**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

**LESSON PLAN – Business Economics and Financial Analysis**

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| **FACULTY NAME: Ms. D. NAGALAKSHMI** | **YEAR/SEM: II-II** | **ACADEMIC YEAR**: **2017-18** |

 **w.e.f. 14.12.2017**

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| **S.No** | **Name of the Topic** | **Reference****Book** | **No .Of Lectures required** | **Delivery Method** | **Date** |
|  | **UNIT-I** |  |  |  |  |
| 1 | Introduction to Business and Economics,  | T2: 1.1 | 1 | Chalk & Talk | 14.12.2017 |
| 2 | Structure of Business Firm | T2:1.2 | 1 | Chalk & Talk | 15.12.2017 |
| 3 | Theory of firm | T2: 1.3 | 1 | Chalk & Talk | 16.12.2017 |
| 4 | Limited Liability Companies | T2: 1.5 | 1 | Chalk & Talk |  19.12.2017 |
| 5 | Sources of Capital for a Company | T2: 1.7 | 1 | Chalk & Talk | 19.12.2017 |
| 6 | Non Conventional Sources of Finance | T2:1.8.1 | 1 | Chalk & Talk | 20.12.2017 |
| 7 | Significance of Economics | T2: 1.8 | 1 | Chalk & Talk |  21.12.2017 |
| 8 | Micro and Macro Economics | T2:1.6 | 1 | Chalk & Talk |  22.12.2017 |
| 9 | Concepts and Importance of National Income | T2: 1.10 | 1 | Chalk & Talk | 23.12.2017 |
| 10 | Introduction to Inflation | T1: 2.1 | 1 | Chalk & Talk | 27.12.2017 |
| 11 | Money Supply in Inflation | T1: 2.2 | 1 | Chalk & Talk | 28.12.2017 |
| 12 | Business Cycle | T1: 2.3 | 1 | Chalk & Talk |  29.12.2017 |
| 13 | Features and Phases of Business Cycle | T1: 2.4 | 2 | Chalk & Talk | 02.01.2018 03.01.2018 |
| 14 | Nature and Scope of Business Economics | T1: 2.5 | 1 | Chalk & Talk | 04.01.2018 |
| 15 | Role of Business Economist | T1:2.6 | 1 | Chalk & Talk | 05.01.2018 |
| 16 | Multidisciplinary nature of Business Economics | T1: 3.1 | 1 | Chalk & Talk | 06.01.2018 |
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|  | **UNIT-II** |  |  |  |  |
| 17 | Introduction to Demand and Supply Analysis | T1: 4.1 | 2 | Chalk & Talk | 06.01.201806.01.2018 |
| 18 | Elasticity of Demand | T1:4.2.1 | 1 | Chalk & Talk | 08.01.2018 |
| 19 | Types of Elasticity | T1: 4.2.2 -4.2.5 | 1 | Chalk & Talk | 09.01.2018 |
| 20 | Law of Demand | T1:4.3 | 2 | Chalk & Talk | 10.01.201810.01.2018 |
| 21 | .Measurement and Siginificance of Elasticity of Demand | T1:4.4 | 1 | Chalk & Talk | 11.01.2018 |
| 22 | Factors Affecting Elasticity of Demand | T1: 5.2 | 2 | Chalk & Talk | 19.01.201819.01.2018 |
| 23 | Elasticity of Demand in Decision Making | T1: 5.4 | 1 | Chalk & Talk | 20.01.2018 |
| 24 | Demand Forecasting | T1: 5.4.3, 5.5 | 1 | Chalk & Talk | 22.01.2018 |
| 25 | Characteristics of Good Demand Forecasting | T1: 5.6 | 1 | Chalk & Talk | 23.01.2018 |
| 26 | Steps in Demand Forecasting | T1: 5.7, 5.8 | 2 | Chalk & Talk | 25.01.201827.01.2018 |
| 27 | Methods of Demand Forecasting | T1:4.1 | 1 | Chalk & Talk | 29.01.2018 |
| 28 | Determinants of Supply | T1:5.9 | 1 | Chalk & Talk | 30.01.2018 |
