



ARULMIGU PALANIANDAVAR ARTS COLLEGE FOR WOMEN
(Autonomous)

(Re-Accredited with 'A' Grade by NAAC)

(A Government Aided College - Affiliated to Mother Teresa Women's University, Kodaikanal)
CHINNAKALAYAMPUTHUR (PO), PALANI -624 615.

DEPARTMENT OF ECONOMICS



SYLLABUS

B.A (ECONOMICS) - 2011-2014

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PREAMBLE

Economics is an important branch of social sciences. In recent years new dimensions are added to it due to the changes taking place in the global level. This causes the concern of updating and restructuring syllabus at undergraduate level. Hence the curriculum in Economics at the undergraduate level is updated including new developing branches of the subject. Quantitative techniques and statistical analysis are included to enable the students to analyze economic problems.

Skill oriented, job oriented, Society oriented papers like Management, Environmental Economics, Entrepreneurship Development, Tourism, Business letters and Value Education are introduced.

OBJECTIVES:

1. To inculcate knowledge on matters of general economic interest.
2. To equip the students with recent trends in economic theory and development.
3. To motivate the younger generation to study the various applications of the subject Economics in marketing, environment and communication.
4. To build up the attitude of self confidence and become Entrepreneurs by acquiring knowledge of the same.
5. To enhance managerial skills for self-employment.
6. To make them aware of current issues in insurance and population studies.
7. To provide opportunities for placement in the global world in different sectors.

ELIGIBILITY FOR ADMISSION:

Candidate should have passed the higher secondary examination conducted by the Board of Higher Secondary Education, government of Tamil Nadu or any other examination accepted by syndicate as equivalent there to with Economics as one of the subjects in higher secondary education.

DURATION OF THE COURSE:

The students shall undergo the prescribed course of study for a period of three academic years (six semesters).

MEDIUM OF INSTRUCTION: English

**SEMESTER WISE DISTRIBUTION WITH
SCHEME OF EXAMINATION**

Semester	Title of the paper	Hours	Credits	Marks		
				CIA	CE	Total
I	Part-I Tamil	6	3	25	75	100
	Part-II English	6	3	25	75	100
	Part-III Core Paper-I Micro Economics-I	5	4	25	75	100
	Core Paper –II Demography	5	4	25	75	100
	Allied Principles of Accounting-I	5	5	25	75	100
	Part –IV- Skill Based					
	Communicative English	2	2	25	25	100
	Value Education	1	-	-	-	-
	Total	30	21			600
II	Part-I Tamil	6	3	25	75	100
	Part-II English	6	3	25	75	100
	Part-III					
	Core Paper –I Micro Economics-II	5	4	25	75	100
	Core Paper –II Agricultural Economics	5	4	25	75	100
	Allied Principles of Accounting-II	5	5	25	75	100
	Part – IV Skill Based Course Computer Literacy	2	2	25	75	100
	Value Education: Theory & Practical	1	2	25	75	100
	Total	30	23			700

Semester	Title of the paper	Hours	Credits	Marks		
				CIA	CE	Total
III	Part-I Tamil	6	3	25	75	100
	Part-II English	6	3	25	75	100
	Part-III-Core subjects					
	Core Paper-I Monetary Economics	5	4	25	75	100
	Core Paper –II Banking	4	4	25	75	100
	Allied Statistics for Economics	5	5	25	75	100
	Part –IV – SkillBased Entrepreneurship Development	2	2	25	75	100
Non – Major Elective – I Home Economics	2	2	25	75	100	
	Total	30	23			700
IV	Part-I Tamil-IV	6	3	25	75	100
	Part-II English - IV	6	3	25	75	100
	Part-III Core subjects					
	Core Paper –I Macro Economics	6	5	25	75	100
	Core Paper –II Environmental Economics	5	4	25	75	100
	Allied Mathematical Methods	5	5	25	75	100
	Part – IV Skill based course: Office management	2	2	25	75	100
Part – V Extension Activities	-	1	-	-	-	
	Total	30	23			600

Semester	Title of paper	Hours	Credits	Marks		
				CIA	CE	Total
V	Part III Core Subjects					
	1.International Economics	6	5	25	75	100
	2.Development and growth	6	4	25	75	100
	3. Human Resource Development	6	4	25	75	100
	Elective-I Principles of management	5	5	25	75	100
	Elective-II Economics of marketing	5	5	25	75	100
	Part IV– Skill Based Career Guidance	2	2	25	75	100
	Total	30	25			600
VI	Part III Core Subjects					
	1.Public Finance	7	5	25	75	100
	2.Indian Economy	6	5	25	75	100
	3.History of Economic Thought	6	4	25	75	100
	Elective-III Principles and practice of Insurance	5	5	25	75	100
	Non – major Elective –II Rural Economics	2	2	25	75	100
	1. Skill Based Course Business letters	2	2	25	75	100
	Part – IV Environmental studies	2	2	25	75	100
	Total	30	25			700

Total credit (for six semesters) = 140

**Allied Papers handled by the Department of Economics for
B.Com**

Semester	Title of the paper	Hours	Credits	Marks/Grade		
				CIA	CE	Total
I	Allied – Managerial Economics	5	5	25	75	100
II	Allied – Economic Development of India	5	5	25	75	100

***Extra credit course offered by the Department of Economics**

Title of the paper	Marks	Credits
	CE	
Economics of Tourism	100	2

Note: *Self study

Medium: Optional

ELIGIBILITY FOR DEGREE:

No candidate will be eligible for degree without completing the prescribed course of study and prescribed external examinations.

The passing minimum is 40% (both in internal and external separately) in each paper.

To complete the course the students should earn a minimum of 140 credits.

EVALUATION

For each course there will be continuous Internal Assessment (CIA) and final semester examinations.

Continuous internal assessment (CIA) carries 25 marks.

The components of CIA are as follows:

Test	: 15
Seminar	: 5
Assignment	: 5
Total	<u>25</u>
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PASSING REQUIRMENTS

Scoring 40% minimummarks in Internal and External examinations.

QUESTION PAPER MODEL

Maximum: 75 Marks

Time: 3 Hours

SECTION A

Answer any five questions (5× 3=15)

All questions carry equal marks. Answer not exceeding a paragraph.
Out of 8 questions 5 should be answered.

SECTION B

Answer any three questions (3×10=30)

All questions carry equal marks. Answer not exceeding 2 pages. Out of 5 questions 3 should be answered.

SECTION C

Answer any two questions (2×15=30)

All questions carry equal marks. Answer not exceeding 3 pages. Out of 4 questions 2 should be answered.

**EXTRA CREDIT COURSES OFFERED BY THE
DEPARTMENT OF ECONOMICS
QUESTION PAPER MODEL**

(Medium – optional)

Maximum: 100 Marks

Time: 3 Hours

SECTION A

Answer any eight questions (8×3=24)

All questions carry equal marks. Answer not exceeding a paragraph. Out of 11 questions 8 should be answered.

SECTION B

Answer any three questions (3×12=36)

All questions carry equal marks. Answer not exceeding 2 pages. Out of 5 questions 3 should be answered.

SECTION C

Answer any two questions (2×20=40)

All questions carry equal marks. Answer not exceeding 3 pages. Out of 4 questions 2 should be answered.

