

School of Business, Public Policy and Social Entrepreneurship

Ambedkar University Delhi

Course Outline

Course Code: SBP2MB126

Title: Managerial Economics

Type of Course: Compulsory Course

Cohort for which it is compulsory: MBA (First Year)

Cohort for which it is elective: None

No of Credits: 2

Semester and Year Offered: Semester – I (Slot 1) July 23, 2018– Sep 28, 2018

Course Coordinator and Team: Kritika Mathur

Email of course coordinator: kritika@aud.ac.in

Pre-requisites: None

Aim: The course Managerial Economics exposes the students to basic principles of microeconomics. The participants will be able to identify the various goals and constraints that a firm faces, and apply the economic way of thinking of business problems. It provides students a basic understanding of the economic theory and analytical tools that can be used in decision making problems.

Brief description of modules/ Main modules:

Unit 1: Fundamentals of Managerial Economics

Unit 2: Consumer Behaviour

Unit 3: Producer Behaviour

Unit 4: Market Structures

Unit 5: Economics of Information

Assessment Details with weights:

1. Case Analysis/Assignments 30%
2. Mid Semester 30% (4/5th Week)
3. End Semester 40% (8th Week)

Reading List:

Mankiw, N.G. (2012). *Principles of Economics (6th Edition)*, Cengage: New Delhi

Salvatore, D. (2012). *Managerial Economics: Principles and Worldwide Application (7th Edition)*, Oxford University Press: New Delhi

ADDITIONAL REFERENCE:

Additional Readings and Cases for each session will be circulated prior to the commencement of the course.