



**NARSIMHA REDDY ENGINEERING COLLEGE
(Autonomous)**

**Approved by AICTE, New Delhi & Affiliated to JNTUH,
Hyderabad Accredited by NBA & NAAC with A Grade**

COURSE CONTENT

S.no.	Unit no.	Topics to be covered	Periods
1		Introduction to Business and Economics:	14
2	I	Definitions– Business and Economics:	1
3		Structure of Business Firm, Theory of Firm,	1
4		Types of Business Entities,	2
5		Non-Conventional Sources of Finance	1
6		Significance of Economics, Micro and Macro Economic Concepts, Concepts and Importance of National Income, Inflation, Money Supply in Inflation	4
7		Features and Phases of Business Cycle	2
8		Nature and Scope of Business Economics	2
9			Demand and Supply Analysis:
10	II	Elasticity of Demand	1
11		Types of Elasticity	1
12		Law of Demand	1
13		Measurement and Significance of Elasticity of Demand	1
14		Elasticity of Demand in decision making	1
15		Demand Forecasting: Characteristics of Good Demand Forecasting	1
16		Factors affecting Elasticity of Demand,	1
17		Methods of Demand Forecasting	1
18		Supply Analysis	1
19		Determinants of Supply	1
20		Supply Functions	1
21		Law of Supply.	1
22		Production, Cost, Market Structures & Pricing	14
23	III	Introduction to: Production Analysis	1
24		Factors of Production	1
25		Production Function with one variable input, two variable inputs	2
26		Law of Returns to Scale	1
27		Different Types of Production Functions	1

28		Cost analysis: Types of Costs, Short run and Long run Cost Function	1
29		Market Structures: Nature of Competition	1
30		Features of Perfect competition	1
31		Monopoly, Oligopoly, and Monopolistic Competition	1
32		Pricing: Types of Pricing	1
33		Product Life Cycle based Pricing,	1
34		Break Even Analysis	1
35		Cost Volume Profit Analysis.	1
36		Introduction to Financial Accounting & Financial Analysis:	12
37	IV	Introduction to Financial Accounting	1
38		Accounting, Rules for maintaining Books of Accounts	1
39		Accounting concepts and Conventions	1
40		Accounting Equation	1
41		Double-Entry system	1
42		Rules for maintaining Books of Accounts	1
43		Journal	1
44		Posting to Ledger	1
45		Preparation of Trial Balance	1
46		Elements of Financial Statement	1
47		Preparation of Final Accounts.	1
48		Final Accounts (Trading Account, Profit and Loss Account and Balance Sheet with simple adjustments).	1
49		Financial Analysis through ratios	13
50	V	Introduction to Financial Analysis through Ratios	1
51		Concept of Ratio Analysis	1
52		Liquidity Ratios	1
53		Turnover Ratios	1
54		Profitability Ratios	2
55		Proprietary Ratios	1
56		Leverage Ratios (simple problems)	2
57		Introduction to Fund Flow statement (simple problems).	1
58		Cash Flow Analysis (simple problems).	1
59		Revision	1
60		Revision	1