

Managerial Economics

1/8/18	Nature and Scope of Managerial Economics
2	_____ Do _____
3	_____ Do _____
4	Limitations of Managerial Economics.
5	Sunday
6	Application of Micro and Macro Economics.
7	_____ Do _____
8	Test
9	Role of Managerial Economist in business.
10	_____ Do _____
11	Responsibility of a Managerial Economist.
12	Sunday
13	Basic Economic Concepts and principles.
14	opportunity cost, incremental principle.
15	Time Perspective principle, Equi-Marginal Principle.
16	Conditions of risk and uncertainty in Economic.
17	_____ Do _____
18	Test
19	Sunday
20	Optimization Techniques.
21	Techniques of Maximization of average cost.
22	Eid-ul-Adha
23	Maximization Profit Conditions.
24	_____ Do _____
25	Constrained optimization by substitution techniques
26	Sunday
27	Lagrangian Multiplier Method.
28	Test

Ruby

29	Analysis of Demand and Demand forecasting
30	Concept of Demand forecasting.
31	Types and Determinants of Market demand.
1/9/18	Do
2	Sunday
3	Janmashtami
4	Linear, non-linear and Multivariate Demand function.
5	Concepts and types of Demand Elasticities.
6	Do
7	Role in Business decision Making.
8	Measuring Price Elasticity.
9	Sunday
10	Price Elasticity.
11	Relationship between Price Elasticity
12	Concept of Revenue
13	Do
14	Do
15	Test
16	Sunday
17	Demand forecasting
18	Survey Methods - Consumer's Survey;
19	Sample Survey, end use Method.
20	Expert opinion, Delphi method;
21	Statistical Methods
22	Do
23	Sunday
24	Important Question
25	Test

26 Various Cost Concepts of Shortrun and Long Run Cost.

27 ————— Do —————

28 Theory of Break even analysis.

29 Production function

30 Sunday

1/10/18 Law of variable proportion.

2 Mahatma Gandhi Jayanti

3 Returns to Scale

4 ————— Do —————

5 Iso-quant

6 ————— Do —————

7 Sunday

8 Cob-Douglas Production function

9 Market Structure & Pricing

10 Maharaja Agrasen Jayanti

11 Monopoly

12 Monopolistic Competition & oligopoly

13 ————— Do —————

14 Sunday

15 Price strategies and Practices

16 ————— Do —————

17 Pricing in life cycle of a product.

18 Dussehra

19 Transfer Pricing and the Peak Load Pricing.

20 ————— Do —————

21 Sunday

22 Government intervention in the Economy

23 Role of govt. in capitalistic, Socialistic.

