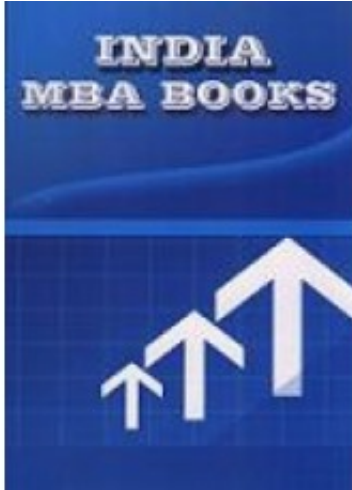


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PREVIEW OF CHAPTERS SYLLABUS

Managerial Economics

Unit – I

General Foundations of Managerial Economics - Economic Approach - Circular Flow of Activity - Nature of the Firm - Objectives of Firms -Demand Analysis and Estimation - Individual, Market and Firm demand -Determinants of demand - Elasticity measures and Business Decision Making - Demand Forecasting.

Unit-II

Law of Variable Proportions - Teory of the Firm - Production Functions in the Short and Long Run - Cost Functions – Determinants of Costs – Cost Forecasting - Short Run and Long Run Costs –Type of Costs -Analysis of Risk and Uncertainty.

Unit-III

Product Markets -Determination Under Di?erent Markets - Market Structure – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly - Oligopoly - Pricing and Employment of Inputs Under Di?erent Market Structures – Price Discrimination - Degrees of Price Discrimination.

Unit-IV

Introduction to National Income – National Income Concepts - Models of National Income Determination - Economic Indicators - Technology and Employment - Issues and Challenges – Business Cycles – Phases – Management of Cyclical Fluctuations - Fiscal and Monetary Policies.

Unit – V

Macro Economic Environment - Economic Transition in India - A quick Review - Liberalization, Privatization and Globalization - Business and Government - Public-Private Participation (PPP) - Industrial Finance - Foreign Direct Investment(FDIs).

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