

SEMESTER I

CODE	COURSE TITLE
18BAUC101	PRINCIPLES OF MANAGEMENT AND BUSINESS ORGANISATION

Category	CIA	ESE	L	T	P	Credit
Core	25	75	85	5	-	4

Preamble

To enable the students to acquire knowledge on the various forms of business organization, different principles & functions of management and to enhance their managerial skills to effectively implement various managerial functions.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Interpret and design the different forms of organisation	K2
CO2	Demonstrate social responsibility and ethical issues involved in business situations and organizations	K2
CO3	Integrate management principles in real time situations	K3
CO4	Apply the managerial functions in different business setup	K3
CO5	Implement decisions to ensure organisational effectiveness	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (20 hrs.)

Business: Meaning – Business and Profession – Requisites of a Successful Business.

Business Organisation: Meaning – Importance – Forms - Sole Proprietorship – Partnership - Joint Hindu Family Firm – Joint Stock Companies – Cooperative Organisations.

UNIT II (15 hrs.)

Business Combinations: Meaning – Types – Forms. Public utilities and Public enterprises. Social Responsibilities of business.

UNIT III (20 hrs.)

Management: Meaning – Definition – Importance – POSDCORB – General Principles – Management: A Science or an Art? – Major Contributors to Management – Levels of Management.

UNIT IV (20 hrs.)

Planning: Meaning – Importance – Steps – Types of Plans – MBO – MBE – Decision Making – Types of Decisions. **Organisation Structure:** Meaning – Definition – Characteristics – Importance – Types.

UNIT V (15 hrs.)

Span of Supervision – Decentralization - Delegation of Authority. **Directing** – Nature and Purpose.

Controlling: Meaning – Process – Control Devices.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sharma R.K., Shashi K.Gupta	Principles of Management	Kalyani Publishers, Chennai	1 st Edition, 2015.
2.	Bhushan Y.K.	Fundamentals of Business Organisation and Management	Sultan Chand & Sons, New Delhi	19 th Revised Edition, 2013.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	L.M.Prasad	Principles and Practice of Management	Sultan Chand & Sons, New Delhi	8 th Edition 2012, Reprint 2014
2.	Dinkar Pagare	Principles of Management	Sultan Chand & Sons, New Delhi	5 th Edition, 2013.
3.	Karhindu Ghuman & Aswathappa K.	Management- Concepts, Practice and Case	Tata Mc.Graw Hill, New Delhi	Edition 2010, Reprint 2012
4.	Reddy.P.N.	Principles of Business Organization and Management	Eurasia Publishing House, New Delhi	6 th Edition, 2009.

Web Resources

- <http://home.snu.edu/~jsmith/library/body/v20.pdf>
- <https://www.managementstudyguide.com/examples-of-corporate-social-responsibility.htm>
- <http://www.yourarticlelibrary.com/business/8-pre-requisites-of-the-success-of-business/42014/>
- <https://www.cleverism.com/management-exception-guide/>

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Brain Storming, Case study and Role play.

SEMESTER I

CODE	COURSE TITLE
18BAUC102	INTRODUCTION TO INFORMATION TECHNOLOGY

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	3

Preamble

To ensure that the students acquire knowledge on the components of computer system, operating systems, networking technologies, MIS and its applications and also to provide the knowledge of contemporary IT areas (software and its applications) and equip them with required job skills.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire ICT skills and knowledge in diverse contexts	K3
CO2	Analyze the knowledge of various ICT components and social networking	K4
CO3	Demonstrate the understanding of basic principles, concepts and information about database	K2
CO4	Implement the basic concepts of computer applications in real situations	K3
CO5	Optimize the hardware, software, networks and internet in the workplace	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	M	M	M	S	M
CO3	M	M	M	M	S
CO4	M	M	S	S	S
CO5	S	M	M	S	M

S- Strong; M-Medium; L-Low

Syllabus

UNIT I

(15 hrs.)

Information Technology: Meaning and Concept – Importance of Computers in Business – Data and Information – Data Processing – Data Storage and Data Retrieval Capabilities – Computer Applications in various areas of Business .

UNIT II

(15 hrs.)

