**Course Title: Managerial Economics** and Research **in Economics Education**

Course No: Eco. Ed. 445 (Major) Full Marks: 100

Nature of the course: Theoretical Pass Marks: 35

Level: B.Ed. Period Per-week: 6

Year: Fourth Total Periods: 150

Time per period: 55 minutes

**1. Course Description:**

This course provides students an understanding of the tools and techniques of economics and its application in various areas of corporate decision making. It is divided into two parts i.e. managerial economics and research in economics education. Part 'A' deals theoretical contents of managerial economics and it includes the introduction to managerial economics, demand analysis, theory of production and cost, price and output decision and decision making under risk and uncertainty. Part 'B' deals introduction to research, research **design, review of literature, research methodology, data analysis and research report writing.**

**2. General Objective:**

The general objectives of the course are as follow:

* To make the students familiar with concept, meaning and definition of managerial economics.
* To make the students to explain the scope, uses, limitation and types of microeconomics and macroeconomics.
* To make the students able to analyze the theories of firms.
* To make the students able to forecast the demand
* To make the students able to determine the price and output under different market structure.
* To make the students able to adjust the risk in decision making in different criteria.
* To make the students able to prepare the introduction to research, research design and review of related literature.
* To make the students able to use the research methodology in economics education research.
* To make the students able to code, decode, present, analyse, expand, summarize, conclude and recommend on the basis of collected data.
* To make the students able to write the research report in the area of economics educaion.

**3. Specific Objectives and Contents:**

**Part A: Managerial Economics**

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| **Specific Objectives** | **Contents** |
| * To evaluate the concept, meaning and definition of managerial economics * To explain the scope, uses, limitation and types of microeconomics. * To explain the scope, uses, limitation and types of macroeconomics. * To explain the relation of managerial economics with traditional economics. * To explain the importance of managerial economics. | **Unit I: Introduction (12)**  1.1 Concept, Meaning and Definition of Managerial Economics.  1.2 Scope, Uses, Limitation and Types of Microeconomics.  1.3 Scope, Uses, Limitation and Types of Macroeconomics.  1.4 Relation of Managerial Economics with Traditional Economics.  1.5 Importance of Managerial Economics |
| * To explain the firm's profit maximization and value maximization method. * To explain the meaning and importance of demand forecasting. * To calculate the demand forecasting through the consumer survey and trend projection methods. | **Unit II: Demand Analysis (15)**  2.1 Theories of Firms  2.1.1 Profit Maximization  2.1.2 Value Maximization  2.2 Demand Forecasting;  **2.2.1 Meaning and Importance of demand Forecasting**  2.2.**2** Methods of Demand Forecasting; Consumer Survey and Trend Projection Methods |
| * To explain the concept of production function. * To estimate the short-run, long-run, linear and non-linear production function. * To calculate the choice of inputs through the cost minimization for a given output and output maximization with a given cost. * To explain the economies of scale and economies of scope. * To explain and calculate the break-even analysis with cost-volume profit. | **Unit III: Theory of Production and Cost (16)**   * 1. Meaning and Concept of Production Function   2. Theory of Production   3.2.1 Estimation of Short-run, Long-run, Linear, and Non-liner Production Function.  3.2.2 Choice of Inputs; Cost minimization for a Given Output and Output Maximization with a Given Cost.   * 1. Theory of Cost   3.2.1 Cost Functions  3.2.2 Economies of Scale and Its Scope  3.2.3 Break-Even Analysis; Cost-Volume Profit. |
| * To explain price and output decision under perfect competition through demand and supply model. * To explain the price and output decision under monopoly market through MR-MC model. * To measure the monopoly power. * To explain the price and output decision under monopolistic competition market with group equilibrium. | **UNIT IV: Price and Output Decision (22)**  4.1 Price and Output Decision Under Perfect Competition with Demand-Supply Model  4.2 Price and Output Decision Under Monopoly; MR-MC Model and Measurement of Monopoly Power  4.3 Price and Output Decision Under Monopolistic Competition with Group Equilibrium. |
| * To explain the meaning and concept of risk and uncertainty in economics. * To adjust the risk in decision making with the expected value criterion, the standard deviation criterion, the coefficient of variation criterion and the certainty equivalent criterion. | **UNIT V: Decision Making Under Risk and Uncertainty (10)**  5.1 Meaning and Concept of Risk and Uncertainty.  5.2 Adjustment for Risk in Decision Making; The Expected Value Criterion, The Standard Deviation Criterion, The Coefficient of Variation Criterion, and The Certainty Equivalent Criterion. |

