

AMC- 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 .