

LESSON PLAN
MBA
1ST SEMESTER

Subject : ECONOMICS FOR MANAGERS
Name of the Faculty : MR.DEBIDUTTA ACHARYA
Academic Session : 2016-17
Semester : 1st Semester (July to December ,2016)
Stream : MBA 2016-18

Sl.No.	Lecture No.	Topic	Important Teaching Points
1	1	Basic Economic concepts and precepts; Managerial economics: its uses & importance	<ul style="list-style-type: none"> • What is Managerial Economics? • Features & Significance Scope
2	2	Use of economic models in decision making, Relationship of ME with other functional areas	<ul style="list-style-type: none"> • Marketing • Finance • Statistics • Accounting OR
3	3	Theory of firm	<ul style="list-style-type: none"> • Firm & Industry • Forms of ownership Objectives of firm
4	4	Demand, Demand Function, Law of Demand, Relationship between demand function and demand curve, Exception of law of demand	<ul style="list-style-type: none"> • Meaning of demand • Types of demand • Determinants of demand • Demand Function • Law of demand • Demand Curve • Extension and contraction of demand Increase and decrease in demand
5	5	Exception of law of demand Case study on demand & revenue analysis	<ul style="list-style-type: none"> • Bandwagon effect • Snob effect Demonstration effect
6	6	<i>Elasticity of demand</i>	<ul style="list-style-type: none"> • Price Elasticity • Types • Measurement of Price Elasticity. Factors influencing Elasticity.
7	7	<i>Elasticity of demand</i>	<ul style="list-style-type: none"> • Income Elasticity • Types • Applications

