



**Department of Management**

**Board of Studies – First meeting on 20-10-2022 at 02:00 pm**

**AGENDA**

**Item-1:** Introduction of Board of Studies Members

**Item-2:** Brief about R22 regulations.

**Item-3:** Discussion on Course structure of Management Courses for B.Tech. II, III & IV years

**Item-4:** Finalization of the syllabus for B.Tech II year II Semester, III year I Semester of Business  
Economics and Financial Analysis Course

**Item-5:** Any other points with the permission of the Chair

Md. Naseeruddin

BoS Chairman & HoD



**Department of Management  
Board of Studies Members**

S.No	Name	Designation	Position
1	Mr. Md.Naseeruddin	HoD, H&S Department	Chairman
2	Dr. Sindhu	Prof of Management, SMS, JNTUH	University Nominee
3	Dr. V.Sreehari	Prof of Management, SIET	Specialized Faculty-1
4	Mr. Sriharsha Patel	Assoc. Prof, SIET	Specialized Faculty-2
5	Dr. M.R.S.Suryanarayana Reddy	Dean & Associate Professor, KG Reddy College of Engineering and Technology	Subject Expert
6	Mrs. V.V.Deepika	Assoc. Prof, SIET	Faculty
7	Mr. P.Naresh Kumar	Asst.Prof, SIET	Faculty
8	Mr. Y.Madhu Sudhan	Asst.Prof, SIET	Faculty
9	Mr. T.Vijay Kumar	Asst.Prof, SIET	Faculty

  
**Dr. S. Sai Satyanaryana Reddy**  
B.E., M.E., Ph.D.  
PRINCIPAL  
SREYAS INSTITUTE OF ENGG. AND TECH.,  
#9-29, Beside Indu Aranya, Bandlaguda,  
Nagole, Thattianaram, Hyd-68.



**Suggestions/Remedies/Any other points**

After introduction of BoS Members by Chairman of BoS, the following discussions were held.

**Point-1:** Discussed R-22 Regulations, Examinations and Evaluation System.

**Point-2: Business Economics and Financial Analysis (BEFA)** shall be introduced in II year II semester of B.Tech for CSE, CSE (Data Science) students. For ECE, CSE (AI&ML), Civil and Mechanical Engineering students, the subject shall be in III year I semester.

**Intellectual Property Rights (IPR)** introduced for Mechanical, Civil, ECE, CSE (DS), CSE (AI&ML) and CSE students to be in III year I semester as non-credit mandatory course.

**Professional Practice and Legal Ethics (PPLE)** subject shall be introduced for ECE and CSE (AI&ML) in IV year I semester.

**Organizational Behavior (OB)** subject shall be introduced for for CSE and CSE (Data Science) students in IV year II semester.

After through discussion, BoS Committee accepted the courses mentioned above to include in B.Tech curriculum and also accepted syllabus of Business Economics and Financial Analysis.

**Point-3:** Dr. Sindhu, JNTUH Nominee also suggested the internal BoS members to cultivate Entrepreneurship skills among students.

**Point-4:** Dr. Suryanarayana, Subject Expert advised to introduce useful subjects like 'Innovations Management'.

The meeting was concluded with 'Vote of thanks' by the chair.

**List of enclosures:**

- 1) R22 Regulations
- 2) Course Structure
- 3) Syllabus of BEFA





# SREYAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad  
Accredited by NAAC with 'A' Grade and ISO 9001 : 2015 Certified



Department of Management  
Board of Studies Members  
Meeting attended on 20-10-2022

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**BUSINESS ECONOMICS AND FINANCIAL ANALYSIS****B.Tech. II Year II Sem.**

L	T	P	C
3	0	0	3

**Course Objective:** To learn the basic business types, impact of the economy on Business and Firms specifically. To analyze the Business from the Financial Perspective.

**Course Outcome:** The students will understand the various Forms of Business and the impact of economic variables on the Business. The Demand, Supply, Production, Cost, Market Structure, Pricing aspects are learnt. The Students can study the firm's financial position by analysing the Financial Statements of a Company.

**Unit – I: Introduction to Business and Economics**

**Business:** Structure of Business Firm, Theory of Firm, Types of Business Entities, Limited Liability Companies, Sources of Capital for a Company, Non-Conventional Sources of Finance.

**Economics:** Significance of Economics, Micro and Macro Economic Concepts, Concepts and Importance of National Income, Inflation, Money Supply and Inflation, Business Cycle, Features and Phases of Business Cycle. Nature and Scope of Business Economics, Role of Business Economist, Multidisciplinary nature of Business Economics.

**UNIT - II: Demand and Supply Analysis**

**Elasticity of Demand:** Elasticity, Types of Elasticity, Law of Demand, Measurement and Significance of Elasticity of Demand, Factors affecting Elasticity of Demand, Elasticity of Demand in decision making, Demand Forecasting: Characteristics of Good Demand Forecasting, Steps in Demand Forecasting, Methods of Demand Forecasting.

**Supply Analysis:** Determinants of Supply, Supply Function and Law of Supply.

**UNIT - III: Production, Cost, Market Structures & Pricing**

**Production Analysis:** Factors of Production, Production Function, Production Function with one variable input, two variable inputs, Returns to Scale, Different Types of Production Functions.

**Cost analysis:** Types of Costs, Short run and Long run Cost Functions.

**Market Structures:** Nature of Competition, Features of Perfect competition, Monopoly, Oligopoly, Monopolistic Competition. **Pricing:** Types of Pricing, Product Life Cycle based Pricing, Break Even Analysis, Cost Volume Profit Analysis.

**UNIT - IV: Financial Accounting:** Accounting concepts and Conventions, Accounting Equation, Double-Entry system of Accounting, Rules for maintaining Books of Accounts, Journal, Posting to Ledger, Preparation of Trial Balance, Elements of Financial Statements, Preparation of Final Accounts (Simple Problems).

**UNIT - V: Financial Ratios Analysis:** Concept of Ratio Analysis, Importance and Types of Ratios, Liquidity Ratios, Turnover Ratios, Profitability Ratios, Proprietary Ratios, Solvency, Leverage Ratios – Analysis and Interpretation (simple problems).

**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 Mc –Graw Hill, 2011.
3. Geethika Ghosh, Piyali Gosh, Purba Roy Choudhury, Managerial Economics, 2e, Tata Mc Graw Hill Education Pvt. Ltd. 2012.

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