

II Year - II Semester

L	T	P	C
4	0	0	3

BUILDING PLANNING AND DRAWING

Objectives of the course:

- Initiating the student to different building bye-laws and regulations.
- Imparting the planning aspects of residential buildings and public buildings.
- Giving training exercises on various signs and bonds and different building units.
- Imparting the skills and methods of planning of various buildings.

Course outcome:

- Upon successful completion of the course:
- Student should be able to plan various buildings as per the building by-laws.
- The student should be able to distinguish the relation between the plan, elevation and cross section and identify the form and functions among the buildings.
- The student is expected to learn the skills of drawing building elements and plan the buildings as per requirements.

UNIT I: Building Byelaws and Regulations Introduction- terminology- objectives of building byelaws- floor area ratio- floor space index- principles under laying building bye laws- classification of buildings- open space requirements – built up area limitations- height of buildings- wall thickness – lightening and ventilation requirements.

UNIT II: Residential Buildings Minimum standards for various parts of buildings- requirements of different rooms and their grouping- characteristics of various types of residential buildings and relationship between plan, elevation and forms and functions

UNIT III: Public Buildings Planning of educational institutions, hospitals, dispensaries, office buildings, banks, industrial buildings, hotels and motels, buildings for recreation, Landscaping requirements.

UNIT IV: Sign Conventions And Bonds Brick, stone, plaster, sand filling, concrete, glass, steel, cast iron, copper alloys, aluminium alloys etc., lead, zinc, tin etc., earth, rock, timber and marbles.

English bond and Flemish bond - odd and even courses for one, one and half, two and two and half brick walls in thickness at the junction of a corner.

UNIT V: Doors, Windows, Ventilators And Roofs Panelled door, panelled and glazed door, glazed windows, panelled windows, swing ventilators, fixed ventilators, coupled roof, collar roofs.

King Post truss, Queen Post truss

Sloped and flat roof and buildings: drawing plans, Elevations and Cross Sections of given sloped and flat roof buildings.

UNIT VI: Planning And Designing Of Buildings.

Draw the Plan, Elevation and Sections of a Residential and Public buildings from the given line diagram.

Text Books:

1. Planning, designing and Scheduling, Gurucharan Singh and Jagadish Singh
2. Building planning and drawing by M. Chakravarthi.
3. 3. 'A' Series & 'B' Series of JNTU Engineering College, Anantapur,

References:

1. Building drawing, M G Shah, C M Kale and S Y Patki, Tata McGraw Hill, New Delhi.
2. Principles of Building Drawing, M G Shah and C M Kale, Trinity Publications, New Delhi.
3. Civil Engineering drawing and House planning, B. P. Verma, Khanna publishers, New Delhi.
4. Civil Engineering Building practice, Suraj Singh: CBS Publications, New Delhi, and Chennai.
5. Building Materials and Construction, G. C Saha and Joy Gopal Jana, McGraw Hill Education (P) India Ltd. New Delhi.

INTERNAL EXAMINATION PATTERN:

The total internal marks (30) are distributed in two components as follows:

1. Descriptive (subjective type) Weightage 60% examination:18 marks
2. Drawing Assignment : 12 marks

FINAL EXAMINATION PATTERN:

The end examination paper should consist of Part A and Part B. Part A consist of five questions in planning portion out of which three questions are to be answered. Part B should consist of two questions from drawing part out of which one is to be answered in drawing sheet. Weight age for Part A is 60% and Part B is 40%.

II Year - II Semester

L	T	P	C
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STRENGTH OF MATERIALS- II

Course Learning Objectives:

- To give concepts of Principal stresses and strains developed in cross section of the beams on the cross section and stresses on any inclined plane. To impart concepts of failures in the material considering different theories
- To give concepts of torsion and governing torsion equation, and there by calculate the power transmitted by shafts and springs and design the cross section when subjected to loading using different theories of failures.
- To classify columns and calculation of load carrying capacity and to assess stresses due to axial and lateral loads for different edge conditions and to calculate combined effect of direct and bending stresses on different engineering structures.
- Introduce the concept of unsymmetrical bending in beams Location of neutral axis Deflection of beams under unsymmetrical bending.
- Impart concepts for determination of Forces in members of plane pin-jointed perfect trusses by different methods

Course Outcomes:

Upon successful completion of this course,

- The student will be able to understand the basic concepts of Principal stresses developed in a member when it is subjected to stresses along different axes and design the sections.
- The student can asses stresses in different engineering applications like shafts, springs, columns and struts subjected to different loading conditions
- The student will be able to assess forces in different types of trusses used in construction.

