

Bhoj Reddy Engineering College for Women
Department of Electronics and Communication Engineering
Lesson Plan for the Academic Year 2015-16

Name of the Faculty Member: E Sowmya

Department: MBA

Branch: III ECE -A II Semester

No. of Lectures per week: 4+1

Subject: Managerial Economics and Financial Analysis

Lecture No.	Date	Topics intended to be covered
	Unit I	Unit I Introduction & Demand analysis
1.	7/12/15	Introduction to Managerial Economics,
2.	8/12/15	Nature and Scope of Managerial Economics
3.	9/12/15	Types, Characteristics and Relationship with other subjects
4.	12/12/15	Law of Demand, Assumptions, Determinants,
5.	7/12,8/12,12/12	Law of demand (G1,G2,G3)
6.	14/12/15	Exceptions, Types of Demand
7.	15/12/15	Seminar
8.	16/12/15	Elasticity of Demand- Definition
9.	19/12/15	Significance & Types of Elasticity of Demand
10.	14/12,15/12,19/15	Types of elasticity(G1,G2,G3)
11.	21/12/15	Demand Forecasting, Different methods
12.	22/12/15	Survey methods, Statistical methods
13.	23/12/15	Expert opinion Method, Test Marketing, controlled Experiments
14.	21/12,22/12	Judgmental Approach(G1,G3)
	Unit-II	Unit II Theory of Production & Cost Analysis
15.	28/12/15	Production Function
16.	29/12/15	Isoquants and Isocosts
17.	30/12/15	Laws of Production
18.	2/1/16	Economies and Diseconomies
19.	28/12,29/12,2/1	Cost Concepts(G1,G2,G3)
20.	4/1/16	Types of Costs, Marginal Costing Equation
21.	5/1/16	Contribution, P/V Ratio, BEP, Margin of Safety – Problem
22.	6/1/16	Problems
23.	9/1/16	Break Even Analysis Graph and Problems
24.	4/1,5/1,9/1	Significance and Limitations of BEA(G1,G2,G3)
25.	11/1/16	Practice Problems
	Unit-III	Unit-III Markets and new Economic environment
26.	12/1/16	Market structures Types of competition
27.	13/1/16	Features of Perfect competition
28.	16/1/16	Monopoly and Monopolistic competition
29.	11/1,12/1,16/1	Price output Determination (G1,G2,G3)
30.	18/1/16	Price output Determination in Monopoly
31.	19/1/16	Objectives and Policies of Pricing-Methods of pricing
32.	20/1/16	Methods of Pricing
33.	23/1/16	Methods of Pricing
34.	18/1,19/1,23/1	Characteristics & Features of Business(G1,G2,G3)

35.	25/1/16	Forms of Business Organizations – Sole Proprietorship
36.	27/1/16	Partnership Firm
37.	30/1/16	Joint Stock Company – Features
38.	25/1,30/1	Formation of Companies(G2,G3)
39.	8/2/16	Public Enterprises and types
40.	9/2/16	Business Environment in post Liberalization era
	Unit IV	Unit IV Capital and Capital Budgeting
41.	10/2/16	Introduction to Finance, Sources of Finance
42.	13/2/16	Capital Budgeting, Traditional Methods of Capital Budgeting
43.	8/2,9/2,13/2	Types of Capital(G1,G2,G3)
44.	15/2/16	Modern Methods of Capital Budgeting
45.	16/2/16	Capital Budgeting – Problems
46.	17/2/16	Payback Period
47.	20/2/16	Accounting Rate of Return
48.	15/2,16/2,20/2	Net Present Value Method(G1,G2,G3)
49.	22/2/16	Working Capital Management
	Unit V	Unit V Introduction to Financial Accounting & financial analysis
50.	23/2/16	Introduction to Accounting
51.	24/2/16	Concepts and Conventions
52.	27/2/16	Rules of Accounting
53.	22/2,23/2,27/2	Journal-Problems(G1,G2,G3)
54.	29/2/16	Journal-Problems
55.	1/3/16	Journal-Problems
56.	2/3/16	Ledger-Problems
57.	5/3/16	Ledger-Problems
58.	29/2,1/3,5/3	Ledger-Problems(G1,G2,G3)
59.	8/3/16	Cash Book – Types of Cash Books
60.	9/3/16	Trail Balance-Problems
61.	12/3/16	Trail Balance-Problem
62.	8/3,12/3	Trading and Profit and Loss Account-Problems(G1,G2,G3)
63.	14/3/16	Trading and Profit and Loss Account- Problems
64.	15/3/16	Trading and Profit and Loss Account- Problems
65.	16/3/16	Trading and Profit and Loss Account- Problems with adjustments
66.	19/3/16	Trading and Profit and Loss Account- Problems with adjustments
67.	14/3,15/3,19/3	Balance Sheet- Problems(G1,G2,G3)
68.	21/3/16	Balance Sheet- Problems
69.	22/3/16	Balance Sheet- Problems
70.	26/3/16	Introduction to ratios
71.	21/3,22/3,26/3	Different types of ratios(G1,G2,G3)
72.	28/3/16	Liquidity Ratios – Problems
73.	29/3/16	Liquidity Ratios – Problems
74.	30/3/16	Activity Ratios – Problems
75.	2/4/16	Activity Ratios – Problems
76.	28/3,29/3,2/4	Capital structure ratios(G1,G2,G3)

77.	4/4/16	Debt equity ratios
78.	6/4/16	Debt equity ratios
79.	9/4/16	Capital structure Ratios Problems
80.	4/4,9/4	Profitability Ratios Capital structure Ratios Problems Debt equity ratios(G1,G2,G3)
81.	11/4/16	Problems
82.	12/4/16	Uses, Merits and Demerits of Ratios
83.	13/4/16	Revision
84.	16/4/16	Revision

TEXT BOOKS

1. Managerial Economics and Financial Accounting by Arya Sri.

Reference Books

1. Managerial Economics and Financial Accounting by M.Kasi Reddy,S.Saraswathi.
2. Financial Management-I.M Pandey.

Name : E Sowmya

Signature of the faculty with date:

HoD Signature: