

Techno India NJR Institute of Technology



Course File MEFA (4EC1- 03)

For Techno India NJR Institute of Technology
पंकज पौरवाल
Dr. Pankaj Kumar Perwal
(Principal)

Shambhu P.Choubisa
(Assistant Professor)
Department of Mechanical



RAJASTHAN TECHNICAL UNIVERSITY, KOTA

SYLLABUS

II Year - IV Semester: B.Tech. (Electronics & Communication Engineering)

4EC1-03/3EC1-03: Managerial Economics And Financial Accounting

2 Credit

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

2L:0T:0P

End Term Exam: 2 Hours

SN	Contents	Hours
1	Introduction: Objective, scope and outcome of the course.	1
2	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.	3
3	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
4	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
5	Market structure and pricing theory: Perfect competition, Monopoly, Monopolistic competition, Oligopoly.	4
6	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

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Course Overview:

To integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions. To Understand the roles of managers in firms, Understand the internal and external decisions to be made by managers, Analyze the demand and supply conditions and assess the position of a company, Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets, Analyze real-world business problems with a systematic theoretical framework., Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

Course Outcomes:

CO. NO.	Cognitive Level	Course Outcome
1	Synthesis	Understanding the basic concepts of managerial economics.
2	Synthesis	Understanding the economic goals of the firms and optimal decision making.
3	Synthesis	Basic concepts of Demand, Supply and Equilibrium and their determinants. • Analyzing the effect of these factors on market dynamics.
4	Synthesis	Understanding and estimating production function. • Law of DMR and three stages of production. • Isoquant and Isocost and finding out optimal combinations of inputs.
5	Synthesis	Pricing and output decisions of monopolistic and oligopoly firm. • Effect of non-price factors on products and services of monopolistic and oligopoly firms
6	Synthesis	To understand the banking concepts

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Course Outcome Mapping with Program Outcome:

Course Outcome		Program Outcomes (PO's)											
CO. NO.		Domain Specific (PSO)					Domain Independent (PO)						
Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	
CO1	1	1	1	1	1	1	0	0	0	0	2	1	
CO2	1	0	1	1	1	1	1	0	0	0	2	1	
CO3	1	1	1	1	1	2	0	0	0	0	3	0	
CO4	1	1	1	1	1	1	1	0	0	0	3	0	
CO5	1	0	1	1	1	2	0	0	0	0	1	1	
CO6	1	1	1	0	1	2	1	0	0	0	2	1	
Average	1.00	0.67	1.00	0.83	1.00	1.50	0.50	0.00	0.00	0.00	2.17	0.67	

Course Coverage Module Wise



Techno India NJR Institute of Technology

Academic Administration of Techno NJR Institute

For Techno India NJR Institute of Technology
 Syllabus Deployment
 पंकज कुमार परवाल
 Dr. Pankaj Kumar Perwal
 (Principal)

Name of Faculty: Mr. Shambhu P. Choubisa Subject

Code:4CS1-03/3CS1-03 (MEFA)

Department: Department of Mechanical Engineering

SEM: IV

Lecture No.	Unit	Topic
1	1	Introduction to scope, objective and outcome of subject
2	2	Meaning, nature and scope of economics, deductive vs inductive methods,
3	2	static and dynamics, Economic problems: scarcity and choice,
4	2	circular flow of economic activity,
5	2	national income-concepts and measurement.
6	2	Numericals
7	3	Demand-types of demand, determinants of demand,
8	3	demand function, elasticity of demand
9	3	demand forecasting –purpose, determinants and methods
10	3	Supply-determinants of supply, supply function, elasticity of supply.
11	4	Theory of production- production function
12	4	law of variable proportions, laws of returns to scale, production optimization,
13	4	least cost combination of inputs, isoquants.
14	4	Cost concepts-explicit and implicit cost, fixed and variable cost,
15	4	opportunity cost, sunk costs, cost function,
16	4	cost curves, cost and output decisions, cost estimation.
17	5	Market structure and pricing theory ,Perfect competition, Monopoly,
18	5	Monopolistic competition, Oligopoly
19	5	Equilibrium price, equilibrium quantity
20	6	Balance sheet and related concepts,
21	6	profit and loss statement and related concepts,
22	6	financial ratio analysis, cash-flow analysis, funds flow analysis,
23	6	comparative financial statement, ,
24	6	analysis and interpretation of financial statements
25	6	capital budgeting techniques
26	6	Numericals

Assessment Methodology:

1. Practical exam in lab where they have to prepare practical model related to economics laws.(Once in a week)
2. Assignments one from each unit.
3. Midterm subjective paper where they have to attempt numericals.
4. Final paper at the end of the semester subjective.