SYLLABUS:

UNIT- I Principal Stresses And Strains And Theories Of Failures: Introduction – Stresses on an inclined section of a bar under axial loading – compound stresses – Normal and tangential stresses on an inclined plane for biaxial stresses – Two perpendicular normal stresses accompanied by a state of simple shear – Mohr's circle of stresses – Principal stresses and strains – Analytical and graphical solutions.

Theories Of Failures: Introduction – Various Theories of failures like Maximum Principal stress theory – Maximum Principal strain theory – Maximum shear stress theory – Maximum strain energy theory – Maximum shear strain energy theory.

UNIT – II Torsion Of Circular Shafts And Springs: Theory of pure torsion – Derivation of Torsion equations: $T/J = q/r = N\phi/L$ – Assumptions made in the theory of pure torsion – Torsional moment of resistance – Polar section modulus – Power transmitted by shafts – Combined bending and torsion and end thrust – Design of shafts according to theories of failure.

Springs: Introduction – Types of springs – deflection of close and open coiled helical springs under axial pull and axial couple – springs in series and parallel – Carriage or leaf springs.

UNIT – III Columns And Struts: Introduction – Types of columns – Short, medium and long columns – Axially loaded compression members – Crushing load – Euler's theorem for long columns- assumptions- derivation of Euler's critical load formulae for various end conditions – Equivalent length of a column – slenderness ratio – Euler's critical stress – Limitations of Euler's theory – Rankine – Gordon formula – Long columns subjected to eccentric loading – Secant formula – Empirical formulae – Straight line formula – Prof. Perry's formula.

Laterally loaded struts – subjected to uniformly distributed and concentrated loads – Maximum B.M. and stress due to transverse and lateral loading.

UNIT – IV Direct And Bending Stresses: Stresses under the combined action of direct loading and B.M. Core of a section – determination of stresses in the case of chimneys, retaining walls and dams – conditions for stability – stresses due to direct loading and B.M. about both axis.

UNIT – V Unsymmetrical Bending: Introduction – Centroidal principal axes of section – Graphical method for locating principal axes – Moments of inertia referred to any set of rectangular axes – Stresses in beams subjected to unsymmetrical bending – Principal axes – Resolution of bending moment into two rectangular axes through the centroid – Location of neutral axis Deflection of beams under unsymmetrical bending.

UNIT – VI Analysis Of Pin-Jointed Plane Frames: Determination of Forces in members of plane pin-jointed perfect trusses by (i) method of joints and (ii) method of sections. Analysis of various types of cantilever and simply supported trusses by method of joints, method of sections.

Text Books:

1. Mechanics of Materials- by R. C. Hibbler
2. Strength of materials by R. K Rajput, S.Chand and Co.

References:

1. Strength of Materials by R. Subramanian, Oxford Publications
2. Mechanics of Materials by B.C Punmia, Jain and Jain.
3. Strength of materials by R. K. Bansal, Lakshmi Publications.

II Year - II Semester

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HYDRAULICS AND HYDRAULIC MACHINERY

Course Learning Objectives:

- To study about uniform and non uniform flows in open channel and also to learn about the characteristics of hydraulic jump
- To introduce dimensional analysis for fluid flow problems
- To understand the working principles of various types of hydraulic machines and Pumps.

Course Outcomes:

Upon successful completion of this course the students will be able to:

- Solve uniform and non uniform open channel flow problems.
- Apply the principals of dimensional analysis and similitude in hydraulic model testing.
- Understand the working principles of various hydraulic machineries and pumps.

Syllabus:

UNIT – I UNIFORM FLOW IN OPEN CHANNELS:

Types of channels –Types of flows - Velocity distribution – Energy and momentum correction factors – Chezy's, and Manning's formulae for uniform flow – Most Economical sections, Critical flow: Specific energy-critical depth – computation of critical depth

UNIT II NON-UNIFORM FLOW IN OPEN CHANNELS: Steady Gradually Varied flow-Dynamic equation, Mild, Critical, Steep, horizontal and adverse slopes-surface profiles-direct step method- Rapidly varied flow, hydraulic jump, energy dissipation.

