



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) - 2014-2017

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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 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, Advertising, Salesmanship and Value Education are included.

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 to become Entrepreneur 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

**SUBJECT OF THE STUDY
SEMESTER WISE DISTRIBUTION WITH
SCHEME OF EXAMINATION**

Semester	Title of the paper	Hours	Credits	Marks		
				CIA	CE	Total
I	Part-I Tamil Paper – I	6	3	40	60	100
	Part-II English Paper – I	6	3	40	60	100
	Part-III Core Subjects					
	Paper-1 Micro Economics-I	6	4	40	60	100
	Paper –2 Economics of Development and Planning	6	4	40	60	100
	Allied -1 Statistical Methods -I	5	4	40	60	100
	Part –IV- Skill Based Value Education	1	3	40	60	100
	Total	30	21	-	-	600
II	Part-I Tamil Paper – II	6	3	40	60	100
	Part-II English Paper – II	6	3	40	60	100
	Part III Core Subjects					
	Paper –3 Micro Economics-II	6	4	40	60	100
	Paper –4 Agricultural Economics	5	4	40	60	100
	Allied -2 Statistical Methods-II	5	4	40	60	100
	Part -IV Environmental Studies	2	2	40	60	100
	Total	30	20			600

Semester	Title of the paper	Hours	Credits	Marks		
				CIA	CE	Total
III	Part-I Tamil Paper – III	6	3	40	60	100
	Part-II English Paper – III	6	3	40	60	100
	Part – III Core Subject					
	Paper-5 Macro Economics – I	5	4	40	60	100
	Allied - 3 Principles of Accounting - I	5	4	40	60	100
	Elective -1 Mathematical Economics	4	3	40	60	100
	Part - IV Non – Major Elective -1 Advertising Management	2	2	40	60	100
	Skill Based Subject-1 Women and Economy	2	2	40	60	100
	Total	30	21			700
IV	Part-I Tamil Paper – IV	6	3	40	60	100
	Part-II English Paper – IV	6	3	40	60	100
	Part-III Core Subjects					
	Paper –6 Macro Economics - II	4	4	40	60	100
	Paper –7 Monetary Economics	4	4	40	60	100
	Allied - 4 Principles of Accounting - II	3	4	40	60	100
	Elective -2 Entrepreneurship Development	3	3	40	60	100
	Part – IV Non – Major Elective-2 Rural Economics	2	2	40	60	100
	Skill Based Subject -2 Salesmanship	2	2	40	60	100
		Total	30	25		

Semester	Title of paper	Hours	Credits	Marks		
				CA	CE	Total
V	Part III Core Subjects					
	Paper – 8 Public Finance - I	5	4	40	60	100
	Paper – 9 International Economics	5	4	40	60	100
	Paper – 10 Banking	5	4	40	60	100
	Paper – 11 Environmental Economics	5	4	40	60	100
	Paper – 12 Project	5	4	40	60	100
	Elective-3 Demography	3	3	40	60	100
	Part IV– Skill Based Subject -3 Practical Banking	2	2	40	60	100
Total	30	25			700	
VI	Part III Core Subjects					
	Paper – 13 Public Finance –II	5	4	40	60	100
	Paper – 14 Indian Economics	5	4	40	60	100
	Paper – 15 History of Economic Thought	5	4	40	60	100
	Paper – 16 Rural Economic Development	5	4	40	60	100
	Paper – 17 Economics of marketing	5	4	40	60	100
	Elective - 4 Human Resource Development	3	3	40	60	100
	Part – IV Skill Based Subject - 4 Office Management	2	2	40	60	100
	Part – V Extension Activities	-	3	-	-	100
	Total	30	28			800

Total credit (for six semesters) = 140

Allied Papers for the students of I year B.Com

Semester	Title of the paper	Hours	Credits	Marks/Grade		
				CIA	CE	Total
I	Allied - General Economics- I	5	5	40	60	100
II	Allied - General Economics- II	5	5	40	60	100

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 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 40 marks.

The components of CIA are as follows:

Test	: 25
Seminar	: 10
Assignment	: 5
Total	<hr/> 40 <hr/>

PASSING REQUIRMENTS

Scoring 40% minimum in Internal and 40% minimum in External examinations.

PROVISION FOR PROJECT WORK IS GIVEN IN THE V SEMESTER

QUESTION PAPER MODEL

(For Core, Allied, Elective, SBS &NME papers)

Maximum: 60 Marks

Time: 3 Hours

PART- A

Answer all questions (Four or Five questions from each Unit)(24X1=24)

This may include Multiple Choice, true or false, fill up, very short answer and simple examples.

PART- B

Answer any Four questions out of Six questions (1 ½ pages) (4X3=12)

(Each unit must have one or two questions.)

PART- C

Answer any three questions out of Five questions (3 pages) (3×8=24)

(One question from each unit.)

