

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2023 - April 2024

Department : ECONOMICS
Name/s of the Faculty : Dr. D. HIMA BINDU
Course Title : ADVANCED MANAGERIAL ECONOMICS
Course Code : 19EC/PE/AM15
Shift : I

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 22 – 23, 2023 (Day Order 1 & 2)	Unit 1 Demand Estimation and Business Forecasting Technique 1.1 Demand estimation using marketing research and statistical techniques	Lecture and problem solving	McGuigan. James .R., Meyer R. Charles, Frederick H .de B. Harris, Managerial Economics: Application, Strategy and Tactics. Ohio: South Western Cincinnati, 2002. Petersen, H. Craig and Lewis W. Chris. Managerial Economics. New Delhi: Prentice Hall of India, 1999.	CA I, Problem solving assignment
Nov 24-30, 2023 (Day Order 1 to 6)	1.1 Demand estimation using marketing research and statistical techniques. 1.2 Simple Linear Regression Model –Interpretation and problems in applying the linear regression model	Lecture and problem solving	McGuigan. James .R., Meyer R. Charles, Frederick H .de B. Harris, Managerial Economics: Application, Strategy and Tactics.. Petersen, H. Craig and Lewis W. Chris. Managerial	CA I, Problem solving assignment

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<p>Dec 1-7, 2023 (Day Order 1 to 6)</p>	<p>1.3 Business forecasting techniques – Deterministic time series, smoothing techniques, Barometric techniques, Survey and Opinion Polling technique</p> <p>1.4 Introduction to Non Linear Regression model – Semi logarithmic transformation, Reciprocal and Double Log Transformation</p>	<p>Lecture and problem solving</p>	<p>McGuigan. James .R., Meyer R. Charles, Frederick H .de B. Harris, Managerial Economics: Application, Strategy and Tactics.</p> <p>Petersen, H. Craig and Lewis W. Chris. Managerial Economics.</p>	<p>CA I, Problem solving assignment</p>
<p>Dec 8-9, 2023 (Day Order 1, 3)</p>	<p>Unit 2 :Pricing Techniques</p> <p>2.1 Objectives of Pricing</p>	<p>Lecture / Discussion case study</p>	<p>Petersen, H. Craig and Lewis W. Chris. Managerial Economics</p> <p>Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois:</p> <p>Richard D Irwin, Homewood, 1968</p>	<p>CA –I Case Study and Seminar</p>
<p>Dec 11-15, 2023 (Day Order 2 to 6)</p>	<p>2.2 Pricing methods –Cost plus pricing, Variable mark up pricing, Intuitive</p> <p>Pricing, Experimental Pricing, Stable and Imitative pricing, Incremental</p> <p>Cost Pricing</p>	<p>Lecture / Discussion case study</p>	<p>Petersen, H. Craig and Lewis W. Chris. Managerial Economics.</p> <p>Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois:</p> <p>Richard D Irwin, Homewood, 1968</p>	<p>CA –I Case Study and Seminar</p>

<p>Dec 16 – 22, 2023 (Day Order 1 to 6)</p>	<p>2.3 Pricing Strategies –Product line pricing, Differential pricing, Transfer pricing</p> <p>Unit 3 :Business Strategy Games – Game Theory</p> <p>3.1 Non co-operative games – simultaneous and sequential games</p>	<p>Lecture / Discussion case study</p>	<p>Petersen, H. Craig and Lewis W. Chris. Managerial Economics</p> <p>Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois:</p> <p>Richard D Irwin, Homewood, 1968</p>	<p>CA –I</p> <p>Case Study and Seminar</p>
<p>Jan 3 – 6, 2024 (Day Order 1 to 4)</p>	<p>3.1 Non co-operative games – simultaneous and sequential games</p>	<p>Lecture / Discussion ,case study</p>	<p>Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois:</p>	<p>CA –I</p> <p>Case Study and Seminar</p>
<p>Jan 8 – 12, 2024</p>	<p>C.A. Test – I</p>			
<p>Jan 13, 2024 (Day Order 1)</p>	<p>3.2 Equilibrium under sequential games –Business rivalry as a sequential game</p>	<p>Lecture / Discussion, case study</p>	<p>Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois:</p> <p>Dean. Joel, Managerial Economics</p>	<p>CA –II</p> <p>Case Study and Seminar</p>
<p>Jan 18 -20, 2024 (Day Order 4 to 6)</p>	<p>3.2 Equilibrium under sequential games –Business rivalry as a sequential game</p>	<p>Lecture / Discussion case study</p>	<p>Petersen, H. Craig and Lewis W. Chris. Managerial Economics</p> <p>Spencer. Multon H, Managerial Economics, Text Problems and Short Cases.</p>	<p>CA –II</p> <p>Case Study and Seminar</p>

