

**॥ Jai Sri Gurudev ॥**

# **ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**

(Affiliated to Visvesvaraya Technological University, Belagavi)

**Chikkamagaluru – 577102**

**Department of Mechanical Engineering**



**Course Name: Fundamental of Economics**

**Program Objective:** To gain an understanding of core economic principles and how they apply to a wide range of real-National issues. Students will analyze the performance and functioning of government, markets and institutions in the context of social and economic problems. Students will think critically about economic models, evaluating their assumptions and implications.

**Coordinator: Dr. Manu SS**

**Course Director: Dr. Sathyanarayana GM**

**Teaching Hours: 30**

**Duration of Course: 2 Months**

**Course Objectives:**

1. To introduce the fundamentals, tools and theories of managerial economics.
2. To provide an understanding of the application of Economics in Business
3. To learn the basic Micro and Macroeconomic concepts.



## **Syllabus:**

### **Module -1 Introduction**

Managerial Economics: Meaning, Nature, Scope, & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist. - 5 Hours

### **Module -2 Demand Analysis**

Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand –Classification of Price, Income & Cross elasticity, Advertising and promotional elasticity of demand. - 5 Hours

### **Module-3 Demand Forecasting & Supply Analysis**

Law of supply, Elasticity of supply, Demand forecasting: Meaning & Significance, Methods of demand forecasting. - 5 Hours

### **Module -4 Pricing Practices**

Descriptive Pricing Approaches: Full cost pricing, Product line pricing, Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing. - 5 Hours

### **Module -5 Basic Macro Economic Concepts:**

Open and Closed Economies, Primary, secondary and Tertiary sectors and their contribution to the economy. SWOT Analysis for the Indian economy. Measuring the Economy: Measuring GDP and GDP Growth rate, Components of GDP. – 5 Hours

### **Module -6 National Economic Policies**

Fiscal policy and Monetary Policy. Foreign Trade: Trends in India's Foreign Trade, Impact of WTO on India's Foreign Trade. - 5 Hours