

## ENGINEERING ECONOMICS AND MANAGEMENT

<b>Course Code</b>	20ME3405	<b>Year</b>	II	<b>Semester</b>	II
<b>Course Category</b>	Program Core	<b>Branch</b>	ME	<b>Course Type</b>	Theory
<b>Credits</b>	3	<b>L-T-P</b>	3-0-0	<b>Prerequisites</b>	
<b>Continuous Internal Evaluation:</b>	30	<b>Semester End Evaluation:</b>	70	<b>Total Marks:</b>	100

**Course outcomes:** At the end of the course, the student will be able to

CO	Statement	Skill	Blooms	Units
CO1	Understand basics of managerial economics, Demand & demand forecasting, Industrial organization financial management, Depreciation Capital and capital budgeting, and Management.	Understand	L2	1,2,3,4,5
CO2	Apply the managerial economics, Demand & demand forecasting, Industrial organization in present scenario.	Apply	L3	1,2
CO3	Apply Business Cycles and Management tools in a post-liberalization scenario.	Apply	L3	2,5
CO4	Analyze the Methods of evaluating alternatives in Financial Accounting and Capital Budgeting and depreciation.	Analyze, communication	L4	3,4

### Contribution of Course outcomes towards the achievement of program outcomes & Strength of correlations (High :3, Medium:2, Low:1)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3					3		3			3		1	3
CO2	3					3		3			3		1	3
CO3	3					3		3			3		1	3
CO4	3					3		3			3		1	3

Syllabus		
Unit No	Contents	Course Outcomes
I	<p><b>INTRODUCTION TO MANAGERIAL ECONOMICS:</b> Introduction to Managerial Economics &amp; Demand Analysis: Definition of Managerial Economics, Characteristics and Scope – Managerial Economics and its relation with other subjects- Basic economic tools in Managerial Economics. Demand Analysis: Meaning- Demand distinctions- Demand determinants- Law of Demand and its exceptions.</p> <p><b>ELASTICITY OF DEMAND &amp; DEMAND FORECASTING:</b> Definition -Types of Elasticity of demand - Measurement of price elasticity of demand: Total outlay method, Point method and Arc method- Significance of Elasticity of Demand.</p>	CO1, CO2

	Demand Forecasting: Meaning - Factors governing demand forecasting -Methods of demand forecasting (survey of buyers' Intentions, Delphi method, Collective opinion, Analysis of Time series and Trend projections, Economic Indicators, Controlled experiments and Judgmental approach) - Forecasting demand for new products- Criteria of a good forecasting method.	
<b>II</b>	<b>TYPES OF INDUSTRIAL ORGANIZATION &amp; INTRODUCTION TO BUSINESS CYCLES:</b> Characteristic features of Industrial organization, Features and evaluation of Sole Proprietorship, Partnership, Joint Stock Company, State/Public Enterprises and their types. Changing business environment in post-liberalization scenario.	<b>CO1, CO2, CO3</b>
<b>III</b>	<b>FINANCIAL MANAGEMENT AND INTRODUCTION TO FINANCIAL ACCOUNTING:</b> Functions of financial management, simple and compound interest, Methods of evaluating alternatives- Present Worth method. Future worth Method, Annual equivalent method. Introduction to double entry system (theory).	<b>CO1, CO4</b>
<b>IV</b>	<b>DEPRECIATION:</b> Introduction, common methods of depreciation: straight line method, Declining balance method, sum of year's digits method. <b>CAPITAL AND CAPITAL BUDGETING:</b> Meaning of capital budgeting, Need for capital budgeting – Capital budgeting decisions (Examples of capital budgeting) - Methods of Capital Budgeting: Payback Method, Accounting Rate of Return (ARR), IRR and Net Present Value Method (simple problems)	<b>CO1, CO4</b>
<b>V</b>	<b>MANAGEMENT:</b> Importance of management, definition of management, process of management, Functions of management, Management- science or art, Leadership: Difference between a leader and a manager, characteristics of a leader, types of leadership.	<b>CO1, CO3</b>

### Learning Resources

#### Text Books:

1. ENGINEERING ECONOMICS, R. Panneerselvam, 2nd Edition, PHI Learning Pvt. Ltd., 2013
2. Managerial Economics and Financial Analysis, by J.V.Prabhakar Rao, Maruthi Publications, 2011
3. Management, Koontz, H and Wihrich.H McGraw, New York, 10th Edition, 1995.
4. Principles of Management, Ramasamy.T Himalaya Publishing House, New Delhi, 2000.

#### Reference Books:

1. Managerial Economics and Financial Analysis, by A R Aryasri, TMH 2011
2. Management-A global Entrepreneurial Perspective, Weihrich, Cannice, Koontz, 13th Edition, Tata McGraw Hill. 2012.
3. Financial Accounting, SN Maheswari, SK Maheswari, Vikas Publishing House Pvt Ltd., New Delhi, 4th Edition, 2006.
4. Entrepreneurship Narayana Reddy, Cengage learning, New Delhi, 2010
5. Entrepreneurship, Rajeev Roy, Oxford University Press, New Delhi, 2010

6. Projects, Prasanna Chandra, Tata McGraw-Hill Education, 2009.
<b>E-Resources &amp; other digital Material:</b>
<ol style="list-style-type: none"><li>1. <a href="http://www.tectime.com">www.tectime.com</a></li><li>2. <a href="http://www.exinfm.com">www.exinfm.com</a></li><li>3. <a href="http://www.economywatch.com">www.economywatch.com</a></li><li>4. <a href="https://nptel.ac.in/courses/110/101/110101149/">https://nptel.ac.in/courses/110/101/110101149/</a></li><li>5. <a href="https://nptel.ac.in/courses/109/107/109107119/">https://nptel.ac.in/courses/109/107/109107119/</a></li></ol>

Course coordinators:

HOD

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