

## NIRMA UNIVERSITY

<b>Institute:</b>	Institute of Technology
<b>Name of Programme:</b>	Master of Computer Application (2-Years Programme)
<b>Course Code:</b>	3MCAD302
<b>Course Title:</b>	Managerial Economics and Financial Management
<b>Course Type:</b>	Departmental Elective
<b>Year of Introduction:</b>	2021-22

### Credit Scheme

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### Course Learning Outcomes (CLO):

At the end of the course, students will be able to –

1. define the role of accounting in business and society
2. interpret different principles and concepts of managerial economics and financial accounting
3. build and analyze financial statements
4. estimate demand and supply using various methods and assess cost determinants

### Syllabus:

**Total Teaching hours: 45**

Unit	Syllabus	Teaching hours
Unit-I	<b>Managerial Economics:</b> Introduction, Demand and Sales Forecast, types of demand, Determinants of demand, Demand function, Demand elasticity and measurement, significance, demand forecasting and methods	06
Unit-II	<b>Production cost and revenue function:</b> Production function – meaning, short run and long run production functions, isoquants, profit maximization, least-cost combination of inputs. Cost function, determinants of cost and cost output relationship revenue concepts – total revenue, average revenue and marginal revenue	06
Unit-III	<b>Market Structure and Pricing:</b> Determinants of price, Different market structure – perfect competition, monopoly, monopolistic competition and oligopoly. Pricing under different market situations, conditions of equilibrium of a firm	06
Unit-IV	<b>Introduction of Accounting:</b> Accounting as an Information System, Branches of Accounting, Book-Keeping and Accounting: Recording, Classifying, Summarizing & Interpreting, Objective and uses of Accounting	08
Unit-V	<b>Financial Accounting:</b> Accounting System, Accounting Principles: Rules of Debit & Credit, Traditional Approach, Balance-Sheet Approach, Accounting Concepts and Standards, Preparation of Journal, Ledgers and Trial Balance, Preparation of Financial Statements, Company Account	08
Unit -VI	<b>Ratio Analysis:</b> Accounting ratios – meaning and importance. Types of ratios - cash ratio, current ratio, liquidity ratio, account	04



receivable turnover, account payable turnover inventory turnover ratio, debt-equity ratio, price-earnings ratio - and analysis of balance-sheet

Unit VII **Inventory Valuation and Cost Accounting:** Introduction to inventory valuation, FIFO (First in first out) and LIFO (Last in first out) methods, Financial accounting and cost accounting, Elements of Cost, Cost Classification and Cost Sheet 07

Self-Study: The self-study contents will be declared at the commencement of semester. Around 10% of the questions will be asked from self-study contents.

Suggested Readings/References:

1. Mankiw, N. G. Principles of Economics. Mason. Mason,USA: South-Western Cengage Learning.
2. Mote and Gupta, Managerial Economics, TMH
3. Salvatore Dominic, Managerial Economics TMH
4. Pindyck, R.S., Rubinfeld, D. L. & Mehta, P. L. Micro Economics. New Delhi, India: Pearson.
5. Ahuja H.L. Managerial Economics, Economics. New Delhi,India: S. Chand & Company Ltd.
6. Maheshwary S.N. Cost and Management Accounting, Sultan Chand & Co.
7. Chandra Prasanna, Financial Management, TMH
8. Sehgal Ashok and Sehgal Deepak, Financial Accounting, Taxman's Allied Service (P) Ltd.
9. Patel D.R., Accounting & Financial Management, Atul Praashan

Suggested List of Experiments: -NA-

Suggested Case List: -NA-