B.A
SEMESTER I

PART III – CORE PAPER I – MICRO ECONOMICS – I

Credits: 4

Hours: 75

OBJECTIVE:

This study helps the students to understand the economic concepts and the methods of economic analysis.

UNIT I:

Introduction: Definition of Economics (Wealth, Welfare, Scarcity, Growth) – Branches of Economics – Economics as Social Science – Methods of Economic Analysis (Deduction and Induction) – Basic Economic Concepts - Utility, Goods - Meaning & Kinds – Wants – Characteristics of wants – Classification of wants - Standard of living – Meaning. **(16 hrs)**

UNIT II:

Demand: Meaning, Law of demand – Individual Demand and Market Demand schedule – Nature of demand curve - Exceptions to the law of demand – Determinants of Demand - Elasticity of demand – Meaning – Price, income, cross Elasticity – Measurement of Price elasticity of Demand - Factors determining Elasticity of demand - Law of supply: Meaning, Schedule and curves. **(14 hrs)**

UNIT III:

Consumption: Cardinal utility analysis – Meaning - Law of diminishing marginal utility – Law of equi -marginal utility – Consumer's surplus. **(15 hrs)**

UNIT IV:

Ordinal Utility Analysis: Meaning- Indifference curve-Indifference schedule – Indifference map -Marginal Rate of Substitution – Properties of indifference curve – Price line-Consumer equilibrium using indifference curve(Price effect, income effect and substitution effect) Price effect is the combination of Income effect and substitution effect. **(16 hrs)**

UNIT V:

Production: Factors of Production – Land, labour, capital, organization – Features and Functions of an Entrepreneur – Laws of returns – Law of variable proportion – Returns to scale-production function-Meaning -Iso-quant and Iso-cost curves – Producer's equilibrium. **(14 hrs)**

TEXT BOOKS:

- ❖ Srinivasan – Micro Economics, MeenakshiPathipagam. Devakottai, 1996.
- ❖ Mariya John Kennedy-Advanced Micro Economic Theory,Himalaya Publishing House, Mumbai.
- ❖ K.K.Dewett-Price Theory,S.Chand&Company Ltd, New Delhi.

REFERENCE BOOKS:

- ❖ K.K.Dewett – Modern Economic theory, S. Chand & Company Ltd., New Delhi, 2003.
- ❖ S.Sankaran – Micro Economics, Margham Publications, Chennai-2012
- ❖ H.L.Ahuja – Modern Economics, S. Chand & Company Ltd., New Delhi, 1996.
- ❖ H.L.Ahuja -Principles of Micro Economics, S. Chand & Company Ltd., New Delhi, 1996.
- ❖ R, Cauvary, U.K. SudhaNayak, M.Grija, N.Kiruparani, R. Meenakshi, - Micro Economic Theory, S.Chand& Co, 2006
- ❖ K.P.M.Sundharam& E.N Sundaram – Economic Analysis, S.Chand& Sons, 2008.

B.A
SEMESTER I
PART III –CORE PAPER – II – DEMOGRAPHY

Credits: 4

Hours: 75

OBJECTIVES:

To make the students understand theories of population and inter relations between economic development and population.

UNIT I:

Introduction: Definition – Scope and Importance of demography –
Sources of Demographic Data:Census:Meaning and Characteristics – Vital
Registration: Meaning – Uses – Defects – Sample survey.(15 hrs)

UNIT II:

Theories of Population: Malthusian theory of Population – Optimum
theory – Theory of Demographic Transition. (15hrs)

UNIT III:

Composition of population: Distribution – Density – Age and sex
composition – Rural and urban composition-Literacy-Male-Female.(15 hrs)

UNIT IV:

Growth of Population and Urbanization: Cause of population
growth – Effects of population on Economic development –Trend of
Population growth – Causes of urbanization - Consequences of urbanization
– Trends in urbanization in India. (18 hrs)

UNIT V

Control of population: Population policy 2000 – Population Projection (world and India). **(12 hrs)**

REFERENCE BOOKS:

- ❖ S.N.Agarwala – India’s Population problems, Tata MCGraw Hill Publishing Company, New Delhi, 1978.
- ❖ G.C.Pande – Principles of Demography, Anmol Publications, New Delhi, 1990.
- ❖ S.Shrivastava-Demography and Population Studies, Vikas Publishing House Pvt., Ltd. Delhi, 1994.
- ❖ A.N.Agarwal-Indian Economy (Problems of Development and Planning) new age international (P) Ltd., Publishers, New Delhi, 2000
- ❖ S.C. Shrivastava-Studies in Demography, JaiprakashNath& Co, Meerut, 1980.
- ❖ Thompson and Lewis-Population Problems, Tata McGraw Hill Publishing Company Ltd. New Delhi, 1978.

B.A
SEMESTER II

PART III – CORE PAPER I – MICRO ECONOMICS – II

Credits: 4

Hours: 75

OBJECTIVE:

This study helps the students to understand the market structure and determination of market price.

UNIT I

Cost Concepts: Nature and behavior of cost -Money cost, Real cost and Opportunity cost - Revenue curves – Relation between AC & MC curves and relation between AR & MR curves-Optimum firm. **(13 hrs)**

UNIT II

Market structure: Time element in value analysis – Price and output determination under perfect competition – Simple monopoly – Price discrimination – Price and output determination under Monopolistic competition –Oligopoly: Meaning- Features-Kinds – Kinked demand curve – Duopoly: Meaning- Edgeworth Model. **(20hrs)**

UNIT III

Theories of Distribution: Marginal Productivity Theory of Distribution – Modern theory of distribution – Rent: Meaning – Ricardian Theory of Rent-Modern Theory of rent-Quasi rent: Meaning and difference. **(10hrs)**

UNIT IV

Wages: Meaning - Money Wage & Real Wage – Theories of Wages: Subsistence Theory, Standard of living Theory, Wage Fund Theory, Marginal Productivity theory, Demand and Supply theory. **(12hrs)**

UNIT V

Interest & Profits: Interest: Gross & Net Interest – Productivity Theory of interest – Waiting Theory of interest – Classical Theory of interest – Loanable Fund Theory – Liquidity Preference Theory – Profit : Gross Profit and Net Profit – Risk Theory of Profit – Uncertainty Bearing Theory – Innovation Theory of Profit. **(20hrs)**

TEXT BOOK:

- ❖ Arokiasamy – Modern Economic analysis, Annai Publication, Palayamkotai, 1986.
- ❖ Srinivasan – Micro Economics, Meenakshipathipagam. Devakottai, 1996.

REFERENCE BOOKS:

- ❖ K.K. Dewatt – Modern Economic theory, S. Chand & Company Ltd., New Delhi, 2003.
- ❖ H.L. Ahuja – Modern Economics, S. Chand & Company Ltd., New Delhi, 1996.
- ❖ H.L. Ahuja, - Principles of Micro Economics, S. Chand & Company Ltd., New Delhi, 1996.
- ❖ R, Cauvary, U.K. SudhaNayak, M.Grija, N.Kiruparani, R. Meenakshi, - Micro Economic Theory, S. Chand & Co, 2006
- ❖ K.P.M. Sundharam & E.N Sundaram – Economic Analysis, S. Chand & Sons, 2008.

B.A

SEMESTER II

PART III – CORE PAPER II –AGRICULTURAL ECONOMICS

Credits: 4

Hours: 75

OBJECTIVE:

To make the students understand the features of Indian agriculture.

