



# THE CRESCENTS COLLEGE OF BUSINESS MANAGEMENT

(Management & Technology)

Janpak (V), Geesugonda(M), Warangal – 13

## MBA I Year I Semester (2016-2017)

(Day-wise schedule)

Reshma

subject: Managerial Economics

<u>Sl.No</u>	<u>Date</u>	<u>Day</u>	<u>Topic</u>
1	22-09	Thu	<b><u>UNIT-1</u></b> Introduction of managerial Economics
2	26-09	Mon	Meaning of managerial Economics
3	27-09	Tue	Scope and Significances of managerial Economics
4	28-09	Thu	Functions of managerial economist in business firm
5	29-09	Mon	Economic factors influencing decision making
6	03-10	Tue	Objectives of firm
7	04-10	Wed	Tools of managerial economics
8	05-10	Thu	Techniques of analysis
9	06-10	Thu	Tools and techniques of analysis
10	13-10	Mon	<b><u>UNIT-2</u></b> Demand analysis
11	17-10	Tue	Significance-demand function, Law of demand
12	18-10	Wed	Elasticity of demand
13	19-10	Thu	Types of elasticity of demand
14	20-10	Mon	Demand forecasting
15	24-10	Tue	Techniques of demand forecasting
16	25-10	Wed	Supply analysis, Supply function
17	26-10	Thu	Elasticity of supply
18	27-10	Mon	<b><u>UNIT-3</u></b> Cost and production analysis
19	31-10	Tue	Types of cost and their impact on management
20	01-11	Wed	Behaviour of short run average cost curves(SAC)
21	2-11	Thu	Long run average cost curves(LAC)
22	3-11	Tue	Economies of scale and its types

23	15-11	Wed	Diseconomies of scale
24	16-11	Thu	Production function
25	17-11	Mon	Types of production function
26	21-11	Tue	Managerial uses of cost and production function
27	22-11	Wed	<b><u>UNIT-4</u></b> Market analysis
28	23-11	Thu	Structure of competition
29	24-11	Mon	Features of perfect competition
30	28-11	Tue	Types of imperfect competition
31	29-11	Wed	Features of monopoly
32	30-11	Thu	Oligopoly competition
33	1-12	Thu	Pricing method dual pricing
34	5-12	Mon	Merges and acquisitions
35	6-12	Tue	<b><u>UNIT-5</u></b> Profit analysis
36	7-12	Wed	Theories of profits
37	8-12	Thu	Functions of profit
38	12-12	Mon	Profits for control
39	13-12	Tue	Du pont control chart-profit policies
40	14-12	wed	National income concepts, business cycles