

**Bhoj Reddy Engineering College for Women: Hyderabad**  
**Department of Business Administration**  
 Lesson plan of faculty member for the academic year 2018–19  
 Branch - Section: ECE-C

Class: II BTech  
 Subject: Business Economics & Financial Analysis

Semester: II  
 Lectures per week: 3

Lecture Number	Topics to be covered	Date(s)
<b>UNIT - I: Introduction to Business and Economics</b>		
1.	Structure of Business Firm	24 December 2018
2.	Theory of Firm	29 December 2018
3.	Types of Business Entities	31 December 2018
4.	Limited Liability Companies	5 January 2019
5.	Sources of Capital for a Company, Non-Conventional Sources of Finance	7 January 2019
6.	Significance of Economics and Micro and Macro Economic Concepts	8 January 2019
7.	Concepts and Importance of National Income,	12 January 2019
8.	Inflation and Money Supply in Inflation	19 January 2019
9.	Features and Phases of Business Cycle	21 January 2019
10.	Role of Business Economist	22 January 2019
11.	Multidisciplinary nature of Business Economics	28 January 2019
<b>Unit - II: Demand and Supply Analysis</b>		
12.	Elasticity, Types of Elasticity,	29 January 2019
13.	Law of Demand, Measurement of Elasticity of Demand	2 February 2019
14.	Significance of Elasticity of Demand, Factors affecting Elasticity of Demand	4 February 2019
15.	Elasticity of Demand in decision making	5 February 2019
16.	Characteristics of Good Demand Forecasting and Steps in Demand Forecasting	9 February 2019
17.	Methods of Demand Forecasting	11 February 2019
18.	Law of Supply, Determinants of Supply, Supply Function	12 February 2019
<b>Unit- III: Production, Cost, Market Structures &amp; Pricing</b>		
19.	Factors of Production	16 February 2019
20.	Production Function with one and Two variable input	23 February 2019
21.	Returns to Scale	25 February 2019
22.	Different Types of Production Functions	26 February 2019
23.	Types of Costs	2 March 2019
24.	Short run and Long Run Cost Functions	5 March 2019
25.	Nature of Competition, Features of Perfect competition	9 March 2019
26.	Nature and features of Competition Monopoly, Oligopoly, Monopolistic competition	11 March 2019
27.	Types of Pricing, Product Life Cycle based Pricing,	12 March 2019
28.	Break Even Analysis	16 March 2019
29.	Cost Volume Profit Analysis	18 March 2019

<b>Unit -IV: Financial Accounting</b>		
30.	Accounting concepts and Conventions	19 March 2019
31.	Accounting Equation, Double-Entry system of Accounting	23 March 2019
32.	Rules for maintaining Books of Accounts	25 March 2019
33.	Journal and Posting to Ledger	26 March 2019
34.	Preparation of Trial Balance	30 March 2019
35.	Elements of Financial Statements	1 April 2019
36.	Preparation of Final Accounts	2 April 2019
<b>Unit- V: Financial Analysis through Ratios</b>		
37.	Concept of Ratio Analysis	8 April 2019
38.	Liquidity Ratios and Turnover Ratios	9 April 2019
39.	Profitability Ratios and Proprietary Ratios	13 April 2019
40.	Solvency and Leverage Ratios	15 April 2019
41.	Introduction to Fund Flow analysis and Cash Flow Analysis	16 April 2019
42.	Practice Problems	20 April 2019

**TEXT BOOKS:**

- D.D.Chaturvedi, S.L.Gupta, Business Economics – Theory and Applications, International Book House Pvt. Ltd. 2013.
- Dhanesh K Khatri, Financial Accounting, Tata McGraw Hill, 2011.
- Geethika Ghosh, Piyali Gosh, Purba Roy Choudhury, Managerial Economics, 2e, Tata McGraw Hill Education Pvt. Ltd. 2012.

**REFERENCES:**

- Paresh Shah, Financial Accounting for Management 2e, Oxford Press, 2015.
- S.N.Maheshwari, Sunil K Maheshwari, Sharad K Maheshwari, Financial Accounting, 5e, Vikas Publications, 2013.

Name and signature of the faculty: Ms. Shugufta Nishat

Name and signature of Head of the Department: Ms.V.Dhanalaxmi