UNIT – III HYDRAULIC SIMILITUDE: Dimensional analysis-Rayleigh's method and Buckingham's pi theorem-study of Hydraulic models – Geometric, kinematic and dynamic similarities-dimensionless numbers – model and prototype relations.

UNIT – IV BASICS OF TURBO MACHINERY: Hydrodynamic force of jets on stationary and moving flat, inclined and curved vanes, jet striking centrally and at tip, velocity triangles at inlet and outlet, expressions for work done and efficiency-Angular momentum principle.

UNIT – V HYDRAULIC TURBINES – I: Layout of a typical Hydropower installation – Heads and efficiencies - classification of turbines. Pelton wheel - Francis turbine - Kaplan turbine - working, working proportions, velocity diagram, work done and efficiency, hydraulic design, draft tube – theory and efficiency. Governing of turbines-surge tanks-unit and specific quantities, selection of turbines, performance characteristics-geometric similarity-cavitation.

UNIT – VI CENTRAIFUGAL-PUMPS: Pump installation details-classification-work done- Manometric head-minimum starting speed-losses and efficiencies-specific speed, multistage pumps-pumps in parallel and series - performance of pumps-characteristic curves-NPSH- Cavitation.

RECIPROCATING PUMPS: Introduction, classification, components, working, discharge, indicator diagram, work done and slip.

Text Books:

1. Open Channel flow, K. Subramanya, Tata McGraw Hill Publishers
2. A text of Fluid mechanics and hydraulic machines, R. K. Bansal, Laxmi Publications New Delhi
3. Fluid Mechanics, Modi and Seth, Standard book house.

References:

1. Fluid Flow in Pipes and Channels, G.L. Asawa, CBS
2. Fluid Mechanics and Machinery, C.S.P. OJHA, R. BERNDTSSON and P.N. Chandramouli, Oxford Higher Education.
3. Fluid Mechanics and Machinery, Md. Kaleem Khan, Oxford Higher Education.

II Year - II Semester

L	T	P	C
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CONCRETE TECHNOLOGY

Course Learning Objectives:

- To learn the concepts of Concrete production and its behaviour in various environments.
- To learn the test procedures for the determination of properties of concrete.
- To understand durability properties of concrete in various environments.

Course Outcomes:

Upon successful completion of this course, student will be able to

- understand the basic concepts of concrete.
- realize the importance of quality of concrete.
- familiarize the basic ingredients of concrete and their role in the production of concrete and its behaviour in the field.
- test the fresh concrete properties and the hardened concrete properties.
- evaluate the ingredients of concrete through lab test results. design the concrete mix by BIS method.
- familiarize the basic concepts of special concrete and their production and applications. understand the behaviour of concrete in various environments.

SYLLABUS:

UNIT I : Ingredients Of Concrete Cements & Admixtures: Portland cement – Chemical composition – Hydration, Setting of cement, Fineness of cement, Structure of hydrate cement – Test for physical properties – Different grades of cements – Admixtures – Mineral and chemical admixtures – accelerators, retarders, air entrainers, plasticizers, super plasticizers, fly ash and silica fume.

Aggregates: Classification of aggregate – Particle shape & texture – Bond, strength & other mechanical properties of aggregates – Specific gravity, Bulk density, porosity, adsorption & moisture content of aggregate – Bulking of sand –Deleterious substance in aggregate – Soundness of aggregate – Alkali aggregate reaction – Thermal properties – Sieve analysis – Fineness modulus – Grading curves – Grading of fine & coarse Aggregates – Gap graded and well graded aggregate as per relevant IS code – Maximum aggregate size. Quality of mixing water,

UNIT – II, Fresh Concrete: Steps in Manufacture of Concrete—proportion, mixing, placing, compaction, finishing, curing – including various types in each stage. Properties of fresh concrete-Workability – Factors affecting workability – Measurement of workability by different tests, Setting times of concrete, Effect of time and temperature on workability – Segregation & bleeding – Mixing and vibration of concrete, Ready mixed concrete, Shotcrete

UNIT – III, Hardened Concrete: Water / Cement ratio – Abram's Law – Gel space ratio – Nature of strength of concrete –Maturity concept – Strength in tension & compression – Factors affecting strength – Relation between compression & tensile strength – Curing, Testing of Hardened Concrete: Compression tests – Tension tests – Factors affecting strength – Flexure tests –Splitting tests – Non-destructive testing methods – codal provisions for NDT.