B.A ECONOMICS
SEMESTER I
PART III – CORE PAPER 1 – MICRO ECONOMICS – I

Credits: 4

Hours: 90

AIM:

To give a broad view on basic concepts in Economics. It helps the students to understand and use 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. **(20 hrs)**

UNIT II:

Demand: Meaning, Law of demand – Individual Demand and Market Demand - Nature of demand curve. Exceptional 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. **(20 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 – Budget line - Consumer equilibrium using indifference curve analysis - Price effect, Income effect - Substitution effect. **(18 hrs)**

UNIT V:

Production: Factors of Production – Features - Functions of an Entrepreneur
– Laws of returns – Law of variable proportion -Meaning - Iso-quant and Iso-cost
curves – Producer’s equilibrium. **(17 hrs)**

TEXT BOOKS:

- Arokiasamy - Modern Economic analysis, Annai publication, Palayamkotai, 2008
- Srinivasan – Micro Economics, Meenakshipathipagam. Devakottai, 1996.

REFERENCE BOOKS:

- K.K.Dewett – Modern Economic theory, S. Chand & Company Ltd.,New Delhi, 2003.
- Sankaran – Micro Economics
- H.L.Ahuja – Modern Economics, S. Chand & Company Ltd., New Delhi, 1996.
- H.L.Ahuja, - Principles of Micro Economics, S. Chand & Sons 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 Sundaran – Economic Analysis, S.Chand& Sons, 2008.

B.A ECONOMICS
SEMESTER I
PART III – CORE PAPER 2
ECONOMICS OF DEVELOPMENT AND PLANNING

Credits: 4

Hours: 90

AIM:

To help students to know their economy, its growth and Development by using different strategies.

UNIT I:

Under development: Under developed country – Definition- Characteristics of an UDC – Economic development and economic growth – meaning –Difference – factors determining economic growth – Economic and non Economic Factors. **(16hrs)**

UNIT II:

Economics of growth: W.W. Rostow's stages of Economic growth – Demonstration effect – Meaning and Effects – Human capital formation (meaning and importance, problems). **(17 hrs)**

UNIT III:

Development strategies: Theory of Balanced and unbalanced growth – Big push theory – Critical minimum effort thesis. **(17 hrs)**

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 - Perspective planning and short term planning – Regional planning & National planning – Permanent planning & Emergency planning) – Planning machinery in India – its functions. **(25 hrs)**

UNIT V:

Five year plans in India: General Objectives of five year planning in India – Five year plans in India – its Achievements & Failures – An Evaluation – Essentials of successful planning. **(15 hrs)**

TEXT BOOKS:

- M.L. Jhingan-The Economics of Development and Planning, Vikas Publishing House, New Delhi, 2000.
- Prabaharan – Planning and growth
- N.S.Balasubramaniam&N.Venugopalan – Planning and growth.

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 ECONOMICS

SEMESTER I

PART III-ALLIED 1– STATISTICAL METHODS - I

Credits: 4

Hours: 75

AIM:

To help the students to understand various statistical tools and Principles.

Equal importance to statistical theory and problems.

UNIT I

Introduction –Meaning and Definition of statistics – importance- Functions and Limitations –Statistical Methods- Application of Statistics. **(10hrs)**

UNIT II

Statistical investigation and collection of data: Statistical survey: Planning and executing the survey -Collecting of data: Methods of collecting Primary data- Sources of Secondary data – Questionnaire and schedules. **(12hrs)**

UNIT III

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

UNIT IV

Sampling and sampling techniques: Theoretical basis of sampling-samples and population –methods of sampling – Merits and limitations of sampling – sampling and non-sampling errors. **(15hrs)**

UNIT V:

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

(20hrs)

TEXT BOOKS:

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

REFERENCE BOOKS:

- ❖ Gupta C.B - 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 ECONOMICS

SEMESTER II

PART III – CORE PAPER 3 – MICRO ECONOMICS – II

Credits:4

Hours: 90

AIM:

This study helps the students to understand the market structure and factor pricing.

UNIT I

Market Morphology: Basic cost & revenue concepts – Cost, Revenue and Output relationship – Relation between AC & MC curves and relation between AR & MR curves –Short run cost curves and long run cost curves-Economics of scale - Optimum firm. **(16hrs)**

UNIT II

Competitive Pricing: Marshall's Time Period 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.

(25hrs)

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. **(14hrs)**

UNIT IV

Wages:Meaning – Money Wage & Real Wage –Theories of Wages: Subsistence theory of wage, Standard of living theory of wages, wage fund theory of wages, Marginal productivity theory of wages, Demand and supply theory of wages.

(15hrs)

UNIT V

Interest & Profits: Interest: Gross & Net Interest – Marginal 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.
- ❖ M.L.Seth, - Principles of Micro Economics, S. Chand & Sons Ltd., New Delhi, 2010-11

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, K.P.M. Sundharam& E.N Sundaram – Economic Analysis, S.Chand& Sons, 1987.

B.A ECONOMICS

SEMESTER II

PART III – CORE PAPER 4 –AGRICULTURAL ECONOMICS

Credits: 4

Hours: 75

AIM:

To make the students understand the nature of Indian agriculture.

