

<b>Course Number and Name</b>												
BBA004 & Engineering Economics And Financial Accounting												
<b>Credits and Contact Hours</b>												
3 & 45												
<b>Course Coordinator's Name</b>												
Dr.R.Ramamorthy												
<b>Text Books and References</b>												
<p><b>REFERENCES</b></p> <p>1. Maheshwari S N “Management Accounting and Financial Accounting”, S.ChandandCompany. 1993.</p> <p>2. D N Drivedi, “Managerial Economics “, Vikas Publishing House.1980</p> <p>3. R RBarthwal, Industrial Economics “,Wiley Eastern Ltd1996</p> <p>4. G S Guptha, “Management Economics “,Tata McGraw Hill Ltd</p>												
<b>Course Description</b>												
To know about engineering economics and cost analysis												
<b>Prerequisites</b>						<b>Co-requisites</b>						
Professional Course						Nil						
required, elective, or selected elective (as per Table 5-1)												
Required												
<b>Course Outcomes (COs)</b>												
CO1:To learn about introduction to economics												
CO2:To learn about value engineering												
CO3:To learn about cash flow.												
CO4:To learn about economics of sampling and Replacement and Maintenance												
CO5:To learn about depreciation and Evaluation of public alternatives.												
<b>Student Outcomes (SOs) from Criterion 3 covered by this Course</b>												
COs/POs	a	b	c	d	e	f	g	h	i	j	k	l
CO1			H				M				M	
CO2					H			M				H
CO3		H				M			M			
CO4							H					M
CO5	M								H			
<b>List of Topics Covered</b>												
<b>UNIT I INTRODUCTION</b>											<b>9</b>	
Introduction –Economics Theories And Scope –Demand And Supply Analysis –Determinants of Demand –Law Of Demand – Elasticity Of Demand – Demand Forecasting –Demand Sensitivity –Price ,Income ,Gross ,Advertisement –Law Of Supply –Elasticity Of Supply –												

Cost Concepts –Types –Cost Curves –Short Run And Long Run –Break Even Analysis – Pricing Concepts –Types ,Price –Determinations.

**UNIT II DEMAND & SUPPLY ANALYSIS 9**

Concepts–Firm, Industry, Market, Market power, Market Conduct, Market Performance. Market Structure- Types-Perfect Monopoly, Monopolistic and Oligopoly Competition. Manufacturing Practices-Diversification, Vertical and Horizontal Integration, Merger.

**UNIT III PRODUCTION AND COST ANALYSIS 9**

National Income: Concepts and Measurements –GNP, NNP- Methods of Measuring National Income-Inflation and Deflation, Unemployment.

Money and Banking: Value of Money-Banking-Commercial Banks and Its Function. New Economic Environment: Economic Systems –Economic Liberalization, Privatization and Globalization

**UNIT IV PRICING 9**

Introduction, Scope, Objectives, Basic Financial Concepts – Time Value Of Money And Method Of Appraising Project Profitability – Rate of Return –Pay Back Period – Percent Value, NPV Comparison – Cost – Benefit Analysis. Source of Finance – Internal And External –Long Term And Short Term – Securities, Debentures/ Bonds, Shares, Financial Institutions.

**UNIT V FINANCIAL ACCOUNTING 9**

Accounting System-Financial Statement – Types- Ledger, Cash Flow Statement Profit And Loss Account, Balance Sheet, Ratios/ Financial Analysis- Liquidity Leverage Activity, Profitability, Trends Analysis.