



Mohamed Sathak - Department of Management Studies (MS-DoMS)

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COURSE DELIVERY PLAN

(This document is to be presented to the students during the first week of commencement of classes by the course instructor)

Course Title: Managerial Economics	Course Code:
Course Category: Core	Semester:1
Total Duration (Hrs): 60	Credits: 4
Subject Expertise: Prof. Preethi B iyer	

Program Specific Outcomes:

PSO1 – Placement: To develop students with industry specific knowledge & skills added with right attitude towards becoming a successful professional in corporate world and in Public sector units.

PSO 2 - Entrepreneur: To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

PSO3 – Research and Development: To instill and grow a mindset that focusses efforts towards inculcating and encouraging the students in the field research and development.

PSO 4 – Contribution to Business World: To produce ethical and innovative business professionals to enhance growth of the business world.

PSO 5 – Contribution to the Society: To work and contribute towards holistic development of society by producing competent MBA professionals.

Program Outcomes:

PO1: Problem Solving Skill: Application of tools & techniques relevant to management theories and practices in analyzing & solving business problems.

PO2: Decision Making Skill: Fostering analytical and critical thinking abilities for data-based decision making.

PO3: Ethical Value: Ability to develop value-based leadership attributes.

PO4: Communication Skill: Ability to understand, analyze and effectively communicate global, economic, legal and ethical aspects of business.

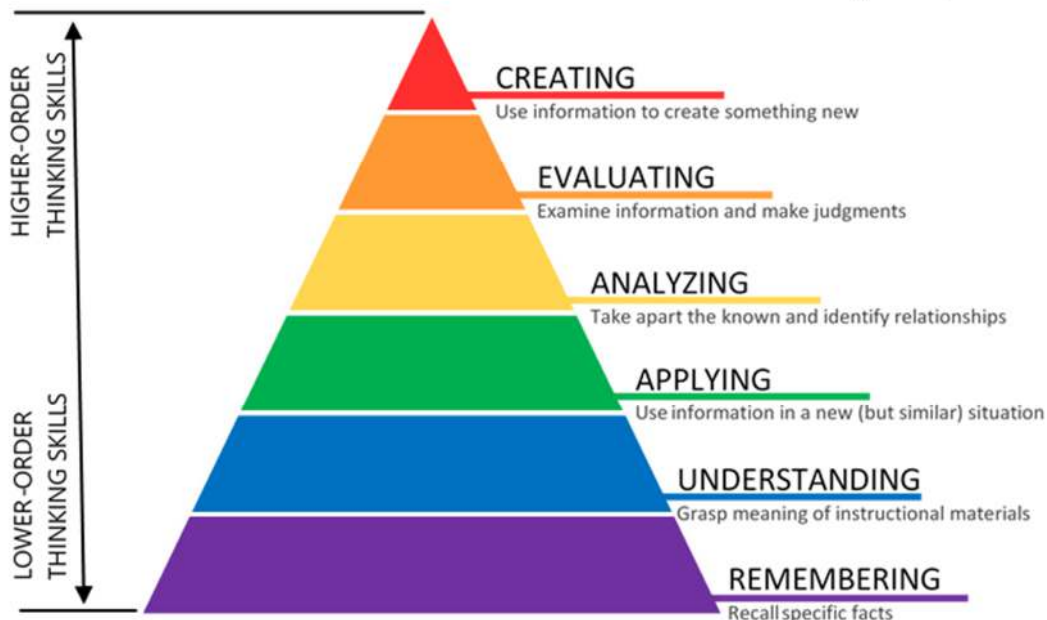
PO5: Individual and Team Leadership Skill: Ability to be self-motivated in leading & driving a team towards achievement of organizational goals and contributing effectively to establish industrial harmony.

PO6: Employability Skill: Foster and enhance employability skills through relevant industry subject knowledge.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Strive towards becoming a global influencer and motivating future generation towards building a legacy that contributes to overall growth of humankind.