**Part B:** Research in Economics Education

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| * To summarize meaning and define of research. * To explain importance and characteristics of social research. * To describe the types of research. * To analyze the qualities of a good research. | **Unit** VI**: Introduction to Research** **(10)**  **6**.1 Meaning and definition of research  **6**.2 Importance **and characteristics of social research**  **6.3 Tyeps** of research **(Fundamental** or **Pure, Applied, Descriptive, Analytical, Compartive, Qualitative and Quantitative)**  **6.4 Qualities of a good research** |
| * To explain the components of research design. * To explain types of research desing. | **Unit VI**I**: Research** Design (8)  **7**.1 **Component of research design**  **7.3 Type of research design (**Historical, Experimental, Exploratory, Explanatory, Ex-post, Action research, Case study, Time series and Cross section) |
| * To explain purpose and planning of review of literature. * To explain sources of review of literature. * To explain the techniques of citation from different sources. * To use the email and internet to search related literature. | Unit VIII: Review of Literature (7)  **8.1 Purpose of review of literature**  8.2 P**lanning of review of literature**  **8.3 Sources of** related **literature**  **8.4 Techniques of citation**  8.5 Use of email and internet to search related literature |
| * To explain the different sources of data. * To express population, sample size and sampling procedures for economics education research. * To explain merits and demerits of census and sampling. * To explain probability and non-probability sampling methods. * To explain the tools and techniques of data collection. | Unit IX: Research Methodology (20)  **9.1 Sources of data**  **9.2 Concept of population, sample size and sampling**  **9.3 Merits and demerits of census and sampling**  **9.4 Methods of sampling**  **9.4.1 Probability sampling methods (Simple, Strtified, Systematic, Cluster and Multistage)**  **9.4.2 Non-probability sampling methods (Convenience, Judgement, Purposive, Quota and Snowball)**  **9.5 Tools and techniques of data collection** |
| * To explain the processing of data in research. * To use different verbal and statistical tools for data analysis. | Unit X: Data **Processing and** Analysis (15)  **10.1** Processing of data  10.2 **Tools of data analysis (Verbal Analysis, Tables, Diagrams, Graphs, Central Tendency, Partition Values** and **Dispersons)**  10.3 Use of computer to data analysis |
| * To prepare the preliminary part of research report. * To write background, statement, objectives, research questions, limitations, significance, organization and ethical considerations of the research. * To prepare review of literature, methodology, analysis and results and summary, conclustion and recommendation. * To keep systematically the references, appendix and bibliography. | Unit XI: Research Report Writing(15)  **11.1**  Preliminary part of research report  **11.2 Introduction (Background, Statement of the Problem, Objectives, Research Questions, Limitations, Significance, Organization and Ethical Considerations)**  **11.3 Review of literature**  **11.4 Research methodology**  **11.5** Analysis and r**esults**  **11.6** Summary, **Conclusion and recommendations**  **11.7 References**  **11.8 Appendix**  **11.9 Bibliography** |

*Note: The figures in the parenthesis indicate the approximate period for the respective units.*

**4. Instructional Techniques**

**4.1** **General Instructional Techniques**

(a) Lecture (d) Discussion.

(b) Demonstration (e) Inquiry and question answer.

(c) Writing articles

**4.2** **Specific Instructional Techniques**

**For Unit I, II, III, IV & V**

* Group discussion to analyse the concept, meaning and definition of managerial economics, scope, uses, limitation and types of microeconomics and scope, uses, limitation and types of macroeconomics.
* Library study and group discussion to explain the demand analysis, theory of production and cost, price and output decision and decision making under risk and uncertainty.

**For Unit VI, VII, VIII, IX & X**

* Library consultation
* Review of materials by students

**5. Evaluation Scheme**

Students will be evaluated on the basis of classroom tests, class participation, presentation of the reports and other practical activities. The scores obtained will not be considered in the annual examination. It will be used only for feedback purposes. The office of the Controller of Examinations, Tribhuvan University will conduct annual examination at the end of year to evaluate student’s performance.

