**17SH2202 - ENGINEERING ECONOMICS AND FINANCIAL ACCOUNTING**

**UNIT – I**

**BASIC CONCEPTS OF ECONOMICS**: Definition of Economics and basic micro and macro-economic concepts (including GDP/GNP/NI/Disposable Income). The concept of Demand-Law of demand – Elasticity of Demand: Types and measurement. Consumer’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.

**UNIT – IV**

**TYPES OF BUSINESS ORGANIZATIONS:** Sole proprietorship, partnership and Joint Stock Company – Shares and debentures.

**BANKING SYSTEM**: Central bank, Commercial banks and their functions. Impact of technology in banking sector.

**UNIT – V**

**FINANCIAL ACCOUNTING**: Concepts and principles, Journal and Ledger, Trial Balance, Final Accounts: Trading account, Profit and Loss account and Balance sheet -Simple problems.

**UNIT-VI**

**FUNDAMENTAL CONCEPTS OF CAPITAL BUDGETING AND WORKING CAPITAL:** Meaning, process and Methods (Payback period, NPV, ARR & IRR- simple problems), Working Capital: operating cycle, factors and sources.

**TEXT BOOKS:**

1. Varshney & Maheswari: Managerial Economics, S. Chand Publishers
2. Business Organisations: C.B.Gupta , S.Chand Publishers
3. Managerial Economics and Financial Accounting: A.R.Arya Sri, Tata Mcgraw Hills publishers.

**REFERENCE BOOKS:**

1. Economic Analysis: S.Sankaran, Margham Publications.
2. S.N.Maheswari & S.K. Maheswari, Financial Accounting, Vikas Publishers.
3. S. A. Siddiqui & A. S. Siddiqui, Managerial Economics & Financial Analysis, New age International Space Publications.