

ADVANCED INSTITUTE OF TECHNOLOGY & MANAGEMENT. PALWAL
Lesson Plan - ODD Semester

Discipline: BBA-DM

Semester: Ist Semester

Subject : MANAGERIAL ECONOMICS (BBA/DM/101)

Lecture No.	Topics	Tentative Date	Actual Date
1	Managerial Economics: Meaning, Nature, Scope	Mon, 14 Jul 2025	
2	Relationship of Managerial Economics with Other Disciplines	Tue, 15 Jul 2025	
3	Role of Managerial Economics in Decision Making	Wed, 16 Jul 2025	
4	Objectives of Business Firms	Thu, 17 Jul 2025	
5	Cardinal Utility Theory	Mon, 21 Jul 2025	
6	Indifference Curve Technique	Tue, 22 Jul 2025	
7	Theory of Consumer Choice	Wed, 23 Jul 2025	
8	Consumer Surplus	Thu, 24 Jul 2025	
9	Price Effect: Income and Substitution Effects	Mon, 28 Jul 2025	
10	Review and Doubt Session for Unit I	Tue, 29 Jul 2025	
11	Test for Unit I	Wed, 30 Jul 2025	
12	Assignment Discussion for Unit I	Thu, 31 Jul 2025	
13	Law of Demand	Mon, 4 Aug 2025	
14	Demand Elasticities	Tue, 5 Aug 2025	
15	Demand Estimation and Forecasting	Wed, 6 Aug 2025	
16	Production Analysis	Thu, 7 Aug 2025	
17	Law of Variable Proportions	Mon, 11 Aug 2025	
18	Laws of Return to Scale	Tue, 12 Aug 2025	
19	Isoquants and Isocost Lines	Wed, 13 Aug 2025	
20	Holiday – Independence Day	Fri, 15 Aug 2025	
21	Optimal Combination of Inputs	Mon, 18 Aug 2025	
22	Review and Doubt Session for Unit II	Tue, 19 Aug 2025	
23	Test for Unit II	Wed, 20 Aug 2025	
24	Assignment Discussion for Unit II	Thu, 21 Aug 2025	
25	Traditional Theory of Cost (Short & Long Run)	Mon, 25 Aug 2025	

26	Modern Theory of Cost	Tue, 26 Aug 2025	
27	Economies & Diseconomies of Scale	Wed, 27 Aug 2025	
28	Revenue Curves	Thu, 28 Aug 2025	
29	Price-Output Decisions under Perfect Competition	Mon, 1 Sep 2025	
30	Monopoly: Features and Pricing	Tue, 2 Sep 2025	
31	Monopolistic Competition	Wed, 3 Sep 2025	
32	Oligopoly: Characteristics & Price Rigidity	Thu, 4 Sep 2025	
33	Shut Down Point	Mon, 8 Sep 2025	
34	Review and Doubt Session for Unit III	Tue, 9 Sep 2025	
35	Test for Unit III	Wed, 10 Sep 2025	
36	Assignment Discussion for Unit III	Thu, 11 Sep 2025	
37	Determinants of Economic Development	Mon, 15 Sep 2025	
38	Recent Developments in Indian Economy	Tue, 16 Sep 2025	
39	Business Cycles: Phases and Features	Wed, 17 Sep 2025	
40	Inflation: Types and Control Methods	Thu, 18 Sep 2025	
41	Holiday – 22 Sep 2025	Mon, 22 Sep 2025	
42	Monetary Policy: Objectives & Tools	Tue, 23 Sep 2025	
43	Fiscal Policy: Objectives & Instruments	Wed, 24 Sep 2025	
44	Balance of Payment of India	Thu, 25 Sep 2025	
45	Trade Deficit and Remedies	Mon, 29 Sep 2025	
46	FDI in India	Tue, 30 Sep 2025	
47	Holiday – Gandhi Jayanti	Thu, 2 Oct 2025	
48	Holiday – 7 Oct 2025	Tue, 7 Oct 2025	
49	Break – 13–23 Oct 2025	Mon, 13 Oct 2025	
50	Review and Doubt Session for Unit IV	Mon, 27 Oct 2025	
51	Test for Unit IV	Tue, 28 Oct 2025	
52	Holiday – 5 Nov 2025	Wed, 5 Nov 2025	
53	Assignment Discussion for Unit IV	Mon, 10 Nov 2025	
54	Course Wrap-up and Revision	Tue, 11 Nov 2025	
55	Final Review Session	Mon, 17 Nov 2025	