

BBS College of Engineering and Technology

Department of Business Administration

Lecture Plan

Name of Course	MBA
AKTU Course Code	BMB 102
Branch	Department of Business Administration
Semester	1st
Subject	Managerial Economics
Total Number of Students	
Name of Faculty	Ms. Preeti
Number of Lecture Proposed	40

S · N o	Unit No	Topic	C O	No of Lectures Required	Actual Date of Completion	Suggested Reference
1	1	Definition, Nature and Scope of Economics-Micro Economics and MacroEconomics	1	4	18/08/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
2		Managerial Economics and its relevance in business decisions		1	19/08/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
3		Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Concept of Time Perspective, Equi-Marginal Principle		4	25/08/2025	Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
4		Utility Analysis, Cardinal Utility and Ordinal Utility		1	26/08/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
No of Lectures Required to complete Unit 1				10		
5	2	Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve	2	4	02/09/2025	Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
6		Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its measurement		3	08/09/2025	Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
7		Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making		2	10/09/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed

8		Demand forecasting meaning, significance and methods.		2	12/09/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
9		Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Price of a Product under demand and supply forces		4	17/09/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
No of Lectures Required to complete Unit 2				15		
10		Production concepts & analysis; Production function, Types of production function		3	20/09/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
11		Laws of production: Law of diminishing returns, Law of returns to scale		3	24/09/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
12	3	Cost, Types of costs, Cost output relationship in the short-run	3	4	03/10/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
13		Cost output relationship in the Long-run		1	04/10/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
14		Estimation of revenue. Average Revenue, Marginal Revenue.		3	08/10/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
No of Lectures Required to complete Unit 3				14		
15		Perfect and Imperfect Market Structures		1	09/10/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
16		Perfect Competition, features		1	10/10/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
17		determination of price under perfect competition		2	13/10/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
18		Monopoly: Feature, pricing under monopoly, Price Discrimination		3	25/10/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
19		Monopolistic: Features, pricing under monopolistic competition, product differentiation		2	28/10/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed

20		Oligopoly: Features, kinked demand curve,		1	29/10/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
21		cartels, price leadership		1	30/10/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
No of Lectures Required to complete Unit 4				11		
22		National Income; Concepts and various methods of its measurement		4	04/11/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
23		Circular flows in 2 sector, 3 sector, 4 sector economies		1	06/11/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
24		Inflation, types and causes		2	08/11/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
25		Business Cycle & its phases		2	11/11/2025	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
No of Lectures Required to complete Unit 5				09		
