

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D		Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENT:

UNIT	CONTENT	No. of Hrs.
I	<p>Introduction to Engineering Economics - Technical efficiency, economic efficiency - cost concepts: elements of costs, opportunity cost, sunk cost, private and social cost, marginal cost, marginal revenue and profit maximization.</p> <p>Supply and Demand: Determinants of demand, law of demand, determinants of supply, law of supply, market equilibrium - elasticity of demand - types of elasticity, factors affecting the price elasticity of demand</p> <p>National Income Concepts: GDP and GNP, per capita income, methods of measuring national income. Inflation and deflation:</p>	8
II	<p>Value Analysis - Time value of money - interest formulae and their applications: single-payment compound amount factor, single-payment present worth factor, equal-payment series compound amount factor, equal-payment series sinking fund factor, equal-payment series present worth factor, equal-payment series capital recovery factor, effective interest rate.</p> <p>Investment Analysis: Payback period—average annual rate of return, net present value; Internal rate of return criteria, price changes, risk and uncertainty.</p>	8
III	<p>Principles of Management: Evolution of management theory and functions of management organizational structure - principle and types - decision making - strategic, tactical & operational decisions, decision making under certainty, risk & uncertainty and multistage decisions & decision tree.</p> <p>Human Resource Management: Basic concepts of job analysis, job evaluation, merit rating, wages, incentives, recruitment, training and industrial relations.</p>	8
IV	<p>Financial Management: Time value of money and comparison of alternative methods; costing – elements & components of cost, allocation of overheads, preparation of cost sheet, break even analysis - basics of accounting - principles of accounting, basic concepts of journal, ledger, trade, profit & loss account and balance sheet.</p> <p>Marketing Management: Basic concepts of marketing environment, marketing mix, advertising and sales promotion.</p>	8

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	Project Management: Phases, organization, planning, estimating, planning using PERT & CPM.	
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Text Books:

1. PanneerSelvam, R, “*Engineering Economics*”, Prentice Hall of India Ltd, New Delhi.
2. Dwivedi, D.N., “*Managerial Economics, 7/E*”, Vikas Publishing House.

Reference Books:

1. Sullivan, W.G, Wicks, M.W., and Koelling. C.P., “*Engg. Economy 15/E*”, Prentice Hall, New York, 2011.
2. Chan S. Park, “*Contemporary Engineering Economics*”, Prentice Hall of India, 2002.
3. F. Mazda, *Engg. Management*, Addison Wesley, Longman Ltd., 1998.
4. O. P. Khanna, *Industrial Engg. and Management*, Dhanpat Rai and Sons, Delhi, 2003.
5. P. Kotler, *Marketing Management, Analysis, Planning, Implementation and Control*, Prentice Hall, New Jersey, 2001.
6. Venkata Ratnam C.S & Srivastva B.K, *Personnel Management and Human Resources*, Tata McGraw Hill.
7. Prasanna Chandra, *Financial Management: Theory and Practice*, Tata McGraw Hill.
8. Bhattacharya A.K., *Principles and Practice of Cost Accounting*, Wheeler Publishing.
9. Weist and Levy, *A Management guide to PERT and CPM*, Prantice Hall of India.
10. Koontz H., O'Donnel C., & Weihrich H, *Essentials of Management*, McGraw Hill.