

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**B.E. SEMESTER : VI**  
**CHEMICAL TECHNOLOGY**

**Subject Name: Economics & Industrial Management**  
**Subject Code: 163501**

Teaching Scheme				Evaluation Scheme			
Theory	Tutorial	Practical	Total	University Exam(E)	University Exam(P)	Mid Sem Exam(Theory) (M)	Practical (Internal)
4	0	0	4	70	0	30	50

Sr. No.	Course contents
	<b>Economics</b>
<b>01.</b>	Nature & significance of economics. Basic economic concepts. Demand & supply, elasticity of demand and supply, money. Real & opportunity cost. Concept of profit & revenue, tax tariff & subsidies, wants & utilities.
<b>02.</b>	Concept of equilibrium & margin economic systems, capitalism, socialism & mixed economy. Factors of product. Introduction to micro & macroeconomics & price theory.
<b>03.</b>	Money banking & trade. Nature & functions of money. Commercial & central banking Problems of foreign exchange & implications of currency devaluation.
<b>04.</b>	Economic development of India. Structure & features of India economy. Growth of Public sector in India. Role of agriculture in Indian economy. Meaning & tools of Economy planning. Five year plans of India.
	<b>Industrial Management</b>
<b>05.</b>	Introduction: Management principles. Management & engineering studies. Meaning & type of management. Concept of scientific management. Functional areas of Business. Forms of business organization. Theory & practice of management, Planning, organizing, staffing, coordinating & control.
<b>06.</b>	Production management: Introduction to work study. Concept of productivity. Wages & incentives, production planning & control, scheduling of projects, materials management. Quality control & preventive maintenance.
<b>07.</b>	Financial & accounting management: Sources of industrial finance. Institutional financing. Principles of accounting. Management accounting.
<b>08.</b>	Marketing & sales management: The sales organization of a firm. Management of sales & advertisement. Market research.

## Reference Books:

1. Managerial Economics ,H.L.Ahuja , S Chand and Company Ltd., 2001
2. MicroEconomics : Theory and Practice , D Salvatore, Oxford University Press,4<sup>th</sup> Ed., 2003
3. Modern Economics Theory : Micro and MacRoanalysis , K.K.Dewett,Orient Book Distributors, 1976
4. Monitory Economics ,M.L.Seth ,LaxmiNarayan Aggarwal, 1981
5. Engineering Economics and Industrial Management ,L.K.Chopde,A.M.Sheikh,2004
6. Modern Business Organization & Management ,S.A.Sherlekar, Himalaya Publication House, 1990
7. Managerial Economics: Economic Tools for Today's Decision Makers, Keat, Pearson Education India,2009
8. Economics , Samuelson, Tata Mc Graw Hill, 18<sup>th</sup> Ed., 2008