

AMET 20: INDUSTRIAL ECONOMICS AND MANAGEMENT

1: Nature and Significance of Economics : Science, Engineering and Technology and their relationship with economics development, appropriate technology for development countries

2 : Demand and Supply Analysis : Elasticity, Competition, Monopoly, Oligopoly, Monopolistic competition, Price Discrimination, Equilibrium of firm .

3 : Function of Money : Supply and Demand for money, Inflation, Black Money.

4: Functions of Commercial Bank : Multiple credit creation, Banking systems in India.

5 : Central Banking : Functions of Central Banking, monetary policy.

6 : Sources of Public Revenue : Principles of taxation, Direct and Indirect taxes , reform of tax system .

7: Theory of International Trade : Balance of trade and payment, Theory of protection, Exchange control, Devaluation.

8: New Economics Policy : Liberalization, Extending , Privatization, Globalization, Market Friendly state, Export led growth.

9: Causes of Underdevelopment : Determinants of economic development, stages of economics growth, Strategy of development, Critical minimum effort strategy .

10: Management Functions : Developments of management thought, Contribution of F.W. Taylor, Henri Fayol, Elton-Mayo, System Approach to Management .

11: Nature of Planning : Decision making process, MBO.

12: Organization : Line and Staff relationships, Decentralization of delegation of authority .

13: Communication Process : Media Channels and barriers to effective communication .

14: Theory of Motivation : Maslow, Herzberg and McGregor Theory of motivation, McClelland's achievement theory.

15 : Production Management : Production Planning and control, inventory control, quality control, total quality management.

16 : Project Management : Project Development life cycle, project feasibility, CPM, PERT.

17: Cost Accounting and Finance : Techniques of Financial Control, Financial Statements
Financial Ratios, Break-even analysis, Budgeting and budgetary control.

18 : Marketing Functions : Management of Sales and advertising, Marketing research .

19: Human Resource Management : Functions, Selection, Training.

20 : Engineering Economics : Investment Decisions, Payback time .

