

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore



Syllabus

**M.B.A. (Hospital administration) 2 yrs Component of
5 yrs Integrated Program**

Semester - II

2017 - 2019



INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE
MBA [Hospital Administration] SEMESTER- II
Programme Objectives

The MBA [Hospital Administration] programme seeks to develop students into leaders ready to tackle the challenges of today's global business environment. This is accomplished through the following learning goals and objectives:

Integrative experience and experiential learning

- Formulate integrative business projects through the application of multidisciplinary knowledge

Social, legal and ethical responsibilities of organizations and society

- Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
- Apply appropriate frameworks for evaluating and creating effective organizational responses to diversity
- Demonstrate awareness of Medical clinical Allied economic, environmental, political, legal, and regulatory contexts of global business practice
- Understand, analyze, and apply ethics frameworks to corporate social responsibility and ethical decision making

Effect of global environment on business

- Employ effective cross-cultural communication
- Demonstrate ability to manage in circumstances where business practices and social conventions are different than those in the graduate's native country
- Demonstrate awareness of commonalities among international business activities and customs

Strategic and innovative thinking skills to enable effective decision-making and problem solving

- Develop skills to generate novel and value-creating products, processes, or Organizational forms
- Identify problems, define objectives collect and analyze information, evaluate risks and Alternatives, and leverage technology to enable qualitative and quantitative methods to solve Problems
- Assess environment and opportunities; align business activities and develop and implement strategic change in complex and uncertain conditions

Effective oral, written and presentation communication skills

- Prepare logically constructed and relevant oral and written arguments and information
- Demonstrate professional interaction and communication skills

Team participation and leadership

- Participate in producing positive team objectives
- Describe and apply appropriate influence tactics
- Describe best practices for effective leadership and demonstrate the ability to lead in Organizational situations

Functional business knowledge of marketing, operations, information technology, finance,

Accounting, statistics and quantitative analysis

- Analyze and apply accounting information to facilitate strategic decision making
- Employ financial decision models to select appropriate projects for a business enterprise and manage firm growth through strategies such as mergers, acquisitions, international Expansion, and new venture development

SNo	CODE	SUBJECTS	INT+ EXT=TOTAL	CREDIT S
1.	MH 801	QUANTITATIVE METHODS	40+ 60=100	03
2.	MH 802	MANAGERIAL ECONOMICS	40+ 60=100	03
3.	MH 803	PROJECT MANAGEMENT IN HEALTH CARE	40+ 60=100	03
4.	MH 804	BUSINESS LAWS	40+ 60=100	03
5.	MH 805	HEALTH POLICY & ADMINISTRATION	40+ 60=100	03
6.	MH 806	OPERATIONS MANAGEMENT IN HEALTHCARE	40+ 60=100	03
7.	MH 807	ENVIRONMENTAL ISSUES & DISASTER MANAGEMENT	40+ 60=100	03
8.	MH 808	CUSTOMER RELATIONSHIP MANAGEMENT	40+ 60=100	03
9.	MH 811	COMPREHENSIVE VIVA	100	

INSTITUTE OF MANAGEMENT STUDIES**M.B.A. (HOSPITAL ADMINISTRATION) Batch 2017-19****Semester II**

Subject Name	BUSINESS LAW	Subject Code	MH 804
		Total Credits	03
Subject Nature: GENERIC			
Course Objective: To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders in healthcare 2 To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.			
Learning Outcome: At the end of the course students should be able to; 1. Provide an overview of important laws that have a bearing on the conduct of business in India 2. Examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms 3. Understand various modes of dispute resolution in business transactions			
Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, out of which best two will be considered. The semester examination carrying 60 marks It will have two sections A and B. Section A, worth 45 marks will consist of five theory questions, out of which students will be required to attempt three questions. Section B will comprise one or more case (S) worth 15 marks			
Course Contents			Class Room Contact Sessions
UNIT –I The Contract Act, 1871	1.1 Nature and classification of contracts - Essential elements of a valid contract 1.2 Offer and Acceptance - Consideration - Capacities of Parties 1.3 Provisions relating to free consent, void agreements 1.4 Provisions relating to performance and discharge of contract 1.5 Breach of contract - Meaning and remedies		04
Unit-2 companies act 2013	2.1 Meaning and essential features of a company, Types of companies 2.2 Formation of company, memorandum and articles of association, Prospectus 2.3 company meetings, company directors and managers concept of independent directors, duties of directors, appointment		09

