Course Name: Managerial Economics  
Course Code: ECO410  
Credit Hours: 03  
Course Week: 16-18  
Total Hours: 48-54  
Semester: 3rd

Week 1 & 2  
Nature, Scope and Overview of Managerial Economics.  

Week 3 & 4  
Demand Analysis: Estimation and Forecasting  

Week 5 & 6  
Production and Cost Analysis  

Week 7 & 8  
Decision Making Under Risk and Uncertainty  

Week 9 & 10  
Pricing Analysis and Decisions  

Week 11 & 12  
Managerial Theories and Models of the Firm  
Baumol’s Theory of Sales Revenue Maximization. Marris’s Model of Managerial Enterprise. Williamson’s Model of Managerial Discretion Topics, Behavioral Model by Cyert and March.

Week 13 & 14  
Public Sector Production and Pricing of Goods  

Week 15 & 16  
Capital Budgeting and Investment  

Text Book  

Reference Book  