

AMAC-19 INDUSTRIAL ECONOMICS AND MANAGEMENT

UNIT-1 NATURE AND SIGNIFICANCE OF ECONOMICS

Science, Engineering and Technology and their relationship with economics development, appropriate technology for development countries

UNIT-2 DEMAND AND SUPPLY ANALYSIS

Elasticity, Competition, Monopoly, Oligopoly, Monopolistic competition, Price Discrimination, Equilibrium of firm.

UNIT-3 FUNCTION OF MONEY

Supply and Demand for money, Inflation, Black Money.

UNIT-4 FUNCTIONS OF COMMERCIAL BANK

Multiple credit creation, banking systems in India.

UNIT-5 CENTRAL BANKING

Functions of Central Banking, monetary policy.

UNIT-6 SOURCES OF PUBLIC REVENUE

Principles of taxation, Direct and Indirect taxes, reform of tax system.

UNIT-7 THEORY OF INTERNATIONAL TRADE

Balance of trade and payment, Theory of protection, Exchange control, Devaluation.

UNIT-8 NEW ECONOMICS POLICY

Liberalization, Extending, Privatization, Globalization, Market- Friendly state, Export led growth.

UNIT-9 CAUSES OF UNDERDEVELOPMENT

Determinants of economic development, stages of economics growth, Strategy of development, Critical minimum effort strategy.

UNIT-10 MANAGEMENT FUNCTIONS

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

UNIT-11 NATURE OF PLANNING

Decision making process, MBO.

UNIT-12 ORGANIZATION

Line and Staff relationships, Decentralization of delegation of authority.

UNIT-13 COMMUNICATION PROCESS

Media Channels and barriers to effective communication.

UNIT-14 THEORY OF MOTIVATION

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

UNIT-15 Production Management

Production Planning and control, inventory control, quality control, total quality management.

UNIT-16 PROJECT MANAGEMENT

Project Development life cycle, project feasibility, CPM, PERT.

UNIT-17 COST ACCOUNTING AND FINANCE

Techniques of Financial Control, Financial Statements Financial Ratios, Break-even analysis, Budgeting and budgetary control.

UNIT-18 MARKETING FUNCTIONS

Management of Sales and advertising, marketing research.

UNIT-19 HUMAN RESOURCE MANAGEMENT:

Functions, Selection, Training.

UNIT-20 ENGINEERING ECONOMICS

Investment Decisions, Payback time.

Reference books:

1. Industrial Economics and Management Principles by Dr. Rajan Mishra
2. The Theory of Industrial Organization by Tirole J
3. Industrial Organization – Theory and Applications by Oz Shy