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Jan 22-29, 2024 (Day Order 1 to 6)	3.3 Simultaneous games –Nash equilibrium strategy Unit 4 : Capital Budgeting 4.1 Value maximisation and Capital Budgeting	Lecture / Discussion case study and problem solving	Petersen, H. Craig and Lewis W. Chris. Managerial Economics Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois:	CA –II Case Study /Problem solving assignmentg
Jan 30 – Feb 2, 2024 (Day Order 1 to 4)	4.2 The capital budgeting process – Projecting cash flows, evaluating the capital project, capital rationing and the profitability ratio	Lecture / Discussion case study and problem solving	Petersen, H. Craig and Lewis W. Chris. Managerial Economics Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois:	CA –II Problem solving assignment
Feb 3, 2024 (Day Order 2)	4.2 The capital budgeting process – Projecting cash flows, evaluating the capital project, capital rationing and the profitability ratio	Lecture / Discussion case study and problem solving	Petersen, H. Craig and Lewis W. Chris. Managerial Economics Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois:	CA –II Problem solving assignment
Feb 5- 6, 2024 (Day Order 5 to 6)	4.3 The Cost of Capital –Cost of Debt Capital, Cost of Equity Capital, the Composite Cost of Capital	Lecture / Discussion case study and problem solving	Petersen, H. Craig and Lewis W. Chris. Managerial Economics Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois:	CA –II Problem solving assignment

Feb 7 – 14, 2024 (Day Order 1 to 6)	4.3 The Cost of Capital –Cost of Debt Capital, Cost of Equity Capital, the Composite Cost of Capital	Lecture / Discussion case study and problem solving	Petersen, H. Craig and Lewis W. Chris. Managerial Economics Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois:	CA –II Problem solving assignment
Feb 15 – 22, 2024 (Day Order 1 to 6)	Unit 5 :Risk and Decision Making 5.1 The concept of certainty, risk and uncertainty 5.2 Risk and Decision making – Risk Return, Evaluation Statistics, Risk	Lecture / Discussion and problem solving	Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois: McGuigan. James .R., Meyer R. Charles, Frederick H .de B. Harris, Managerial Economics: Application, Strategy and Tactics.	CA –II Problem solving assignment
Feb 23 – 24, 2024 (Day Order 1 & 5)	Evaluation Statistics, Risk	Lecture / Discussion case study and problem solving	Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. McGuigan. James .R., Meyer R. Charles, Frederick H .de B. Harris, Managerial Economics: Application, Strategy and Tactics.	CA –II Problem solving assignment
Feb 26 – Mar 1, 2024 (Day Order 2 to 6)	Risk Aversion and Insurance	Lecture / Discussion	Spencer. Multon H, Managerial Economics, Text	CA –II Problem solving

		case study and problem solving	Problems and Short Cases: McGuigan. James .R., Meyer R. Charles, Frederick H .de B. Harris, Managerial Economics: Application, Strategy and Tactics.	assignment
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<p>Mar 2, 2024 (Day Order 1)</p>	<p>5.3 Adjusting Business Decision for Risk</p>	<p>Lecture / Discussion case study and problem solving</p>	<p>Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois: McGuigan. James .R., Meyer R. Charles, Frederick H .de B. Harris, Managerial Economics: Application, Strategy and Tactics.</p>	<p>CA –II Problem solving assignment/ Case study</p>
<p>Mar 4 –8, 2024</p>	<p>C.A. Test – II</p>			
<p>Mar 9 – 16, 2024 (Day 6 & Day Order 1 to 6)</p>	<p>5.3 Adjusting Business Decision for Risk 5.4 Decision Tree Analyses</p>	<p>Lecture / Discussion case study and problem solving</p>	<p>Spencer. Multon H, Managerial Economics, Text Problems and Short Cases. Illinois: McGuigan. James .R., Meyer R. Charles, Frederick H .de B. Harris, Managerial Economics: Application, Strategy and Tactics.</p>	
<p>Mar 18 - 19, 2024 (Day Order 2 to 3)</p>	<p>5.4 Decision Tree Analyses</p>	<p>Lecture / Discussion case study and</p>	<p>Spencer. Multon H, Managerial Economics, Text Problems and Short Cases.</p>	

		problem solving	Illinois: McGuigan. James .R., Meyer R. Charles, Frederick H .de B. Harris, Managerial Economics: Application, Strategy and Tactics.	
Mar 20-22, 2024 (Day Order 4 to 6)	REVISION			