



# 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 1956. Approved by AICTE, New Delhi. Permanent Affiliation to JNTUK, Kakinada. Seetharampuram, W.G.D.T., Narsapur-534280, (Andhra Pradesh)

## DEPARTMENT OF ELECTRICAL & ELECTRONICS ENGINEERING

### TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
23BM3T01	Managerial Economics & Financial Analysis	II/III	ECE	4	2025-26	14-07-2025

#### **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	Identify different forms of business organization and analyze their merits and demerits. Market structures. [K4& K1].
4	Evaluate the investment proposals through techniques of capital budgeting [K5].
5	Evaluate the financial performance of the company through financial statements[K5].

UNIT	Outcomes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
<b>I. MANAGERIAL ECONOMICS</b>						
<b>I</b>	Describe the importance of managerial economics and its utility in decision making [K2].	1.1	Introduction to Managerial Economics	T1, R1	1	Chalk & Talk, PPT, Video
		1.2	Definition – Nature of Managerial Economics	T1, R1	1	
		1.3	Significance of Managerial Economics	T1, R1	1	
		1.4	Functions of Managerial Economics	T1	1	
		1.5	Advantages of Managerial Economics	T1, T3	1	
		1.6	Concept of Demand and Demand function	T1, T3	1	
		1.7	Introduction to Law of Demand	T1, T3	1	
		1.8	Law of demand exceptions	T1, R1	1	
		1.9	Introduction to Elasticity of Demand	T1, R1	1	
		1.10	Elasticity Types	T1, R1	1	



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		1.11	Elasticity Measurement	T1, R1	1		
		1.12	Introduction to Demand forecasting	T1, R1	1		
		1.13	Factors governing Forecasting	T1, R1	1		
		1.14	Demand forecasting Methods	T1, R1	1		
					<b>Total</b>	<b>14</b>	
<b>II. PRODUCTION AND COST ANALYSIS</b>							
<b>II</b>	Generalize the meaning and usefulness of the production function and cost function in analyzing the firm's production activity [K2&K3].	2.1	Introduction to Production	T1, T2	1	Chalk & Talk PPT	
		2.2	Meaning- Nature & Significance of Production	T1, T2	1		
		2.3	Functions and advantages	T1, T2	1		
		2.4	Production Function	T1, T2	1		
		2.5	Least- cost combination	T1, T2	1		
		2.6	Short run and long run Production Function	T1, T2	1		
		2.7	Isoquants and Isocosts	T1, T2	1		
		2.8	MRTS	T1, T2	1		
		2.9	Cobb-Douglas Production Function	T1, T2	1		
		2.10	Laws of Returns - Internal and External Economies of scale	T1, T2	1		
		2.11	Cost concepts and Cost behaviour	T1, T2	1		
		2.12	Break-Even Analysis	T1, T2	1		
		2.13	Determination of Break-Even Point (Simple Problems)	T1, T2	1		
		2.14	Managerial significance and and limitations of breakeven analysis.	T1, T2	1		
					<b>TOTAL</b>	<b>14</b>	
<b>III. Business organizations and markets</b>							
<b>III</b>		3.1	Introduction- Nature, meaning	T1, T3	1	PPT, Video,	
		3.2	Significance, Functions and advantages	T1, T3	1		





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	Identify different forms of business organization and analyze their merits and demerits, Market structures. [K4& K1].	3.3	Forms of business organizations- Sole proprietary, Partnership	T3	1	Class room activity.
		3.4	Joint stock companies	T3	1	
		3.5	Public sector Enterprises	T1, T3	1	
		3.6	Types of markets- Perfect and Imperfect competition	T1, T3	1	
		3.7	Features of perfect competition	T1, T3	1	
		3.8	Monopoly- Features	T1, T3	1	
		3.9	Monopolistic- Features	T1, T3	1	
		3.10	Oligopoly- Features	T1, T3	1	
		3.11	Price -output determination	T1, T3	1	
		3.12	Pricing methods and strategies	T1, T3	1	
Total					12	
IV. Capital Budgeting						
IV	Evaluate the investment proposals through techniques of capital budgeting [K5].	4.1	Introduction- Nature, Meaning	T2	1	Chalk & Talk, PPT, Video
		4.2	Significance, Functions and advantages	T1	1	
		4.3	Types of working capital, components	T1	1	
		4.4	Sources of Short term and Long term capital	T1	1	
		4.4	Estimating working capital requirements	T1	1	
		4.5	Capital budgeting features, proposals	T1	1	
		4.5	Methods and Evaluation- Payback period, ARR method (Sample problems)	T1	1	
		4.6	Net present value method, Internal rate of return method (Sample problems)	T1	1	
Total					08	
V. Financial Accounting and Analysis						
V	Evaluate the financial performance	5.1	Introduction- Meaning, Nature	T1	1	Chalk & Talk, PPT
		5.2	Significance	T1	1	
		5.3	Functions and advantages	T1	1	
		5.4	Concepts and conventions	T1	1	



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of the company through financial statements[K 5].	5.5	Double- entry book Keeping	T1	1
	5.6	Journal, Ledger	T1, R3	1
	5.7	Trail balance	T1, R3	1
	5.8	Final accounts- Trading & Profit &Loss account	T1, R3	1
	5.9	Balance sheet with simple adjustments	T1, R3	1
	5.1	Financial analysis and Interpretation of Liquidity ratios,	T1, R3	1
	0	Activity ratios and capital structure ratios and Profitability.	T1, R3	1
Total				11
CUMULATIVE PROPOSED PERIODS				60
Text Books:				
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION			
T1	Aryasri: Managerial Economics and Financial Analysis, 3/e, TMH, 2011.			
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 & A. S. Siddiqui, Managerial Economics & Financial Analysis, 1/e,New age International Space publications, 2008			
Reference Books:				
S. No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION			
R1	H. Craig Peterson & W. Cris Lewis, Managerial Economics, 4 <sup>th</sup> Edition, PHI,2005			
R2	S.N. Maheshwari & S.K. Maheshwari, Financial Accounting, 1/e, Vikas, 2018.			
Web Details				
	<a href="https://nptel.ac.in/courses/110/101/110101005/">https://nptel.ac.in/courses/110/101/110101005/</a>			

		Name	Signature with Date
i.	Faculty	K. ROJA SESHARATNAM, CH. PAVANI, P. SUCHITHRA	<i>[Signature]</i> , <i>[Date]</i> , <i>[Initials]</i>
ii.	Course Coordinator	K. ROJA SESHARATNAM, CH. PAVANI, P. SUCHITHRA	<i>[Signature]</i> , <i>[Date]</i> , <i>[Initials]</i>
iii.	Module Coordinator	P. SUCHITHRA	<i>P. Suchithra</i>
iv.	Programme Coordinator	Dr. G. GRACE	<i>[Signature]</i>



*[Signature]*  
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