

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA		Branch/Spec.		Innovation, Entrepreneurship & Venture Development				
Semester	I				Version	1.0.0.0			
Effective from Academic Year			2026-27		Effective for the batch Admitted in			July 2026	
Subject code	ICC504BUE		Subject Name		BUSINESS ECONOMICS				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	50	50	100
Hours	3	0	0	0	3	Practical			
Pre-requisites:									
Objective: The course aims to learn and to understand the implications of various micro and macro- economic concepts and theories in decision making for business.									
Course Outcome: After learning this Course, students will be able to;									
CO-1: Understand the concepts and analytical tools from micro economic theory that are useful in making decisions at the firm level.									
CO-2: Learn the demand-supply analysis									
CO-3: Learn about the production function and its role in decision making									
CO-4: Learn about the market and its theories.									
CO-5: Learn the macro-economic concepts like money, inflation, employment and poverty.									
CO-6: Learn the Trade Policies and International Negotiations.									
Theory syllabus									
Unit	Content								Hrs
1	Introduction: Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making, Decision Making under Risk and Uncertainty.								5
2	Demand Analysis: Concept, Factors, Various Law of Demand, Demand Functions, Determinants of Demand. Elasticity of Demand-Price, Income, Cross, Derivation of market Demand, Economic and mathematical models including calculus. Demand Estimation and Forecasting- Concept, Objectives, Simple Linear Regression, Moving Average, Exponential Smoothing Techniques (including Numerical/ Cases applicable to Managers). Cardinal and Ordinal Approaches to Demand Analysis- Concepts, Indifference Curve, Budget Line, Consumer's Equilibrium, Law of Utility, Consumer surplus Supply Analysis: Concept, Theory and Law, Factors Affecting Supply								10
3	Theory of Production: Managerial uses of Production Function, Short Run and Long Run Production Analysis, Law of Variable Proportion, Isoquants, budget Line, Producer's Equilibrium Theory of Cost: Concepts, Factors and theories of Cost, Short and Long Run functions- Relationship between various cost curves, Economies of Scale and Economies of Scope								10
4	Theory of Markets and market competition: Concept, Classification and Features of Market. Short run and Long run equilibrium of a firm under various markets. Strategic Behaviour of a firm- Prisoner's Dilemma – Price and Non-price Competition, Nash Equilibrium, Game Theory including Numerical. Alternative Objectives of Business Firms- Profit Maximization, Price Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and								10

	Oligopoly, Pricing Policies and Methods.	
5	Introduction to Macro-Economics; National Income- Concepts, Calculating NI, Limitations and Issues in NI, Inflation- Concepts, Causes and Remedies, Types of Inflation Unemployment- Concept and Types; Poverty- Concept, Types, Indicators and Poverty Line Consumption function, Investment function	5
6	Trade Policies and International Negotiations: Instruments of Trade Policy: Tariff and Non - tariff barriers, cost and benefit analysis of tariff, Effective rate of protection and welfare arguments of tariff and developing countries. Economic Union and Free trade area. Evaluation of WTO from GATT (a brief Description), Basic Principles of WTO, Current Rounds, Regionalism vs. Multilateralism	5
Reference Books		
1	Gupta, G.S., Managerial Economics: Micro Economic, McGraw Hill.	
2	Christopher R. Thomas & S. Charles Maurice (2006), Managerial Economics, Tata McGraw Hill, New Delhi.	
3	Truett & Truett (2004), Managerial Economics, John Wiley & Sons Inc.	
4	Petersen, H. Craig & Cris, L W (2004), Managerial Economics, Pearson Education.	
5	Chaturvedi, D.D. & Gupta S.L. (2003), Managerial Economics: Text & Cases, Brijwasi Book Distributors and Publishers.	
6	Salvatore, D (2004), Managerial Economics in a Global Economy, Irwin, Mc Graw-Hill.	
7	Dholakia, R.H. & Oza, A.N., Micro Economics for Management Students, OUP, New Delhi.	
8	Keating Berry and Wilson, J H., An Economic Foundation for Business Decision, Biztantra Publication	
9	Salvatore-International Economics-8th Edition	
10	Jagdish Bhagwati, T.N. Srinivasan: Lectures on International Trade, MIT Press	