

UHU081 ENGINEERING ECONOMICS

Introduction and Scope of Engineering Economics.

Demand and Supply: Meaning of Demand and supply, Determinants of demand and Supply.

Demand Forecasting: Purpose of Forecasting Demand, Determinants of demand forecasting, Methods of Demand Forecasting, Criteria for the good forecasting method.

Cost of Production: Explicit and Implicit costs, Marginal, Incremental and Sunk costs, Opportunity cost, Short-run cost function, Total Average and Marginal costs, Long-run costs, Break-even analysis.

Theory of Production: Law of Variable Proportions and Laws of returns to scale.

Depreciation: Definite and characteristics of term Depreciation, causes of.
Depreciation, computation of Depreciation.

Markets Structures and Pricing Theory: Perfect competition, Monopoly, Monopolistic competition, and Oligopoly.

Investment Decision: Capital Budgeting, Methods of Project Appraisal
(Payback Period, IRR, NPV, BCR).

Overview of Financial Markets: Money Market, Stock Market, Mutual Fund.

National Accounting: Meaning, Methods and Current Trends.

Inflation & Deflation: Meaning, Measures and Impact on Indian economy.

Text Books:

1. Salvatore, D. And Srivastav, R., *Managerial Economics: Principles and Worldwide Applications*, Oxford University Press, Sixth Edition. (2008) 6th ed.
2. Peterson, H. Craig & Lewis, W. Chis. & Jain, Sudhir K *Managerial Economics*, Prentice Hall of India (2008) 4th ed.
3. Dwivedi, D.N., *Managerial Economics*, Vikas Publishing House Pvt. Ltd (2008) 7thed.

Reference Books:

1. Sikdar, S., *Principles Macro Economics*, Oxford University Press (2006).
2. Bhole, L.M., *Financial Institutions and Markets*, Tata McGraw Hill (2007) 6thed.
3. Pindyck, R.S. and Rubinfeld, D.I, *Microeconomics*, MacMillan (2007).
4. Dutt, R. and Sundaram, K.P.M., *Indian Economy*, S. Chand & Company Ltd. (2009).