UNIT I

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

UNIT II

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

UNIT III

Green Revolution: (Phase I & II) Meaning- IntensiveAgricultural District Programs-High Yielding Varieties Program - Production trends in HYVP-A critical appraisal of Green Revolution –Merits –Problems and Limitations of HYVP - Mechanization of Agriculture: Meaning –Advantages-Problems and prospects . **(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 –Importance - Commission for Agricultural cost and prices –Buffer stock operations. **(14hrs)**

UNIT V

Agricultural marketing and finance: Agricultural credit-Need and feature – Sources of Agricultural finance-Role of Money Lenders- Role of co-operatives in extending rural credit- Commercial banks and Rural credit –Regional Rural banks – National Bank for Agricultural and Rural Development - agricultural marketing – unregulated markets –Regulated market - Problems and measures. **(16hrs)**

TEXT BOOK

- ❖ S.Sankaran -Agricultural Economy of India, Margham Publications, Chennai, 2014.

REFERENCE BOOKS:

- ❖ B.P.Tyagi - Agricultural Economics and rural Development, Jai Prakash Nath & Co, Meerut-2
- ❖ C.P.Memoria & B.P Trirupathi - Agriculture problems of India, Himalaya Publishing House,
- ❖ C.Eichter & L.Witt - Agriculture in Economic Development, Asia publishing house
- ❖ R.V.Narayanaswami & P.S Narasimhan -The Economics of Indian agricultural Problems.

B.A ECONOMICS

SEMESTER II

PART III – ALLIED 2 – STATISTICAL METHODS -II

Credits:4

Hours:75

Aim:

To impart thorough understanding of statistical tools and techniques

(60% Problem Solving 40% theory)

UNIT I

Correlation Analysis: Definition – Correlation and causation – Types – Methods of Correlation – Scatter Diagrams – simple graph – Karlpearsons' Co-efficient of Correlation – Spearman's Rank Correlation – Co-efficient of determination – Concurrent deviation. **(20hrs)**

UNIT II

Regression Analysis: Definition, Uses, Significance, Correlation and Regression –Regression Equations – Standard error. **(17hrs)**

UNIT III

Index Number: Definition, Classification, Problems, uses and Limitations – Methods of constructing price, quantity and cost of living index number and Consumer price index . **(18hrs)**

UNIT IV

Time Series: Introduction – Objectives – components – methods of long time Trend: Graphic method, moving averages and least squares –The line of best fit.

(12hrs)

UNIT V

Probability: Definition – Basic concepts – Addition and Multiplication Theorem. **(8hrs)**

TEXT BOOK:

- ❖ R.S.N. Pillai & V. Bagavathi – Statistics, S. Chand & Co., New Delhi.

REFERENCE BOOKS:

- ❖ Dr.S.P. Gupta - Statistical Methods, Sulthanchand& Sons, New Delhi.
- ❖ Mohan singha - Statistics, Lakshminarayana Publication.
- ❖ Prof. M. Sivathanu Pillai - Economics and Business Statistics,
- ❖ D.N.Elhance and VeenaElhance - Fundamentals of Statistics, Published by
KitabMahal.
- ❖ D.N.Elhance and VeenaElhance - Fundamentals of Statistics, Published by
KitabMahal.

B.A ECONOMICS

SEMESTER III

PART III – CORE PAPER 5– MACRO ECONOMICS - I

Credits: 4

Hours: 75

AIM

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. **(12hrs)**

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. **(18hrs)**

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. **(20hrs)**

UNIT V

Investment Function: Meaning – Classification of Investment – Measures to stimulate Private Investment – Factor 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.L.Seth - Macro Economics, Lakshmi Narain 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

B.A ECONOMICS

SEMESTER III

ELECTIVE – I – PRINCIPLES AND PRACTICE OF INSURANCE

Credits:3

Hours: 60

AIM:

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. **(13hrs)**

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. **(15hrs)**

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. (12hrs)

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. (12hrs)

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 &Shashnik – Industries transition & prospect, Srivastava (New century Publications.

B.A ECONOMICS
SEMESTER III
PART IV – NME 1 – ADVERTISING MANAGEMENT

Credits:2

Hours:30

AIM:

To create an awareness on advertising and to develop creative thinking on advertisingmanagement.

UNIT : I

Introduction: Definition of Advertising – Nature and Scope of advertising – Objectives – Types of Advertising. **(6hrs)**

UNIT : II

Behavioral Fundamentals:Consumer behaviour and advertising – Marketcommunication process – Communication mix. **(5hrs)**

UNIT : III

Building the advertising :Planning and managing advertising campaign- Various advertising media -Building of an advertising programmes- Copy strategy. Media selection. **(8hrs)**

UNIT :IV

Advertising effectiveness: Advertising budget –Meaning –Production of advertising. **(6hrs)**

UNIT :V

Scheduling and agency Relations: Public relation- Advertising scheduling – advertising agencies –business advertisement in India. **(5hrs)**

TEXT BOOK:

- ❖ R.S.N. Pillai & Bagavathi – Modern marketing, Principles and practices.
- ❖ B.S Rathor – Advertising Management, Himalaya Publishing House, 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.
- ❖ C.N.Sontakki – Advertising and Sales management, Kalyani publishers, New Delhi, 2003.

B.A ECONOMICS
SEMESTER III
PART IV – SBS 1 – WOMEN AND ECONOMY

Credit: 2

Hours: 30

AIM:

To enable the students understand their role as women in the development of a nation.

