

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
COMM-404	Managerial Economics	3	VII
Year	Discipline		
4	Commerce		

1. Introduction to the Managerial Economics: Nature, Scope and objects
2. Optimization Techniques: Simple and Multivariate Optimization, Constrained Optimization
3. Demand: Review of Demand, Supply and Elasticity concepts, Demand Estimation, Demand Forecasting
4. Production and Cost Analysis: Production Theory and Estimation, Cost theory and estimation, Production & cost theory with calculus
5. Market Structures: Perfect Competition, Monopoly and Monopolistic Competition and managerial decision-making, Profit Maximization with calculus
6. Risk Analysis
7. Capital Budgeting
8. Input-Output Analysis
9. Linear Programming

Recommended Books (Latest Editions of all book may be used)

1. Salvatore, D., “*Managerial Economics in a global economy*”, Thomson (South Western)
2. [Baye](#), Michael R. “*Managerial Economics & Business Strategy*”, McGraw-Hill/Irwin; 7 edition
3. [Samuelson](#), William F. & [Stephen G. Marks](#) “*Managerial Economics*”, Wiley; 6 edition (2008)
4. Michael R., “*Managerial Economics: A Problem-Solving Approach*”, South-Western College Pub; 2 edition (2009)
5. [Thomas](#), Christopher & [S. Charles Maurice](#), “*Managerial Economics*”, McGraw-Hill/Irwin; 10 edition (2010)