

TEACHING PLAN FORMAT

Devi Ahilya Vishwavidyalaya, Indore, India
2013 – 14

Course Code and Title	911 C- International Economics
Credit Hours	40 (4 per week)
Faculty	Dr. Kanhaiya Ahuja
E-mail Id	kanhaiya.ahuja@gmail.com

Course Overview: The objective of this paper is to understand the theories of international Economics, and its application in the field of trade and business.

!Unexpected End of Formula

Learning Outcomes: Understanding of International trade policies and barriers (Tariff and Non tariff barriers) and Exchange rate mechanism with practical approach.

Pedagogy: Lectures, power point presentation, case studies, Assignments, Discussions,

- **Examination Scheme:**

Assessment Components	% Weightage	
External	60	
Internal 1	Best 2 out of 3 40%	
Internal 2		20
Internal 3		20

Assignments/Projects/Exercises	% Weight age
Case study on Application of Classical theories, Features of International trade, Terms of Trade, Free trade & Protection policies, WTO and Indian Economy, Current issues at Global level	
Assignment on Dumping	
Assignment on FDI in Retail Sector	
Assignment on BOP Trends	

- **Text Books:**

International Economics-- B O Sodersten, the Macmillan Press Ltd
London, 2011

International Economics—Francis Cherunilam, Tata McGraw-Hill
Company Limited

International Economics—H.G.Mannur, Vikas publishing House Ltd,
2009

International Economics– D.M.Mithani, Himalaya Publish House, 2012.

- **Reference Books:**

P.Subba Rao -International Foreign Exchange market Business

International Economics-Robert J. Carbaugh, Thomson South-Western, Bangalore, 2009

Intrnational Business (Text and Cases) - Francis Cherunilam, PHI Learning Private Limited, Delhi, 2013

Intrnational Business-S Shajahan, Macmilan India Ltd., 2009

• **Session Plan:**

Sessio ns	Topics	Chapters/ Readings / Study Material / Cases
2	Importance and scope of international trade, Overview of subject and Introduce the difference between Regional and inter regional trade. Features of International Trade	HG Mannur Case Study
1	International Division of Labour	D . M. Mathani
3	Classical theories of international trade: Smiths and Ricardo's theories and their applications in under developed country.	B O Sodersten, Francis Cherunilam, Case Study
1	Some analytical tools: Offer curve, opportunity cost, Production possibility curve and indifference curve	Francis Cherunilam,
2	Mill's Demand theory and concept of Marshall's offer curve.	Francis Cherunilam, Robert J. Carbaugh
2	Herber's theory of Opportunity cost: Under constant, increasing and decreasing opportunity cost.	H.G. Mannur D . M. Mathani
2	Terms of trade: concept and types	H.G. Mannur Case Study
2	Terms of Trade: In context to underdeveloped country and factors affecting TOT	H.G. Mannur
2	Free trade Vs protection	K.C.Rana and K.N.Rana (Vikash Publishing Comp, Delhi) Case Study
2	Tariff: optimum tariff and welfare, Duty, Quota etc	D. M. Mathani
2	Effect of tariff on income generation	D. M. Mathani
2	Dumping and Countervailing measures	D. M. Mathani,
2	Introduction to BOP, Composition and significance of BOP	B O Sodersten
2	Disequilibrium in BOP – causes and measures for correcting, Marshall-Lerner Approach of devaluation	B O Sodersten Francis Cherunilam,
1	Foreign trade multiplier.	Francis Cherunilam,
2	Foreign Exchange market, Exchange rate determination, Spot and forward market trade, Factors influencing exchange rates	Francis Cherunilam, Robert J. Carbaugh
2	Fixed and flexible exchange rate, exchange rate Volatility.	Francis Cherunilam, Robert J. Carbaugh

2	Appreciation and Depreciation, devaluation of currency etc Currency convertibility	D. M. Mathani
2	Exchange Control: Concept, objectives and methods of exchange control	D. M. Mathani
2	International institutions: WTO, IMF, World Bank, UNCTAD, ADB, Trade Blocks, Regional Integration	M.B Rao, Manjula Guru(Vikas Publishing House Pvt Ltd, Delhi), Case Study
2	BPO of India since independence, Trends and composition, Major challenges-FDI And FII, Current Issues of International Trade.	S.S.M. Desai, Nirmala Bhalerao (Himalya Publishing House, Delhi), Case Study