Operating system: DOS – Windows – UNIX - Windows NT – Windows 198 – Flow chart and programme flow charts, E- commerce – Models - Internet – Intranet – Email its uses and importance, WWW and Net Working - LAN - WAN – Social Networking. **Computer Viruses:** Bombs, Worms – Types of Viruses – Worm, Trojan horse and logic bombs – Categories of Viruses – Boot viruses, program viruses, macro viruses and antivirus software.

UNIT III

(15 hrs.)

MIS: Introduction - Definition – Features - MIS Structures - MIS as Competitive Advantage- MIS support for Planning - Organising - Controlling – MIS for specific Functions – Introduction to DBMS -Models.

UNIT IV**(15 hrs.)**

Types of Computer Systems: Micro, Mini, Main Frame and Super Computers – Analogue, Digital and Hybrid Computers – Business and Scientific Computer Systems – Generation of Computers – Laptop or Note Book Computers – Data Processing Systems – Types - Multi Programming and Multi Processing Systems.

UNIT V**(15 hrs.)**

Hardware: Components of Computer System – Input, Output and Storage Devices.

Software: System Software and Application Software Programming Language Machine Language – Assembly Language – High Level Language.

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Amman Jindal	Management Information System	Kalyani Publishers, Mumbai	2 nd Edition, 2006, Reprint 2017.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Renu Vashisth and NeeruMundra	Introduction to Information Technology	Himalaya Publishing House, New Delhi	1 st Edition, 2011
2.	Mohamed Azam	Fundamentals of Management Information System	Vijay Nicole Imprints Private Limited, Chennai	1 st Edition, 2015.
3.	A.K. Gupta	Management Information System	S. Chand and Company Private Limited, New Delhi.	1 st Edition, 2013.
4.	James O.Brien	Management Information System	Tata Mc Grawhill, New Delhi	6 th Edition , 2017.
5.	Dr. P. Rizwan Ahmed	Introduction to Information Technology	Margham Publications	2 nd Revised and Enlarged Edition, 2017

Web Resources

- <https://www.lifewire.com/what-is-antivirus-software-152947>
- <https://www.lucidchart.com/pages/database-diagram/database-models>
- <https://www.kartrocket.com>blog>

Pedagogy

- Lecture, PPT, Quiz, Assignment, Seminar and Case study

SEMESTER I

CODE	COURSE TITLE
18BAUA101	MATHEMATICS FOR MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Allied	25	75	70	5	-	5

Preamble

To equip the students with mathematical concepts and operations research and their applications in business/industrial problems.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire mathematical skills to analyze and solve the problems with set operations and matrices	K2
CO2	Apply mathematics to solve financial problems at varying levels	K3
CO3	Construct appropriate models in LPP and interpret the results generated	K3
CO4	Implement OR techniques to obtain optimal solutions	K3
CO5	Analyze and solve variety of business problems using network models	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (15 hrs.)

Sets and Set Operations: Venn Diagrams. **Matrices** - Fundamental Ideas about Matrices and their Operational Rules – Matrix Multiplication – Inversion of Square Matrices of Not More than 3rd Order.

UNIT II (15 hrs.)

Mathematics of Finance: Simple and Compound Interest – Discounts and Present Values.

UNIT III (15 hrs.)

Operation Research: Meaning – Scope – Models – Applications in Management Decision Making - Limitations. **Linear Programming problems:** Mathematical Formulation (Graphical and Simplex Methods Only). **Queuing Theory.**

UNIT IV (15 hrs.)

Transportation – **Assignment Problem. Game Theory.** (Simple Problems Only).

UNIT V (15 hrs.)

Network Analysis: PERT - CPM – Construction of Network for Projects – Time Scale Analysis – Probability of Completion of Project.

Distribution of Marks: 20 % Theory, 80 % Problems

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Navaneetham P.A.	Business Mathematics and Statistics	Jai Publications, Tiruchy	5 th Edition, 2015.
2.	KantiSwarup, GuptaP.K.Manmohan	Operations Research	Sultan Chand & Sons, New Delhi	14 th Edition, 2010.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Vittal P.R.	Business Mathematics and Statistics	Margham Publications, Chennai	6 th Edition, 2012.
2.	Dharani Venkatakrishnan S.	Operation Research	Sultan Chand & Sons, New Delhi	7 th Edition, 2010.