| 29 | Supply Function and Law of Supply | T1:5.10 | 1 | Chalk & Talk | 31.01.2018 |
|  | **UNIT-III** |  |  |  |   |
| 30 | Introduction to Production, Cost, Market Structures and Pricing | T1: 19.1 | 1 | Chalk & Talk | 1.02.2018 |
| 31 | Introduction to Production Analysis | T1:19.3 | 1 | Chalk & Talk | 2.02.2018 |
| 32 | Factors of Production | T1: 19.4 | 1 | Chalk & Talk | 3.02.2018 |
| 33 | Production Function | T1:19.4 | 1 | Chalk & Talk | 3.02.2018 |
| 34 | Production Function with One Variable Input | T1: 19.5 | 2 | Chalk & Talk | 5.02.20186.02.2018 |
| 35 | Two Variable Inputs | T1: 19.7 | 2 | Chalk & Talk | 12.02.2018 |
| 36 | Returns to Scale | T1:19.8.1 | 1 | Chalk & Talk | 13.02.2018 |
| 37 | Different Types of Production Functions | T1: 19.8.2 -19.8.4 | 1 | Chalk & Talk | 15.02.2018 |
| 38 | Introduction to Cost Analysis | T1:15.1&15.2 | 1 | Chalk & Talk | 19.02.2018 |
| 39 | Types of Costs | T2:15.1&15.2 | 1 | Chalk & Talk | 19.02.2018 |
| 40 | Short Run and Long Run Cost Functions | T2:19.1&19.2 | 1 | Chalk & Talk | 20.02.2018 |
| 41 | Introduction to Market Structures | T1:19.9.1 | 1 | Chalk & Talk | 21.02.2018 |
| 42 | Nature of Competition | T1:19.9.3 | 1 | Chalk & Talk | 21.02.2018 |
| 43 | Features of Perfect Competition | T1:19.9.5 | 1 | Chalk & Talk | 23.02.2018 |
| 44 | Monopoly | T1:19.10 | 1 | Chalk & Talk | 23.02.2018 |
| 45 | Oligopoly | TI:19.10.5 | 1 | Chalk & Talk | 24.02.2018 |
| 46 | Monopolistic Competition | T1:19.11.1 | 1 | Chalk & Talk | 24.02.2018 |
| 47 | Introduction to Pricing | T1:19.11.2 | 1 | Chalk & Talk | 26.02.2018 |
| 48 | Types of Pricing | T1:18.1 | 1 | Chalk & Talk | 26.02.2018 |
| 49 | Product Life Cycle Based Pricing | T1:18.3 | 1 | Chalk & Talk | 27.02.2018 |
| 50 | Break Even Analysis | T1:18.6 | 1 | Chalk & Talk | 28.02.2018 |
| 51 | Cost Volume Profit Analysis | T1:20.1&20.5 | 1 | Chalk & Talk | 28.02.2018 |
|  | **UNIT-IV** |  |  |  |  |
| 52 | Introduction to Financial Accounting | T2: 15.1, 15.2 | 1 | Chalk & Talk | 01.03.2018 |
| 53 | Accounting Concepts and Conventions | T2:15.3 | 1 | Chalk & Talk | 02.03.2018 |
| 54 | Accounting Equations | T2: 15.4 - 15.6 | 1 | Chalk & Talk | 03.03.2018 |
| 55 | Double Entry system of Accounting | T2: 15.7 | 1 | Chalk & Talk | 05.03.2018 |
| 56 | Rules for Maintaining Books of Accounts | T2:15.9 | 1 | Chalk & Talk | 06.03.2018 |
| 57 | Journals | T2:16.1 | 1 | Chalk & Talk | 07.03.2018 |
| 58 | Posting to Ledger | T2:16.2 | 1 | Chalk & Talk | 08.03.2018 |
| 59 | Preparation of Trial Balance | T2:16.3, 16.4 | 1 | Chalk & Talk | 09.03.2018 |
| 60 | Elements of Financial Statements | T2:17.1, 17.2 | 1 | Chalk & Talk | 12.03.2018 |
| 61 | Preparation of Final Accounts | T2:17.3 | 1 | Chalk & Talk | 13.03.2018 |
|  |  **UNIT-V** |  |  |  |  |
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Introduction to Financial Analysis through Ratio | T1: 8.1  | 1 | Chalk & Talk | 22.03.2018 |
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| Concept of Ratio Analysis |