UNIT I

Features of Agricultural Economics: Meaning –Role of Agriculture in Economic Development-Special feature and problems of Indian Agriculture– Distinction between Agricultureand industry – Relationship between Agricultural and non Agricultural sectors. **(16hrs)**

UNIT II

Backwardness and low productivity in Agriculture:Backwardness inspite of planning – Agricultural holdings –Optimum holding-Economic holding-size of holdingin India –Sub-division and fragmentation of holding in India :Causes – Effects-Remedy-Consolidations of Holdings-Productivity in Agriculture-Causes for low productivity-Measures for development of Agriculture. **(14hrs)**

UNIT III

Green Revolution:Meaning-IntensiveAgriculturalDistrict Programs-High Yielding Varieties Program-New Strategy in practice-Area under HYV program- Production trends in HYVP-A critical appraisal of Green Revolution –Merits – Problems and Limitations of HYVP.

Mechanization of Agriculture: Meaning –Advantages-Mechanization of Indian Agriculture: Problems and prospects –Mechanization and Small farmers.(15hrs)

UNIT IV

Agricultural Prices and Price Commission:Fluctuations in Agricultural prices and importance of stability-Objectives of agriculture price policy-Instruments of price policy and procurement policy –Commission for Agricultural cost and prices-significance and importance of procurement and Minimum Support Price for Agricultural goods –Buffer stock operations –Futility of buffer stock operations from domestic production-Procurement. (16hrs)

UNIT V

Agricultural finance:Agricultural credit-Need and feature –Sources of Agricultural finance-Role and importance of Money Lenders- Role of co-operatives in extending rural credit-Organization of co-operative credit societies - Long term credit: co-operative land development banks –cooperative credit :An evaluation –Government and rural credit –Commercial banks and Rural credit – Reserve bank of India and rural credit-Agricultural Refinance Development Corporation –Regional Rural banks –National Bank for Agricultural and Rural Development.

(14hrs)

TEXT BOOK

❖ S.Sankaran -Agricultural Economy of india,Margham Publications, Madras.

REFERENCE BOOKS:

- ❖ B.P.Tyagi -Agricultural Economics and rural Development.
- ❖ C.P.Memoria&
B.P Trirupathi - Agriculture problems of India, Himalaya
Publishing House,

B.A

SEMESTER III

PART III – CORE PAPER I – MONETARY ECONOMICS

Credits: 4

Hours: 75

OBJECTIVE:

This paper attempts to explain the role of money, theories of money and economic fluctuations in the economy.

UNIT I

Introduction: Barter system – Demerits – Definition of money – Evolution – Kinds – Functions – Importance – Evils – Qualities of a good money – Paper standard – Principles and Methods of note issue – Merits and Demerits – India’s present currency system. **(15hrs)**

UNIT II

Theories of money: Demand for and Supply of money-Value of money – Relation with the price level – Fisher’s quantity theory of money – Cambridge version of quantity theory of money – Keynes Income theory of money – Friedman’s Restatement of quantity theory of money **(15hrs)**

UNIT III

Inflation: Meaning – Definition – Causes – Kinds – Demand Pull Inflation – Cost Push Inflation – Phillip’s Curve – Inflationary gap – Effects of inflation – Control of inflation. **(15hrs)**

UNIT IV

Deflation, Reflation, Disinflation: Deflation – Deflationary gap – Effects of deflation – Control of deflation - Disinflation- Reflation – Stagflation. **(15hrs)**

UNIT V

Business cycles: Meaning – Phases – Features – Theories – Hawtrey’s theory – Von Hayek’s theory – Schumpeter’s Innovation theory – Keynes theory – Control of business cycles. **(15hrs)**

TEXT BOOK:

- ❖ M.L.Seth - Monetary Economics, Lakshmi Narain Agarwal Educational Publishers, Agra, 2004
- ❖ K.P.M. Sundaram - Money, Banking, Finance and Trade, Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

- ❖ M.L.Jhingan -Monetary Theory, Konarkpublications, NewDelhi.
- ❖ R.Cauvery, U.K.Sutha ,Nayak, N,Karuparani,A.Manimekelai -Monetary Economics ,S.Chand&Company Ltd,New delhi,2003
- ❖ Vaish M.C - Money Banking, International Trade & Public Finance
- ❖ T.N.Hajela- Money Banking, International Trade & Public Finance
- ❖ K.L.Deewat- Modern Economic Theory, ShyamLalChartitable Trust, New Delhi.

B.A

SEMESTER III

PART III – CORE PAPER II – BANKING

Credits: 4

Hours: 60hrs

OBJECTIVE:

To impart knowledge on the modern banking environment.

UNIT I

Introduction: Meaning and Evolution of Banks – Importance and Types of Banks – Functions of Commercial Banks – E-Banking: Meaning – Benefits – Credit card and ATM. **(12hrs)**

UNIT II

Commercial Banking: Balance Sheet of a Commercial Bank – Investment Policy of Commercial Bank - Cash reserves of banks – Credit Creation – Nationalization – Banking Sector Reforms (Narasimham Committee Report). **(12hrs)**

UNIT III

Credit and Credit Instrument: Meaning – Feature – Types – Significance – Dangers-Filling up of DD, Chelan forms(Practice to be given). **(10hrs)**

UNIT IV

Central Banking: Evolution of Central Banking – Functions of Central Banking – RBI – Evolution and Functions – Credit Control – Quantitative and Qualitative Methods (14hrs)

UNIT V

Monetary policy: Objectives – Instruments of monetary policy Types – Neutral Money Policy Cheap Money policy – Dear money policy-Monetary policy of the RBI. (12hrs)

TEXT BOOKS:

- ❖ M.L.Seth -Money, Banking and International Trade, Lakshmi Narainagarwal Educational Publishers, Agra, 2004
- ❖ K.P.M.Sundaram - Money, Banking and International Trade, Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

- ❖ M.L.Jingan - Money Banking, International Trade and Public finance, AndUrindapublication Pvt Ltd., New Delhi, 2003.
- ❖ R.R.Paul - Money and Banking, Kalyanipublication,New Delhi.
- ❖ M.Radhaswamy - Practical banking S. Chand &co.,Ltd,New Delhi, 1984.
- ❖ P.N. Varshrey - Banking law and practiced, Sultan Chand & Sons, New Delhi, 1992.

B.A
SEMESTER III
PART III-ALLIED – STATISTICS FOR ECONOMICS

Credits: 5

Hours: 75

OBJECTIVE:

To enable the students to classify statistical data and to apply statistical tools.

UNIT I

Introduction –Meaning and Definition of statistics - Functions and Limitations – Statistical investigation and collection of data – Statistical survey – Planning and executing the survey – Collection of data – Primary and Secondary data – Sources of Secondary data – Methods of collecting primary data.(12hrs)

UNIT II

Classification and tabulation of data: Classification – Definition – Objectives – Types of classification – Frequency Distribution – Tabulation – Types of tabulation – Diagrams – Graphical representation. (18hrs)

UNIT III

Measures of central tendency: Averages – Arithmetic Mean – Median – Mode – Geometric Mean – Harmonic Mean – Merits and demerits of averages.
Measures of Dispersion: Range – Mean deviation – Quartile deviation – Standard deviation. (15hrs)

UNIT IV

Correlation Analysis: Definition – Correlation and causation – Types – Methods of Studying Correlation – Scatter Diagram – Simple graph – Karlpearson’s co-efficient of Correlation – Spearman’s Rank Correlation. **(20hrs)**

UNIT V:

Regression Analysis: Definition – Uses – Significance – Correlation and Regression – Regression Equations – Standard Error. **(10hrs)**

TEXT BOOKS:

- ❖ R.S.N. Pillai & V. Bagavathi – Statistics, S. Chand & Co., New Delhi.
- ❖ Dr. S.P. Gupta – Statistical Methods, Sulthanchand & Sons, New Delhi, 2004.

