Bhoj Reddy Engineering College for Women: Hyderabad
Department of Business Administration
Lesson plan of faculty member for the academic year 2017–18
Branch-Section: ECE-A

Class: III B Tech Semester: II
Subject: Managerial Economics and Financial Analysis Lectures per week 4

Lecture Number	Topics to be covered	Date(s)
Unit – I Introduction to Managerial Economics		
1.	Introduction to Managerial Economics and Managerial Economics Definitions	18 December 2017
2.	Nature and Scope of Managerial Economics, Types, Characteristics and Relationship with other subjects	19 December 2017
3.	Law of Demand, Assumptions, Determinants, Exceptions and Types of Demand	20 December 2017
4.	Activity on Economics	23 December 2017
5.	Elasticity of Demand- Definition	27 December 2017
6.	Significance & Types of Elasticity of Demand	30 December 2017
7.	Demand Forecasting, Different methods: Survey methods, Statistical methods and Test on Law of Demand	2 January 2018
8.	Expert opinion Method and Explanation of Methods	3 January 2018
9.	Test Marketing, controlled Experiments and Judgmental Approach	6 January 2018
10.	Revision in Unit I	8 January 2018
Unit – II Theory of Production and Cost Analysis		
11.	Production Function and Production Concept	9 January 2018
12.	Isoquants and Isocosts` Laws of Production	10 January 2018
13.	Economies and Dis economies and Cost Concepts	13 January 2018
14.	Types of Costs, Marginal Costing Equation Problems	16 January 2018
15.	Break Even Analysis Graph and Problems	17 January 2018
16.	Problems on Marginal Costing	20 January 2018
17.	Marginal Costing Application and Managerial Significance and Limitations of BEA	22 January 2018
18.	Practice Problems	23 January 2018
19.	Practice Problems	24 January 2018
Unit – III Introduction to Markets and Pricing Strategies		
20.	Features of Perfect competition and Monopoly and Monopolistic competition	27 January 2018
21.	Price output Determination in Perfect competition	29 January 2018
22.	Price output Determination in Monopoly	30 January 2018
23.	Objectives and Policies of Pricing-Methods of pricing Methods of Pricing	31 January 2018
24.	Pricing Strategies	3 February 2018
25.	Characteristics & Features of Business	5 February 2018
26.	Forms of Business Organizations – Sole Proprietorship	10 February 2018
27.	Partnership Firm	12 February 2018
28.	Partnership Firm and Forms of Business	14 February 2018
29.	Joint Stock Company – Features	17 February 2018

30.	Formation of Companies	19 February 2018
31.	Public Enterprises and types	20 February 2018
32.	Business Environment in post Liberalization era	21 February 2018
33.	Advantages of Privatization	24 February 2018
Unit – IV Capital Budgeting		
34.	Business Environment in India	26 February 2018
35.	Introduction to Finance, Sources of Finance	27 February 2018
36.	Capital Budgeting, Traditional Methods of Capital Budgeting	28 February 2018
37.	Types of Capital	03 March 2018
38.	Modern Methods of Capital Budgeting	05 March 2018
39.	Capital Budgeting –Payback Period Problems	06 March 2018
40.	Practice Problems	07 March 2018
41.	Accounting Rate of Return	10 March 2018
42.	Working Capital Management	12 March 2018
43.	Net Present Value Method	13 March 2018
Unit – V Financial Analysis through Ratios		
44.	Net Present Value Method	14 March 2018
45.	Trial Balance	17 March 2018
46.	Introduction to Accounting	19 March 2018
47.	Concepts and Conventions	20 March 2018
48.	Trail Balance-Problems	21 March 2018
49.	Trading Account-Problems	24 March 2018
50.	Profit and Loss Account- Problems	27 March 2018
51.	Balance Sheet- Problems	28 March 2018
52.	Liquidity Ratios & Activity Ratios – Problems	31 March 2018
53.	Liquidity Ratios & Activity Ratios – Problems	2 April 2018
54.	Practice Problems	3 April 2018

TEXT BOOKS

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

Name and signature of the faculty : Shugufta Nishat

Name and signature of Head of the Department: Ms Shribala N ---

Signature of the HOD: