

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (GTU'S Global Program)

Year – I (Semester – I) (W.E.F. JULY 2013)

**Subject Name: Economics for Managers (EFM)**

**Subject Code: 2810002**

### 1. Course Objective:

- To impart knowledge, with respect to concepts, principles and practical applications of Economics, which govern the functioning of a firm/organization under different market conditions.
- To enhance the understanding capabilities of students about micro and macro-economic principles and decision making by business and government.

**2. Course Duration:** The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

### 3. Course Contents:

<b>Module No:</b>	<b>Module Content</b>	<b>No. of Sessions</b>	<b>70 Marks (External Evaluation)</b>
<b>I</b>	Ten principles of economics, compounding The market forces of supply and demand Elasticity and its applications The costs and economics of production	07	17
<b>II</b>	Firms in competitive markets: Monopoly Oligopoly Monopolistic competition	07	17
<b>III</b>	Measuring a nation's income Measuring the cost of living Production and growth, Concepts of GDP, GNP, PPP The monetary system, Money growth and inflation Open-economy macroeconomics – Basic concepts	07	18
<b>IV</b>	Aggregate demand and aggregate supply The influence of monetary and fiscal policy on aggregate demand The short-run trade-off between inflation and Unemployment	07	18

<b>V</b>	<p><b>Case:</b> Pricing, admission to a museum. (Module I)</p> <p><b>Case:</b> The De Beers Diamond Monopoly (Module I)</p> <p><b>Case:</b> Near empty restaurants and off-season miniature golf. (Module II)</p> <p><b>Case:</b> OPEC and the World Oil Prices (Module II)</p> <p><b>Case:</b> Advertising and the price of eyeglasses (Mod II)</p> <p><b>Case:</b> International difficulties in GDP and Quality of life. (Module III)</p> <p><b>Case:</b> Case study using IBM Analytics or any other alternate software.</p> <p>Price Leadership and Market Leadership Model. Basics of Game Theory and the relevance of the same in the real world scenario</p>	08	Internal Evaluation (20 Marks of CEC)
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#### 4. Teaching Method:

- (a) Case discussion covering a cross section of decision situations.
- (b) Discussions on issues and techniques of Economics.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc
- (d) Compulsory class presentation with live experiences of world economies

#### 5. Evaluation:

A	CEC- Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	50 marks (Internal Assessment)
B	Mid-Semester examination	Weightage 30% (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

#### 6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
<b>T1</b>	N Gregory Mankiw	Economics: Principles & Applications	Cengage Learning	Latest Edition
<b>T2</b>	Dr D. M. Mithani	Managerial Economics: Theory & Applications	Himalaya	2010, Latest
<b>T3</b>	G. S. Gupta	Managerial Economics	Tata Mc Graw Hill	Latest Edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

### 7. Reference Books:

<b>Sr. No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
<b>R1</b>	D. Salvatore	Managerial Economics in a Global Economy	Cengage	Latest Edition
<b>R2</b>	H.L Ahuja	Managerial economics	S Chand	Latest Edition
<b>R3</b>	Ravindra H. Dholakia and Ajay N. Oza	Microeconomics for Management Students	Oxford University Press	Latest Edition
<b>R4</b>	Pindyck & Rubinfeld	Microeconomics	Pearson	Latest Edition
<b>R5</b>	C. Rangarajan and B. H. Dholakia	Principles of Macroeconomics	The McGraw-Hill companies	Latest Edition
<b>R6</b>	G. S. Gupta, 3/e	Macroeconomics – Theory and Applications	Tata McGraw Hill	Latest Edition
<b>R7</b>	Samuelson and Nordhaus	Economics	Tata McGraw Hill	Latest Edition
<b>R8</b>	Atmanand	Managerial Economics	Excel Books	Latest Edition
<b>R9</b>	I C Dhingra (SCS)	Essentials of Managerial Economics	Educationa	Latest Edition
<b>R10</b>	D Salvatore	Microeconomics: Theory and Applications	Oxford University Press	Latest Edition
<b>R11</b>	Lipsey and Chrystal	Economics	Oxford University Press	Latest Edition
<b>R12</b>	D. Salvatore	Managerial Economics- Principles and Worldwide Applications	Oxford University Press	Latest Edition
<b>R13</b>	Hirschey	Economics for Managers	Cengage Learning	Latest Edition
<b>R14</b>	Satya P. Das	Microeconomics for Business	Sage Text Books	Latest Edition
<b>R15</b>	Geetika, Piyali Ghosh, Purba Roy Choudhary	Managerial Economics	Tata Mcgraw hill	Latest Edition
<b>R16</b>	D. N. Dwivedi	Managerial Economics	Vikas	Latest Edition
<b>R17</b>	Christopher R. Thomes, S.Charles Maurice	Managerial Economics – Concepts and Applications	Tata McGraw Hill	8 / e, Latest Edition

## 8. List of Journals/Periodicals/Magazines/Newspapers, etc.

- Margin- The Journal of Applied Economic Research
- South Asia Economic Journal
- Global Business Review
- Asian Journal of Management Cases
- Global Journal of Emerging Market Economics
- Economist, Economical and Political Weekly, Economic Times, Business Standard, etc

## 9. Session Plan:

Session Nos.	Topics to be covered
1	Ten principles of economics, compounding
2-3	The market forces of supply and demand
4-5	Elasticity and its application
6-7	The costs of production
8	Firms in competitive markets
9-10	Monopoly
11-12	Oligopoly
13-14	Monopolistic competition
15	Measuring a nation's income
16-17	Measuring the cost of living
18	Production and growth
19-20	The monetary system, Money growth and inflation
21	Open-economy macroeconomics – Basic concepts
22-23	Aggregate demand and aggregate supply
24-25	The influence of monetary and fiscal policy on aggregate demand
26-28	The short-run trade-off between inflation and unemployment
29-30	Case: Pricing, admission to a museum. (Module I) Case: The De Beers Diamond Monopoly (Module I)
31-32	Case: Near empty restaurants and off-season miniature golf. (Module II) Case: OPEC and the World Oil Prices (Module II)
33-34	Case: Advertising and the price of eyeglasses (Mod II) Case: International difficulties in GDP and Quality of life. (Module III)
35-36	Price Leadership and Market Leadership Model. Basics of Game Theory and the relevance of the same in the real world scenario and case studies based on IBM Analytics or any other software.