	<p>remuneration and allied matters</p> <p>2.4 Single person company, company secretary duties and responsibilities</p> <p>2.5 CSR guidelines and rules</p>	
Unit – 3 Sales and competition laws	<p>3.1 Contract for Sale of Goods as per sales of goods act 1930 - Meaning - Essentials of a Contract of Sale - Formalities of a Contract of sale</p> <p>3.2 Provisions relating to conditions and Warranties</p> <p>3.3 Provisions relating to transfer of property or ownership</p> <p>3.4 Provisions relating to performance of Contract of Sale - Rights of Unpaid Seller – Rules as to delivery of goods.</p> <p>3.5 competition act 2002: Objectives and anti-competitive agreements</p> <p>3.6 Abuse of competitive position, combination and its regulations</p> <p>3.7 competition commission: composition, duties, powers and functions</p>	09
Unit- 4 The Negotiable Instruments Act, 1881	<p>4.1 Negotiable Instruments - Meaning, Characteristics, Types, Parties – Holder and holder in Due Course</p> <p>4.2 Negotiation and Types of Endorsements</p> <p>4.3 Dishonors of Negotiable Instrument - Noting and Protest</p> <p>4.4 Liability of parties on Negotiable Instrument.</p>	05
Unit -5 Investment Laws	<p>5.1 SEBI act 1992: Objectives and salient features of securities</p> <p>5.2 SEBI: composition Powers and functions</p> <p>5.3 SEBI Guidelines: Pre-issue formalities, disclosure standards, legal requirements, operations of clearing</p> <p>5.4 SEBI guidelines for mutual funds and venture capital</p>	04
Unit-6 The Consumer Protection Act, 1986	<p>6.1 Definitions of Consumer, Complainant, Goods, Service - Meaning of Consumer Dispute, Complaint - Unfair Trade Practices - Restrictive Trade Practices</p> <p>6.2 Rights of Consumers</p> <p>6.3 Consumer Disputes Redressal Agencies</p>	04

<p>Unit-7</p> <p>Miscellaneous Laws</p>	<p>Miscellaneous brief Outline of various laws:</p> <p>7.1 Introduction to IT act 2000, Digital signature, Major cyber-crime and penalty</p> <p>7.2 Meaning of patent, copyright and trademark and registration procedure, Major penalties on violation of patent, copyright and trademarks.</p> <p>7.3 basic guidelines and penalties under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 ,</p>	<p>10</p>
<p>TOTAL CLASSROOM CONTACT SESSIONS</p>		<p>45</p>

Text Reading: Latest Editions

1. Elements of Mercantile Law by N.D. Kapoor, Sultan Chand, 32nd Edition
2. Legal Aspects of Business, Akhileshwar Pathak, Tata McGraw Hill, 4th Edition
3. Business Law, S.S.Gulshan, Excel Books, 4th Edition.
4. Business Law for Management, K.R.Bulchandani, Himalaya Publications, revised 6th Edition.

For Reference

1. Bare Acts
2. Corporate Law Advisor

Web Reference:

- 1 www.vakilno1.com
- 2 www.Indiankanoon.org
- 3 www.companylawonline.com
- 4 www.sebi.gov.in

INSTITUTE OF MANAGEMENT STUDIES**M.B.A. (Hospital Administration) Sem II Int**

Subject Name	Customer Relationship Management	Subject Code	MH 808
Course Objectives The objective of this course is to introduce customer centric operations, process and implications of CRM.			
Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The semester examination will be worth 60 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.			
Learning Outcome: At the end of the course students should be able to; Define and explain Customer Relationship Management its pivotal role. A clear understanding and exposure to the concept of Customer Relationship Management			
Course Contents			Class Room Contact Sessions
Unit –I	1. Introduction: Evolution of CRM, Customer satisfaction, Customer loyalty, Customer experience, Relationship Marketing, Significance and benefits of CRM to different business organizations and customers.		7
Unit-2	Concepts of CRM: Concept of Customer Lifecycle, Lifecycle stages, Customer Lifecycle Management, Customer Lifetime Value assessment, Customer – Product profitability analysis.		8
Unit-3	CRM Process: Systems approach to CRM, CRM Process, Objectives, Customer segmentation, Customer database, Strategy formulation, Infrastructure development, Designing system, Core processes, Developing people, Customer retention, Recovering lost customers, Terminating relationships.		7
Unit- 4	Database Management: Information management for customer acquisition, retention, attrition and defection, data warehousing, data mining		6
Unit -5	CRM Technology: Hardware, Software, Web portals, Call Centres, IT enabled business solutions.		5
Unit-6	Customer Loyalty: Developing, Implementing and Evaluating Loyalty Programs.		5
UNIT –7	Measuring CRM Effectiveness: CRM Metrics – Financial and non-financial measures.		7

