

INSTITUTE	FACULTY OF TECHNOLOGY
PROGRAM	BACHELOR OF TECHNOLOGY (CIVIL ENGINEERING)
SEMESTER	3
COURSE TITLE	PRINCIPLES OF ECONOMICS & MANAGEMENT
COURSE CODE	01CI0307
COURSE CREDITS	2

Objective:

- 1 To enable the Civil Engineering student to become an entrepreneur by understanding the law of economics and management.
- 2 To enable the Civil Engineering student to become an entrepreneur by understanding the law of economics and management.
- 3 To Develop skills related to the various functional areas of management.
- 4 Understand the basics of economic factors applicable to engineering.
- 5 Understand the working of the organization and its management.
- 6 Apply the principle of the economy for effective evaluation of the project's cost and revenue.
- 7 Apply the principles of different functional areas of management with engineering practices.

Course Outcomes: After completion of this course, student 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.

Pre-requisite of course:..

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	0	0	0	50	50

Contents : Unit	Topics	Contact Hours
1	Introduction 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	7
2	Production and Cost Production and Factors of Production, Types of Cost, Revenue, Market Structures, Break Even Analysis, Monopoly, Inflation	7
3	Introduction to Management and Organization 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	7
4	Types of Management Marketing Management Financial Management, Production Management Human Resource Management, Strategic Management	7
Total Hours		28

Textbook :

- 1 Principles of Economics, N.G. Mankiw, Cengage Learning India Private Limited, 2018
- 2 Principles of Management; , T. Ramasamy, Himalaya Publication., 2015

References:

- 1 Principles of Economics, Principles of Economics, N.G. Mankiw, Cengage Learning India Private Limited, 2008
- 2 Principles of Marketing, Principles of Marketing, Philip Kotler, Gray Armstrong, Pearson publication., 2010
- 3 Macro Economics Theory and Application, Macro Economics Theory and Application, G. S. Gupta, Tata McGraw Hill Education., 2011

Suggested Theory Distribution:

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

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
30.00	35.00	25.00	10.00	0.00	0.00

Instructional Method:

- 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.

Supplementary Resources:

- 1 <https://www.digimat.in/nptel/courses/video/110105075/L01.html>
- 2 <https://archive.nptel.ac.in/courses/110/105/110105075/>