

Semester III		
SEEC200	Fundamentals of Economics and Entrepreneurship for Engineers	L-T-P-CR-CH: 3-0-0-3-3

COURSE OBJECTIVES:

- CO1: Students will develop a basic understanding of economics, concepts, and tools, which are essential to understand the behaviour of household, consumer, and producer.
- CO2: Students will learn the theoretical aspect of production function and consumer's behaviour and its implication on firm's and consumer's decision making.
- CO3: Students will learn firm's investment decisions, Project evaluation process and how market works and the price determination mechanism in different market structure.
- CO4: Students will understand the process and practices of entrepreneurship and new ventures.
- CO5: Students will be familiar with the preparation of business plan and opportunity for a new venture and understand the functional management issue to operate a new venture.

UNIT1: INTRODUCTION TO ECONOMICS

Introduction, basic concepts of Economics: Goods, Utility, Wealth, Value, Consumption, Human wants, Costs and Revenue Concepts, Fixed cost of Production, Variable cost of Production and Break-even points for production, overhead and its distributions; Law of diminishing marginal utility; Demand: concept, law and elasticity of demand; Supply: concept, law and elasticity of supply.

UNIT2: THEORY OF FIRM AND CONSUMER'S BEHAVIOUR

Theory of the firm – Production function in the short and long run; Consumer's behaviour: Consumer preferences, Budget constraints, Optimal allocation, Consumer surplus; Applications of calculus.

UNIT3: MARKET STRUCTURE AND FIRM'S INVESTMENT DECISION

Analysis of Market Structure- Competitive market, Imperfect competition, Pricing in different markets, Evaluating the gains and losses of taxes and subsidy: Investment, time and capital markets: Stock vs flow concept, Present Discount Value, Net Present Value criterion for capital investment decision, Cost-Benefit Analysis.

UNIT4: ENTREPRENEUR, INNOVATION AND ENTREPRENEURSHIP

Introduction of Entrepreneurship, types of entrepreneurships, Significance of Creativity, Technological Innovation and Scientific Knowledge, risk taking aspect of entrepreneurship: values and ethics; Initiating and Developing Entrepreneurial ventures; Entrepreneurial ecosystem- Institutional interface for Small Scale Enterprises, Start-up and Venture Creation. New generation technology driven entrepreneurship.

UNIT5: ESTABLISHING AND OPERATING THE SMALL-SCALE ENTERPRISES (SSE)

Opportunity Scanning and Identification: Market Assessment for SSE: Choice of Technology and Selection of Site: Financing the New/Small Enterprises: Preparation of the Business plan, Ownership Structures and Organizations Framework Management Issues in SSE; Operational Management Issues in SSE; marketing Management Issues in SSE: Organizational Relations in SSE.

TEXTBOOK:

1. Dwivedi D. N. "Managerial Economics" Vikas Publishing House private Limited, 2010.
2. Samuelson, P.A. Nordhans, W. D. "Economics", Mc Graw Hill Inc., 1995.
3. Kuratko D.F., Hornsby J.F. "New Venture Management: The Entrepreneur's Roadmap for Development and Growth", Taylor and Francis, Oxen, 2021.
4. Frederick, H. O. "Connor, A. Kuratko, D.F. Entrepreneurship: Theory/Process/Practice". Cengage AU, Fifth Edition, 2019.
5. I iuli. D. II, "Entrepreneurship: New Venture Creation". PHI(P) Ltd. 2016.

REFERENCE BOOKS:

1. Kaushik, M. Management of New & Small Enterprises, IGBOU course material, 1995.
2. Rathore B.S. Saini, S. Entrepreneurship Development Training Material, TTT1, Chandigarh, 1988.
3. Jain P.C. A Handbook for New Entrepreneurs., EDI-Faculty & External Experts, EDII. Ahmedabad, 1986.
4. Allampalli, D.G. Patel, J.B. A Manual on How to Prepare a Project Report, EDII. Ahmedabad 1991.

ENGINEERING ECONOMICS AND ENTREPRENEURSHIP:

It will be pertinent to Consider Fixed cost of production, Variable cost of production and break-even points for production, overhead and its distribution etc.

While demand and supply are considered, it will be good include elastic demand/ inelastic demand and various category of products like while goods products, commodity etc.

For the entrepreneurship part, risk taking aspect entrepreneurship should emphasized.

Other than the above, the syllabus is found to be appropriate.

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