

**ECONOMICS**  
**SEMESTER: 3 ECO - 3**  
**Course Code MDC-ECO(ME)-234**  
**Implementation Year 2024-25**  
**(Managerial Economics)**

**OBJECTIVE**

The focus of Managerial economics is on preparing the students with fundamental knowledge in the areas of business economics and entrepreneurship. The teaching aims at the explanation of basic concepts of managerial economics, imparting understanding about the estimation of demand, price and cost analysis which are considered to be critical in every business.

**OUTCOME**

The labour markets are becoming more and more competitive in India. This paper prepares the students to gain basic knowledge required for working efficiently in the business environment. Various concepts commonly used in management, and the application of simple tools in demand and price analysis in each business is of great help to build professional competency in the management.

**Unit – 1:** Meaning, nature, characteristics and significance of managerial economics. Scope, role and responsibility of managerial economics.

**Unit – 2:** Fundamental concepts: The Incremental concept, The concepts of time perspective, The opportunity cost, Equi-marginal concept, Risk and Uncertainty.

**Unit – 3:** Estimation of demand: Meaning and types of demand, Elasticity of demand: Meaning importance and types of elasticity of demand.

**Unit – 4:** The costs of production: Concepts: Accounting and Economic costs, Production costs, Actual cost and opportunity cost, Direct and Indirect cost, Private and Social cost, Explicit and Implicit costs, Business cost and Full cost, Incremental cost and Marginal cost. The cost functions: Short run and long run.

**REFERENCE BOOKS**

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4. एम एल झींगन, प्रबंधकीय अर्थशास्त्र, द्वितीय संस्करण, वृंदा प्रकाशन।
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8. Rikie W. D. and J. N. Crook, 'Managerial Economics', Heritage Publishers, 1988.