



SWARNANDHRA

COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MECHANICAL ENGINEERING

TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
20BM3T01	Managerial Economics & Financial Analysis	IV	MECH & ECE	5	2023-2024	03/01/2024

COURSE OUTCOMES

1	Describe the importance of managerial economics and its utility in decision making [K2].
2	Generalize the meaning and usefulness of the production function and cost function in analyzing the firm's production activity [K2&K3].
3	Comprehend the concept of Market structure, different types of Markets and pricing policies [K4& K1].
4	Identify different forms of business organization and analyze their merits and demerits [K1].
5	Evaluate the investment proposals through techniques of capital budgeting and financial performance of the company through Financial Statements [K5].

UNIT	Outcomes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Cont act Hou r	Delivery Method
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MANAGERIAL ECONOMICS & DEMAND ANALYSIS

I	Describe the importance of managerial economics and its utility in decision making [K2].	1.1	Introduction to Managerial Economics	T1,R1	1	Chalk & Talk, PPT, Video
		1.2	Definition – Nature of Managerial Economics	T1,R1	1	
		1.3	Scope of Managerial Economics	T1,R1	1	
		1.4	Relation with other disciplines	T1	1	
		1.5	Concept of Demand	T1, T3	1	
		1.6	Types of Demand	T1, T3	1	
		1.7	Determinants of Demand	T1, T3	1	
		1.8	Introduction to Law of Demand	T1,R1	1	
		1.9	Law of Demand Exceptions	T1,R1	1	

		1.10	Introduction to Elasticity of Demand	T1,R1	1	
		1.11	Elasticity Types	T1,R1	1	
		1.12	Elasticity Measurement	T1,R1	1	
		1.13	Introduction to Demand forecasting	T1,R1	1	
Total					13	
PRODUCTION AND COST ANALYSIS						
II	Generalize the meaning and usefulness of the production function and cost function in analyzing the firm's production activity [K2&K3].	2.1	Production function -	T1, T2	1	Chalk & Talk PPT
		2.2	Law of Variable proportions	T1, T2	1	
		2.3	Iso quants and Iso costs	T1, T2	1	
		2.4	Law of returns -Economies of Scale	T1, T2	1	
		2.5	Cost Concepts - Fixed, Variable Costs	T1, T2	1	
		2.6	Explicit Costs, Implicit Costs & Opportunity cost	T1, T2	1	
		2.7	Cost Volume Profit Analysis	T1, T2	1	
		2.8	Break Even Point (Simple Problems)	T1, T2	1	
TOTAL					07	
3. MARKET STRUCTURES & PRICING POLICIES:						
III	Comprehend the concept of Market structure, different types of Markets and pricing policies [K4&K1].	3.1	Perfect Competition	T1,T3	1	PPT , Video, Flipped classroom
		3.2	Price Output determination	T1, T3	1	
		3.3	Monopoly	T3	1	
		3.4	Price Output determination	T3	1	
		3.5	Monopolistic Competition	T1,T3	1	
		3.6	Price Output determination	T1, T3	1	
		3.7	Oligopoly	T3	1	
		3.8	Price Output determination	T3	1	
		3.9	Pricing Methods	T3	1	
Total					09	

FORMS OF ORGANIZATIONS & BUSINESS CYCLES						
IV	Identify different forms of business organization and analyze their merits and demerits [K1].	4.1	Sole Trader	T2	1	Chalk & Talk, PPT, Video
		4.2	Partnership	T1	1	
		4.3	Joint Stock Company	T1	1	
		4.4	Public Enterprises	T1	1	
		4.4	Public Enterprises Forms	T1	1	
		4.5	Introduction to Business Cycles	T1	1	
		4.5	Meaning and Features	T1	1	
		4.5	Phases of Business Cycle.	T1	1	
				Total	08	
V	Evaluate the investment proposals through techniques of capital budgeting and financial performance of the company through Financial Statements [K5].	CAPITAL BUDGETING AND ACCOUNTING:				Chalk & Talk, PPT (Active Learning Activity)
		5.1	Concept of Capital - Types of Capital	T1	1	
		5.1	Sources of Capital-Long Term Sources	T1	1	
		5.2	Concept of Capital Budgeting	T1	1	
		5.3	Techniques of Capital Budgeting Traditional	T1	1	
		5.3	Techniques of Capital Budgeting-Modern Methods	T1	1	
		5.4	Introduction to Accounting	T1,R3	1	
		5.5	Systems of Accounting- Single Entry- Double Entry System	T1,R3	1	
		5.6	Journal	T1,R3	1	
		5.7	Ledger	T1,R3	1	
		5.8	Trail balance	T1,R3	1	
		5.9	Final accounts	T1,R3	1	
		5.10	Ratio Analysis	T1,R3	1	
5.11	Problems on Ratio Analysis	T1,R3	1			
				Total	13	
				CUMULATIVE PROPOSED PERIODS	50	
Text Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
T1	Aryasri: Managerial Economics and Financial Analysis, 3/e, TMH, 2011.					
T2	T.V.Ramana & B. Kuberudu: Managerial Economics and Financial Analysis, 1/e, Himalaya Publishing House, 2013					
T3	R.L.Varshney & K.L.Maheswari: Managerial Economics, Sultan Chand, 2018.					

T4	S. A. Siddiqui & A. S. Siddiqui, Managerial Economics & Financial Analysis, 1/e, New age International Space publications, 2008
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Reference Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
R1	H. Craig Peterson & W. Cris Lewis, Managerial Economics, 4 th Edition, PHI, 2005
R2	S.N. Maheshwari & S.K. Maheshwari, Financial Accounting, 1/e, Vikas, 2018.

Web Details

	https://nptel.ac.in/courses/110/101/110101005/

		Name	Signature with Date
i.	Faculty	Mr. Ch.Srinivas	
ii.	Course Coordinator	Mrs. Venu Prasanthi	
iii.	Module Coordinator	Dr. O V A M Sridevi	
iv.	Programme Coordinator	Dr. G. Grace	

Principal