REFERENCE BOOKS:

- ❖ C.B. Gupta – Statistics, 31st Edition 2002, Sultan Chand & Sons, New Delhi.
- ❖ T.K. Nagpal & P.S. Narayana – Practical Business Statistics, Konark Publication, Pvt., Ltd.
- ❖ N. Monoharan – Statistical Methods, Palani Paramount Publication.
- ❖ B.M. Aggarwal – Fundamentals of Statistics, Published by KILABMAHAL, Allahabad.

B.A
SEMESTER III
NON-MAJOR ELECTIVE –I HOME ECONOMICS

Credit: 2

Hours: 30

OBJECTIVE:

To enable the students to understand various aspects of Home Management.

UNIT I:

Home management: Introduction – The home – Its role and functions – types of families – Joint family merits and demerits- Role of modern women as home maker and home management –Goals. **(4 hrs)**

UNIT II:

Management of resources: Human & Non-human resources – Management process in family living – Organizing and assembling resources – Decision making in family living – Steps in decision making process – Qualities of good home maker- Factors which affect food management – Purchase and selection of food from the market. **(8 hrs)**

UNIT III

Work simplification: Management of time – time plans – Controlling time – Evaluation of time plan – Sample time plan – Management of energy – Energy requirements for living and household tasks – Fatigue and its types – Reducing fatigues – Work simplification – Meaning – Work simplification in home – improving working methods in home. **(7hrs)**

UNIT IV

Management of Money – Kinds of income – Management of income – Different income groups – Need and means of supplementary family income – Managing family finance – Planning a budget for family – Objectives of a family budget – Factors that affect expenditure of the family – Steps for family budget – keeping record of Expenditure – Saving and investment – Need to save and its importance – Methods for investing the savings. **(7hrs)**

UNIT V

Interior decoration: Basic principles in Interior decoration – Colours and its role– Importance of handicrafts in India . **(4hrs)**

REFERENCE BOOK:

❖ Mrs.K.Ajmani,Mrs.M.Baliga,Mrs.A.Banerjee,
Mrs.A.Das,Mrs.R.Gulati, Mrs.L.Nair,
Mrs.Punia, Mrs.V.Rana, Miss.S.Shrivastav-Home Management, Arya
Publishing House, Educational
PlanningGroups, Karol Bagh,
New Delhi 1995.

B.A

SEMESTER IV

PART III – CORE PAPER I – MACRO ECONOMICS

Credits: 5

Hours: 90

OBJECTIVE:

To make the students understand the functional relationship between macro aggregates and various macro economic aspects of Keynesian Economics.

UNIT I

Introduction: Definition – Types – Nature and Scope of Macro Economics – Difference between Micro and Macro Economics – Significance and Limitations of Macro Economics. **(10hrs)**

UNIT II

National Income: Meaning – Definition – Factors determining National Income – Concepts : GNP-NNP-Personal income – Disposable Personal Income – Real income – Percapita income – Methods of measuring National Income – Difficulties in the measurement – Uses. **(18hrs)**

UNIT III

Theories of Employment : Meaning of Full employment – Unemployment – Types – Say's law of market – Classical theory of employment – Keynesian theory of employment – Difference between the two – Determination of effective Demand – Importance of the concept of effective demand. **(22hrs)**

UNIT IV

Consumption function: Meaning – Average and Marginal Propensity to Consume – Keynes Psychological Law of consumption – Measures to raise consumption function – Factors determining consumption function – Multiplier – its working and leakages – Importance and criticisms – Accelerator – Difference between Multiplier and accelerator – Super Multiplier. (25hrs)

UNIT V

Investment Function: Meaning – Classification of Investment – Measures to stimulate Private Investment – Factors determining investment – MEC – Factors determining MEC – Relationship between MEC and Rate of interest. (15hrs)

TEXT BOOK:

- ❖ Dr. S.Sankaran–Macro Economics, Maragatham publications, Chennai
- ❖ M.I.seth- Macro Economics, LakshmiNarain Agarwal, Agra, 1987.

REFERNCE BOOKS:

- ❖ R.D. Gupta – Keynes, Post Keynesian Economics, Kalyani Publishers Ludhiana, 1988
- ❖ M.L. Jhingan – Macro Economics, Vikars publishing house, Pvt. Ltd.,New Delhi 1986.
- ❖ M.L. Jhingan – Economics of Development and planning, Konark, Publishers Pvt, Ltd, New Delhi, 1996.
- ❖ Gardener Ackly – Macro Economics theory and Practice, Macmillan Publishers, New Delhi, 1987.

B.A

SEMESTER IV

PART III – CORE PAPER II – ENVIRONMENTAL ECONOMICS

Credits: 4

Hours: 75

OBJECTIVE:

To make the students understand the literature on the integration of economic principles and economizing the environmental resources.

UNIT I

Introduction: Definition – Role and significance of Environmental Economics – Economics and Environment- Transformation Curve -Scope and significance of environmental economics – Integration, Conservation and Development. **(15hrs)**

UNIT II

Market failure and Externality: Concept of welfare economics – Competitive economy and social welfare – Efficiency and perfect competition - Welfare – Pareto's efficiency-Maximum social welfare and perfect competition.**(15hrs)**

UNIT III

Natural resources economics: Concept of resources – Definition – Classification of Resources – Renewable and Non-renewable resources – Natural resources – Scarcity – Classical approach, Neo classical and Contemporary perspective – Theories of natural resources use.

Conservation of resources: Methods of conservation: (Substitution, Product life extension, recycling) Tax on pollution – Waste reduction. **(14hrs)**

UNIT IV

Environmental quality: Tragedy of commons – Characteristic features of common property resources – Environmental quality as a public good. **(13hrs)**

UNIT V

Population and urbanization – Impact on environmental quality (case studies of the region may be taught to students) Global warming – Causes – Impact – Green house effect – Concept of sustainable Development. **(18hrs)**

REFERENCE BOOK:

- ❖ Dr. S.Sankaran-Environmental Economics, Margham Publication, Madras (1998)
- ❖ Dr. Karpagam– Environmental Economics, Sterling (1988)
- ❖ Dr. S. Rajalakshmi& DulasiBrindha – Environment, Allied Publishers.
- ❖ Economic Development And Environment – A case study of Oxford University Press, India.

B.A

SEMESTER IV

PART III – ALLIED – MATHEMATICAL METHODS

Credits: 5

Hours: 75

OBJECTIVE:

To make the students understand the application of mathematical knowledge in Economic Theories.