Web Resources

- https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://ncert.nic.in/ncerts/l/lemh206.pdf&ved=2ahUKEwj5w8zxuvaAhXLQY8KHQkaCUsQFjACegQIBhAB&usg=AOvVaw0JP56jvDa0Jjr1ivcnq-X_
- https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://www.math.upatras.gr/~tsantas/DownloadFiles/Hillier%26Lieberman_7thedition_Chapter10.pdf&ved=2ahUKEwiSpa67veva hXCuI8KHToWAGoQFjAAegQICRAB&usg=AOvVaw0KdY03HyHapIfWCIj3k73z

Pedagogy

- Lecture, PPT, Quiz, Assignment, Case study and Seminar

SEMESTER II

CODE	COURSE TITLE
18BAUC203	FINANCIAL ACCOUNTING

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	3

Preamble

To impart knowledge and skills to apply the fundamental principles and concepts of financial accounting system in the preparation of financial statements and accounts for various kinds of business transactions.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Journalize and post business transactions using fundamental accounting concepts and conventions	K3
CO2	Prepare the trial balance and rectify the errors	K3
CO3	Compute gross profit, net profit to arrive at the financial position of a business	K3
CO4	Project the Non - trading accounts and apply the various methods of depreciation	K3
CO5	Apply net worth and conversion method to derive the true profit from the incomplete records	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	M
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (15 hrs.)

Book-keeping: Meaning – Systems of Book Keeping. **Accountancy:** Meaning – Accounting Concepts and Conventions – Recording Business Transactions – Kinds of Accounts – Journalizing Rules – Subsidiary Books – Ledger Postings.

UNIT II (14 hrs.)

Trial Balance: Errors – Verification of Errors. **Bank Reconciliation Statement.**

UNIT III (15 hrs.)

Final Accounts: Trading, Profit and Loss Account and Balance Sheet – Manufacturing Account – Adjusted Entries.

UNIT IV (16 hrs.)

Accounting for Non – Trading Concerns: Depreciation with Adjusted Entries.

UNIT V (15 hrs.)

Accounts from Incomplete Records: Defects – **Ascertainment of Profit** – Conversion into Double Entry.

Distribution of Marks: 20% Theory, 80 % Problems

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Reddy T.S & Murthy A.	Financial Accounting	Margham Publications, Chennai	7 th Edition, Reprint, 2016.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gupta R.L. and RadhasamyM.	Advanced Accountancy	Sultan Chand & Company Ltd., New Delhi	16 th Edition, 2014.
2.	Jain S.P. & Narang K.L.	Financial Accounting	Kalyani Publishers, Ludhiana	3 rd Edition, 2014.
3.	Nagarajan K.L., Vinayagam N & P.L.Mani	Financial Accounting	Sultan Chand & Sons, New Delhi	1 st Edition, 2016

Web Resources

- <https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://www.ddegjust.ac.in/study-material/mba/cp-104.pdf&ved=2ahUKEwjPncPptevaAhUeSY8KHluBxsQfjAAegQICRAB&usg=AOvVaw3HcV1ZvtEioe8lozMUDM8>
- https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://www.accountingformanagement.org/what-are-non-trading-concerns/&ved=2ahUKEwj4gqent-vaAhVDMO8KHUwcAYw4ChAWMAR6BAGJEA0 &usg=AOvVaw20eEbln4B5NrPPHZXDB8G_

Pedagogy

- Lecture, PPT, Quiz, Assignment and Seminar

SEMESTER II

CODE	COURSE TITLE
18BAUC P01	PC SOFTWARE (MS OFFICE) - PRACTICAL

Category	CIA	ESE	L	T	P	Credit
Core Practical	40	60	-	-	75	4

Preamble

To impart knowledge and skills to apply the fundamental principles and concepts of financial accounting system in the preparation of financial statements and accounts for various kinds of business transactions.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Journalize and post business transactions using fundamental accounting concepts and conventions	K3
CO2	Prepare the trial balance and rectify the errors	K3
CO3	Compute gross profit, net profit to arrive at the financial position of a business	K3
CO4	Project the Non - trading accounts and apply the various methods of depreciation	K3
CO5	Apply net worth and conversion method to derive the true profit from the incomplete records	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	M
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (15 hrs.)

