



**GOKARAJU RANGARAJU INSTITUTE OF ENGINEERING AND  
TECHNOLOGY**

**Department of EEE**

**COURSE FILE**

**Course Name: Managerial Economics and Financial Analysis**

**Course Code: GR17A2104**

**II B.Tech – II Semester**

**Academic Year: 2018-19**

**K. Latha**

**Associate Professor**

<b>S,No</b>	<b>Name of the Format</b>	<b>Page No</b>
1	Syllabus	3
2	Time Table	4
3	Program Educational Objectives	5
4	Course Objectives	6
5	Course Outcomes	6
6	Students Roll List	7
7	Course Schedule	13
8	Unit Plan/Course Plan	13
9	Assignment Sheets	71
10	Mid-I marks	75
11	Mid-II marks	76
12	Evaluation Strategy	79
13	Rubric for course	81



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090.**

Managerial Economics and Financial Analysis

Course Code: GR15A2104

L:3 T:1 P:0 C:4

UNIT- I

Introduction & Demand Analysis: Definition and Scope: Definition, Nature and Scope of Managerial Economics. Demand Analysis: Demand Determinants, Law of Demand and its exceptions. Elasticity of Demand: Definition, Types, Measurement and Significance of Elasticity of Demand. Demand Forecasting: Factors governing demand forecasting, methods of demand forecasting.

UNIT-II

Production & Cost Analysis: Production Function: Isoquants and Isocosts, MRTS, Least Cost Combination of Inputs, Cobb-Douglas Production function, Laws of Returns, Internal and External Economies of Scale. Cost Analysis: Cost concepts. Break-even Analysis (BEA)-Determination of Break-Even Point (simple problems) – Managerial Significance.

UNIT-III

Markets & New Economic Environment: Types of competition and Markets, Features of Perfect competition, Monopoly and Monopolistic Competition. Price-Output Determination in case of Perfect Competition and Monopoly. Pricing: Objectives and Policies of Pricing. Methods of Pricing. Business: Features and evaluation of different forms of Business Organisation: Sole Proprietorship, Partnership, Joint Stock Company, Public Enterprises and their types. New Economic Environment: Changing Business Environment in Post-liberalization scenario.

UNIT-IV

Capital Budgeting: Capital: Capital and its significance, Types of Capital, Estimation of Fixed and Working capital requirements, Methods and sources of raising capital. Capital Budgeting: features of capital budgeting proposals, Methods of Capital Budgeting: Payback Method, Accounting Rate of Return (ARR) and Net Present Value Method and Internal Rate of Return (IRR) (simple problems).

UNIT-V

Introduction to Financial Accounting & Financial Analysis: Accounting Concepts and Conventions - Double-Entry Book Keeping. Accounting Cycle: Journal, Ledger, Trial Balance, Final Accounts (Trading Account, Profit and Loss Account and Balance Sheet with simple adjustments). Financial Analysis: Analysis and Interpretation of Liquidity Ratios, Activity Ratios, Capital structure Ratios and Profitability ratios. Du Pont Chart.

TEXT BOOKS

1. Aryasri: Managerial Economics and Financial Analysis, TMH, 2009.
2. Atmanand: Managerial Economics, Excel, 2008.

REFERENCES BOOKS

1. Ambrish Gupta, Financial Accounting for Management, Pearson Education, New Delhi. 2009
2. H. Craig Peterson & W. Cris Lewis, Managerial Economics, PHI, 2009



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090, Telangana., India. (040)**  
**6686 4440**

**Academic Year: 2018 - 19**

**Name of the Faculty: K. Latha**

**Subject: MEFA**

**Sections dealt: II year EEE-II Semester – A & B**

**NAME: K. Latha**

<b>Mon</b>	<b>9.00 – 10.40(Sec-A)</b>	<b>Break</b>	
<b>Tue</b>	<b>9.00 – 10.40(Sec-A)</b>		
<b>Wed</b>			
<b>Thu</b>	<b>9.00 – 10.40(Sec-B)</b>		
<b>Fri</b>	<b>9.00 – 10.40(Sec-B)</b>		
<b>Sat</b>			



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
Bachupally, Kukatpally, Hyderabad – 500 090, India.

GRIET/DAA/1H/G/18-19

05 May 2018

**ACADEMIC CALENDAR**  
**Academic Year 2018-19**

**II B.TECH – FIRST SEMESTER**

S. No.	EVENT	PERIOD	DURATION
1	1 <sup>st</sup> Spell of Instructions	02-07-2018 to 05-09-2018	9 Weeks 3 Days
2	1 <sup>st</sup> Mid-term Examinations	06-09-2018 to 08-09-2018	3 Days
3	2 <sup>nd</sup> Spell of Instructions	10-09-2018 to 27-10-2018	7 Weeks
4	2 <sup>nd</sup> Mid-term Examinations	29-10-2018 to 31-10-2018	3 Days
5	Preparation	01-11-2018 to 07-11-2018	1 Week
6	<b>End Semester Examinations (Theory/ Practicals) Regular/Supplementary</b>	<b>08-11-2018 to 08-12-2018</b>	<b>4 Weeks 3 Days</b>
7	Commencement of Second Semester, A.Y 2018-19	10-12-2018	

**II B.TECH – SECOND SEMESTER**

S. No.	EVENT	PERIOD	DURATION
1	1 <sup>st</sup> Spell of Instruction	10-12-2018 to 06-02-2019	8 Weeks 3 days
2	1 <sup>st</sup> Mid-term Examinations	07-02-2019 to 09-02-2019	3 Days
3	2 <sup>nd</sup> Spell of Instruction	11-02-2019 to 03-04-2019	7 Weeks 3 Days
4	2 <sup>nd</sup> Mid-term Examinations	04-04-2019 to 06-04-2019	3 Days
5	Preparation	08-04-2019 to 17-04-2019	1 Week 3 Days
6	<b>End Semester Examinations (Theory/ Practicals) Regular</b>	18-04-2019 to 08-05-2019	3 Weeks
7	<b>Supplementary and Summer Vacation</b>	<b>09-05-2019 to 22-06-2019</b>	<b>6 Weeks 3 Days</b>
8	Commencement of First Semester, A.Y 2019-20	24-06-2019	

Copy to Director, Principal, Vice Principal, DOA, DOE, Balaji Kumar, DCGC, All HODs

(Dr. K. Amuradha)  
Dean of Academic Affairs

**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Department of EEE**

**Programme Educational Objectives (PEOs)**

**PEO 1:** Graduates will be prepared for a successful career in Computer Science discipline and related industry to meet the needs of the nation and leading industries and also to excel in postgraduate programs.

