RAGHU ENGINEERING COLLEGE

AUTONOMOUS

(Approved by AICTE, New Delhi, & Permanently Affiliated to JNTU-GV, Vizianagaram)

NBA & NAAC A+ grade Accredited institute

Dakamarri, Bheemili Mandal, Visakhapatnam Dist. – 531 162 (A.P.)

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INSTITUTE VISION

Envisioning to be a world class technical institution by synergizing quality education with ethical values.

INSTITUTE MISSION

- To encourage training and research in cutting-edge technologies.
- To develop and strengthen strategic links with the industry.
- To kindle the zeal among the students and promote their quest for academic excellence.
- To encourage extra-curricular activities along with good communication skills.

QUALITY POLICY

RAGHU Engineering College underscores ethical values along with innovative teaching through an interactive, activity-based pedagogy; establishes the best of infrastructural facilities, inculcates engineering temper among the students through the use of the latest Information and Communication Technologies, and strives for an efficient, responsive and transparent administration in all areas.

Department of Management Studies

VISION

The vision of the department of management studies is to become a base if excellence in nurturing young engineers to contribute for the betterment of Indian Corporate Sector.

MISSION

- M1: Provide quality knowledge and advance skills to the students in order to expertise theoretically and practically in the areas of civil engineering.
- M2: Improve the professional potentiality of the students and staff through educational programs to expand the knowledge in the field of civil engineering
- M3: Inculcate healthy competitive spirit towards the higher education and successful career in the field of civil engineering to serve the nation ethically.

PROGRAMME EDUCTIONAL OBJECTIVES(PEOs)

- PEO 1: Employ a practicing civil engineer in construction, design, testing, and allied fields.
- PEO 2: Engaging in self-directed learning research or undertaking higher studies in the rapidly changing civil engineering environment.
- PEO 3: Create new methods/processes to meet the needs of society with their civil engineering knowledge.

MAPPING OF MISSION STATEMENTS WITH PEOs

MS/PEO	PEO 1	PEO 2	PEO 3
MS 1	3	3	2
MS 2	3	3	2
MS 3	3	3	2

1-Slight , **2**- Moderate, **3**- Substantial

PROGRAM OUTCOMES	
Graduates of Civil Engineering Will:	
PO 1	**Engineering knowledge**: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
PO 2	**Problem analysis:** Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
PO 3	**Design/development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
PO 4	**Conduct investigations of complex problems**: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
PO 5	**Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
PO 6	**The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
PO 7	**Environment and sustainability**: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PO 8	**Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO 9	**Individual and team work**: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO 10	**Communication:** Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO 11	**Project management and finance**: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
PO 12	**Life-long learning**: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
PROGRAM SPECIFIC OUTCOMES (PSOs)	
PSO 1: Analyze, design and execute the civil engineering structures with good knowledge in engineering, mathematics & basic sciences.	
PSO 2: Follow the economic, environmental and safety factors involved in the construction industry.	

Mapping of PEOs with POs and PSOs

PEO/PO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2
PEO 1	3	3	3	2	3	2	2	2	3	3	3	3	3	3
PEO 2	3	3	3	2	3	2	2	1	3	3	3	3	3	2
PEO 3	3	3	3	3	3	1	1	1	2	3	2	3	3	2

1-Slight **,** **2-** Moderate**,** **3-** Substatial

23HM101 – MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS							
(Common to Civil, EEE, Mechanical, ECE, CSE& Allied Branches)							
Programme &Branch	**B.Tech & Civil**	**Sem**	**Category**	**L**	**T**	**P**	**Credit**
Prerequisites	**Code- Name of the course**	**4**	**HSS**	**2**	**0**	**0**	**2**

Course Objectives :

1. To inculcate the basic knowledge of microeconomics and financial accounting
2. To make the students learn how demand is estimated for different products, input-output relationship for optimizing production and cost
3. To Know the Various types of market structure and pricing methods and strategy
4. To give an overview on investment appraisal methods to promote the students to learn how to plan long-term investment decisions.
5. To provide fundamental skills on accounting and to explain the process of preparing financial statements.

