

Managerial Economics - Video course

COURSE OUTLINE

Module 1:	The Fundamentals of Managerial Economics
	<ul style="list-style-type: none"> • Goals and Constraints • The Nature and Importance of Profits • Understanding Incentives • Economic rationality, Scarcity and opportunity cost • Marginal and Incremental Analysis • Basic Calculus: The Calculus of Optimization.
Module 2:	Theory of Demand
	<ul style="list-style-type: none"> • Demand and Supply • Market Equilibrium • Price Ceilings and Price Floors • Comparative Statics: Changes in Demand and Supply. • Price Elasticity of Demand • Price Elasticity, Total Revenue, and Marginal Revenue • Factors Affecting Price Elasticity • Cross Price Elasticity. • Income Elasticity of Demand • Other Elasticities ,Elasticities for Nonlinear Demand Functions. • Elasticity of Supply • Demand Forecasting • Choice and Utility Theory • Law of Diminishing marginal utility • Consumer Equilibrium • Indifference curve Analysis • Consumer Surplus • Price effect, Substitution Effect and Income Effect
Module 3:	Theory of Production and Cost
	<ul style="list-style-type: none"> • The Production Function • Profit-Maximizing Input Usage. • Isoquants and Isocosts • Cost Minimization and Optimal Input Substitution. • The Cost Function • Breakeven analysis, Contribution analysis • Long-run Costs and Economies of Scale • Multiple Cost Functions and Economies of Scope. • Learning curve
Module 4:	Theory of Market and pricing



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Management

Additional Reading:

- **Managerial economics - Christopher R Thomas, S Charles Maurice and Sumit Sarkar**
- **Managerial economics - Geetika, Piyali Ghosh and Purba Roy Choudhury**
- **Managerial economics- Paul G Keat, Philip K Y Young and Sreejata Banerjee**
- **Micro Economics : ICFAI University Press**
- **Managerial Economics; D N Dwivedi, 7th Edition**

Coordinators:

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- The Nature of Industry
- Perfect Competition
- Monopoly
- Monopolistic Competition
- Oligopoly
- Game theory
- Product pricing

References:

- Managerial Economics: Concept and Applications by Thomas and Maurice, 8th edition, McGraw- Hill.