



SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by
NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956.
Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada
Seetharampuram, W.G.D.T., Narsapur -534280, (Andhra Pradesh)

DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING

TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester	
19BM5T01	Principles of Economics & Management	V	EEE	5	2021-22	1-10-21	
COURSE OUTCOMES							
1	Explain the concept of economics and discriminate demand forecasting Methods. [K2&K4]						
2	Evaluate different market structures and discriminate various pricing methods. [K5&K4]						
3	Recognize the role of HR management for effective functioning of the organization. [K1]						
4	Illustrate the contemporary concepts of marketing and types of production management. [K4]						
5	Enumerate the role of financial management in day-to-day business activities and examine the ability and readiness to develop, organize and run a business enterprise. [K1 & K4]						
UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method	
I	Explain the concept of economics and discriminate demand forecasting Methods. [K2&K4]	1. INTRODUCTION TO ECONOMICS					Chalk & Talk, PPT Tutorial Active Learning & Case Study
		1.1	Definition of Economics	T1, T3	1		
		1.2	Nature, Scope of Economics	T1, T3	1		
		1.3	Classification of Economics	T1, T3	1		
		1.4	Concept of Demand	T1, T3	1		
		1.5	Law of demand & its exceptions	T1, T3	1		
		1.6	Elasticity of demand	T1, T3	1		
		1.7	Types of Elasticity of demand	T1, T3	1		
	1.8	Methods of Demand forecasting	T1, T3	1			
Content beyond Syllabus (if needed)	1.9	Supply Analysis	T1, T3	1			
Total					9		
II	Evaluate different market structures and discriminate various pricing methods. [K5&K4]	2. MARKET STRUCTURES					Chalk & Talk, PPT Tutorial Active Learning & Case Study
		2.1	Cost Concepts	T1, T3	1		
		2.2	Break – Even Analysis-Concept	T1, T3	1		
		2.3	Break – Even Analysis-Problems	T1, T3	1		
		2.5	Introduction to Market Structures	T1, T3	1		



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		2.6	Price-output determination in Perfect competition	T1,T3	1		
		2.7	Price-output determination Under Monopoly	T1,T3	1		
		2.8	Monopolistic Competition-Features	T1,T3	1		
		2.9	Price-output determination Under Monopolistic Competition	T1,T3	1		
		2.10	Price-output determination Under Oligopoly	T1,T3	1		
		2.11	Pricing Methods	T1,T3	1		
Total					10		
III	Recognize the role of HR management for effective functioning of the organization. [K1]	3. INTRODUCTION TO MANAGEMENT					
		3.1	Concept of Management	T2	1	Chalk & Talk, PPT Tutorial Active Learning & Case Study	
		3.2	Management functions	T2	1		
		3.3	Scientific Management & Principles of Management	T2	1		
		3.4	Leadership Styles	T2	1		
		3.5	Concept, Significance of HRM	T2	1		
		3.6	HRM Functions & PM Vs HRM	T2,R1	1		
		3.7	Recruitment and Selection	T2,R1	1		
		3.8	Training and Development	T2,R1	1		
		3.9	Job Analysis & Role and position of HR department	T2,R1	1		
		3.10	Performance Appraisal	T2	1		
3.11	Employee Welfare	T2	1				
Total					11		
IV	Illustrate the contemporary concepts of marketing and types of production management. [K4]	4. MARKETING MANAGEMENT					
		4.1	Definition-Concepts of Marketing	T2,R2	1	Chalk & Talk, PPT Tutorial Active Learning & Case Study	
		4.2	Marketing Mix	T2,R2	1		
		4.3	Recent Trends	T2,R2	1		
		4.4	Digital Marketing	T2,R2	1		
		4.5	Green Marketing-Rural Marketing	T2,R2	1		
		4.6	Production Management-Concept	T2,R2	1		
		4.7	Plant location and Layout	T2,R2	1		
		4.8	Statistical Quality Control	T2,R2	1		
Content beyond Syllabus (if needed)	4.9	Quality Circles and TQM	T2,R2	1			
Total					9		
V	Enumerate the role of financial management in day-	5. FINANCIAL MANAGEMENT					Chalk & Talk, PPT Tutorial Active
		5.1	Financial Management-Concept, Objectives of Finance	T2,R3	1		
		5.2	Wealth Maximization Vs. Profit	T2,R3	1		



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to-day business activities and examine the ability and read readiness to develop, organize and run a business enterprise. [K1 &K4]	5.3	Maximization			Learning & Case Study
	5.4	Functions of Finance	T2,R3	1	
	5.5	Role of financial manager	T2,R3	1	
	5.6	Financial Statements	T2,R3	1	
	5.7	Contents of Trading Account	T2,R3	1	
	5.8	Profit and Loss Account, Balance Sheet (Theory only)	T2,R3	1	
	5.9	Entrepreneur – Concept-Qualities	T1,T3	1	
	5.10	Entrepreneurial Development	T1,T3	1	
	5.11	Project Appraisal	T1,T3	1	
		5.11	Organizational assistance to entrepreneurs	T1,T3	
Total				11	
CUMULATIVE PROPOSED PERIODS				50	
Text Books:					
S.No	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION				
1	A.R. Aryasri, Managerial Economics and Financial Analysis , Tata McGraw- Hill, New Delhi, 2015				
2	P.G.Ramanujam, B.V.R.Naidu & P.V.R.Sastry, Management Science , Himalaya Publishing House, Mumbai, 2012				
3	Varshini & Maheswari, Managerial Economics , S.Chand & Co, New Delhi, 2003				
Reference Books:					
S.No	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION				
1	P.SubbaRao, Human Resource Management , Himalaya Publishing House, Mumbai, 2010				
2	Philip Kotler, Marketing Management , Pearson Prentice Hall, New Delhi, 2000				
3	M.Y.Khan & P.K.Jain, Financial Management , TATA McGraw-Hill, New Delhi, 2006				
Web Details					
1	https://www.youtube.com/results?search_query=managerial+economics				
2	https://www.youtube.com/results?search_query=marketing+management				

	Name of the Faculty	Signature
i. Faculty	O.V.A.M. Seideni	<i>[Signature]</i> 3/10/21
ii. Course Coordinator	M.V. Prasanthi	<i>[Signature]</i>
iii. Module Coordinator	O.V.A.M. Seideni	<i>[Signature]</i> 3/10/21
iv. Programme Coordinator	Dr. G. Grace	<i>[Signature]</i> 3/10/2021

[Signature]
Principal

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