

ENGINEERING ECONOMICS AND MANAGEMENT

SYLLABUS

UNIT I 10 Periods

Fundamentals of Economics: Wealth, Welfare and Scarce Definitions of Economics; Micro and Macro Economics; Demand- Law of Demand, Elasticity of Demand, Types of Elasticity and Factors determining price elasticity of Demand: Utility- Law of Diminishing Marginal Utility, its limitations and exceptions.

UNIT II 10 Periods

Forms of Business Organizations: Features, merits and demerits of Sole Proprietorship, Partnership and Joint Stock Company- Public Enterprises and their types.

UNIT III 20 Periods

Introduction to Management: Functions of Management- Taylor's Scientific Management; Henry Fayol's Principles of Management;

Human Resource Management –Basic functions of Human Resource Management (in brief).

Production Management: Production Planning and Control, Plant Location, Break-Even Analysis- Assumptions, limitations and applications.

UNIT IV 10 Periods

Financial Management: Types of Capital: Fixed and Working Capital and Methods of Raising Finance; Final Accounts- Trading Account, Statement of Profit and Loss and Balance Sheet (simple problems)

UNIT V 10 Periods

Marketing Management and Entrepreneurship: Marketing Management: Functions of marketing and Distribution Channels. **Entrepreneurship:** Definition, Characteristics and Functions of an Entrepreneur

TEXT BOOKS:

- 1.A.R. AryaSri, Managerial Economics and Financial Analysis, TMH Publications, new Delhi, 2014 **(UNIT–I,II,IV & V)**
- 2.S.C. Sharma and Banga T. R., Industrial Organization & Engineering Economics, khanna Publications, Delhi-6, 2006 **(UNIT– III & IV)**
- 3.S.N.Maheswari, SK Maheswari, Financial Accounting Fifth Edition, Vikas Publishing House Pvt. Ltd., New Delhi, 2012 **(UNIT-V)**