

23BS22E1 MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS

Course Category	Basic Sciences	Credits	2
Course Type	Theory	Lecture – Tutorial –Practical	2-0-0
Prerequisite	-	Sessional Evaluation	30
		Semester End Exam. Evaluation	70
		Total Marks	100

Course Objectives	<ol style="list-style-type: none"> 1. To inculcate the basic knowledge of microeconomics and financial accounting 2. To make the students learn how demand is estimated for different products, input- output relationship for optimizing production and cost 3. To Know the Various types of market structure and pricing methods and strategy 4. To give an overview on investment appraisal methods to promote the students to learn how to plan long-term investment decisions. 5. To provide fundamental skills on accounting and to explain the process of preparing financial statements. 		
Course Outcomes	COs	Statements	Blooms Level
	CO1	Define the concepts related to Managerial Economics, financial accounting and management.	L2
	CO2	Understand the fundamentals of Economics viz., Demand, Production, cost, revenue and markets.	L2
	CO3	Apply the Concept of Production cost and revenues for effective Business decision.	L3
	CO4	Analyze how to invest their capital and maximize returns	L4
	CO5	Evaluate the capital budgeting techniques.	L5
Course Content	<p style="text-align: center;">UNIT I</p> <p>Managerial Economics: Introduction – Nature, meaning, significance, functions, and advantages. Demand-Concept, Function, Law of Demand - Demand Elasticity- Types – Measurement. Demand Forecasting- Factors governing Forecasting, Methods. Managerial Economics and Financial Accounting and Management.</p> <p style="text-align: center;">UNIT II</p> <p>Production and Cost Analysis: Introduction – Nature, meaning, significance, functions and advantages. Production Function– Least- cost combination– Short run and long run Production Function- Isoquants and Is costs, Cost &</p>		

	<p>Break-Even Analysis - Cost concepts and Cost behaviour- Break-Even Analysis (BEA) - Determination of Break-Even Point (Simple Problems).</p> <p style="text-align: center;">UNIT III</p> <p>Business Organizations and Markets: Introduction – Forms of Business Organizations- Sole Proprietary - Partnership - Joint Stock Companies - Public Sector Enterprises. Types of Markets - Perfect and Imperfect Competition - Features of Perfect Competition Monopoly- Monopolistic Competition– Oligopoly-Price-Output Determination - Pricing Methods and Strategies</p> <p style="text-align: center;">UNIT IV</p> <p>Capital Budgeting: Introduction – Nature, meaning, significance. Types of Working Capital, Components, Sources of Short-term and Long-term Capital, Estimating Working capital requirements. Capital Budgeting– Features, Proposals, Methods and Evaluation. Projects – Pay Back Method, Accounting Rate of Return (ARR) Net Present Value (NPV) Internal Rate Return (IRR) Method (sample problems)</p> <p style="text-align: center;">UNIT V</p> <p>Financial Accounting and Analysis: Introduction – Concepts and Conventions- Double-Entry Bookkeeping, Journal, Ledger, Trial Balance-Final Accounts (Trading Account, Profit and Loss Account and Balance Sheet with simple adjustments). Introduction to Financial Analysis - Analysis and Interpretation of Liquidity Ratios, Activity Ratios, and Capital structure Ratios and Profitability.</p>
<p>Textbooks and Reference books</p>	<p>TEXTBOOKS:</p> <ol style="list-style-type: none"> 1. Varshney & Maheswari: Managerial Economics, Sultan Chand. 2. Aryasri: Business Economics and Financial Analysis, 4/e, MGH. <p>REFERENCE BOOKS:</p> <ol style="list-style-type: none"> 1. Ahuja HI Managerial economics Schand. 2. S.A. Siddiqui and A.S. Siddiqui: Managerial Economics and Financial Analysis, NewAge International. 3. Joseph G. Nellis and David Parker: Principles of Business Economics, Pearson, 2/e, New Delhi. 4. Domnick Salvatore: Managerial Economics in a Global Economy, Cengage <p>Online Learning Resources:</p> <p>https://www.slideshare.net/123ps/managerial-economics-ppt https://www.slideshare.net/rossanz/production-and-cost-45827016 https://www.slideshare.net/darkyla/business-organizations-19917607 https://www.slideshare.net/balarajb1/market-and-classification-of-market https://www.slideshare.net/ruchil01/capital-budgeting-ppt-59565396 https://www.slideshare.net/ashu1983/financial-accounting</p>