



KAMALDNP

kamaldnp.com • IT Training, Varanasi

PDF created by Raj Kamal using AI

Managerial Economics — Complete Syllabus (Elective — Pathway, Option 1)

BTEUP Diploma in Electronics Engineering • 6th Semester • Session 2026-27

Subject 6.2.1 — Elective (Pathway), Option 1 (Theory) • Total 100 Marks • 3 Credits • L 3

– P 0 • Choose this OR Finance Fundamentals OR Cyber Security OR Data Science

Examination Scheme

Code	Paper	Type	L - P	Credits	Internal	External	Total
6.2.1	Elective (Pathway): Managerial Economics	Theory	3 - 0	3	Theory 40	Theory 60 (3 hrs)	100
Managerial Economics Total				3	40	60	100

What This Subject Aims To Do

To provide diploma students with a basic understanding of economic principles and how they are applied in business decision-making — analysing and interpreting economic data, understanding market behaviour, and making informed managerial decisions to optimise resources and improve business performance.

Unit-Wise Complete Topic List

Unit	Topic	Periods	Marks Share
1	Fundamentals of Managerial Economics	10	22%
2	Demand Analysis and Forecasting	10	26%

3	Production and Cost Analysis	12	30%
4	Market Structures	10	22%

Unit 1 — Fundamentals of Managerial Economics (10 Periods, 22%)

Topics: Nature and scope, meaning, goals and importance of managerial economics in business decision-making, Economic principles, Macroeconomics and Micro economics, Firm, nature and objective.

In simple words: What managerial economics is, why it matters for business decisions, and the basics of micro- and macroeconomics and the firm.

Unit 2 — Demand Analysis and Forecasting (10 Periods, 26%)

Topics: Theory of demand, factors influencing demand, and elasticity of demand, Demand Forecasting, Methods and techniques for forecasting demand.

In simple words: Demand: what drives it, how sensitive it is to price (elasticity), and how to forecast it.

Unit 3 — Production and Cost Analysis (12 Periods, 30%)

Topics: Production, Production Function, Relationship between inputs and outputs, Production Analysis, Short-run and long-run production analysis, Law of Variable Proportions, Output behavior when one input varies and others are constant. Cost Analysis, Fixed cost, variable cost, total cost, marginal cost, average cost, Cost Curves.

In simple words: Production and costs: the production function, the law of variable proportions, and fixed, variable, marginal and average costs and their curves.

Unit 4 — Market Structures (10 Periods, 22%)

Topics: Market Structures, Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly.

In simple words: The four market structures — perfect competition, monopoly, monopolistic competition and oligopoly — and how firms behave in each.

Reference Books (as listed in the syllabus)

- “Managerial Economics” by Dominick Salvatore
- “Managerial Economics: Theory and Practice” by Thomas J. Webster
- “Managerial Economics” by D. N. Dwivedi
- “Managerial Economics and Financial Analysis” by Dr. N. Appa Rao & Dr. P. Vijay Kumar

Source: BTEUP 3rd Year curriculum (folder2627), approved in C.D.C. meeting held on 16.07.2026. Topic lists follow the official syllabus; short explanations are the author's own plain-English summaries, not syllabus text.

Please confirm with your own polytechnic for any local changes.