Teaching and Learning resources unit-wise:

Unit-1

Basic Concept of Economics

Video

Tutorials:<https://www.youtube.com/watch?v=ycyMktNFZ88&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg>

Theory

conchttps:https://drive.google.com/file/d/1WdD6qd5hk_WdoEIN2TYW3icvj9jmrUzy/view?usp=sharing

Sample

Quiz:<https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

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Unit-2

A. National Income

Video Tutorials:<https://www.youtube.com/watch?v=A374ELBK7Cc>

Theory

concepts:https://drive.google.com/file/d/1WdD6qd5hk_WdoEIN2TYW3icvj9jmrUzy/view?usp=sharing

Sample Quiz:

<https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

B. National Income numericals

Video Tutorials: <https://www.youtube.com/watch?v=oHdMJ4MDRO4>

Theory

concept:-https://drive.google.com/file/d/1WdD6qd5hk_WdoEIN2TYW3icvj9jmrUzy/view?usp=sharing

Sample

Quiz:<https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

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Unit-3

A. Theory of demand & supply

Video Tutorials:

https://www.youtube.com/watch?v=ytQxam0_Hns&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg&index=2

Theory concept:

https://drive.google.com/file/d/1WdD6qd5hk_WdoElN2TYW3icvj9jmrUzy/view?usp=sharing

Sample Quiz:

<https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

B. Determinants of supply

Video Tutorials:

<https://www.youtube.com/watch?v=zNbCYc4n1-s&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg&index=4>

Theory concepts:

https://drive.google.com/file/d/1WdD6qd5hk_WdoElN2TYW3icvj9jmrUzy/view?usp=sharing

Sample

Quiz: <https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

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Unit-4

A. Production optimization & types of cost

Video

Tutorials:<https://www.youtube.com/watch?v=VU1zySe-8NA&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg&index=15>

Theory concepts:

https://drive.google.com/file/d/1WdD6qd5hk_WdoEIN2TYW3icvj9jmrUzy/view?usp=sharing

Sample

Quiz:<https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

B. Types of cost curve

Video Tutorials:

<https://www.youtube.com/watch?v=HLCBEJM2y7M&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg&index=17>

Theory

concepts:https://drive.google.com/file/d/1WdD6qd5hk_WdoEIN2TYW3icvj9jmrUzy/view?usp=sharing

Sample

Quiz:<https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

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Unit-5

A. Types of Market : Economics

Video Tutorials:<https://www.youtube.com/watch?v=PuEdwVHaUVQ>

Theory:<https://drive.google.com/file/d/13KaLXWAFpEBW-RINOY7OsLWcMsJK39rL/view?usp=sharing>

Sample

Quiz:<https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

B. Market Equilibrium

Video

Tutorials:<https://www.youtube.com/watch?v=HnAwwKAqaMU&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg&index=14>

Theory

concepts:<https://drive.google.com/file/d/13KaLXWAFpEBW-RINOY7OsLWcMsJK39rL/view?usp=sharing>

Sample

Quiz:<https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

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Unit-6

C. Financial Statement

Video

Tutorials: https://www.youtube.com/watch?v=OT5RdoJAKhY&list=PLPjSqlTyvDeUTeAOGhip_ubjN3y8oqT13

Theory:

https://drive.google.com/file/d/1J01IYW11_UhD8ebU1YWws3wpzFfga1UU/view?usp=sharing

Sample

Quiz: <https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

D. Numericals on Financial statement.

Video Tutorials:

https://www.youtube.com/watch?v=OT5RdoJAKhY&list=PLPjSqlTyvDeUTeAOGhip_ubjN3y8oqT13

Theory

concepts: https://drive.google.com/file/d/1J01IYW11_UhD8ebU1YWws3wpzFfga1UU/view?usp=sharing

Sample

Quiz: <https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/>

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Previous Year Question Papers:

3E1103	Roll No. _____	Total No of Pages: 2
	3E1103 B. Tech. III - Sem. (Main / Back) Exam., Dec. 2019 HSMC Civil Engineering 3CE1-03 Managerial Economics & Financial Accounting Common For All Branches	

Time: 2 Hours

Maximum Marks: 80

Instructions to Candidates:

Attempt all five questions from Part A, four questions out of six questions from Part B and two questions out of three from Part C.

Schematic diagrams must be shown wherever necessary. Any data you feel missing may suitably be assumed and stated clearly. Units of quantities used /calculated must be stated clearly.

Use of following supporting material is permitted during examination. (Mentioned in form No. 205)

1. NIL

2. NIL

PART – A

(Answer should be given up to 25 words only)

[5×2=10]

All questions are compulsory

- Q.1 Why do economic problems arise?
- Q.2 What is demand forecasting?
- Q.3 What does opportunity cost mean?
- Q.4 What do you mean by monopolistic competition?
- Q.5 What does a balance sheet depicts?

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PART – B

(Analytical/Problem solving questions)

[4×10=40]

Attempt any four questions

- Q.1 Explain the deductive and inductive methods of constructing economic theory.
- Q.2 Explain with the help of curves the relationship between total cost, total variable cost and total fixed cost.
- Q.3 How does perfect competition differ from monopoly? Discuss.
- Q.4 Discuss the concepts of assets and liabilities.
- Q.5 Write short notes on comparative financial statements.
- Q.6 Explain the concept of elasticity of demand.

PART – C

(Descriptive/Analytical/Problem Solving/Design Questions)

[2×15=30]

Attempt any two questions

- Q.1 What are the three methods of measuring national income? Elaborate.
 - Q.2 Using suitable diagrams explain the Law of variable proportions.
 - Q.3 Critically examine the Present Value Method and Internal Rate of Return Method for evaluating capital budgeting proposals.
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