- **Additional Resources / Web links:**
- <http://www.wto.org>,
- <http://www.imf.org/external/index.htm>
- <http://www.worldbank.org/>
- <http://indiabudget.nic.in/survey.asp>
<http://bookboon.com/en/economics-and-finance-ebooks>

Course Code and Title	917 Marketing Management
Credit Hours	40
Faculty	Dr. Akanksha Singhi
E-mail Id	

- **Course Overview :** (Write about nature, relevance, scope, coverage, and applications of the course)
- **Learning Outcomes:** (State learning outcomes in terms of knowledge, skills, understanding, applications, and competencies for students)
- **Pedagogy:** (Mention various teaching methods such as lecture, case studies, power point presentations, field assignments etc.)
- **Examination Scheme:**

Assessment Components	% Weightage
External	60%(60/100 marks)
Internal 1	20%(20 marks)
Internal 2	20%(20 marks)
Internal 3	20%(20 marks)

The evaluation part consists of 60 marks of external examination and 40 marks of internal examination. Three internal examinations are conducted out of which 2 best are taken

Assignments/Projects/Exercises	% Weightage
In the third internal assignments can be given or practical exercise can be given which are going to be equivalent to one of the internal test	20%

- **Text Books:**

Marketing Management , “Kotler Kelly Koshi Jha” Pearson education

Marketing Management ,” Tapan k. Panda”

Marketing management ,” Philip Kotler ”

- **Reference Books:**

Marketing Management Cases and concepts, Nikhilesh Dholakia, Rakesh Khurana, Labdhi Bhandari, Abhinandan K Jain, 8th publication, Macmillan India, New Delhi, 2007

Marketing Management, Rajan Saxena, 3rd Edition, Tata McGraw Hill Publishing Company Limited, New Delhi, 2006

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
7	1. Marketing Concepts: Customer Value and Satisfaction, Customer Delight. Value chain, scanning the Marketing Environment. Marketing Philosophies	
6	2. Market Segmentation, targeting, positioning, market segmentations. Levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation. Positioning	

3	3. Basics of Marketing Information System and Marketing Research Process	
6	4. Product Decision: Objectives, Product classification, Product-Mix, Product life cycle strategies, branding, introduction of packaging, & labeling	
5	5. Pricing Decisions: Factors affecting price, pricing methods and strategies.	
5	6. Distribution Decisions: Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members.	
6	7. Promotion Decisions: A view of Communication Process, developing effective communication, Promotion-Mix elements.	
2	8. Emerging Trends in Marketing: An introduction to Internet Marketing, and Introduction of CRM & EVENT marketing.	

- **Additional Resources / Web links:**

e-book available – Essentials of Marketing- Manmohan Joshi

Course Code and Title	911B Business Statistics & Research Methods (Core)
Credit Hours	40
Faculty	Rachana Jain
E-mail Id	Rachana.soe@gmail.com

- **Course Overview : (Write about nature, relevance, scope, coverage, and applications of the course)**

Knowledge of basic concepts of statistics including measures of Central Tendency is a prerequisite for this subject. Statistics plays a vital role in every fields of human activity. Statistics play an important role in economics. Economics largely depends upon statistics. National income accounts are multipurpose indicators for the economists and administrators. Statistical methods are used for preparation of these

accounts. Relationship between supply and demands is studied by statistical methods, the imports and exports, the Inflation rate, the per capita income is the problems which require good Knowledge of statistics. Statistics play an important role in business. A successful

Businessman must be very quick and accurate in decision making. He knows that

What his customers want, he should therefore, know what to produce and sell

and in what quantities. Statistics helps businessman to plan production according

To the taste of the customers, the quality of the products can also be checked

More efficiently by using statistical methods. So all the activities of the Businessman based on statistical information. He can make correct decision about

the location of business, marketing of the products, financial resources .

- **Learning Outcomes: (State learning outcomes in terms of knowledge, skills, understanding, applications, and competencies for students)**

- The objective of this paper is to understand the statistical tools and techniques, Used in the business decision and analysis. curriculum provides skills needed to utilize statistical techniques for addressing quantitative, data-based problems in fields such as social sciences, engineering and technology, business and finance, law, and health and education. Students learned the basics of

- Statistical reasoning and inferential methods.
- Interpreting and communicating the results of a statistical analysis.
- Data analysis using statistical computing tools and software.
- Probability and the mathematical foundations of statistics.

- **Pedagogy: (Mention various teaching methods such as lecture, case**

- Case studies are involved in lectures to develop better understanding, clarity about a concept and applications in various fields. .

