JHARKHAND Rai University
UGC RECOGNISED UNIVERSITY
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Lesson Plan & Tracking

Programe : MBA	**Session : 2022-24**	**Year : 2022**	**Sem: I**
Course: Managerial Economics			
Name of the Faculty: NIMISHA SINHA	**Commencement Date: 19-09-22**	**Date of Closure: 30 Dec**	

Lecture No.	Week	Unit	Topics to be Covered	Blended Mode			Date	Duration	Tracking of Lectures	Related Course Outcome	Signature of Faculty	Signature of HoD	Remarks (if any)
				ICT Tool/Platform/ LMS	Resources	Activity							
1	1	1	Introduction to Managerial Economics and fundamental concepts										
2		1	Managerial Economics: Meaning, nature, Scope and Definition										
3		1	Contribution and application of Business Economics to Business										
4	2	1	Micro Vs. Macro Economics										
5		1	Cardinal Utility Approach, Diminishing Marginal Utility										
6		1	Law of Equi-Marginal Utility, Ordinal Utility Approach										
7	3	1	Indifference Curve, Marginal Rate of Substitution										
8		1	Theory of Demand, Law of Demand, Movement along Vs. Shift in Demand Curve										
9		2	Elasticity of Demand Concept and Measurement of elasticity of Demand										

10	4	2	Factors affecting Elasticity of Demand										
11		2	Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand										
12		2	Meaning and Concept of Production										
13	5	2	Faacotrs of Production										
14		2	Production Function										
15		2	Fixed and Variable Factors										
16	6	3	Law of Variable Proportion (Short Run Production Analysis										
17		3	Law of Variable Proportion (Long Run Production Analysis through the use of Iso-Quant)										
18		3	Concept of Cost, Cost Function, Short Run Cost, Long Run Cost										
19	7	3	Economies and Diseconomies of Scale										
20		3	Explicit and Implicit cost, Private and Social Cost										
21		3	Perfect Competition										
22	8	3	Monopoly Market Structure										
23		3	Oligopoly Market Structure										
24		4	Pricing under Perfect Competition										
25		4	Pricing under Monopoly										

26	9	4	Control of Monopoly										
27		4	Price Discrimination										
28	10	4	Price Discrimination										
29		4	Price Discrimination under Monopolistic Competition										
30		4	Pricing under Oligopoly										