STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department   : ECONOMICS

Name/s of the Faculty : MS. J KAVIYA NIJARITHA

Course Title   : ADVANCED MANAGERIAL ECONOMICS

Course Code   : 23EC/PE/AM15

Shift   I

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	recall and remember key concepts, theories, and terminologies related to managerial economics, including demand estimation, pricing strategies, game theory, capital budgeting, and risk analysis.	K1
CO2	demonstrate a deep understanding of the theoretical foundations and principles that underpin managerial economics, including the relationships between supply and demand, cost structures, and market behavior.	K2
CO3	apply a range of analytical techniques and tools, such as regression analysis for demand estimation, pricing methods, game theory models, capital budgeting calculations, and risk assessment methodologies, to real-world business scenarios.	K3
CO4	analyzing complex business situations and making informed decisions by critically evaluating data, strategies, and outcomes, particularly in competitive environments where game theory plays a role	K4
CO5	evaluate strategic decision-making processes in organizations, assessing the impact of pricing strategies, capital investment decisions, and risk management on overall business performance	K5,K6

CL – Cognitive Level

K1 – Remember | K2 – Understand | K3 – Apply | K4 – Analyse | K5 – Evaluate | K6 – Create						
Week	**Unit No.**	**Content**	**Cognitive Level**	**Teaching Hours**	**COs**	**Teaching Learning Methodology**	**Assessment Methods**
Nov 18 – 25, 2024 (Day Order 1-6)	1	Demand Estimation and Business Forecasting Technique 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	K1-K5 K1-K6	5	1-5	Lecture Teaching, PPT presentation, Real time Analysis using Excel.	Case Study/ Article review/Presentation and CA 1
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.3 Business forecasting techniques – Deterministic time series, smoothing techniques, Barometric techniques, Survey and Opinion Polling technique 1.4 Introduction to Non Linear Regression model –Semi Logarithmic	K1-K5 K1-K3	5	1-5	Lecture Teaching, PPT presentation, Real time Analysis using Excel.	Case Study/ Article review/Presentation and CA 1

		Transformation, Reciprocal and Double Log Transformation					
Dec 4-11, 2024 (Day Order 1 to 6)	2	Pricing Techniques 2.1 Objectives of Pricing 2.2 Pricing methods – Cost plus pricing, Variable mark up pricing, Intuitive Pricing, Experimental Pricing, Stable and Imitative pricing, Incremental Cost Pricing	K1-K4 K1-K5	5	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/Presentation and CA 1
Dec 12-19, 2024 (Day Order 1 to 6)	2	2.3 Pricing Strategies – Product line pricing, Differential pricing, Transfer pricing	K1-K6	5	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis .	Case Study/ Article review/ Presentation and CA 1
Dec 20 (Day Order 1)	3	Business Strategy Games – Game Theory 3.1 Non co-operative games –simultaneous and sequential games	K1-K3	1	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 1
Jan 3 – 7, 2025 (Day Order 3 to 6)	3	3.2 Equilibrium under sequential games – Business rivalry as a sequential game	K1-K4	3	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 1

Jan 8 – 17, 2024 (Day Order 1 to 6)	3	3.3 Simultaneous games – Nash equilibrium strategy	K1-K4	5	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 1
Jan 18 - 23, 2025	**C.A. Test – I**						
Jan 24 -31, 2025 (Day Order 1 to 6)	4	Capital Budgeting 4.1 Value maximisation and Capital Budgeting	K1-K3	5	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 2
Feb 3-8, 2025 (Day Order 1 to 6)	4	4.2 The capital budgeting process – Projecting cash flows, evaluating the capital project, capital rationing and the profitability ratio	K1-K4	5	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 2
Feb 10– 18, 2025 (Day Order 1 to 4)	4	4.3 The Cost of Capital – Cost of Debt Capital, Cost of Equity Capital, the Composite Cost of Capital	K1-K5	3	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 2
Feb 19- 26, 2025 (Day Order 1-6)	4&5	4.3 The Cost of Capital – Cost of Debt Capital, Cost of Equity Capital, the Composite Cost of Capital Risk and Decision Making	K1-K5	5	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 2

		5.1 The concept of certainty, risk and uncertainty	K1-K4				
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	5	5.2 Risk and Decision making –Risk Return, Evaluation Statistics, Risk Preference, Risk Aversion and Insurance	K1-K4	5	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 2
Mar 7 – 11, 2025 (Day Order 1 to 3)	5	5.3 Adjusting Business Decision for Risk	K1-K4	2	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 2
Mar 12 –17, 2025	**C.A. Test - II**						
Mar 18 – 20, 2025 (Day 4 to 6)	5	5.3 Adjusting Business Decision for Risk	K1-K4	2	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 2
Mar 21 - 28, 2025 (Day Order 1 to 6)	5	5.4 Decision Tree Analyses	K1-K6	5	1-5	Lecture Teaching, PPT presentation, Group discussion and Case study analysis	Case Study/ Article review/ Presentation and CA 2
Mar 29- April 2, 2025 (Day Order 1 to 3)	**REVISION**						