**PEO 2:** Graduates will continue to learn and apply the acquired knowledge to solve engineering problems and appreciation of the arts, humanities and social sciences.

**PEO 3:** Graduates will have good and broad scientific and engineering knowledge base so as to comprehend, analyze, design and create novel products and solutions for real-time applications.

**PEO 4:** Graduates will understand professional and ethical responsibility, develop leadership, utilize membership opportunities, develop effective communication skills, team work skills, multidisciplinary approach, and life-long learning required for a successful professional career.

## Programme Outcomes (POs)

Based on the Computer Science and Engineering department's educational objectives, students will achieve the following specific Program Outcomes

PO1: Ability to apply knowledge of mathematics, science, and engineering.

PO2: Ability to design and conduct experiments, as well as to analyze and interpret data.

PO3: Ability to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.

PO4: Ability to function on multidisciplinary teams.

PO5: Ability to identify, formulates, and solves engineering problems.

PO6: Understanding of professional and ethical responsibility.

PO7: Ability to communicate effectively.

PO8: Broad education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context.

PO9: Recognition of the need for, and an ability to engage in lifelong learning.

PO10: Knowledge of contemporary issues.

PO11: Ability to utilize experimental, statistical and computational methods and tools necessary for engineering practice.

PO12: Ability to create and or use Computer Science and Engineering related software tools, to get employment and succeed in higher studies.

**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Department of EEE**

**Course Code: GR15A2104      Managerial Economics and Financial Analysis      L:3 T:1 P:0 C:4**

II Year. II Semester

**COURSE OBJECTIVES:**

To provide the student with a clear understanding of demand analysis, elasticity of demand and demand forecasting; production function and cost analysis necessary to decide the levels of production and cost of production of the products or services; different types of markets and competition, different forms of organization and different methods of pricing; the capital and capital budgeting, and fundamentals of accounting and financial analysis.

**COURSE OUTCOMES:** After studying this course the engineering students - the prospective technocrats or techno-managers will be in a position to:

- Scan the economic environment.
  
- Understand the markets and competition.
  
- Forecast the demand.
  
- Plan the operations and the production.
  
- Choose an appropriate form of organization.
  
- Know the cost and decide the price of the products and/or services produced, and
  
- Understand the financial statements and make financial analysis.



**Gokaraju Rangaraju Institute of Engineering and Technology (Autonomous)**  
**II B.Tech. 2018-19 - II Semester**  
**Attendance Sheet**

*EEE-A*

Rollno	Name
16241A0215	G SREE HARSHITHA REDDY
16241A02A1	SIRIGADHI SHIVA SAI
17241A0201	A BHANU PRAKASH
17241A0202	A SAATHWIK
17241A0203	AGGARAPU HARI KRISHNA
17241A0204	APPANNA GUNDAPPA
17241A0205	BANDEWALE RAKSHITHA
17241A0206	BANOTH GEETHA
17241A0207	BATHULA KARTHIK
17241A0208	BODDU SAI ROHITH
17241A0209	BOURISHETTY VINAY KUMAR
17241A0210	C KAILASH SAGAR
17241A0211	CH INDRANI
17241A0212	CHETTY SUNMITHA
17241A0214	D S PURNA SRI SAKETH
17241A0217	DEVASANI PRIYANKA
17241A0218	DOLI SUPRAJA
17241A0219	E KARTHIK CHANDRA
17241A0220	G ADARSH
17241A0221	GUDEPU SAI BHARADWAJ
17241A0222	GUGULOTH MANGILAL
17241A0223	GUMMUDALA SAI KRISHNA GOUD
17241A0224	JULURI RONITH PRADYUMNA
17241A0225	K AJAY
17241A0226	K ANUSHA
17241A0227	K GNANESWAR

17241A0228	K N S KRISHNA CHAITANYA
17241A0229	KANDADI TIRUPATHI REDDY
17241A0230	KANDULA SRINANDANN
17241A0231	KONDA TEJA
17241A0233	MAHANKALI AJAY
17241A0234	MANCHALA SANJAY KUMAR
17241A0235	MANGALAPALLY VINEETHNARAYANA
17241A0236	MD SHARUKH AHMED
17241A0237	N SHRAVANI
17241A0238	MOHAMMED DANISH UMER
17241A0240	MOUNENDHAR BABU PURAM
17241A0241	N SAI ANILA
17241A0242	N SAI TEJA REDDY
17241A0243	N SAINATH REDDY
17241A0244	P JATIN
17241A0245	P N SHASHANK
17241A0246	PATTA RAMYA
17241A0247	B SAI VASUDEVA
17241A0248	PULIPATI NAVYA
17241A0249	R UMA
17241A0250	RAMAVATH GANESH
17241A0251	RAVIKANTH MEHAR SAI
17241A0253	S POOJITHA
17241A0254	SAREDDY ANUSHA
17241A0255	T TARUN
17241A0256	V RAHUL
17241A0257	VADNALA NIKHITHA
17241A0258	VANGA NAGAGANESH
17241A0259	VUPPULA SUMANTH REDDY
17241A0260	Y VENKATA RUPESH BHARADWAJ
18245A0201	ANCHURALA ARUN
18245A0202	ANUGUCHANDRA REDDY

