

## **ELECTIVE I -ME- 5005 (3) ENGINEERING ECONOMICS & MANAGEMENT**

**UNIT I:** Demand Utility and indifference curves, Approach to Analysis of demand, elasticity of demand, Measure of demand elasticity, Factors of Production, Advertising elasticity, Marginalism

**UNIT II** Laws of Return and costs, price and output determination under perfect competition, monopoly, monopolistic, competition, oligopoly, Depreciation and methods for its determination.

**UNIT III** Functions of central and commercial banks Inflation, Deflation, Stagflation, Direct and Indirect Taxes, Monetary and cycles, New economic policy, Liberalization, Globalization, Privatization, Market friendly state. Fiscal policy of the government, Meaning and phases of business.

**UNIT IV** Definition, Nature and scope of management, Functions of management- Planning, organizing, Directing, Controlling, Communicating **UNIT V** Meaning of marketing management, Concept of marketing, Marketing Mix, Administrative and cost plus pricing, Channel of distribution, Advertising and sales promotion.

**UNIT V** Meaning, Nature and scope of financial management, Brief outline of profit and loss account, Balance sheet, Budget and their importance, Ratio Analysis, Principles of costing.

### **REFERENCES:-**

- 1) Modern Economics by H.L.Ahuja
- 2) Modern economics theory by K.K.Dewett
- 3) Monetary economics by M.L.Seth
- 4) Industrial Management by L.K.Chopde,A.M.Sheikh
- 5) Business organization and management by S.A.Sherlekar
- 6) Managerial economics by joel dean
- 7) Managerial economics by Pylee