

Unit 1 Concepts of Managerial Economics

	Learning Outcome
<p>After going through this unit, you will be able to:</p> <ul style="list-style-type: none">• Explain succinctly the meaning and definition of managerial economics• Elucidate on the characteristics and scope of managerial economics• Describe the techniques of managerial economics• Explain the application of managerial economics in various aspects of decision making• Explicate the application of managerial economics in marginal analysis and optimisation	

	Time Required to Complete the unit
<ol style="list-style-type: none">1. 1st Reading: It will need 3 Hrs for reading a unit2. 2nd Reading with understanding: It will need 4 Hrs for reading and understanding a unit3. Self Assessment: It will need 3 Hrs for reading and understanding a unit4. Assignment: It will need 2 Hrs for completing an assignment5. Revision and Further Reading: It is a continuous process	

	Content Map
<ol style="list-style-type: none">1.1 Introduction1.2 Concept of Managerial Economics<ol style="list-style-type: none">1.2.1 Meaning of Managerial Economics1.2.2 Definitions of Managerial Economics	

Engineering Managerial Economics Notes

TD Snyder



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