18245A0203	BANDA UDAY KUMAR
18245A0204	BOORA AKASH
18245A0205	DONKESHWAR NAGALAXMI
18245A0206	DURGAM APOORVA
18245A0207	INCHURE MAHESH
18245A0208	J MANIKANTH
18245A0209	JUBEDHA
18245A0210	KANURI BHAVANI
18245A0211	KOTTE MANOJ KUMAR
18245A0212	MALLAM HARSHINI

**EEE-B**

Rollno	Name
17241A0261	A GOWRI PRIYA
17241A0262	A SAI BHAVANA
17241A0263	ADULAPURAM SRAVYA
17241A0264	ALLUKALA DURGA BHAVANI
17241A0265	AREPALLI MANOJ
17241A0267	BARIGELA ISWARYA
17241A0268	BEENABOINA SATVIKA YADAV
17241A0269	BERA RANJITH
17241A0270	BHOOKYA THARANYA NAIK
17241A0271	BUDHA SRAVAN
17241A0272	C VINEETH
17241A0273	CH JAYANTH CHANDRA
17241A0274	CHADALAWADA PAVAN SAI DURGESH
17241A0275	CHERIPALLY SRIKAR PRAKASH
17241A0276	EARAVATHRI HARSHAVARDHAN
17241A0277	GUTHI ESHWAR
17241A0278	GOLI KRISHNA VAMSHI
17241A0279	G RAHUL RAJU
17241A0280	GASIGANTI VISHWANTH
17241A0281	G. BHAVANA
17241A0282	HARSHINI YERRA

17241A0283	J SRIRADH
17241A0284	K AKHILA
17241A0285	K BENNY HINN
17241A0286	K S SAKETH
17241A0287	KADIAM SAI ROHITH
17241A0288	KAMBA AVINASH
17241A0289	KOLLI SRI PHANI TEJASWI
17241A0290	KOTALA VAISHNAVI
17241A0291	LANKA GANESH CHANDRA
17241A0292	M ANUDEEP REDDY
17241A0293	N PAUL SAM
17241A0294	M SAI ADITYA
17241A0295	MANAV SINGH
17241A0296	MARSAKATLA VISHAL ROY
17241A0297	MIDHUNA GARAPATI
17241A0298	MOHAMMED AFREED
17241A0299	N VAMSI KRISHNA
17241A02A0	NYALAM PRADEEP
17241A02A1	PATHAKOTI MOUNIKA
17241A02A2	PERICHERLA NIHARIKA
17241A02A3	PINDI PAVAN KALYAN
17241A02A4	R V SAI TARUN
17241A02A5	RITHVIK REDDY ADAPA
17241A02A6	S V BHARGAVA
17241A02A7	SABA BEGUM
17241A02A8	SAMALA PREETHI
17241A02A9	SUNKE PRIYANKA
17241A02B0	T REVANTH
17241A02B1	TELU ROHITH
17241A02B2	VALUSA VEDANTH KUMAR
17241A02B3	VARAPARLA AVINASH
17241A02B4	Y S SANGEETHA
17241A02B5	SINDE KRISHNAVENI
17241A02B6	PRATHYUSHA MARRI
17241A02B7	CHUNDURI SRI HARSHA
18245A0213	MADARI VINOD KUMAR
18245A0214	MALLADI PUSHPA DEVI

18245A0215	NADDI KIRAN
18245A0216	NARENDRA SANDEEP
18245A0217	PEDDOLLA CHANDRAVARSHITH GOUD
18245A0218	R MADHURI
18245A0219	SAINI ALEKHYA
18245A0220	SINGOORI NIKHIL
18245A0221	THIGULLA ASRITH
18245A0222	THIRUNAGARU DEEKSHITH
18245A0223	VADAPALLY RAMESH
18245A0224	YERDANOORU UMAKANTH



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090.**

**LESSON PLAN**

S.N.	Unit no.	Date	Topics
1	1	10/12	Definition nature and scope of managerial economics
2	1	17/12	Demand determinants, Law of Demand and its exceptions
3	1	24/12	Elasticity of Demand, types, measurement and significance of elasticity of demand
4	1	31/12	Factors governing demand forecasting and methods of demand forecasting
	2	7/1	Production Function – Isoquants and Isocosts, MRTS,
5	2	7/1	Least Cost Combination of Inputs, Cobb-Douglas Production function, Laws of Returns,
6	2	7/1	Internal and External Economies of Scale. Cost Analysis: Cost concepts. Break-even Analysis (BEA)-
7	2	14/1	Determination of Break-Even Point (simple problems) - Managerial Significance.
8	5	14/1	
9	5	15/1	Introductory terms to financial accounting, concepts and conventions
10	5	21/1	accounting rules & journal entries
11	5	22/1	Journal entries
12	5	28/1	Ledger posting
13	5	29/1	Ledger posting & trial balance problems
14	5	4/2	Trading and profit and loss a/c
15	5	5/2	Trading and profit and loss a/c
16	5	11/2	Balance sheet problems with adjustments
17	5	12/2	Ratio analysis
18	5	18/2	Ratio analysis & DuPont chart

19	4	19/2	Capital and its significance, Types of Capital, Estimation of Fixed and Working capital requirements,
20	4	25/2	Methods and sources of raising capital.
21	4	26/2	Capital Budgeting: features of capital budgeting proposals,
22	4	4/3	Methods of Capital Budgeting: Payback Method
23	4	5/3	Accounting Rate of Return (ARR) and Net Present Value Method and Internal Rate of Return (IRR) (simple problems).
	4	11/3	Introductory terms to financial accounting, concepts and conventions
24	3	12/3	<b>Markets &amp; New Economic Environment: <i>Types of competition and Markets</i></b> , Features of Perfect competition, Monopoly and Monopolistic Competition.
25	3	18/3	Price-Output Determination in case of Perfect Competition and Monopoly. Pricing: Objectives and Policies of Pricing.
26	3	19/3	Methods of Pricing.
27	3	25/3	Business: Features and evaluation of different forms of Business Organisation: Sole Proprietorship,
28	3	26/3	Partnership, Joint Stock Company, Public Enterprises and their types.
29	3	1/4	New Economic Environment: Changing Business Environment in Post-liberalization scenario.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