UNIT I

Indices and surds: Positive Indices – Fractional Indices – Operations with power functions- Operation on surds – Rationalizing Factor. **(15hrs)**

UNIT II

Linear equation: Simultaneous Equations (2 and 3 variables only) – Quadratic equation with one variable. **(10hrs)**

UNIT III

Set Theory: Definition of a Set – Types of Sets – Intersection of Sets – Complement of a Set – Difference of Sets– Venn diagram. **(10hrs)**

UNIT IV

Differential calculus: Rules of Differentiation – Derivatives of Higher order up to III order – Maxima and Minima. **(20hrs)**

UNIT V

Matrix Algebra: Matrix – Types of Matrix – Addition and subtraction of Matrices – Matrix Multiplication – Transpose of a Matrix -Inverse of a Matrix – Determinant – Properties of Determinant – Solution to Simultaneous equations – Cramer’s rule. **(20hrs)**

REFERENCE BOOKS:

- ❖ Business Mathematics – Manoharan and C.Elango – PalaniParament Publications
- ❖ Mathematics for Economists – Metha and Mithani, Sultan & Chand Publications.
- ❖ Business Mathematics – D.C. Sancheti and V.K.Kapoor-Sultan & Chand Publications.

B.A

SEMESTER IV

PART-IV- SKILL BASED - OFFICE MANAGEMENT

Credits: 2

Hours: 30

OBJECTIVE:

To make the students understand work simplification and the relevant concepts in office management.

UNIT I:

Office Management: Meaning- Functions of office manager – Office systems and procedure- Layout of an office. **(5hrs)**

UNIT II:

Records management –Meaning- Essentials of good filing system – Classification–(Centralized vsdecentralized filing, Merits and Demerits). **(8hrs)**

UNIT III

Work Measurement– Meaning -Importance of work measurement – Different ways of measurement-Setting work standard-Meaning-Steps-Flow of work. **(6hrs)**

UNIT IV

Work simplification – Meaning and objectives – Guidelines in office work simplification – Flow process charts. **(7hrs)**

UNIT V

Operation of office machines-Operation of fax machine-Xerox machine –Printer Machine. **(4hrs)**

TEXT BOOKS:

- ❖ Prasanta K. Ghosh – Office Management, Sultan Chand & Sons Publications.

REFERENCE BOOK:

- ❖ Kathirasan and Radha – Office Management
- ❖ R.K.Chopra – Office Management, Himalaya Publications.

B.A

SEMESTER – V

PART III – CORE PAPER I – INTERNATIONAL ECONOMICS

Credit: 5

Hours: 90

OBJECTIVE:

This paper helps the students to familiarize with the theory, policy as well as the working of the international trade and payment system. It aims at giving knowledge about the present world economic order.

UNIT I:

Introduction: International Trade – Meaning – Merits and Demerits – Basis of international trade – Comparison between Internal trade and International trade - Case for and against free trade and protection – Methods of protection and their effects. **(23hrs)**

UNIT II

Theories of international trade: Adam smith & Ricardo's theory – Heckscher – Ohlin theory – Its superiority over classical theory. **(16hrs)**

UNIT III:

Balance of payments: Meaning – Balance of Trade and Balance of payments - Disequilibrium – Causes – Methods to correct adverse balance of payments.

(18hrs)

UNIT IV

Foreign Exchange: Meaning – Problem – Methods of foreign payment – Demand and supply of foreign exchange– Equilibrium rate of exchange – Stable Vs. flexible exchange rates- Spot and forward rate – Arbitrage – Purchasing Power Parity theory. **(13hrs)**

UNIT V

International Monetary System: IMF – Origin – Objectives – Functions – SDR-India and IMF- International liquidity – IBRD –GATT-UNCTAD-WTO and India-EEC. **(20hrs)**

TEXT BOOK:

❖ M.L. Seth – Money banking, international trade, public finance,
Lakshmi Narain Agarwal, Agra-3

REFERENCE BOOK:

- ❖ S. S. M. Desai – International Economics, Himalaya Publishing House, Bombay.
- ❖ M.L. Jhingan – International Economics, Konark publishers, New Delhi, 1995.
- ❖ K.P.N. Sundaram – Money, Banking – International Trade, Sultan chand& Co, New Delhi.
- ❖ M.N Mishra – Money, Banking – International Trade, S.Chand and Company, New Delhi.

B.A
SEMESTER V

PART III – CORE PAPER II-DEVELOPMENT AND GROWTH

Credits: 4

Hours: 90

OBJECTIVE:

To help the students to know the different growth and development strategies.

UNIT I

Under development: Under developed country – Definition- Characteristics of an UDC – Economic development and Economic growth – Meaning & Difference – Obstacles to Economic Development (Economic and non economic factors) – Factors determining economic growth .

(19hrs)

UNIT II

Economics of growth: W.W. Rostow's stages of Economic growth – Demonstration effect – Meaning and Effects – Capital formation and economic development – Human capital formation (meaning and importance, problems).

(18hrs)

UNIT III

Development strategies: Theory of Balanced and unbalanced growth – Big push theory – Critical minimum effort thesis.

(17hrs)

UNIT IV

Economic Planning: Definition – Case for and against planning – Need for Planning in UDCs – Objectives of economic planning – Types of planning :Physical and Financial planning – Centralized and Decentralized

planning – Functional planning and structural planning - Perspective planning and short term planning – Regional planning & National planning – permanent planning& emergency planning – Planning machinery in India – its functions. (17hrs)

UNIT V

Five year plans in India: General Objectives of five year planning in India – An Evaluation – Essentials of successful planning-Five year plans in India with special reference to XI plan. (19 hrs)

TEXT BOOK:

- ❖ M.L. Jhingan –The Economics of Development and Planning, Vikas Publishing House, New Delhi, 2000.

REFERENCE BOOKS:

- ❖ K.K.Dewatt – Indian Economics, S.Chand& Sons Varma, New Delhi, 1998.
- ❖ I.C.Dhingra – The Indian Economy, S.Chand& Sons, New Delhi, 1996.
- ❖ RuddarDutt and K.P.M Sundaram – Indian Economy, S.Chand& Sons Varma, New Delhi.
- ❖ S.K.Misra&V.K.Puri - Indian Economy, Himalaya publishing House, Delhi, 1997.

B.A
SEMESTER V
PART – III-CORE PAPER III
HUMAN RESOURCE DEVELOPMENT

Comment [h1]:

Credits: 4

Hours: 90

OBJECTIVE:

To create an awareness on Human Resource Planning.

UNIT I

Human Resource Development: Meaning-Concepts of HRD-Difference between HRM and HRD-Objectives –Mechanism and Assumption of HRD-Need and Importance. **(15hrs)**

UNIT II

Human Resource Planning: Human Resource Planning-Meaning- Concept – Need for training-Types of training-Methods-Objectives-Need-Process-Quantitative and Qualitative aspects in man power planning –Problems in Human Resource Planning. **(15hrs)**

UNIT III

Human Resource Development and Indian Industry: Qualities of Human Resource Development Manager-Principles of HRD-Employee Counseling-Need for counseling-Forms –Objectives-Steps.**Human Capital:** Elements –Mentoring-Hurdles- A brief note on Total Quality Management and Human Resource Management. **(22hrs)**

UNIT IV

Career Planning and Development-Career planning and man power planning –Objectives of Career Planning –Process-Advantages and Limitations.

(16hrs)

UNIT V

Recruitment, Selection and Training:Meaning of recruitment –Process of recruitment –Recruitment Policy-Sources of recruitment –Techniques of recruitment –Selection: Meaning –Importance-stages of selection Procedure – Training: Meaning-Importance-Methods of training.

