**CII – IL FUNCTIONAL EXCELLENCE COURSE COMPONENTS**

**EM-14: MANAGERIAL ECONOMICS**

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| **BLOCK** | **UNIT NOs** | **UNIT TITLE** |  |
| **I** |  | **INTRODUCTION TO MANAGERIAL ECONOMICS** |  |
|  | 1 | Key measures and relationships |
|  | 2 | Demand and Pricing |
|  | 3 | Cost and Production |
| **II** |  | **ORGANIZATIONAL CONTEXT** |  |
|  | 4 | Economics of Organization |
|  | 5 | Market Equilibrium and the Perfect Competition Model |
| **III** |  | **COMPETITION AND REGULATION** |  |
|  | 6 | Firm Competition and Market Structure |
|  | 7 | Market Regulation |