	Total Contact Hours	45
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Text and References:

1. Sheth, J.N., Parvatiyar, A. and Shainesh, G., “Customer Relationship Management”, TMH.
2. Kumar, V. and Reinartz, Werner J., *Customer Relationship Management: A Databsed Approach*, Wiley India, New Delhi.
3. G Shainesh, Jagdish N Sheth, *Customer Relationship Management – A strategic perspective*, Macmillan India Ltd
4. Rai, Alok K, *Customer Relationship Management – Concepts and Cases*, PHI, New Delhi.
5. Mukerjee, Kaushik (2007), *Customer Relationship Management: A Strategic Approach to Marketing*, PHI, New Delhi.

INSTITUTE OF MANAGEMENT STUDIES**M.B.A. (Hospital Administration) Sem II Int**

Subject Name	Project Management in Health Care	Subject Code	MH803
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Course Objectives: The objectives of the course are to help students to learn and acquaint themselves with various aspects of management of Hospital Projects.

Examinations

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The semester examination will be worth 60 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Learning Outcome:

At the end of the course students should be able to; Define and explain **Project Management in Health Care** its pivotal role. A **clear understanding and exposure to the concept of Project Management in Health Care**.

Course Contents		Class Room Contact Sessions
Unit –I	<ul style="list-style-type: none">i. Project Planning and Phases:ii. Need and importance,iii. Phases of capital budgeting,iv. project analysis facts, resource allocation framework (investment strategies, portfolio planning tools, and interface between strategic planning and capital budgeting),v. Generation and Screening of Project Ideas. Overseas Projects: Sinning of international trading environment for overseas projects,vi. Role of international credit rating agencies,vii. Export potential of India in overseas projects, marketing of overseas projects including tendering, subcontracting and joint bidding.viii. Financing of overseas project in respect of RBI guidelines,ix. Role of international finance institutes in financing the overseas projects.	8
Unit-2	<ul style="list-style-type: none">i. Project analysis:ii. Market and demand analysis, (Including demand forecasting)iii. Technical Analysis and Financial Analysis (Cost of Project, working capital requirement & its financing) overseasiv. Project Appraisal- Techniques of Social cost- benefit analysis, Shadow pricing.	7
Unit-3	<ul style="list-style-type: none">v. Project Selection:vi. Project cash Flows,vii. Time value of money,viii. cost of capital,ix. Appraisal criteria and analysis of Risk	8

Unit- 4	<ul style="list-style-type: none"> i. Project Management and control: ii. Project Organization, iii. Planning and Control or project and human aspects of project management. iv. Project control tools (Gantt Charts, Line off Balance) 	7
Unit -5	<ul style="list-style-type: none"> i. Network techniques for project management: ii. Basic concepts of networks, iii. Line estimation and determination of critical path (for both PERT and CPM models), iv. Network cost systems and activity crashing. 	8
Unit-6	<ul style="list-style-type: none"> i. Project Review: ii. Need For Reviews, iii. Initial Review, iv. Performance Evaluation, v. Abandonment Analysis, vi. Evaluating the Capital Budgeting Systems. 	7
	Total Contact hours	45

Text Reading:

1. Prasanna Chandra **“Project Planning, Analysis, Selection, Implementation and Review”** New Delhi, Tata MC Graw Hill Publications, 2000.
 2. P. Gopalkrishnan and E. Rama Moorthy, **“Text book of Project Management”** New Delhi, Tata MC Graw Hill Publications, 2000.
 3. Harold Kerzner, **“Project Management: A systems Approach to Planning, Scheduling and Controlling”**, New Delhi, CBS Publication, 1994.
- Rajive Anand, **“Project Profiles with Model Franchise Agency and Joint Venture Agreement”**, New Delhi, Bharat Publication

INSTITUTE OF MANAGEMENT STUDIES**M.B.A. (Hospital Administration) Sem II Int**

Subject Name	OPERATIONS MANAGEMENT IN HEALTHCARE	Subject Code	MH806
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Course Objective

The objectives of this course are to help the students understand the concepts of production function, inventory control, quality control and application of technical models and techniques for solving production problems.