## ASSIGNMENT SHEET

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

<b>S.No</b>	<b>Unit No</b>	<b>Name of the Unit</b>	<b>Date</b>
<b>1</b>	Unit-I	Introduction to Managerial Economics& Demand Analysis	10/12-8/1
<b>2</b>	Unit-II	Theory of Production	18/1-5/2
<b>3</b>	Unit-III	Market Structures	12/2-8/3
<b>4</b>	Unit-IV	Capital Budgeting	11/3-19/3
<b>5</b>	Unit-V	Financial Accounting and Analysis	22/3-28/3



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19  
Semester : II  
Name of the Program: B.Tech EEE Year: II Section: A & B  
Course/Subject: Managerial Economics and Financial Analysis Dept.: EEE  
Name of the Faculty : K. Latha  
Designation : Associate Professor

Lesson No: 1

Duration of Lesson: 50 min.

Lesson Title Introduction to Managerial Economics & Demand Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Managerial Economics

TEACHING AIDS: Projector, White board ,Demonstration

TEACHING POINTS :

Economics and Management

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 1

Duration of Lesson: 50 min.

Lesson Title: Introduction to Managerial Economics & Demand Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Managerial Economics

TEACHING AIDS: Projector, White board, Demonstration

TEACHING POINTS:

Economics and Management

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19  
Semester : II  
Name of the Program: B.Tech EEE Year: II Section: A & B  
Course/Subject: Managerial Economics and Financial Analysis Dept.: EEE  
Name of the Faculty : K. Latha  
Designation : Associate Professor

Lesson No: 1 Duration of Lesson: 50 min.

Lesson Title: Introduction to Managerial Economics & Demand Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Demand

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Demand

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 1

Duration of Lesson: 50 min.

Lesson Title: Introduction to Managerial Economics & Demand Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Demand Determinants

TEACHING AIDS: Projector, Blackboard, Demonstration

TEACHING POINTS:

Demand Determinants

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 1

Duration of Lesson: 50 min.

Lesson Title: Introduction to Managerial Economics & Demand Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Law of Demand and Its exceptions

TEACHING AIDS: Projector, White board , Demonstration

TEACHING POINTS :

Demand
--------

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 1

Duration of Lesson: 50 min.

Lesson Title: Introduction to Managerial Economics & Demand Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Elasticity of demand

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS:

Elasticity

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

## LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 1

Duration of Lesson: 50 min.

Lesson Title: Introduction to Managerial Economics & Demand Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Types of Elasticity of demand

TEACHING AIDS: Projector, White board, Demonstration

TEACHING POINTS:

Types of Elasticity

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 1

Duration of Lesson: 50 min.

Lesson Title: Introduction to Managerial Economics & Demand Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Demand Forecasting Methods

TEACHING AIDS: Projector, White board ,Demonstration

TEACHING POINTS :

Demand Forecasting Methods
----------------------------

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 1

Duration of Lesson: 50 min.

Lesson Title: Introduction to Managerial Economics & Demand Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Statistical Techniques

TEACHING AIDS: Projector, White board ,Demonstration

TEACHING POINTS :

Statistical Techniques

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 2

Duration of Lesson: 50 min.

Lesson Title: Theory of Production

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Production Function

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Production Function

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 2

Duration of Lesson: 50 min.

Lesson Title: Theory of Production

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Laws of variable proportions

TEACHING AIDS: Projector, White board ,Demonstration

TEACHING POINTS :

Laws of variable proportions

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 2

Duration of Lesson: 50 min.

Lesson Title: Theory of Production

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Iso-Quants

TEACHING AIDS: Projector, White board ,Demonstration

TEACHING POINTS :

Iso-Quants

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 2

Duration of Lesson: 50 min.

Lesson Title: Cost Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Cost Concepts

TEACHING AIDS: Projector, Blackboard ,bDemonstration

TEACHING POINTS :

Cost Classification

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 2

Duration of Lesson: 50 min.

Lesson Title: Breakeven Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Managerial Economics

TEACHING AIDS: Projector, White board , Demonstration

TEACHING POINTS:

Contribution, P/V Ratio and BEP

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 2

Duration of Lesson: 50 min.

Lesson Title: Breakeven Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Breakeven Analysis

TEACHING AIDS: Projector, White board ,Demonstration

TEACHING POINTS :

Breakeven Problem

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Financial Accounting and Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Accounting

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Accounting

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Financial Accounting and Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Accounting Principles

TEACHING AIDS: Projector, whiteboard ,Demonstration

TEACHING POINTS:

Accounting Concepts and Convention

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

## LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Financial Accounting and Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Accounting Types and Rules

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Personal , Real and Nominal Accounts

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

## LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE  
Course/Subject: Managerial Economics and Financial Analysis  
Name of the Faculty : K. Latha  
Designation : Associate Professor

Year: II Section: A & B  
Dept.: EEE

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Financial Accounting and Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Journal Entries

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Journal
---------

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha  
Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Financial Accounting and Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Ledgers

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Ledgers

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Financial Accounting and Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Ledger Postings

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Ledger Postings

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### **LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Financial Accounting and Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Trial Balance

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Trial Balance

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### **LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Financial Accounting and Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Trial Balance Problems

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Trial Balance Problems

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Financial Accounting and Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Final Accounts

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Trading and Profit and Loss Account and Balance sheet

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Financial Accounting and Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Trading and Profit and Loss Account

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Capital, Revenue and Deferred Revenue Expenditure

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Trading and Profit and Loss Account

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

## 1. Learn about Trading and Profit and Loss Account

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Trading and Profit and Loss Account

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Trading and Profit and Loss Account

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Trading and Profit and Loss Account Problems

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Trading and Profit and Loss Account Problems

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### **LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Balance sheet

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Balance sheet

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Balance sheet

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Balance sheet

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Balance sheet

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

## Balance sheet problems with adjustments

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Ratio Analysis

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Financial Statement Analysis by using Ratios

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

# Liquidity , Activity , Capital Structure and Profitability Ratios

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

## LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Liquidity & Activity Ratios

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Liquidity & Activity Ratios

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Liquidity & Activity Ratios

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### **LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Liquidity & Activity Ratios

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Managerial Economics

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Liquidity & Activity Ratios

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Capital Structure and Profitability Ratios

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Capital Structure and Profitability Ratios

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Capital Structure and Profitability Ratios

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

## LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 3

Duration of Lesson: 50 min.

