



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
24MBIT02	Managerial Economics	I	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	Contact Hour	Delivery Method
I	CO1: Describe the importance of managerial economics and its contribution to decision making of managerial economist.(K1)	. INTRODUCTION TO MANAGERIAL ECONOMICS				
		1.1	Concept of Economics *Definition *Features	T1	1	Chalk & Talk, PPT, Active Learning & Tutorial
		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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			*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 *Baumols sales revenue maximization *Williamsons 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	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		2.2	Demand Determinants	T1	1	
		2.3	Law of Demand *Meaning	T1,T2	1	



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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				
III	CO3: Explain the meaning and usefulness of the production function and cost function in analyzing the firm's production	THEORY OF PRODUCTION AND COST				Chalk & Talk, PPT, Tutorial
		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	



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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	Economics 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	
Content beyond Syllabus (if needed)		3.11	Break Even Analysis	T1	1	
Total					11	
IV	CO4: Evaluate the market structure to know the different types of markets and pricing policies.(K6)	THEORY OF PRICING				
		4.1	Market Structures *Meaning *Characteristics *Types	T1, R2	1	Chalk & Talk. PPT Tutorial, Active Learning & Case Study
		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	



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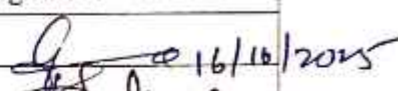
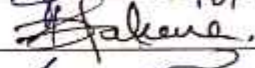

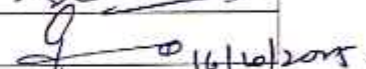
			*Kinked demand curve		1	
		4.5	Monopolistic Competition *Meaning *Features *Price output determination	T3, R1	1	
		4.6	Pricing *Meaning *Objectives *Methods	T1	1	
		4.7	Game theory basics	T1	1	
		4.8	Dominant Strategy	T2	1	
		4.9	Nash Equilibrium and Prisoners dilemma	T2	1	
Content beyond Syllabus (if 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	Chalk & Talk, PPT, Active Learning & Tutorial
		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	
Content beyond Syllabus (if needed)		5.11	Policies to counter Business	T1	1	



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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. Habena	 16/10/2015
iii. Module Coordinator	Dr. O.V.A.M. Sridani	 16/10/2015
iv. Programme Coordinator	Dr. G. GRACE	 16/10/2015

Principal
**Swarnandhra College of
Engineering & Technology**
SEETHARAMAPURAM
NARSAPUR - 534 280, W.G.D