BLOOM'S TAXONOMY – COGNITIVE DOMAIN (2001)



The Bloom's Taxonomy is to be followed in curriculum development, courseware development, planning and delivery of contents, Assessment, Mapping, Data Analysis and

Course Objectives	
C1	To familiarizethestudentsaboutmanagerialeconomicsandtoknowthefundamental concepts affecting business decisions.
C2	Tounderstandtheconceptofutilityanddemandanalysisanddemand forecasting
C3	Toknowaboutproductionfunctionandmarketstructure
C4	TohaveanideaandunderstandingaboutMacroeconomicslikeNational Income, savings and investment, Indian economic policy and Planning.
C5	To Provide insights on Money Market, Inflation and Deflation, Monetary andFiscal policies, FDI and cashless economy.

CQI (Continuous Quality Improvement)

MAPPING OF COs TO POs								
Course Outcomes	On completion of this course, students will;							Program Outcomes
CO1	Beabletounderstandthebasicconceptsofmanagerial economicsthathelpsthefirminddecisionmaking process.							PO2, PO4
CO2	BefamiliarabouttheBasicconceptsofDemand, Supply and Equilibrium and their determinants							PO4,PO6, PO7
CO3	Havebetterideaandunderstandingaboutproduction function and market structure							PO6, PO7
CO4	Havebetterinsightsaboutmacroeconomicsconcepts likeNationalincome,SavingsandInvestment,Indian Economic Policy and planning							PO8
CO5	Possess better knowledge about Money market, MonetaryandFiscalpolicy,inflationanddeflation,FDI and globalization andCashless economyanddigitalized cash transfers.							P O 7
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1		M		S				
CO2				S		M	M	

CO3						S	S	
CO4								M
CO5							M	
S-Strong			M-Medium			L-Low		
Reading List								
1.	http://pearsoned.co.in/prc/book/paul-g-keat-managerial-economics-economic-tools-todays-decision-makers6e-6/9788131733530							
2.	http://www.onlinevideolecture.com/mba-programs/kmpetrov/managerialeconomics/?courseid=4207							
3.	https://www.slideshare.net/dvy92010/nature-and-scope-of-managerial-economics-76225857							
4.	TheIndianEconomicJournal -SAGE Journals							
References Books								
1.	1.Damodaran,S.,ManagerialEconomics,2ndEdition,OxfordUniversity Press, 2011.							
2.	Dwivedi,D.N.,ManagerialEconomics,VikasPublishingHouse, 2011.							
3.	R.L.Varshney,K.L.Maheshwari.,ManagerialEconomics,SultanChand& Sons,2014.							
4.	William F.Samuelsan,StephenG.Marks,JayL.,Zagorsky.,ManagerialEconomics, Wiley Publishers, 9 th Edition (2021)							
5.	H.L.Ahuja.,ManagerialEconomics.,AtlanticPublishersanddistributors(P) Ltd., 2017.							
6.	Dominick Salvatore, Managerial Economics: Principles and worldwide applications, 9E Adaptation, Oxford university press, 9 th Edition, 2020.							
Methods of Evaluation								
Internal Evaluation	Continuous Internal Assessment Test – Assignments, Seminars, Attendance and Class Participation						25 Marks	
External Evaluation	End Semester Examination						75 Marks	
Total							100 Marks	
Methods of Assessment								
BTL 1 - Recall (K1)	Simpledefinitions,MCQ,Recallsteps,Concept definitions							
BTL 2 -Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview							
BTL 3 - Application (K3)	Suggestidea/conceptwithexamples,Suggestformulae,Solveproblems, Observe, Explain							
BTL 4 - Analyze (K4)	Problem-solvingquestions,Finishaprocedureinmanysteps,Differentiate between various ideas, Map knowledge							
BTL 5 - Evaluate (K5)	Longernessay/Evaluationessay,Critiqueorjustifywithprosandcons							
	Checkknowledgeinspecificoroffbeatsituations,Discussion,Debatingor Presentations							