**5.1 Theoretical Annual Examination**

The types, number and marks of the theoretical (subjective and objective) questions will be asked 50 marks form part A and 50 marks from part B and the details will be as follows.

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| **Types of questions** | **Total questions**  **to be asked** | **Number of questions**  **to be answered and marks allocated** | **Total marks** |
| Group A: Multiple Choice Items | 20 questions | 20 x 1 mark | 20 |
| Group B: Short Questions | 8 with 3 alternative questions | 8 x 7 marks | 56 |
| Group C: Long Questions | 2 with 1 alternative question | 2 x 12 marks | 24 |

**6. Recommended Books and References**

**Recommended Books**

* Baye, Michael (2010), Managerial Economics and Business Strategy (Seventh Edition), Boston: McGraw-Hill Irwin **(For Unit I - V)**.
* Baye, Michael (2010), Study Guide for Use with Managerial Economics and Business Strategy (Seventh Edition), Boston: McGraw-Hill Irwin **(Unit IV and V).**
* Douglas, E.J. (1990). Managerial Economics, Prentice Hall **(Unit IV and V).**
* Hirschey, M. (2003), Managerial Economics (Tenth Edition), USA: Thomson South-Western **(Unit I, II and III).**
* Kent P. and Young P. (1992), Managerial Economics USA: MacMillan **(Unit IV and V).**
* Paudel M.R. (2073), Macroeconomics*,* Kathmandu: MK Publisher and Distributers Ltd. **(For Unit I)**
* Paudel, M.R. and Nepal P. (2073), Business Economics – I (Microeconomics), Kathmandu: MK Publisher and Distributers Ltd. **(For Unit I, II, III and IV).**
* Samuelson, W.L. and Marks, S.G. (2012), The Managerial Economics (Seventh Edition), America: This book was set in New Baskerville by MPS Limited, and printed and bound by RRD Jefferson City. The cover was printed by RRD Jefferson City **(For Unit I - V).**
* West, J.W. and Kahn J.V. (2011), Research in Education (Tenth Edition), New Delhi: HPI Lerning Private Limited. **(For Unit VI)**
* Wolff H.K. and Pant P.R. (1999), Social Science Research and Thesis Writing (Second Edition), Kathmandu: Buddha Academic Enterprises Pvt. Ltd. **(For Unit VII and VIII)**
* Pokharel, Bharat (2003), Research Methodology in Economics (First Edition), Kathmandu: New Hira Books Enterprises. **(For Unit IX, X and XI)**

**Reference Books**

* Goering, Gregory E. (1996), Managerial Style and the Strategic Choice of Executive Incentives (Managerial and Decision Economics, New York: McGraw Hill.
* Koutsoyiannis, A. (1979), Modern Microeconomics (Second Edition), London: MacMillan.
* Mansfield E. (1998), Managerial Economics: Theory, Application and Cases, London: WW Nortion and Co.
* Michael R.K. (1996), Quality Uncertainty and Price in Monopoly Markets, London: Journal of industrial Economics.
* Salvatore, D. (2001), Managerial Economics, London: McGraw Hill.
* Swaney, James A. (1996) Comparative Risk Analysis: Limitations and Opportunities, London: Journal of industrial Economics.
* Thomas, M. (2002), Managerial Economics: In a Global Economy (Seventh Edition), New York: McGraw Hill.
* Krishna Swami, O.R. (1993). Methodology of research in social sciences. Bombay: Himalaya Publishing House.
* Kothari, C.R.(2002). Research methodology. New Delhi: Viswa Prakashan.
* Ranjit Kumar (1999). Research methodology. New Delhi: Sage Publication.
* Trochim, W. M. (2003). Research methods knowledge base. Newyork: Atomic Dog Publishing. (For units IV, V, VI and VII)
* Acharya, B. (2063). Research methodology and report writing. Kathmandu: National K. Book Centre.
* Baskota, S. (2004). Research methodology. Kathmandu: New Hira Books.
* Khanal, P. (2065). Educational research methodology. Kirtipur: Sunlight Publication