UNIT I

Women and Health: Nutrition –balanced diet –iodine deficiency –anemia - obesity – mental health -occupational health –reproductive health: Prenatal care – post natal care - access to health care . **(6hrs)**

UNIT II

Women and employment: Female labour force participation in India – Reasons for low labour force participation rate (LEPR)of women – Effects of modernization, globalization and structural adjustment programmes on employment of women – Features of women employment –Entrepreneurial training programmes – self-employment programme for urban poor (SEPUP)-SHG’s –objectives –working pattern –formation –achievement-impact. **(7hrs)**

UNIT III

Women and Law : Introduction – Sati prohibition Act -1829- Female Infanticide Prohibition Act -1870- Civil Marriage Act -1872- Sarada Act -1929- Hindu women’s Property Right -1937.

Hindu Marriage Acts – 1955 –Hindu Succession Act -1956 – Hindu Adaption and Maintenance Act 1956 –Hindu Minorities Protection Act 1956 – Dowry Prohibition Act 1961 – Industrial acts 1948 –Property Right of Women 1985 & 2000.

(7hrs)

UNIT IV

Women and politics: Political Participation of women –role played by women during the pre independent era –women in Indian Politics After independence.

(4hrs)

UNITV

Strategy for women development: Five year plan and women development – Programmes in Action –Family welfare programmes-Family welfare under plans – Development programme for women –welfare of women-Future Strategy. (6hrs)

REFERENCE BOOK:

- Dr.Sr.Rosa–Empowement of women ,The impact of employment,K.D Abhijeet Publication, Delhi 2010.
- Agnus, Vijay – Elite women in Indian Politics, Shaki, Delhi 1986
- FalendraK.Sudan &NimalK.Gupta– Women at work in developing economy-Anmol Publications,New Delhi.
- RamalaM.Baxamuse &HemaSubramanian –Assistance for women’s development from national agencies ,Employment programmes, Popular Prakashan ,Bombay.
- N.Jeyabaln – Women and human rights, Atlantic Publishers and distributors,New Delhi 2001.
- Neeradesai – Women in modern india, Vora Publishers Pvt.ltd 1971
- ArunimaBaruah–Women in India, Anmol Publications Pvt.Ltd, New Delhi 2003.

B.A ECONOMICS

SEMESTER IV

PART III – CORE PAPER 6– MACRO ECONOMICS -II

Credits: 4

Hours: 60

AIM:

To impart knowledge on Post Keynesian Developments.

UNIT I

The IS – LM Curve Model: The goods market and money market – links between them – goods market equilibrium – the derivation of the IS curve –slope of IS curve – shifts in IS curve – Money market equilibrium : Derivation of LM curve –slope of LM curve – shifts in LM curve – simultaneous equilibrium of the goods market and money market- Effectiveness of monetary and fiscal policy.

(13hrs)

UNIT II

Inflation – Unemployment Trade –Off: Phillips curve and rational Expectations theory- Phillips curve –Keynesian explanation – collapse –shifts – natural Rate Hypothesis and Adoptive Expectation –Friedman’s view regarding Phillips curve – Long run Phillips curve : Rational Expectations – Relationship between Short run and Long run Phillips curve –sacrifice ratio and policy of disinflation.

(12hrs)

UNIT III

Stagflation and supply side Economics: Stagflation –Meaning –causes - supply side Economics –basic propositions –Reaganomics and supply side economics –critical appraisal .

(13hrs)

UNIT IV

The New Classical Economics: Rational expectation model: Meaning – Keynesian theory and the new classical–(LUCAS) critique Lucas aggregate supply function and aggregate demand function –New classical (LUCAS) rational expectations model. **(12hrs)**

UNIT V

The New Keynesian economics: Common elements of new Keynesian models –Mankiw’s new Keynesian model – menu costs – reasons for sticky prices – Mankiw’s New Keynesian model in mathematical form. **(10hrs)**

TEXT BOOK

❖ Dr. H.L. Ahuja –Macro Economic theory and policy, S. Chand &Pvt.ltd.,

REFERNCE BOOKS:

❖ R.D. Gupta – Keynes, Post Keynesian Economics, Kalyani publishers

Ludhiana, 1988

❖ M.L. Jhingan – Macro Economics, Vikas publishing house, Pvt.

Ltd.,New Delhi 1986.

❖ M.L. Jhingan – Economics of Development and planning, Konark,

Publishers Pvt, Ltd, New Delhi, 1996

B.A ECONOMICS

SEMESTER IV

PART III – CORE PAPER 7 – MONETARY ECONOMICS

Credits: 4

Hours: 60

AIM:

This paper attempts to highlight the role of money, theories of money and how money market is functioning in the modern economy.

UNIT I

Introduction: Barter system – demerits – Definition of money – Evolution – Kinds – Functions – Importance – Evils – Qualities of a good money material – paper standard – principles and methods of note issue – merits and demerits – India's present currency system.

(12hrs)

UNIT II

Theories of money: Value of money – Relation with the price level – Fishers quantity theory of money – Cambridge version of quantity theory of money – Keynes Income theory of money – Friedman's Restatement of quantity theory of money.

(12hrs)

UNIT III

Inflation: Inflation – meaning – definition – causes – kinds – demand pull inflation – cost push inflation – Phillip's curve – inflationary gap – effects of inflation – control of inflation. **Deflation, Reflation, Disinflation:** Deflation - Deflationary gap – effects of deflation – control of deflation - Disinflation- reflation – stagflation.

