

Programme: Master of Business Administration

Semester I

MBA 102-18

MANAGERIAL ECONOMICS

Objective: The objective of the paper is to acquaint the students with the economic concepts and principles and to enable them to use them to address business problems in a globalized economic environment.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Understand the basic concepts of economics and relate it with other disciplines and identify the importance of economics in managerial decision making.
CO2	Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
CO3	Analyze the demand and supply conditions and assess the position of a company and explain the concepts of factors of production, collective bargaining and the underlying theories of factors of production.
CO4	Recognize the relationship between short-run and long-run costs and will also be able to establish the linkage between production function and cost function
CO5	Compare and contrast four basic types of market i.e. perfect, monopoly, monopolistic and oligopoly and can determine price and output under different market types.
CO6	Understand basic concepts of macroeconomics and shall be able to measure national income using different approaches.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)