

Name of the Subject: ECONOMICS FOR MANAGERS
Course Code and Subject Code: CC 101, EFM
Course Credit: FULL (50 SESSIONS OF 60 MINUTES EACH)

Course Description

Management of business and industrial enterprises involves some basic functions to achieve the objectives of the organizations through well planned decisions on a variety of business issues. In this context training in economics provides a systematic and logical way of analyzing business decisions that focuses on economic forces that shape both day to day decisions and long run planning decisions. It also serves to develop and strengthen overall analytical skills of students of all majors. The course brings together topics in microeconomics and macroeconomics that can be applied to business decision making to create a valuable way of thinking about markets and decisions.

Evaluation pattern:

Class participation and Attendance	10%
Quizzes, Presentations and Assignments	20%
Mid Term Examination	30%
End Term (University) Examination	40%

Pedagogy:

- Lectures
- Case study
- Minor projects

Session	Course Content	Percentile weightage
1 - 5	<ul style="list-style-type: none"> • Ten principles of economics • Thinking like an economist 	5%
6 - 12	<ul style="list-style-type: none"> • Market Demand and Elasticity • Demand, Supply and Market Equilibrium 	15%
13 - 18	<ul style="list-style-type: none"> • Consumers , producers and the efficiency of markets • Production and Cost Analysis 	10%
18 - 21	<ul style="list-style-type: none"> • Firms in Competitive Markets 	10%

22 - 25	<ul style="list-style-type: none"> • Monopoly • Monopolistic competition 	10%
26 - 29	<ul style="list-style-type: none"> • Oligopoly 	10%
30 - 33	<ul style="list-style-type: none"> • Measuring a Nations' Income • Measuring the cost of living 	10%
34 - 37	<ul style="list-style-type: none"> • The monetary system • Money growth and inflation 	10%
38 - 44	<ul style="list-style-type: none"> • Open-economy macroeconomics – Basic concepts • Aggregate demand and aggregate supply 	10%
45 - 50	<ul style="list-style-type: none"> • The influence of monetary and fiscal policy on aggregate • The short-run trade-off between inflation and 	10%

Text Book:

1. Economics- Principles and Applications, N Gregory Mankiw, Cengage Learning
2. Additional Study Material will be provided macroeconomics topics.

Reference Books:

1. Managerial Economics- Principles and World Wide Application, Dominick Salvatore, Oxford Publication
2. Managerial Economics –Concepts and Applications, Christopher R. Thomes & S. Charles Maurice, 8th edition, Tata McGraw Hill
3. Managerial Economics, Craig Petersen and W.Cris Lewis, Pearson/PHI
4. Managerial Economics- Theory and Application, D M Mithani, Himalaya Publishing House
5. Economics, Samuelson and Nordhaus, Tata McGraw Hill
6. Managerial Economics, Atmanand, Excel Books
7. Managerial Economics- Concepts & Cases, Mote, Paul and Gupta, Tata McGraw Hill