measurement | T1, T2, R2 | 1 | |
| | | 5.2 | Inflation * Meaning *Kinds | T1, T2, R2 | 1 | |
| | | 5.3 | Inflation *Types *Causes and measurement | T1, T2, R2 | 1 | |
| | | 5.4 | Measures to control inflation | T1, T2, R2 | 1 | |
| | | 5.5 | Deflation | T1, T2, T3, R2 | 1 | |
| | | 5.6 | Philips curve | T1 | 1 | |
| | | 5.7 | Stagflation | T1 | 1 | |
| | | 5.8 | Theory of Employment | T1 | 1 | |
| | | 5.9 | Business Cycles *Meaning *Features *Phases | T1 | 1 | |
| | | 5.10 | Causes and effects of Business Cycles | T2 | 1 | |
| | | 5.11 | Policies to counter Business | T1 | 1 | |
| Chalk & Talk, PPT, Active Learning & Tutorial | | | | | | |



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| Syllabus (if needed) | | | Cycles | | |
|------------------------------------|--|--|--------|---------------------|-----------|
| | | | | Total | 11 |
| | | | | Total | 58 |
| | | | | Case Studies | 5 |
| CUMULATIVE PROPOSED PERIODS | | | | | 63 |

Text Books:

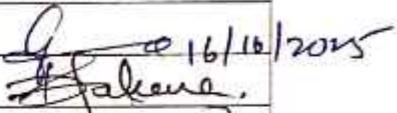
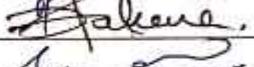
| S.No. | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION |
|-------|---|
| T1 | R.L. Varshney & K.L. Maheshwari, 19 th edition, Sultan Chand & Sons, New Delhi, 2005 |
| T2 | S.N. Maheswari, Managerial Economics, 2 nd edition, Prentice-Hall of India, 2005 |
| T3 | D.M. Mithani, Managerial Economics, Himalaya Publishing House, 2009 |

Reference Books:

| S.No. | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION |
|-------|---|
| R1 | Dwivedi, D.N., Managerial Economics, Vikas Publishing, 2009 |
| R2 | Gupta G.S., Managerial Economics, Tata McGraw-Hill, New Delhi, 2005 |
| R3 | H.Craig Peterson, W.Cris Lewis, Managerial Economics, Pearson, 2005 |
| R4 | P.L. Mehta, Managerial Economics-Analysis, Problems, cases, Sultan Chand, New Delhi, 2008 |

Web Details

| | |
|---|---|
| 1 | http://www.economicsdiscussion.net/demand-forecasting/techniques-of-demand-forecasting-survey-and-statistical-methods/3611 |
| 2 | https://www.investopedia.com/terms/m/macroeconomics.asp |

| | | Name | Signature with Date |
|------|-----------------------|----------------------|--|
| i. | Faculty | Dr. G. GRACE |  16/10/2015 |
| ii. | Course Coordinator | D. Halma |  |
| iii. | Module Coordinator | Dr. O.V.A.M. Sriduri |  |
| iv. | Programme Coordinator | Dr. G. GRACE |  16/10/2015 |


Principal
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Swarnandhra College of
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SEETHARAMAPURAM
NARSAPUR - 534 280, W.G.D