

AMC-20 INDUSTRIAL ECONOMICS & MANAGEMENT

UNIT-1 NATURE AND SIGNIFICANCE OF ECONOMICS

- 1.1 Science, Engineering and Technology and their relationship with economics development,
- 1.2 Appropriate technology for development countries

UNIT-2 DEMAND AND SUPPLY ANALYSIS:

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

UNIT-3 FUNCTION OF MONEY

- 3.1 Supply and Demand for money, Inflation, Black Money.

UNIT-4 FUNCTIONS OF COMMERCIAL BANK

- 4.1 Multiple credit creation, banking systems in India.
- 4.2 Central Banking: Functions of Central Banking, monetary policy.

UNIT-5 SOURCES OF PUBLIC REVENUE

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

UNIT-6 THEORY OF INTERNATIONAL TRADE

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

UNIT-7 NEW ECONOMICS POLICY

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

UNIT-8 CAUSES OF UNDERDEVELOPMENT

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

UNIT-9 MANAGEMENT FUNCTIONS

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

UNIT-10 NATURE OF PLANNING, ORGANIZATION & COMMUNICATION PROCESS

- 10.1 Decision making process, MBO.
- 10.2 Line and Staff relationships, Decentralization of delegation of authority.
- 10.3 Media Channels and barriers to effective communication.

UNIT-11 THEORY OF MOTIVATION

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

UNIT-12 PRODUCTION MANAGEMENT

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

UNIT-13 PROJECT MANAGEMENT

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

UNIT-14 COST ACCOUNTING AND FINANCE

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

UNIT-15 MARKETING FUNCTIONS

15.1 Management of Sales and advertising, marketing research.

UNIT-16 HUMAN RESOURCE MANAGEMENT

16.1 Functions, Selection, Training.

UNIT-17 ENGINEERING ECONOMICS

17.1 Investment Decisions, Payback time.

Reference Books:

1. Akerlof, G. A. (1970). The market for “lemons”: Quality, uncertainty, and the market mechanism. *Quarterly Journal of Economics* 84(3), 488–500.
2. Arrow, K. J. (1962). The economic implications of learning by doing. *Review of Economic Studies* 29(3), 155–173.
3. Baumol, W. J., Panzar, J. C., & Willig, R. J. (1982). *Contestable markets and the theory of industry structure*. San Diego, CA: Harcourt Brace Jovanovich.
4. Baye, M. R. (2010). *Microeconomics and business strategy*. New York, NY: McGraw-Hill Irwin.