Examinations

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The semester examination will be worth 60 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Learning Outcomes:

At the end of the course students should be able to; define and explain **Operations management in healthcare** its pivotal role. A **clear understanding and exposure to the concept of operations management in healthcare**

Course Contents		Class Room Contact Sessions
Unit –I	Introduction to Production and Operations Management: Nature of Production /Operations Management, Production Function and its Environment, Functions of Production/Operations Manager, Organization of Production Function.	7
Unit-2	Facilities Planning: Product Selection and Design, Service Design, Process and Technology Selection, Location of Manufacturing / Service Facility - Quantitative and Qualitative Models	5
Unit-3	Layout of Manufacturing/service facility: Product layout, process layout, fixed position and group layout, layout design: Relationship based and Load-Distance cost matrix, materials handling concepts.	6
Unit- 4	Resources Requirement Planning: Capacity Planning, Concept and Application of Learning Curve.	6
Unit -5	Production Planning and Control: Aggregate Production Planning - Chase strategy, level production, Mixed strategy, Materials Requirement Planning.	5
Unit-6	Inventory: Importance and Scope, selective inventory control, cost concept in inventory, types of inventory, types of inventory problems, Inventory Models: General Economic Order Quantity (EOQ) Economic Batch Quantity (EBQ) (Single and Multi-products) EOQ with Discounts	6
Unit –7	Operations Scheduling and Production Activity Control for Mass Manufacturing.(Assembly line balancing Batch Processing and Job shop - n-jobs on single machine, n-jobs on Two/Three machines (Johnson’s Rule), 2-jobs on m-machines (Graphical method – Aker’s	5

	Algorithm)	
Unit-8	Quality Control: Quality Control Function, Acceptance sampling Statistical Process Control, Operating Characteristics Curve and its Applications Quality Circles.	5
	Total Contact hours	45

Text Reading

1. R Paneerselvam. **“Production and Operations Management”**, New Delhi: Prentice Hall of India Publications, Latest Edition.

2. S N Chary. **“Cases and Problems in Production and Operations Management”**, New Delhi: Tata McGraw Hill Publications, Latest Edition.

3. Josheph G. Monks **“Operations Management”**, New York : McGraw Hill Publications, Latest Edition.

Suggested Readings

1. James R. Evans, David R Anderson, Dennis J. Sweeney and Thomas A Williams, **“Applied Production and Operations Management”**, New York : West Publishing Company, Latest Edition.

2. Elwood S. Buffa and Rakesh K. Sarin, **“Modern Production, Operations Management”**, Singapore: John Wiley and Sons, Latest Edition.

INSTITUTE OF MANAGEMENT STUDIES**M.B.A. (Hospital Administration) Sem II Int**

Subject Name	HEALTH POLICY AND ADMINISTRATION	Subject Code	MH 805
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Objective: The objective of the course is to enable students to have a good understanding of Health administration.

Examinations: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The semester examination will be worth 60 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

At the end of the course students should be able to;
Define And Explain **Health Policy and Administration** Its Pivotal Role. A **Clear understanding and Exposure to the Concept Of Health Policy and Administration**

Course Contents		Class Room Contact Sessions
Unit –I	Basic concepts: <ul style="list-style-type: none">• Meaning & Concept of Health, Disease , Care and Administration• Various levels of prevention/care & cure, levels of management• Health administration in India; Organization of health services at Centre, State & District level• General introduction to organization of health care delivery system in India.	7
Unit-2	Detailed Study and Discussions <ul style="list-style-type: none">• Various committees for recommendations on health care; National Health Programs in details• Reasons for increasing Need and demand for medical care and Need/Demand assessment• Factors determining Availability and Cost of medical care steps/techniques to reduce the cost of medical care.	5
Unit-3	Urban medical care system in metropolitan cities.// Rural medical care including the role of State, NGO's, Private medical practitioners and community at large	6
Unit- 4	Organization and administration of better medical care	6
Unit -5	National Health Policy and National Population Policy (Latest reviews)	5
Unit-6	Healthcare resource planning and allocation	6
UNIT –7	Success / Failure Analysis for various Health Plans, Programs, Schemes etc. and Research for their Causes.	5

Unit-8	Alternative systems of health care:-General introduction and their role in overall healthcare system, Yoga Therapy & its Global relevance. <ul style="list-style-type: none"> • Rehabilitation • WHO and other International Health Agencies. • Immunization, International recommendations for immigrant's vaccination 	5
Total Contact hours		45

Suggested text :
K Park Park's Text Book of Preventive and Social Medicine.
B.K. Mahajan Text Book of Preventive and Social Medicine.
WHO Publications on International Vaccination.

