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SIDDHARTHA INSTITUTE OF TECHNOLOGY
(Autonomous)
Kanuru, Vijayawada – 520 007
(AICTE approved, NBA accredited and ISO 9001:2008 certified Institution)
(Permanent affiliation to JNTUK, Kakinada)
(Effective for students admitted into first year MBA in 2012-13)

BA1T2 -Managerial Economics

- Unit 1- Introduction to Managerial Economics:** Definition- Nature and Scope-Relationship with other areas in Economics; The role of managerial economist; Basic economic principles –Concept of opportunity cost- Incremental concept- Scarcity- Marginalism, Equi-marginalism- Time perspective- Discounting principle- Risk and uncertainty.
- Unit 2- Theory of Demand:** Demand analysis- Elasticity of demand- Types and significance of elasticity of demand – Measurement of price elasticity of demand - Demand determinants – Need for demand forecasting- Forecasting techniques; Supply analysis – Supply function, the law of supply, Elasticity of supply.
- Unit 3- Production & Cost Analysis:** Production function- Marginal Rate of Technical Substitution- Production function with one/two variables- Cobb-Douglas Production Function>Returns to Scale and Returns to Factors- Economies of scale; Cost concepts- cost output relationship in the short run and long run – Modern development in cost theory – Saucer shaped short-run Average cost curves – Average total cost curve.
- Unit 4- Market Structure and Pricing practices:** Features and Types of different Markets – Price output determination in Perfect competition, Monopoly, Monopolistic competition and oligopoly both in the long run and short run; Pricing methods in practice – Bain's limit pricing theory.
- Unit 5- Profit Management & Macro Economic Variables:** Profit- Nature- Scope- Theories of profit including modern theory - Measurement policies- Cost volume profit analysis; Macro economic variables- National income measurement- Business cycles.

Relevant cases have to be discussed in each unit.

Text Books

1. Ahuja H.L.: "Managerial Economics", S Chand & Company Limited, New Delhi, 2012.
2. Varshney, R.L and Maheswari, K L: "Managerial Economics", Sultan Chand and Sons, New Delhi, 2002.

References

1. Dwivedi D N: "Managerial Economics", Vikas Publishing House Private Limited, New Delhi, 2009.
2. Dominick Salvatore: "Managerial Economics", Oxford University Press, New Delhi, 2009.
3. Hirschey: "Economics for Managers", Cengage Learning, New Delhi, 2009
4. Justin Paul, Leena Kaushal, Sebastian VJ, "Managerial Economics", Cengage Learning, New Delhi, 2012.
5. Mithani D M: "Managerial Economics", Himalaya Publishing House, Mumbai, 2008.
6. Narayanan Nadar E, Vijayan S: "Managerial Economics", PHI Private Limited, New Delhi, 2009.
7. Siddiqui S A, Siddiqui A S: "Managerial Economics and Financial Analysis", New Age International Publishers, New Delhi, 2008.
8. Trivedi.M.L: "Managerial Economics", Tata Mc-Graw Hill, New Delhi, 2004.