UNIT – IV, Elasticity, Creep & Shrinkage, Modulus of elasticity, Dynamic modulus of elasticity , Poisson's ratio, Creep of concrete, Factors influencing creep, Relation between creep & time, Nature of creep, Effects of creep – Shrinkage –types of shrinkage.

UNIT – V, Mix Design: Factors in the choice of mix proportions – Durability of concrete – Quality Control of concrete – Statistical methods – Acceptance criteria – Concepts Proportioning of concrete mixes by various methods – BIS method of mix design.

UNIT – VI, Special Concretes: Ready mixed concrete, Shotcrete, Light weight aggregate concrete, Cellular concrete, No-fines concrete, High density concrete, Fibre reinforced concrete, Different types of fibres, Factors affecting properties of F.R.C, Polymer concrete, Types of Polymer concrete, Properties of polymer concrete, High performance concrete – Self consolidating concrete, SIFCON, self healing concrete.

Text Books:

1. Concrete Technology, M. S. Shetty. – S. Chand & Company
2. Concrete Technology, A. R. Santha Kumar, Oxford University Press, New Delhi

References:

1. Properties of Concrete, A. M. Neville – PEARSON – 4th edition
2. Concrete Technology, M.L. Gambhir. – Tata Mc. Graw Hill Publishers, New Delhi

II Year - II Semester

L	T	P	C
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STRUCTURAL ANALYSIS - I

Course Learning Objectives:

- To give preliminary concepts of assessment of bending moment and shear force in Propped cantilevers, fixed beams and continuous beams due to various loading conditions.
- To impart concepts of Bending Moment and Shear force for beams with different boundary and loading conditions
- The procedure for development of slope deflection equations and to solve application to continuous beams with and without settlement of supports.
- The concepts of moving loads and influence lines are imparted for assessment of maximum SF and BM at a given section when loads of varying spans rolling loads of Pratt and Warren trusses.

Course Outcomes:

Upon successful completion of this course the student will be able to,

- Distinguish between the determinate and indeterminate structures.
- Identify the behaviour of structures due to the expected loads, including the moving loads, acting on the structure.
- Estimate the bending moment and shear forces in beams for different fixity conditions.
- Analyze the continuous beams using various methods -, three moment method, slope deflection method, energy theorems.
- Draw the influence line diagrams for various types of moving loads on beams/bridges.
- Analyze the loads in Pratt and Warren trusses when loads of different types and spans are passing over the truss.

Syllabus:

UNIT – I Propped Cantilevers: Analysis of propped cantilevers-shear force and Bending moment diagrams-Deflection of propped cantilevers.

UNIT – II Fixed Beams – Introduction to statically indeterminate beams with U. D. load, central point load, eccentric point load, number of point loads, uniformly varying load, couple and combination of loads - shear force and Bending moment diagrams-Deflection of fixed beams including effect of sinking of support, effect of rotation of a support.

UNIT – III Continuous Beams: Introduction-Clapeyron's theorem of three moments-Analysis of continuous beams with constant moment of inertia with one or both ends fixed-continuous beams with overhang, continuous beams with different moment of inertia for different spans-Effects of sinking of supports-shear force and Bending moment diagrams.

UNIT-IV Slope-Deflection Method: Introduction, derivation of slope deflection equation, application to continuous beams with and without settlement of supports.

UNIT – V Energy Theorems: Introduction-Strain energy in linear elastic system, expression of strain energy due to axial load, bending moment and shear forces - Castigliano's first theorem-Deflections of simple beams and pin jointed trusses.

UNIT – VI Moving Loads And Influence Lines: Introduction maximum SF and BM at a given section and absolute maximum S.F. and B.M due to single concentrated load, U. D load longer than the span, U. D load shorter than the span, two point loads with fixed distance between them and several point loads-Equivalent uniformly distributed load-Focal length.