(13hrs)

UNIT IV

Business cycles: Meaning – Phases – Features – Theories – Hawtrey’s theory – Von Hayek’s theory – Schumpeter’s Innovation theory – Keynes theory – Control of business cycles. **(10hrs)**

UNIT V

Money and capital markets: Meaning and features-institutions-instruments – working – functions – characteristics of an under developed and developed money market-capital market: meaning – features – distinction- interrelation – Share market - Features. **(13hrs)**

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, Konark Publications, New Delhi.
- ❖ 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

SEMESTER IV

ELECTIVE 2 - ENTREPRENEURSHIP DEVELOPMENT

Credits: 3

Hours: 45

AIM:

To enable the students to learn the skills of entrepreneurship.

UNIT I

Entrepreneurship –Definition – Importance –Functions, Qualities and problems of an entrepreneur. **(7hrs)**

UNIT II

Steps to be taken to start a business – Licensing – Registration and local bye laws. **(7hrs)**

UNIT III

Institutional arrangements for entrepreneurship development – DIC, SIPCOT, ITCOT, SIDCO, NSIC, SISI – Institutional finance to entrepreneurs – TIIC, SIDBI, Commercial banks. **(13hrs)**

UNIT IV

Project Report – Meaning & Importance of project – format for Report – Project appraisal – Market feasibility and Economic feasibility. **(10hrs)**

UNIT V

Entrepreneurship Development in India – Women entrepreneurship in India. **(8hrs)**

BOOKS FOR REFERENCE:

- ❖ R.V. Badi& N.V. Badi - Entrepreneurship, Virnda Publications (P) Ltd., New Delhi.
- ❖ Vasanth& Desai - Dynamics of entrepreneurship development& Management.
- ❖ C.B. Gupta & N.R. Srinivasan - Entrepreneurship development.

SEMESTER IV

NON- MAJOR ELECTIVE 2 –RURAL ECONOMICS

Credits: 2

Hours: 30

AIM:

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

UNIT I

Rural Economy in India: Introduction-Basic frame work- Rural sector in the Indian Economy-Special problems-Importance of allied activities-Farm sector in Indian Economy. **(6hrs)**

UNIT II

Rural Unemployment: Causes, types and remedial measures-Poverty and poverty eradication programs-MGNREGP, 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.

(6hrs)

UNIT IV

Rural development :Community Development Programme and panchayatraj Systems – Definition -Objectives-Features –Achievements and Shortcomings in india -KVIC and rural industries Development–Rural Entrepreneurship. **(6hrs)**

UNIT V

Rural Finance :Need for rural Credit –Sources of credit-Money lenders -Co-operative credit –Commercial Bank –RRB-NABARD and its functions. (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 ECONOMICS

SEMESTER IV

PART IV – SBS 2 - SALESMANSHIP

Credits: 2

Hours: 30

AIM:

To make the students understand techniques of salesmanship.

UNIT I

Introduction: Salesmanship – Meaning – Importance – Qualities of good salesman – Marketing channels – and its types. **(6hrs)**

UNIT II

Buying motives: Types – Knowledge of customers – psychology and selling – sales process steps – presentation and demonstration of sales – overcoming objections and handling objections. **(8hrs)**

UNIT III

Sales organization: Organization of sales department – Meaning – need – functions of sales organization – qualities of sales manager – types of sales managers. **(6hrs)**

UNIT IV

Recruitment and selection: Recruitment – and selection – steps and training methods remuneration to sales man – motivation to salesman – need.

(5hrs)

UNIT V

Sales promotion: Meaning and types of sales promotion. (5hrs)

TEXT BOOK:

- ❖ R.S.N. Pillai & Bagavathi – Modern Marketing, Principles and practices.

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.
- ❖ C.N. Sontakki – Advertising and Sales management, Kalyani Publishers, New Delhi 2003.

B.A ECONOMICS

SEMESTER V

PART III – CORE PAPER 8 – PUBLIC FINANCE - I

Credits:4

Hours: 75

AIM:

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. **(10hrs)**

UNIT II

Public expenditure: Classification of public expenditure –Effects of public expenditure - Causes for the growth of public expenditure in India –Control of public expenditure in India **(14hrs)**

UNIT III

Public revenue: Meaning- Source of public revenue:Tax revenue - Administrative revenue-Commercial revenue- grants and Gifts – Classifications. **(18hrs)**

UNIT IV

Taxation -definition-tax objectives in India- Cannons of taxation – Rates of taxation- Direct and indirect taxes-specific tax: land tax-personal income tax- tax on corporate income- gift tax- inheritance tax- expenditure tax-wealth tax-customs

duties-excise duties-Sales tax.

(21 hrs)

UNIT V

Shifting and incidence taxation – Shifting under competition and monopoly-
Shifting under cost conditions-shifting and incidence of specific taxes (income tax,
import duty, export duty, Sales tax). (12hrs)

TEXT BOOKS:

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

REFERENCE BOOKS:

- ❖ Dr. R.Cauvery and others – Public Finance S. Chand & Co., New Delhi.
- ❖ M.L.Seth – Money,Banking,International Trade & Public Finance,LakshmiNarayana Agarwal, Agra.
- ❖ 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,

B.A ECONOMICS

SEMESTER – V

PART III – CORE PAPER 9 – INTERNATIONAL ECONOMICS

Credit: 4

Hours: 75

AIM:

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.