Lesson Title: Capital Structure and Profitability Ratios

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Managerial Economics

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Capital Structure and Profitability Ratios

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 4

Duration of Lesson: 50 min.

Lesson Title: Capital Budgeting

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Capital and Its significance

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Capital and types of Capital

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 4

Duration of Lesson: 50 min.

Lesson Title: Working Capital

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Working capital its components

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Current assets and Current liabilities

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 4

Duration of Lesson: 50 min.

Lesson Title: Estimation working capital Requirement

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Working capital Requirement

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Working capital Requirement

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 4

Duration of Lesson: 50 min.

Lesson Title: Methods and Sources of Finance

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Sources of Finance

TEACHING AIDS: Projector, Blackboard , Demonstration

TEACHING POINTS :

Sources of Finance

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

## LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 4

Duration of Lesson: 50 min.

Lesson Title: Capital Budgeting

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Capital Budgeting Techniques

TEACHING AIDS: Projector, Blackboard , Demonstration

TEACHING POINTS :

Payback period and Accounting Rate of Return

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
(Autonomous)

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

## LESSON PLAN

Academic Year : 2018-19

Semester : II  
Name of the Program: B.Tech EEE  
Course/Subject: Managerial Economics and Financial Analysis  
Name of the Faculty : K. Latha  
Designation : Associate Professor

Year: II Section: A & B  
Dept.: EEE

Lesson No: 4

Duration of Lesson: 50 min.

Lesson Title: Capital Budgeting

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Capital Budgeting Techniques

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

NPV

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

## LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 4

Duration of Lesson: 50 min.

Lesson Title: Capital Budgeting

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Capital Budgeting Techniques

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

IRR

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### **LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II

Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 4

Duration of Lesson: 50 min.

Lesson Title: Capital Budgeting

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Capital Budgeting Techniques

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

PI

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### **LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: Markets

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Markets

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Markets

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 15

Duration of Lesson: 50 min.

Lesson Title: Market Structures

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Perfect and Imperfect Market

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Perfect and Imperfect Market

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: Market Structures

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Imperfect Market

TEACHING AIDS: Projector, Blackboard , Demonstration

TEACHING POINTS :

Monopoly, Duopoly, Monopolistic Competition and Oligopoly

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: Pricing Strategy

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Pricing Methods

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Cost based Pricing Methods

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: Pricing Strategies

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Pricing Methods Competitive pricing methods

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Matching Pricing, Brand loyalty

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: Pricing Strategies

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Strategy based pricing method

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Skimming Pricing, Market Penetration

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### **LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: Forms of Business Organization

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Business Organization

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Sole Trader

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### **LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: Forms of Business Organization

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Partnership

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Partnership

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### LESSON PLAN

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: Joint Stock Company

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Companies

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Joint Stock Company

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: Cooperative Society

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about Cooperative Society

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Cooperative Society

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19  
Semester : II  
Name of the Program: B.Tech EEE Year: II Section: A & B  
Course/Subject: Managerial Economics and Financial Analysis Dept.: EEE  
Name of the Faculty : K. Latha  
Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: New Economic Environment

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about New Economic Environment

TEACHING AIDS: Projector, Blackboard ,Demonstration

TEACHING POINTS :

Business Environment

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**LESSON PLAN**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Lesson No: 5

Duration of Lesson: 50 min.

Lesson Title: New Economic Environment

INSTRUCTIONAL/LESSON OBJECTIVES:

On completion of this lesson the student shall be able to:

1. Learn about New Economic Environment

TEACHING AIDS: Projector, Blackboard, Demonstration

TEACHING POINTS :

Post liberalization

Signature of faculty

Note: Mention for each question the relevant Objectives and Outcomes Nos.



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**ASSIGNMENT SHEET**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

This Assignment corresponds to Unit No.1

Q1. Define Managerial Economics and Explain its Nature and Scope .

Q2. Define elasticity of demand. Explain types of elasticity of demand.

Q3. What is law of demand ? What are the exceptions to the law of demand?



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**ASSIGNMENT SHEET**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

This Assignment corresponds to Unit No.2

Q1. Define Production Function. Briefly explain the laws of variable proportions.

Q2. Explain cost concepts in detail.

Q3. Explain Break-even chart .



**Gokaraju Rangaraju Institute of Engineering and Technology**  
**(Autonomous)**  
**Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**ASSIGNMENT SHEET**

Academic Year : 2018-19  
Semester : II  
Name of the Program: B.Tech EEE Year: II Section: A & B  
Course/Subject: Managerial Economics and Financial Analysis Dept.: EEE  
Name of the Faculty : K. Latha  
Designation : Associate Professor

This Assignment corresponds to Unit No.5

- Q1. What are the accounting concepts and conventions. Explain them.  
Q2. Determine a) P/V Ratio b) BEP and c) Margin of safety for the two periods. (CO4)

Year	Sales(Rs.)	Profit(Rs.)
2016	1,50,000	20,000
2017	1,70,000	25,000

- Q3. Journalize the following transactions in the books of Mr. Suman.(CO7)

Date	Particulars
2017 Jan. 1	Suman started business with cash Rs.5, 00,000
Jan.2	Purchased goods from Arun for cash Rs.1, 80,000
Jan.6	Sold goods to Mahesh for cash Rs. 1,50,000
Jan. 8	Purchased goods from Ramesh for cash Rs. 2 ,00,000
Jan.10	Machinery purchased Rs. 1,50,000
Jan 18	Stationery purchased Rs. 5,000
Jan 25	Sold goods to Shyam on credit Rs. 75,000

Signature of HOD  
Date:

Signature of faculty  
Date:



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**ASSIGNMENT SHEET**

Academic Year : 2018-19  
Semester : II  
Name of the Program: B.Tech EEE Year: II Section: A & B  
Course/Subject: Managerial Economics and Financial Analysis Dept.: EEE  
Name of the Faculty : K. Latha  
Designation : Associate Professor

This Assignment corresponds to Unit No.4

Q1. Determine Pay-back period, ARR.

