

**PVP SIDDHARTHA INSTITUTE OF TECHNOLOGY, KANURU, VIJAYAWADA**  
(AUTONOMOUS)  
**INFORMATION TECHNOLOGY**

**Engineering Economics and Management**

<b>Course Code</b>	19HS1601	<b>Year</b>	III	<b>Semester</b>	II
<b>Course Category</b>	HS	<b>Branch</b>	IT	<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

<b>Course Outcomes</b>		<b>Blooms Taxonomy Level</b>
<b>Upon Successful completion of course, the student will be able to</b>		
CO1	To understand the fundamental concepts of Managerial economics and demand.	L2
CO2	Apply knowledge to evaluate future demand and theory of production.	L3
CO3	To understand the foundational concepts of cost, market structure and role of pricing methods in business.	L2
CO4	To understand about the principles of management and human resource management function in an organization.	L2
CO5	To understand the broad scope of marketing, societal, ethical and other diverse aspects of marketing and production.	L2

<b>Contribution of Course Outcomes towards achievement of Program Outcomes &amp; Strength of correlations (H:High, M: Medium, L:Low)</b>														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
<b>CO1</b>	3			2								3	3	
<b>CO2</b>	3			2								3	3	
<b>CO3</b>	3			2								3	3	
<b>CO4</b>	3			2								3	3	
<b>CO5</b>	3			2								3	3	

<b>Syllabus</b>		
<b>Unit No</b>	<b>Contents</b>	<b>Mapped CO</b>
<b>I</b>	<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
<b>II</b>	<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
<b>III</b>	<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
<b>IV</b>	<b>Introduction to Management &amp; Human Resource Management:</b> Meaning, nature, importance and Functions of Management, Henri Fayol principles. HRM: objective and function, manpower planning, sources of recruitment.	CO4
<b>V</b>	<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

<b>Learning Resources -</b>	
<b>References</b>	
	<ol style="list-style-type: none"> <li>1. Managerial Economics and Financial Analysis, J.V.PrabhakarRao, Maruthi Publications, 2011</li> <li>2. Managerial Economics and Financial Analysis, N. AppaRao. &amp; P. Vijaya Kumar, Cengage Publications, New Delhi, 2011.</li> <li>3. Managerial Economics and Financial Analysis, A R Aryasri, TMH, 2011.</li> <li>4. Management Science, Aryasri, TMH,2004.</li> <li>5. Management Science, Rajesh C. Jampala, P. Adi Lakshmi, Duvuri Publications, Machilipatnam, 2010.</li> </ol>