



MANIPAL UNIVERSITY JAIPUR

School of Management of Commerce

TAPMI School of Business

Course Hand-out

Managerial Economics | MB6102 | 3 Credits

Session: Aug- Nov 2019 | Faculty: C.Anirvinna

Course Outcomes: At the end of the course, students will be able to

MB6102.1: Design optimal combinations for use of scarce resources with the marginal cost – benefit

MB6102.2: Evaluate economic behaviour, response to incentives, utility, satisfying and maximizing traits in consumers.

MB6102.3: CLO3: Demonstrate the use of micro concepts like elasticity and opportunity cost in strategic planning.

MB6102.4: Learn the optimization functions for both consumer and producer equilibrium.

MB6102.5: Understand and appreciate the production dynamics – including cost, revenue and profit considerations for employability and entrepreneurship

CLO6: Evaluate and compare the various types of market structures and use them when planning price policy in industry

A. SYLLABUS

The Managerial Economics is a course that gives a student an idea how the economy functions at micro level' what happens if there is a scarcity in the economy and how a consumer responds to the given situation. How a price of a commodity is determined through demand and supply analysis and its applications?, How does a consumer responds to different types elasticity of demand ?, How a consumer reaches equilibrium?, What actually determines the production function? , cost and revenue functions break even analysis and different types of markets – with real life time focus on monopolistic competition and oligopoly and game theory and various pricing policies adopted by the firms.

B. TEXT BOOKS

- 1 Dominique Salvatore, Managerial Economics in a Globalised Economy, New York, Mc Graw Hill, 2008.
- 2 Mankiw N.Gregory, Principles of Micro economics, New Delhi Thomson,2007, 4th Edition
- 3 Truett and Truett, "Managerial Economics – Analysis, problems and cases" ,New Delhi, Wiley edition,2007, 8th Edition

