

Syllabus : Managerial Economics and Financial Management

Course Content

- Introduction to Managerial Economics: Definition, Nature and Scope Managerial Economics-Demand Analysis: Demand Determinants, Law of Demand and its exceptions.
- Elasticity of Demand & Supply: Definition, Types, Measurement and Significance of Elasticity of Demand. Demand Forecasting, Factors governing demand forecasting, Supply Meaning, factors affecting to supply and law of supply.
- Introduction to Markets, Pricing strategies & Cost of Production: Market structures: Types of competition, Features of Perfect competition, Monopoly and Monopolistic Competition.

Reference:

1. Managerial Economics and Financial Analysis by Aryasri
2. Financial Management by Prasanna Chandra
3. Managerial Economics by Atmanand
4. Managerial Economics: Analysis, Problems, Cases by Lila J. Truett and Dale B. Truett