

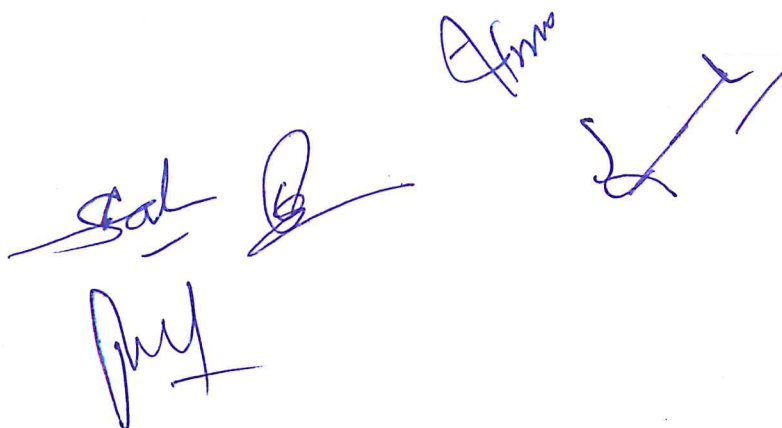
**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**  
**Department of Commerce and Management**

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree/Honors)		<b>Semester-III</b>	<b>Session: 2024-2026</b>
1	CourseCode	BBSC-08	
2	CourseTitle	Managerial Economics	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	Asper requirement	
5	Course Learning Outcomes(CLO)	➤ Develop an understanding of the applications of Managerial Economics. ➤ Interpret regression analysis and discuss why its employed in decision-making. ➤ To know the methods of Investment Decision.	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Managerial Economics:</b> Definition, Objectives, Nature, Scope, Concept, Importance, Application of Economic Theories in Decision-making. <b>Types of Cost:</b> Opportunity Cost, Accounting and Economic Cost, Fixed and Variable Cost, total Cost, Marginal cost, U-shaped average cost curve in Short run, Learning curve [concept];		15
II	<b>Business Cycles:</b> Definition, Phases of Business cycle, Use of business cycles in decision-making and stabilization techniques. <b>National Income:</b> Meaning, concepts, GNP, GDP, NNP, PI, DPI, PCI; (Excluding Practical Problems)		15
III	<b>Objectives of Business Firms:</b> Economic and Non-Economic; <b>Profit:</b> Nature of profit, Accounting and Economic profit, profit policies, Aims of profit policy. <b>Cost of Capital:</b> Cost of Debenture, Cost of Preference Share, Cost of Equity Share, Cost of retained earnings; Weighted Average Cost.		15
IV	<b>Capital Budgeting / Investment Decisions:</b> Meaning; Definition; factors affecting Capital Budgeting; Methods of Investment Decisions under Certainty, Uncertainty and Risk. <b>Break- Even analysis:</b> Concept; Revenue concepts- Total, Average and Marginal Revenue; Application in Break Even Analysis		15
<b>Keywords</b> <i>Managerial Economics, Business Cycle, Break even Analysis, Capital Budgeting.</i>			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. P.L. Mehta; <i>Managerial Economics, Sultan Chand and Sons, New Delhi.</i> 2. Varshney & Maheshwari; <i>Managerial Economics, Sultan Chand and Sons, New Delhi.</i> 3. Dwivedi D.N., <i>Managerial Economics, Vikas Publishing House, New Delhi.</i> 4. Adhikary M, <i>Business Economics, Excel Books, New Delhi.</i> 5. Dean, Joel; <i>Managerial Economics, Prentice Hall, Delhi.</i> 6. Chopra O.P.; <i>Managerial Economics, Tata Mc Graw Hill, Delhi.</i> 7. Peterson, h. Craig and W. Cris Lewis ; <i>Managerial Economics, Prentice Hall, Delhi</i>			
Online Resources-			
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			

<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Two section– A &amp; B</b> SectionA:Q1.Objective– $10 \times 1 = 10$ Mark;Q2.Short answer type- $5 \times 4 = 20$ Marks SectionB:Descriptiveanswer typeqts., <b>1outof2</b> fromeachunit- $4 \times 10 = 40$ Marks	

**Name and Signature of Convenor & Members: (CBOS)**


  
 Three handwritten signatures in blue ink are present. The first signature is on the left, the second is in the middle, and the third is on the right. The signatures are stylized and difficult to read.