

Business Analysis for Engineers - Web course

COURSE OUTLINE

Objectives: Business Analysis for Engineers provides an opportunity for engineering students to understand the language of business both in financial and strategic dimensions. At the end of the course, a student will be able to gain knowledge on basic concepts of accounting & costing, introductory economics, various corporate strategy tools and organizational behavior. The topics that are to be covered are:

- Introduction to Accounting
- Accounting Principles – Concept of Dual entry
- Special accounting concepts – Depreciation, Revenue Recognition, Cost of Goods sold, Inventory, etc.
- Preparation of financial statements – Balance Sheet, Income Statement, Cash Flow
- Analysis of Financial Statements and Introduction to costing
- Introduction to economics – Supply/Demand, Types of Markets, Interest Rates, Inflation, GDP, National Budget, etc.
- Fundamentals of Management
- Introduction to Strategy
- Industry Analysis using Porter's 5-forces
- Other strategic models – BCG Matrix, McKinsey's 7S, Porter's Diamond, Value Chain Analysis, etc

COURSE DETAIL

Sl. No	Topics	Periods
1.	Introduction to Economy <ul style="list-style-type: none"> • Macro and Microeconomics fundamentals • Demand & Supply • Pricing • Types of Markets • Macro/Micro economic indicators • Indian Budget - Overview 	7
2.	Introduction to Costing <ul style="list-style-type: none"> • Introduction to financial statements • Fundamental Accounting concepts – Dual entry concept and other accounting entries • Preparation of financial statements – B/S, I/S and Cash Flow • Analysis of financial statements • Types of costs – Economies of scale – Variances – Need for cost competitiveness – case studies for discussions. 	15



NP-TEL

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<http://nptel.iitm.ac.in>

Management

Pre-requisites:

- Basic quantitative knowledge.

Additional Reading:

- Will be shared later.

Hyperlinks:

- Nil

Coordinators:

Dr. S. Vaidhyasubramaniam
School of Management SASTRA
University

3.	Business and Organization <ul style="list-style-type: none"> • Business functions • Role of each function • Organizations – Organizational structures • Types of organizations • Issues in handling complexities 	3
4.	Introduction to Strategy <ul style="list-style-type: none"> • What is strategy? • Need for Strategy, Vision and Mission • Porter's Diamond framework • Porter's 5–forces • McKinsey's 7S Model • BCG Matrix • Value chain analysis • Case studies and discussions 	15
	Total	40

References:

- Accounting Principles – Robert Anthony & James Reece, IR WIN, 2001
- Competitive Strategy – Techniques for Analysing Industries and Competitors Michael E Porter, Free Press.
- Competitive Advantage of Nations – Michael E. Porter, Free Press
- Economics & Public Policy – Romulo Neri, AIM Publications, 2001