Description	Initial cash out flow	1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year	4 <sup>th</sup> year	5 <sup>th</sup> year	5 <sup>th</sup> year scrap value
cash inflows	2,50,000	75,000	80,000	95,000	65,000	85,000	50,000

Q2. Determine NPV and Profitability Index

Description	Initial cash outflow	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	5 <sup>th</sup> scrap value
Cash inflows	3,00,000	90000	100000	125000	75000	110000	25000

Signature of HOD  
Date:

Signature of faculty  
Date:



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**ASSIGNMENT SHEET**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

This Assignment corresponds to Unit No.5

Q1. Explain the various forms of business organizations.

Q2. Explain the salient features of perfect competition.

Signature of HOD

Date:

Signature of faculty

Date:

# MID MARKS

**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Department of Computer Science & Engineering  
Consolidated Mid Examination Marks**

Programme: **BTech**      Year: **II**      Course: **Theory**      A.Y: **2018-19**  
Course: **Managerial Economics and Financial Analysis** Section: **\_A** Faculty Name: **K.Latha**

S. No	Roll No	Mid I Sub (15)	Mid I Obj (5)	Mid I Total (20)	Mid II Sub (15)	Mid II Obj (5)	Mid II Total (20)	Average of 2 mids(20))	Assign. Marks (5)	Assess. Marks (5)	Total Marks (30)
1	16241A0215	6	3	9	4	3	7	8	4	4	16
2	16241A02A1	5	2	7	5	3	8	8	4	4	16
3	17241A0201	5	3	8	4	3	7	8	5	4	17
4	17241A0202	9	4	13	14	3	17	15	5	5	25
5	17241A0203	13	3	16	14	2	16	16	5	5	26
6	17241A0204	13	3	16	13	3	16	16	5	5	26
7	17241A0205	9	3	12	12	1	13	13	5	5	23
8	17241A0206	12	4	16	11	3	14	15	5	5	25
9	17241A0207	9	3	12	6	1	7	10	5	5	20
10	17241A0208	5	3	8	5	3	8	8	5	5	18
11	17241A0209	8	3	11	6	1	7	9	5	5	19
12	17241A0210	13	3	16	12	3	15	16	5	5	26
13	17241A0211	11	2	13	11	2	13	13	5	5	23
14	17241A0212	13	4	17	12	3	15	16	5	5	26
15	17241A0214	10	4	14	6	3	9	12	5	5	22
16	17241A0217	14	4	18	15	4	19	19	5	5	29
17	17241A0218	10	4	14	10	4	14	14	5	5	24
18	17241A0219	9	3	12	9	3	12	12	5	5	22
19	17241A0220	12	3	15	10	3	13	14	5	5	24
20	17241A0221	7	2	9	6	3	9	9	5	5	19
21	17241A0222	13	3	16	7	3	10	13	5	5	23
22	17241A0223	6	3	9	4	2	6	8	5	5	18
23	17241A0224	4	2	6	4	3	7	7	5	5	17
24	17241A0225	4	3	7	4	1	5	6	5	5	16
25	17241A0226	13	4	17	15	2	17	17	5	5	27
26	17241A0227	0	0	0	0	0	0	0	0	0	0
27	17241A0228	4	2	6	6	3	9	8	5	5	18
28	17241A0229	8	3	11	11	1	12	12	5	5	22
29	17241A0230	9	3	12	10	1	11	12	5	5	22
30	17241A0231	5	2	7	5	3	8	8	5	5	18

31	17241A0233	7	4	11	6	3	9	10	5	5	20
32	17241A0234	11	4	15	13	3	16	16	5	5	26
33	17241A0235	6	4	10	6	3	9	10	5	5	20
34	17241A0236	5	1	6	3	2	5	6	5	5	16
35	17241A0237	9	3	12	13	3	16	14	5	5	24
36	17241A0238	9	1	10	6	2	8	9	5	5	19
37	17241A0240	5	2	7	4	1	5	6	5	5	16
38	17241A0241	13	3	16	13	3	16	16	5	5	26
39	17241A0242	11	4	15	11	4	15	15	5	5	25
40	17241A0243	9	3	12	10	2	12	12	5	5	22
41	17241A0244	11	4	15	14	3	17	16	5	5	26
42	17241A0245	13	3	16	10	3	13	15	5	5	25
43	17241A0246	5	1	6	8	2	10	8	5	5	18
44	17241A0247	9	2	11	4	3	7	9	5	5	19
45	17241A0248	11	3	14	8	1	9	12	5	5	22
46	17241A0249	12	3	15	9	3	12	14	5	5	24
47	17241A0250	7	3	10	4	3	7	9	5	5	19
48	17241A0251	4	1	5	4	2	6	6	5	5	16
49	17241A0253	10	2	12	4	3	7	10	5	5	20
50	17241A0254	14	4	18	14	3	17	18	5	5	28
51	17241A0255	6	3	9	6	2	8	9	5	5	19
52	17241A0256	12	4	16	7	3	10	13	5	5	23
53	17241A0257	13	4	17	14	3	17	17	5	5	27
54	17241A0258	7	3	10	8	2	10	10	5	5	20
55	17241A0259	6	4	10	7	2	9	10	5	5	20
56	17241A0260	13	4	17	13	3	16	17	5	5	27
57	18245A0201	6	4	10	5	2	7	9	5	5	19
58	18245A0202	7	2	9	7	2	9	9	5	5	19
59	18245A0203	9	3	12	8	3	11	12	5	5	22
60	18245A0204	11	3	14	10	5	15	15	5	5	25
61	18245A0205	14	3	17	13	3	16	17	5	5	27
62	18245A0206	13	4	17	14	2	16	17	5	5	27
63	18245A0207	10	3	13	12	4	16	15	5	5	25
64	18245A0208	11	3	14	12	3	15	15	5	5	25
65	18245A0209	9	2	11	9	2	11	11	5	5	21
66	18245A0210	11	4	15	13	2	15	15	5	5	25
67	18245A0211	8	4	12	7	2	9	11	5	5	21
68	18245A0212	13	4	17	13	3	16	17	5	5	27

