

Bhoj Reddy Engineering College for Women: Hyderabad

Department of Business Administration

Lesson plan of faculty member for the academic year 2018–19

Class: II B Tech

Branch - Section: IT-B

Semester: II

Subject: Business Economics & Financial Analysis

Lectures per week: 3

Lecture Number	Topics to be covered	Date(s)
UNIT - I: Introduction to Business and Economics		
1	Structure of Business Firm	24 December 2018
2	Theory of Firm	27 December 2018
3	Types of Business Entities	29 December 2018
4	Limited Liability Companies	31 December 2018
5	Sources of Capital	03 January 2019
6	Non-Conventional Sources of Finance	05 January 2019
7	Significance of Economics	07 January 2019
8	Micro and Macro Economic Concepts	10 January 2019
9	Concepts and Importance of National Income	12 January 2019
10	Inflation.	17 January 2019
11	Money Supply in Inflation	19 January 2019
12	Features and Phases of Business Cycle	21 January 2019
13	Nature and Scope of Business Economics	24 January 2019
14	Role of Business Economist	28 January 2019
15	Multidisciplinary nature of Business Economics	31 January 2019
UNIT - II: Demand and Supply Analysis		
16	Elasticity, Types of Elasticity,	02 February 2019
17	Law of Demand	04 February 2019
18	Measurement and Significance of Elasticity of Demand	07 February 2019
19	Factors affecting Elasticity of Demand	09 February 2019
20	Elasticity of Demand in decision making	11 February 2019
21	Characteristics of Good Demand Forecasting	14 February 2019
22	Steps in Demand Forecasting	16 February 2019
23	Methods of Demand Forecasting	21 February 2019
24	Law of Supply.	23 February 2019
25	Determinants of Supply, Supply Function	25 February 2019
UNIT- III: Production, Cost, Market Structures & Pricing		
26	Factors of Production, Production Function	28 February 2019
27	Production Function with one variable input, two variable inputs.	02 March 2019
28	Returns to Scale, Different Types of Production Functions	07 March 2019
29	Types of Costs, Short run and Long run Cost Functions	09 March 2019
30	Market Structures: Nature of Competition	11 March 2019
31	Features of Perfect competition, Monopoly,	14 March 2019
32	Oligopoly Competition	16 March 2019
33	Monopolistic Competition	18 March 2019

34	Types of Pricing, Product Life Cycle based Pricing	23 March 2019
35	Break Even Analysis, Cost Volume Profit Analysis	25 March 2019
UNIT -IV: Financial Accounting		
36	Accounting concepts and Conventions, Equations	28 March 2019
37	Double-Entry system of Accounting with Rules	30 March 2019
38	Journal, Posting to Ledger, Preparation of Trial Balance	01 April 2019
39	Preparation of Final Accounts	04 April 2019
UNIT-V: Financial Analysis through Ratios		
40	Concept of Ratio Analysis, Liquidity Ratios	08 April 2019
41	Turnover Ratios	11 April 2019
42	Introduction to Fund Flow and Cash Flow Analysis	13 April 2019
43	Revision of I & II Units	15 April 2019
44	Revision of III Unit	18 April 2019
45	Revision of IV, & V Units	20 April 2019

- 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. Y. Sagarika

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