

**Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for**

**First Year B.Com Semester – II**

**Subject Name: - Managerial Economics- II**

**Subject Code: - 115(F) - II**

1. To aware the students about various price practices.
2. The Students learn about the role of profit in business.
3. The Students should realize the importance of the different methods of capital budgeting as tool of project management.
4. To help the students in applying the knowledge so acquired in policy planning and managerial decision making

Unit No	Unit Title	Content	Purpose Skills to be developed
1	Forms of Business Organization	1.1 Sole Proprietorship - Meaning, features, Merits and Demerits.  1.2 Partnership - meaning, features, merits and demerits.  1.3 Joint Stock Company- Meaning, features, merits and demerits, Distinction between public company and private company.	1. To know the fundamental business organization  2.To understand the comparative merits and demerits of these organization.
2	Public Enterprises and MNCs	2.1 Public Enterprise- Meaning, features, merits and demerits, Types of Public Enterprises.  2.2 Public Private Partnership.  2.3 Multinational Corporations- Meaning, features, merits and demerits.  2.4 Role MNCs in India.	1. To understand the need for public enterprises.  2. To know the types of PEs.  3. To be familiar with the features and role of MNCs in an economy.

3	Pricing Practices	<p>3.1 Factor affecting pricing decision</p> <p>3.2 Components in Pricing of the product</p> <p>3.3 Marginal Cost Pricing, mark-up pricing, transfer pricing, product line pricing, price skimming and penetration.</p> <p>3.4 Profit Management, Nature and measurement of profit, The hypothesis of profit maximization and its alternative.</p>	<p>1. To know the various pricing practices</p> <p>2. To know the importance of profit management in pricing practices.</p>
4	Capital Budgeting and Investment Analysis	<p>4.1 Meaning of Capital Budgeting, Need and nature of capital budgeting.</p> <p>4.2 Demand for Capital and Supply of Capital (sources of capital)</p> <p>4.3 Capital Rationing</p> <p>4.4 Methods of Capital Budgeting- Net Present Value (NPV), Internal Rate of Return (IRR), Payback period method, Average Rate of Return.</p> <p>4.5 Apprizing the profitability of project.</p>	<p>1. To know the importance capital in a business.</p> <p>2. To understand various technical concept related with investment decision.</p>

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