

MS304 MANAGERIAL ECONOMICS & FINANCIAL ANALYSIS

Objective of the Course:

To make the students familiar with Economic, Accounting & Financial concepts used to help the managers in taking Business Decisions.

UNIT – I

Introduction to Managerial Economics : Nature & Scope relation of Managerial Economics with the functional areas of business organization. Role of Managerial Economist.

Demand Analysis : Types of Demand, Demand determination, Demand elasticities, Demand forecasting, Survey & Statistical methods.

UNIT – II

Production and Cost Analysis production function: Marginal rate of technical substitution, iso-quants and iso-costs, production function with one/two variables, cobb-douglas production function, Factor productivities and returns to scale.

Cost Analysis : Cost concepts, cost determinants, cost output relationship in the short and long run.

UNIT – III

Pricing and Profit Management: Features and types of different competitive situations – Perfect competition, monopoly, monopolistic and oligopoly, pricing methods in practice.

Profit Management: Nature and theories of profit. Cost – Volume – Profit Analysis.

UNIT – IV

Introduction to financial accounting: importance of accounting, objectives and accounting, principles, Double entry book-keeping system, Accounting cycle and Journalization of business transactions and preparation of ledger accounts.

UNIT – V

Ratio Analysis – Introduction to ratios, Advantages and disadvantages of ratio analysis, Types of ratios – liquidity, solvency, turnover and profitability ratios.

TEXT BOOKS :

1. Gupta, "Managerial Economics", 1st ed., TMH, 2005.
2. M.E. Thukaram, "Accounting for Managers", 2nd ed., TMH, 2006.

REFERENCE BOOKS :

1. Dominic Salvatore, "Managerial Economics", 3rd ed., Thomson, 2006.
2. Mote Paull, "Managerial Economics", 1st ed., TMH, 2004.
3. S.N.Maheswari, "Financial Accounting" , 2nd ed., Thomson, 2006.