



NARAYANA ENGINEERING COLLEGE: GUDUR

Department of Management Studies

Dt.27/09/2019

**A Report on
Bridge Course
On
“Managerial Economics”**

A Bridge Course on “**Managerial Economics**” was held at the department of Management Studies of Narayana Engineering College, Gudur on **25/09/2019** and 26/09/2019. The program was taken over by B.Madhuri, ASST.PROFESSOR, MBA Department. During the session participants have learnt Fundamentals about Business Economics. The session enhances the skills of students about Economics concepts. B.Madhuri discussed the relationship of economics with other disciplines and applications of economic concepts in business decision-making. The objective of *managerial economics* is usually to optimize profits and costs of an organization.

Syllabus Structure:

- Nature & Scope of economics
- Demand determinants
- Production functions
- Cost analysis
- Market Structures
- Pricing Strategies

HOD