(22hrs)

REFERENCE BOOKS:

- ❖ Human Resource Management –S.S.Khanka,S.Chand&Company Ltd
New Delhi.
- ❖ Human Resource Development-A.c.Tripathi, Sulthan Chand & Sons,
New delhi.
- ❖ Human Resource Management-L.M.Prasath, Sulthan Chand & Sons ,
New delhi.
- ❖ Personal Management and
Human Relations –C.S.Venkataratnam, V.K.SriVastava,Tata
Magraw Hill Publishing Co. Ltd,Newdelhi.
- ❖ Human Resource Management -C.P.Gupta, Sulthan Chand & Sons ,
New delhi.
- ❖ Human Resource Management – L.M.Prasath, Sulthan Chand & Sons ,
New delhi.

B.A
SEMESTER V

ELECTIVE I – PRINCIPLES OF MANAGEMENT

Credits: 5

Hours: 75

OBJECTIVE:

To enable the Students to understand the managerial techniques and the relevance of the concepts in practical application.

UNIT I

Management: Definition – Features of management – Functions – Importance of management – Administration and management – Difference – contributions of Henry Fayol&F.W.Taylor. **(13hrs)**

UNIT II

Planning: Definition – Importance, Objectives – Steps in planning process – methods of planning – Obstacles in planning – Essentials of good planning. **(12hrs)**

UNIT III

Organization: Definition – Nature and importance – Functions – formal and informal organization – Characteristics and difference –Theories of organization: Classical, Neo – Classical and Modern Theory. **(13hrs)**

UNIT IV

Decision making:Definition-Characteristics ofDecision making – Elements of Decision making- Decision making process-Principles– Characteristicsof good Decision –Administrative problems-Types ofDecision **-Directing:**Principles of Directing – **Motivation:** Importance – X theory, Y theory and Maslow’s theory of motivation. **(21hrs)**

UNIT V:

Controlling: Introduction – Meaning – Requirements of Effective control system – **Co-ordination:** Features – Problems– Effective co-ordination. **Communication:** Definition – Importance – Elements – Principles of effective communication – Barriers to Communication.(16hrs)

TEXT BOOKS:

- ❖ Principles of Management – Dr.P.Ramasamy,
Himalaya publishing house, 2005.

REFERENCE BOOKS

- ❖ Principles of Management – Kathresan&Radha,
Prasanna publishers, Chennai.
- ❖ Business Management – DinagarPagare, Sultan Chand & Sons,
New Delhi.
- ❖ Principles of Management – L.M.Prasath, Sultan chand& Co,
New Delhi.

B.A

SEMESTER V

ELECTIVE II -ECONOMICS OF MARKETING

Credits: 5

Hours: 75

OBJECTIVE:

To motivate the students to know the tools in Marketing.

UNIT I

Marketing an introduction: Marketing – Definition –Evolution of the concept of marketing – Selling & Marketing Difference – Modern Marketing – Role of Marketing in Economic Development – Marketing mix (4p's) – Marketing function (Functions of Exchange, Functions of Physical Supply, Facilitating functions) –a note **(15hrs)**

UNIT II

Product Planning: Product Planning & Development – Product life cycle – New Product planning – Factors to be considered before introducing new product – Branding – Meaning – Features of good Brand – Types – Labeling – Meaning – features of a Label – Advantages and Disadvantages – Packaging – Meaning – Kinds–Requisites of Good Package. **(18hrs)**

UNIT III

Pricing the products: Pricing – Meaning – Pricing Objectives – Kinds of Pricing and methods for price determination – Factors affecting pricing decisions – Internal factors & External factors. **(12hrs)**

UNIT IV

Advertising and sales promotion: Advertising – Meaning – Objectives – Qualities of a Good advertisement copy and its elements – AIDAS Formula – meaning – Advertising Media – Kinds – Its Merits & Demerits – Kinds of Sales Promotion (Consumer Promotion, Dealer Promotion, Sales force Promotion) – Quality of Sales personality, Consumer Behavior and motives – Personal selling – meaning and Objectives – Differentiate advertising and salesmanship. **(18hrs)**

UNIT V

Channels of Distribution: Meaning and Definition – Marketing Channels (consumer goods, industrial goods, and agricultural goods) – Functions of Middlemen & Merchant Middlemen – Services by the Wholesaler (services to the manufactures, service to the Retailers). Services of the Retailers – International marketing – Meaning – Main task and Importance. **(12hrs)**

TEXT BOOKS:

- ❖ R.S.N. Pillai & Bagavathi- Modern marketing, Principles and Practices, S.Chand & Co, New Delhi

REFERENCE BOOKS:

- ❖ Dr. C.B. Gupta & N.Rajanair – Marketing management, Sultan Chand & Sons 2006.
- ❖ S.Kathiresan & V.Radha– Marketing, Prasanna Publications 2006.
- ❖ M.N. Misra – Sales promotion and Advertising management, Himalaya publishing house, Delhi, 2003.

B.A

SEMESTER VI

PART III – CORE PAPER I – PUBLIC FINANCE

Credits: 5

Hours: 105

OBJECTIVE:

To make the students understand the nature and implications of financial activities in the modern welfare state.

UNIT I

Introduction: Public finance – Nature and scope – Private finance and Public finance a comparison – Principle of maximum social advantage.

(16hrs)

UNIT II

Public expenditure: Causes for the growth of public expenditure in India – Effects of public expenditure – Classification of public expenditure – Role of public expenditure in a developing economy.

(20hrs)

UNIT III

Public revenue: Source of public revenue (centre and states) Canons of taxation – Classification of public revenue – Direct and indirect taxes – Characteristics of a good tax system – Impact, shifting and incidence of taxation – Factors influencing incidence of taxation.

(22hrs)

UNIT IV

Public debt: Meaning – Classification – Causes for the growth of public debt in India – Burden of public debt – Methods of redemption – Role of Public debt in a developing economy. **(23 hrs)**

UNIT V

Federal finance: Meaning – Principles- Deficit financing :Meaning and Methods – Fiscal policy : Objectives – Tools – Budget: Meaning - Features – Qualities of a goodbudget – Budgetary procedure. **(24hrs)**

TEXT BOOKS:

- ❖ Dr. B.P.Tyagi – Public Finance, JaiprakashNath& Co., Meerut.
- ❖ Devairakam– Public Finance, JothiPublication, Palayamkottai

REFERENCE BOOKS:

- ❖ Dr. R.CauveryDr.U.K.SudhaNayak,
Dr. M. Girija, Dr.N.Kruparani and
Dr.R.Meenakshi - Public Finance S. Chand & Co., New
Delhi.
- ❖ Andley&Sundharan – Public Finance, RatanPrakasanMandri,Agra.
- ❖ K.P.M.Sundharam&
E.N Sundaran– Fiscal economics, Sulthan Chand
& Sons, New Delhi.
- ❖ R.C.Saxena& P.C Mathur – Public Finance, K.Nath and Co., Meerut,
1990.
- ❖ S.Sankaran – Fiscal Economics, Margham publication,
Madras, 2001.

B.A

SEMESTER VI

PART III – CORE PAPER II – INDIAN ECONOMY

Credits: 5

Hours: 90

OBJECTIVE:

This study helps the students to know the various resources of the Indian Economy, find solutions to social issues and problems of economy and to acquire knowledge about business environment.

