

**C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE,
ANAND**

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)
AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

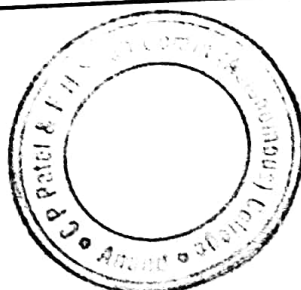
Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

**BACHELOR OF COMMERCE-GENERAL
(BCOM-G) (Semester- V)**

Course Code	UB5MICOM06	Title of the Course	ECONOMICS FOR MANAGERS-I
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"> 1. Understand the Role of Managerial Economics in Decision Making. 2. To enable candidates to acquire knowledge (information) and develop an understanding of facts, terms, concepts, conventions, trends, principles, generalizations, assumptions, problems, processes, etc. in Economics. 3. Understand why household, business, government and global behaviour determine the aggregate demand for goods and services. 4. Understand the Managerial uses of Production Function, Short Run and Long Run Production Analysis.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction To Managerial Economics: Meaning and objectives of Managerial Economics. Nature and scope of managerial economics. - Theory of decision making and Forward Planning.	25%
2	Elasticity of Demand: Price elasticity - Methods, types and Uses-Income elasticity - concept and uses- Cross elasticity -Concept, Types and Uses, Promotional Elasticity and its Uses.	25%



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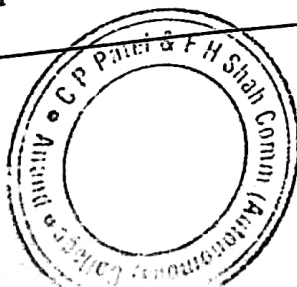
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3.	Demand Forecasting: Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of a forecasting exercise, determinants of demand forecasting, methods of demand forecasting.	25%
4	Market Structure and Revenue Relationship: Concepts and determinants plant and firm- industry and firm Revenue relationship. Breakeven point: Assumptions arithmetic of breakeven analysis-evaluation. Case Study of Oligopoly Market (Pick up any one Industry)	25%

Teaching-Learning Methodology	Through a combination of lectures, direct reading, case studies, Projects , Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per NEP 2020)	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per NEP, 2020)	20%
3.	Semester End Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	To aware students about all the types of market and mechanism and functioning
2.	The students will be able to explain the concepts of monopoly and Price discrimination and its degree in business applications



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|----|---|
| 3. | The students will be able to interpret the various form of market and also analyse the revenue situation in different market form. |
| 4. | The students will be able to analyse the price charging policy of monopoly and oligopolistic firm. With the help of various modal students understand the role of rival firm in deciding their own price. |

Suggested References:

Sr. No.	References:
1.	Advanced Economic Theory- H.L.Ahuja
2.	Advanced Economic Theory- M L Jhingan.
3.	Managerial economics- P.L.Mehta
4.	Introduction to ME- Savage and Small
5.	Managerial Economics- Gopal Krishna

On-line resources to be used if available as reference material

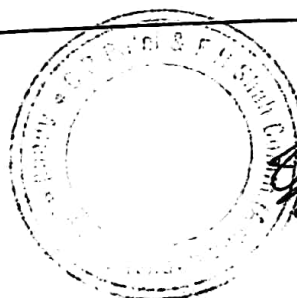
On-line Resources

PG kiPathshala

<https://www.economicdiscussion.net/market/market-meaning-and-its-classification/16975>

<https://www.economicdiscussion.net/imperfect-competition/forms/3-different-forms-of-imperfect-competition-market-situation/13773>

<https://www.economicdiscussion.net/oligopoly/oligopoly-definition-and-classification-of-oligopoly/7346>



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