INSTITUTE OF MANAGEMENT STUDIES**M.B.A. (Hospital Administration) Sem II Int**

Subject Name	ENVIRONMENTAL ISSUES, WASTE & DISASTER MANAGEMENT	Subject Code	<u>MH 807</u>
Subject Nature _ Ability Enhancement			
Objective: The objective of the course is to enable students to have a good understanding of Environmental Issues. Waste & Disaster Management			
Examinations The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The semester examination will be worth 60 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.			
Learning Outcomes: At the end of the course students should be able to; Define and explain Environmental Issues, Waste & Disaster Management its pivotal role. A clear understanding and exposure to the concept of Environmental Issues, Waste & Disaster Management related to Healthcare			
Course Contents			Class Room Contact Sessions
Unit –I	Physical Environment: Air: Factors affecting atmospheric environment, Physical agents in atmosphere, Chemical agents in atmosphere, Sources of pollution, Temperature inversion, Effects of pollution on Health, Biological agents in atmosphere, Ventilation. Water: Sources of water, Water supply & quantitative standards, Water quality and qualitative standards, Purification of water, Swimming pool hygiene, Water problem in India. Housing : Type of soil , Soil and Health, Housing, Harmful effects of improper housing, Recent trends in housing		5
Unit-2	Occupation and Occupational Health : Physical agents , Chemical agents , Biological agents, Social factors , offensive trades and occupations, Occupational diseases and hazards, Prevention of occupational diseases, Occupational Health Legislation, Factories act, Worker absenteeism		5
Unit-3	Environmental Pollution : Air pollution, Water pollution ,Soil and land pollution, Radioactive pollution, Thermal pollution, Global Warming, Greenhouse gases, Heat generation, Carbon & Carbon Units, Effect of Global Warming on Ozone, , Noise pollution		6
Unit- 4	Biological Environment : Rodents, Arthropods, Mosquitoes, Flies, Fleas, Lice, Ticks, Mites etc., Insect control, Insecticides, Biological & Genetic control of insects		3

Unit -5	Social Environment: Gross understanding of Social sciences, Cultural anthropology, Social Psychology, Economics and Political Science. Relationship amongst social sciences. Medical sociology and social medicine. Family, Household, Socioeconomic status, Social causes of disease, Social aspects of treatment, Social environment and Health.	5
Unit-6	Wastes Management: Wastes and Health, Recycling of wastes, Disposal Of Wastes: Pretreatment of refuse, Refuse disposal, Excreta disposal, Sewerage system, Sewage disposal, Sullage disposal. The Latest Techniques being adopted by Indore Municipal Corporation.	6
Unit -7	Environmental Protection, Afforestation, Pollution Control.	5
Unit-8	Disaster, Disaster Management, Mitigation, Preparedness : Preparedness of Hospitals and Healthcare system for Disaster Management.	5
Unit-9	Disaster Program : Concept, significance in Healthcare and Hospital sector, preparing and maintaining the program, Triage, Command System and Rehearsals	5
	Total Contact hours	45

Text and References
Preventive and Social medicine by K. Park,
Disaster management Encyclopedia,
Community medicine By B.K Mahajan

INSTITUTE OF MANAGEMENT STUDIES**M.B.A. (Hospital Administration) Sem II Int**

Subject Name	QUANTITATIVE METHODS	Subject Code	MH 801
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Subject Nature- Generic

Course Objectives: The objectives of the course are to enable students to have a good understanding of quantitative techniques and to develop capability in them to use these techniques for solving the problems faced by Hospital Administrators.

Examinations

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The semester examination will be worth 60 marks. The students will be required to attempt 5 Question out of 7 Questions. All Questions will carry equal Marks.

Learning Outcomes: At the end of the course students should be able to;

Define and explain **Quantitative Methods** its pivotal role. A **clear understanding and exposure to the concept of Quantitative Methods**

