

*Placed at the meeting of
Academic Council
held on 26.03.2018*

APPENDIX - AA
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)
B.A. ECONOMICS (SEMESTER)
CHOICE BASED CREDIT SYSTEM
REVISED SYLLABUS

(With effect from the academic year 2018 – 19)

1.. Introduction of the Programme

The Bachelor degree in Economics is an important step for those people who wish to learn more about Economics. In fact, this is one amongst the most demanding graduate level course throughout India. The main reason for this demand is the importance it exerts into the business world. Many employment opportunities are available for aspirants who have accomplished their education in the graduate level in Economics. It is to be said that many top organizations prefer to take aspirants of BA economics. Besides bright job prospects in India, job opportunities are available for them with foreign firms as well.

2. Eligibility for Admission

Candidate who have got through their Higher Secondary Examination conducted by the Board of Higher Secondary Examination, Government of Tamil Nadu or any other equivalent Boards of Examinations which, are accepted by the syndicate as equivalent are eligible to this course. All other things being equal, preference should be given to the students who have studied Economics at the Higher Secondary level.

2.1. Duration of the Programme : 3 Years

2.2. Medium of Instructions : English

3. Objectives of the Programme

The economics major helps prepare the students for jobs in business, government, education, and the non-profit organisations. By studying economics, the students will be able to develop the analytical skills needed to work successfully in the field, including the study of logical analysis.

Economics includes the study of Microeconomics; Macroeconomics, Statistics, Mathematical Methods, Monetary Economics, International Economics, Fiscal Economics, Development and Planning, etc.as the core subjects and papers like Tourism, Advertisement, Marketing, Computer Applications and Business Correspondence as technical papers. The core papers provide the students with in-depth subject knowledge while the technical papers

enhance the skill of the students. Thus, Economics is being one of the fastest growing majors in the country. With the world continually focused on business, it takes economists to help decipher trends and to help make good financial decisions.

4. Outcome of the Programme

The success of this programme depends upon self analysis and social responsibilities of both the educator and the learner. The teacher is expected to be dedicated and determined and the students should be of responsible person. If this task is achieved then the programme will undoubtedly bring out the following results and which in turn will help the nation possesses a very good human capital.

1. Students will be able to exhibit their knowledge in relation to the fundamental and technical concepts of economics.
2. Students will apply the basic theories of economics in critical thinking and problem solving processes.
3. Students will be able to identify and use economics terminologies in oral and written communications in their academic endeavours.
4. Students will demonstrate an awareness of their role in the global economics environment.
5. Students will be able to make decisions wisely using the theoretical bases that they have acquired from this course.
6. Students will be able to develop a sense of social responsibility and a capacity for social service.
7. Students will demonstrate an understanding of their personal interests, abilities, strengths, and weaknesses as they pertain to professional career fields.

5, 6 and 7. Course Structure

Branch IV (b) B.A. Economics Semester I

Semester	Part	Study Components	No. of Course	Credit	Hours
I	I	Tamil/ Other languages	1	3	6
	II	English	1	3	6
	III	Core Subject	2	8	10
	III	Subject Elective	1	5	6
	IV	Non Major Elective	1	2	2
			Total	6	21
II	I	Tamil/ Other languages	1	3	6
	II	English	1	3	6
	III	Core Subject	2	8	10
	III	Subject Elective	1	5	6
	IV	Non Major Elective	1	2	2
			Total	6	21
III	I	Tamil/ Other languages	1	3	6

	II	English	1	3	6
	III	Core Subject	2	8	10
	III	Subject Elective	1	5	6
	IV	Skill Based Subject	1	2	2
		Total	6	21	30
IV	I	Tamil/ Other languages	1	3	6
	II	English	1	3	6
	III	Core Subject	2	8	10
	III	Subject Elective	1	5	6
	IV	Skill Based Subject	1	2	2
		Total	6	21	30
V	III	Core Subject	4	20	20
	III	Subject Elective	1	5	6
	IV	Skill Based Subject	1	2	2
	IV	Environmental Studies	1	2	2
		Total	7	29	30
VI	III	Core Subject	4	20	20
	III	Subject Elective	1	5	6
	IV	Skill Based Subject	1	2	2
	IV	Value Education	1	2	2
		Total	7	29	30

8. Unitisation

The course papers are designed in such a way that each course paper contains five units only with equal weightage of marks.

9. Pattern of Semester Examination

The examination pattern consists of two components namely, (i) Internal Assessment is done at department level and (ii) External Examination conducted by the University. An internal assessment assesses the regular presence of the students to the college and enables the students to prepare better for the university examination.

The external examination assesses the students' in-depth knowledge in the subject concerned.

10. Scheme for Internal Assessment

The internal assessment consists of four important components namely (i) Written Test, (ii) Assignment, (iii) Quiz/ Seminar and (iii) Peer team teaching. Marks are distributed as follows:

(i) Written Test – 10, (ii) Assignment – 5, (iii) Peer Team Discussion/Quiz/ Seminar – 5, and (iv) Peer team teaching – 5. A maximum mark of the internal assessment component is 25. There is no minimum passing mark for internal assessment. However,

student can not completely omit the internal assessment. That is, a student can not clear his/her examination in a subject if he/she is awarded absent in the internal assessment. Therefore, it is mandatory for the student to regularly attend the classes and take all the components of the internal assessment.

The Pattern of internal assessment may be:

- (1) 2 Tests – 10 marks each; Average 10 marks.
- (2) 2 Assignment – 5 marks each; Average 5 marks.
- (3) Peer Team Discussion/ Seminar/ Quiz – 5 marks each.
- (4) Peer Team Teaching – 5 marks.
- (5) Third test may be allowed for absentees of any one of the two tests.
- (6) If the college opts for Quiz, then 2 Quizzes should be conducted.

11. External Examination

External examination is conducted by the University Semester wise. There will be two semester examinations, namely odd semester and even semester, in an academic year. The odd semester examination is conducted in the month of November and the even semester examination is conducted in the month of April (end semester). The maximum mark is 75 and the minimum mandatory pass mark is 27 in the external examination.

12. Question Paper Pattern

The question pattern for external examination part III subject papers is as follows:

Time: 3 Hours

Max. Marks: 75

Section – A: (10 × 1 = 10 Marks)

Answer all questions (Multiple choices)

- (1) 2 questions from each unit.
 - (2) 4 choices for each question.
 - (3) No 'none of these' choice.
- Question numbers are from 1 to 10.

Section – B: (5 × 7 = 35 Marks)

Answer all questions choosing either 'a' or 'b'.

One set of question is from each unit.
Answers should not exceed two pages.
Question numbers are from 11 to 15.

