

GENERAL ELECTIVE

VIII SEMESTER

(1) Managerial Economics

Course Contents

S.No.	Unit	Topic
1	Unit-1	Economics: nature and importance of economics, fundamental economic concepts; scarcity and choice, wants, necessities, comforts & luxuries, consumption and savings, value, price, wealth, factors of production, Gross Domestic Product (GDP) and its components.
2	Unit-2	Demand and Supply Analysis: Demand; definition, types of demand- autonomous and derived, short- term and long- term, demand for perishable and durable goods, firm and industry demand; Law of demand – demand schedule and demand curve, assumptions and exceptions to the law of demand, determinants of demand, Elasticity- concept, types of elasticity (price, income, cross, promotional elasticity), and significance of demand elasticity. Supply: Law of supply and determinants of supply; Market equilibrium.
3	Unit-3	Production and Cost Analysis: Types of inputs (fixed and variable inputs), production function (short-run and long- run), Types of cost (fixed and variable costs, explicit and implicit costs, social cost, opportunity cost, historic and future costs), Costs in short-run and long-run (total cost, marginal cost and average cost), Total revenue, average revenue, marginal revenue and their relationships.
4	Unit-4	Inflation and Trade cycle: Inflation – meaning, types, features, demand and cost push inflation, Effects of inflation on various sections of society. Trade Cycles- definition, characteristics and different phases, monetary and fiscal measures to control trade cycles.
5	Unit-5	Market Structure: Definition and functions of market, different types of market (perfect competition, monopoly, monopolistic competition and oligopoly) and their features.

Recommended books

1. Sheela A.M. , *Economics of Hotel Management*, New Age International Publishers,
2. Varshney R.L., Maheshwari K L , *Managerial Economics* , Sultan Chand ,
3. Punja M., *A Text Book of Economics* , Sharthi Printers, .
4. Reddy P.N., Appannaiah H. R., *Essentials of Managerial Economics*, Himalaya Publishing House,
5. Geetika, Ghosh Piyali and Choudhury Purba Roy, *Managerial Economics*, Tata McGraw Hill, New Delhi,