

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: MANAGERIAL ECONOMICS

Name of the Course: M.Com. I (Sem.–I & II)
(Syllabus to be implemented from w.e.f. June 2020)

P.A.H. SOLAPUR UNIVERSITY, SOLAPUR

Choice Based Credit System (CBCS) Pattern Syllabus

M.Com. Part- I

MANAGERIAL ECONOMICS

(W.E.F. June 2020)

Course Input Details

Semester- I

Unit 1: Managerial Economics: (10 Lectures)

Meaning and Concept of Managerial Economics - Nature and Scope of managerial economics, Principles of managerial economics, Significance of managerial economics.

Unit 2: Demand and Supply Analysis: (12 Lectures)

Determinants of Demand & Supply - Demand function & law of Demand, Supply Function and Law of Supply, Applications of elasticity of demand and supply in managerial decision making, Floor, Ceilings and Administrative pricing

The Theory of Consumer Choice - Consumer preference and budget constraint, equilibrium position of tangency with the help of Indifference curve analysis, Effect of changes in price and income on consumer equilibrium.

Unit 3: Economics of Production & Cost: (12 Lectures)

Production Function - Concept of productivity and technology, Production function with one variable input, Production function with two variable inputs, Isoquants, ridge lines, Isoclines, Producer's Equilibrium.

Cost Function - Types of Cost, Short run cost analysis, Long run cost analysis,

Unit 4: Market Structure: (12 Lectures)

Monopolistic Competition- Meaning, features, price determination.

Oligopoly Market- Meaning, features, types, price determination under collusive and non-collusive oligopoly (Kinked demand curve, Cartel, Price leadership, Cournot's Model).

Unit 5: Pricing Practices & Break-Even Analysis: (14 Lectures)

Introduction to Pricing Decisions and Strategy- Cost Plus Pricing, Absorption Pricing, Marginal Cost pricing. Strategy Oriented Pricing- Limit Pricing, Price Discrimination, Predatory Pricing, Penetration Pricing, Price Leadership.

Customer Oriented and Other Pricing- Market Skimming Pricing, Market Oriented Pricing, Psychological Pricing, Value Based Pricing, Seasonal Pricing.

Break-Even Analysis- Concept and assumptions, Break-even chart, Determination BEP with graph and equation, Limitations of break-even analysis, Importance and application in business decisions.

Semester- II

Unit 1: Consumption, Saving and Investment: (12 Lectures)

Introduction to Consumption, Saving and Investment, Relationship between Consumption, Savings & Investment, Determinants of Consumption and Investment, Importance of Consumption, Savings & Investment.

Unit 2: Business Cycle and Policies: (12 Lectures)

Meaning and definition of business cycle, Stages of business cycle, Keynesian theory of business cycle, Measures to control business cycle.

Unit 3: Inflation and Deflation: (10 Lectures)

Inflation- Concept, Types of inflation, Causes of inflation, Effects of inflation, Controls of inflation.

Deflation- Concept, Causes of deflation, Effects of deflation, Control of deflation, Stagflation.

Unit 4: Aggregate Demand and Aggregate Supply Function: (12 Lectures)

Keynesian concepts of Aggregate Demand (AD) and Aggregate Supply (AS), Interaction of ADF and ASF and determination of real income, Inflationary gap Policy trade- off between Inflation and unemployment, Phillips' curve – short run and long run-

Unit 5: Open Economy Macroeconomics: (14 Lectures)

Balance of payments- Concept, Equilibrium and Disequilibrium, Measures to correct disequilibrium, Monetary approach to balance of payments, Determination of Foreign Exchange Rate- the PPP Theory and its Implications, Fixed vs. Flexible Exchange Rates, The Short-run open economy Model, the basic Mundell-Fleming Model, International financial markets.

References:

- Managerial Economics - H. L. Ahuja
- Managerial Economics – Domnik Salvatore-OxfordUniversity Press.
- Managerial Economics - Dwvedi D. N.
- Managerial Economics Theory & Applications - Dr. D.M. Mithani
- Managerial Economics- Dr. Mukund Mahajan - NiraliPrakashan
- Managerial Economics - Suma Damodaran- OxfordUniversity Press
- Managerial Economics - P.L. Mehata
- Managerial Economics - Patil J.F. & S. S. Sahasrabudhe
- Indian Economy - Mishra & Puri
- Economics: Principles and Applications - N. Gregory Mankiw, Worth Publishers.
- Macroeconomics- Dornbusch, Fischer and Startz, McGraw Hill
- Macroeconomics- N. Gregory Mankiw, Worth Publishers.
- International Business - K. Aswathappa
- International Business- Francis Cherunilam
- International Business - Bimal Jaiswal

