

Hour	Unit	Topic	Teaching Methodology	Remarks
1	I	Introduction to Managerial Economics – Definition, Nature, Scope	Whiteboard	
2	I	Demand Analysis: Demand Determinants	Whiteboard	
3	I	Law of Demand and its Exceptions	Whiteboard	
4	I	Elasticity of Demand – Types and Measurement	Whiteboard	
5	I	Demand Forecasting – Importance & Factors	Whiteboard	
6	I	Methods of Demand Forecasting: Survey Methods & Statistical Methods	Whiteboard	
7	I	Expert Opinion, Test Marketing, Controlled Experiments & Judgmental Approach	Whiteboard	
8	II	Production Function, Isoquants & Isocosts	Whiteboard	
9	II	MRTS & Least Cost Combination of Inputs	Whiteboard	
10	II	Laws of Returns & Economies of Scale – Internal & External	Whiteboard	
11	II	Cost Concepts: Opportunity Cost, Fixed & Variable Costs, Explicit & Implicit Costs	Whiteboard	
12	II	Out of Pocket Costs & Imputed Costs	Whiteboard	
13	II	Break-Even Analysis (BEA) – Concept & Determination (Simple Problems)	Whiteboard	
14	II	Managerial Significance & Limitations of BEA	Whiteboard	
15	III	Market Structure & Types of Competition	Whiteboard	
16	III	Features of Perfect Competition, Monopoly & Monopolistic Competition	Whiteboard	
17	III	Price-Output Determination in Perfect Competition & Monopoly	Whiteboard	
18	III	Overview of Different Pricing Strategies	Whiteboard	
19	IV	Concept of Management & Organization – Nature, Importance, Functions	Whiteboard	
20	IV	Taylor’s Scientific Management Theory & Fayal’s Principles of Management	Whiteboard	
21	IV	Mayo’s Hawthorne Experiments & Maslow’s Theory of Human Needs	Whiteboard	
22	IV	Douglas McGregor’s Theory X and Y, Herzberg’s Two-Factor Theory	Whiteboard	

23	IV	Systems Approach to Management & Leadership Styles	Whiteboard	
24	IV	Social Responsibilities of Management	Whiteboard	
25	V	Introduction to Marketing & Functions of Marketing	Whiteboard	
26	V	Marketing Mix – Elements and Importance	Whiteboard	
27	V	Marketing Strategies based on Product Lifecycle	Whiteboard	
28	V	Channels of Distribution – Types and Examples	Whiteboard	
29	V	Digital Marketing – Concepts & Applications	Whiteboard	
30	VI	Introduction to HRM, HRD and PMIR – Concepts & Differences	Whiteboard	
31	VI	Basic Functions of HR Manager	Whiteboard	
32	VI	Manpower Planning, Recruitment, Selection	Whiteboard	
33	VI	Training & Development, Placement, Wage and Salary Administration	Whiteboard	
34	VI	Promotion, Transfer, Separation	Whiteboard	
35	VI	Performance Appraisal, Grievance Handling, Welfare Administration	Whiteboard	
36	VI	Job Evaluation and Merit Rating	Whiteboard	
37	All	Practice Questions and Case Discussions	Whiteboard	
38	All	Recap and Revision of Units I–III	Whiteboard	
39	All	Recap and Revision of Units IV–VI	Whiteboard	
40	All	Final Q&A, Discussions & Applications	Whiteboard	