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

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<th>Unit No.</th>
<th>Topics</th>
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<td>1</td>
<td>INTRODUCTION OF MANAGERIAL ECONOMICS</td>
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<tr>
<td>1.1</td>
<td>Definition, Scope and Characteristics of Managerial Economics</td>
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<tr>
<td>1.2</td>
<td>Theory of the Firm. Descriptive analysis of: Profit Maximization Theory, Managerial Theory, Behavioral Theory.</td>
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<tr>
<td>1.3</td>
<td>Objectives of the Firm: Profit Maximization, Security, Profit Satisfying, Sales Maximization, Utility Maximization, Staff Maximization, Growth Maximization.</td>
</tr>
</tbody>
</table>

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

5. Managerial Economics – Varshney and Maheshwari – S. Chand & Co. N. Delhi
6. व्यवस्थापकीय अर्थशास्त्र—डॉ. प्रकाश सोमलकर,प्र्रा. राजेश डोंगरे,जी.सी. प्रकाशन नागपूर
M. Com. Part - I  
Semester – II  
Elective Course  
Co-operation and Rural Development

Unit-I : Co-operation

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. Monitory 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