COURSE DELIVERY PLAN

Period / Session	Session Topic Unit wise	Pertaining CO/CLOs & BTL	Topic Learning Outcome(TLO)	Instructional Methods	Assessment Method for TLO
1	UNIT 1 Introduction: DefinitionofManagerial Economics.	CO1 & BTL 2	Understand the basic concepts of managerial economics	Lecture / PPT	Discussion Forums
2	DecisionMaking	CO1 & BTL 2	Understand the concepts of decision making	Lecture / PPT	Practice Quiz
3	Fundamental Concepts Affecting Business Decisions	CO1 & BTL 2	Understand and comprehend the factors affecting business decisions	Interactive Learning / Caselets	Discussion Forums

4	Fundamental Concepts Affecting Business Decisions	CO1 & BTL 2	Understand and comprehend the factors affecting business decisions	Interactive Learning	Discussion Forums
5	Incremental Concept	CO 1 & BTL4	Understand and analyse the incremental concept	Interactive Learning	Peer Review
6	Marginalism,	CO 1 & BTL2&3	Understand and explain the concept of marginalism	Self -Study	Graded Quiz-Test
7	Equimarginal Concept,	CO 1 & BTL2&3	Understand and explain the concept of equimarginalism	Discussion forums	Discussion
8	the Time Perspective,	CO1 & BTL3	Understand the concept of time perspective	Interactive Learning	Practice Quiz
9	Discounting Principle,	CO1 & BTL4	Analyse and understand the discounting principle	Interactive Learning	Practice Quiz
10	Opportunity Cost Principle-	CO1 & BTL4	Analyse and understand the opportunity cost principle	Guest Lecture / Expert Talk / Alumni Talk	Discussion Forums
11	Micro and Macro Economics	CO1 & BTL5	Explain in detail about micro and macro economics	Guest Lecture / Expert Talk / Alumni Talk	Discussion Forums
12	Micro and Macro Economics		Explain in detail about micro and macro economics		
13	CIA	-----		----	Internal I
14	Unit II Utility Analysis and the Demand Curve: Elasticity of Demand-	CO2 & BTL3	Comprehend and understand the demand curve and its application	Lecture	Assignment
15	Demand Analysis: Basic Concepts	CO 2 & BTL 2 & 3	Understand and comprehend the basic concepts of demand analysis	PPT	Discussion Forums
16	tools of analysis for demand forecasting.	CO 2 & BTL 4	Analyse the tools for demand forecasting	Interactive Learning	Practice Quiz
17	Use of Business Indicators	CO 2 & BTL 3	Understand and explain the uses of business indicators	Interactive Learning	Graded Quiz-Test
18	Demand forecasting for consumer	CO2 & BTL4	Analyse demand forecasting	Case Study Discussion	Practice Quiz
19	Consumer Durables	CO2 & BTL4	Understand and analyse about consumer durables	Case Study Discussion	Practice Quiz
20	Capital Goods.	CO2 & BTL 4	Understand and analyse about capital goods	Self - Study	Discussion Forums
21	Input-Output Analysis	CO2 & BTL 4	Understand, Analyse IO	Self - Study	Discussion Forums
22	Consumer Behavior	CO2 & BTL 4	Understand different consumer behaviors	Lecture	Student Presentation
23	Consumer Behavior	CO2 & BTL	Understand different	Lecture	Student

