

Sri Venkateswara University, Tirupati

**Model Syllabus for 4-Year UG Honours in B.B.A.(Digital Marketing) as Major
in consonance with Curriculum framework w.e.f. AY 2025-26**

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
I	I	1	Accounting for Managers	5	4
		2	Principles of Management	4	4
	II	3	Fundamentals of Digital Marketing	4	4
		4	Managerial Economics	4	4
II	III	5	Business Environment	4	4
		6	Social Media Marketing	4	4
		7	Business Communication	4	4
	IV	8	Affiliate Marketing	4	4
		9	Search Engine Marketing	4	4
		10	Financial Management	4	4
III	V	11	Entrepreneurship & Startups Eco System	4	4
		12A	Retail Marketing	4	4
		OR			
		12B	Logistics and Supply Chain Management	4	4
		13A	E-Mail Marketing	4	4
		OR			
		13B	Content Marketing	4	4
	VI	14A	AI in Digital Marketing	4	4

Year	Semester	Course	TitleoftheCourse	No.ofHrs /Week	No. of Credits
		OR			
		14B	Search Engine Optimisation	4	4
		15A	Management & Information Systems	4	4
		OR			
		15B	Content Management System	4	4
IV	VII	16	Mobile Marketing	4	4
		17	Services Marketing	4	4
		18	Training & Development	4	4
	VIII	19	Web Analytics	4	4
		20	Customer Relationship Management	4	4
		21	Business Research Methodology	4	4

Note: In the III Year (during the V and VI Semesters), students are required to select a pair of electives from one of the **Two** specified domains. **For example: if set 'A' is chosen, courses 12 to 15 to be chosen as 12 A, 13 A, 14 A and 15 A.** To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

SEMESTER-II
COURSE 4: MANAGERIAL ECONOMICS

Theory	Credits: 4	4 hrs/week
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Course Objectives

This course is designed to:

- Familiarize students with the application of economic principles to managerial decisions.
- Enable students to analyze demand, supply, and consumer behavior using economic tools.
- Apply optimization techniques (e.g., derivatives) in managerial problem-solving.
- Understand pricing strategies and production decisions under different market conditions.
- Introduce macroeconomic indicators relevant to business decisions and policy environments.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Understand and apply core concepts of managerial economics in decision-making.

CO2: Analyze consumer behavior, demand elasticity, and supply responses.

CO3: Utilize marginal analysis and optimization techniques in pricing and output decisions.

CO4: Examine cost structures and production behavior in the short and long run.

CO5: Evaluate market structures and macroeconomic indicators affecting business performance.

Unit I: Introduction to Managerial Economics

Definition, nature, and scope of managerial economics – Role of managerial economics in decision-making – Microeconomics vs. Macroeconomics – Basic principles: Opportunity Cost Principle, Incremental Principle, Discounting Principle, Equi-marginal Principle, and Time Perspective – Application of managerial economics in business problems.

Unit II: Demand, Supply and Consumer Behavior (Basics)

Law of demand and determinants of demand – Elasticity of demand: Price, Income, and Cross Elasticity – Measurement and interpretation of elasticity – Factors affecting elasticity – Law of supply– Demand forecasting: types and importance (conceptual overview only).

Unit III: Utility Theory and Consumer Equilibrium

Cardinal Utility Approach: Total utility and Marginal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Ordinal Utility Approach: Indifference Curve Analysis – Marginal Rate of Substitution .

Unit IV: Production, Cost and Market Structures

Production Function – Fixed and Variable Inputs – Laws of Production: Law of Variable Proportion and Returns to Scale – Cost Concepts: Explicit, Implicit, Private, and Social Costs –Cost Curves in Short and Long Run – Economies and Diseconomies of Scale – Market Structures: Features and Pricing under Perfect Competition, Monopoly.

Unit V: Macroeconomic Analysis for Managers

National Income Concepts: GDP, GNP, NDP, NNP, and Methods of Calculation (overview) Business Cycles and their Impact on Business – Relevance of Macroeconomic Indicators in Managerial Decision making – Role of Government Policies in Economic Stabilization.

Student-Centric Activities

- Elasticity Case Study: Analyze demand elasticity for real-life products.
- Consumer Choice Simulation: Model consumer equilibrium using budget lines.
- Cost Curve Plotting: Prepare cost curves using sample industry data.
- Market Structure Role Play: Enact pricing strategies under different markets.
- Economic Indicator Report: Present business impact of GDP, inflation, etc.

Recommended Textbooks and Readings

1. Ivan Png (2021). Managerial Economics. Blackwell Publishers.
2. Dominick Salvatore (2022). Managerial Economics in a Global Economy. Cengage/Thomson South-Western.
3. Paul G. Keat & Philip K. Y. Young (2022). Managerial Economics: Economic Tools for Today's Decision Makers. Pearson.
4. D.N. Dwivedi (2022). Managerial Economics. Vikas Publishing House.
5. L. Varshney & K.L. Maheshwari (2022). Managerial Economics. Sultan Chand & Sons.
6. Lipsey & Chrystal (2022). Economics. Oxford University Press.

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I BBA (Digital Marketing), SEMESTER –II: PAPER - 4

Subject: MANAGERIAL ECONOMICS

BLUE PRINT FOR THE MODEL PAPER

S. No.	Type of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each question	Total Marks	No. of Questions	Marks allotted to each question	Total Marks
1	Section - A (very Short Questions)	10	3	30	5	3	15
2	Section - B (Short Questions)	10	12	120	5	12	60
Total Marks				150	Total Marks		75

BLUE PRINT FOR THE QUESTION PAPER SETTING

Chapter Name	Short questions 3 marks	Essay questions 12 marks	Marks allotted to the Chapter
UNIT - I	2	2	30
UNIT – II	2	2	30
UNIT – III	2	2	30
UNIT – IV	2	2	30
UNIT – V	2	2	30
Total No. of Questions	10	10	150

Format of Model Question Paper
Semester-wise Syllabus under CBCS
(w.e.f. 2025-26 Admitted Batch)
SEMESTER - II
COURSE : MANAGERIAL ECONOMICS

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15 M

- 1.Scope of Managerial Economics
- 2.Macro Economics
- 3.Law of demand
- 4.Demand forecasting
- 5.Cardinal Utility
- 6.Indifference curve
- 7.Production Function
- 8.Variable Cost
- 9.GDP
- 10.Business Cycles

Section - B

Answer Five Question. One question from ONE unit

5 ×12=60 M

UNIT-I

11. Define Managerial Economics ? Explain its nature briefly
(or)

- 12.Explain the role of Managerial Economics in decision making

UNIT-II

- 13.What is Demand . Explain the exception Law of Demand
(or)

- 14.What is Elasticity of demand . Explain the measurement of elasticity of demand

UNIT-III

- 15.Explain the law of Diminishing Marginal Utility
(or)

- 16.Explain the law of Equi Marginal Utility

UNIT-IV

17.Explain the Law of Variable Proportion Theory

(or)

18.Explain the features of perfect competition market

UNIT-V

19.Explain the impact of business cycles on business

(or)

20.Explain the role of Government policies in Economics Stabilisation