Section – C: (3 × 10 = 30 Marks)

Answer any three out of the 5 questions.

One question is from each unit.
Answers should not exceed four pages.
Question numbers are from 16 to 20.

13. Scheme of Evaluation

The internal assessment is conducted by the concerned course teacher at the college level and the external examination is conducted by the University through a Central Evaluation System.

14. Passing Minimum

The minimum pass marks to get through a subject is 40 under the CBCS scheme. It is mandatory for a student to secure a minimum 27 marks in the external examination. It is mandatory. However, mere getting 27 marks, is not sufficient for clearing the paper. For clearing the paper, a student has to secure an aggregate of 40 marks. The minimum pass mark of 40 can be secured by the student by a combination of mandatory pass marks of 27 in the external examination and 13 marks in the internal assessment. There is no minimum pass mark for the internal assessment. However the student cannot be completely absent for the internal assessment process. A student who has secured zero mark in the internal assessment but secured 40 marks in the external examination will be declared as pass in that particular subject. But, a student, who is completely absent for the internal assessment and secured 40 marks in the external examination, will not be declared as pass in that particular subject.

14.1. Classification

S.No.	Range of CGPA	Class
1.	40 & above but below 50	III
2.	50 & above but below 60	II
3.	60 & above	I

15. Model Questions

Model question paper is provided at the end of the syllabus of each and every paper.

16. Teaching Methodology

Method of teaching is of paramount importance in making the student understand the real sense of a particular paper. The very purpose of the introduction of a particular paper can be achieved when the teaching methodology is designed in such a way that subject really reaches the students. Mere class room lecturing will not be helpful for accomplishing this task. What the teacher has to do here is he/she should involve the students in the teaching and learning processes.

The teacher should be well informed of his/her subject and should be in a position to identify students' calibre. Students should be classified on the basis of their calibre by the teacher without letting even a single student know that his/her calibre is poor or he/she is a dull student. A teacher should be very careful in classifying the students. At any cost no student should be undermined in the process of classification.

Different peer groups should be formed and the different units of a paper should be distributed to each and every peer team. They are expected to introduce the unit and the subject matter. The teacher should do a crucial role in explaining the concepts whenever, the peer team finds it difficult to explain. Finally, the teacher should give his/her own observations of the teachings of the peer team and his/her own clarifications in the subject concerned.

17 and 18 : Text books and Reference books listed under each paper.

19. Retotalling and Revaluation Provision :

Revaluation and re totalling shall be pursued by submission of respective application forms duly filled and authorised by the head of the Institution as per University norms. The applications must reach the University within the stipulated time frame as set by University.

20. Transitory Provision :

The revision of syllabus shall be done once in three years for better enhancement and updating.

21. Subjects and paper related websites

- 1) <http://en.wikipedia.org/wiki/Economics>
- 2) <http://www.investopedia.com/university/economics/#axzz1XwhFTmtm>
- 3) <http://www.tutor2u.net/blog/index.php/economics/>
- 4) <http://www.economicshelp.org/>
- 5) <http://economics.about.com/>
- 6) <http://www.basiceconomics.info/>
- 7) <http://www.sparknotes.com/economics/>
- 8) <http://www.imf.org/external/>
- 10) www.economywatch.com
- 11) www.Sharekhan.com
- 12) www.indiastat.com
- 13.) www.ieo.org
- 14) http://www.arthapedia.in/index.php?title=Home_Page
- 15) <https://www.india.gov.in/topics/finance-taxes/economy>

U.G. ECONOMICS – CBCS – ACADEMIC YEAR 2018 – 19 **Syllabus submitted for the following Subjects in each Semester**

SEMESTER I

Part III Core Subjects

1. Microeconomics – I
2. Economic Statistics – I

Part III Subject Elective

1. Principles of Economics – I or History of India – I

Part IV Non – Major Elective

1. Introduction to Economics

SEMESTER II

Part III Core Subjects

1. Microeconomics – II
2. Economic Statistics – II

Part III Subject Elective

1. Principles of Economics – II or History of India – II

Part IV Non – Major Elective

1. Population Dynamics

SEMESTER III

Part III Core Subjects

1. Macroeconomics – I
2. Mathematical Methods

Part III Subject Elective

1. Entrepreneurship Development

Part IV Skill based Subject

1. Economics of Tourism

SEMESTER IV**Part III Core Subjects**

1. Macroeconomics – II
2. Mathematical Economics

Part III Subject Elective

1. Labour Economics

Part IV Skill based Subject

1. Economics of Advertisement

SEMESTER V**Part III Core Subjects**

1. Monetary Economics
2. History of Economic Thought
3. Indian Economy
4. Basics of Capital Market

Part III Subject Elective

1. Application of Computer in Economics

Part IV Skill based Subject

1. Economics of Marketing
2. Environmental Studies (Common to all UG Students)

SEMESTER VI**Part III Core Subjects**

1. Fiscal Economics
2. International Economics
3. Tamil Nadu Economy
4. Economics of Development and Planning

Part III Subject Elective

1. Environmental Economics

Part IV Skill based Subject

1. Business Correspondence
2. Value Education (Common to all UG Students)

Part V

Extension Activities (Common)

SUBJECT ELECTIVE PAPERS FOR I B.Com**SEMESTER I**

1. Managerial Economics

SEMESTER II

1. Economic Development of India

**SUBJECT ELECTIVE PAPERS FOR II B.A. HISTORY
SEMESTER III**

1. Principles of Economics – I

SEMESTER IV

1. Principles of Economics – II

MICROECONOMICS – I

Objectives

1. To make the students understand the economic agents and their functions in an economy
2. To give a detailed study about the price fluctuations and to analyse the behaviour of the unit and its equilibrium

Unit I: Definitions of Economics

Wealth – Welfare – Scarcity – Growth – Micro Economics: Meaning – Importance- Limitations – Positive and Normative Economics – Laws of Economics.

Unit II: Law of Demand and Utility Analysis

Meaning of Demand – Types of demand – Law of demand – Exceptions – Meaning of utility – Cardinal and Ordinal Utility – Law of Diminishing Marginal Utility – Exceptions – Importance – Law of Equi – Marginal Utility – Importance – Limitations

Meaning of Indifference Schedule – Indifference curve – Marginal Rate of Substitution – Properties – Consumer's equilibrium – Superiority of Indifference curve over the Marshallian Utility Analysis.

Unit III: Consumer Surplus and Elasticity of Demand

Consumer's surplus – Assumptions – Measurement – Theoretical and practical importance.

