



SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by
NAAC with 'A' Grade - 3.32 CGPA Recognized under 2(f) & 12(B) of UGC Act 1950,
Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada
Sectharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF INFORMATION TECHNOLOGY

TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Section	Date of commencement of Sem
20BM3T01	Managerial Economics & Financial Analysis	III	IT	5	A	25/10/2021

COURSE OUTCOMES

1	Describe the importance of managerial economics and its utility in decision making [K2].
2	Generalize the meaning and usefulness of the production function and cost function in analyzing the firm's production activity [K2&K3].
3	Comprehend the concept of Market structure, different types of Markets and pricing policies [K4& K5].
4	Identify different forms of business organization and analyze their merits and demerits [K1].
5	Evaluate the investment proposals through techniques of capital budgeting and financial performance of the company through Financial Statements [K5].

UNIT	Outcomes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Cont act Hour	Delivery Method
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MANAGERIAL ECONOMICS & DEMAND ANALYSIS

1	Describe the importance of managerial economics and its utility in decision making [K2].	1.1	Introduction to Managerial Economics	TI, R1	1	PPT, Video
		1.2	Definition - Nature of Managerial Economics	TI, R1	1	
		1.3	Scope of Managerial Economics	TI, R1	1	
		1.4	Relation with other disciplines	TI	1	
		1.5	Concept of Demand	TI, T3	1	
		1.6	Types of Demand	TI, T3	1	
		1.7	Determinants of Demand	TI, T3	1	
		1.8	Introduction to Law of Demand	TI, R1	1	



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		1.9	Law of Demand Exceptions	T1,R1	1	
		1.10	Introduction to Elasticity of Demand	T1,R1	1	
		1.11	Elasticity Types	T1,R1	1	
		1.12	Elasticity Measurement	T1,R1	1	
		1.13	Introduction to Demand forecasting	T1,R1	1	
		1.14	Methods of Demand Forecasting	T1	1	
Total					14	
PRODUCTION AND COST ANALYSIS						
II	Generalize the meaning and usefulness of the production function and cost function in analyzing the firm's production activity [K2&K3].	2.1	Production function -	T1, T2	1	Chalk & Talk PPT
		2.2	Law of Variable proportions	T1, T2	1	
		2.3	Iso quants and Iso costs	T1, T2	1	
		2.4	Law of returns	T1, T2	1	
		2.5	Economies of Scale	T1	1	
		2.6	Cost Concepts - Fixed, Variable Costs	T1, T2	1	
		2.7	Explicit Costs, Implicit Costs & Opportunity cost	T1, T2	1	
		2.8	Cost Volume Profit Analysis	T1, T2	1	
		2.9	Break Even Point (Simple Problems)	T1, T2	1	
TOTAL					09	
3. MARKET STRUCTURES & PRICING POLICIES:						
III	omprehend the concept of Market structure, different types of Markets and pricing policies [K4& K1].	3.1	Market Structure	T1,T3	1	PPT, Video, Flipped classroom
		3.2	Perfect Competition	T1, T3	1	
		3.3	Price Output determination	T3	1	
		3.4	Monopoly	T3	1	
		3.5	Price Output determination	T1,T3	1	
		3.6	Monopolistic Competition	T1, T3	1	
		3.7	Price Output determination	T3	1	
		3.8	Oligopoly	T3	1	
		3.9	Price Output determination	T3	1	
		3.10	Pricing Methods	T2	1	



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				Total	10	
FORMS OF ORGANIZATIONS & BUSINESS CYCLES						
IV	Identify different forms of business organization and analyze their merits and demerits [K1].	4.1	Sole Trader	T2	1	
		4.2	Partnership	T1	1	
		4.3	Joint Stock Company	T1	1	
		4.4	Public Enterprises	T1	1	
		4.5	Public Enterprises Forms	T1	1	
		4.6	Introduction to Business Cycles	T1	1	
		4.7	Meaning and Features	T1	1	
		4.8	Phases of Business Cycle.	T1	1	
				Total	08	
V	Evaluate the investment proposals through techniques of capital budgeting and financial performance of the company through Financial Statements [K5].	CAPITAL AND CAPITAL BUDGETING :				PPT (Active Learning Activity)
		5.1	Concept of Capital - Types of Capital	T1	1	
		5.1	Sources of Capital-Long Term Sources	T1	1	
		5.2	Concept of Capital Budgeting	T1	1	
		5.3	Techniques of Capital Budgeting-Traditional	T1	1	
		5.3	Techniques of Capital Budgeting-Modern Methods	T1	1	
		5.4	Introduction to Accounting	T1,R3	1	
		5.5	Definition- Branches of Accounting	T1,R3	1	
		5.6	Systems of Accounting- Single Entry- Double Entry System	T1,R3	1	
		5.7	Journal	T1,R3	1	
		5.8	Ledger	T1,R3	1	
		5.9	Trail balance	T1,R3	1	
		5.10	Final accounts	T1,R3	1	
		5.11	Profit and Loss Account	T1,R3	1	
		5.12	Balance Sheet	T1,R3	1	
5.13	Ratio Analysis	T1	1			
5.14	Types of Ratios	T1,T2	1			
5.15	Ratio Analysis problems	T1	1			
				Total	15	
CUMULATIVE PROPOSED PERIODS					56	



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Text Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
T1	Aryasri: Managerial Economics and Financial Analysis, 3/e, McGraw Hill Education TMH, 2014.
T2	T.V.Ramana & B. Kuberudu: Managerial Economics and Financial Analysis, 1/e, Himalaya Publishing House, 2013
T3	R.L.Varshney & K.L.Maheswari: Managerial Economics, Sultan Chand, 2018.
T4	S. A. Siddiqui, Managerial Economics & Financial Analysis, 2 nd edition, New age International Space publications, 2019

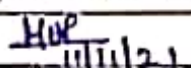
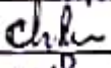
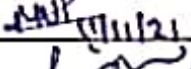


Reference Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
R1	H. Craig Peterson & W. Cris Lewis, Managerial Economics, 4 th Edition, PHI, 2005
R2	Dr.S.K.Singh, Financial Accounting, 1 st edition, SDPD Publications, 2020.

Web Details

<https://nptel.ac.in/courses/110/101/110101005/>

<https://www.smartworld.com/notes/managerial-eco...>

	Name	Signature with Date
i.	Faculty	M.V.Prasanthi  11/11/21
ii.	Faculty	CH Praveen 
iii.	Course Coordinator	M.V.Prasanthi  11/11/21
iv.	Module Coordinator	O.V.A.M.Sridevi 
v.	Programme Coordinator	Dr. G.Grace 


Principal