



MEASI INSTITUTE OF MANAGEMENT CHENNAI-14

Approved by All India Council of Technical Education and
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute

LESSON PLAN

Name of the Course	Managerial Economics		Lecture	3
Type of the Course	Core Paper		Theory	0
Course Code	PMF1E		Practical	0
Semester	I		Seminar	1
Maximum Hours	60		Credits	4

Unit No.	Details	Teaching type	Level	Method	Hours
Unit I	Introduction: Definition of Managerial Economics.	Understanding	L2	Lecture	3
	Decision Making and the Fundamental Concepts Affecting Business Decisions	Understanding	L2	Lecture	3
	The Incremental concept, Marginalism, Equimarginal Concept, the Time Perspective, Discounting Principle, Opportunity Cost Principle	Understanding	L2	Lecture	3
	Micro and Marco Economics.	Understanding	L2	Lecture	3
Unit II	Utility Analysis and the Demand Curve: Elasticity of Demand.	Understanding	L2	Lecture	3
	Demand Analysis: Basic Concepts, and tools of analysis for demand forecasting.	Understanding	L2	Lecture	3
	Use of Business Indicators: Demand forecasting for consumer, Consumer Durable and Capital Goods	Understanding	L2	Lecture	3
	Input - Output Analysis- consumer Behaviour - consumer Equilibrium	Understanding	L2	Lecture	3
Unit III	The production Function: Production with One Variable Input – Law of Variable Proportions – Production with Two Variable Inputs	Understanding	L2	Lecture	4
	Production Isoquants – Isocost Lines Estimating Production Functions- Returns to scale-Economies Vs Diseconomies of Scale	Understanding	L2	Lecture	3
	Cost Concepts-Analysis of cost- short and long run costs.	Understanding	L2	Lecture	3
	Market Structure: Perfect and Imperfect Competition – Monopoly, Duopoly, Monopolistic Competition – Pricing Methods	Understanding	L2	Lecture	3

Unit IV	Macro Economic Variables- National Income – Concepts – Gross Domestic Product, Gross National Product, Net National Product	Understanding	L2	Lecture	2
	Measurement of National Income, Savings, Investment	Understanding	L2	Lecture	3
	Business Cycles and Contra cyclical Policies	Understanding	L2	Lecture	3
	Role of economic Policy – Indian Economic Planning.	Understanding	L2	Lecture	3
Unit V	Commodity and Money Market: Demand and supply of Money	Understanding	1.2	Lecture	3
	Money Market Equilibrium – Monetary Policy	Understanding	L2	Lecture	3
	Inflation – Deflation – Role of Economics Policies – Government Policy towards Foreign Capital and Foreign Collaborations	Understanding	L2	Lecture	3
	Globalization and its impact. Cashless economy and digitalized cash transfers.	Understanding	L2	Lecture	3
TOTAL HOURS					60

Note:

Teaching Type	Level	Method
Memory level	L1	Drill, Review and Revision and Asking the question
Understanding level	L2	Lecture method, lecture demonstration method, discussion method, inductive and deductive, exemplification and explanation methods
Reflection level	L3	Problem solving method, investigating projects, Heuristic method, Experimental method, Inquiry oriented method, analytic method