

**MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS**

<b>Course Code</b>	23HS1401	<b>Year</b>	II	<b>Semester</b>	II
<b>Course Category</b>	Management Course - 1	<b>Branch</b>	CSE	<b>Course Type</b>	Theory
<b>Credits</b>	2	<b>L-T-P</b>	2-0-0	<b>Prerequisites</b>	Nil
<b>Continuous Internal Evaluation</b>	30	<b>Semester End Evaluation</b>	70	<b>Total Marks</b>	100

**Course Outcomes:** Upon successful completion of the course, the student will be able to

	<b>Statement</b>	<b>Skill</b>	<b>Level</b>	<b>UNIT</b>
<b>CO1</b>	Understand basics of managerial economics, demand forecasting, cost analysis, industrial organization, financial accounting and capital and capital budgeting.	Understand	L2	1,2,3,4,5
<b>CO2</b>	Understand the concepts of managerial economics, demand forecasting and cost analysis techniques in economics related problems.	Understand	L2	1,2
<b>CO3</b>	Illustrate different types of industrial organization.	Understand	L2	3
<b>CO4</b>	Solve the financial accounting and depreciation related problems.	Apply	L3	4,5

**Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (H: High (3), M: Medium (2), L:Low (1))**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
<b>CO1</b>	2					2		3			3		3	
<b>CO2</b>	2					2		3			3		3	
<b>CO3</b>	2					2		3			3		3	
<b>CO4</b>	2					2		3			3		3	

<b>Syllabus</b>		
<b>UNIT</b>	<b>Content</b>	<b>Mapped CO</b>
<b>I</b>	<p><b>INTRODUCTION TO MANAGERIAL ECONOMICS:</b> Introduction, characteristics, scope &amp; definition of Managerial Economics, 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 and it's significance: Total outlay method, Point method and Arc method. Demand Forecasting: Meaning - Factors governing demand forecasting - Methods of demand forecasting.</p>	<b>CO1, CO2</b>

II	<p><b>THEORY OF PRODUCTION AND COST ANALYSIS</b></p> <p><b>INTRODUCTION TO MARKETS-PRICING POLICIES:</b> Production Function- Isoquants and Isocosts, Law of variable proportions- Law of returns to scale- Least Cost Combination of Inputs, Cobb-Douglas Production function-Economies of Scale.</p> <p><b>COST ANALYSIS:</b> Cost concepts, Determination of Break Even Point (BEP), Managerial Significance and limitations of BEP. Market structures: Types of competition, Features of Perfect Competition, Monopoly and Monopolistic Competition. Pricing strategies.</p>	CO1, CO2
III	<p><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.</p>	CO1, CO3
IV	<p><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 (Simple problems). Introduction to Double-entry system (Theory only).</p>	CO1, CO4
V	<p><b>DEPRECIATION:</b> Introduction, common methods of depreciation: straight line method, Declining balance method, sum of year's digits method (Simple problems).</p> <p><b>CAPITAL AND CAPITAL BUDGETING:</b> Meaning of capital budgeting, Need for capital budgeting – Capital budgeting decisions - Methods of Capital Budgeting: Payback Method, Accounting Rate of Return (ARR), IRR and Net Present Value Method (simple problems).</p>	CO1, CO4

<b>Learning Recourse(s)</b>
<b>Text Book(s)</b>
<ol style="list-style-type: none"><li>1. Engineering economics, R. Panneerselvam, 2nd Edition, PHI Learning Pvt. Ltd., 2013 .</li><li>2. Managerial Economics and Financial Analysis, by J.V.Prabhakar Rao, Maruthi Publications, 2011.</li></ol>
<b>Reference books</b>
<ol style="list-style-type: none"><li>1. Managerial Economics and Financial Analysis, by A R Aryasri, TMH 2011.</li><li>2. Financial Accounting, SN Maheswari, SK Maheswari, Vikas Publishing House Pvt Ltd., New Delhi, 4th Edition, 2006.</li><li>3. Managerial Economics by Suma damodaran, Oxford 2011.</li><li>4. Managerial Economics and Financial Analysis by S.A. Siddiqui &amp; A.S. Siddiqui, New Age International Publishers, 2011.</li><li>5. Engineering economy- Theusen &amp; Theusen, 8th edition, 1993, Prentice Hall.</li></ol>
<b>Online Learning Sources</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></ol>