

2.11 30266 INDUSTRIAL ECONOMY & MANAGEMENT

UNIT-1

Introduction Nature and significance of economics, meaning of science, engineering & technology and their relationship with economic development.

UNIT-2

Basic concepts the concepts of demand and supply, elasticity of demand and supply, indifference, curve, analysis, price effect, income effect, and substitution effect.

UNIT-3

Money & Banking function of money, value of money, inflation and measure to control its brief data of function of banking system.

UNIT-4

Introduction to management Definition, nature and significance of management, evolution of management thought, contribution of max Weber Taylor, Taylor and Fayol. Human behavior: factors of individual behavior, perception, learning and personality development, inter personnel relationship, group behavior.

References Book:

1. Industrial Economy & Management- S P Singh

