

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY
PANIPAT**

**DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE PLAN**

Name: - Mr. Rajesh Kumar

Subject Name: - Managerial Economics

Branch/Semester: - BBA-1st Sem

Subject Code:- BBA-103

Sr. No.	Lecture No.	Topics To Be Covered	Planned on	Covered On	Remarks
1	L 1	Introduction to syllabus	25/7/19		
2	L 2	Introduction to managerial economics	29/7/19		
3	L 3	Meaning, definitions, features of ME	30/7/19		
4	L 4	Nature, Importance, Scope of ME	1/8/19		
5	L 5	Objectives of business Firms	5/8/19		
6	L 6	Social , National , economic, human, organic objectives	6/8/19		
7	L 7	Basic principles of economics	8/8/19		
8	L 8	Opportunity cost, marginal and incremental concept	12/8/19		
9	L 9	Utility- definition, feature and types	13/8/19		
10	L 10	Cardinal utility, assumptions , features	19/8/19		
11	L 11	Law of DMU and EMU	20/8/19		
12	L 12	Revision of Utility	22/8/19		
13	L 13	Class Test	26/8/19		
14	L 14	Ordinal Utility- definition, concept	27/8/19		
15	L 15	IC- types, properties	29/8/19		
16	L 16	Price , income and substitution effect	2/9/19		
17	L 17	Case Study- I	3/9/19		
18	L 18	Production function – definition and concept	9/9/19		
19	L 19	Law of Return to Variable Factor	10/9/19		
20	L 20	Law of Return to scale	12/9/19		
21	L 21	Importance and Implications of Law	16/9/19		
22	L 22	Concept of Revenue	17/9/19		
23	L 23	Revenue curves according to markets	19/9/19		

24	L 24	Model answer discussion of Sesimal	26/9/19		
25	L 25	Concept of Cost	30/9/19		
26	L 26	Types of cost in short and long run	1/10/19		
27	L 27	Deamnd function, demand curve, types , determinants	3/10/19		
28	L 28	Law of demand- assumptions and explanations	7/10/19		
29	L 29	Downward slope of curve	10/10/19		
30	L 30	Elasticity of demnd, meaning and types	14/10/19		
31	L 31	Methods of measurements	15/10/19		
32	L 32	Revision for sessionals	17/10/19		
33	L 33	Different types of markets- features	24/10/19		
34	L 34	Perfect equilibrium- Industry and firm equilibrium	29/10/19		
35	L 35	Case Study discussion	31/10/19		
36	L 36	Monopoly and discriminating monopoly	4/11/19		
37	L 37	Monopolistic markets – features, price determination	5/11/19		
38	L 38	Oligopoly – collusive and non clousive oligopoly	7/11/19		
39	L 39	Price leadership model of oligopoly	11/11/19		
40	L 40	Revision	12/11/19		