



MANAGERIAL ECONOMICS

PROF. TRUPTI MISHRA

Department of Management
IIT Bombay

TYPE OF COURSE : Rerun | Core | UG | PG

COURSE DURATION : 12 weeks (26 Jul' 21- 15 Oct' 21)

EXAM DATE : 23 Oct 2021

INTENDED AUDIENCE : Engineering, Social Sciences, Commerce and Management

INDUSTRIES APPLICABLE TO : For many companies- this would be a good course for entry level professional for basic understanding of different function of companies.

COURSE OUTLINE :

This course will introduce the students to different concepts, theories, tools and schools of thoughts in economics and their application on business decision/research problem. All functional areas of management derive their basic principles and concepts from economics. The objective of this course is to acquaint students with basic tools and concepts of micro economic analysis and their application to managerial decision making. This course will enable students to analyze firm-level economic problems and to take informed and optimal decisions subject to various constraints and objectives.

ABOUT INSTRUCTOR :

Prof Trupti Mishra, is an Associate Professor in School of management at IIT Bombay. Her main research interests are on Economics of Pollution and Climate change, focusing on Corporate environmental performance, evaluation of climate change mitigation and adaptation in sector and community level. She has over 10 years of experience in environmental impact assessment, socio economic assessment and econometrics modelling focusing on environment and climate change issues. Her teaching interest includes Micro economics, Infrastructure development and financing, Business and sustainable development and Policy responses to climate changes. She has published her papers in reputed journal like Energy policy, Climatic change and Climate and development.

COURSE PLAN :

Week 1: Introduction to Managerial Economics

Week 2: Theory of Demand

Week 3: Theory of Consumer Behaviour

Week 4: Elasticity and Demand Forecasting

Week 5: Production Analysis

Week 6: Cost Analysis

Week 7: Theory of Market – Perfect Competition

Week 8: Theory of Market – Monopoly and Monopolistic Competition

Week 9: Theory of Market – Oligopoly

Week 10: Theory of Market – Oligopoly and Game theory

Week 11: Theory of Market – Oligopoly and Game theory cont'd

Week 12: Product Pricing and Course Summary