S. No	Roll No	Mid I Sub (15)	Mid I Obj (5)	Mid I Total (20)	Mid II Sub (15)	Mid II Obj (5)	Mid II Total (20)	Average of 2 mids(20))	Assign. Marks (5)	Assess. Marks (5)	Total Marks (30)
1	17241A0261	11	3	14	14	3	17	16	5	5	26
2	17241A0262	9	3	12	10	2	12	12	5	5	22
3	17241A0263	12	3	15	13	3	16	16	5	5	26
4	17241A0264	11	3	14	12	3	15	15	5	5	25
5	17241A0265	10	5	15	5	3	8	12	5	5	22
6	17241A0267	13	3	16	13	5	18	17	5	5	27
7	17241A0268	8	2	10	13	4	17	14	5	5	24
8	17241A0269	8	3	11	9	4	13	12	5	5	22
9	17241A0270	5	5	10	5	2	7	9	5	5	19
10	17241A0271	4	2	6	5	2	7	7	5	5	17
11	17241A0272	8	3	11	9	3	12	12	5	5	22
12	17241A0273	11	4	15	7	2	9	12	5	5	22
13	17241A0274	8	3	11	7	3	10	11	5	5	21
14	17241A0275	5	3	8	5	2	7	8	5	5	18
15	17241A0276	12	2	14	13	3	16	15	5	5	25
16	17241A0277	9	2	11	5	1	6	9	5	5	19
17	17241A0278	5	3	8	9	3	12	10	5	5	20
18	17241A0279	10	4	14	7	4	11	13	5	5	23
19	17241A0280	11	2	13	7	3	10	12	5	5	22
20	17241A0281	11	3	14	11	3	14	14	5	5	24
21	17241A0282	11	3	14	8	3	11	13	5	5	23
22	17241A0283	8	1	9	10	3	13	11	5	5	21
23	17241A0284	12	3	15	11	2	13	14	5	5	24
24	17241A0285	8	2	10	5	2	7	9	5	5	19
25	17241A0286	11	3	14	10	3	13	14	5	5	24
26	17241A0287	9	3	12	12	3	15	14	5	5	24
27	17241A0288	AB	AB	AB	7	2	9	5	5	5	15
28	17241A0289	6	3	9	11	2	13	11	5	5	21
29	17241A0290	12	3	15	14	3	17	16	5	5	26
30	17241A0291	8	4	12	6	2	8	10	5	5	20
31	17241A0292	8	3	11	6	1	7	9	5	5	19
32	17241A0293	8	3	11	6	1	7	9	5	5	19
33	17241A0294	7	3	10	7	3	10	10	5	5	20
34	17241A0295	9	3	12	4	2	6	9	5	5	19
35	17241A0296	4	2	6	10	2	12	9	5	5	19
36	17241A0297	7	3	10	11	2	13	12	5	5	22

37	17241A0298	11	3	14	9	3	12	13	5	5	23
38	17241A0299	3	2	5	4	3	7	6	5	5	16
39	17241A02A0	9	4	13	12	2	14	14	5	5	24
40	17241A02A1	12	4	16	11	3	14	15	5	5	25
41	17241A02A2	7	2	9	10	3	13	11	5	5	21
42	17241A02A3	7	3	10	12	3	15	13	5	5	23
43	17241A02A4	6	2	8	3	1	4	6	5	5	16
44	17241A02A5	10	3	13	14	4	18	16	5	5	26
45	17241A02A6	9	4	13	5	3	8	11	5	5	21
46	17241A02A7	14	3	17	10	3	13	15	5	5	25
47	17241A02A8	8	3	11	13	3	16	14	5	5	24
48	17241A02A9	8	4	12	11	2	13	13	5	5	23
49	17241A02B0	7	4	11	11	3	14	13	5	5	23
50	17241A02B1	7	3	10	2	9	11	12	5	4	21
51	17241A02B2	9	4	13	8	3	11	12	5	5	22
52	17241A02B3	13	4	17	8	3	11	14	5	5	24
53	17241A02B4	12	4	16	11	3	14	15	5	5	25
54	17241A02B5	11	4	15	11	2	13	14	5	5	24
55	17241A02B6	10	4	14	10	3	13	14	5	5	24
56	17241A02B7	5	4	9	9	4	13	11	5	5	21
57	18245A0213	11	4	15	14	4	18	17	5	5	27
58	18245A0214	13	4	17	14	4	18	18	5	5	28
59	18245A0215	12	4	16	10	2	12	14	5	5	24
60	18245A0216	10	3	13	12	3	15	14	5	5	24
61	18245A0217	13	3	16	13	4	17	17	5	5	27
62	18245A0218	13	4	17	14	3	17	17	5	5	27
63	18245A0219	12	4	16	12	3	15	16	5	5	26
64	18245A0220	14	3	17	12	2	14	16	5	5	26
65	18245A0221	11	4	15	10	3	13	14	5	5	24
66	18245A0222	14	3	17	13	3	16	17	5	5	27
67	18245A0223	13	3	16	14	3	17	17	5	5	27
68	18245A0224	6	3	9	10	3	13	11	5	5	21



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

**Rubric Template**

		<b>Beginning</b>	<b>Developing</b>	<b>Reflecting Development</b>	<b>Accomplished</b>	<b>Exemplary</b>	<b>Score</b>
<b>Name of the Student</b>	<b>Performance Criteria</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
VALUSA VEDANTH KUMAR 17241A02B2	Level of knowledge on the analysis of Indeterminate Structures by various methods of structural analysis	Low level	Able to understand	Able to understand and explain	Full knowledge	Analyzing and application of knowledge	5
	Level of knowledge on the application of the matrix stiffness and flexibility methods of analysis	Low level	Able to understand	Able to understand and explain	Full knowledge	Analyzing and application of knowledge	4
	Level of knowledge on the concepts of plastic analysis	Low level	Able to understand	Able to understand and explain	Full knowledge	Analyzing and application of knowledge	4
Avg Score							4.3