Elasticity of Demand – Definition – Degrees of price elasticity – Factors determining elasticity – Types of elasticity – Measurement of Elasticity - Importance

Unit IV: Theory of Production

Meaning of Production function – The Law of Variable Proportions – The Law of Returns to Scale – Isoquant – Meaning – Marginal Rate of Technical Substitution – Properties – Producer's equilibrium

Unit V: Cost and Revenue Curves

Money cost and Real cost – Implicit and Explicit cost – Opportunity cost - Short run and Long run cost curves. Total revenue – Average Revenue and Marginal Revenue – Relationship between AR and MR Curve – Some special cases of Revenue curves.

Text Book

1. John Kennedy, M., Micro Economics, Himalaya Publishing House, Mumbai, 2013.

Reference Books

1. Cyril Kanmony J Dr., A., Advanced Microeconomics, Himalaya Publishing House, Mumbai, 2017.

2. Koutsoyiannis A., Modern Microeconomics, MACMILLAN PRESS Limited, London, 2014.
3. R.Cauvery and Others, Microeconomic Theory, S. Chand & Company Ltd, New Delhi, 2012.
4. Watson, D.S., Price Theory and its Uses, Khosla Publishing House, New Delhi, 1987.
5. Robert, Y., Micro Economic Theory and Applications, Ahw Macmillan, London.1976
6. Seth, M.L. Lakshmi Narain Agarwal, Micro Economics, Agra, Uttar Pradesh,2012

Model Question Paper
SECTION – A (10 X 1 = 10 marks)

Answer All the questions

1. Welfare definition was propounded by

(a) Marshall	(b) Smith
(c) Tobin	(d) Robbins
2. Inductive method is done by

(a) Three forms	(b) Two forms
(c) Four forms	(d) Five forms
3. Consumer Surplus is a measure of the

(a) Surplus Satisfaction	(b) Consumer Satisfaction
(c) Price level	(d) Purchase Power
4. Law of Equi-Marginal utility was first developed by

(a) silvermen	(b) Boulding
(c) Gossen	(d) Keynes
5. In cross demand, income of the Consumer and Commodity Price will remain

(a) Equal	(b) Constant
(c) Zero	(d) Higher
6. Total number of Measurement of elasticity of demand is in

(a) Three methods	(b) Two methods
(c) Four methods	(d) five methods
7. The entrepreneur makes innovations which help in increasing

(a) consumption	(b) Production
(c) Income	(d) Profit
8. Factors of production are also divided into two factors they are

(a) divisible and indivisible	(b) equal and unequal
(c) increasing and decreasing	(d) possible and impossible
9. Indifference curve approach was first outlined by

(a) Pareto	(b) Hicks
(c) Allen	(d) Slutsky
10. Adam Smith said that division of labour was limited by the extent of

(a) Price	(b) Wage
(c) Market	(d) Commodity

SECTION – B (5 X 7 = 35 marks)

Answer All the questions choosing either ‘a’ or ‘b’

11.a) Briefly explain about the Marshall’s Welfare definition.

Or

b) Discuss the concept of Consumer’s Surplus.

12.a) Bring out the methods of measuring Price elasticity of demand.

Or

b) Examine the characteristics of Indifference curves.

13.a) Bring out the methods of measuring Price elasticity of demand.

Or

b) What are the merits of deductive method?

14.a) Write a short note on utility.

Or

b) Explain the law of equi-marginal utility.

15.a) What are the advantages of division of labour?

Or

b) Explain the functions of an Entrepreneur.

SECTION – C (3 X 10 = 30 marks)

Answer any Three of the following

16. “Economics is the science of wealth” –Explain.

17. Explain the difference between inductive and deductive methods.

18. What are the practical uses of indifference curve?

19. State the concept of consumer’s surplus

20. Why does the demand curve slope downwards?

ECONOMIC STATISTICS – I

Objectives

1. To enable the students to understand the importance of statistics.
2. To familiarize the students with basic statistical tools.

Unit - I : Introduction & Statistical Survey

Statistics: Meaning - definition - importance - characteristics and limitations.

Statistical Survey: Meaning - Stages - Planning and Execution.

Unit - II : Sample Design & Collection of data

Sampling: Meaning - objectives - census and sample method - Law of statistical regularity and law of Inertia of large numbers - Collection of data: Methods of sampling - Merits and demerits Primary and secondary data - Methods of collecting primary data qualities of a good questionnaire Sources of secondary data - Precautions in the use of Secondary data.

Unit - III : Classification

Meaning and objectives of Classification - Types of Classification - Formation of a Discrete and Continuous Frequency Distribution - Histogram - Frequency Polygon - Limitations of Diagrams and Graphs.

Unit IV: Measures of Central Value Average - Definition - objectives - Requisites of a Good Average - Types of Averages - Arithmetic Mean - Median - Mode - Geometric Mean - Harmonic Mean - Relationship among the Averages - Limitations of an Average.

Unit V : Measures of Dispersion, Skewness and Kurtosis Meaning and Significance of Measuring Variation - Methods of studying variation - Range - Quartile Deviation - Mean Deviation - Standard Deviation - Lorenz Curve - Definition and Measurement of Skewness - Karl Pearson's Co-efficient - Bowley's Co-efficient - Definition and Types of Kurtosis.

Text Book

1. Gupta S.P. Statistical Methods, Sultan Chand & Sons New Delhi 2016.

Reference Books

1. Pillai, R.S.N. & Bagawathi, Statistics, S.Chand & Co., New Delhi, 2014.
2. Sancheti and Kapoor, Statistics, Sultan Chand & Sons, New Delhi, 2013.
3. Gupta, S.C., Statistical Methods, Sultan Chand & Sons, New Delhi, 2011.
4. Monga G S, Mathematics and Statistics for Economics, Vikas Publishing, Agra, 2002.
5. Elhance D N, Veena Elhance, B.M. Aggarwal, Fundamentals of Statistics, Himalaya Publishing House, 2014.

MICROECONOMICS – II

Objectives

1. To know about the market structure and to analyse the pricing structure of firms
2. To apply the concepts of economics in day today life

Unit I: Market and Market Structure

Meaning of market – Features of Market – Classification of Markets – Factors affecting the size of a market.

Meaning of Time Element - Importance of Time Element in Price Theory – Distinction between Normal Price and Market Price – Equilibrium of a Firm and Industry under Perfect Competition using Marginal Analysis.

Unit II: Pricing under Imperfect Competition

Meaning - Features – Price and Output Decisions in the Short run and Long run Price Discrimination: Meaning – Degrees – Types - When Price Discrimination is Possible – Profitable – Dumping – Motives – Price-Output Determination.

Monopolistic Competition: Meaning – Features – Short run and Long run Equilibrium – Excess Capacity – Selling Cost – Difference between Production Cost and Selling Cost.

