



**University of Kerala**

Discipline	BUSINESS MANAGEMENT				
Course Code	UK2DSCMGT102				
Course Title	MANAGERIAL ECONOMICS				
Type of Course	DSC				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	-		
Pre-requisites	1. 2.				
Course Summary	Facilitates implementation of concepts of Economics in Managerial decision-making process.				

**Detailed Syllabus:**

Module	Unit	Content	Hrs
<b>I</b>	<b>Foundation of Economics</b>		<b>12</b>
	1	Managerial Economics-Meaning- characteristics of Managerial Economics	
	2	Scope of Managerial Economics -Micro Economics-Macro Economics	
	3	Decision Making-Meaning-Decision Making Process – Application of Economic Theories in Business Decisions	
<b>II</b>	<b>Demand and Supply</b>		<b>12</b>
	4	Demand Analysis – Demand curve and Demand function	
	5	Laws of Demand- Elasticity of Demand and its Estimation	
	6	Demand forecasting and its methods.	
<b>III</b>	<b>Production</b>		<b>12</b>
	7	Supply Analysis -Law of Supply-Elasticity of Supply	
	8	Production –Meaning- Theory of Production – Production function – Cobb Douglas	
	9	Laws of production–Law of Diminishing Returns–Law of returns to scale	
	10	Economies and diseconomies of scale– Isoquant curve – Isocost curve– optimum combination of inputs.	
<b>IV</b>	<b>Market structure</b>		<b>12</b>
	11	Business cycle and its implications	
<b>V</b>	<b>Market structure</b>		<b>12</b>
	12	Market structure – Perfect – Monopolistic- Monopoly-Oligopoly (basic concepts)	
<b>V</b>	<b>Macro Economics: Market indicators</b>		<b>12</b>
	13	Basic concepts of National Income – GDP, GNP, NNP, per capita income	
	14	Economic Indicators-Unemployment Rate-Consumer price index- Producer price index-Purchasing Manager Index	