

<b>Course Number and Name</b>	
BBA004 - ENGINEERING ECONOMICS AND FINANCIAL MANAGEMENT	
<b>Credits and Contact Hours</b>	
3&45	
<b>Course Coordinator's Name</b>	
MS.Pavithra	
<b>Text Books and References</b>	
<b>TEXT BOOKS:</b>	
1. Prasanna Chandra, — Financial Management   (Theory & Practice) TMH	
2. Weston & Brigham, — Essentials of Managerial Finance	
<b>REFERENCES:</b>	
1. Pandey, I. M., —Financial Management	
2. Fundamentals of Financial Management  - James C. Van Horne.	
3. <a href="http://stanford.edu/dept/MSandE">http://stanford.edu/dept/MSandE</a>	
<b>Course Description</b>	
Acquire knowledge of economics to facilitate the process of economic decision making Acquire knowledge on basic financial management aspects Develop the skills to analyze financial statements	
<b>Prerequisites</b>	<b>Co-requisites</b>
Professional Courses	Nil
required, elective, or selected elective (as per Table 5-1)	
Open Elective	
<b>Course Outcomes (COs)</b>	
CO1	Evaluate the economic theories, cost concepts and pricing policies
CO2	Understand the market structures and integration concepts
CO3	Understand the measures of national income, the functions of banks and concepts of globalization
CO4	Apply the concepts of financial management for project appraisal
CO5	Understand accounting systems
CO6	analyze financial statements using ratio analysis

**Student Outcomes (SOs) from Criterion 3 covered by this Course**

COs/SOs	a	b	c	d	e	f	g	h	i	j	k	l
CO1												
CO2	M			M				M				H
CO3							H			H		H
CO4					L			M				H
CO5		L								H		
CO6	L				L							

**List of Topics Covered**

<b>UNIT- I</b>	<b>ECONOMICS, COST AND PRICING CONCEPTS</b>	<b>9</b>
<p>Economic theories – Demand analysis – Determinants of demand – Demand forecasting – Supply – Actual cost and opportunity cost – Incremental cost and sunk cost – Fixed and variable cost – Marginal costing – Total cost – Elements of cost – Cost curves – Breakeven point and breakeven chart – Limitations of break even chart – Interpretation of break even chart – Contribution – P/V-ratio, profit-volume ratio or relationship – Price fixation – Pricing policies – Pricing methods.</p>		
<b>UNIT –II</b>	<b>CONCEPTS ON FIRMS AND MANUFACTURING PRACTICES</b>	<b>9</b>
<p>Firm – Industry – Market – Market structure – Diversification – Vertical integration – Merger – Horizontal integration</p>		
<b>UNIT-III</b>	<b>NATIONAL INCOME, MONEY AND BANKING, ECONOMIC ENVIRONMENT</b>	<b>9</b>
<p>National income concepts – GNP – NNP – Methods of measuring national income – Inflation – Deflation – Kinds of money – Value of money – Functions of bank – Types of bank – Economic liberalization – Privatization – Globalization</p>		
<b>UNIT- IV</b>	<b>CONCEPTS OF FINANCIAL MANAGEMENT</b>	<b>9</b>
<p>Financial management – Scope – Objectives – Time value of money – Methods of appraising project profitability – Sources of finance – Working capital and management of working capital</p>		
<b>UNIT- V</b>	<b>ACCOUNTING SYSTEM, STATEMENT AND FINANCIAL ANALYSIS</b>	<b>9</b>
<p>Accounting system – Systems of book-keeping – Journal – Ledger – Trail balance – Financial statements – Ratio analysis – Types of ratios – Significance – Limitations</p>		