INFLUENCE LINES: Definition of influence line for SF, Influence line for BM- load position for maximum SF at a section-Load position for maximum BM at a sections, single point load, U.D. load longer than the span, U.D. load shorter than the span- Influence lines for forces in members of Pratt and Warren trusses.

Text Books:

1. Basic Structural Analysis, C. S. Reddy Tata Mc.Graw-Hill, New Delhi.
2. Analysis of Structures by T.S. Thandavamoorthy, Oxford University Press, New Delhi
3. Analysis of Structures- Vol. I and II, V. N. Vazirani and M. M. Ratwani, Khanna Publishers, New Delhi

References:

1. Theory of Structures, B. C Punmia, A. K Jain & Arun K. Jain, Lakshmi Publications
2. Theory of Structures, R.S. Khurmi, S. Chand Publishers.
3. Structural analysis by R.C. Hibbeler, Pearson, New Delhi.
4. Structural Analysis-I, Hemanth Patel, Yogesh Patel, Synergy Knowledgeware, Mumbai
5. Structural Analysis I Analysis of Statically Determinate Structures, P. N. Chandramouli, Yesdee Publishing Pvt Limited, Chennai

II Year - II Semester	L	T	P	C
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TRANSPORTATION ENGINEERING – I

Course Learning Objectives:

The objectives of this course are:

- To impart different concepts in the field of Highway Engineering.
- To acquire design principles of Highway Geometrics and Pavements
- To learn various highway construction and maintenance procedures

Course Outcomes:

Upon the successful completion of this course, the students will be able to:

- Plan highway network for a given area.
- Determine Highway alignment and design highway geometrics
- Design Intersections and prepare traffic management plans
- Judge suitability of pavement materials and design flexible and rigid pavements
- Construct and maintain highways

SYLLABUS:

UNIT I

Highway Planning and Alignment: Highway development in India; Classification of Roads; Road Network Patterns; Necessity for Highway Planning; Different Road Development Plans – First, second, third road development plans, road development vision 2021, Rural Road Development Plan – Vision 2025; Planning Surveys; Highway Alignment- Factors affecting Alignment- Engineering Surveys – Drawings and Reports.

UNIT – II Highway Geometric Design: Importance of Geometric Design- Design controls and Criteria- Highway Cross Section Elements- Sight Distance Elements- Stopping sight Distance, Overtaking Sight Distance and Intermediate Sight Distance- Design of Horizontal Alignment- Design of Super elevation and Extra widening- Design of Transition Curves- Design of Vertical alignment- Gradients- Vertical curves.

UNIT – III Traffic Engineering: Basic Parameters of Traffic- Volume, Speed and Density- Traffic Volume Studies; Speed studies – spot speed and speed & delay studies; Parking Studies; Road Accidents- Causes and Preventive measures - Condition Diagram and Collision Diagrams; PCU Factors, Capacity of Highways – Factors Affecting; LOS Concepts; Road

Traffic Signs; Road markings; Types of Intersections; At-Grade Intersections – Design of Plain, Flared, Rotary and Channelized Intersections; Design of Traffic Signals –Webster Method –IRC Method.

UNIT – IV, Highway Materials: Subgrade soil: classification –Group Index – Subgrade soil strength – California Bearing Ratio – Modulus of Subgrade Reaction. Stone aggregates: Desirable properties – Tests for Road Aggregates – Bituminous Materials: Types – Desirable properties – Tests on Bitumen – Bituminous paving mixes: Requirements – Marshall Method of Mix Design.

UNIT – V, Design Of Pavements:Types of pavements; Functions and requirements of different components of pavements; Design Factors

Flexible Pavements: Design factors – Flexible Pavement Design Methods – CBR method – IRC method – Burmister method – Mechanistic method – IRC Method for Low volume Flexible pavements.

Rigid Pavements: Design Considerations – wheel load stresses – Temperature stresses – Frictional stresses – Combination of stresses – Design of slabs – Design of Joints – IRC method – Rigid pavements for low volume roads – Continuously Reinforced Cement Concrete Pavements – Roller Compacted Concrete Pavements.

UNIT – VI Highway Construction and Maintenance: Types of Highway Construction – Earthwork; Construction of Earth Roads, Gravel Roads, Water Bound Macadam Roads, Bituminous Pavements and Construction of Cement Concrete Pavements.

