

M.Com	<b>MANAGERIAL ECONOMICS</b>	EPCM705A
SEMESTER - I		HRS/WK – 6
Elective-1		CREDIT –4

## OBJECTIVE

To introduce the concepts in Economics & Circular Economy which focuses on increasing productivity in terms of more efficient utilization of resources required for Managers.

### COURSE OUTCOMES (CO's):

At the end of the Course the students should be able to exhibit the following;

**CO1:** Understands the Meaning, Definitions, Features, Scope of Managerial Economics, and understand the role of Managerial Economist towards society

**CO2:** knowledge about the fundamental concepts which help Managerial Economist in Decision making process.

**CO3:** Understands different pricing methods, cost functions, Revenue functions, Break even analysis.

**CO4:** Knowledge of different methods of appraising profitability

**CO5:** Understands meaning & difference between linear economy and circular economy & importance of Circular economy for managerial Economist

### Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes

SEMESTER-I	COURSE CODE: EPCM705A				COURSE TITLE: Managerial Economics				HOURS: 6	CREDITS: 4
COURSE OUTCOME S	PROGRAMME OUTCOMES(PO)				PROGRAMME SPECIFIC OUTCOMES(PSO)				MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PSO 1	PSO 2	PSO 3	PSO 4		
CO1	4	4	4	4	4	4	4	4	4	
CO2	5	5	5	5	5	5	5	5	5	
CO3	5	5	5	5	5	5	5	5	5	
CO4	4	4	4	4	4	4	4	4	4	
CO5	4	4	4	4	5	5	5	5	4.5	
<b>Mean Overall Score</b>									<b>4.5</b>	

**Result: The score of this course is 4.5 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5

This Course is having **VERY HIGH** association with Programme Outcome and Programme Specific Outcome

**UNIT I: Managerial Economics - Introduction****18 HOURS**

Managerial Economics-Meaning-Definition-Features-Scope of Managerial Economics –Role of Managerial Economist - Objectives of a Firm- Social Responsibility of Business.

**UNIT II: Fundamental Concepts that Aid Decision Making****18 HOURS**

Production Possibility Frontiers-Accounting profit and Economic Profit-Opportunity-Cost Principle- Incrementalism and Marginalism-Time Perspective-Discounting Principle- Equi-Marginal principle-Concept of Efficiency-Types of Efficiency-Case Study Method- Decision making process.

**UNIT III: Pricing Practices****18 HOURS**

Cost oriented Pricing – Competition oriented Pricing -Pricing a New product- Peak-load pricing- International price discrimination and dumping - Cost Function – Revenue Function – Break-Even Analysis –Determination of Break-Even point –Uses and Limitations of Break-Even Analysis

**UNIT IV: Project Profitability****18 HOURS**

Traditional Methods Of Appraising Profitability-Pay Back method-Rate of Return- Time Adjusted Methods -Discounted Cash Flow Method- Net Present Value -Internal Rate of Return-Profitability Index.

**UNIT V: Managerial practices-A shift from Linear Economy to Circular Economy****18 HOURS**

Linear Economy – Meaning – Disadvantages - Circular Economy-Meaning-Need-Benefits-Principles-Reasons for Global Attention-Application of Circularity-Limitations of Circular Economy- Circular Economy & Business decisions in India.

**Text Books:**

1. R. L Varshney & K. L .Maheshwari, Managerial Economics, Sultan Chand and Sons, New Delhi.
2. P. L. Mehta , Managerial Economics, S Chand and Co ltd, New Delhi.

**Reference Books:**

1. Dominick Salvatore , Managerial Economics, Schaum's outline series, McGraw-Hill Book company New Delhi.
2. H. L. Ahuja, Managerial Economics, S Chand and Co ltd, New Delhi.
3. **T. Arymala**, Managerial Economics, Vijay Nicole Imprints Private limited, Chennai.

**Websites for Reference:**

<https://www.civildaily.com/rstv-archive-circular-economy-concept-challenges/>

[https://en.wikipedia.org/wiki/Circular\\_economy](https://en.wikipedia.org/wiki/Circular_economy)

[https://www.researchgate.net/publication/336149281\\_Circular\\_Economy\\_A\\_business\\_Imp\\_orative\\_for\\_India](https://www.researchgate.net/publication/336149281_Circular_Economy_A_business_Imp_orative_for_India)