Oligopoly: Meaning – Features – Price leadership - Cartels – Kinked demand curve (Concept only).

Unit III: Distribution

Meaning – Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Assumption – Criticism – Modern Theory of Distribution.

Unit IV: Rent, Wage

Rent: Ricardian theory of Rent – Quasi rent – Differences between Rent and Quasi-rent – Modern theory of rent.

Wages: Meaning – Nominal wage and Real wage – Factors determining real wage – Subsistence theory of wage – The Wage Fund theory – Modern theory of wages.

Unit V: Interest & Profit

Interest: Definition – Gross interest and Net interest – Abstinence or waiting theory – Agio Theory – Classical Theory – Loanable fund theory – Liquidity preference theory – Modern theory of interest.

Profit: Meaning – Gross profit and Net profit – Dynamic theory of profit – Risk theory of Profit – Uncertainty Bearing theory of profit – Innovation theory of Profit.

Books for Study

1. John Kennedy, M., Micro Economics, Himalaya Publishing House, Mumbai, 2013

Reference Books

1. Cyril Kanmony J Dr., A., Advanced Microeconomics, Himalaya Publishing House, Mumbai, 2017.
2. Koutsoyiannis A., Modern Microeconomics, MACMILLAN PRESS Limited, London, 2014.
3. R.Cauvery and Others, Microeconomic Theory, S. Chand & Company Ltd, New Delhi, 2012.
4. Watson, D.S., Price Theory and its Uses, Khosla Publishing House, New Delhi, 1987.
5. Robert, Y., Micro Economic Theory and Applications, Ahw Macmillan, London.1976
6. Seth, M.L. Lakshmi Narain Agarwal, Micro Economics, Agra, Uttar Pradesh,2012

ECONOMIC STATISTICS – II

Objectives

1. To make the students to understand the significance of statistics.
2. To educate the students with basic statistical tools.

Unit - 1: Correlation Analysis

Meaning and Significance - Correlation and Causation - Types and Methods of Correlation - Scatter Diagram - Graphic Method - Karl Pearson's Coefficient of Correlation - Spearman's Rank Correlation - Concurrent Deviation - Correlation and probable Error - Limitations of Correlation Analysis.

Unit - II : Regression Analysis

Meaning and Uses - Difference between correlation and Regression - Regression Lines - Regression Equations - Limitations of Regression Analysis.

Unit - III: Association of Attributes

Difference between Correlation and Association - Notation and Terminology - Consistency of Data - Two Attributes and Three Attributes - Association and Dis-association - Methods of Studying Association - Comparison of Observed and Expected Frequency Method - Proportion method - Yule's Coefficient of Association.

Unit - IV: Index Numbers

Meaning and Uses - Problems in the construction of Index Number - Methods of constructing Index Number - Unweighted Index Number - Weighted Index Number - Tests of Adequacy of Index Number Formulae - Chain Index Numbers Base Shifting - Splicing and Deflating.

Unit - V: Analysis of Time Series and Probability

Time series : Meaning and Uses - Components of Time Series - Measurement of Trend (a) Free Hand (or) Graphic Method, (b) Semi - Average Method, (c) Moving Average Method (d) Method of Least Squares.

Probability : Definition and Importance - Calculation of Probability - Theorems of Probability - Addition Theorem - Multiplication Theorem - Conditional Probability.

Text Book

1. Gupta S.P. Statistical Methods, Sultan Chand & Sons New Delhi 2016.

Reference Books

1. Pillai, R.S.N. & Bagawathi, Statistics, S.Chand & Co., New Delhi, 2014.
2. Sancheti and Kapoor, Statistics, Sultan Chand & Sons, New Delhi, 2013.
3. Gupta, S.C., Statistical Methods, Sultan Chand & Sons, New Delhi, 2011.
4. Monga G S, Mathematics and Statistics for Economics, Vikas Publishing, Agra, 2002.
5. Elhance D N, Veena Elhance, B.M. Aggarwal, Fundamentals of Statistics, Himalaya Publishing House, 2014.

MACRO ECONOMICS-I

Objectives

1. To Familiarize the major Macro Economics concept and variables
2. To help the students to compete for various competitive examination concerned with Macroeconomics

Unit-I: Nature and Definition

Macroeconomics-meaning-Definition-Differences between Microeconomics and Macroeconomics-Importance and limitations-circular flow of economic activity in two sector and three sector models.

Unit II: National Income

Meaning of National Income-Definitions-Concepts- GNP, GDP, NNP, Per capita income, Real Income, Personal Income and Disposable income-methods of measuring National Income- Difficulties in the computation of National Income-Importance of National Income- National Income and Social welfare.

Unit III: Theory of Employment

Meaning of full employment and unemployment-Kinds of unemployment-Classical theory of employment-Say's Law of market - Pigou's view of unemployment-keynesian Theory of Employment-Effective demand-Determinants of effective demand-Determination of equilibrium level of employment-Importance of effective demand

Unit IV: Consumption Function

Meaning of Consumption function-Consumption Function schedule-Keynes' Psychological law of consumption-APC and MPC, APS and MPS-Determinants of propensity to consume: External factors and internal factors-Importance of consumption Function-Limitation relative income and life cycle hypothesis of consumption

Unit V: Appraisal of Keynesian Economics

Salient feature of Keynesian Economics-Underemployment equilibrium-meaning-causes-diagramatic explanation-Superiority over the classical theory of employment-Contribution of Keynes to economics-Defect of the Keynesian theory

Text Books

1. M. Maria John Kennedy ,Macroeconomics, PHI Learning Private Limited-New Delhi
2. Cauvery ,Sudhanayak & Girija, Macro Economics, S.Chand&Co., New Delhi.
3. Sankaran S, Macro Economics, Marghan Publication,Chennai

Reference Books

1. M.C.Vaish.Wiley, Macro Economic Theory, Eastern Ltd., New Delhi.
2. M. L.Jinghan , Macro Economic Theory, Vikas Publishing House, New Delhi.
3. Gupta,R. D.,and Chopra,P. N.,1968, Keynesian Economics, S. Nagin & Co.,
4. Gupta, K. R.,1979, Macro Economics, Atma Ram and Sons, New Delhi.
5. J. M. Keynes, 1936, General Theory of Employment, Intrest and Money, Mac Million and co., ltd., London.
6. M . L. Seth., 1999, Macro Economic Theory Lakshmi Naraian Agarwal,Agra.

MATHEMATICAL METHODS

Objectives

1. To create basic idea about mathematics.
2. To enable the student enhance his/her logical reasoning.

UNIT – I

Introduction – Meaning – Uses of Mathematical Techniques in Economic Analysis – Basic Rules of Arithmetic Operations – Fraction – Algebraic Symbolism.

