

Master of Commerce
Semester I
Course MCCC 103: MANAGERIAL ECONOMICS

Marks: 100 (Theory = 70, Internal Assessment = 30)

Objective: *The objective of the course is to acquaint students with the basic principles of micro and macroeconomics for developing the understanding of theory of the firm, markets and the macro environment, which would help them in managerial decision making processes.*

Suggested Readings:

1. Koutsiyannis, A., *Modern Microeconomics*, Macmillan Press Ltd.
2. Varian, *Micro-Economic Analysis*, Norton.
3. Pindyck Robert S., Daniel L. Rubinfeld and Prem L. Mehta, *Micro Economics*, Pearson Education Asia, New Delhi.
4. Branson William H., *Macro Economics Theory and Policy*, First East – West Press.
5. Dornbusch, R. and S. Fischer *Macro Economics*, Publisher Tata McGraw Hill.
6. Oliver Blanchard *Macro Economics*, Pearson Education, LPE.
7. Mankiw, N. Gregory, *Macro Economics*, Macmillan.

Title of Research Paper	Weblink
Updating Managerial Economics	https://www-jstor-org.du.remotlog.com/stable/pdf/23486047.pdf?ab_segments=0%2Fbasic_phrase_search%2Fcontrol&refreqid=fastly-default%3Ad6109355c74ace7eba855727f08d4c21
Profitability and Growth in Indian Automobile Manufacturing Industry	https://www-jstor-org.du.remotlog.com/stable/pdf/29793539.pdf?ab_segments=0%2Fbasic_phrase_search%2Fcontrol&refreqid=fastly-default%3A3af6394b5d2e16c8f5e63164e93417ca
A simple example for the teaching of demand theory: Aggregate demand estimation for onions in India	https://pdf.sciencedirectassets.com/280170/1-s2.0-S0970389616X0002X/1-s2.0-S0970389616000033/main.pdf?X
REVEALED PREFERENCE AND ITS APPLICATIONS	https://www-jstor-org.du.remotlog.com/stable/pdf/41494439.pdf?ab_segments=0%2Fbasic_phrase_search%2Fcontrol&refreqid=fastly-default%3Aa6b1c8f3f84a1636ef0462e6f15a7777
Theoretical Economics An open-access journal in economic theory	https://econtheory.org/
Elasticity of Demand for certain Indian imports and exports	https://www.jstor.org/stable/25048095
Normative Decision making	https://www.economics.uci.edu/files/kassouf/pdfs/normative.pdf
India's petroleum demand: estimations and projections ,	http://www.tandfonline.com/loi/raec20
The influence of foreign direct investment and trade opening on green total factor productivity in the equipment manufacturing industry	https://www.tandfonline.com/doi/full/10.1080/00036846.2021.1947961?src=
Consumer stated preferences for dairy products with carbon footprint labels in Italy	https://agrifoodecon.springeropen.com/articles/10.1186/s40100-019-0149-1?utm_source=so&utm_medium=banner&utm_content=leaderboard&utm_campaign=BSSS_1_US01_ECO_Top_Articles
Technical efficiency and total factor productivity changes in European dairy farm sectors	https://agrifoodecon.springeropen.com/track/pdf/10.1186/s40100-017-0085-x.pdf
Efficiency and coordination in the EU agri-food systems	https://agrifoodecon.springeropen.com/track/pdf/10.1186/s40100-017-0086-9.pdf
About farmers' bargaining power within the new CAP	https://agrifoodecon.springeropen.com/track/pdf/10.1186/s40100-017-0084-y.pdf

