

S. No.	ME-334: Industrial Economics & Management	Contact Hours
<b>Unit 1</b>	Introduction to Industrial Economics, Scope of Economics, Microeconomics and its importance and limitations, Macroeconomics and its Importance of microeconomics Policies, Difference between Micro economics and Macroeconomics Law of Demand and determinants of Demand, Exception of Law of Demand, Elasticity of Demand, Variation in Price Elasticity of Demand, Price Elasticity, Income Elasticity and Cross-price Elasticity, Law of Supply and determinant of Supply, Indifference Curve	8
<b>Unit 2</b>	Theory of Production and Concept of Production Function, Law of Variable Proportion and, Law of Returns, Introduction to Cost Estimation, Various types of Costs, Opportunity Cost, Short-run and long-run costs, Elements of Cost: Direct and Indirect Cost, Break-Even Analysis and its terminology,	9
<b>Unit 3</b>	Introduction to Market Structure, Perfect Competition Market and their Characteristics, Monopoly and its Characteristics, Monopolistic Competition and its characteristics, Oligopoly and its Characteristics, Type of Money, Fiscal Policy, Monetary Policy and its working	9
<b>Unit 4</b>	Introduction to National Income and its Measurement, National Income, Domestic Product, and Expenditure, Gross National Income, National Income at Current and Constant Price, Stock and flow concept, Gross Domestic Product, Gross National Product and Net National Product, Personal and Disposable Incomes, Inflation and Its Measurement, CPI and RPI, Cost of Inflation, Type of Inflation, Causes and remedies of Inflation.	8
<b>Unit 5</b>	<b>Poverty, Unemployment, and Inflation</b> , Introduction to Scarcity and Economic Problems, Poverty: Absolute, Relative and Asset poverty, Causes of Poverty, Poverty Reduction, Unemployment and its Measurement, Types of Unemployment, Corporate <b>Social Responsibility (CSR) and Business Ethics</b> , Introduction to CSR, Importance of CSR, Types of CSR, Nature and Objectives of Ethics, 3C's of Business Ethics, Need and Objectives of Business Ethics	8
<b>Total</b>		42

## REFERENCES

S. No.	Name of Books/Authors/Publishers	Year of Publication / Reprint*
1	Engineering Economy and Management by Pravin Kumar, John Wiley	2019
2	Fundamentals of Engineering Economics by Chan S Park, Pearson India	2017
3	Engineering Economy by Sullivan, Wicks, and Koelling Pearson India	2018

\*: Latest edition of the title of author may please be listed.

S. No.	Course Outcomes (CO)
<b>CO1</b>	To understand types of money, fiscal policy, monetary policy.
<b>CO2</b>	To identify the characteristics of various methods used for the generation of financial management decisions
<b>CO3</b>	To analyze information on investment planning and cost controls, and conduct cost/benefit analysis.
<b>CO4</b>	Quantify and include elements of uncertainty and risk into an economic analysis
<b>CO5</b>	Use modern computer-based tools such a spreadsheet in performing engineering economic analysis
<b>CO6</b>	To apply concept of money and fiscal policy on national economy.

COs	CO-PO Articulation Matrix					
	POs					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	3	3	3
CO2	2	2	2	3	2	1
CO3	3	1	2	2	3	1
CO4	2	1	2	2	2	2
CO5	2	3	2	2	2	1
CO6	3	3	2	2	2	3