

**ENGINEERING ECONOMICS AND MANAGEMENT**

Course Code	19HS1601	Year	III	Semester	II
Course Category	HS	Branch	ECE	Course Type	Theory
Credits	3	L-T-P	3-0-0	Prerequisites	--
Continuous Internal Evaluation:	30	Semester End Evaluation:	70	Total Marks:	100

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**Course Outcomes**

Upon successful completion of the course, the student will be able to	
<b>CO1</b>	To understanding of the fundamental concepts of Managerial economics and demand.
<b>CO2</b>	The ability to apply knowledge to evaluate future demand and theory of production.
<b>CO3</b>	To understanding of the foundational concepts of cost, market structure and role of pricing methods in business.
<b>CO4</b>	To understanding about the principles of management and human resource management function in an organization.
<b>CO5</b>	To understand the broad scope of marketing, societal, ethical and other diverse aspects of marketing and production.

Mapping of course outcomes with Program outcomes (CO/ PO/PSO Matrix)

Note: 1- Weak correlation 2-Medium correlation 3-Strong correlation

\* - Average value indicates course correlation strength with mapped PO

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
<b>CO1</b>	3	3		2								3	3	
<b>CO2</b>	3	3		2								3	3	
<b>CO3</b>	3	3		2								3	3	
<b>CO4</b>	3	3		2								3	3	
<b>CO5</b>	3	3		2								3	3	
Average* (Rounded to nearest integer)	3	3		2								3	2	

**Syllabus**

Unit No.	Contents	Mapped CO
I	<b>Introduction to Managerial Economics &amp; Demand Analysis:</b> Definition of Managerial Economics, Nature and Scope – Managerial Economics and its relation with other subjects. Demand Analysis: Meaning - Demand determinants- Law of Demand and its exceptions.	CO1
II	<b>Elasticity of Demand, Demand Forecasting &amp; Theory of Production:</b> Definition -Types of Elasticity of demand - Measurement of price elasticity of demand. Demand Forecasting: Meaning - Factors governing demand forecasting - Methods of demand forecasting. Production: Production Function- Law of variable proportions- Isoquants, Law of returns to scale.	CO2

III	<b>Cost Analysis, Market Structures &amp; Pricing:</b> Cost concepts - Break-Even Point - Managerial Significance and limitations of BEP - (simple problems). Market: meaning characteristics of market and Types of market competition – Pricing strategies	CO3
IV	<b>Introduction to Management &amp; Human Resource Management: Meaning,</b> nature, importance and Functions of Management, Henri Fayol principles. HRM: objective and function, manpower planning, sources of recruitment.	CO4
V	<b>Introduction to Marketing Management &amp; Production management:</b> Meaning, Concepts of Marketing, Marketing Mix, Marketing Segmentation. Production management: objectives, Types of Plant Layout , location – Factors effecting it	CO5

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### Learning Resources

#### Reference Books

1. Managerial Economics and Financial Analysis, J.V.Prabhakar Rao, Maruthi Publications, 2011
2. Managerial Economics and Financial Analysis, N. Appa Rao. & P. Vijaya Kumar, Cengage Publications, New Delhi, 2011.
3. Managerial Economics and Financial Analysis, A R Aryasri, TMH, 2011.
4. Management Science, Aryasri, TMH, 2004.
5. Management Science, Rajesh C. Jampala, P. Adi Lakshmi, Duvuri Publications, Machilipatnam, 2010.