

TABLE OF CONTENTS

CHAPTER. NO	TITLE	PAGE NO
1	1.1. Introduction to Economics	01
	1.2. Other Definitions of Managerial Economics Are Given Below	03
	1.3. Functions of Managerial Economics	04
	1.4. Managerial Economics and Its Relationship with Other Disciplines	06
	1.5. Microeconomics and Macroeconomics: General Foundations of Managerial Economics	07
	1.6. Economic Approach	09
	1.7. Circular Flow of Economic Activities	14
	1.8. Economics and Business Decisions: A Detailed Exploration	16
	1.9. Relationship between Economic theory and Managerial Economics	19
	1.10. Principles Used in Managerial Economics	22
2	2.1. Introduction	28
	2.2. Determinants of Demand	28
	2.3. Factors Affecting Demand: A Comprehensive Exploration	31
	2.4. Measurement of Demand	35
	2.5. Types of demand	37
	2.6. Importance of demand	39
	2.7. Law of Demand	42
	2.8. Elasticity of Demand	44
	2.9. Demand estimation	46
	2.10. Demand forecasting	50

CHAPTER. NO	TITLE	PAGE NO
	2.11. Demand Forecasting for Industrial Goods	53
	2.12. Supply Function	56
	2.13. Firm and Its Organization: Nature of The Firm and Types of Organizations	58
	2.14. The Corporation: Ownership and Control	60
3	3.1 Productivity and Technology: A Comprehensive Overview	65
	3.2 Production with One Variable Input: A Detailed Overview	67
	3.3 Producer's Equilibrium: A Comprehensive Overview	71
	3.4 Long-Run Cost Functions:	77
	3.5 Market Forms: Shapes Of AR, MR Curves, And Their Relationship	79
	3.6 Economies of Scale in Production: Exploring Efficiency and Cost Benefits	88
4	4.1. Pricing	92
	4.2. Economics of Advertisement Costs	95
	4.3. Demand and Supply of Factors of Production	109
	4.4. Collective Bargaining	111
	4.5. The Concepts of Rent, Profit, Interest, Rate of Return, And Interest Rates	113
	4.6. Perfect Competition	115
	4.7. Writing and Running TypeScript Code the Demand and Supply of Factors of Production	124
	4.8. Capital Theory	131
5	5.1. National income	138
	5.2. Income Approach	141

CHAPTER. NO	TITLE	PAGE NO
	5.3. Expenditure Approach	142
	5.4. Inflation	144
	5.5. Public finance	152
	5.6. Government institutions	156
	5.7. Industrial sickness	159
6	6.1 Trade Cycles in an Open Economy	162
	6.2 Economic Fluctuations	165
	6.3 Business Cycle	165
	6.4 Open Economy Macroeconomics	168
	6.5 Fixed Exchange Rates	175
7	7.1 More Comprehensive Exploration of The Theory and Nature of Profit, Considering Additional Perspectives and Dimensions	180
	7.2 The Theories of Profit	182
	7.3 Depreciation and Profit Valuation of Stock and Profit	184
	7.4 Valuation of Stock (Inventory)	185
	7.5 Profit policies	186
	7.6 Planning and Forecasting (MANAGERIAL VIEW)	188
	7.7 Planning and Forecasting (ECONOMICS VIEW)	191
	7.8 Calculation of Breakeven Point	194
8	8.1 Managerial Decision Making	196
	8.2 Risk and uncertainty	202
	8.3 Decision Theory	206

CHAPTER. NO	TITLE	PAGE NO
	8.4 Classification of Managerial Decision Problems	212
	8.5 Analysis of Decisions	215
	8.6 Probability Theory Approach and Portfolio Selection: Markowitz Approach	219
	8.7 Probability Theory Approach and Portfolio Selection: Markowitz Approach	221
9	9.1 Economic Planning and MRTP Act	224
	9.2 Control of big business	228
	9.3 Industrial policy	233
10	10.1 Consumer	238