

## MS-9 : MANAGERIAL ECONOMICS

BLOCK	UNIT NOs.	UNIT TITLE
<b>I</b>		<b>INTRODUCTION TO MANAGERIAL ECONOMICS</b>
	1	Scope of Managerial Economics
	2	The Firm : Stakeholders, Objectives & Decision Issues
	3	Basic Techniques
<b>II</b>		<b>DEMAND AND REVENUE ANALYSIS</b>
	4	Demand Concepts and Analysis
	5	Demand Elasticity
	6	Demand Estimation and Forecasting
<b>III</b>		<b>PRODUCTION AND COST ANALYSIS</b>
	7	Production Function
	8	Cost Concepts and Analysis I
	9	Cost Concepts and Analysis II
	10	Estimation of Production and Cost Functions
<b>IV</b>		<b>PRICING DECISIONS</b>
	11	Market Structure and Barriers to Entry
	12	Pricing Under Pure Competition and Pure Monopoly
	13	Pricing Under Monopolistic and Oligopolistic Competition
	14	Pricing Strategies
<b>V</b>		<b>COMPREHENSIVE CASE</b>
		Competition in Telecommunication Service Provision