

10 EA 311 ECONOMICS & ACCOUNTANCY
III B.Tech I Semester
(with effect from the academic year 2012-2013)

Lectures/Week : 4 Hrs
University Exam: 3 Hrs

Credits : 4
Sessional Marks: 40
End Examination Marks: 60

PART – A: ECONOMICS

UNIT – I

Demand Analysis: Definition and basic concepts of Economics – the concept of Demand - Law of demand – Elasticity of Demand: Types and measurement – customer's equilibrium: Marginal Utility Analysis.

UNIT – II

Theory of Production and Cost: Production function – Cobb – Douglas production function and its properties – Law of variable proportions – Law of Returns to Scale – Cost concepts – Revenue curves – Break-Even Analysis.

UNIT – III

Theory of Pricing: Classification of markets – Pricing under perfect Competition – Pricing under Monopoly – Price discrimination – Monopolistic Competition.

PART – B: ACCOUNTANCY

UNIT – IV

Types of Business Organizations: Sole trading, partnership organization and Joint Stock Company – Shares and debentures.

UNIT – V

Financial Accounting: Concepts and principles, Journal and Ledger, Trial Balance, Final Accounts: Trading account, Profit and Loss account and Balance Sheet.

UNIT – VI

Basic Concepts in Management Accounting: Cost concept and classification methods of Costing, Budget and Budgetary Control, Capital Budgeting process and Methods – Working Capital: operating cycle, factors and sources.

TEXT BOOKS:

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| 1. Managerial Economics and Financial Analysis: | A R Aryasri |
| 2. Management Accounting | : S N Maheswari |

REFERENCES:

- | | |
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| 1. Double entry book keeping | : Battlibai |
| 2. Cost Accounting | : Jain and Narang |
| 3. Managerial Economics | : Maheswari and Varshaney |