



L. D. College of Engineering, Ahmedabad – 15

LESSON PLAN

Over all Term Planning	
Branch:	Information Technology
Semester:	B.E 3 rd SEM
Subject Name:	Engineering Economics & Management
Subject Code:	2130004
Affiliating University:	Gujarat Technological University
Starting date of the term:	18-06-2018
Ending date of the term:	17-10-2018
Course Teacher:	Prof. N. P. Desai

University Structure of the subject:

Teaching Scheme			Credits C	Examination Marks						Total Marks
L	T	P		Theory Marks			Practical Marks			
			ESE (E)	PA (M)		ESE (V)		PA (I)		
PA	ALA	ESE		OEP						
3	0	0	3	70	20	10	0	0	0	100

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester

Examination; PA- Progressive Assessment;

Syllabus:

Sr. No.	Content	Total Hrs	% Weightage
1	Introduction to Economics; <ul style="list-style-type: none"> • Definitions, Nature, Scope, • Difference between Microeconomics & Macroeconomics, • Theory of Demand & Supply; meaning, determinants, • law of demand, law of supply, equilibrium between demand & supply • Elasticity; elasticity of demand, price elasticity, income elasticity, cross elasticity 	4	10%

2	<p>Theory of production;</p> <ul style="list-style-type: none"> • production function, meaning, factors of production (meaning & characteristics of Land, Labour, capital & entrepreneur), • Law of variable proportions & law of returns to scale, • Cost; meaning, short run & long run cost, fixed cost, variable cost, total cost, average cost, marginal cost, opportunity cost, • Break even analysis; meaning, explanation, numerical. 	4	10%
3	<p>Markets;</p> <ul style="list-style-type: none"> • meaning, types of markets & their characteristics (Perfect Competition, Monopoly, Monopolistic Completion, Oligopoly) • National Income; meaning, stock and flow concept, NI at current price, NI at constant price, • GNP, GDP, NNP,NDP, Personal income, disposal income. 	5	10%
4	<p>Basic economic problems;</p> <ul style="list-style-type: none"> • Poverty-meaning, absolute & relative poverty, causes, measures to reduce • Unemployment: meaning, types, causes, remedies Specifications • Inflation; meaning, types, causes, measures to control File 	4	10%
5	<p>Money;</p> <ul style="list-style-type: none"> • meaning, functions, types, Monetary policy- meaning, objectives, tools, fiscal policy-meaning, objectives, tools • Banking; meaning, types, functions, Central Bank- RBI; its functions, • concepts; CRR, bank rate, repo rate, reverse repo rate, SLR. 	4	10%
6	<p>Introduction to Management;</p> <ul style="list-style-type: none"> • Definitions, Nature, scope, Management & administration, • skill, types and roles of managers, Management Principles, • Scientific principles, Administrative principles, • Maslow's Hierarchy of needs theory 	4	11%
7	<p>Functions of Management;</p> <ul style="list-style-type: none"> • Planning, Organizing, Staffing, Directing, Controlling (meaning, nature and importance) • Organizational Structures; meaning, principles of organization, • types-formal and informal, line, line & staff, matrix, • hybrid (explanation with merits and demerits), span of control, departmentalization.Debugging 	5	11%
8	<p>Introduction to Marketing management;</p> <ul style="list-style-type: none"> • Marketing Mix, concepts of marketing, • demand forecasting and methods, market segmentation • Introduction to Finance Management; meaning, scope, sources, functions 	5	11%
9	<p>Introduction to Production Management;</p> <ul style="list-style-type: none"> • definitions, objectives, functions, • plant layout-types & factors affecting it, plant location- factors affecting it, • Introduction to Human Resource Management; definitions, • objectives of manpower planning, process, • sources of recruitment, process of selection 	5	11%
10	<p>Corporate Social Responsibility;</p> <ul style="list-style-type: none"> • meaning, importance • Business Ethics; meaning, importance. 	2	6%

References: -

1. Engineering Economics, R.Paneerselvam, PHI publication
2. Fundamentals of Management: Essential Concepts and Applications, Pearson Education, Robbins S.P. and Decenzo David A.
3. Economics: Principles of Economics, N Gregory Mankiw, Cengage Learning
4. Principles and Practices of Management by L.M.Prasad
5. Principles of Management by Tripathy and Reddy
6. Modern Economic Theory, By Dr. K. K. Dewett & M. H. Navalur, S. Chand Publications

