



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.D.T., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF ELECTRICAL & COMMUNICATION ENGINEERING

TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
23BM3T01	Managerial Economics & Financial Analysis	II/III	ECE	4	2023-24	31-07-2024

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	Identify different forms of business organization and analyze their merits and demerits, Market structures. [K4& K1].
4	Evaluate the investment proposals through techniques of capital budgeting [K5].
5	Evaluate the financial performance of the company through financial statements[K5].

UNIT	Outcomes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
I. MANAGERIAL ECONOMICS						
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	Significance of Managerial Economics	T1, R1	1	
		1.4	Functions of Managerial Economics	T1	1	
		1.5	Advantages of Managerial Economics	T1, T3	1	
		1.6	Concept of Demand and Demand function	T1, T3	1	
		1.7	Introduction to Law of Demand	T1, T3	1	
		1.8	Law of demand exceptions	T1, R1	1	
		1.9	Introduction to Elasticity of Demand	T1, R1	1	



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)

		1.10	Elasticity Types	T1, R1	1	
		1.11	Elasticity Measurement	T1, R1	1	
		1.12	Introduction to Demand forecasting	T1, R1	1	
		1.13	Factors governing Forecasting	T1, R1	1	
		1.14	Demand forecasting Methods	T1, R1	1	
				Total	14	
II. 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	Introduction to Production	T1, T2	1	Chalk & Talk PPT
		2.2	Meaning- Nature & Significance of Production	T1, T2	1	
		2.3	Functions and advantages	T1, T2	1	
		2.4	Production Function	T1, T2	1	
		2.5	Least- cost combination	T1, T2	1	
		2.6	Short run and long run Production Function	T1, T2	1	
		2.7	Isoquants and Isocosts	T1, T2	1	
		2.8	MRTS	T1, T2	1	
		2.9	Cobb-Douglas Production Function	T1, T2	1	
		2.10	Laws of Returns- Internal and External Economies of scale	T1, T2	1	
		2.11	Cost concepts and Cost behaviour	T1, T2	1	
		2.12	Break-Even Analysis	T1, T2	1	
		2.13	Determination of Break-Even Point (Simple Problems)	T1, T2	1	
		2.14	Managerial significance and limitations of breakeven analysis.	T1, T2	1	
				TOTAL	14	
III. Business organizations and markets						
III		3.1	Introduction- Nature, meaning	T1, T3	1	PPT, Video,
		3.2	Significance, Functions and advantages	T1, T3	1	



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)

	Identify different forms of business organization and analyze their merits and demerits, Market structures. [K4 & K1].	3.3	Forms of business organizations- Sole proprietary, Partnership	T3	1	Class room activity.
		3.4	Joint stock companies	T3	1	
		3.5	Public sector Enterprises	T1, T3	1	
		3.6	Types of markets- Perfect and Imperfect competition	T1, T3	1	
		3.7	Features of perfect competition	T1, T3	1	
		3.8	Monopoly- Features	T1, T3	1	
		3.9	Monopolistic- Features	T1, T3	1	
		3.10	Oligopoly- Features	T1, T3	1	
		3.11	Price -output determination	T1, T3	1	
		3.12	Pricing methods and strategies	T1, T3	1	
Total					12	
IV. Capital Budgeting						
IV	Evaluate the investment proposals through techniques of capital budgeting [K5].	4.1	Introduction- Nature, Meaning	T2	1	Chalk & Talk, PPT, Video
		4.2	Significance, Functions and advantages	T1	1	
		4.3	Types of working capital, components	T1	1	
		4.4	Sources of Short term and Long term capital	T1	1	
		4.4	Estimating working capital requirements	T1	1	
		4.5	Capital budgeting features, proposals	T1	1	
		4.5	Methods and Evaluation- Payback period, ARR method (Sample problems)	T1	1	
		4.6	Net present value method, Internal rate of return method (Sample problems)	T1	1	
Total					08	
V	Evaluate the financial performance of	V. Financial Accounting and Analysis				
		5.1	Introduction- Meaning, Nature	T1	1	Chalk & Talk, PPT
		5.2	Significance	T1	1	
		5.3	Functions and advantages	T1	1	
		5.4	Concepts and conventions	T1	1	



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)

the company through financial statements[K5].	5.5	Double- entry book Keeping	T1	1
	5.6	Journal, Ledger	T1, R3	1
	5.7	Trail balance	T1, R3	1
	5.8	Final accounts- Trading&Profit &Loss account	T1, R3	1
	5.9	Balance sheet with simple adjustments	T1, R3	1
	5.10	Financial analysis and Interpretation of Liquidity ratios,	T1, R3	1
	5.11	Activity ratios and capital structure ratios and Profitability.	T1, R3	1
Total				11
CUMULATIVE PROPOSED PERIODS				60
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			
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	P.SUCHITRA	<i>Suchitra</i> 17/12/24.
ii.	Course Coordinator	P.SUCHITRA	<i>Suchitra</i> 17/12/24
iii.	Module Coordinator	K. ROJA SESHARATNAM	<i>K.Roja</i> 17/12/24
iv.	Programme Coordinator	Dr. G. GRACE	<i>G. Grace</i>

Principal