		<b>Beginning</b>	<b>Developing</b>	<b>Reflecting Development</b>	<b>Accomplished</b>	<b>Exemplary</b>	<b>Score</b>
<b>Name of the Student</b>	<b>Performance Criteria</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
JULURONITH PRADYUMNA 17241A0224	Level of knowledge on the analysis of Indeterminate Structures by various methods of structural analysis	Low level	Able to understand	Able to understand and explain	Full knowledge	Analyzing and application of knowledge	3

	Level of knowledge on the application of the matrix stiffness and flexibility methods of analysis	Low level	Able to understand	Able to understand and explain	Full knowledge	Analyzing and application of knowledge	3
	Level of knowledge on the concepts of plastic analysis	Low level	Able to understand	Able to understand and explain	Full knowledge	Analyzing and application of knowledge	3
Avg Score							3

		<b>Beginning</b>	<b>Developing</b>	<b>Reflecting Development</b>	<b>Accomplished</b>	<b>Exemplary</b>	<b>Score</b>
<b>Name of the Student</b>	<b>Performance Criteria</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
VALUSA VEDANTH KUMAR 17241A02B2	Level of knowledge on the analysis of Indeterminate Structures by various methods of structural analysis	Low level	Able to understand	Able to understand and explain	Full knowledge	Analyzing and application of knowledge	2
	Level of knowledge on the application of the matrix stiffness and flexibility methods of analysis	Low level	Able to understand	Able to understand and explain	Full knowledge	Analyzing and application of knowledge	1
	Level of knowledge on the concepts of plastic analysis	Low level	Able to understand	Able to understand and explain	Full knowledge	Analyzing and application of knowledge	1
Avg Score							1.33



**Gokaraju Rangaraju Institute of Engineering and Technology (Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090. (040) 6686 4440**

### **EVALUATION STRATEGY**

Academic Year : 2018-19  
Semester : II  
Name of the Program: B.Tech EEE Year: II Section: A & B  
Course/Subject: Managerial Economics and Financial Analysis Dept.: EEE  
Name of the Faculty : K. Latha  
Designation : Associate Professor

#### **1. TARGET:**

- a) Percentage for pass: 89%
- b) Percentage of class:

Total number of students ENROLLED for this course :  
Total number of students APPEARED for the exam :  
Total number of students PASSED :  
Total number of students FAILED :  
Students who secured FIRST CLASS WITH DISTINCTION  $\geq 70\%$  :  
Students who secured FIRST CLASS 60-69% :  
Students who secured PASS CLASS 40-59% :

**TOTAL PASS PERCENTAGE:**

## 2. METHOD OF EVALUATION

### 2.1 Continuous Assessment Examinations (MID EXAM-I, MID EXAM-II)

The department follows continuous evaluation system through assignments, projects, Mid exams (2 Nos.) and an end semester examination. The continuous academic quality assessments carried out through a peer (external) review process once in a year. The suitable feedback from Training and Placement cell is also considered. Board of studies of the department includes two external experts (one from Reputed Academic Institute and another from Industry) which advocate areas of skills and knowledge to be improved upon by the students in the context of changing situation.

Continuous Assessment Marks (Best of MID EXAM-I, MID EXAM-II) – 25 Marks

Evaluated mid answer scripts are shown to students by respective subject teachers. Based on marks obtained by the students, remedial classes are conducted by the departments for slow learners.

### 2.2 Assignments/Seminars

The students' progress is continuously monitored through regular assignments and practice sessions to ensure the achievement of course outcomes. All components in any program of study will be evaluated continuously through internal evaluation and external evaluation component conducted as year-end/semester-end examination. Internal evaluation includes two components I. Mid Examinations II. Assignments. Assignments improve the continuous learning capacity of student

Five (5) marks are earmarked for assignments out of Continuous Assessment Marks (25 Marks)

### 2.3 Quiz

Ten (10) marks are earmarked for Quiz or Objective type questions out of Continuous Assessment Marks (25 Marks) and Ten (10) marks for Subjective type questions

### 2.4 Semester/End Examination

The scheme of evaluation for every subject is for 100 marks, out of this, 25 marks are earmarked for continuous internal evaluation. End Semester Exam for 75 Marks

### 2.5 Others

The improvements, modifications and additions to the curriculum are governed by Board of Studies (BOS) and executed on a continuous basis based on the feedback from the stakeholders and changing societal needs. The meeting of BOS is held and the faculty member will be contributing in the curriculum development along with the experts from the IIT/Industry. The student class committee meets every semester and their views are incorporated in order to improve the curriculum.

Signature of HOD

Signature of faculty

Date:

Date:



**Gokaraju Rangaraju Institute of Engineering and Technology  
(Autonomous)  
Bachupally, Kukatpally, Hyderabad – 500 090, Telangana, India.  
(040) 6686 4440**

**COURSE COMPLETION STATUS**

Academic Year : 2018-19

Semester : II

Name of the Program: B.Tech EEE

Year: II Section: A & B

Course/Subject: Managerial Economics and Financial Analysis

Dept.: EEE

Name of the Faculty : K. Latha

Designation : Associate Professor

Actual Date of Completion & Remarks, if any

Units	Remarks	No. of Objectives Achieved	No. of Outcomes Achieved
Unit 1	8/1/2019	1	2
Unit 2	5/2/2019	1	1
Unit 3	8/3/2019	1	2
Unit 4	19/3/2019	1	1
Unit 5	28/3/2019	1	1

Signature of HOD

Signature of faculty

Date:

Date:

Note: After the completion of each unit mention the number of Objectives & Outcomes Achieved.