- **Examination Scheme:**

Assessment Components	% Weightage
External	60 %
Internal 1	20%
Internal 2	20%
Internal 3 (Best of two internals are evaluated)	20%

Assignments/Projects/Exercises	% Weightage
Exercise questions at the end of each topic. Assignments based on real time applications of various topics.	20%

- **Text Books:**

- S P.Gupta - Statistical Methods (Sultanchand & Co.)
- Statistics for Management By Richard Levin.
- JIT S. Chandan – Statistics for Business and Economics, Vikas publishing House Pvt. Ltd.,
- R.S. Bhardwaj – Business Statistics – Excel Books
- Monga G.S., Mathematics and Statistics for Economics, Vikas Publishing House.

- **Reference Books:**

- .Fundamentals of Applied Statistics, Gupta S.C., S.Chand & Sons, New Delhi, Latest Edition.

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
8	Measures of Central Tendency	
3	Standard Deviation and Coefficient of Variation.	2
4	Study of Business Change and Relationship – Correlation and Regression Analysis.	3
4	Types and Methods of construction of Index Numbers. Characteristics of a good Index Number. Test for perfection, Cost of living Index Numbers.	1
5	Basic concepts of Probability, Theories of Probability Addition and Multiplication, Conditional Probability and their simple applications in business.	2
5	Random Variable and Probability Distributions – Binomial, Poisson and Normal and Their Applications in Business.	1

3	Sampling Theory – Concepts, Methods of Sampling, Sampling and Non – Sampling Errors, Parameter and Statistic, concept of sampling distribution, Standard Error and Sampling Error.	1
6	Testing of Hypothesis: Type I & Type II Errors, concept of Confidence limits and critical region, Test of significance for large and small samples -tests for mean and difference between means, F tests.	2
2	Research Methodology – Research Concept, Research Design and Techniques. An Overview of different scales.	2

- **Additional Resources / Web links:**
- <http://tutorial.math.lamar.edu/>
- [http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1432-0436](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1432-0436)
- <http://www.statistics.com/statistics-1>

Course Code and Title	913A- FRENCH
Credit Hours	
Faculty	Saudamini Puranik
E-mail Id	saudaminichinchankar@rediffmail.com

- **Course Overview :** The language was taught in the time given and available in keeping with the syllabus mentioned. The working knowledge of written as well as spoken was planned and imparted in terms of information and practical knowledge. The introduction of the language spoken in the respective country and hands on experience of the language and culture of the country visited by me was given.
- **Learning Outcomes and Pedagogy :-** The method of teaching was kept in terms of practical execution of written and spoken and grammatical elements required of the

language. Exercises in written and spoken were carried out and practised for the same.

- **Examination Scheme:**

Assessment Components	% Weightage
External	60%
Internal 1	40% Best of any 2 internals
Internal 2	
Internal 3	

Assignments/Projects/Exercises	% Weightage
exercises	
	NIL

- **Text Books/Reference Books:**

Exercises were done in keeping in mind of most of the topics and completed in the form of exercises and revision.

Elementary books like "Sans Frontieres", "Apprenons la Francaise 1 and 2 and other books were referred

Session Plan:

Session s	Topics	Chapters/ Readings / Study Material / Cases
	Articles	
	Interrogation	
	Adjectives	
	Prepositions	
	Negation	
	Time	
	General Conversation with Introduction	
	Verbs	
	Numbers	

The various topics and their sub-topics were covered in approximately thirty or so sessions with grammar and exercises and revisions and practise for the same.

- **Additional Resources / Web links:**

Course Code and Title	911B Business Statistics & Research Methods (Core)
Credit Hours	40
Faculty	Rachana Jain
E-mail Id	Rachana.soe@gmail.com

- **Course Overview : (Write about nature, relevance, scope, coverage, and applications of the course)**

Knowledge of basic concepts of statistics including measures of Central Tendency is a prerequisite for this subject. Statistics plays a vital role in every fields of human activity. Statistics play an important role in economics. Economics largely depends upon statistics. National income accounts are multipurpose indicators for the economists and administrators. Statistical methods are used for preparation of these accounts. Relationship between supply and demands is studies by statistical methods, the imports and exports, the Inflation rate, the per capita income is the problems which require good Knowledge of statistics. Statistics play an important role in business. A successful Businessman must be very quick and accurate in decision making. He knows that What his customers wants, he should therefore, know what to produce and sell and in what quantities. Statistics helps businessman to plan production according To the taste of the costumers, the quality of the products can also be checked More efficiently by using statistical methods. So all the activities of the Businessman based on statistical information. He can make correct decision about the location of business, marketing of the products, financial resources .