 | T1: 8.2 | 1 | Chalk & Talk | 23.03.2018 |
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| Liquidity Ratios |

 | T1: 8.3.1  | 1 | Chalk & Talk | 24.03.2018 |
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| Turnover Ratios |

 | T1: 8.3.2 | 1 | Chalk & Talk | 26.03.2018 |
| 66 | Profitability Ratios | T1:8.4 | 1 | Chalk & Talk | 27.03.2018 |
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| Proprietary Ratios |

 | T1: 10.1  | 1 | Chalk & Talk | 28.03.2018 |
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| Solvency |

 | T1: 10.2  | 1 | Chalk & Talk | 29.03.2018 |
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Leverage Ratio | T1: 10.3 - 10.6  | 1 | Chalk & Talk | 30.03.2018 |
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| Simple Problems |

 | T1: 11.1, 11.2  | 1 | Chalk & Talk | 31.03.2018 |
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| Introduction to Fund Flow and Cash Flow Analysis |

 | T1: 11.3, 11.4  | 1 | Chalk & Talk | 02.04.2018 |
| 72 | Simple Problems |  |  |  |  |

**Important Questions in Exam point of view**

**Unit – 1**

1. What is Business? Explain the Structure of Business Firm.
2. What do you mean by Theory of Firm.?
3. Explain the Types of Business Entities.
4. Explain the Economics and Significance of Economics.
5. What is Business Cycle and Explain Features and Phases of Business Cycle.?
6. Explain the Multidisciplinary nature of Business Economics.?

**Unit -2**

1. Define the Elasticity of Demand and Explain the Types of Elasticity.
2. What are the Measurement and Significance of Elasticity of Demand.?
3. What is Demand Forecasting and Steps in Demand Forecasting.?
4. What is Supply Analysis? How do you determine it?

**Unit -3**

1. Define the Production Function. How can a producer find it useful? Illustrate.
2. Define the Cost. Explain the different Cost Concepts used in the process of Cost Analysis. ?
3. Explain how the Short run and Long run influence the Cost.
4. What is Market Structure.? Explain the Features of Perfect Compitition.
5. Compare between Monopoly and Perfect Competition. ?
6. What do you mean by Cost Volume Profit Analysis.?

 **Unit -4**

1. What do you mean by Financial Analysis? Explain the Concepts and Conventions.

2. What are Accounting Equation and Double Entry System of Accounting.?

3. What are the rules for maintaining the books of Accounts, Journals?

4. What are the Elements of Financial Statements.?

 **Unit -5**

1. Explain Accounting concepts and Conventions?
2. Problems Journal, Ledger
3. Problems Final Accounts
4. Problems Liquidity Ratios

**Text books:**

1. D.D. Chaturvedi, S. L Gupta, Business Economics – Theory and Applications, International Book House Pvt. Ltd. 2013.
2. Dhanesh K Khatri, Financial Accounting, Tata McGraw Hill,2011.
3. Geethika Ghosh, Piyali Gosh, Purba Roy Choudhury, Managerial Economics,

Tata McGraw Hill Education Pvt. Ltd. 2012.

**References:**

1. Paresh Shah, Financial Accounting for Management 2e, Oxford Press, 2015.

2. S. N. Maheshwari, Sunil K Maheshwari, Sharad K Mahaeshwari, Financial

 Accounting, 5e, Vikas Publications, 2013.