

**ENGINEERING ECONOMICS- I**  
**ILOE (T.Y.B.Tech.)**

**Unit I: (6 hrs)**

Basic Concepts of Economics Definitions, Overview of Micro and Macro Economics, Economics Basics – Cost, efficiency and scarcity, Opportunity Cost Explanation of theories of demand, supply and market equilibrium

**Unit II: (8 hrs)**

Micro Economics - Differences and Comparison, Theories of Utility and Consumers Choice, Competition and Market Structures, Markets and Prices, Market Failures, Role of Government

**Unit III: (6 hrs)**

Macro Economics Aggregates, Macro economic objectives , Demand and Supply, Economic Growth and Business Cycles, New Economic Policy in India, Fiscal Policy, GDP and Inflation, Commercial and Central banking, concept of money

**Unit IV: (8 hrs)**

Industrial Economics Behavior of firms: Strategies with regard to entry, pricing, advertising, and R & D and innovation. The development of Firms and Market and Industrial Structure: economies of scale, mergers and market concentration, development of Competitive capabilities: Role of Technology and Skills, FDI and Technology Transfer, Technological Spillovers, Globalization and Technology Intermediation.

Text Books:

1. Baumol, William J., Economic Theory and Operations Analysis, [Prentice Hall India Ltd.] Fourth Edition, 1985
- . 2. Sloman, John H., Economics [Prentice Hall India Ltd.] Second Edition, 1994.

3. Varian, Hal, ` Intermediate Microeconomics: A Modern Approach, Fifth Edition [Norton, 1999].

4. P.A. Samuelson & W.D. Nordhaus, Economics, McGraw Hill, New York, 1995.

5. Koutsoyiannis, Modern Microeconomics, Macmillan, 1975.

6. R. Pindyck and D.L. Rubinfeld, Microeconomics, Macmillan Publishing Company, New York, 1989. Reference:

1. R.J. Gordon, Macroeconomics 4th Edition, Little Brown & Co., Boston, 1987.

2. William F. Shughart II, The Organization of Industry, Richard D. Irwin, Illinois, 1990.  
(Chapter 3).

## **ENGINEERING ECONOMICS- II**

### **ILOE (T.Y.B.Tech.)**

**Unit I: Managerial Economic [10 Hrs]** Nature and scope of Managerial Decisions, Objectives of firms, Techniques of analyses with special reference to econometric method, Analysis of demand pattern, demand forecasting, Production function and production planning, cost and product relationships, cost function, Break-even-point analysis, Pricing and price related policies, Labour productivities and wages, Introductory aspects of capital budgeting, Selected case studies under Indian conditions.

#### **Unit II: International Economics [7 Hrs]**

Balance of Trade and Balance of Payments, Barriers to Trade, Benefits of Trade/Comparative Advantage, Foreign Currency Markets/Exchange Rates, Monetary, Fiscal and Exchange rate policies, Concept of Economic Development.

#### **Unit III: Personal Economics [5 Hrs]**

Compound Interest and Credit, Financial Markets, Human Capital and Insurance, Money Management/ Budgeting, Risk and Return, Saving and Investing

#### **Unit IV: Start-up Economics [6 Hrs]**

Introduction to Start-up Finance, Introduction to Financial Terms, Financial Ratios, Capital Funding, VC's Funding Rounds, Series A, B.