- **Learning Outcomes: (State learning outcomes in terms of knowledge, skills, understanding, applications, and competencies for students)**

- The objective of this paper is to understand the statistical tools and techniques, Used in the business decision and analysis. curriculum provides skills needed to utilize statistical techniques for addressing quantitative, data-based problems in fields such as social sciences, engineering and technology, business and finance, law, and

health and education. Students learned the basics of

- Statistical reasoning and inferential methods.
- Interpreting and communicating the results of a statistical analysis.
- Data analysis using statistical computing tools and software.
- Probability and the mathematical foundations of statistics.
- **Pedagogy: (Mention various teaching methods such as lecture, case**
- Case studies are involved in lectures to develop better understanding, clarity about a concept and applications in various fields. .
- **Examination Scheme:**

Assessment Components	% Weightage
External	60 %
Internal 1	20%
Internal 2	20%
Internal 3 (Best of two internals are evaluated)	20%

Assignments/Projects/Exercises	% Weightage
Exercise questions at the end of each topic. Assignments based on real time applications of various topics.	20%

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- R.S. Bhardwaj – Business Statistics – Excel Books
- Monga G.S., Mathematics and Statistics for Economics, Vikas Publishing House.
- **Reference Books:**
- .Fundamentals of Applied Statistics, Gupta S.C., S.Chand & Sons, New Delhi, Latest Edition.

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
8	Measures of Central Tendency	

3	Standard Deviation and Coefficient of Variation.	2
4	Study of Business Change and Relationship – Correlation and Regression Analysis.	3
4	Types and Methods of construction of Index Numbers. Characteristics of a good Index Number. Test for perfection, Cost of living Index Numbers.	1
5	Basic concepts of Probability, Theories of Probability Addition and Multiplication, Conditional Probability and their simple applications in business.	2
5	Random Variable and Probability Distributions – Binomial, Poisson and Normal and Their Applications in Business.	1
3	Sampling Theory – Concepts, Methods of Sampling, Sampling and Non – Sampling Errors, Parameter and Statistic, concept of sampling distribution, Standard Error and Sampling Error.	1
6	Testing of Hypothesis: Type I & Type II Errors, concept of Confidence limits and critical region, Test of significance for large and small samples -tests for mean and difference between means, F tests.	2
2	Research Methodology – Research Concept, Research Design and Techniques. An Overview of different scales.	2

- **Additional Resources / Web links:**

Course Code and Title	912A, International Trade Operations and WTO
Credit Hours	40
Faculty	Parul Kanchan
E-mail Id	Parul.kanchan@yahoo.in

- **Course Overview:** The course is relevant in current scenario of globalisation thereby making the students well aware of the international monetary system governing the rules and regulations of international trade. The course coverage is extensive in including all aspects of international business i.e. trade and investment.
- **Learning Outcomes:** The students get a comprehensive knowledge about the system followed at international level for different administrative and operational purposes. The students are provided learning to make them adept with regard to various skills concerning the applicability of the theory.
- **Pedagogy:** Lectures, case studies and power point presentations were used in teaching. Apart from this, the students were given assignments related to the current happenings and environment relevant to WTO in special context of India and international trade.

- **Examination Scheme:**

Assessment Components	% Weightage
External	60%
Internal 1	20%
Internal 2	20%
Internal 3	20%

Assignments/Projects/Exercises	% Weight age
Project reports on different current topics of WTO with special context to India	15%
Weekly News in context of WTO	5%
Discussion every Saturday	-

- **Text Book:** WTO Text & Cases – Palle Krishna Rao, Excel Books, 2005
- **Reference Books:** International economics- Francis Cherunillam
WTO and International Trade -- M .B. Rao, Vikas Publishing House Ltd
International Trade -- Raj Agrawal., Excel Books, 2004
- **Session Plan:**

Sessions	Topics	Chapters/ Readings / Study Material / Cases
3	International trade operations	1/2/3

