



Lesson Plan

Program: BBA **Semester:** Vth SEM **Course Code:** BBA-501 **Course Name:** Managerial Economics

Course Objectives:

(CO1): Remember the concepts of economics and also able to understand the various economic principles to make effective decisions.

(CO2): Understand the law of demand & supply and their elasticities, evaluate and analyse these concepts of changing situations of industries.

(CO3): Understand the market analysis and pricing policy concepts & its relation to the business world.

(CO4): Understand & evaluate the Economic Growth and Development, Business Cycle, The balance of payments & Inflation.

Session Duration: 50 minutes

Participants: BBA 5TH sem students

Entry level knowledge and skills of students

- i. Knowledge of basic concepts of economics i.e. demand, supply & forms of markets.
- ii. Basic knowledge of role of economics in business.

Equipment required in Classroom/ Laboratory/ Workshop

- i. Projector & System
- ii. White Board & Marker

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

Course Outcomes (starting with action-oriented observable and measurable verb)

(CO1): Remember the concepts of economics and also able to understand the various economic principles to make effective decisions.

(CO2): Understand the law of demand & supply and their elasticities, evaluate and analyse these concepts of changing situations of industries.

(CO3): Understand the market analysis and pricing policy concepts & its relation to the business world.



(CO4): Understand & evaluate the Economic Growth and Development, Business Cycle, The balance of payments & Inflation.

L. N o.	Topics	Sub Topics	Date of Implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Introduction	Evolution of term economics; definition of economics by various economists		Improved lecture	CO1		
2.	Introduction	Nature & Scope of economics; Central Problems of an economy;		Improved lecture	CO1		
3.	Introduction	Economic Problem and its causes; Branches of Economics (Micro Economics & Macro Economics)		Improved lecture & Buzz session	CO1		
4.	Introduction	Meaning of managerial economics; Nature & scope of managerial economics; Role of managerial Economics in Business Management		Improved lecture & Buzz session	CO1		
5.	Introduction	Relationship between Managerial Economics with other fields of subjects; Positive Economics and Normative Economics		Improved lecture	CO1		
Unit - 2							



6.	Demand Analysis	Meaning of Demand; Individual & Market Demand; Factors affecting Demand; Demand Schedule and Demand Curve		Improved lecture & Demonstration	CO2		
7.	Demand Analysis	Law of demand; Change in demand vs change in quantity demanded; Reasons for change in demand & change in quantity demanded		Demonstration & Buzz Session	CO2		
8.	Demand Analysis	Meaning of Elasticity of demand; Types of elasticity of demand & Factors affecting elasticity of demand		Improved lecture & Demonstration	CO2		
9.	Demand Analysis	Measurement of elasticity of demand by using percentage and proportionate method		Demonstration	CO2		
10.	Supply Analysis	Meaning of supply; Factors affecting supply; supply schedule and supply curve		Improved lecture	CO2		
11.	Supply Analysis	Law of supply; change in supply vs. change in quantity supplied; reasons behind change in supply & change in quantity supplied		Demonstration & Buzz session	CO2		
12.	Supply Analysis	Meaning of elasticity of supply; factors		Improved lecture & Buzz session	CO2		



		affecting supply; Measurement of elasticity of supply					
13.	Supply analysis	Measurement of elasticity of supply; Concept of demand forecasting		Demonstration	CO2		
Unit - 3							
14.	Market analysis	Meaning of market; Types of market - Concept of perfect competition and its features		Improved lecture	CO3		
15.	Market Analysis	Concept of Monopoly; Features of monopoly market; Price and output determination under monopoly market		Improved lecture	CO3		
16.	Market Analysis	Short run and long run equilibrium of monopoly market; Reasons of emergence of monopoly market		Improved lecture & Buzz session	CO3		
17.	Market Analysis	Determination of Price and output under perfect competition; Short run and long run equilibrium of firm under Perfect competition		Demonstration & Buzz Session	CO3		
18.	Market Analysis	Concept of monopolistic competition; Features of monopolistic market; Price and output determination under monopolistic		Improved lecture & Buzz session	CO3		



		market					
19.	Market Analysis	Short-run and Long-run equilibrium under monopolistic competition; comparison of demand curve under monopoly market & monopolistic competitive market		Improved lecture	CO3		
20.	Market analysis	Concept of oligopoly Market and its features; Concept of price rigidity under oligopoly market		Improved Lecture & Educational Games	CO3		
21.	Market analysis	Types of oligopoly market & case study discussion		Improved Lecture & Case study method	CO3		
Unit - 4							
22.	Pricing methods	Introduction of pricing methods and different methods of pricing		Improved lecture	CO3		
23.	Pricing policies	Concept of pricing policy and different policies framed for pricing strategies		Improved lecture & Buzz Session	CO3		
24.	Price Discrimination	Concept of price discrimination and degrees of price discrimination under monopoly market		Improved lecture	CO3		
25.	National Income	Concept of national income; Circular flow of income and concepts of Gross domestic product		Improved lecture	CO3		
26.	National Income	Estimation of GDP at market price and factor cost;		Buzz session	CO3		



		concepts of GDPmp, GDPfc, GNPfc, NDPfc, GNPmp, GNPfc, NNPmp, NNPfc					
27.	National Income	Measurement of National Income by Value added method and practical problems practice		Demonstration	CO3		
28.	National Income	Measurement of National income by Income method and its practical problems practice		Demonstration & Buzz Session	CO3		
29.	National Income	Measurement of National income by expenditure method and its practical problems practice		Demonstration & Buzz Session	CO3		
Unit - 5							
30.	Economic growth and Development	Meaning of economic growth and economic development; difference between growth and development; Process of economic development		Improved lecture & Buzz session	CO4		
31.	Business cycle	Concept of business cycle; stages of Business cycle; reasons of different stages of business cycle		Improved lecture & Buzz session	CO4		
32.	Balance of Payments	Meaning of BOP; components of BOP; difference between BOP and BOT		Improved lecture & Demonstration	CO4		
33.	Balance of Payments	Meaning of current account;		Improved lecture & Buzz Session	CO4		



		components of current account					
34.	Balance of Payments	Meaning of capital account and components of capital account; Questions on identification of current or capital account		Improved lecture and Group Discussion	CO4		
35.	Inflation	Meaning of inflation; features of Inflation; Causes of Inflation; Limitations of inflation		Improved lecture & Case Study	CO4		
Revision							
36.	Unit 1	Question Paper		Group Discussion			
37.	Unit 2	Question Paper		Group Discussion			
38.	Unit 2	Question Paper		Group Discussion			
39.	Unit 3	Question Paper		Group Discussion			
40.	Unit 3	Question Paper		Group Discussion			
41.	Unit 4	Question Paper		Group Discussion			
42.	Unit 5	Question Paper		Group Discussion			
43.	Unit 5	Question Paper		Group Discussion			

Text Books: T. R. Jain, O.P Khanna, Managerial Economics; Dr. V. C. Sinha, Dr. Ritika Sinha, Managerial Economics

Reference Books: Gupta G.S., Managerial Economics; Gupta, K.G, Managerial Economics

Journals: The quarterly Journal of Economics; Journal of Economics and Finance

Electronic Database:

<https://academic.oup.com/qje/article/136/3/1611/6169736>

<https://link.springer.com/article/10.1007/s12197-022-09576-w>