



# NARSIMHA REDDY ENGINEERING COLLEGE

## UGC AUTONOMOUS INSTITUTION

Maisammaguda (V), Kompally - 500100, Secunderabad, Telangana State, India

UGC - Autonomous Institute  
Accredited by NBA & NAAC with 'A' Grade  
Approved by AICTE  
Permanently affiliated to JNTUH

## SYLLABUS

Course Code	Category	Hours/ Week			Credits	Maximum Marks		
		L	T	P		CIA	SEE	TOTAL
23MB402	Humanities & Sciences	3	1	0	3	25	75	100
Contact Classes:	Tutorial Classes:	Practical Classes: Nil			Total Classes:			

### UNIT-I

#### Introduction to Business and Economics:

**Business:** Structure of Business Firm, Theory of Firm, Types of Business Entities, Limited Liability Companies, Sources of Capital for a Company, Non-Conventional Sources of Finance.

**Economics:** Significance of Economics, Micro and Macro Economic Concepts, Concepts and Importance of National Income, Inflation, Money Supply in Inflation, Business Cycle, Features and Phases of Business Cycle. Nature and Scope of Business Economics, Role of Business Economist, Multi disciplinary nature of Business Economics.

### UNIT-II

#### Demand and Supply Analysis:

**Elasticity of Demand:** Elasticity, Types of Elasticity, Law of Demand, Measurement and Significance of Elasticity of Demand, Factors affecting Elasticity of Demand, Elasticity of Demand in decision making, Demand Forecasting: Characteristics of Good Demand Forecasting, Steps in Demand Forecasting, Methods of Demand Forecasting.

**Supply Analysis:** Determinants of Supply, Supply Function & Law of Supply.

### UNIT-III

#### Production, Cost, Market Structures & Pricing:

**Production Analysis:** Factors of Production, Production Function, Production Function with one variable input, two variable inputs, Returns to Scale, Different Types of Production Functions.

**Cost analysis:** Types of Costs, Short run and Long run Cost Functions.

**Market Structures:** Nature of Competition, Features of Perfect competition, Monopoly, Oligopoly, Monopolistic Competition.

**Pricing:** Types of Pricing, Product Life Cycle based Pricing, BreakEven Analysis, Cost Volume Profit Analysis.

#### **UNIT-IV**

**Financial Accounting:** Accounting concepts and Conventions, Accounting Equation, Double-Entry system of Accounting, Rules for maintaining Books of Accounts, Journal, Posting to Ledger, Preparation of Trial Balance, Elements of Financial Statements, and Preparation of Final Accounts.

#### **UNIT-V**

**Financial Analysis through Ratios:** Concept of Ratio Analysis, Liquidity Ratios, Turn over Ratios, Profitability Ratios, Proprietary Ratios, Solvency, Leverage Ratios (simple problems). Introduction to Fund Flow and Cash Flow Analysis (simple problems)

#### **TEXT BOOKS:**

1. D.D. Chaturvedi, S.L. Gupta, Business Economics - Theory and Applications, International Book House Pvt. Ltd. 2013.
2. Dhanesh K Khatri, Financial Accounting, Tata McGraw Hill, 2011.
3. Geethika Ghosh, Piyali Gosh, Purba Roy Choudhury, Managerial Economics, 2e, Tata McGraw Hill Education Pvt. Ltd. 2012.

#### **REFERENCES:**

1. Paresh Shah, Financial Accounting for Management 2e, Oxford Press, 2015.
2. S.N. Maheshwari, Sunil K Maheshwari, Sharad K Maheshwari, Financial Accounting, 5e, Vikas Publications, 2013.