		4	consumer behaviours		Presentation
24	Consumer Equilibrium	CO2 & BTL2	Understand and comprehend consumer equilibrium	Self - Study	Discussion Forums
25	Consumer Equilibrium	CO2 & BTL2	Understand and comprehend consumer equilibrium	Self - Study	Discussion Forums
26	CIA	-----		----	-----
27	Unit III – Introduction The Production Function	CO3 & BTL2	Gain better idea and information about production function	Lecture	Practice Quiz
28	Production with One Variable Input	CO 3 & BTL4&5	Possess Better and critical knowledge about production with one variable input	PPT	Discussion Forums
29	Law of Variable Proportions–	CO 3 & BTL4	Analyse and gain better understanding about law of variable proportions	Lecture	Discussion Forums
30	Production with Two Variable Inputs–	CO 3 & BTL4	Analyse and gain better understanding about production with two variable inputs	Lecture	Practice Quiz
31	Production Isoquants–	CO 3 & BTL3	Better idea and understanding on production isoquants	Interactive Learning / Self - Study	Lecture
32	Isocost Lines Estimating Production Functions-	CO 3 & BTL3	Better idea and understanding on Iso cost lines	Interactive Learning / Self - Study	Assignment
33	Returns to Scale– Economies Vs Diseconomies of Scale	CO 3 & BTL4	Understand and analyse about returns to scale	Interactive Learning / Self - Study	Discussion Forums
34	Cost Concepts	CO 3 & BTL4	Better idea and understanding on cost concepts	Interactive Learning / Self - Study	Discussion Forums
35	Analysis of cost – Short and long run costs. Market Structure: Perfect and Imperfect Competition	CO3 & BTL4	Analyse on types of cost and market structure	Interactive Learning	Discussion Forums
36	Monopoly	CO3 & BTL4	Better understanding on monopoly	Interactive Learning	Discussion Forums
37	Duopoly	CO3 & BTL2	Better understanding on duopoly	Interactive Learning	Discussion
38	Monopolistic Competition– Pricing Methods	CO4 & BTL4	Better insight and analyse on different pricing methods	Interactive Learning	Discussion
39	CIA	-----		----	Internal II
40	Unit IV – Macro Economic Variables	CO4 & BTL2	Gain better insights on macro economic variables	Lecture	Discussion Forums
41	National Income	CO4 & BTL3	Gain better insights and explanation on national income	PPT	Practice Quiz

42	Concepts – Gross Domestic Product	CO4 & BTL2	Gain knowledge and insights and comprehend the concept of GDP	Interactive Learning	Discussion Forums
43	Gross National Product	CO4 & BTL3	Gain knowledge and insights and comprehend the concept of GNP	Lecture	Discussion Forums
44	Net National Product	CO4 & BTL4	Gain knowledge and insights and comprehend the concept of NNP	Interactive Learning	Assignment Peer Review
45	Measurement of National Income, Savings, Investment	CO4 & BTL4	Gain knowledge and insights and comprehend the measurement methods of NI, savings and investment	Lecture	Graded Quiz- Test
46	Measurement of National Income, Savings, Investment	CO4 & BTL4	Gain knowledge and insights and comprehend the measurement methods of NI, savings and investment	Lecture	Practice Quiz
47	Business Cycles and Contra cyclical Policies	CO4 & BTL5	Critically analyse the business cycle and contra cyclical policies	Self - Study	Discussion Forums
48	Business Cycles and Contra cyclical Policies	CO4 & BTL5	Critically analyse the business cycle and contra cyclical policies	Lecture	Discussion Forums
49	Role of Economic Policy	CO4 & BTL5	Briefly explain on role of economic policy	Lecture	Discussion Forums
50	Role of Economic Policy	CO4 & BTL5	Briefly explain on role of economic policy	Lecture	Discussion Forums
51	Indian Economic Planning	CO4 & BTL5	Gain insight and knowledge about Indian economic planning	Lecture	Assignment & Student Presentation
52	CIA			----	-----
53	Unit V – Introduction Commodity and Money Market	CO5 & BTL2	Possess better knowledge and understand about commodity and money market	Lecture	Practice Quiz
54	Commodity and Money Market	CO5 & BTL2	Possess better knowledge and understand about commodity and money market	PPT	Discussion Forums
55	Demand and Supply of Money	CO5 & BTL4	Possess better knowledge and understand, analyse the demand and supply of money	Interactive Learning	Discussion Forums
56	Money Market Equilibrium	CO5 & BTL3	Possess better knowledge and understand and explain about money market	Interactive Learning	Assignment Peer Review