UNIT – II

Equation – Linear equation with one variable – Simultaneous linear equation with two variables and three variables.

UNIT – III

Application of linear function in Economics with reference to linear demand function and linear supply function only – Quadratic equation (by using standard quadratic formula only).

UNIT – IV

Set Theory – Definition – Types of Set – Universal Set – Operations on Sets – Difference of Sets – Complement of a Set – Demerger's law – Venn diagram (for 2 & 3 Sets) – Problems for 2 Sets and 3 Sets using Venn diagram.

UNIT – V

Logarithm – Definition – Formula (product, quotient, exponent) – Calculation using logarithmic tables (Simple Problems).

TEXT BOOK

1. Manoharan M, Elango C, Business Mathematics, Palani Paramount Publications, Palani, 2013.

Reference Books

1. Vedamanickam, Mathematical Methods, G.V. Book Publications, Madurai.
2. Archibald G.C., and Richard Lipsey G., A Mathematical Treatment of Economics, All India Traveller Book Seller, New Delhi, 1984.
3. Sancheti D.C., and Kapoor V.K., Business Mathematics, Sulthan Chand & Sons, New Delhi, 1992.
4. Taro Yamne, Mathematics for Economics, Prentice Hall of India, Private Limited, New Delhi, 1995.
5. Veerachamy R., Quantitative Methods, New Age International Publishers, New Delhi, 2002.

ENTREPRENEURSHIP DEVELOPMENT

Objectives

1. To Create and promote entrepreneurial awareness and opportunities
2. To motivate the students to be an entrepreneur and to impart entrepreneurial skill.

Unit I Entrepreneur and Entrepreneurship

Entrepreneur – meaning and definition – characteristics, functions and types of entrepreneurs – qualities of a successful entrepreneurs – entrepreneurship – concept – role of entrepreneurship in economic development.

Unit II Entrepreneurial Motivation

Entrepreneurial motivation – theories of entrepreneurial motivation– motivating factors – achievement of motivation - entrepreneurial mobility – factors influencing mobility – need for entrepreneurship development programmes – objectives of EDP's – phases of EDP's.

Unit III Women Entrepreneurs and Rural Entrepreneurship

Women entrepreneurs: concepts - functions - role of women entrepreneurs – problems of women entrepreneurs - Rural entrepreneurship – need – problems – factors affecting rural entrepreneurial growth.

Unit IV Small Scale Industries and Project Identification

Small scale industries: definition – characteristics –importance of small scale industries - types of small scale industries – role of small scale industries in economics development – problems of small scale industries – project identification and selection– project classification - project report – contents of a project report – formulation of a project report.

Unit V Institutional Finance to Entrepreneurs

Institutional finance to entrepreneurs: Institutional agencies – commercial banks – IDBI – IFCI – ICICI – IRBI – SFC's –SIPCOT – KVIC - SIDBI – EXIM BANK –DIC – Industrial estates.

Text Book

1. Khanka S S., Entrepreneurial Development, S.Chand & Company Ltd., New Delhi.

Reference Books

1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai.
2. Gupta C. B. & Srinivasan N.P., Entrepreneurial Development, Sultan Chand & Sons, New Delhi.
3. P. Saravanel, Entrepreneurial Development, Principles, Policies and Programme, Ess Pee Key Publishing House, Madras.
4. E. Gordon & K. Natarajan, Entrepreneurial Development, Himalaya Publishing House, New Delhi.
5. S Mohan & R. Elangovan, Current Trends in Entrepreneurship- Deep & Deep Publishing House, New Delhi.

ECONOMICS OF TOURISM

Objectives

1. To promote world class culture and harmony
2. To widen career prospects and job opportunities and to stimulate all round development.

Unit I Introduction

Meaning and Scope of tourism - Economic Importance of Tourism – Contribution to National Income – Tourism and Employment

Unit II Motivation of Tourism

Factors influencing the growth of Tourism – Issues related to the tourism sector -Travel Motivation

Unit III Travel Agencies

Travel Agents in Tourism Development - Role of Indian Tourism Development Corporation (ITDC) and Tamil Nadu Tourism Development Corporation (TTDC)

Unit IV Planning and Promotion

Need and Importance of Tourism Planning – Various Promotional Activities

Unit V Tourism and Globalisation

National Tourism Policy – Foreign and NRI in Tourism – Globalization and Development of Tourism

Text Book

1. Annamalai Murugan, (2015), Event Tourism and Cross Cultural Communication, University Science Press, New Delhi.

Reference Books

1. SipraMukhopadhaya, (2010), “Tourism economics”, Ane Books Private Limited, New Delhi.
2. R N Kaul, “Dynamics of Tourism”, Sterling Publishers Private Private Limited, New Delhi.
3. Ratan Deep Singh, Dynamics of Tourism, Kanishka Publishers, Distributers – New Delhi.
4. Krishnan K. Karma and Mohinder Chand, Basics Of Tourism : Theory, Operation And Practice, Kanishka Publishers, New Delhi , 2007.
5. Frank M. Go (Editor), Carson L. Jenkins (Editor), Tourism and Economic Development in Asia and Australasia, Illustrated Publisher, Cassell, 1997.

MACROECONOMICS - II

Objectives

1. To impart knowledge in relation to macroeconomic variables.
2. To let the students know important theories of macroeconomics so that they will be able to formulate important macroeconomic policies for the welfare of the state.

Unit-I: Investment Function

Meaning-Kinds of investment-Factors determining investment-a) Marginal Efficiency of Capital Meaning-Calculation-MEC schedule-Factors determining Marginal Efficiency of Capital: Long-run factors and short-run factors) Rate of interest.

Unit-II: Multiplier and Acceleration Principles

Multiplier: Meaning- Calculation_ size, Working of multiplier- Diagrammatic explanation-Leakages-Importance-Limitations - Accelerating:Meaning-Illustrations-Calculation-Assumption-Diagrammatic explanation-Importance-Limitation-Interaction between Multiplier and Accelerator-Super Multiplier or Leverage Effect.

Unit-III: Theories of distribution

Ricardian theory of income distribution-Marxian Theory of Income distribution-Kaldor's Theory of Macro-distribution.

Unit-IV: Inflation and deflation

Meaning of inflation-Types-causes-phase of inflation-Anti-inflationary measures-Effects of inflation-Inflationary Gap; Meaning-illustration-Diagrammatic explanation-Phillips's curve-Deflation: Meaning-Deflationary Gap.

