

# **AMCN-16 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