Course Contents:

Unit-1	Title: **Managerial Economics**	Contact Hours: 9
Introduction – Nature, meaning, significance, functions, and advantages. Demand-Concept, Function, Law of Demand - Demand Elasticity- Types – Measurement. Demand Forecasting-Factors governing Forecasting, Methods.		
Unit-2	Title: **Production and Cost Analysis**	Contact Hours: 9
Introduction – Nature, meaning, significance, functions and advantages. Production Function– Least- cost combination– Short run and long run Production Function- Iso-quants and Iso-costs, Cost & Break-Even Analysis - Cost concepts and Cost behavior- Break-Even Analysis (BEA) - Determination of Break-Even Point (Simple Problems).		
Unit-3	Title: **Business Organizations and Markets**	Contact Hours: 9
Introduction – Forms of Business Organizations - Sole Proprietary - Partnership - Joint Stock Companies - Public Sector Enterprises. Types of Markets - Perfect and Imperfect Competition - Features of Perfect Competition Monopoly- Monopolistic Competition–Oligopoly-Price-Output Determination - Pricing Methods and Strategies		
Unit-4	Title: **Capital Budgeting**	Contact Hours: 9
Introduction – Nature, meaning, significance. Types of Working Capital, Components, Sources of Short-term and Long-term Capital, Estimating Working capital requirements. Capital Budgeting– Features, Proposals, Methods and Evaluation. Projects – Pay Back Method, Accounting Rate of Return (ARR) Net Present Value (NPV) Internal Rate Return (IRR) Method (sample problems)		
Unit-5	Title: **Financial Accounting and Analysis**	Contact Hours: 9
Introduction – Concepts and Conventions- Double-Entry Bookkeeping, Journal, Ledger, Trial Balance- Final Accounts (Trading Account, Profit and Loss Account and Balance Sheet with simple adjustments). Introduction to Financial Analysis - Analysis and Interpretation of Liquidity Ratios, Activity Ratios, Capital structure Ratios and Profitability.		

	Total Hours: 45
Text Books:	
1	Varshney & Maheswari: Managerial Economics, Sultan Chand.
2	Aryasri: Business Economics and Financial Analysis, 4/e, MGH.
Reference Books:	
1	Ahuja Hl Managerial economics Schand.
2	S.A. Siddiqui and A.S. Siddiqui: Managerial Economics and Financial Analysis, New Age International.
3	Joseph G. Nellis and David Parker: Principles of Business Economics, Pearson, 2/e, New Delhi
Web References :	
1	https://www.slideshare.net/123ps/managerial-economics-ppt
2	https://www.slideshare.net/rossanz/production-and-cost-45827016
3	https://www.slideshare.net/balarajbl/market-and-classification-of-market

COURSE OUTCOMES: Upon completion of the course, students shall have ability to		**BT Mapped** (Highest Level)
CO 1	Define the concepts related to Managerial Economics, financial accounting and management	2
CO 2	Understand the fundamentals of Economics viz., Demand, Production, cost, revenue and markets	2
CO 3	Apply the Concept of Production cost and revenues for effective Business decision Analyze how to invest their capital and maximize returns	4
CO 4	Evaluate the capital budgeting techniques.	5
CO 5	Develop the accounting statements and evaluate the financial performance of business entity	5

Mapping of Cos with POs and PSOs

COs/POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2
CO 1	2	1	-	1	-	-	-	-	-	-	-	1	1	2
CO 2	2	2	1	-	-	-	-	-	-	-	-	1	2	2
CO 3	1	1	-	-	-	-	-	-	-	-	-	1	3	1
CO 4	-	1	-	-	-	-	-	-	-	-	-	2	4	-
CO 5	1	1	-	-	-	-	-	-	-	-	-	1	5	1

1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy

ASSESSMENT PATERN - THEORY

TEST	Remembering (K1)%	Understanding (K2)%	Applying (K3)%	Analyzing (K4)%	Evaluating (K5)%	Creating (K6)%	Total%
MID-1	6	9	85				100
MID-2	6	9	85				100
SEE	10	10	80				100

*± 3% may be varied