UNIT I

Resources profile: Indian Economy – Natural Resource (land, water, forest, minerals & energy) and its importance in Economic Development. **(14hrs)**

UNIT II

Rural Development: Meaning– Community development programme– Definition – Objectives of CDP- Achievements and shortcomings of CDP- Nature and concept of IRDP. **(14hrs)**

UNIT III

Industry & Trade: Importance of cottage industries in rural area – Role of Small Scale Industries – Problems of small scale Industry – Suggestions for improvement – Government measures – To help Small Scale Industry – Foreign trade and economic development – Value, composition, direction of foreign trade – A note on commercial policy and economic development – Export promotion – Measures of government of India. **(18hrs)**

UNIT IV

Poverty & Unemployment: Poverty – Causes– Strategy to remove poverty – Measures under taken by government – Unemployment – Problems – Nature of unemployment :Rural, Educated unemployment, Industrial unemployment – Cause and Effects – Remedies (long term measure and short term measure) – Strategy and programs undertaken by Government of India - IRDP,NREP,SGRY,TRYSEM.

(18hrs)

UNIT V

Economic environment: Performance of public sector- problem –Case for and against Privatization – A note on new economic policy (LPG) – Foreign capital – Meaning –Role of foreign capital in economic development – Type of foreign investment- Private foreign investment – Merits – Objectives – Measure for encouragement of private foreign investment – Importance of foreign aid – impacts and problems- Navaratna. **(16hrs)**

TEXT BOOKS:

- ❖ K.K Dewett, J.D. Varma and H.L. Sharma – Indian Economics, Sultan Chand & Sons, New Delhi, 1998.

REFERNCE BOOKS:

- ❖ I.C.Dhingra – Indian Economy, Sultan chand&Sons, New Delhi, 1998.
- ❖ S.K.Misra&V.K.Puri – Indian Economy, Himalaya publishing house, Delhi
- ❖ M.L. Jhingan –The Economics of Development and Planning and growth, Vika publishing house, New Delhi, 2000.
- ❖ N. Srinivasan, - Economic development of India, Meenakshi pathipagam, Devakottai 1992.
- ❖ S.K.Misra& V.K Puri– Ecnomic development of India, Himalaya Publishing house, New Delhi 1995.
- ❖ NarayanaNadar, - Economic development of India, Thangam Publishers, Viruthunagar, 1994.

B.A

SEMESTER VI

PART III – CORE PAPER II –HISTORY OF ECONOMIC THOUGHT

Credits: 4 Hours: 75

OBJECTIVE:

To familiarize students the significant contributions made by great Economists.

UNIT I:

Mercantilism-Factors that gave rise to Mercantilism-Views of Mercantilists- Thomas Mum Antonio Serra-Phillips Van Hornick –The **Physicrats**-Factors that gave rise to Physiocracy-Ideas –Main representatives – Quernay-Turgot Condillec.

(15hrs)

UNIT II

Classical School: Features of classical school – Contributions of Adam Smith – Critical Estimate .

(15hrs)

UNIT III

J.S.Mill: Economic principles of J.S.Mill -Individualist – Socialist Programme – Critical estimate.

(15hrs)

UNIT IV

Karl Marx: Philosophy – Materialistic Interpretation of history – Class struggle – Falling rate of profit – Concentration of capital – Labour Theory of value – Theory of surplus value – Criticism of Marxism. (15hrs)

UNIT V

Welfare Economics: Hobson – Pigou – Pareto – J.R.Hicks. (15hrs)

TEXT BOOK:

- ❖ V. Lokanathan – A History of Economic Thought, S.Chand& Co., Ltd, New Delhi.

REFERENCE BOOKS:

- ❖ H.L Bhatia – History of Economic Thought, Vikas publishing house, Pvt., Ltd., 1980.
- ❖ T.N.Hajela – History of Economic Thought, Shivalal Agarwal & Co., Agra.
- ❖ Srivastava – History of Economic thought, S. Chand & Co. New Delhi.

B.A

SEMESTER VI

ELECTIVE – III – PRINCIPLES AND PRACTICE OF INSURANCE

Credits: 5

Hours: 75

OBJECTIVE:

To make students understand the risk management and different policies of Insurance to administer risk.

UNIT I

Introduction: Definition of Insurance – Historical perspectives – Functions- classification – Importance – Challenges. **(8hrs)**

UNIT II

Risk Insurance Management: Definition – Process – Risk identification – principles of Risk Insurance management – Scope of Insurance management – principles of contract of insurance – Essential elements of contract of insurance. **(18hrs)**

UNIT III

Life Insurance: Features – Difference between Insurance and Assurance – classification – Group insurance schemes – Partnership insurance – Factors affecting selection of life insurance products – LIC and new challenges. **(20hrs)**

UNIT IV

Marine insurance: Nature- procedure – Exceptions – Types –Payment of claims – Fire insurance – Definition – Elements – Contract- Policy condition – Payment of claims-Personal accident – Motor vehicle Insurance. **(14hrs)**

UNIT V

General Insurance (types):Agriculture insurances (Crop insurance and cattle insurance) Health insurance – Definition – Factor influencing health insurance cover – Reinsurance – Meaning and definition – Characteristics – Types – Difference between reinsurance and double insurance- Private insurance companies – Entry and Growth. **(15hrs)**

TEXT BOOKS:

- ❖ Dr. P. Periasamy – Principles and practice of Insurance, Himalaya publishing House.

REFERENCE BOOKS:

- ❖ NaliniParaveTripathy –Insurance Theory and Practice, Eastion Economy Edition.
- ❖ M.N.Mishra– Insurance Principle Practice, S. Chand – New Delhi
(2005)
- ❖ Sri Vastsava D.C &Shashnk – Industries transition & prospect, Srivastava

(New century Publications)

B.A

SEMESTER VI

NON- MAJOR ELECTIVE – II – RURAL ECONOMICS

Credits: 2

Hours: 30

OBJECTIVE:

To create an awareness on prospects and problems of rural economy among the students.

UNIT I

Rural Economy in India: Introduction-Basic frame work-National policy for rural development-Rural decision maker –Rural sector in the Indian Economy-Special problems-Importance of allied activities and forestry in the development of rural economy with examples-Farm sector in Indian Economy. **(7hrs)**

UNIT II

Rural Unemployment: Causes ,types and remedial measures-Poverty and poverty eradication programs-IRDP,NREP,TRYSEM,SGRY. **(6hrs)**

UNIT III

Rural Industries: Cottage and small scale industries –Meaning and importance – Problems and difficulties- Suggestions –Government measures Promoting cottage and small scale industries –Sickness of small units –Remedies. **(4hrs)**

UNIT IV

Rural development :Community Development Programme –Definition Objectives-Features –Achievements and Shortcomings in india-KVIC and rural industries Development with Examples –Rural Entrepreneurship

(7hrs)

UNIT V

Rural Finance :Problems of rural Credit and solution- Non- institutional credit &Institutional credit with examples-Co-operative credit –RRB,NABARD-Commercial Bank and Economic Development-SHG,micro credit.

(6hrs)

TEXT BOOK:

- ❖ A.R.Patel -RuralEconomics
- ❖ K.K.Dewett -Indian Economy,Sultan&Chand
Publications,Newdelhi.

