



MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAS 405: ECONOMICS FOR MANAGERS

Workload : 4 hours per week - Total credits: 04

Examination : 3 hours; 30 marks continuous evaluation & 70 marks final examination.

Objectives : To impart a basic knowledge of the concepts and tools of economic analysis as relevant for managerial decision making and to provide a fair understanding of the aggregate economic system within which a firm operates.

Pedagogy : Lectures, assignments, practical exercises, discussions, seminars, etc.

1. **Nature , scope and significance of Business Economics;** Economic Theories applied to Business decisions, factors influencing business decisions. Managerial Economics and other disciplines. Distinction between Micro and Macroeconomics.
2. **Demand and Supply Analysis:** Law of Demand, Shift in Demand - Changes in Demand - Factors effecting demand - Elasticity of Demand - Measuring Elasticity of Demand - Determinates of Demand - Demand distinctions. Supply Curves - Factors affecting supply-- Elasticity of supply.
3. **Cost Analysis :** Production Function - Laws of Production - Cost Concepts - Least cost Combination of inputs - Factor Productivities & returns to scale ; Economies & Diseconomies of scale; managerial uses of production function.
4. **Demand Forecasting:** Factors involved in forecasting - Techniques of forecasting - Purpose of Forecasting.
5. **Competition and Pricing:** Kinds of competitive situations; Non-price competition Cut-throat and destructive competition - Predatory and Discriminatory competition - Fair and Unfair competition. Price & output determination under perfect competition, Monopolistic, Oligopoly, Monopoly - Price behaviour and time element - pricing methods.
6. **Profits :** Nature of profits, Theories of Profits: Rent Theory, Monopoly as a source of profit - Marginal Productivity Theory - Dynamic Theory - Innovation Theory - Risk & Uncertainty Theory - Policies of Profits - Profit measurement.
7. **Business Cycle :** Types of Business Cycles; Phases of Business cycle - Theories of Business Cycles - Causes - Policies and Measure to control evil effects of fluctuations.
8. **Government and the Macro Economy:** Public Finance and the Fiscal Policy – The meaning and importance of Fiscal Policy – Economics Stabilization – Automatic stabilizers and discretionary fiscal policy – Full employment and Budget surplus – Instruments of fiscal policy – Some problems of fiscal policy.

References:

1. Mankar and Dinakar : Business Economics- Himalaya Publishing House
2. Jeol Dean: Managerial Economics- Prentice Hall India
3. Hagues, Mote, Paul & Gupta -Managerial Economics- Tata McGraw Hill.
4. D.N. Dwivedi - Managerial Economics – Vikas Publishing House Pvt. Ltd.
5. Varshney and Maheshwari - Managerial Economics-Sultan Chand.
6. D.C.Hague - Managerial Economics –Prentice Hall Europe(Pearson Education).
7. G.R. Mansukhani-Business Forecasting- Bombay Manaktalas .
8. Paish F.W - Business Finance- Financial Times Prentice Hall.
9. Alvin H.Hansen : Business cycle and National Income-WW Norton & Co; Revised Edition edition.
10. Roger A Arnold - Macro Economics- Cengage Learning.
11. H. L. Ahuja - Macro Economics for Business and Management-Sultan chand& sons.
12. Mishra &Puri- Indian Economy-Himalaya Publishing House.
13. Dominick Salvatore - Managerial Economics - Principles & Worldwide Applications- Oxford Publishing.
14. Dr. D.M. Mithani- Managerial Economics- Theory and Applications- Himalaya Publishing House.
15. Koutsyannis A - Modern Microeconomics –Macmillan.
16. H.Carig Peterson and W.Cris Lewis- Managerial Economics -Pearson Education.
17. Hirschey-Economics for Managers- Thomson Learning .
18. Mehta P.L.- Managerial Economics : Analysis, Problems & Cases-Sultan Chand & Sons, New Delhi.