Unit-V: Macro Economic policy

Meaning-Objective of macro Economic policy-monetary policy: Meaning and objective of monetary policy-Instruments of Monetary Policy-Fiscal policy-Objectives-Fiscal policy during inflation and deflation-Role of fiscal policy in a developing economy.

Text Books

1. M. Maria John Kennedy ,Macroeconomics, PHI Learning Private Limited-New Delhi
2. Cauvery ,Sudhanayak & Girija, Macro Economics, S.Chand&Co., New Delhi.
3. Sankaran S, Macro Economics, Marghan Publication,Chennai

Reference Books

1. M.C.Vaish.Wiley, Macro Economic Theory, Eastern Ltd., New Delhi.
2. M. L.Jinghan , Macro Economic Theory, Vikas Publishing House, New Delhi.
3. Gupta,R. D.,and Chopra,P. N.,1968, Keynesian Economics, S. Nagin & Co.,
4. Gupta, K. R.,1979, Macro Economics, Atma Ram and Sons, New Delhi.
5. J. M. Keynes, 1936, General Theory of Employment, Intrest and Money, Mac Million and co., ltd., London.
6. M . L. Seth., 1999, Macro Economic Theory Lakshmi Naraian Agarwal,Agra.

MATHEMEATICAL ECONOMICS

Objectives

1. To enable the students to apply mathematical tools in Economic Theories.
2. To make the students possess the skill of logical reasoning.

UNIT – I

Matrices – Meaning – Types of Matrices – Operations of Matrices.

UNIT – II

Determinants – Inverse of a Matrix – Solution of linear equations by Crammer's rule – Input output analysis - Game theory.

UNIT – III

Differentiation – Meaning – Rules of differentiation – Higher order differentiation – Application of derivatives in economics - consumer behaviour.

UNIT – IV

Average and Marginal Cost – Average and Marginal Revenues – Maxima and Minima – Profit and Sales Maximization.

UNIT – V

Linear Programming – Introduction – Formation of linear programming – Problem and its solution by graphical method only.

TEXT BOOK

1. Sydsaeter K. and P. Hammond, Mathematics for Economic Analysis, Pearson Educational Asia: Delhi, 2002.

Reference Books

1. Vedamanickam, Mathematical Methods, G.V. Book Publications, Madurai.
2. Archibald G.C., and Richard Lipsey G., A Mathematical Treatment of Economics, All India Traveller Book Seller, New Delhi, 1984.
3. Sancheti D.C., and Kapoor V.K., Business Mathematics, Sulthan Chand & Sons, New Delhi, 1992.
4. Taro Yamne, Mathematics for Economics, Prentice Hall of India, Private Limited, New Delhi, 1995.
5. Veerachamy R., Quantitative Methods, New Age International Publishers, New Delhi, 2002.

LABOUR ECONOMICS

Objectives

1. To enable the students of Economics to understand the nature of Labour market and The issues related various aspects of it.
2. To create awareness among the students regarding the role of trade unions and the state in improving the standards of Labour.

Unit I Introduction

Introduction - Labour Economics – Concept and definition – Nature, Scope and Importance – Labour as a unique factor of production.

Unit II Labour Market

Labour Market - Concept of labour Market and its features –Determinants of the supply and the demand for labour – Organized and unorganized labour.

Unit III Wage Determination

Wages - Wage Concept and Definitions – Wage and development – Collecting bargaining – Wage differentials – Wage Policy - Objectives and importance.

Unit IV Productivity of Labour

Labour Productivity, State and labour - Concept of Labour Productivity – Measurement and Importance of Labour productivity – Determinants – Causes for Low Labour Productivity and Measures to Increase Labour Productivity – Technology and Labour Productivity.

Unit V State and labour

State and labour – Need for State intervention in Labour matters – methods of intervention – Labour Social Security and Labour Welfare Measures – Labour Policy, Objectives and Importance – Emerging perception on state intervention.

Text Book

1. Suman Kalyan Chakraborty, (2017), Labour Economics, Himalaya Publishing House Pvt. Ltd, Mumbai.

Reference Books

1. S.D. Singh (2012), Labour Economics, Centrum Press, New Delhi.
2. Peter Sloane, (2013), Modern Labour Economics, Taylor & Francis Group, Adarsh publisher (seller), Bhopal.
3. Joshi M V, (2014), Labour Economics and Labour Problems, Atlantic Publishers and Distributors Private Limited, New Delhi.
4. Pierre, Labor Economics, PHI Learning Private Limited, Delhi, 2015.
5. Panda B K, Economics of Labour and Industry, Gvph Publishers and Exporter, New Delhi, 2015.

ECONOMICS OF ADVERTISEMENT

Objectives

1. To understand the importance of advertisement.
2. To create innovative ideas in advertisement.

Unit – I PERSONAL SELLING

Personal Selling: Meaning – Nature – Objectives and Importance – Distinction between personal selling and advertising.

Unit – II ADVERTISING

Advertising: Meaning – Objectives – Nature – Types – Role.

Unit – III ADVERTISING MEDIA

Advertising Media: Types – Factors influencing Advertising Media – Kinds of sales promotion.

Unit – IV ADVERTISING AGENCIES

Advertising Agencies: Meaning – Functions – Selection of Advertising Agencies – Types – Advantages.

Unit – V ADVERTISING COPY

Advertising Copy: Meaning – Qualities of a good Advertisement Copy – Elements – Types – Designing Advertisement Copy.

Text Book

1. C.B. Gupta (2011) “Advertising and Personal Selling”, Sultan Chand and Sons, Educational Publisher, New Delhi.

Reference Books

1. B.S. Rathor (2016) “Advertising Management”, Himalaya Publishing House, Mumbai.
2. Mahendra Mohan (1998) “Advertising Management”, Tata Mc Grow hill Publishing company limited, New Delhi.
3. Chunawalla et. al. (2016) “Advertising Theory and Practice”, Himalaya Publishing House, Mumbai.
4. Richard Schmalensee, Advertising and Market Structure, Forgotten Books, 2015.
5. Vanden Bergh Bruce G.; and Katz, Halen, Advertising Principles, Choice Challenge Change NTC Business Books, Illinois, USA, 1999.

MONETARY ECONOMICS

Objectives

1. To enable the students to understand the theoretical concepts in monetary economics.
2. To help the students to prepare for competitive examination.

Unit I: Nature and Functions of Money

Barter System – Defects of Barter System - Evolution of Money – Definition of Money - Kinds of Money – Functions – Importance – Defects of Money.

Unit II: Monetary Standard

Meaning and Types: Metallic standards, Gold standard, Bimetallic Standard – Paper Standard – Gresham’s Law - Principles of Note Issue – Merits and Demerits – Plastic Money (ATM Credit and Debit Cards) - Qualities of Good Monetary Standard.