			equilibrium		
57	Monetary Policy	CO5& BTL3	Possess better knowledge and understand and explain about Monetary policy	Interactive Learning	Graded Quiz- Test
58	Inflation-deflation-stagflation	CO5& BTL3	Explain and gain knowledge on inflation,deflation and stagflation	Interactive Learning	Practice Quiz
59	Role of Fiscal Policies	CO5& BTL2	Understand, Comprehend and possess knowledge on role of fiscal policies	Expert Talk	Discussion Forums
60	Indian Fiscal Policies	CO5& BTL5	Possess better knowledge on Indian fiscal policies	Self- Study	Assignment Peer Review
61	Government Policy towards Foreign Capital and Foreign Collaborations-	CO5&BTL5	Possess knowledge and explain about govt policies towards foreign collaborations	Interactive Learning	Discussion Forums
62	Globalization and its Impact.	CO5&BTL4	Possess better knowledge and critically understand about globalisation and its impact	Lecture	Discussion Forums
63	Cashless economy and digitalized cash transfers;	CO5&BTL4	Possess better knowledge and critically understand about cashless economy and digitalised cash transfers	Lecture	Discussion Forums
64	Economic models and its steps; FEMA-GST-Industrial Policy in India and its effects on growth.	CO5&BTL2	Possess better knowledge and understand,comprehend about economic models and its steps,FEMA,GST and industrial policy in india	Lecture	Discussion Forums
65	CIA	-----		----	Review & Improvement

COURSE ASSESSMENT PLAN

Continuous Internal Assessment (CIA)	Learning Outcome for Assessment	CO/CLOs	Assessment Method / Activity	Corrective Action	Duration (Hrs)	Weightage
Unit I	Introduction: Definition of Managerial Economics. Decision Making and the Fundamental Concepts Affecting Business Decisions—the Incremental Concept, Marginalism, Equi-marginal Concept, the Time Perspective, Discounting Principle, Opportunity Cost Principle- Micro and Macro Economics.	CO1	Internal I	Assignment & Peer Review	12	15%

Unit II	<p>Utility Analysis and the Demand Curve: Elasticity of Demand- Demand Analysis: Basic Concepts, and tools of analysis for demand forecasting.</p> <p>Use of Business Indicators: Demand and forecasting for consumer, Consumer Durable and Capital Goods.</p> <p>Input-Output Analysis – Consumer Behavior- Consumer Equilibrium</p>	CO2	Discussion Forums & Practice Quiz	Assignment & Peer Review	12	10%
Unit III	<p>The Production Function: Production with One Variable Input – Law of Variable Proportions – Production with Two Variable Inputs – Production Isoquants – Isocost Lines Estimating Production Functions- Return to Scale – Economies Vs Diseconomies of Scale – Cost Concepts – Analysis of cost – Short and long run costs.</p> <p>Market Structure: Perfect Competition – Monopoly, Duopoly, Monopolistic Competition – Pricing Methods.</p>	CO3	Internal II	Assignment & Peer Review	12	15%
Unit IV	<p>Macroeconomic Variables – National Income- Concepts – Gross Domestic Product, Gross National Product, Net National Product – Measurement of National Income, Savings, Investment - Business Cycles and Contracyclical Policies – Role of Economic Policy – Indian Economic Planning</p>	CO4	Discussion Forums & Practice Quiz	Assignment & Peer Review	12	10%
Unit V	<p>Commodity and Money Market: Demand and Supply of Money – Money Market Globalization and its models and its steps; FEMA-GST- Industrial Policy in India and its effects on growth.</p>	CO5	Model Exam	Assignment & Peer Review	12	50%
Internal Marks – 25 (20 CIA + 5 Attendance)						

FACULTY SIGNATURE

Head -DoMS

Head - IQAC