

<p style="text-align: center;">School of Business, Public Policy and Social Entrepreneurship Ambedkar University, Delhi</p>

Time Slot: Monday (11 AM – 12 30 PM) & Thursday (1 45 PM to 3 15 PM)

Course Code: SBP2MB106

Title: Managerial Economics

Type of Course: Foundation

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 – September 2017

Course Coordinator and Team: Nidhi Kaicker

Email of course coordinator: nidhi@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:

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

Reading List (Core Text Books)

1. Mankiw, N.G. (2012). *Principles of Economics (6th Edition)*, Cengage: New Delhi
2. 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.