

## 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>	ME	<b>Course Type</b>	Theory
<b>Credits</b>	3	<b>L-T-P</b>	3-0-0	<b>Prerequisites</b>	NIL
<b>Continuous Internal Evaluation:</b>	30	<b>Semester End Evaluation:</b>	70	<b>Total Marks:</b>	100

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

<b>Mapping of course outcomes with Program outcomes (CO/ PO/PSO Matrix)</b>														
Note: 1- Weak correlation 2-Medium correlation 3-Strong correlation														
* - Average value indicates course correlation strength with mapped PO														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3		2								3	3	
CO2	3	3		2								3	3	
CO3	3	3		2								3	3	
CO4	3	3		2								3	3	
CO5	3	3		2								3	3	

<b>Syllabus</b>		
Unit No.	Contents	Mapped CO
I	Introduction to Managerial Economics & Demand Analysis: 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
II	Elasticity of Demand, Demand Forecasting & Theory of Production: 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
III	<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

IV	<b>Introduction to Management &amp; Human Resource Management: Meaning,</b> nature, importance and Functions of Management, Henri Fayol principles. HRM: objective and function, manpower planning, sources of recruitment.	CO4
V	<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

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<b>Learning Resources</b>	
<b>Text Books</b>	
<p>References:</p> <ol style="list-style-type: none"> <li>1. Managerial Economics and Financial Analysis, J.V.Prabhakar Rao, Maruthi Publications, 2011</li> <li>2. Managerial Economics and Financial Analysis, N. Appa Rao. &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>	
<b>Reference Books</b>	
<b>e- Resources &amp; other digital material</b>	