

BBA.LL.B (HONS.) – II-SEMESTER

ECONOMICS-I

COURSE CODE:

Course Objectives: This course provides students with the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing decisions are emphasized. Topics include decision-making criteria and procedures, demand and cost theory and estimation, pricing theory and practice (including price positioning), pricing new products and competitive bids and price quotes.

Course Outcomes:

1. Apply the economic way of thinking to individual decisions and business decisions
2. Understand how prices get determined in markets, how market participants benefit in the form of consumer surplus and producer surplus, and what are the consequences of government intervention
3. Understand the different costs of production and how they affect short and long run decision
4. Derive the equilibrium conditions for cost minimization and profit maximization
5. Understand economies of scale, diseconomies of scale, economies of scope, and cost complementarities, and how each affects the cost of production

UNIT -I: Introduction to Managerial Economics: Definition, Nature and Scope, Relationship with other areas in Economics, Significance of Managerial Economics in functional areas of business, the role of managerial economist, Basic economic principles.

UNIT -II: Theories of firm and Demand & Supply Analysis: Managerial theories of firm, Behavioural theories of firm, Elasticity of demand, types and significance of Elasticity of Demand, Measurement of price Elasticity of Demand, Law of Supply, Elasticity of Supply, Need for Demand forecasting, Types of forecasting techniques.

UNIT – III: Production Analysis: Production function, Marginal Rate of Technical Substitution, Production function with one/two variables, Iso-quants and Iso-costs, Cobb-Douglas Production Function, Returns to Scale and returns to factors.

UNIT -IV: Cost theory and estimation: Cost concepts, determinants of cost, Cost – output relationship in the short run and long run, Average cost curves, Economies of scale, Cost-volume-profit analysis.

UNIT -V: Pricing and Profit Management: Features and Types of different competitive situations, Price-Output determination in Perfect competition and Monopolistic competition both in the long run and short run, pricing methods in practice. Profit Management- Nature, scope and theories of profit.

Text Books:

1. Maheshwari K. L., Varshney R.L., Managerial Economics, 22nd Revised Edition 2014, Sultan Chand & Sons.
2. Dominick Salvatore, Managerial Economics in a global economy, Indian Edition; Fourth Edition, 6/e, 2008, McGrawHill.
3. P.L. Mehta; Managerial Economics, 1/e, 2016, Sultan Chand Sons.