

Course Number and Name												
BBA004 - Engineering Economics and Financial Management												
Credits and Contact Hours												
3 and 45												
Course Coordinator's Name												
Dr S.Fabiolya Kavitha												
Text Books and References												
TEXT BOOKS:												
1. Prasanna Chandra, — Financial Management (Theory & Practice) TMH												
2. Weston & Brigham, — Essentials of Managerial Finance												
REFERENCES:												
1.Pandey, I. M., —Financial Management												
2.Fundamentals of Financial Management - James C. Van Horne.												
3. http://stanford.edu/dept/MSandE												
Course Description												
<ul style="list-style-type: none"> • Acquire knowledge of economics to facilitate the process of economic decision making • Acquire knowledge on basic financial management aspects • Develop the skills to analyze financial statements 												
Prerequisites						Co-requisites						
Professional courses						NIL						
required, elective, or selected elective (as per Table 5-1)												
Selected elective												
Course Outcomes (COs)												
CO1: Evaluate the economic theories, cost concepts and pricing policies												
CO2: Understand the market structures and integration concepts												
CO3: Understand the measures of national income, the functions of banks and concepts of globalization												
CO4: Apply the concepts of financial management for project appraisal												
CO5: Understand accounting systems and analyze financial statements using ratio analysis												
CO6: Understand the impact of inflation, taxation, depreciation. Financial planning, economic basis for replacement, project scheduling, and legal and regulatory issues are introduced and applied to economic investment and project-management problems.												
Student Outcomes (SOs) from Criterion 3 covered by this Course												
	COs/SOs	a	b	c	d	e	f	g	h	i	j	k
	CO1	H					M				M	
	CO2	M	L	H					L			
	CO3	H			H					H		
	CO4	M				H		M				M
	CO5		L									
	CO6						H					

List of Topics Covered	
UNIT- I	9
ECONOMICS, COST AND PRICING CONCEPTS	
Economic theories – Demand analysis – Determinants of demand – Demand forecasting – Supply – Actual cost and opportunity cost – Incremental cost and sunk cost – Fixed and variable cost – Marginal costing – Total cost – Elements of cost – Cost curves – Breakeven point and breakeven chart – Limitations of break even chart – Interpretation of break even chart – Contribution – P/V-ratio, profit-volume ratio or relationship – Price fixation – Pricing policies – Pricing methods.	
UNIT –II	9
CONCEPTS ON FIRMS AND MANUFACTURING PRACTICES	
Firm – Industry – Market – Market structure – Diversification – Vertical integration – Merger – Horizontal integration	
UNIT -III	9
NATIONAL INCOME, MONEY AND BANKING, ECONOMIC ENVIRONMENT	
National income concepts – GNP – NNP – Methods of measuring national income – Inflation – Deflation – Kinds of money – Value of money – Functions of bank – Types of bank – Economic liberalization – Privatization – Globalization	
UNIT- IV	9
CONCEPTS OF FINANCIAL MANAGEMENT	
Financial management – Scope – Objectives – Time value of money – Methods of appraising project profitability – Sources of finance – Working capital and management of working capital	
UNIT- V	9
ACCOUNTING SYSTEM, STATEMENT AND FINANCIAL ANALYSIS	
Accounting system – Systems of book-keeping – Journal – Ledger – Trail balance – Financial statements – Ratio analysis – Types of ratios – Significance – Limitations .	