Pavement Failures, Maintenance of Highways, pavement evaluation, strengthening of existing pavements

TEXT BOOKS:

1. Highway Engineering, Khanna S. K., Justo C. E. G and Veeraragavan A, Nem Chand Bros., Roorkee.
2. Traffic Engineering and Transportation Planning, Kadiyali L. R, Khanna Publishers, New Delhi.

REFERENCES:

1. Principles of Highway Engineering, Kadiyali L. R, Khanna Publishers, New Delhi
2. Principles of Transportation Engineering, Partha Chakroborthy and Animesh Das, PHI Learning Private Limited, Delhi
3. Highway Engineering, Paul H. Wright and Karen K Dixon, Wiley Student Edition, Wiley India (P) Ltd., New Delhi
4. Transportation Engineering - An Introduction, JotinKhisty C, Prentice Hall, Englewood Cliffs, New Jersey.
5. Traffic & Highway Engineering by Nicholas J. Garber, Lester A. Hoel, Fifth Edition, published in 2015, CENGAGE Learning, New Delhi.
6. Transportation Engineering and Planning, Papacostas C.S. and P.D. Prevedouros, Prentice Hall of India Pvt.Ltd; New Delhi.

7. Highway Engineering, Srinivasa Kumar R, Universities Press, Hyderabad
8. Practice and Design of Highway Engineering, Sharma S. K., Principles, S. Chand & Company Private Limited, New Delhi.
9. Highway and Traffic Engineering, Subhash C. Saxena, CBS Publishers, New Delhi.
10. Transportation Engineering Volume I by C. Venkatramaiah, Universities Press, New Delhi.

II Year - II Semester

L	T	P	C
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FLUID MECHANICS AND HYDRAULIC MACHINERY LAB

List of Experiments

1. Calibration of Venturimeter & Orifice meter
2. Determination of Coefficient of discharge for a small orifice by a constant head method.
3. Determination of Coefficient of discharge for an external mouth piece by variable head method.
4. Calibration of contracted Rectangular Notch and /or Triangular Notch
5. Determination of Coefficient of loss of head in a sudden contraction and friction factor.
6. Verification of Bernoulli's equation.
7. Impact of jet on vanes
8. Study of Hydraulic jump.
9. Performance test on Pelton wheel turbine
10. Performance test on Francis turbine.
11. Efficiency test on centrifugal pump.
12. Efficiency test on reciprocating pump.

List of Equipment:

1. Venturimeter setup.
2. Orifice meter setup.
3. Small orifice setup.
4. External mouthpiece setup.
5. Rectangular and Triangular notch setups.
6. Friction factor test setup.
7. Bernoulli's theorem setup.
8. Impact of jets.
9. Hydraulic jump test setup.
10. Pelton wheel and Francis turbines.
11. Centrifugal and Reciprocating pumps.

II Year - II Semester

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SURVEY FIELD WORK- II

List of Experiments

1. Theodolite Survey: Determining the Horizontal and Vertical Angles by the method of repetition method.
2. Theodolite Survey: Finding the distance between two inaccessible points.
3. Theodolite Survey: Finding the height of far object.
4. Tacheomatic Survey: Heights and distance problems using tacheomatic principles.
5. One Exercise on Curve setting.
6. One Exercise on contours.
7. Total Station: Introduction to total station and practicing setting up, levelling up and elimination of parallax error.
8. Total Station: Determination of area using total station.
9. Total Station: Traversing
10. Total Station: Contouring
11. Total Station: Determination of Remote height.
12. Total Station: distance between two inaccessible points.

Note: Any 10 field work assignments must be completed.

II Year - II Semester	MANAGERIAL ECONOMICS AND	L	T	P	C
	FINANCIAL ANALYSIS	2	0	0	0

Course Objectives:

- The Learning objectives of this paper is to understand the concept and nature of Managerial Economics and its relationship with other disciplines and also to understand the Concept of Demand and Demand forecasting, Production function, Input Output relationship, Cost-Output relationship and Cost-Volume-Profit Analysis.
- To understand the nature of markets, Methods of Pricing in the different market structures and to know the different forms of Business organization and the concept of Business Cycles.
- To learn different Accounting Systems, preparation of Financial Statement and uses of different tools for performance evaluation. Finally, it is also to understand the concept of Capital, Capital Budgeting and the techniques used to evaluate Capital Budgeting proposals.

