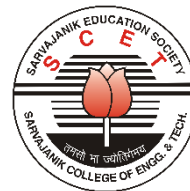




SARVAJANIK UNIVERSITY
Sarvajani College of Engineering and Technology
Bachelor of Technology



B. Tech. – I Year Semester I

Subject Name: Principles of Economics & Management

Subject Code: BTAS10181

Type of course: HSM: Humanities and Social Science including Management

Prerequisite: Zeal to learn the subject.

Rationale: It provides comprehensive coverage of the subject from basic principles of economics and management concepts and applications.

Teaching and Examination Scheme:

				Theory Marks		Practical Marks		Total
L	T	P	C	TEE	CAT	TEP	CAP	
2	0	0	2	60	40	0	00	100

CAT: Continuous Assessment Theory(assignments/projects/open book tests/closed book tests

TEE: Term End Examination **TEP:** Term End Practical Exam (Performance and viva on practical

skills learned in course) **CAP:** Regular submission of Lab work/Quality of work submitted/Active participation in lab sessions/viva on practical skills learned in course

Content:

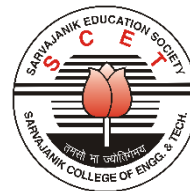
Sr. No.	Topics	Teaching Hrs.	Module Weightage
1.	Introduction to Economics: -Definition, nature, scope and significance of managerial economics, Micro vs. Macroeconomics. Demand analysis: - Determinants of demand, law of demand, exceptions to the law of demand, elasticity of demand- price, income, cross elasticity of demand. Supply Analysis:- Determinants of supply, law of supply.	6	20
2.	Theory of production: - Types of cost: - meaning, short run & long run cost, fixed cost, variable cost, total cost, average cost, marginal cost, opportunity cost. Break even analysis:- meaning, explanation, Assumption and numerical.	5	20
3.	Markets:- Meaning, types of markets & their characteristics (Perfect competition, monopoly, monopolistic completion, oligopoly).	4	10
4.	Introduction to management: - Definitions, nature of management, difference between management & administration,	6	20

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Sr. No.	Topics	Teaching Hrs.	Module Weightage
	skill and roles of managers by Henry Minzberg. Schools of management thought: - Scientific Management, Modern Management. Theories of motivation:- Maslow’s Hierarchy of needs theory, Herzberg theory.		
5.	Functions of Management: -(meaning, nature and importance) Planning, organizing, staffing, directing, controlling	4	10
6.	Introduction to production and operation management: - Nature and scope of production/Operations management, facility location. Inventory models:- EOQ and ABC methods.	5	20

Suggested Specification Table of Marks as per Bloom’s Taxonomy (Theory/Practical):

% Distribution of Marks					
R Level	U Level	A Level	N Level	E Level	C Level
10	50	10	30	0	0

Legends: **R:** Remembrance, **U:** Understanding; **A:** Application, **N:** Analyze, **E:** Evaluate **C:** Create and above Levels.

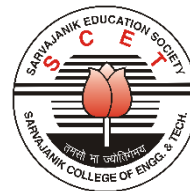
Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books:

HSM: Humanities and Social Science including Management
W.e.f. AY 2023-24



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Sr. No.	Title of book /article	Author(s)	Publisher and details like ISBN	Year of publication	Publication Edition
1.	Fundamentals of Management: Essential Concepts and Applications	Robbins S.P. and Decenzo David A.	Pearson Education, 978-93-325-741-20	2014	Latest
2.	Principles of Management	Tripathy and Reddy	McGraw Hill, 978-93-5260-535-4	2015	Latest
3.	Principles and Practices of Management	Dr. L.M.Prasad	Sultan Chand & Sons, 978-9351610502	2019	Latest
4.	Modern Economic Theory	Dr. K. K. Dewett & M. H. Navalur,	S. Chand Publications 978-81-2192-463-4	2014	Latest
5.	Engineering Economics,	R.Paneerselvam,	PHI publication 978-81-2034-837-0	2013	Latest
6.	Managerial Economics	D N Dwivedi	Vikas Publishing 978-93-5453-130-9	2015	Latest

Course Outcome:

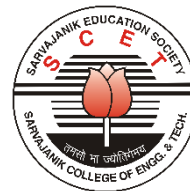
Sr. No.	CO Statement After learning this subject, students will be able to	Marks % weightage
CO-1	Describe the basic principles of management planning, organization, controlling & directing. (R, U, A, N-Cognitive level)	20
CO-2	Explain operation management practices, policies & theories for scientific approach. (R, U, A, N-Cognitive level)	15
CO-3	Formulate the basic problems of economics to optimize the resources. (R, U, A-Cognitive level)	25
CO-4	Execute the demand supply analysis by knowing the determinants of demand, supply elasticity. (U, A, N-Cognitive level)	25
CO-5	Apply the concepts of inventory models for operation management. (A, N-Cognitive level)	15

Mapping with POs:

HSM: Humanities and Social Science including Management
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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO-1	0	1	0	0	0	2	1	2	3	2	3	2	0	0	0
CO-2	0	0	0	0	0	2	1	2	3	2	2	2	0	0	0
CO-3	0	1	0	0	0	3	1	1	2	2	3	3	0	0	0
CO-4	0	0	0	0	0	2	0	1	2	1	3	3	0	0	0
CO-5	0	0	0	0	0	1	0	0	2	1	2	1	0	0	0
Rationale*	0	2	0	0	0	10	3	6	12	8	13	11	0	0	0

***Rationale:** Students will be skilled in thinking and decision-making, supported by economic and management principles and best practices in business and society.

List of Open Source/Learning website: Nil

List of Open Software: Nil