

M. Com. Part - I
Semester – I
Paper – III
Foundation – Elective Course
Managerial Economics

Objective: The objective of this Course is to develop Managerial perspective to economic fundamentals as aids to decision making under given environmental constraints.

Unit No.	Topics
1	INTRODUCTION OF MANAGERIAL ECONOMICS
	1.1 Definition, Scope and Characteristics of Managerial Economics 1.2 Theory of the Firm. Descriptive analysis of: Profit Maximization Theory, Managerial Theory, Behavioral Theory. 1.3 Objectives of the Firm: Profit Maximization, Security, Profit Satisfying, Sales Maximization, Utility Maximization, Staff Maximization, Growth Maximization.
2	DEMAND ANALYSIS
	2.1 Individual and Market demand functions; Law of Demand, Determinants of Demand 2.2 Elasticity of Demand – Concept and Measurement of – Price Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand. 2.3 Importance of Elasticity of Demand in Business Decision making.
3	THEORY OF CONSUMER CHOICE
	3.1 Cardinal Utility approach, Indifference approach, Revealed preference and theory of consumer choice under risk. 3.2 Demand estimation for major consumer durable and non-durable products. 3.3 Demand Forecasting Techniques.
4	PRODUCTION AND COST ANALYSIS
	4.1 Production Function – In the short run, In the long run Significance. 4.2 Cost Analysis – In the short run, In the long run.

Recommended Books

1. Managerial Economics – G.S. Gupta – Tata Mcgrew Hill, New Delhi.
2. Managerial Economics – Dean Joel – Prentice Hill India Pvt. Ltd. New Delhi.
3. Managerial Economics Theory and Applications – D.M. Mithani,
Himalaya Publication House, New Delhi.
4. Managerial Economics – D.N. Dwivedi - Mcgrew Hill, New Delhi.
5. Managerial Economics – Varshney and Maheshwari – S. Chand & Co. N. Delhi
6. व्यवस्थापकीय अर्थशास्त्र—डॉ. प्रकाश सोमलकर, प्रा. राजेश डोंगरे, जी.सी.
प्रकाशन नागपूर

M. Com. Part - I
Semester – II
Elective Course
Co-operation and Rural Development

Unit-I : Co-operation

1. Co-operation: Meaning, Definition, Characteristics, Scope and Importance.
2. Co-Operation Movement In India: Origin, development, progress in planning era. Achievement and role of co-operative movement in social economic development,
3. Effects of new reforms on co-operative movement.

Unit-II: Co-operation societies and banks

1. Credit control: Objectives, membership, sources of capital generation, structure, functions, qualitative and quantitative measures of credit control.
2. Monetary policy in rural finance: Agriculture co-operative society primary credit co-operative society, district central co-operative bank, state co-operative bank, land development bank, national bank for agriculture and rural development(NABARD)

Unit-III: Rural development

1. Rural development: Meaning, nature, Scope, Objectives, and characteristics of rural development
2. Role of voluntary agencies, non-government organization, Importance, limitation and strengthening voluntary agencies.
3. Basic needs of rural India: Education, water supply, rural communication (roads), rural Housing, present position, measures

Unit-IV: Rural Entrepreneurship

1. Rural Marketing: Meaning and concept, Objectives, functions, limitations and system of Rural Marketing, difficulties in rural marketing, transport, warehousing.

2. Rural political economy: Rural development poverty line; incidence of rural poverty, features of rural poverty, strategic measures needed.

Recommended books

1. Prasad S K –Rural development concept approaches & strategy new delhi
2. Khanna sulabha & Upen Divan- Rural development strategy and planning, sonali publication new Delhi.
3. Acharya S S & Agrawal N L – Agriculture marketing In India