

GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master in Pharmaceutical Management (MPM) (Five year integrated dual degree course) Semester-V (W.e.f. July 2014)

SUBJECT: PHARMACEUTICAL ECONOMICS

Subject Code: 4350201

Course Contents:

Unit	Contents	No. of Sessions	Weightage in Exam
UNIT 1.	Introduction to the subject: Introduction to Economics, Micro and Macro Economics ,Concept of Pharmaceutical Economics – Pharmaceutical efficiency, Economic efficiency, Scope of pharmaceutical economics, Relationship between Science, Pharmacy, Technology and Economic Development. Production Possibility Curve, Circular flow of income	10	20%
UNIT 2	Concept of time value of money, Meaning of Demand, Law of Demand, Determinants of Demand, Law of supply, Determinants of Supply, Concept of Market Equilibrium.	10	20%
UNIT 3	Meaning of Production and factors of production, Law of variable proportions and returns to scale. Internal and external economies and diseconomies of scale. Concepts of cost of production, different types of costs; accounting cost, sunk cost, marginal cost, and Opportunity cost. Concept of Break even analysis with Practical examples and numerical for calculating total cost, AVC, MC etc	10	20%
UNIT 4	Meaning of market, types of markets, concept of perfect competition, Concept of Monopoly, Concept of Monopolistic, Concept of Oligopoly. (Only Main features of the markets to be discussed, Price and output determination is excluded from syllabus)	10	20%
UNIT 5	Concept of Inflation, Reasons for inflation in India, Effects of inflation, Remedial measures, Concept of GDP, GNP. Functions of Central Bank (RBI), features and functions of commercial banks, multiple credit creation of deposits, Concepts of Bank discount rate, repo rate, reverse repo rate, Cash Reserve Ratio and Statutory Liquidity Ratio.	10	20%

Session Plan:

No	Contents	No. of Sessions
1	Introduction to Economics, Micro and Macro Economics	1-2
2	Concept of Pharmaceutical Economics – Pharmaceutical efficiency, Economic efficiency, Scope of Pharmaceutical economics,	3-5
3	Relationship between Science, Pharmacy, Technology and Economic Development.	6-8
4	Production Possibility Curve, Circular flow of income	9-10
5	Concept of time value of money	11-12
6	Meaning of Demand, Law of Demand, Determinants of Demand,	13-16
7	Law of supply, Determinants of Supply, Concept of Market Equilibrium.	17-20
8	Meaning of Production and factors of production, Law of variable proportions and returns to scale.	21-22
9	Internal and external economies and diseconomies of scale.	23-24
10	Concepts of cost of production, different types of costs; accounting cost, sunk cost, marginal cost, and Opportunity cost.	25-27
11	Concept of Break even analysis with Practical examples and numerical for calculating total cost, AVC, MC etc	28-30
12	Meaning of market, types of markets, concept of perfect competition,	31-35
13	Concept of Monopoly, Concept of Monopolistic, Concept of Oligopoly. (Only Main features of the markets to be discussed, Price and output determination in excluded from syllabus)	36-40
14	Concept of Inflation, Reasons for inflation in India, Effects of inflation, Remedial measures	41-43
15	Concept of GDP, GNP.	44
16	Functions of Central Bank (RBI), features and functions of commercial banks	45-47
17	Multiple credit creation of deposits, Concepts of Bank discount rate, repo rate, reverse repo rate, Cash Reserve Ratio and Statutory Liquidity Ratio.	48-50

Reference Books

No	Title of the Books	Author	Publication
1	Managerial Economics	Agarwal	Pearson Publication (2013)
2	Managerial Economics	Yogesh Maheshwari	PHI Publication (Latest Edition)
3	Engineering Economics	Khan	Pearson Publication
4	Managerial Economics	H.L.Ahuja	S.Chand Publication
5	Managerial Economics	Ravikesh Srivastava	Oxford Publication