

## **IIc. INDUSTRIAL ECONOMICS AND MANAGEMENT**

### **UNIT-I: INTRODUCTION TO ECONOMICS**

Basic economic concepts - Elasticity of demand and supply - Demand forecasting methods - Equilibrium - Marginal positive normative static and dynamic analysis - Laws of production - Average cost - Marginal cost - Opportunity cost - Total cost and standard costs - Price theory and different types of competitions - Different types of pricing - Time element and break even analysis - Profit maximization Vs security motive.

### **UNIT - II: MONEY, BANKING AND TRADE**

Nature and functions of money - Functions of commercial and central banking - The problem of foreign exchange - Exchange control - Devaluation and revaluation - Inflation and deflation - Credit creation in the banks.

### **UNIT - III: ECONOMIC DEVELOPMENT IN INDIA**

Industrialization of India - Economics of large and small scale production - Growth of public sector in India - Recent trends in labour movement in India - Industrial resorts in India.

### **UNIT - IV: MANAGEMENT PRINCIPLES**

Meaning and types of management - The concept of scientific management - An introduction to advanced techniques of management - Management and engineering studies - Types of organization - Merits and demerits

### **UNIT - V:**

#### **SALES, MARKETING MANAGEMENT AND PRODUCTION MANAGEMENT**

Management of sales and advertisement - Market research - Marketing research.

Production planning and management - Management and productivity.

### **BOOKS FOR STUDY**

1. K.P.M. Sundaram, Money Banking and International Trade - Sultan Chand & Co., Delhi
2. M.L. Seth, Micro Economics and Macro Economics - Lakshminarayan Agarwal, Agra
3. M.C. Vaish, Macro Economics
4. R.S. Davar, Process Management - Progressive Corp. Ltd '76
5. G.R. Terry, Principles of Management - Richard Irwin '77