

**KLE's Lingaraj College, Belagavi**  
**(Autonomous)**  
**Department of Economics**  
**B.Com: I-Semester**  
**Managerial Economics-I**  
**(w.e.f. 2019-20 and onwards)**

**SYLLABUS**

Teaching hours per week - 4

**Maximum Marks: 100 Marks**  
**Semester End Examination: 70 Marks**  
**Internal Assessment: 30 Marks**

**Course Outcome: (52 Hours)**

**At the end of this course students will be able to:**

1. Develop analytical skills through integrating their knowledge of the economic theory with decision-making techniques.
2. To make students thorough in fundamental concepts of Managerial Economics.
3. To help them analyze the behavior of consumers in everyday life.
4. To enhance skills in demand analysis and forecasting future demand.

SI. No	Content	No. of Hrs
<b>Unit I</b>	<b>Introduction to Managerial Economics</b> Nature and Scope – Objectives of Business Firm- Fundamental Concepts of Managerial Economics - Role and Responsibilities of Managerial Economist, Decision Making in Business.	<b>10hrs</b>
<b>Unit II</b>	<b>Demand Analysis</b> Changes in Demand - Law of Demand and Exceptions – Elasticity of demand – Methods of Measurement: Price, Income, Cross and Advertisement – Supply and its determinants- Law of Supply - Elasticity of Supply	<b>10hrs</b>
<b>Unit III</b>	<b>Demand Forecasting</b> Objectives – Methods: Survey, Delphi,Expert Opinion, Judgment and Trend Projection Method. Demand Forecasting of a New Product – Product Life Cycle <b>A Case Study on Demand Forecasting</b>	<b>10 hrs</b>
<b>Unit IV</b>	<b>Cost Analysis</b> Concepts of Cost-- Short Run and Long Run Costs – Envelope and L-Shaped Cost Curves - Revenue Curves – Average, Marginal and Total Revenue	<b>10hrs</b>
<b>Unit V</b>	<b>Theory of Production</b> Production Function: Meaning and Types – Law of Variable Proportion; Return to Scale; Economies and Diseconomies of Scale- Cobb-Douglas Production Function	<b>12 hrs</b>
<b>Tests, field visits, Home assignments, academic counseling of students</b>		

### **Suggested Readings:**

1. Varshney R L & Maheshwari – Managerial Economics, Sultan Chand and Sons, New Delhi, 2005.
2. Mithani D M - Managerial Economics, Himalaya Publishing House, Mumbai, 2003.
3. Chopra P N - Managerial Economics, Kalyani Publishers, New Delhi, 2002.
4. D.N. Dwivedi - Managerial Economics, Vikas Publications, New Delhi, 2002.
5. A.B.N. Kulkarni and A.B. Kalkundrikar,- Managerial Economics – I, R. Chand & Co. New Delhi, 2006.
6. Dean Joel – Managerial Economics – PHI, New Delhi, 2003.
7. Petersen and Lewis: Managerial Economics, PHI, New Delhi, 2002.
8. Mehta P.L – Managerial Economics – Text and Cases, S. Chand, New Delhi, 2005.