

Name of College: S. R. Luthra Institute of Management						
Faculty	Management			Program	Master of Business Administration (M.B.A.)	
Year	1			Version	2.0	
Semester	1			Effective From	July 2026	
Course Code	MMBA21104	Course Name	Managerial Economics (ME)			
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	CCE	SEE	Total
4	4	0	0	50	50	100

Course Outcomes:

CO	Students will be able to
CO1	<i>Determine</i> how market forces, elasticity, and costs shape pricing and efficiency
CO2	<i>Explain</i> the working of different market structures and their implications for firms
CO3	<i>Evaluate</i> how macroeconomic indicators influence the socioeconomic welfare of citizens
CO4	<i>Evaluate</i> how macroeconomic policies influence aggregate demand, supply, and economic stability
CO5	<i>Apply</i> economic theories, models, and policies to make informed and effective business decisions

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	3	1	2
CO2	3	3	1	3	1	2
CO3	3	2	1	3	1	2
CO4	3	3	2	3	1	2
CO5	2	3	1	3	2	2



Sr. No.	Module	Description	CO	Marks	Hours
1	I	• Nature of Managerial economics ○ Concept and features of managerial economics ○ Significance of managerial economics	1, 5	12	14
		• The principles of economics ○ How people make decision ○ How people interact ○ How an economy as a whole works			
		• The market forces of supply and demand ○ Demand and supply ○ Equilibrium analysis			
		• Elasticity and its applications ○ Price elasticity of demand (with Calculation) ○ Income Elasticity (with Calculation) ○ Price elasticity of supply (with Calculation) ○ Application of elasticity (Case Study)			
		• The costs of production and analysis ○ Concept and various measures of cost (with Calculation) ○ Cost in the short run and long run ○ Economies and Diseconomies of Scale			
2	II	• Perfect competition ○ Concept and features ○ Profit maximization analysis ○ Short run and long run analysis	2, 5	12	14
		• Monopoly Pricing and Output Equilibrium ○ Concept and features ○ Profit maximization analysis ○ Price Discrimination ○ Public policies towards Monopolies			
		• Oligopoly Market ○ Concept and features ○ The Economics of Cooperation ○ Game theory - Prisoner's dilemma ○ Case Study			
		• Monopolistic competition ○ Concept and features ○ Short run and long run analysis ○ Advertising for products differentiation			
3	III	• Measuring a nation's income and cost of living ○ Economy's Income and Expenditure ○ Concept of GDP, GNP, PPP	3, 5	12	16



		○ Components of GDP ○ Real and Nominal GDP (with Calculation) ○ The consumer price index (with Calculation) ○ Indexation			
		● Production and growth ○ Factors of production and determinants of Productivity ○ Economic Growth and Public Policy: Role of Government towards economic growth			
		● Indian monetary system ○ Concept, functions and types of money ○ RBI and money supply ○ Indian Monetary Policy			
		● Money growth and inflation ○ The classical theory of Inflation ○ The cost of Inflation			
4	IV	● Aggregate demand and Aggregate supply ○ Concept and causes of economic fluctuations ○ The aggregate demand curve ○ The aggregate supply curve ● Monetary & Fiscal policy and aggregate demand ○ Influence of monetary policy on aggregate demand ○ Influence of fiscal policy on aggregate demand ● The Short-run Trade-off between Inflation and Unemployment: The Phillips curve ○ Concept ○ The role of expectations ○ The role of supply shocks	4, 5	14	16



References:**Books:**

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| 1. | Ahuja, H. L. (2017). Managerial Economics. 2017: S Chand. |
| 2. | Ghosh, P. &. (2017). Managerial economics. Tata McGraw-Hill. |
| 3. | Gupta, G. S. (2017). Managerial Economics. McGraw Hill Education . |
| 4. | Mankiw, N. (2025). Principles of Economics. Cengage. |
| 5. | Mithani, D. M. (2025). Managerial Economics: Theory & Applications. Himalaya Publishing House. |
| 6. | Mote, V. L., Paul, S. & Gupta G. S . (2017). Managerial economics: concepts and cases. Tata McGraw-Hill. |

Newspapers / Magazines / Journals:

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| 1. | The Economic Times |
| 2. | Business Standard |
| 3. | Financial Express |
| 4. | Journal of Managerial Economics |
| 5. | Economic and Political Weekly |
| 6. | Journal of Economic Behaviour & Organization |

Web Resources:

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| 1. | https://www.indexmundi.com/ |
| 2. | https://data.rbi.org.in/#/dbie/home - Database on Indian Economy (RBI) |
| 3. | https://data360.worldbank.org/en/economies |
| 4. | https://ibef.org/economy |