2	Bilateral v/s multilateral trade agencies for multinational trade	1/2/3
1	International Economic Operations	1/2/3
5	International Monetary fund	1/2/3/4
6	World Bank	1/2/3/4
1	NIEO	1/2/3
1	UNCTAD	1/2/3
2	Regional Economic Integrations	1/2/3
2	European Union	1/2/3
1	NAFTA	1/2/3
1	SAARC	1/2/3
1	ASEAN	1/2/3
1	SAFTA	1/2/3
2	Multinational Cooperation and Transfer of technology	1/2/3
1	Foreign Investments: FDI	1/2/3
2	Foreign Investments :FPI	1/2/3
1	Global investment scenario and International Capital Flight	1/2/3
2	GATT/WTO: Transformation	1/2/3
2	Global Liberalization function, organizational structure of WTO, membership (accession process)	1/2/3
1	WTO agreements and summits: An overview	1/2/3
2	Agreement on Agriculture and Impact of WTO on agriculture	1/2/3/4
1	TRIMS	1/2/3/4
1	Intellectual Property Rights	1/2/3
2	TRIPS and Indian patent law	1/2/3/4
1	Dispute settlement mechanism	1/2/3/4
2	Anti dumping measures and WTO	1/2/3/4
1	GATS and Impact of WTO service sector	1/2/3
1	Globalization of Indian Companies; Challenges and opportunities to grow Indian industries	1/2/3
1	WTO and developing nations : Discussion	1/2/3

- **Case Studies:**

1. A woven dispute
2. Sovereignty Issue
3. To TRIM or not to TRIM

- **Additional Resources / Web links:**

www.wto.org
en.wikipedia.org/wiki/World_Trade_Organization
www.imf.org/
www.imf.org/external/country/
www.worldbank.org/
www.worldbank.org/en/country/india
www.gatt.org/

Course Code and Title	932C International Business Finance
Credit Hours	4

Faculty	Dr.(Mrs.) Vishakha Kutumbale
E-mail Id	vkutumble@gmail.com

- **Course Overview:** The purpose of this paper is to make students aware of changes in foreign exchange market and development in International financial system.
- **Learning Outcomes:** After completing this course student acquire skill in understanding Forex Markets in details and interpret the changes in this market for business purpose.
- **Pedagogy:** Assignments are given to the students on depository receipts and working of Forex market. Case studies are discussed in areas of risk and exposure and international parity
- **Examination Scheme:**

Assessment Components	% Weightage
External	60
Internal 1	40,best of two is reported
Internal 2	
Internal 3	

Assignments/Projects/Exercises	% Weightage
1. Theories of foreign exchange rate determination	20% (third internal)
2. Presentation on depository receipts	40% (third internal)
3. Current and capital account convertibility	20% (third internal)

Text Books:

- Multinational Financial Management- Alan C. Shapiro, Wiley India (P.) Ltd., 2011
- International Financial Management: A.K. Seth , Galgotia Publication Pvt Ltd, 2008
- International Financial Management: P.G. Apte , Tata McGraw Hill, 3rd edition 2004
- International Financial Markets and India -- Machirauj, New Age Publication, 1997
- International Financial Management: Siddaiah, Pearson Education.

Reference Books:

- International Finance : Maurece D. Levi, Tata McGraw Hill Publication, 3rd Edition 2000
- International Finance -- V.A. Arathani , Himalaya Publishing House Ltd, 4th Editions
- Multinational Business Finance – David K. Eiteman, Michael H.Moffett, Arthur. I.Stonehill, Alok Pandey, Pearson Education X Edition.

Session Plan:

Ses sio ns	Topics	Chapters/ Readings / Study Material / Cases
4	Introduction to the environment of international finance and its implications on International business. Need for International Financial System and changes in Global Finance Market.	
5	Concept of exposure and risk, types of exposure and measurement of exposure	
3	Balance of payments and international economic linkages- categories of balance of payments, International flow of goods, services and capital, current and capital account deficits.	
8	Intricacies of Foreign Exchange Markets and meaning of Spot and Forwards Exchange Rates, Eurocurrency and Domestic Interest Rates and Quotations and Market Rules	
6	Parity conditions in International Finance - Purchasing Power Parity, Covered Interest Parity, Real Interest Parity. Parity Conditions and its Managerial Implications	
3	Forecasting Exchange Rates - Fundamental Factors Affecting Exchange Rates. Time Series Forecasting Models	
3	Carry of future contract, speculation and hedging strategies, swap deals and their types. Concept of LIBOR, LIBID, SIBOR, MIBOR etc.	
3	International financing- Alternative external, medium and long term debt financing options for MNCs'. International capital markets.	
2	Brief introduction to international taxation – Foreign currency accounts for residents and non-residents Indians.	

