



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering

Subject Code: 3140709

Semester – IV

Subject Name: PRINCIPLES OF ECONOMICS AND MANAGEMENT

Type of course: Undergraduate

Prerequisite: Linear and non-linear data structures, working experience of any one structured programming language

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	70	30	0	0	100

Content:

Sr. No	Topics	Hrs.	Module Weightage
1.	Introduction to Economics; Definitions, Nature, Scope, Difference between Microeconomics & Macroeconomics Theory of Demand & Supply; law of demand, law of supply, equilibrium between demand & supply Elasticity; elasticity of demand, price elasticity, income elasticity, cross elasticity	5	12
2.	Theory of production; production function, meaning, factors of production (meaning & characteristics of Land, Labour, capital & entrepreneur), Law of variable proportions & law of returns to scale Cost; meaning, short run & long run cost, fixed cost, variable cost, total cost, average cost, marginal cost, opportunity cost. Break even analysis; meaning, explanation, numerical	4	12
3.	Markets; meaning, types of markets & their characteristics (Perfect Competition, Monopoly, Monopolistic Completion, Oligopoly) National Income; meaning, stock and flow concept, NI at current price, NI at constant price, GNP, GDP, NNP, NDP, Personal income, disposal income.	4	12
4.	Basic economic problems; Poverty-meaning, absolute & relative poverty, causes, measures to reduce Unemployment: meaning, types, causes, remedies Inflation; meaning, types, causes, measures to control	4	12
5.	Money; meaning, functions, types, Monetary policy- meaning, objectives, tools, fiscal policy-meaning, objectives, tools Banking; meaning, types, functions, Central Bank- RBI; its functions, concepts; CRR, bank rate, repo rate, reverse repo rate, SLR.	4	12
6.	Introduction to Management; Definitions, Nature, Management Difference between Management & administration, skill, types and roles of managers Management Principles; Scientific principles, Administrative principles, Maslow's Hierarchy of needs theory	5	12
7.	Functions of Management; Planning, Organizing, Staffing, Directing, Controlling (meaning, nature and importance) Organizational Structures; meaning, principles of organization, types-formal and informal, line, line & staff, matrix, hybrid (explanation with merits and demerits), span of control, departmentalization, chain of command, centralization and decentralisation	6	12
8.	Organisational culture of Environment concept of culture and its importance,	4	10



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering

Subject Code: 3140709

	attributes culture, How does culture affect managers and employees		
9.	Corporate Social Responsibility; meaning, importance Business Ethics; meaning, importance.	03	6%

Reference Books:

1. Engineering Economics, R.Paneerselvam, PHI publication
2. Fundamentals of Management: Essential Concepts and Applications, Pearson Education, Robbins S.P. and Decenzo David A.
3. Economics: Principles of Economics, N Gregory Mankiw, Cengage Learning
4. Principles and Practices of Management by L.M.Prasad
5. Principles of Management by Tripathy and Reddy
6. Modern Economic Theory, By Dr. K. K. Dewett & M. H. Navalur, S. Chand Publications

Course Outcomes:

After learning the course the students will be able to

Sr. No.	CO statements	Marks % Weightage
CO-1	Analyze how elasticity affects revenue.	25
CO-2	Relate production function and cost function.	20
CO-3	Analyze the optimal quantity and pricing decisions of firms in different market structures (perfect competition, monopoly, monopolistic competition) to achieve profit maximization.	20
CO-4	Describe the basic principles of management: planning, organizing, controlling, and directing	25
CO-5	Analyze ethical dilemmas faced by business and managers	10

Suggested Specification table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
0	0	20	55	25	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.