(17hrs)

UNIT II

Theories of international trade: Adam smith & Ricardo's theory – Heckscher – Ohlin theory – Its superiority over classical theory – india's Foreign trade policy .

(14hrs)

UNIT III:

Balance of payments: Meaning – Balance of Trade and Balance of payments - disequilibrium – causes – methods to correct adverse balance of payments.

(15hrs)

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.

(12hrs)

UNIT V

International Monetary System: IMF – Origin – Objectives – Functions – India and IMF- International liquidity – IBRD –GATT-UNCTAD-WTO and India.

(17hrs)

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 ECONOMICS

SEMESTER - V

PART III – CORE PAPER 10 – BANKING

Credits: 4

Hours: 75

AIM:

To impart knowledge about the Indian banking system and the services rendered through various instruments.

UNIT : I

Commercial banking: Origin and growth – meaning and functions of bank – Role of commercial in a developing country – Types _Balance sheet – Credit creation – Nationalization of banks – Banking sector reforms (NarasimhamCommittee report) achievements - critical appraisal. **(15hrs)**

UNIT : II

Central Banking: Evolution of Central Banking – functions of Central Bank – Role of Central Bank in developing countries – credit control- Quantitative and qualitative methods. **(15hrs)**

UNIT : III

Indian money market:Structure – meaning – Constituents – sub-markets of organized money market – Defects of Indian money market – Suggestions to remove the defects – Advantages of developed bill market. **(13hrs)**

UNIT : IV

Monetary policy – Evolution of monetary policy –Objectives – Instruments of monetary policy – Types – Neutral money policy – Dear money policy – Monetary policy of RBI. **(17hrs)**

UNIT : V

Reserve bank of India: Organisation – Function – Achievements and failure of Reserve bank – Non –banking financial intermediaries. **(15hrs)**

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, and Urinda publication 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 practices, Sultan Chand & Sons,
New Delhi, 1992.

B.A ECONOMICS

SEMESTER V

PART III – CORE PAPER 11 – ENVIRONMENTAL ECONOMICS

Credits: 4

Hours: 75

AIM:

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

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.

(17hrs)

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.

(13hrs)

UNIT III

Natural resources economics: Concept of resources – definition – classification of resources – Natural resources – scarcity – classical approach, neo classical and contemporary perspective – theories of natural resources uses.

Conservation of resources: Methods of conservation: Substitution, Product life extension, recycling- Tax on pollution – waste reduction.

(15hrs)

UNIT IV

Environmental quality: Tragedy of commons – characteristic features of common property resources – Environmental quality as a public good –social welfare function. **(10hrs)**

UNIT V

Population and urbanization: Environmental quality - Population Explosion: Meaning –Causes –Impact on Environmental Quality –Urbanisation: Meaning – Causes-Impacts –Green house Effect-Global warming: Meaning - Causes – Impact. **(20hrs)**

REFERENCE BOOK:

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

B.A ECONOMICS

SEMESTER V

PART III – CORE PAPER 12 – MATHEMATICAL ECONOMICS

Credit: 3

Hours: 75

AIM:

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. **(13hrs)**

UNIT II

Set theory: Definition of a set – Types of sets – Intersection of sets – Complement of a set – Difference of set – Venn diagram. **(10hrs)**

UNIT III

Differential calculus: Rules of Differentiation – Derivatives of Higher order up to III order – Maxima and Minima. **(16 hrs)**

UNIT IV

Matrix Algebra: Matrix – Types of Matrix – Addition and subtraction of Matrix – Matrix Multiplication – Transpose of a Matrix – Determinant – Properties of Determinant Inverse of Matrix – Solution to Simultaneous equation – Cramer's rule. **(16hrs)**

UNIT V

Linear programming: Introduction –advantages-limitation-linear programming simple programmes –graphical method. (20hrs)

REFERENCE BOOKS:

- ❖ Business Mathematics – Manoharan and C.Elango – PalaniParament Publications
- ❖ Mathematics for Economists – Metha and Mithani, Sultan & Chand Publications.
- ❖ Linear programming - Dr.M.K.Venkataraman, The National Publishing Company, Madras.
- ❖ Business Mathematics – D.C. Sancheti and V.K.Kapoor-Sultan & Chand publications.
- ❖ Linear programming - Arumugam, New gamma publishing house, Palayamkottai.

SEMESTER V
ELECTIVE 3- DEMOGRAPHY

Credit: 3

Hours: 45

AIM:

To make the students understand the inter relationship between economic development and Population. To impart knowledge on theories of population and population policies followed.

UNIT I:

Introduction: Definition – Scope and Importance of demography – **Sources of Demographic Data:** Census: Meaning and Characteristics – Vital Registration: Meaning – Uses – Defects – Sample survey. **(10hrs)**

UNIT II:

Theories of Population: Malthusian theory of Population – Optimum theory – Theory of Demographic Transition. **(7hrs)**

UNIT III:

Composition of population: Distribution – Density – Age and sex composition – Rural and urban composition – Literacy rates. **(10 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. **(10hrs)**

UNIT V

Control of population: Methods- Population policy 2000 – Population Projection (world and India). **(8 hrs)**

REFERENCE BOOKS:

- ❖ S.N.Agarwala – India's Population problems, Tata MC Graw 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 HousePvt., Ltd. Delhi, 1994
- ❖ A.N.Agarwal -Indian Economy (Problems of Development and New age international (P) Ltd.,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 ECONOMICS
SEMESTER V
PART IV – SBS 3 – GROUP PROJECT

Credits: 2

Hours: 30

AIM:

To inculcate Knowledge on research methodology.