Unit III: Theories of Money

Value of Money – Quantity Theory of Money: Cash Transaction and Cash balances Equations Approaches – Superiority of Cash Balance Approach – Saving and Investment Theory.

Unit IV: Demand for and Supply of Money

Demand for Money – Liquidity Preference Theory - Liquidity Trap, Supply of Money - Components of Money Supply – Determinants of money supply.

Unit V: Trade Cycle and Monetary Policy

Trade Cycle: Meaning - Features- Types and Phase of Trade Cycles.

Monetary Policy: Definition – Objectives – Instruments.

Text Book

1. Mithani, D.M., (2007), Money Banking International Trade and Public Finance, Himalayan Publishing House, Mumbai.

Reference Books

1. Jhingan, M.L., Monetary Economics, Virinda Publication Private Limited, New Delhi, 2005.
2. Cavery, R., (2007), Monetary Economics, S.Chand & Company Ltd, New Delhi.
3. Carl E. Walsh, Monetary Theory and Practice, PHI learning Private Limited, Delhi, 2011.

4. Lewis M.K. and P.D. Mizen, Monetary Economics, Oxford University Press, New York, 2000.
5. Hajala T.N., Monetary Economics, Kanark Publishers Pvt. Limited, New Delhi, 1998.

HISTORY OF ECONOMIC THOUGHT

Objectives

1. To enable the students to form a strong foundation in Economics in them.
2. To help the students develop the basic skill to analyse the modern theories of economics and apply them to the practical life of the people.

Unit I: Introduction and Early Economic Thought

Why study History of Economic Thought? – Economic Ideas of Aristotle, Plateau – Iben Khaldun - St. Thomas Aquinas – Main Economic Ideas of Mercantilists and Physiocrats (mention important economists of Mercantilism and Physiocracy and their major works. Need not go into the details)

Unit II: Classical, Socialist and Marxian School

Important contributions of: a Adam Smith – naturalism and optimism, division of labour, theory of value, concept of laissez-faire b. David Ricardo – theory of value, stationary state c. J.B. Say - law of market d. Malthus – population theory and theory of glut e. J.S. Mill – reciprocal demand. f. Jeremy Bentham – utilitarianism Early Socialists: ideas of Owen, Fourier, saint Simon, Sismondi Basic tenets of Marxian Political Economy: stages of development – theory of surplus value, theory of capitalist crisis

Unit III: Marginalism and Neo-classical School

Difference between classical and neo-classical approach – important ideas of Carl Menger, Leon Walra, Frederich List, Veblen, Wilfredo Pareto, A.C. Pigou, W.W. Rostow. Importance of Alfred Marshall in Neo-classical economics.

Unit IV: Keynes and Post-Keynesians

Keynes as a critic of Classical Economics (introduce important books of Keynes). Keynesian concept of Welfare State Post-Keynesian developments – monetarism, rational expectation school, neoliberalism, dependency school and neo-institutionalism.

Unit V: Indian Economic Thought

Mention the economic ideas of Kautilya and Thiruvalluvar. Drain theory of Dadabhai Navroji. Trusteeship and other economic ideas of Gandhiji – economic ideas of Ambedkar. Introduce important Indian economist like MG Ranade, DR Gadgil, CN Vakil, PR Brahmanada, Pranab Bardhan, KN Raj, PC Mahalanobis, VKRV Rao, IG Patel, Sukhamoy Chakraborty, Amartya Sen, CT Kurian, Krishna Bharadwaj, Prabath Patnaik, JN Bhagawathi and Amith Baduri.

Text Book

1. Bishwanth Ghosh, Rama Ghosh, Concise History of Economic Thought, Himalayan Publishing House Private Limited, Mumbai.

Reference Books

1. Gide, Charles and Rist, Charles (1973): A History of Economic Doctrines, Oxford University Press.
2. Roll, Eric, History of Economic Thought, Faber and Faber Ltd.
3. O'Brien, D P (1975): Classical Economists, Oxford, Clarendon Press.
4. D. P. O'Brien, The Classical Economists Revisited, Oxford Univ. Press, 2004.
5. J. M Keynes, General Theory of Employment, Interest and Money, Prometheus Books, 2005.
6. Friedman, Milton Friedman on Economics, Univ. Chicago Press, 2007.
7. B. Snowdon and H. Vane, Modern Macroeconomics, Elgar Publishers, 2005.

INDIAN ECONOMY

Objectives

1. To understand the nature and structure of Indian Economy.
2. To understand the various issues in Indian Economy.

Unit – I STRUCTURE OF INDIAN ECONOMY

Structure of Indian Economy: Agriculture, Industry, Service sectors – Features of Indian Economy – Resource Profile: Natural Resources – India as a developing Economy – Impacts of Economic Reforms.

Unit – II ISSUES IN INDIAN ECONOMY

Poverty: Types – Poverty line – Extend of Poverty in India – Measures to alleviate Poverty – Unemployment: Extend and magnitude of unemployment in India – Measures adopted by the Government – Price Policy: Causes – Control of Inflation.

Unit – III NEW ECONOMIC POLICY AND FOREIGN CAPITAL

New Economic Policy: Objectives – Liberalization: Measures – Privatization: Measures – critiques of disinvestment – Globalization: Measures – Foreign Capital: Forms of Foreign Capital – Government Policy towards Foreign Capital – Foreign collaboration in the Post-Independence period.

Unit – IV REGIONAL DISPARITIES AND INEQUALITIES

Regional Disparities: Indicators – Causes of economic backwardness – Measures – Inequality: Growth of large industrial houses since Independence – India as a Economic Super Power – Growth of the Indian Middle Class.

Unit – V PARALLAL ECONOMY

Parallel Economy: Objectives of Planning – Estimate of black income in India – Impact of black incomes – Factors responsible for Generation of black money – Measures of black money – Corruption – Causes.

Text Book

1. Gaurav Datt and Ashwini Mahajan (2015) “Indian Economy”, S. Chand and Company Private Limited, New Delhi.

Reference Books

1. Misra and Puri (2017) “Economics of Development and planning (Theory and Practice)”, Himalaya publications, Mumabi.

2. S. Sankaran (2014) – “Indian Economy (Problem, Policies and Development)”, Margham publication, Chennai.
3. K.P.M. Sundaram, Indian Economy, S. Chand & company Ltd, New Delhi, 2017.
4. Acharya Shankar, India’s Economy : Some issues & answers. Academic foundation, New Delhi, 2003.
5. R.B.I – Report on Currency & Finance,
6. Government of India Economic Survey, Ministry of Finance, New Delhi, Planning Commission – 11th five year plan, New Delhi

BASICS OF CAPITAL MARKET

Objectives

1. To enable the students to comprehend the basic functioning of capital market in India.
2. To enable the learner to seek career in capital market and also recognize and appreciate it as an alternate place of investment.

