



STANLEY
COLLEGE OF ENGINEERING & TECHNOLOGY FOR WOMEN
(Approved by AICTE, New Delhi | Affiliated to Osmania University ,Hyderabad)
Address : Chapel Road, Abids ,Hyderabad

CM 371

MANAGERIAL ECONOMICS AND ACCOUNTANCY

UNIT-I

Introduction to Economics and its evolution -Managerial Economics its scope, importance and relation to other sciences, its usefulness to engineers -Basic concept of Managerial economics.

UNIT-II

Demands Analysis -Concept of demand, determinants, Law of demand, its assumptions, Elasticity of demand, price, income and cross elasticity, Demand Forecasting -Markets Competitive structures, price-output determination under perfect competition and Monopoly. (Theory questions and small numerical problems can be asked).

UNIT-III

Theory of Production -Firm and Industry -Production function -input-output relations -laws of returns -internal and external economics of scale. Cost Analysis: Cost concepts -fixed and variable costs -explicit and implicit costs -out of pocket costs and imputed costs -Opportunity cost -Cost output relationship -Break-even analysis. (Theory and problems).

UNIT-IV

Capital Management, its significance, determination and estimation of fixed and working capital requirements, sources of capital-Introduction to capital budgeting, methods of payback and discounted cash flow methods with problems.

(Theory questions are numerical problems on estimating working capital requirements and evaluation of capital budgeting opportunities can be asked).

UNIT-V

Book-keeping, principles and significance of double entry book keeping, Journal, Subsidiary books, Ledger accounts Trial Balance concept and preparation of Final Accounts with simple adjustments -Analysis and interpretation of Financial Statements through Ratios. (Theory questions and numerical problems on preparation of final accounts, cash book, petty cash book, bank reconciliation statement, calculation of some ratios).

Suggested Reading:

1. Varshney R and KLMaheswari, Managerial Economics, Sultan Chand.
2. J C Pappas and EF Brigham, Managerial Economics.
3. Grawal TS. Introduction to Accountancy.
4. Maheswari S.N.Introduction to Accountancy.
5. Panday I.M. Financial Management.