UNIT-I

Introduction to Managerial Economics and demand Analysis:

Definition of Managerial Economics –Scope of Managerial Economics and its relationship with other subjects –Concept of Demand, Types of Demand, Determinants of Demand- Demand schedule, Demand curve, Law of Demand and its limitations- Elasticity of Demand, Types of Elasticity of Demand and Measurement- Demand forecasting and Methods of forecasting, Concept of Supply and Law of Supply.

UNIT – II:

Production and Cost Analysis:

Concept of Production function- Cobb-Douglas Production function- Leontief production function - Law of Variable proportions-Isoquants and Isocosts and choice of least cost factor combination-Concepts of Returns to scale and Economies of scale-Different cost concepts: opportunity costs, explicit and implicit costs- Fixed costs, Variable Costs and Total costs – Cost –Volume-Profit analysis-Determination of Breakeven point(simple problems)- Managerial significance and limitations of Breakeven point.

UNIT – III:

Introduction to Markets, Theories of the Firm & Pricing Policies:

Market Structures: Perfect Competition, Monopoly, Monopolistic competition and Oligopoly – Features – Price and Output Determination – Managerial Theories of firm: Marris and Williamson's models – other Methods of Pricing: Average cost pricing, Limit Pricing, Market Skimming Pricing, Internet Pricing: (Flat Rate Pricing, Usage sensitive pricing) and Priority Pricing.

UNIT – IV:**Types of Business Organization and Business Cycles:**

Features and Evaluation of Sole Trader, Partnership, Joint Stock Company – State/Public Enterprises and their forms – Business Cycles : Meaning and Features – Phases of a Business Cycle.

UNIT – V:**Introduction to Accounting & Financing Analysis:**

Introduction to Double Entry Systems – Preparation of Financial Statements-Analysis and Interpretation of Financial Statements-Ratio Analysis – Preparation of Funds flow and cash flow statements (Simple Problems)

UNIT – VI:

Capital and Capital Budgeting: Capital Budgeting: Meaning of Capital-Capitalization-Meaning of Capital Budgeting-Time value of money- Methods of appraising Project profitability: Traditional Methods(pay back period, accounting rate of return) and modern methods(Discounted cash flow method, Net Present Value method, Internal Rate of Return Method and Profitability Index)

Course Outcome:

- *The Learner is equipped with the knowledge of estimating the Demand and demand elasticities for a product and the knowledge of understanding of the Input-Output-Cost relationships and estimation of the least cost combination of inputs.
- * One is also ready to understand the nature of different markets and Price Output determination under various market conditions and also to have the knowledge of different Business Units.
- *The Learner is able to prepare Financial Statements and the usage of various Accounting tools for Analysis and to evaluate various investment project proposals with the help of capital budgeting techniques for decision making.

TEXT BOOKS

1. Dr. N. AppaRao, Dr. P. Vijay Kumar: 'Managerial Economics and Financial Analysis', Cengage Publications, New Delhi – 2011
2. Dr. A. R. Aryasri – Managerial Economics and Financial Analysis, TMH 2011
3. Prof. J.V.Prabhakararao, Prof. P. Venkatarao. 'Managerial Economics and Financial Analysis', Ravindra Publication.

References:

- 1.Dr. B. Kuberudu and Dr. T. V. Ramana: Managerial Economics & Financial Analysis, Himalaya Publishing House, 2014.
2. V. Maheswari: Managerial Economics, Sultan Chand.2014
3. Suma Damodaran: Managerial Economics, Oxford 2011.
4. Vanitha Agarwal: Managerial Economics, Pearson Publications 2011.
5. Sanjay Dhameja: Financial Accounting for Managers, Pearson.
6. Maheswari: Financial Accounting, Vikas Publications.
7. S. A. Siddiqui& A. S. Siddiqui: Managerial Economics and Financial Analysis, New Age International Publishers, 2012
8. Ramesh Singh, Indian Economy, 7th Edn., TMH2015
9. Pankaj Tandon A Text Book of Microeconomic Theory, Sage Publishers, 2015
10. Shailaja Gajjala and Usha Munipalle, Universities press, 2015