

**Paper II**

**B.B.A.LL.B.: Semester-III  
BBL 302:ECONOMIC FOR MANAGERS**

Teaching Scheme	Examination Scheme
Lectures: 4hrs/Week	Class Test -12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 5	Attendance – 12 Marks
	End Semester Exam – 70 marks

**Course Outcomes:**

<b>CO1</b>	To recognize the importance managerial economics in business decision making
<b>CO 2</b>	To understand the concept of elasticity of demand and demand forecasting.
<b>CO 3</b>	To apply cost and output relationship in business decision making.
<b>CO4</b>	To determine price and output under different forms of market structure.
<b>CO5</b>	To classify the various theories of distribution
<b>CO6</b>	To determine the various methods of national income

**Course Content –**

**Unit-1**

**Introduction:** Meaning, nature & relevance of managerial economics. Managerial Economic principles: Marginal vs. incremental concept, Time perspective, Discounting principle, opportunity concept and equi- marginal principle.

**Unit-2**

**Demand analysis:** Meaning and Determinants of demand. Elasticity of demand: Measurement and its applications in Business decision making. Demand forecasting: meaning, objectives & methods of demand forecasting.

**Unit-3**

**Cost, Production and Revenue:** Cost concepts for business decisions making. Cost and output relationship in short and long run. Production Functions in the Short and Long Run Economies & Diseconomies of scale. Revenue Analysis and Break- even analysis: Meaning and applications in business decision making.

**Unit-4**

**Market and Pricing strategies:** Firm and Industry, determination of price and output under different forms of market structures - Perfect competition, Monopoly, Monopolistic competition and oligopoly. Pricing Practices: Cost Plus Pricing, Marginal Cost Pricing, Rate of Return Pricing, Product Life Pricing, Price Skimming, Penetration Pricing, Markup Pricing. State Intervention and Administered Prices.

**Unit-5**

**Distribution and Factor Pricing:** Marginal Productivity Theory of Distribution, theories of rent, theories of interest, theories of wages, and theories of profit.

**Unit-6**

**National Income:** Meaning, Methods: value added method, Income method and expenditure