Book-keeping: Meaning – Systems of Book Keeping. **Accountancy:** Meaning – Accounting Concepts and Conventions – Recording Business Transactions – Kinds of Accounts – Journalizing Rules – Subsidiary Books – Ledger Postings.

UNIT II (14 hrs.)

Trial Balance: Errors – Verification of Errors. **Bank Reconciliation Statement.**

UNIT III (15 hrs.)

Final Accounts: Trading, Profit and Loss Account and Balance Sheet – Manufacturing Account – Adjusted Entries.

UNIT IV (16 hrs.)

Accounting for Non – Trading Concerns: Depreciation with Adjusted Entries.

UNIT V (15 hrs.)

Accounts from Incomplete Records: Defects – **Ascertainment of Profit** – Conversion into Double Entry.

Distribution of Marks: 20% Theory, 80 % Problems

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Reddy T.S & Murthy A.	Financial Accounting	Margham Publications, Chennai	7 th Edition, Reprint, 2016.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gupta R.L. and RadhasamyM.	Advanced Accountancy	Sultan Chand & Company Ltd., New Delhi	16 th Edition, 2014.
2.	Jain S.P. & Narang K.L.	Financial Accounting	Kalyani Publishers, Ludhiana	3 rd Edition, 2014.
3.	Nagarajan K.L., Vinayagam N & P.L.Mani	Financial Accounting	Sultan Chand & Sons, New Delhi	1 st Edition, 2016

Web Resources

- <https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf&ved=2ahUKEwjPncPptevaAhUeSY8KHeluBxsQfjAAegQICRAB&usg=AOvVaw3HcV1ZvtEioe8lozMUDM8>
- https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://www.accountingformanagement.org/what-are-non-trading-concerns/&ved=2ahUKEwj4gqent-vaAhVDMO8KHUwcAYw4ChAWMAR6BAgJEA0 &usg=AOvVaw20eEbln4B5NrPPHZXDB8G_

Pedagogy

- Lecture, PPT, Quiz, Assignment and Seminar

SEMESTER II

CODE	COURSE TITLE
18BAUC P01	PC SOFTWARE (MS OFFICE) - PRACTICAL

Category	CIA	ESE	L	T	P	Credit
Core Practical	40	60	-	-	75	4

Preamble

To equip the students with various MS Office applications such as word processing, spreadsheets, presentations and database.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire basic skills on shortcuts and keyboard techniques to enhance productivity	K2
CO2	Customize the file management procedures using MS Word	K3
CO3	Develop spreadsheets for general office use	K3
CO4	Develop effective presentations to communicate to the target audience	K3
CO5	Apply relational database using SQL statements	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	M
CO2	S	M	M	M	M
CO3	S	S	M	M	M
CO4	S	M	M	M	M
CO5	S	S	M	M	M

S- Strong; M-Medium; L-Low

Syllabus

MS WORD

(25 hrs.)

Introduction to MSWord - Shortcuts - Document types - Working with Documents - Opening Files - New & Existing - Saving Files - Formatting page and Setting Margins - Converting files to different formats - Importing - Exporting - Sending files to others Editing text documents - Inserting - Deleting - Cut, Copy, paste - Undo, Redo - Find, Search, Replace Formatting Documents - Setting Font Styles - Font selection - style, size, color etc., - Type face - Bold Italic, underline - Case settings - Highlighting - Special symbols Setting Paragraph style - Alignments - Indents - Line space - Margins - Bullets and Numbering Setting Page Style - Formatting - Border & Shading - Columns - Header & footer - Setting Footnotes Inserting Clip arts, pictures, and other files - Page Numbering, data & Time, Author etc., Creating Tables - Table settings - Borders - Alignments - Insertion, deletion - Merging - Splitting - Sorting Drawing Pictures - formatting & Editing pictures Tools - Word Completion - Spell Checks - Mail merge (Setting up the mail merge - Creating a main document - Building the data source - Placing the merge fields) Printing Documents

MS EXCEL

(20 hrs.)

