

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

SYLLABUS

II Year-III Semester: B.Tech. Artificial Intelligence and Data Science

3AD1-03 : MANAGERIAL ECONOMICS AND FINANCIAL ACCOUNTING

Credit: 2

Max. Marks: 100 (IA:20, ETE:80)

2L+OT+OP

End Term Exam: 2 Hours

SN		Hours
1	Basic economic concepts- Meaning, nature and scope of economics, deductive vs inductive methods, static and dynamics, Economic problems: scarcity and choice, circular flow of economic activity, national income-concepts and measurement.	4
2	Demand and Supply analysis- Demand-types of demand, determinants of demand, demand function, elasticity of demand, demand forecasting –purpose, determinants and methods, Supply-determinants of supply, supply function, elasticity of supply.	5
3	Production and Cost analysis- Theory of production- production function, law of variable proportions, laws of returns to scale, production optimization, least cost combination of inputs, isoquants. Cost concepts-explicit and implicit cost, fixed and variable cost, opportunity cost, sunk costs, cost function, cost curves, cost and output decisions, cost estimation.	5
4	Market structure and pricing theory- Perfect competition, Monopoly, Monopolistic competition, Oligopoly.	4
5	Financial statement analysis- Balance sheet and related concepts, profit and loss statement and related concepts, financial ratio analysis, cash-flow analysis, funds-flow analysis, comparative financial statement, analysis and interpretation of financial statements, capital budgeting techniques.	8
	TOTAL	26

COURSE OUTCOME

After studying this subject, student will be able

CO-1	Analyze the scope of managerial economics, and different methods of analysis economics.
CO-2	Apply managerial tools and techniques to attain optimal decisions, relation between demand and supply.
CO-3	To learn the concepts of production, cost analysis and market supply strategies.
CO-4	Analyze changing business environment in post liberalization scenario and financial statement analysis.

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SUBJECT CODE	subject name		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
		3ME1-02/ 3ME1-03	MEFA	CO-1	1	3	2	3	2	3	3	3	2	2	3	3
CO-2	3			3	2	2	2	3	2	3	3	2	3	3	2	3
CO-3	3			3	2	2	3	3	2	2	3	2	3	2	3	3
CO-4	3			3	2	2	2	2	2	2	3	2	2	3	2	1

Lecture Plan

Subject- Managerial Economics and Financial Accounting

Vision and Mission of Institute:

Vision: To become a renowned center of outcome based learning, and work towards academic, professional, cultural and social enrichment of the lives of individuals and communities.

Mission:

M1: Focus on evaluation of learning outcomes and motivate students to inculcate research aptitude by project based learning.

M2: Identify, based on informed perception of Indian, regional and global needs, areas of focus and provide platform to gain knowledge and solutions.

M3: Offer opportunities for interaction between academia and industry.

M4: Develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

Vision and Mission of Department: The Mechanical Engineering Department strives to be recognized globally for excellent technical knowledge and to produce quality human resource, who can manage the advance technologies and contribute to society through entrepreneurship and leadership.

Mission:

M1: To impart highest quality technical knowledge to the learners to make them globally competitive mechanical engineers.

M2: To provide the learners ethical guidelines along with excellent academic environment for a long productive career.

M3: To promote industry-institute linkage.

Course outcomes

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CO-2	Apply managerial tools and techniques to attain optimal decisions, relation between demand and supply.
CO-3	To learn the concepts of production, cost analysis and market supply strategies.
CO-4	Analyze changing business environment in post liberalization scenario and financial statement analysis.

S.No	Topics to be discussed	Relev at CO	Objective of unit	Outcome of Lecture (After completion of this lecture students will be able to)	Teaching Mehods	Book reffered	Fo m pag e to
1	1. Meaning of Economics, Static and	CO1	To provide the knowledge of	Have a basic understanding of Economics	Chalk and Talk	CS Barla	

	dynamics (UNIT 1)		Basic term of Economics and National Income					
	1. Nature and Scope of Economics: Micro and macro economics	CO1			Chalk and Talk			
2	2. Deductive vs Inductive methods, Economics problems.	CO1		Understand the concept of economic activity in Economics	Chalk and Talk	NPTEL		
	3. Circular flow of Economic activity: 2 sector	CO1			Chalk and Talk	CS Barla & NPTEL		
	3. Circular flow of Economic activity: 3 & 4 sector	CO1						
	4. National income-concepts and measurement	CO1			Chalk and Talk			
	5. Managerial Economics	CO1	Able to understand the concept of economic measurement					
3	6.Demand-types & Determinant of demand(Unit-2)	CO2	To gain knowledge of demand,supply with understanding of Market scenerion .	Have a basic knowledge of C Economy	Chalk and Talk	CSB		
4	7.Demand function, Elasticity of demand	CO2		Have a theoretical base of Demand and its related term	Chalk and Talk	Chalk and Talk	CSB	
	8.Demand forecasting	CO2						
5	9.Supply-Function and determinants of supply	CO2		Understand term supply and its law	Chalk and Talk	NPTEL		
	10.Elasticity of	CO2			Chalk and	NPTEL		

	supply.				Talk	L		
6	11.Theory of production-production function(unit-3)	CO3	To gain knowledge of demand,sup ply		Chalk and Talk			
	12. Law of variable proportions	CO3			Chalk and Talk			
7	13. Law of returns to scale, production optimization	CO3		understand Production term	Projector	CSB		
8	14.ISO Quants and least cost combination of inputs.	CO3		Apply various term related to production wrt market	Chalk and Talk	NPTE L		
	15.Cost concepts: fixed and variable, explicit & implicit, opportunity cost etc	CO3			Chalk and Talk	CSB		
9	16.Cost Curves and cost decision	CO3		Having knowledge of decision making	Chalk and Talk	CSB		
10	17.Market structure (Unit-4)	CO3		understandi ng of Market structure	able to relate market	Chalk and Talk	CSB	
11	18.Perfect competition	CO3			Have a idea of market competition	Chalk and Talk	CSB	
12	19.Monopoly	CO3			Understand pricing Term	Chalk and Talk	CSB	
13	20. Monopolistic competition	CO3						
14	21.Oligopoly	CO3	Define Oligopoly		Chalk and Talk	CSB		
15	22.Balance sheet and related concepts(Unit-5)	CO4	Able to analyse balance	Understand balance sheet	Chalk and Talk	NPTE L		

	23.Profit and loss statement	CO4	sheet etc and capital budgeting techniques		Chalk and Talk	NPTE L	
16	24.Financial ratio analysis,Cash-flow analysis& funds flow analysis	CO4		have knowledge of Financial ratio	Projector	NPTE L	
17	25. Comparative financial statement	CO4		Analylysis and Interpretation of statements	Chalk and Talk		
18	25.Interpretation of financial statements	CO4			Chalk and Talk	NPTE L	
	26.capital budgeting techniques	CO4			Chalk and Talk	CSB	

S.N O.	Details of Book	Author	Publication	
1	Managerial Economics	CS Balra	National Publishing House,Jaipur	
2	Busines Economics	MD Agrawal& Som Deo	Ramesh Book Depot,Jaipur	
3	Financial Accounting	RK Arora	Willey publication	
	NPTEL Lectures by Prof Barnali nag,IIT Khargpur			
4	Coursera: principles of microeconomics , Erasmus university Rotterdam			



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