

Program: B. Tech. (Computer Engineering)				Semester : IV	
Course : Principles of Economics and Management				Module Code: BTCO04018	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Internal Continuous Assessment (ICA) (Marks - 50)	Term End Examinations (TEE) (Marks- 100 in Question Paper)
3	0	0	3	Marks Scaled to 50	Marks Scaled to 50

Pre-requisite: Nil

**Objectives:**

This course provides basic orientation towards economic (micro and macroeconomic) principles and help them understand the functions of management

- To combine elements of basic micro and macroeconomics.
- To understand issues dealing with small-scale economic phenomena and concepts such as prices and output of firms, industries and resource owners.
- To examine market impact of technological change.
- To understand broader aspects of the economy and its environment.

**Outcomes:**

After completion of the course, students would be able to:

- Analyse and evaluate the impact of Economic Policies and its implication on the Business Environment
- Understand basic concepts of economics (demand, supply, elasticity, scarcity) and explain behaviour on individual, households and firm.
- Handle economic data and write economic report
- Orient students towards basic management principles and act as foundation for higher levels of learning
- To be able to handle basic functions of management (planning, organising, coordination, and control)

**Detailed Syllabus: (per session plan)**

Unit	Description	Duration
1	Introduction: Definition of Economics, Types of economic systems, problem of scarcity of economic resources.	2
2	Demand and Supply: Demand Curve and Supply Curve, Equilibrium of Demand and Supply, Shift in Demand and Supply. Application of Demand and Supply: Price Elasticity of Demand, Price Elasticity of Supply, Factors which influence Elasticity, Elasticity and Revenue.	3
3	Market Structure / industry analysis types of Competition: monopoly, oligopoly, monopolistic competition, perfect and imperfect competition, government policies towards industries. Circular flow of Economy, Structures, Role of Government, Business Cycles.	3

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4	Macroeconomics : National Income – Gross Domestic Product (GDP), Gross National Product (GNP), Inflation – Cost Push and Demand Pull Inflation, Unemployment, Philips Curve	3
5	Functions of Central Bank Money supply, RBI & Monetary Policy.(Current Credit Policy to be critiqued) Stabilization policy : Role of fiscal Policy Demand and Consumer Behavior: Utility and Marginal Utility, Types of Goods	3
6	New economic policy: Liberalization, privatization and globalization	3
7	Theory of Production : Law of Diminishing Returns, Returns to Scale, Productivity	3
8	Analysis of Costs: Types of Costs – Total Cost, Fixed Cost, Variable Cost, Marginal Cost, Impact of Marginal Cost on Average Cost.	3
9	Introduction to Management: Management & Organizations, Management History, Understanding Management thought ,contribution of F.W. Taylor, Henry Fawol, Elton –Mayo Contexts-Constraints & Challenges	5
10	Planning: Managers as Decision makers, Foundations of Planning, Strategic Management	4
11	Organizing: Line and staff relationships ,centralization and decentralization , role of delegation ,Managing Human Resources, Managing Teams	4
12	Leading and Motivation: Basic concepts and practices –Maslows Herzberg McClelland 's theory of Achievement	4
13	Controlling: Introduction to Controlling inventory, quality control.	3
14	Orientation towards Finance, Marketing Human resources and Operation departments	2
	<b>Total</b>	<b>45</b>

**Text Books:**

1. Samuelson and Nordhaus, *Economics - 19<sup>th</sup> edition*, Tata, 2010. McGraw Hil Publication.
2. Datt and Sundharam, *Indian Economy - 67<sup>th</sup> edition*, S. Chand Publication, 2009.
3. Koontz. H., *Essentials of Management: International and Leadership Perspective*. McGraw Hill Education (India), 2012
4. Collins, J., *Good to Great: Why Some Companies Makes the Leap and Other's Don't*. Random House Business Books, 2001

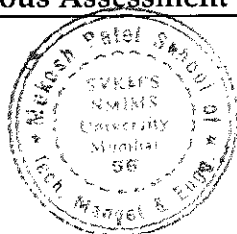
**Reference Books:**

1. Mankiw Gregory, *Principles of Economics*, Cengage Learning, 2008.
2. Rakesh Singh, *Analyzing Macro-Economics*, Shroff Publishers, 2007.

**Any other information:**

**Details of Internal Continuous Assessment (ICA)**

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6/5/2019



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Test Marks: 20

Term Work Marks: 30

Details of Term work: Class Test/ Assignment/Case Studies/Projects/  
Presentations

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Signature

(Prepared by Concerned Faculty/HOD)

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