Lesson Plan

Sr. No.	Topic	Planned Date (Div A)	Actual Date (Div A)	Planned Date (Div B)	Actual Date (Div B)	Mode of Delivery	Resources required
1	Introduction to Economics; Definitions, Nature,	22/6/2018		22/6/2018		Chalk Board/ppt	Hand Outs/ppt
2	Definitions, Nature, Scope, Difference between Microeconomics & Macroeconomics	25/6/2018		26/6/2018		Chalk Board/ppt	Hand Outs/ppt
3	Theory of Demand & Supply; meaning, determinants,	29/6/2018		3/7/2018		Chalk Board/ppt	Hand Outs/ppt
4	law of demand, law of supply, equilibrium between demand & supply	2/7/2018		6/7/2018		Chalk Board/ppt	Hand Outs/ppt
5	Elasticity; elasticity of demand, price elasticity, income elasticity, cross elasticity	9/7/2018		10/7/2018		Chalk Board/ppt	Hand Outs/ppt
6	Basic economic problems; Poverty-meaning,	13/7/2018		17/7/2018		Chalk Board/ppt	Hand Outs/ppt
7	absolute & relative poverty, causes, measures to reduce	20/7/2018		20/7/2018		Chalk Board/ppt	Hand Outs/ppt

8	Unemployment: meaning, types, causes, remedies	23/7/2018		27/7/2018		Chalk Board/ppt	Hand Outs/ppt
9	Inflation; meaning, types, causes, measures to control	27/7/2018		3/8/2018		Chalk Board/ppt	Hand Outs/ppt
10	Introduction to Management; Definitions, Nature,	6/8/2018		7/8/2018		Chalk Board/ppt	Hand Outs/ppt
11	Scope, Management & administration, skill, types and roles of managers	13/8/2018		10/8/2018		Chalk Board/ppt	Hand Outs/ppt
12	Management Principles; Scientific principles,	20/8/2018		14/8/2018		Chalk Board/ppt	Hand Outs/ppt
13	Administrative principles, Maslow's Hierarchy of needs theory	24/8/2018		21/8/2018		Chalk Board/ppt	Hand Outs/ppt
14	Functions of Management; Planning, Organizing, Staffing, Directing, Controlling (meaning, nature and importance)	27/8/2018		24/8/2018		Chalk Board/ppt	Hand Outs/ppt
15	Organizational Structures; meaning, principles of organization,	31/8/2018		28/8/2018		Chalk Board/ppt	Hand Outs/ppt
16	types-formal and informal, line, line & staff, matrix, hybrid (explanation with merits and demerits),	7/9/2018		31/8/2018		Chalk Board/ppt	Hand Outs/ppt
17	span of control, departmentalization	10/9/2018		4/9/2018		Chalk Board/ppt	Hand Outs/ppt
18	Introduction to Marketing management; Marketing Mix,	14/9/2018		7/9/2018		Chalk Board/ppt	Hand Outs/ppt
19	concepts of marketing, demand forecasting and methods, market segmentation	17/9/2018		11/9/2018		Chalk Board/ppt	Hand Outs/ppt
20	Introduction to Finance Management; meaning, scope, sources, functions	24/9/2018		14/9/2018		Chalk Board/ppt	Hand Outs/ppt
21	Introduction to Production Management; definitions, objectives, functions,	28/9/2018		18/9/2018		Chalk Board/ppt	Hand Outs/ppt
22	plant layout-types & factors affecting it, plant location- factors affecting it.	1/10/2018		25/9/2018		Chalk Board/ppt	Hand Outs/ppt

23	Introduction to Human Resource Management; definitions, objectives of manpower planning, process,	5/10/2018		28/9/2018		Chalk Board/ppt	Hand Outs/ppt
24	sources of recruitment, process of selection	8/10/2018		5/10/2018		Chalk Board/ppt	Hand Outs/ppt
25	Corporate Social Responsibility; meaning, importance	12/10/2018		9/10/2018		Chalk Board/ppt	Hand Outs/ppt
26	Business Ethics; meaning, importance.	15/10/2018		12/10/2018		Chalk Board/ppt	Hand Outs/ppt

Prof. N. P. Desai

Department of Information Technology

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