Introduction - Spreadsheet & its Applications - Opening spreadsheet - Shortcuts Working with Spreadsheets - Opening a File - Saving Files - Converting files to different formats - Importing, Exporting and Sending files to others Entering and Editing Data - Entering Data - Find, Search & Replace - Filling continuous rows, columns - Inserting - Data, cells, column, rows & sheets Computing data - Setting Formula - Finding total in a column or row - Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation) - Using other Formulas Formatting Spreadsheets - Formatting - Cell, row, column & Sheet - Alignment, Font, Border & shading - Highlighting values - Hiding/Locking Cells Worksheet - Sheet Name - Row & Column Headers - Row Height, Column Width Formatting -

worksheet - Sheet Formatting & style - background, color , Borders & shading - Anchoring objects — Formatting layout for Graphics, Clipart etc., Creating Charts - Selecting charts - Formatting charts, label, scaling etc., and Printing worksheet.

MS ACCESS

(10 hrs.)

Introduction - Database concepts - Tables - Queries - Forms - Reports Opening and saving database files — Creating Tables - Table Design - Indexing - Entering data - Importing data Creating Queries - SQL statements — Setting relationship - Using wizards Creating Forms for data entry and printing reports

MS POWER POINT

(20 hrs.)

Introduction - Opening new Presentation - Different presentation templates - Setting backgrounds - Selecting presentation layouts Creating a presentation - Setting presentation style - Adding Text to the presentation Formatting a presentation - Adding style - Color and gradient fills - Arranging objects - Adding Header & Footer - Slide Background - Slide layout Adding Graphics to the presentation - Inserting pictures, movies, tables, etc into the presentation - Drawing Pictures using Draw Adding effects to the presentation - Setting Animation & transition effects - Adding audio and video Printing Handouts and generating standalone presentation viewer

Note: Question paper for practical purposes need to be designed keeping three hours of practical duration and the broad areas as given hereunder. The composition of the question should be equitably loaded with at least one exercise in MS Word and the other one from any of the other three components MS Excel, PowerPoint and Access. The questions are to be exhaustive and trying to test the skill level acquired by the students. A few model questions are appended for guide lining purposes.

Model QP Questions

1) Set the paper size to A4, the Top, Bottom, Left, Right margins set to 2 cm — Set the line spacing to one and half — Insert a header that reads —Microsoft Word Test, and a footer that reads —PC Quotation —Set the font type of the entire document to Arial and the font size to 12 — Read the following passage and type the required letter: Research laboratory head needs the following items to be purchased from M/S Raj InfoTech Ltd, a) Samsung make TFT 17" Monitor, qty 15, Rs 10000/- each as per quotation b) Hard Disk (SATA) 160 GB, qty 15, Rs 6000/- each c) Logitech Make Web Cam, qty 15, Rs 1000/- each. In this quotation M/S Raj InfoTech Ltd has ensured 5 % discount on total bill amount. The sales tax is 2%. Full payment is made at the time of placing the order. All the items should carry a warranty of three years from the date of purchase order. — Prepare purchase order containing item details, condition mentioned.

2) Type the following matter and carry out the below-listed tasks on the same

The Fairy Tales we deserve: The Disney Stories that enchant us today are drawn from ancient, worldwide folk tradition. Some folklorists believe that "Cinderella" in its most basic form—neglected youngest child is tested, found worthy, rewarded with mate – dates back to the Old Stone Age. Cinderella: Folk versions of "Cinderella" were related in hundreds of societies. In these stories, the "test" for the unfortunate child is different. Our familiar Cinderella is beautiful and has tiny feet. By contrast, the Japanese Cinderella gets her Prince by writing a prize-winning poem. Other fairytales include: □ Little Red Riding Hood □ Three Little Pigs □ Beauty and the Beast Split paragraph two into two columns Insert a border around paragraph one Change the alignment of the first paragraph to right align Indent the first line of paragraph three with tab spacing set at 1cm Change the font colour of the third paragraph to Red Change the font to Comic Sans Ms, outline bold, 16 point Use WordArt to place the heading —Word Processing at the top

of the document Use the word count tool and type this number at the end of the document

