

**2HS02: ECONOMICS AND MANAGEMENT
CREDITS – 3 (LTP:3,0,0)**

Course Objectives:

To provide the basics of economics and management applicable to various branches of engineering. The subject will enable them to connect the concepts of economics to the practical situation and take appropriate decision. It will help select projects and price the products as well as to fix capacity utilization to maximum benefits. The subject provides understanding towards implications of monetary and fiscal policy variables on business organizations. It will prepare students towards entrepreneurship and identify business opportunity, prepare business plans and to judge business feasibility.

Teaching and Assessment Scheme:

Teaching Scheme (Hours per week)			Credits	Assessment Scheme				Total Marks
L	T	P		C	Theory Marks		Practical Marks	
			ESE		CE	ESE	CE	100
3	0	0	3	60	40	00	00	

Course Contents:

Unit No.	Topics	Teaching Hours
1	Economics: Definitions, Nature, Scope, Difference between Microeconomics & Macroeconomics Theory of Demand and Supply: meaning, determinants, law of demand, law of supply, equilibrium between demand & supply ,elasticity of demand, price elasticity, income elasticity, cross elasticity Cost: Meaning, short run & long run cost, fixed cost, variable cost, total cost, average cost, marginal cost, opportunity cost Break even analysis: Meaning, explanation, numerical Markets: Meaning, types of markets & their characteristics Perfect competition, monopoly, monopolistic competition anti-competitive laws and concept of dumping, Inflation, types of inflation, measures to control inflation, Fiscal and monetary policy. National Income, NI current price and NI at market price, GNP,GDP,NNP,NDP and personal and disposable income	20
2	Introduction to Management: Definition, nature and scope of management. Functions of Management, Planning, Organizing, Staffing, Directing and Controlling Introduction to Marketing Management: Marketing Mix, Marketing v/s Selling, Market segmentation and Holistic marketing	5
3	Introduction to Financial Accounting and Costing: Costing, Concepts of Costing, Balance Sheet, Investment Appraisal-Net present Value (NPV), Payback period, Internal Rate of Return (IRR), Depreciation, Numerical	6
4	Entrepreneurship: Concepts, Importance; Characteristics of a Successful Entrepreneur, Problems faced by Entrepreneurs, Types of Entrepreneur, Creativity, Innovation and Entrepreneurship.	6
5	Formalities For Setting Up of A Small Business Enterprise:	5

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Unit No.	Topics	Teaching Hours
	Identifying The Business Opportunity; Growth of a Business Idea; Business Plan Preparation	
		Total 42

List of References:

1. Dewett, K.K. “*Modern Economic Theory*”, S. Chand & Company Ltd.
2. Ahuja, H.L. “*Advanced Economic Theory*”, S. Chand & Company Ltd.
3. Gail Freeman-Bell and James Balkwill, “*Management in Engineering*”, Prentice Hall of India.
4. James A .F. Stoner, R. Edward Freeman, Daniel R. Gilbert. Jr, “*Management*”, Pearson, Lt. Ed.
5. Hishrich Robert, Peters Michael and Sheperd Dean, “*Entrepreneurship*”, Tata McGraw-Hill
6. Roy Rajiv, “*Entrepreneurship*”, Oxford, Latest Edition.
7. Pednekar Achut, “*Entrepreneurship*” Himalaya Publishing, Latest Edition.

Course Outcomes (COs):

At the end of this course students will be able to ...

1. Understand and apply the basics of economics, demand, demand forecasting, elasticity and management to engineering areas.
2. Apply the basics of project planning, project evaluation; break even, depreciation, quality concepts and costing and et al to engineering.
3. Analyze product development, product life cycle and its advantages to the organization.
4. Evaluate the need of human resource development, recruitment and training and its advantages to the organization
5. Develop Motivation towards Entrepreneurship and Innovation and thus design business plan and analyze scope and profitability