To imbibe research culture among the students.

B.A ECONOMICS

SEMESTER – VI

CORE PAPER 13 – PUBLIC FINANCE - II

Credits:4

Hours:75

AIM:

To enhance knowledge of the Students on federal finance and budget.

UNIT I

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. **(15hrs)**

UNIT II

Budget: Purpose of budgeting-Budgetary Procedure -budget and economic control-capital account - revenue account - Emergency budget- Full employment budget-cyclical budget. **(14hrs)**

UNIT III

Federal finance: Meaning - Principles-centre, State, local finance-Finance commission. **(14hrs)**

UNIT IV

Financing Five year plans in India. **(14hrs)**

UNIT V

Fiscal policy: objectives of fiscal policy -deficit financing -fiscal policy in a developing economy-Fiscal policy and economic development in India. **(18hrs)**

TEXT BOOKS:

- ❖ Dr. B.P.Tyagi – Public Finance, JaiprakashNath& Co. Meerut.
- ❖ Devairakam – Public Finance, Jothi publication, alayamkottai

REFERENCE BOOKS:

- ❖ Dr. R.Cauvery and others – 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 ECONOMICS

SEMESTER VI

PART III – CORE PAPER 14 – INDIAN ECONOMY

Credits: 4

Hours: 75

AIM:

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

UNIT I

Resources profile: Indian Economy – Natural Resource (land, water, forest, minerals & energy) and its importance in Economic Development. **(11hrs)**

UNIT II

Rural Development: Meaning– Community development – Definition – Objectives of CDP- achievements and shortcomings of CDP. **(9 hrs)**

UNIT III

Poverty & Unemployment: Poverty – cause – 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 rural and urban employment programs undertaken by government of India – PMRY, SJSRY, TRYSEM, DWCRA, JGSY, MWS. **(19hrs)**

UNIT IV

Industry & Trade: Role of industrialization in economic development of India – Problems of large scale industries: Meaning – Importance of cottage industries in rural area – Role of Small Scale Industries – Problem of small scale Industry – Suggestions for improvement – Sickness of small units – cause & cure – 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. **(20hrs)**

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. **(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, MeenakshiPathipagam, Devakottai 1992.
- ❖ S.K.Misra& V.K Puri – Economic development of India, Himalaya Publishing house, New Delhi 1995.
- ❖ NarayanaNadar, - Economic development of India, Thangam Publishers, Viruthunagar, 1994.

B.A ECONOMICS

SEMESTER VI

PART III – CORE PAPER 15 – HISTORY OF ECONOMIC THOUGHT

Credits: 4

Hours: 75

AIM:

To familiarize students the significant contributions made by great Economists.

UNIT I:

Mercantilism: Factors that gave rise to Mercantilism-Views of Mercantilists-Thomas Mun - Antonio Serra-Phillips Van Hornick –The **Physiocrats**-Factors that gave rise to Physiocracy-Ideas –Main representatives – Quesnay-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 – Amerthyasen and his contributions. **(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 ECONOMICS

SEMESTER VI

PART III – CORE PAPER 16 – RURAL ECONOMIC DEVELOPMENT

Credits: 4

Hours: 75

AIM:

To emphasize the great importance of rural sector in Indian economy. This study helps to understand the realm of rural poverty.

UNIT :I

Rural Structure: Introduction – rural population –occupational classification of rural population -Features &predominance of the rural sectors in Indian economy- Allied Activities and Agro based industries for rural development. **(15 hrs)**

UNIT:II

Economics of rural infrastructures :Irrigation system- Rural transport- Rural marketing; Rural Marketing in India – Defects- Unregulated are Rural social infrastructure- Education, health regulated markets- uzlarvarshanthai. **(17hrs)**

UNIT:III

Rural labourmarket :Rural labour supply – mobility of labour – Nature, extent and trends in rural employment – wage differences. **(10hrs)**

UNIT:IV

Land utilization in India: Problem of soil Erosion- Cropping pattern in India-Crop intensity- crop pattern and role of credit.

System of farming – Diversification and specialization - intensive and extensive cultivation- Co-operative and collective farming in India. **(16hrs)**

UNIT: V

Rural Indebtedness and finance :Extent and causes for rural indebtedness – consequences- debt relief- rural finance- sources of finance- Non institutional and institutional sources- Co-operative banking- NABARD- agricultural finance Corporation – Tacavi loans – Insurance ; crop and cattle insurance. **(17hrs)**

TEXT BOOK ;

- ❖ Dr.Patel .Shah.D'melo -Rural Economics
- ❖ K.K.Dewett-Indian economy
- ❖ C.Dhingra –Rural Economics, S.Chand& Sons.1988

B.A ECONOMICS

SEMESTER VI

PART III – CORE PAPER 17 -ECONOMICS OF MARKETING

Credit: 4

Hours: 75

AIM:

To motivate students to know the tools in Marketing

UNIT I

Marketing an introduction: Marketing – Definition – Selling & Marketing Difference – Modern Marketing – Role of Marketing in Economic Development – Marketing mix (4’p’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 –Types of Retailers - functions- International marketing – meaning – main task and importance. **(12hrs)**

TEXT BOOKS:

- ❖ R.S.N. Pillai & Bagavathi-Modern marketing, Principles and practices.

