CONTENTS

CHAPTER 1: INTRODUCTION TO ENGINEERING ECONOMICS

- Introduction
- Meaning and Special Characteristics
- The Procedure used to assist Decision Making
- Special Characteristics
- Role of Engineering Economist
- Specific Functions
- Technical Efficiency and Economic Efficiency

CHAPTER 2 : INTRODUCTION TO WORK STUDY

- Introduction
- Role of Work Study
- Objectives of Work Study
- Advantages of Work Study
- Work Study and Workers
- Work Study and Management
- Qualities of Work Study Man

CHAPTER 3: MOTION STUDY (METHOD STUDY)

- Introduction
- Objectives of Method Study
- Procedure for Motion Study
- Recording Techniques Charting
- Flow Diagram
- Man-Machine Chart
- Left-Right Hand Chart
- Simo Chart

CHAPTER 4: WORK MEASUREMENT (TIME STUDY)

- Introduction
- Definition
- Objectives of Work Measurement
- Uses of Work Measurement
- Important Terms
- Techniques of Work Measurement
- Rating Concepts

CHAPTER 5 : COST CONCEPTS

- Introduction
- Cost Concepts

CHAPTER 6 : COMPETITION IN THE MARKET

- Meaning of Firm and Industry
- Equilibrium of the Firm
- Equilibrium of the Industry under Perfect Competition
- Price Determination in Perfectly Competitive Market
- Importance of Time Element in Price Theory
- Comparison between Market Price and Normal Price

CHAPTER 7 : PRICING POLICIES AND STRATEGIES

- Introduction
- Pricing Policy
- Pricing Strategies

CHAPTER 8: BREAK-EVEN ANALYSIS

- Break-Even Point
- Determination of Break-Even Point
- Uses of Break-Even Analysis

CHAPTER 9: RISK, UNCERTAINTY AND PROBABILITY ANALYSIS

- Uncertainty
- Risk
- Non-Insurable Risk
- Probability Analysis
- Basic Concepts

CHAPTER 10 : DEMAND ANALYSIS

- Meaning of Demand
- Types of Demand
- Individuals Demand Schedule and Curve
- Market Demand Schedule and Curve
- Changes in Demand
- The Law of Demand
- Income Demand
- Cross Demand
- Demand Determinants

CHAPTER 11 : THE ELASTICITY OF DEMAND

- Introduction
- Price Elasticity of Demand
- Cross Elasticity of Demand
- Income Elasticity of Demand

- Advertising or Promotional Elasticity of Demand
- Importance of Elasticity of Demand

CHAPTER 12 : DEMAND FORECASTING

- Meaning
- Types
- Forecasting Techniques

CHAPTER 13: SUPPLY - ITS LAW ELASTICITY AND CURVES

- Introduction
- Supply
- The Law of Supply
- The Elasticity of Supply
- Short-run Supply Curve of the Firm and Industry
- Long-run Supply Curve of the Firm and Industry

CHAPTER 14 : ADVERTISING

- Introduction
- Advertising Cost
- Determining Advertisement Budget
- Advertisement Effectiveness

CHAPTER 15 : CAPITAL BUDGETING

- Benefit Cash-Ratio Method
- Investment Decision Under Risk
- Managerial Technique for Investment Decision Making
- Decision Theory

CHAPTER 16: INVENTORY CONTROL MANAGEMENT

- Nature of Inventories
- Market Structure and Inventories
- Method of Evaluating Inventories
- Objectives of Inventory Management

CHAPTER 17: NATIONAL INCOME: MEANINGAND MEASUREMENT

- Introduction
- Definition of National Income
- Concepts of National Income
- Methods of Measuring National Income
- Difficulties in Measuring National Income
- Importance of National Income Analysis
- Interrelationship among Different Concepts of National Income

CHAPTER 18: INFLATION

- Introduction
- Meaning of Inflation
- Demand Pull Inflation

- Cost-Push Inflation
- The Inflationary Gap
- The Philip's Curve: The relation between Unemployment and Inflation
- Causes for Inflation
- Measures to Control Inflation
- Effects of Inflation.

CHAPTER 19: MEANING OF ACCOUNTING

- Importance of Accounting
- Genesis of Accounting
- Two Views Points on Accounting
- Definition of Accounting
- Functions of Accounting
- Accounting Principles
- Accounting Concepts

CHAPTER 20: THE MAJOR CONCEPT OF ACCOUNTING THEORY

- The Concept of Transaction
- Accounting Period Concept
- Realisation Concept
- Concept of Full Disclosure

CHAPTER 21 : FINANCIAL STATEMENTS

- Introduction
- Balance Sheet
- Nature
- Title
- Form
- Basic Division of Balance Sheet

CHAPTER 22: ANALYSIS AND INTERPRETATION

- Introduction
- Types of Financial Analysis
- Preliminaries required for Analysis and Interpretation
- Objectives of Analysis and Interpretation
- Importance of Analysis and Interpretation
- Techniques of Analysis and Interpretation

CHAPTER 23 : RATIO ANALYSIS

- Introduction
- Classification of ratios
- Classification by Statements
- Classification by Users
- Classification by Relative Importance

- Classification to Accounting Significance
- Classification by Nature
- Classification by Purpose
- Limitation of Ratio Analysis
- Computation of Ratios

CHAPTER 24 : FUNDS FLOW ANALYSIS

- Introduction
- Concepts of Funds
- Sources of Funds
- Uses of Funds
- Concept of Flow
- Technique of Fund Flow Statement

CHAPTER 25 : CASH FLOW ANALYSIS

- Introduction
- Concept of Funds
- Sources and Uses of Cash Flow
- Construction of Cash Flow Statement
- Difference between Cash Flow Analysis and Fund Flow Analysis
- Utility of Cash Flow Analysis
- Limitations of Cash Flow Statement

INDEX

This document was created with Win2PDF available at http://www.win2pdf.com. The unregistered version of Win2PDF is for evaluation or non-commercial use only. This page will not be added after purchasing Win2PDF.