

Managerial Economics  
&  
Financial Accounting

## **Vision of Institute**

### **Vision:**

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

## **Mission of Institute**

- Focus on evaluation of learning outcomes and motivate students to inculcate research aptitude by project based learning.
- Identify areas of focus and provide platform to gain knowledge and solutions based on informed perception of Indian, regional and global needs.
- Offer opportunities for interaction between academia and industry.
- Develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

## **Vision of the Department**

“The vision of our institute is to provide the professional and active learners to the IT challenging world. By providing the technical surroundings and scientific excellence environment, we serve as a valuable resource for industry and society.”

## **Mission of the Department**

- To generate the adequate knowledge by promoting the extracurricular activities and technical education.
- To provide the graduates best technology services to fulfill its commitment of technical and education of the highest quality.
- To anticipate and meet the information technology needs of alumni, graduates, faculty and staff as they pursue their educational and professional goals.

## **MEFA, SYLLABUS:-**

### **MANAGERIAL ECONOMICS AND FINANCIAL ACCOUNTING**

**Credit: 2 Max. Marks: 100 (IA:20, ETE:80) 2L+0T+0P End Term Exam: 3 Hours**

**Faculty---- Dr.Fauzia Siddiqui and Dr.Manish Shrivastava (ME Deptt)**

**1 Basic economic concepts-**

**4**

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.

**2 Demand and Supply analysis-**

**5**

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.

**3 Production and Cost analysis-**

**5**

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.

**4 Market structure and pricing theory-**

**4**

Perfect competition, Monopoly, Monopolistic competition, Oligopoly.

**5 Financial statement analysis-**

**8**

Balance sheet and related concepts, profit and loss statement and related concepts, financial ratio analysis, cash-flow analysis, fundsflow analysis, comparative financial statement, analysis and interpretation of financial statements, capital budgeting techniques

## **PROGRAM OUTCOMES (ANNEXURE 1)**

1. **Engineering Knowledge:** Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
2. **Problem analysis:** Identify, formulate, research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
3. **Design/development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
4. **Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
5. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
6. **The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
7. **Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
8. **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
9. **Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
10. **Communication:** Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
11. **Project Management and finance:** Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
12. **Life –long Learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

**Subject and Code:** Managerial Economics and Financial Accounting  
**Semester: III**  
[L/T/P - 2/0/0]

External marks : 100  
Internal marks : -  
Total marks : 100

**Course Outcomes (COs):** Graduates will be able to:

Course outcome---MEFA(2020-21)

Course code	Course Name	Course outcome	Details
4ME1-03/02	MANAGERIAL ECONOMICS & FINANCIAL ACCOUNTING (MEFA)	CO1	To understand the basic concepts of economics
		CO2	To understand the relation between demand and supply
		CO3	To learn the concepts of production, cost analysis and market supply strategies.
		CO4	To understand financial statement analysis

Faculty---Dr.Fauzia Siddiqui and Dr.Manish Shrivastava

# Course Plan

Unit				Outcome of Lecture (After completion of this lecture students will be able to)			
No,	Lecture No.	Topic to be discussed	Objective of Unit		Book referred	From page to	
1	1	Meaning, nature and scope of economics.	To describe basic concepts of economics and National Income	Understanding the scope of economics	1	7	
	2	Deductive vs inductive methods.		Understanding the concept of deductive and inductive approach	1	9	
	3	Economic problems: scarcity and choice		Understanding the scarcity	1	10	
	4	Circular flow of economic activity		Understanding the circular flow of economy	1	37	
	5	National income-concepts and measurement		Understanding the National Income		Google Article	
2	6	Demand-types of demand, determinants of demand	To identify problem associated with functions of management and	Understanding the demand and its determinant		NPTEL	
	7	demand function, elasticity of		Understanding the demand		NPTEL	

		demand	organizing.	function and elasticity			
	8	demand forecasting – purpose, determinants and methods,			Understanding the demand forecasting		NPTEL
	9	Supply-determinants of supply, supply function,			Understanding the supply		NPTEL
	10	elasticity of supply			Understanding the elasticity of supply.		NPTEL
3	11	production function, law of variable proportions,	To describe the basic concept of staffing, leading and controlling .	Understanding the production function		Google	
	12	laws of returns to scale		Understanding the law of return to scale.		do	
3.1	13	production optimization, least cost combination of inputs, isoquants			Understanding the optimization in production function.		Slide share
	14	Cost concepts- explicit and implicit cost, fixed and variable cost, opportunity cost, sunk costs, cost function, cost curves, cost and output			Understanding various types of cost.		You tube +NPTEL

		decisions, cost estimation.					
	4	.					
	15	Perfect competition, Monopoly		Understandi ng the perfect and monopoly.	48  Philip Kotler		
	16	Monopolistic competition, Oligopoly.		Understandi ng the monopolisti c and oligopoly.	53  Philip Kotler		
5	17	Balance sheet and related concepts,	To able to understand the managem ent pract ices of business icons, ca se study of comp anies and leader ship profiles of busi nessm en.	Understandi ng the contents of balance sheet.		Google Article+cnbc baazar	
	18	profit and loss statement and related concepts,		Understandi ng profit and loss.		You tube+cnbc	
	19	financial ratio analysis		Understandi ng financial ratio.		Google+CNBC	
	20	cash-flow analysis, fundsflow analysis.		Understandi ng cash flow.	1	You tube +CNBC	
	21	comparative financial statement, analysis and interpretatio n of financial statements		Understandi ng the the statement wrt finance.		Moneymantra.com	
	22	Capital budgeting techniques.		Understandi ng the capital budgeting.		You tube +Google	



### Mapping of CO's with PO's:

SUBJECT	CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
MEFA	CO1	1	3	2	3	2	3	3	3	2	2	3	3
	CO2	3	3	2	2	2	3	2	3	3	2	3	3
	CO3	3	3	2	2	3	3	2	2	3	2	3	2
	CO4	3	3	2	2	2	2	2	3	2	2	3	2

3: HIGH

2: MEDIUM

3: LOW

### ASSIGNMENT for Weaker Students

**Q.1-(CO1)** what is Economics, write ten principles of Economics.

**Q.2-(CO2)** Explain Law of demand and supply, also give the concept of Elasticity of demand.

**Q.3-(CO3)** Enlist various types of cost and explain 4 of them. Involved in business.

**Q.4-(CO4)** What are the main elements of balance sheet and justify their role in it.