

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**PANIPAT**

**Department of Management Studies**

Semester: Ist

Faculty Name: Manish Gulyani

Course Title: Managerial Economics

Course No. MBA-102

**MBA-102: Managerial Economics**

S.no.	L.no.	Topic to be covered	Target Outcome
1	L1	Introduction to Subject	All
2	L2	Nature and Scope of Managerial Economics	CO1
3	L3	Basic concept of economics used in Managerial Decision Making	CO1
4	L4	Objectives of Firm:- Wealth, Profit and Sales Maximization	CO1
5	L5	Demand Function Introduction, Types of Demand, Determinants	CO2
6	L6	Law of Demand with assumption & exemptions	CO2
7	L7	Movement along Demand Curve and Shift of the Demand Curve	CO2
8	L8	Fundamentals of demand estimation and forecasting.	CO2
9	L9	Consumer equilibrium-utility and indifference curve approach	CO2
10	L10	Price, income and substitution effects	CO2
11	L11	Demand forecasting Case Study	CO2
12	L12	Short-run production functions	CO3
13	L13	Long-run production functions	CO3
14	L14	Cost curves- Concept & Types	CO3
15	L15	Short run cost curve behavior	CO3
16	L16	Long run cost curve behavior	CO3
17	L17	Economics of scale	CO3
18	L18	Price and output determination under perfect competition- Short run	CO3
19	L19	Price and output determination under perfect competition- long run	CO3
20	L20	Price and output determination under Monopoly	CO3
21	L21	Price and output determination under Discriminating Monopoly	CO3
22	L22	Price and output determination under monopolistic competition-short run	CO3
23	L23	Price and output determination under monopolistic competition-long run	CO3

S.no.	L.no.	Topic to be covered	Target Outcome
24	L24	Price and output determination under oligopoly	CO3
25	L25	Pricing strategies and tactics.	CO3
26	L26	Advance pricing and Auctions	CO3
27	L27	Game theory and Asymmetric information	CO3
28	L28	National Income— Alternative concepts	CO4
29	L29	National Income— Methods & Precautions	CO4
30	L30	Inflation-meaning & types	CO5
31	L31	Inflation—measurement and control	CO5
32	L32	Monetary Policy- meaning, objective & role	CO5
33	L33	Monetary policy – techniques	CO5
34	L34	Fiscal Policy- meaning, objective & role	CO5
35	L35	Fiscal Policy – techniques	CO5
36	L36	Role of Monetary & Fiscal policy in economic development	CO5
37	L37	Currency flows	CO5
38	L38	Exchange rate determination	CO5
39	L39	Revision session	All
40	L40	Previous year university paper discussion	All