

KLE's Lingaraj College, Belagavi
(Autonomous)
Department of Economics
B.Com: II-Semester
Managerial Economics-II
(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 enable the students to take decisions as a managerial economist.
3. To help students to understand the various concepts relating to competitive markets.
4. To enhance skills and acquaint students with pricing policies.

SI. No	Content	No. of Hrs
Unit I	Perfect Competition Market: Meaning and Classification – Perfect and Imperfect Competition – Market Equilibrium – Perfect Competition – Features – Price and Output Determination in Perfect Competition – Firm and Industry Short Run – Long Run – Shut Down Point	10 Hrs.
Unit II	Monopoly Meaning and Features- Price and Output Determination in Short Run and Long Run. Price Discrimination and its Types. Consequences of Monopoly – Control of Monopoly.	10 Hrs.
Unit III	Monopolistic Competition Features – Price and Output Determination in Short Run and Long Run. Product Differentiation and Selling Cost.Oligopoly – Features and Types– Kinked Demand Curve. A Case Study on Product Differentiation.	12 Hrs.
Unit IV	Pricing Methods Full Cost Pricing – Target Rate of Return Pricing; Marginal Cost Pricing – Going Rate Pricing; Customary – Sealed Bid Pricing – Pricing of a New Product; Skimming and Penetration Pricing Policy.	10 Hrs.
Unit V	Profit Functions of Profit – Accounting Profit and Economic Profit. Profit Policies – Break Even Point – Explanation in terms of Physical Units and Sales Value. Capital Budgeting – Demand for and Supply of Capital; Rationing of Capital.	10 Hrs.
	Tests, Field Visits, Home Assignments, Academic Counseling of Students	

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 – II, R. Chand & Co. New Delhi, 2006
6. Dean Joel – Managerial Economics – PHI, New Delhi
7. Meterson and Lewis: Managerial Economics, PHI, New Delhi
8. Menta P.L – Managerial Economics – Text and Cases, S. Chand, New Delhi