3) Type the following matter and carry out the below-listed tasks on the same

The history of the concept of "engineering" stems from the earliest times when humans began to make clever inventions, such as the pulley, lever, or wheel, etc. The exact etymology of the word engineer, however, is a person occupationally connected with the study, design, and implementation of engines. The word "engine", derives from the Latin ingenium (c. 1250), meaning "innate quality, especially mental power, hence a clever invention." Hence, an engineer, essentially, is someone who makes useful or practical inventions. From another perspective, a now obsolete meaning of engineer, dating from 1325, is "a constructor of military engines". Engineering was originally divided into military engineering, which included construction of fortifications as well as military engines, and civil engineering, non-military construction of such as bridges. The first electrical engineer is considered to be William Gilbert, with his 1600 publication of De Magnete, who was the originator of the term "electricity".

Tasks to be performed

Type the heading —Engineering at the top of the Document. Use wordart to do this. Justify all the text

Format the last paragraph so that they have a hanging indent

Place a border around the full page

Format the document with 1.5 Line Spacing

Change the Heading to upper case

Change the page layout to landscape

Count the number of words and place it in a text box at the bottom of the page

Insert an appropriate picture somewhere on this document

Find all instances of the word —engineer and replace it with – designer

4) Perform the following calculations in MS-Excel.

Places	Target	Production	Achievement	Grade
Coimbatore	4800	6000	125%	??
Erode	5000	4500	??	??
Pollachi	5000	5000	??	??
Ooty	4933.33	5166.67	??	??

SEMESTER II

CODE	COURSE TITLE
18BAUA202	MANAGERIAL ECONOMICS

Category	CIA	ESE	L	T	P	Credit
Allied	25	75	85	5	-	5

Preamble

To familiarize the students with the fundamental micro and macro economic principles and apply the concepts in business decision making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand demand, supply, equilibrium and their determinants	K2
CO2	Demonstrate the application of production function in business settings	K2
CO3	Differentiate the four basic market structures	K2
CO4	Interpret the causes and consequences of business cycle	K2
CO5	Compare and contrast the different components of macro economic conditions	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (20 hrs.)

Business Economics: Concept – Importance – Scope - Methods – Micro – Macro - Objectives of Business Firm. **Demand and Supply:** Law of Demand – Elasticity of Demand.

UNIT II (15 hrs.)

Production Function: Factors of Production – Laws of Returns – Returns to Scale and Law of Variable Proportions – Economies of Scale – Mixed Economy.

UNIT III (25hrs.)

Market Structure: Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly and Duopoly. **Pricing:** Pricing and Output decisions in different markets – Price discrimination – Pricing methods - Cost plus, target, marginal, going –rate, customary and differential.

UNIT IV (15 hrs.)

Business Cycle: Characteristics – Phases – Control of Trade Cycle. **Inflation:** Definition – Characteristics – Types – Effects – Anti-Inflationary Measures. **Deflation:** Effects – Control.

UNIT V (15 hrs.)

National Income: GDP - GNP – NNP - Per Capita Income - Balance of Trade - Balance of Payment.

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sankaran.S	Managerial Economics	Margham Publications, Chennai	5 th Edition, Reprint, 2015.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Ahuja H.L.	Managerial Economics	Sultan Chand & Sons Company Limited, New Delhi	4 th Revised Edition, 2010
2.	Geetika, Piyati Ghosh, Purba Roy Choudhury	Managerial Economics	Tata Mc Graw Hill Education, New Delhi,	2 nd Edition 2015
3.	Mankar V.G.	Business Economics	Macmillan, New Delhi	1 st Edition, Reprint 2009.
4.	Sundharam K.P.M., Sundharam E.N.	Business Economics	Sultan Chand & Sons Company Limited, New Delhi	5 th Revised Edition, 2010

Web Resources

- <https://www.colorado.edu/Economics/courses/boileau/4999/sec1.PDF>
- https://www.tutor2u.net/_legacy/assets/samples/qa-ocrf582.pdf
- http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001405/M022225/ET/1504610552Module-39.pdf
- http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001405/M022214/ET/1504609898Module-18.pdf

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Case study and Debate.