



Anand Law College
(An Autonomous Institute, Under UGC Regulation 2023)
Managed by Shri Ramkrishna Seva Mandal
SRKSM Campus, Near Electric Grid, Anand, Gujarat
(Affiliated to S. P. University & Approved by BCI, New Delhi)
NAAC Accredited, 'B++' Grade, CGPA 2.97 - 1st Cycle



Name of the Course: B.B.A. LL.B.	Type of Course: 5 Years Integrated
Year : 1st Year	Semester : 1st Semester
Subject Code : ALCUG1CBBA5	Subject: Managerial Economics
W.E.F: 2025-26	Teaching Hours: 72

Teaching & Examination Scheme:

Credit	Lect	Lab	Tut	Internal Marks		External Marks	Passing Marks	Passing Marks	Total Marks
				T & P	CE	T & P	Internal	External	Int+Ext
4	4	-	1	20	20	60	16/40	24/60	40/100

Lect = Lecture, Tut= Tutorial, Lab= Lab, T- Theory, P= Practical, Theory and Practical Passing%: 40

Course Objectives:	<ol style="list-style-type: none">1. To apply micro economic concepts and techniques in evaluating business decisions taken by firms. (L-3 Apply)2. To enhance students' ability to apply the principles of demand and supply analysis in analyzing market behavior. (L-3 Apply)3. To bring real aspects of managerial decision making process to the classroom. (L-4 Analyse)4. To develop an understanding behind each economic concept, the theory to formalize it and, more importantly, the ability to apply the fundamental economic concepts. (L-2 Understand)
---------------------------	--

Course Outcome (CO):

Upon completion of the course, student shall be able to

CO-1	Apply economic principles to management decisions.
CO-2	Analyze the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, and income.
CO-3	Evaluate consumer preferences using indifference curve analysis
CO-4	Understand the different costs of production and how they affect short and long run decisions



Anand Law College
(An Autonomous Institute, Under UGC Regulation 2023)
Managed by Shri Ramkrishna Seva Mandal
SRKSM Campus, Near Electric Grid, Anand, Gujarat
(Affiliated to S. P. University & Approved by BCI, New Delhi)
NAAC Accredited, 'B++' Grade, CGPA 2.97 - 1st Cycle



DETAILED SYLLABUS

Unit	Description	Credits / Hours
1	Introduction	(4)
1.1	Meaning & Nature of managerial economics	18 Hours
1.2	Scope	
1.3	Characteristics	
1.4	Significance	
1.5	Relationship to other disciplines - Functional areas of business administration -International managerial economics	
	Practical Approach: <ul style="list-style-type: none">Imagine you are the manager of a start-up. Write how you would apply economics in your daily decisions-like pricing a product, allocating limited resources, or managing costs.	
2	Demand & Supply Analysis:	(4)
2.1	Law of demand	18 Hours
2.2	Determinants of demand	
2.3	Nature of demand	
2.4	Techniques of demand forecasting: Opinion-Statistical	
2.5	Meaning of elasticity of demand	
2.6	Law of supply	
2.7	Determinants of supply	
	Practical Approach: <ul style="list-style-type: none">Choose any product (e.g., cold drink, mobile app, or coffee). Write what factors increase your demand for it, and then, from	



Anand Law College
 (An Autonomous Institute, Under UGC Regulation 2023)
 Managed by Shri Ramkrishna Seva Mandal
 SRKSM Campus, Near Electric Grid, Anand, Gujarat
 (Affiliated to S. P. University & Approved by BCI, New Delhi)
 NAAC Accredited, 'B++' Grade, CGPA 2.97 - 1st Cycle



	the seller's side, write how you would manage supply if demand increases suddenly.	
3	Theory of Consumer Behaviour and Pricing	(4)
3.1	Consumer equilibrium	18 Hours
3.2	Marginal utility – Law of diminishing marginal utility	
3.3	Indifference curve and properties	
3.4	Price Discrimination	
	Practical Approach: <ul style="list-style-type: none"> • Reflect on a recent personal purchase. Write about what motivated you to buy it how you evaluated choices, and whether price affected your decision. Then, relate it to marginal utility or indifference curve theory. 	
4	Production & Cost Analysis	(4)
4.1	Meaning of production	18 Hours
4.2	Production function - Total, Average & Marginal productivity	
4.3	Concept & Types of costs	
4.4	Cost & Output function - Short run cost function and Long run cost function-relationship	
	Practical Approach: <ul style="list-style-type: none"> • Imagine you are running a small business (e.g., tiffin service, stationery store). Write how you will control costs and increase output. Explain how your costs may change in the short run and long run. 	



Anand Law College
(An Autonomous Institute, Under UGC Regulation 2023)
Managed by Shri Ramkrishna Seva Mandal
SRKSM Campus, Near Electric Grid, Anand, Gujarat
(Affiliated to S. P. University & Approved by BCI, New Delhi)
NAAC Accredited, 'B++' Grade, CGPA 2.97 - 1st Cycle



Suggested References:

References

- Managerial Economics – P. L. Maheta – Sultan Chand & Sons
- Managerial Economics – D.N. Dwiwedi – Vikas Publishing House – 2003
- Micro Economics – H. L. Ahuja

❖ Online References

- [https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Mar/4_03-02-2021_11-45-48_Management%20Economics_MCom%20%20\(Paper%20code-20MCO21C3\).pdf](https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Mar/4_03-02-2021_11-45-48_Management%20Economics_MCom%20%20(Paper%20code-20MCO21C3).pdf)
- <https://mrcet.com/downloads/MBA/digitalnotes/I I/ME%20DIGITAL%20NOTES.pdf>