REFERENCE BOOK:

- ❖ Agarwal -Indian Economy
- ❖ S.Sankaran -Indian Economy,Sultan &Chand
Publications,Newdelhi.
- ❖ I.C.Dhingra - Indian Economy, Sultan &Chand
Publications,Newdelhi.

B.A

SEMESTER VI

PART IV – SKILL BASED – BUSINESS LETTERS

Credits: 2

Hours: 30

OBJECTIVE:

To give orientation in written communication.

UNIT I

Introduction: Essential of Business letters – Qualities – Structure of business letters Layout and design of a business letter. **(5hrs)**

UNIT II

Types of business letter: Claims and adjustments – Collection letters – Circular letters – Sales letters – Follow up letters. **(7hrs)**

UNIT III

Trade letters: Trade enquiries and replies – Order and execution – Trade reference and status enquires **(5hrs)**

UNIT IV

Letter to financial institution: Banking letters and Insurance letters

(8hrs)

UNIT V

Application for appointments: Letter of appointment – Preparation of resume. **(6hrs)**

REFERENCE BOOKS:

- ❖ K.K. Sinha – Business Communication
- ❖ ParagDiwan and L.N.Aggarwal – Business Communication
- ❖ K. Vairamani – Business Communication

B.COM
SEMESTER I
ALLIED - MANAGERIAL ECONOMICS

Credits: 5

Hours: 75

OBJECTIVE:

To create an awareness on fundamental Concepts of managerial Economics to the Students.

UNIT I

Managerial Economics an Introduction: Definition – Nature and Scope of Managerial Economics – Relationship of Managerial Economics with other disciplines – The role of Managerial Economist – Fundamental concepts (Incremental, Time perspective, Opportunity cost, and Equi– marginal). **(15hrs)**

UNIT II

Demand &Elasticity of Demand – Demand : Meaning – Types of Demand – Determinants of Demand – Law of Demand – Elasticity of Demand – Types: Price elasticity – Income elasticity- Cross elasticity – Advertising elasticity- Meaning- Measurement of price elasticity of demand. **(18hrs)**

UNIT III

Demand Forecasting: Meaning – Importance – Factors involved in demand forecasting – Short term and long term forecasting – Methods – Essentials of good forecasting method. **(14hrs)**

UNIT IV

Pricing Policy: Business firm – Objectives – Revenue & Cost concepts : (Money, Real, Opportunity) Pricing policies – Pricing methods – Pioneer pricing – Skimming Pricing – Penetration Pricing – Full cost pricing – Marginal Pricing – Differential Pricing – Price lining – Product line pricing – Pricing for multi product firms- Price forecasting. **(18hrs)**

UNIT V

Profit Planning: Meaning – Gross profit and Net profit – Break-even analysis – Measurement, Uses and Limitation – Profit forecasting. **(10hrs)**

TEXT BOOKS:

- ❖ N. Srinivasan – Managerial Economics, Meenakshipathipagam, Madurai.
- ❖ E. Narayan Nadar – Managerial Economics, Thangam publishers, Virudhunagar.

REFERENCE BOOKS:

- ❖ D.M. Mithani – Fundamentals of Economic Analysis, Himalaya Publications, 1984.
- ❖ R.S.N.Pillai & Bhagavathi – Modern Marketing Principles & Practice, S.Chand & Company, 2000.
- ❖ Sankaran – Business Economics
- ❖ Arokiyasamy – Modern Economic Analysis, Annai Publications, Palayamkottai, 1986.

B.COM

SEMESTER II

ALLIED – ECONOMIC DEVELOPMENT OF INDIA

Credits: 5

Hours: 75

OBJECTIVE:

This paper helps to identify the issues and potential of Indian Economy.

UNIT I

Under Development: Definition- Characteristics of Under developed economy – Is India as a developing Economy. National Income: – Meaning– Concepts – Measurement – Trends in National Income – Difficulties in measuring National Income – Uses. **(17hrs)**

UNIT II

Human Resources: Population Problem in India – Population Policy – Unemployment Problem in India – Causes – Types – Effects – Government measures. **(12hrs)**

UNIT III

Agriculture: Role of Agriculture in Indian Economy – Causes for low Productivity – Increasing efficiency of agricultural productivity – Objectives of land reforms in India – Green Revolution: features - Impact. **(13hrs)**

UNIT IV

Industry & Trade: Industrial Policy 1991 – Role and Problem of Small Scale and Cottage Industries in India – Government measures promoting SSI in India (SIDCO, DICs) – Performance & Importance of Public sector Undertaking – Case for and against Privatization- India’s Foreign Trade – Value, Composition and Direction of Trade – Export promotion measures of the government – Factors hindering Exports – EXIM Bank. **(18hrs)**

UNIT V

Economic Planning: Definition – General Objectives of five year plans in India – Pre requisites of Successful planning. **(15hrs)**

TEXT BOOKS:

- ❖ N. Srinivasan – Economic Development of India MeenakshiPathipagam, 1996.
- ❖ NarayanaNadar –Economic Development of India, ThangamPublishers, Virudhunagar, 1996

REFERENCE BOOKS:

- ❖ K.K. Dewett& J.D Varma
& H.L Sharma - Indian Economy, S. Chand & Sons, New Delhi, 1998.
- ❖ J. C. Dhingra -Indian Economic Environment, S. Chand & Sons, New Delhi, 1996.
- ❖ M.L. Jhingan-Economic Development of India & Planning, Vikas Publications, New Delhi 1998.

**EXTRA CREDIT COURSE OFFERED BY THE DEPARTMENT OF
ECONOMICS**

ECONOMICS OF TOURISM

Credits: 2

Self study course

Medium: Optional

OBJECTIVES:

- To create an understanding of growing importance of tourism Industry.
- To create awareness on various opportunities in the tourism sector and self-employment.

UNIT I

Meaning of tourism – Definition of Tourist and tourism – Motivation of tourism – Types of tourism – Causes for growth of tourism demand and obstacles.

UNIT II

Economic impact of tourism – Income, Employment and Infrastructure development, Components of tourism – Road, Railway, Water way and Air way. Management of tourist statistics and tourism business.

UNIT III

Tourism Planning, development and management – Tourism and economic development successful ways – Tourist attraction – Target and Expenditure plans – Use of Human resources – Tourism and Investment, Government helps in Private tourism – Future of tourism, Advertising planning methods in tourism.

UNIT IV

Travel Agents – Their role and functions – Tourism business – Types of hotels and hotel business and Entrepreneurship – Tourism marketing (hotel and food) tourist trade – Marketing – Problem & Remedies.

UNIT V

Tamil Nadu tourism development, Meaning, Importance – Development plans – Travel plans – Motels – Hospitality of tourism development – Tourist spots in Tamil Nadu – A note on tourist guide – Growth of tourism & foreign exchange in India and its obstacles – Functions of tourist office improving tourism department – Sergeant Committee Report – ITDC(India Tourism Development Corporation) Meaning ,aim and its functions Cultural impact of tourism in India, World tourist organization – Meaning and functions.

REFERENCE BOOKS:

- ❖ VirenderKaul –Tourism and the Economy,
Anand publication, New Delhi,1994.
- ❖ A.K. Bhatia –Tourism Development Principles &
Practices, Sterling publication Pvt Ltd,
New Delhi 2002.