

Bhoj Reddy Engineering College for Women: Hyderabad

Department of Information Technology

Lesson plan of faculty member for the academic year 2016–17

Class: III B Tech

Branch-Section: IT -B

Semester: I

Subject: Managerial Economics & Financial
Analysis

Lectures per week: 4+1 (Tutorial)

Lecture Number	Topics to be covered	Date (s)
UNIT – I: Introduction & Demand Analysis		
1	Introduction to Managerial Economics,	14 June 2016
2	Definition and Nature ,Scope of Managerial Economics	15 June 2016
3	Tutorial (G2,G3,G1) - Introduction to Managerial Economics	14, 15, 16 June 2016
4	Types, Characteristics and Relationship with other subjects	17 June 2016
5	Definition of Demand, Demand Determinants	18 June 2016
6	Law of Demand, Assumptions	21 June 2016
7	Exceptions, Types of Demand	22 June 2016
8	Tutorial (G2,G3,G1) -Law of Demand, Determinants, Assumptions	21,22,23 June 2016
9	Elasticity of Demand- Definition	24 June 2016
10	Significance & Types of Elasticity of Demand	25 June 2016
11	Demand Forecasting, Different methods	28 June 2016
12	Survey methods, Statistical methods	29 June 2016
13	Tutorial (G2,G3,G1) -Elasticity of Demand	28,29,30 June 2016
14	Expert opinion Method, Test Marketing, controlled Experiments	1 July 2016
UNIT-II: Production & Cost Analysis		
15	Production Function	2 July 2016
16	Isoquants and Isocosts MRTS	4 July 2016
17	Laws of Production Least cost combination of Production	5 July 2016
18	Tutorial (G2,G3,) - Production Function	4,5 July 2016
19	Cobb-Douglass Production function, Laws of Returns	8 July 2016
20	Economies and Diseconomies	9 July 2016
21	Cost Concepts	12 July 2016
22	Types of Costs, Marginal Costing Equation	13 July 2016
23	Tutorial (G2,G3,G1) -Cost Concepts	12,13,14 July 2016
24	Contribution, P/V Ratio, BEP, Margin of Safety – Problem	15 July 2016
25	Problems	16 July 2016
26	Break Even Analysis Graph and Problems	19 July 2016
27	Managerial Significance and Limitations of BEA	20 July 2016
28	Tutorial (G2,G3,G1) -Practice Problems	19,20,21 July 2016
UNIT-III: Markets & New Economic Environment		
29	Market structures Types of competition	22 July 2016
30	Features of Perfect competition	23 July 2016
31	Price output Determination in Perfect competition	26 July 2016
32	Monopoly and Monopolistic competition	27 July 2016
33	Tutorial (G2,G3,G1) -Price output Determination in Monopoly	26,27,28 July 2016
34	Objectives and Policies of Pricing-Methods of pricing	29 July 2016
35	Methods of Pricing	30 July 2016
36	Characteristics & Features of Business	2 August 2016
37	Forms of Business Organizations – Sole Proprietorship	3 August 2016
38	Tutorial (G2,G3,G1) -Methods of Pricing	2,3,4 August 2016
39	Partnership Firm	5 August 2016
40	Joint Stock Company – Features	6 August 2016
41	Public Enterprises and types	16 August 2016
42	Business Environment in post Liberalization era	17 August 2016
43	Tutorial (G2,G3,G1) -Public Enterprises and types	16,17,18 August 2016

UNIT-IV: Capital Budgeting		
44	Introduction to Finance, Sources of Finance	19 August 2016
45	Capital Budgeting, Traditional Methods of Capital Budgeting	20 August 2016
46	Types of Capital	23 August 2016
47	Modern Methods of Capital Budgeting	24 August 2016
48	Tutorial (G2,G3) -Capital Budgeting – Problems	23,24, August 2016
49	Payback Period	26 August 2016
50	Accounting Rate of Return	27 August 2016
51	Net Present Value Method	30 August 2016
52	Working Capital Management	31 August 2016
53	Tutorial (G2,G3,G1) -Net Present Value Method	30,31,August,1 September 2016
54	Trading Forecast, Capital Budget	2 September 2016
55	Cash Budget	3 September 2016
UNIT-V: Introduction to Financial Accounting & Financial Analysis		
56	Introduction to Accounting	6 September 2016
57	Accounting Terminology	7 September 2016
58	Tutorial (G2,G3,G1) -Concepts and Conventions	6,7,8 September 2016
59	Rules of Accounting	9 September 2016
60	Journal-Problems	10 September 2016
61	Ledger-Problems	13 September 2016
62	Cash Book – Types of Cash Books	14 September 2016
63	Tutorial (G2,G3,G1) -Trail Balance-Problems	13,14,15 September 2016
64	Trading Account-Problems	16 September 2016
65	Profit and Loss Account- Problems	17 September 2016
66	Balance Sheet- Problems	20 September 2016
67	Introduction to Ratio Analysis	21 September 2016
68	Tutorial (G2,G3,G1) -Profit and Loss Account- Problems	20,21,22 September 2016
69	Liquidity Ratios – Problems	23 September 2016
70	Activity Ratios – Problems	24 September 2016
71	Capital structure Ratios	27September 2016
72	Problems	28 September 2016
73	Tutorial (G2,G3,G1) –Problems	27,28,29 September 2016
74	Profitability Ratios	1 October 2016
75	Problems	4 October 2016
76	Tutorial (G1) -Problems	27 October 2016
77	Uses, Merits and Demerits of Ratios	28 October 2016
78	Du Pont Chart	29 October 2016
79	Problems in Ratio analysis	1 November 2016
80	Problems	2 November 2016
81	Tutorial (G2,G3,G1) -Problems	1,2,3, November 2016

Text books:

1. Varshney & Maheswari : Managerial Economics, Sultan Chand, 2009.
2. M.Kasi Reddy & Saraswathi, Managerial Economics and Financial Analysis, PHI New Delhi,2012.
3. Aryasri : Managerial Economics and Financial Analysis, TMH,2012

Name and signature of the faculty: G.Sai Prasanna Lakshmi ----

Name and signature of Head of the Department: Dr. B.Renuka -----