

Principle of Economics & Management

01CI0307

Objective of the Course:

- To enable the Civil Engineering student to become an entrepreneur by understanding the law of economics and management.
- To Develop skills related to the various functional areas of management.

Credit Earned: 02
Students learning outcomes:

After successful completion of the course, it is expected that students will be able to,

1. Classify economic factors applicable to engineering.
2. Express the working of the organization and its management.
3. Apply the principle of the economy for effective evaluation of the project's cost and Revenue.
4. Apply the principles of different functional areas of management with engineering Practices.

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Theory Marks			Tutorial/ Practical Marks		Total Marks
Theory	Tutorial	Practical		ESE (E)	IA (M)	CSE (I)	Viva (V)	Term Work (TW)	
02	00	00	02	00	00	00	50	50	100

Detailed Syllabus

Sr No.	Title of the unit	Number of hours
Section-I Principle of Economics		
1	Introduction	07
	Introduction to Economics, Micro & Macro Economics, Applications & Scopes of Economics, Theory of Demand and Supply Analysis, National Income, Stock and flow concept, NI at the current price, NI at a constant price, GNP, GDP, NNP, NDP, Personal income, disposal income, Banking; meaning, types, functions, Central Bank- RBI; its functions	

2	Production and Cost	07
	Production and Factors of Production, Types of Cost, Revenue, Market Structures, Break Even Analysis, Monopoly, Inflation.	
Section-II Principle of Management		
3	Introduction to Management and Organization	07
	Introduction To Management, Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting, Overview of Decision making., Centralization & Decentralization, Types of Business Organizations: Private Sector, Public Sector & Joint Sector, Organizational Behavior, Corporate Social Responsibility	
4	Types of Management	07
	Marketing Management Financial Management Production Management Human Resource Management Strategic Management	
	Total	28

Suggested Theory Distribution

The suggested theory distribution as per Bloom's taxonomy is as per follows. This distribution serves as guidelines for teachers and students to achieve an effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember	Understand	Apply	Analyze	Evaluate	Create
30%	35%	25%	10%	00%	00%

Instructional Method and Pedagogy:

1. At the start of course, the course delivery pattern, prerequisite of the subject will be discussed.
2. Lectures will be taken in class room with the use of multi-media presentations, white board– mix of both.
3. Attendance is compulsory in lectures which carries a 5% component of the overall evaluation.
4. Assignments based on course content will be given to the students at the end of each unit/topic and will be evaluated at regular interval.

Recommended Study Material

1. Principles and Practices of Management; L. M. Prasad, Sultan Chand & Sons.
2. Principles of Economics; N.G. Mankiw, Cengage Learning India Private Limited
3. Principles of Marketing; Philip Kotler, Gray Armstrong, Pearson publication.

4. Principles of Management; T. Ramasamy, Himalaya Publication.
5. Principles of Management; P.C. Tripathi, Tata McGraw Hill Education.
6. Macro Economics Theory and Application; G. S. Gupta, Tata McGraw Hill Education.