



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
KAKINADA – 533 003, Andhra Pradesh, India

DEPARTMENT OF CIVIL ENGINEERING

II Year - II Semester		L	T	P	C
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MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS (Common to all Branches)					

Course Learning Objectives:

- The Learning objectives of this paper are to understand the concept and nature of Managerial Economics and its relationship with other disciplines and also to understand the Concept of Demand and Demand forecasting.
- To familiarize about the Production function, Input Output relationship, Cost-Output relationship and Cost-Volume-Profit Analysis.
- To understand the nature of markets, Methods of Pricing in the different market structures and to know the different forms of Business organization and the concept of Business Cycles.
- To learn different Accounting Systems, preparation of Financial Statement and uses of different tools for performance evaluation.
- Finally, it is also to understand the concept of Capital, Capital Budgeting and the techniques used to evaluate Capital Budgeting proposals.

Course Outcomes:

- The Learner is equipped with the knowledge of estimating the Demand and demand elasticities for a product.
- The knowledge of understanding of the Input-Output-Cost relationships and estimation of the least cost combination of inputs.
- The pupil is also ready to understand the nature of different markets and Price Output determination under various market conditions and also to have the knowledge of different Business Units.
- The Learner is able to prepare Financial Statements and the usage of various Accounting tools for Analysis.
- The Learner can able to evaluate various investment project proposals with the help of capital budgeting techniques for decision making.

Unit-I

Introduction to Managerial Economics and demand Analysis:

Definition of Managerial Economics –Scope of Managerial Economics and its relationship with other subjects –Concept of Demand, Types of Demand, Determinants of Demand- Demand schedule, Demand curve, Law of Demand and its limitations- Elasticity of Demand, Types of Elasticity of Demand and Measurement- Demand forecasting and Methods of forecasting, Concept of Supply and Law of Supply.