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 ECONOMICS

SEMESTER VI

ELECTIVE 4 - HUMAN RESOURCE DEVELOPMENT

Credits: 3

Hours: 45

AIM:

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. **(8hrs)**

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. **(8hrs)**

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. **(8hrs)**

UNIT IV

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

(10hrs)

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. **(11hrs)**

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.

B.A ECONOMICS

SEMESTER VI

PART-IV- SBS 4 - OFFICE MANAGEMENT

Credits:2

Hours: 30

AIM:

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

UNIT I:

Office Management – Functions of office manager – Office systems and procedure. **(5hrs)**

UNIT II:

Records management – Filing, essentials of good filing system – Classification and arrangement – Visible records system – Centralized vs. decentralized filing. **(8hrs)**

UNIT III

Measurement of Office management – importance of work measurement – different ways of measurement. **(6hrs)**

UNIT IV

Flow of work – Setting of work standards.

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

UNIT V

Operation of office machines- Operations of Faxmachines –xeroxmachines - printer machines. (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.COM
SEMESTER I
ALLIED - GENERAL ECONOMICS - I

Credits : 4

Hours : 75

AIM:

To give a Comprehensive view on economic concepts and its application in business.

UNIT I

Introduction -Definitions of economics: Wealth, welfare, scarcity and growth definitions of Economics – branches of economics - nature of Economic Laws – basic concepts: wants – characteristics and classifications of wants - utility – measurement of utility- Goods – classification of goods. **(12hrs)**

UNIT II

Consumption-Law of diminishing marginal utility – Law of equi-marginal utility – Law of demand – Elasticity of demand: price-income-cross and advertisement elasticity of demand – Consumer surplus. **(17hrs)**

UNIT III

Production-Meaning and Features of land, labour, capital and organization – Laws of returns – efficiency of labour – functions of an entrepreneur. **(16hrs)**

UNIT IV

Objectives and equilibrium of a business firm - Objectives of a firm – Social responsibilities of a firm – Equilibrium of a firm. **(12hrs)**

UNIT V

Break Even Analysis - Behaviour of cost and revenue curves – Break even analysis: Meaning – Break even point – importance. (18hrs)

REFERENCE BOOKS

- ❖ K.K.Dewatt – Modern Economic Theory, ShyamLal Charitable Trust, New Delhi
- ❖ J.K.Misra - Economics
- ❖ L.Varshney and Maheswari- Managerial Economics,Sultan Chand & Sons, New Delhi.
- ❖ Loganathan – Principles of Economics, S.Chand& Company Ltd, New Delhi
- ❖ K.P.M.Sundharam - Micro Economics,S.Chand& Company Ltd, New Delhi
- ❖ M.S.Arokiasamy - Economic analysis

B.COM
SEMESTER II
ALLIED - GENERAL ECONOMICS - II

Credit : 4

Hours: 75

AIM:

To give a Comprehensive view on economic concepts and economic analysis.

UNIT I

National income: Meaning and Definition- Concepts – Methods of computing National income – National income estimates in India- Trends – Difficulties in National income calculations – Importance of National income estimates.

(12 hrs)

UNIT II

Money -Barter system – meaning – difficulties – Evolution of money – Kinds of Money – Functions of money – Characteristics of good money – Importance of money – Paper currency system : Meaning – merits – demerits – defects of money – methods of note issue – Value of money : absolute value and relative value – Inflation : meaning – Causes – effects – control of inflation – Deflation: meaning – causes – effects- control of deflation – Trade cycle: meaning – phases of trade cycle- Monetary policy : meaning – objectives- role of monetary policy. **(22hrs)**

UNIT III

International Trade -Meaning – difference between internal and international trade – advantages and disadvantages of international trade – terms of trade –

balance of trade and balance of payments - role of EXIM bank – export promotion measures of the Government. **(16 hrs)**

UNIT IV

Public Finance -Meaning- divisions of public finance – public revenue: sources of public revenue – tax – direct tax – indirect tax – canons of taxation – public expenditure : classification of public expenditure – causes for the growth of public expenditure in India –public debt : burden of public debt . **(18 hrs)**

UNIT V

Budget -Meaning – current budget – deficit financing – role of fiscal policy. **(7hrs)**

REFERENCE BOOKS

- ❖ K.K.Dewatt – Modern Economic Theory,ShyamLal Charitable Trust, New Delhi
- ❖ J.K.Misra - Economics
- ❖ Loganathan – Principles of Economics, S.Chand& Company Ltd, New Delhi
- ❖ M.S.Arokiasamy - Economic analysis, Shanthi Book House Publishers, Thiruneveli.
- ❖ N.Srinivasan - Economic analysis, MeenakshiPathipagam, Devakottai.