Course Contents		Class Room Contact Sessions
Unit –I	Quantitative Technique- Introduction, OR and QT- Nature and purpose, Area, Scope, Applications and Limitations.	7
Unit-2	Linear Programming- Meaning of Linear programming, General Mathematical Formulation of LPP, Graphical Methods Analysis, Simplex Method, Big-M Method, Advantage and Limitations of LPP	6
Unit-3	Transportation Model- Mathematical Formulations, Initial Basic Feasible Solutions, Vogel’s Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method. Degeneracy. TP as Linear Programme.	7
Unit- 4	Assignment Problem -Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, Solution of Assignment Problems using Hungarian Method (Minimization and Maximization, Route Allocation).	5
Unit -5	Waiting Line Models – Introduction, Scope in Management Decisions, Queuing Models - M/M/1 (Infinite and Finite Population),Probability calculations and application of M/M/C (Infinite Population).	7
Unit-6	Network Scheduling by CPM/PERT. -Introduction to Network ,PERT ,CPM ,Basic Steps in PERT/CPM techniques, Network Diagram representation ,Determination of Critical Path, Project Crashing and Economics of Crashing ,Application of PERT/CPM techniques .	7
Unit –7	Inventory Control Models :EOQ, Purchasing Model with Price Breaks,Manufacturing Models, Multi Item Models, Stochastic Models	6
Total Contact Hours		45

Text Books:

- **Vohra N.D , Quantitative techniques in Management, latest edition**

Operation Research by:

- **Taha H.A**
- **Wagner . M**
- **Hira D.S & Gupta P.K.**
- **Sharma S.D.**

INSTITUTE OF MANAGEMENT STUDIES (DAVV , Indore)**M.B.A. (Hospital Administration) Sem II Int (Batch 2017-19)**

Subject Name	MANAGERIAL ECONOMICS	Subject Code	MH 802
Subject Nature- Generic			
Course Objective: Objective of this Course is to help the students analyze and understand economic environment.			
Examinations : The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, out of which best two will be considered. The semester examination carrying 60 marks It will have two sections A and B. Section A, worth 45 marks will consist of five theory questions, out of which students will be required to attempt three questions. Section B will comprise one or more case (S) worth 15 marks.			
Learning Outcomes: At the end of the course students should be able to; Define And Explain Managerial Economics Its Pivotal Role. A Clear Understanding And Exposure To The Concept Of Managerial Economics			
Course Contents			Class Room Contact Sessions
Unit –I	Introduction to economics and managerial economics: Nature scope, characteristics and significance of managerial economics. Relationship of managerial economics with economics, operation research, decision making, statistics, accounting.		8
Unit-2	Fundamental concepts: Incremental reasoning, Marginal analysis, Equi marginal utility, time perspective, consumer surplus, opportunity cost, time value of money Theories of Firm – Managerial theories – Baumol and Williamson, Behavioral theories – Simon, Cyret and March.		7
Unit-3	Supply & Demand Analysis – Concept, Determinates & Types of Demand. Utility and its types, law of Diminishing Marginal utility. Demand Function, Law of Demand. Elasticity of Demand Price Income, Cross, Advertising & price expectation. Demand Forecasting.		6
Unit- 4	Production and cost analysis: Meaning of production, production function, short run and long run production analysis. Isoquant curves and Iso-cost lines, Ridge lines, Equilibrium production, expansion path. Cost – meaning and types of cost, cost function, short run and long run cost function. Economies and diseconomies of scale. Law of supply.		3
Unit -5	Pricing: Price determination under perfect competition. Monopoly and Price Discrimination, Monopolistic Competition, Oligopoly – kinked demand curve, cartel formation, price leadership.		5
Unit-6	Profit: Meaning, types and theories of profit, profit planning – break even analysis.		6

Unit –7	Micro-macro interrelations , Circular flow of economic activity, National Income concepts, Concepts and Objectives of Private Business. Meaning and Phases of Business Cycles: Economic stabilization & Role of govt. in the economy.	5
Unit-8	Concepts, recent trends (overview only) in Indian Economy, of the following: Monetary Policy, Fiscal Policy, Foreign Trade Policy, Exchange Rate Policy.	5
	Total Contact Hours	45

Text Books: Latest Editions:

- 1 P.L. Mehta – Managerial Economics, Sultan Chand, New Delhi.
- 2 Mishra & Puri – Micro Economics, Himalaya Publishing House, New Delhi 3 G.S. Gupta: Managerial Economics, Tata McGraw Hills, New Delhi
- 4 Peterson & Lewis: Managerial Economics, Princeton Hall of India, New Delhi.

Suggested Books: Latest Editions

- A. Koutsoyiannis – Modern Micro Economics, Macmillan Press, New Delhi
1. Dr. Atmanand – Managerial Economics, Excel books, New Delhi
 2. Howard Davis – Managerial Economics, Macmillan Press, New Delhi
 3. D.N. Dwivedi – Managerial Economics, Vikas Publishing, New Delhi
 4. Hal Varian – Intermediate micro economics, Tata McGraw Hills, New Delhi