**DIRECTORATE OF DISTANCE EDUCATION**

**INTEGRAL UNIVERSITY, LUCKNOW**

**Subject Name: MANAGERIAL ECONOMICS**

**Subject Code: M.COM- 106 Paper Code: ME/M**

**(W.e.f. JULY 2018 Session)**

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| **C****O****N****T****E****N****T****S** | **UNIT**  | **Chapter Name** |
| **Unit - 1** | **NATURE & SCOPE OF ECONOMIC ANALYSIS** |
| **Unit – 2** | **DEMAND AND ITS ATTRIBUTES** |
| **Unit – 3** | **SUPPLY & PRODUCTION ANALYSIS** |
| **Unit – 4** | **MARKET STRUCTURE & ITS ANALYSIS** |
| **Unit – 5** | **NATIONAL INCOME ANALYSIS & INCOME ANALYSIS & WELFARE** |
| **Unit – 6** | **CONSUMPTION FUNCTION, SAVING FUNCTION DEMAND & SUPPLY FOR MONEY** |
| **Unit – 7** | **FOREIGN EXCHANGE MARKET, MNCS & INTERNATIONAL TRADE THEORIES** |
| **Unit – 8** | **INFLATION INFLATIONARY GAP & MEASURES TO CONTROL INFLATION** |
| **Unit – 9** | **TRADE BARRIERS & PROTCETIONSIM** |

**MANAGERIAL ECONOMICS**

**UNIT-1 NATURE & SCOPE OF ECONOMIC ANALYSIS**

* Introduction to Economics
* Concept of Economics in Decision Making
* Scope of Managerial Economics
* Relationship between Managerial Economics and Other Subjects
* Tools and Techniques of Decision Making

**UNIT-2 DEMAND AND ITS ATTRIBUTES**

* Demand and its Determinants
* Law of Demand
* Utility Approaches to the Theory of Demand
* Consumer Equilibrium and Demand Curve
* Demand Elasticities and Demand Estimates
* Aggregate Demand
* Demand Forecasting

**UNIT-3 SUPPLY & PRODUCTION ANALYSIS**

* The Principle of Supply
* Aggregate Supply
* Cost and Output Relationship
* Production Concept and Analysis
	+ Production Process Demand curves

**UNIT-4 MARKET STRUCTURE & ITS ANALYSIS**

* Market Structures
* Classification of Market Structure
* Parameters of Market Structures
* Factors Determining the Nature of Competition
* Barriers to Entry
* The Role of Government Policy
* Market Analysis
* Analysis of Monopoly and Oligopoly Market Situation

**UNIT -5 NATIONAL INCOME ANALYSIS & INCOME ANALYSIS & WELFARE**

* Introduction to National Income
* Methods of Measurement of National Income
* Economic Welfare of National Income

**UNIT -6 CONSUMPTION FUNCTION, SAVING FUNCTION DEMAND & SUPPLY FOR MONEY**

* The Consumption Function
* The Saving Function
* Significance of Consumption Function and Saving Function
* Money
* Demand for Money
* Multiplier
* The Supply of Money

**UNIT -7 FOREIGN EXCHANGE MARKET, MNCS & INTERNATIONAL TRADE THEORIES**

* Introduction
* Functions of Foreign Exchange Market
* Foreign Exchange Control
* Foreign Exchange Rates
* Cost Benefit Analysis of FDI
* Role of MNCs in India
* International Trade Theories

**UNIT -8 INFLATION INFLATIONARY GAP & MEASURES TO CONTROL INFLATION**

* Introduction to Inflation
* Inflationary Gap
* Demand Pull or Monetary Theory of Inflation
* Cost Push Inflation
* Other Theories of Inflation
* Phillips Curve: The Relation between Unemployment and Inflation
* Measures to Control Inflation
* Measures of Prices and Inflation
* Monetary and Fiscal Policies in Developing Countries

**UNIT -9 TRADE BARRIERS & PROTCETIONSIM**

* Free Trade versus Protection
* Arguments for Protection
* Demerits of Protection
* Trade Barriers
* Tariff Barriers
	+ Non Tariff Barriers-Extent and Effects