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What attributes of extra virgin olive oil are really important for consumers: a meta analysis of consumers' stated preferences	https://agrifoodecon.springeropen.com/track/pdf/10.1186/s40100-015-0034-5.pdf
The digital leader: what one needs to master today's organisational challenges	https://link.springer.com/content/pdf/10.1007/s11573-021-01040-1.pdf
Foundations of Contemporary Revealed Preference Theory	https://www-jstor-org.du.remotlog.com/action/doBasicSearch?Query=%22revealed+preference%22&so=rel
Technical efficiency and productivity of farms: a periurban case study analysis	https://agrifoodecon.springeropen.com/track/pdf/10.1186/s40100-021-00181-9.pdf
Sectoral employment analysis for Saudi Arabia	https://www.tandfonline.com/doi/pdf/10.1080/00036846.2021.1922590?needAccess=true
Spectator demand for the sport of kings	https://www.tandfonline.com/doi/pdf/10.1080/00036846.2021.1931010?needAccess=true
Economic and Managerial Perspectives on New Venture Growth: An Integrated Analysis	https://www-jstor-org.du.remotlog.com/stable/pdf/40229479.pdf?ab_segments=0%2Fbasic_phrase_search%2Fcontrol&refreqid=fastly-default%3A3af6394b5d2e16c8f5e63164e93417ca
The Growth: Profit Nexus	https://www-jstor-org.du.remotlog.com/stable/pdf/40229306.pdf?ab_segments=0%2Fbasic_phrase_search%2Fcontrol&refreqid=fastly-default%3A3af6394b5d2e16c8f5e63164e93417ca
Liberalisation and Growth of Firms in India	https://www-jstor-org.du.remotlog.com/stable/pdf/4413575.pdf?ab_segments=0%2Fbasic_phrase_search%2Fcontrol&refreqid=fastly-default%3A3af6394b5d2e16c8f5e63164e93417ca
Information sharing in a Cournot–Bertrand duopoly	https://onlinelibrary.wiley.com/doi/10.1002/mde.3348
CLARIFYING (OPPORTUNITY) COSTS	https://www-jstor-org.du.remotlog.com/stable/pdf/43664844.pdf?ab_segments=0%2Fbasic_phrase_search%2Fcontrol&refreqid=fastly-default%3Acee283739243aa082338a52751098c66
Economic Contribution of Government Department Enterprises in India	https://www-jstor-org.du.remotlog.com/stable/pdf/43974552.pdf?ab_segments=0%2Fbasic_phrase_search%2Fcontrol&refreqid=fastly-default%3A808ac874a976b437eb33cd48b3d463ec
The U.S. productivity slowdown: an economy-wide and industry-level analysis	https://www-jstor-org.du.remotlog.com/stable/pdf/27016637.pdf?ab_segments=0%2Fbasic_phrase_search%2Fcontrol&refreqid=fastly-default%3A7b4ca5613e9dfceacc0a4536f205bcde7
How Do Firms Respond to Minimum Wage Increases? Understanding the Relevance of Non Employment Margins	https://www-jstor-org.du.remotlog.com/stable/pdf/27008014.pdf?ab_segments=0%2Fbasic_phrase_search%2Fcontrol&refreqid=fastly-default%3A7b4ca5613e9dfceacc0a4536f205bcde7
Analysis of the Market Structure and Shift-effects in North China Ports	https://pdf.sciencedirectassets.com/282329/1-s2.0-S2092521216X00053/1-s2.0-S2092521216300499/main.pdf?
A Comparative Study of Korean and Japanese Logistics Industries' Market Structures : Focusing on Subsidiary and Third-Party Logistics Companies	https://www-sciencedirect-com.du.remotlog.com/search?q=%22market%20structure%22&subjectAreas=2000&lastSelectedFacet=accessTypes&accessTypes=openaccess
Effects of port-shipping logistics integration on technical and allocative efficiency	https://pdf.sciencedirectassets.com/282329/1-s2.0-S2092521221X00028/1-s2.0-S2092521221000018/main.pdf?X
The cost of manufacturing toys in the Shenzhen special economic zone of China	https://pdf.sciencedirectassets.com/271692/1-s2.0-S0925527300X01132/1-s2.0-092552739190143H/main.pdf?
CONGESTION, AIR POLLUTION, AND ROAD FATALITIES IN URBAN AREAS	https://pdf.sciencedirectassets.com/271664/1-s2.0-S0001457500X00474/1-s2.0-0001457594900418/main.pdf?

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Economic assessment of freshwater carp polyculture in Bangladesh: Profit sensitivity, economies of scale and liquidity	https://pdf.sciencedirectassets.com/271224/1-s2.0-S0044848621X00154/1-s2.0-S0044848621012151/main.pdf
National Income accounts	https://www.youtube.com/channel/UCPI7MHrCGtFIIZ3EabV5IOA/videos?app=desktop&view=0&sort=dd&shelf_id=1

List of Journals (Indicative)

Name of Journal	Weblink
Journal of Business Economics	https://www.springer.com/journal/11573
Applied Economics	https://www.tandfonline.com/toc/raec20/current
Theoretical Economics An open-access journal in economic theory	https://econtheory.org/
Agricultural and Food Economics	https://agrifoodecon.springeropen.com/
Small Business Economics	https://www.springer.com/journal/11187
Indian Economic Review	https://www.springer.com/journal/41775
Economic and Political Weekly	https://www.epw.in/
The Economic Journal	https://academic.oup.com/ej
Journal of Financial Education	
Managerial and Decision Economics	https://onlinelibrary.wiley.com/doi/10.1002/mde.3337
The American Economist	https://journals.sagepub.com/home/aex