Course Code and Title	935: International Marketing Research and Consumer Behavior
Credit Hours	40 Lectures (4 lectures per week)
Faculty	Dr. M. Vasim Khan
E-mail Id	m.vasim.khan@gmail.com

Course Overview : The objective of this paper is to understand the research tools to have the predictions of the market also to understand the behaviour of the

consumers and accordingly design the strategies for the successful operations of the organization.

- **Learning Outcomes:** After understanding the concept and applications of this paper students may get the develop the better promotional strategies for the companies.
- **Pedagogy: (Mention various teaching methods such as lecture, case studies, power point presentations, field assignments etc.)**
- **Examination Scheme:**

Assessment Components	% Weightage
External	60
Internal 1	20
Internal 2	20
Internal 3	20
Best of two Internals are counted	

Assignments/Projects/Exercises	% Weightage
Assignments and Projects	20

- **Text/ Reference Books:**

1. Marketing Research - S.L.Gupta , Excel Books 2006
2. Marketing Research - David J. Luck,Ronald S. Rubin , Printice hall Of India, 2006
3. Marketing Research - Harper W. Boyd Ralph Westfall, Stanley F. Stasch,D.D. Sharma,
AITBS Publishers & distributors
4. Marketing Research-- G.C. Beri,Tata McGraw Hil Publication
5. Research Methodology -D.K.Bhattacharya , Excel Books
- 6.Research Methods for Mgt – Dr. S. Shahjahan , Jaico Publishing House
- 7 Research Methodology in Management—V. P. Michael, Himalaya Publishing House Ltd.
- 8.Consumer Behavior- Leon G. Schiffman/ Leslie Lazer Konak, Printice Hall Publication
- 9.Consumer Behavior - Satish K Batra/Kazmi, Excel books Publication, 2004
- 10.Consumer Behavior - Hoyer/ Macmillian, Houghton Mifflin Company, 1999
- 11.Consumer Behavior - Blackwell and Engel, Thomson south Western United States, 2007
- 12.Commentary on Consumer Behavior- Chunawalla S.A., Himalaya Publishing House Ltd.

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
02	Role and objectives of business research	
01	Types of research problems encountered by researcher	
03	Types of research	
02	Research process	
03	Research Design	
02	Defining research problem	
03	Sampling Design	
05	Data Collection and Analysis	
04	Scaling Concepts, Designing questionnaires and interviews	
04	Interpretations and Report Writing	
03	Nature and Scope of Consumer Behavior	
04	Environmental Influences on Consumer Behavior	
04	Consumer Design making process	

- **Additional Resources / Web links:** case study and ppts

Course Code and Title	Micro Economics
Credit Hours	04
Faculty	Dr Ganesh kawadia
E-mail Id	Ganesh.kawadia@gmail.com

- **Course Overview :** The scope of the course is to understand the pricing practice of different markets
- **Learning Outcomes:** Market structure and pricing practices
- **Pedagogy:** Class room interactions, case studies, PPT and assignments
- **Examination Scheme:**

Assessment Components	% Weightage
External	60%
Internal 1 written test	40% best two
Internal 2 written test	
Internal 3 case based assignments	

Assignments/Projects/Exercises/ppt	% Weightage
Case study on Microsoft monopoly power	

Case study on price practices	
Replacement demand	
Fast-food Industry	

- **Text Books:** Managerial Economics by Geetika and others, Tata McGraw-Hill Publishing company ltd, New delhi
- **Reference Books:** (i) Managerial Economics by Peterson
(ii) Modern Microeconomics by A. Koutsoyannis, Macmillan Publisher ltd, London
(iii) Price Theory and Uses', Watson, A. I. T. B. Publishers and Distributors, IInd Edition
(iv) Managerial Economics' Atmanand, Excel Books

Session Plan:

Sessions	Topics	Chapters/ Readings / Study Material / Cases
03	Fundamental concepts of Economics	As per the reference9 (Geetika)
08	Consumer Behavior, Utility Analysis	Watson
04	Law of Demand, Elasticity of Demand,	Geetika
02	<ul style="list-style-type: none">• Consumer Surplus.	Atmaanand
04	Cost Curves and their Estimation	Peterson
02	Rewards of Factor Pricing	Geetika
06	Production Function	Geetika
02	, Economies of Scale	Geetika
02	market structure-	Peterson
02	Price output decisions under P.C.	A. Koutsoyannis
02	Monopoly	A. Koutsoyannis
02	Monopolistic Competition	A. Koutsoyannis
04	Oligopoly	A. Koutsoyannis
02	Product Pricing Practices and Applications	Geetika
45		