Unit I Financial System in India

Functions of Financial System – Financial Concepts – Features of Indian Financial Market– Composition - Weakness of Indian Financial System.

Unit II Primary Market or New Issue Market (NIM)

Meaning – Relationship between NIM and Stock Exchange – Functions – Instruments of New Issue – Players in New Issue Market – Investing in IPO’s (Initial Public Offer) – Pros and Cons of Investing in IPO’s.

UNIT III Secondary Market

Meaning – Services of Stock Exchanges – Listing of Securities – Advantages and Disadvantages of Listing Investors vs. Speculators - Kinds of Speculators and Brokers – Stock Market Intermediaries – Demat Account – Placing Order – Book Closure – Internet Trading - Defects of Indian Capital Market.

Unit IV Depository System

Meaning – Objectives – Interacting Institutions – Depository process – Benefits.

Unit V Investor’s Protection and Prevention of Unfair Trade Practices

SEBI Guidelines on Protection of Investor’s Interest in Primary and Secondary Market – Investor’s Education – Unfair trade practices: Price Rigging, Insider Trading - Model Code of Conduct for Listed Companies – Arbitration Facilities.

Text Book

1. Khan M. S. and S.M. Faisal, **Capital Market and Investment Management**, Laxmi Publications, New Delhi, 2011.

Reference Books

1. Rustagi, R.P., **Investment Management: Theory and Practice**, Sultan Chand and Sons, New Delhi, 2012.
2. Gorden, E and Natarajan, K., **Indian Financial Market and Services**, Himalaya Publishing House, 2010.

3. Gurusamy, S., **Capital Markets**, Vijay Nicole Imprints Private Limited, Chennai, 2009.
4. Raghunathan V and Prabina Rajib, **Stock Exchanges, Investments And Derivatives**, Tata McGraw-Hill Education, 2007.
5. Rustagi R.P, **Fundamentals of Financial Management**, Taxmann Publications Private Limited, New Delhi, 2017.

APPLICATION OF COMPUTER IN ECONOMICS

Objectives

1. To expose the students about the recent technology and trends in the computer.
2. To familiarize the students on the fundamental concepts in computer.

Unit I: Introduction to Computer

Basics of Computer – Computer Organization - Input and Output Devices - System Software and Application Software - Computer Language - Compiler and Assembler.

Unit II: Windows Operating System and Ms Word

Operating System - Elements of Windows 7 - Basics of Word Processing - Starting Word Program - Word Screen Layout - Managing Documents - Protecting and Finding Documents - Printing Documents - Formatting Documents - Working with text - Formatting Text - Formatting Paragraphs - Bulleted and Numbered Lists - Copying and Moving Text - Spelling and Grammar - Page Formatting - Creating Tables - Mail Merge.

Unit III: Ms Excel

Basics of Spreadsheet - Selecting, Adding and Renaming Worksheets - Modifying a Worksheet - Resizing Rows and Columns - Workbook Protection - Formatting Worksheets - Formatting Toolbar - Formatting Cells - Formatting Rows and Columns - Formatting Worksheets Using Styles - Protect and Unprotect Worksheets - Formulas, Functions and Charts - Formulas and Functions - Copying a Formula - Types of Functions - Types of Charts.

Unit IV: Ms Power Point

Creating Presentation - Creating Slides - Slide Sorter View - Changing Slide Layouts - Moving Between Slides.

Unit V: Introduction to Internet

Introduction to Internet - Getting Connected to Internet - Types of Internet Connections - Internet Terminology - Understanding Internet Address - Web Browser and Internet.

Text Book

1. Mohan Kumar, K and Raj Kumar, S. (2007), **Computer Applications in Business**, Vijay Nicole Imprints Private Limited, Chennai.

Reference Books

1. Alexis Leon, Mathew Leon and Leena Leon, (2013), **Introduction to Information Technology**, Vijay Nicole Imprints Private Limited, Chennai.
2. Rajaraman, V., **Fundamentals of Computers**, Prentice-Hall, New Delhi.

3. Sinha, P.K. , Computer Fundamental, BPB Publications, 1992, New Delhi.
4. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill, New Delhi.
5. Greenstein, Marilyn and Fein Man, M. Todd, Electronic Commerce: Security, Risk Management, and Control, Tata McGraw Hill, New Delhi.

ECONOMICS OF MARKETING

OBJECTIVES

1. To understand various aspects of marketing.
2. To know the concepts of Product Planning.

Unit – I AN INTRODUCTION TO MARKETING

Meaning and Definition – Basic concept of Marketing – Objectives – Importance – Selling and Marketing – Role of Marketing in Economic Development.

Unit – II MARKETING FUNCTIONS

Classification of Marketing Functions – Buying: Meaning – Elements – Selling: Elements – Kinds of sales – Storage: Meaning – Importance – Warehousing: Meaning – Advantages – Grading and Standardization: Meaning – Difference – Transportation.

Unit – III PRODUCT PLANNING

Meaning of Product Planning – Classification of Product – Importance – Product Level – Product Mix: Meaning – Factors determining Product Mix – Failure of the Product: Reasons Rectifying Measures.

Unit – IV ADVERTISING AND SALES PROMOTION

Advertising: Meaning – Functions – Advantages – Types – Sales Promotion: Meaning – Objectives – Advantages – Limitations – Kinds.

Unit – V CHANNELS OF DISTRIBUTION

Meaning – Functions – Middlemen in Distribution Channel: Functions – Kinds – Wholesalers: Characteristics – Service to Retailers – Retailers: Functions – Service of the Retailers – Types of Retailers.

Text Book

1. R.S.N. Pillai and Bagavathi (2012), S. Chand and company private limited, New Delhi.

Reference Books

1. Chunawalla S.A (2013) “Marketing Principles and Practice” .
2. Keskar and Aabhyankar (2013) “Sales Management and Personal Selling”.
3. Gopal and Manjreker (2016) “Marketing Strategies and Applications”
4. Philip Kotler, Marketing Management, Millenium Edition,
http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf
5. PHILIP KOTLER, VERONICA WONG, JOHN SAUNDERS, GARY ARMSTRONG, Principles of Marketing,
<http://s1.downloadmienphi.net/file/downloadfile8/148/1372857.pdf>

FISCAL ECONOMICS

Objectives

1. To enable the students understand the fundamentals of Fiscal Economics
2. Understanding and analysing the role and functions of the government and the impact of financial operations on economic activities.

Unit I Introduction

Meaning - scope and importance of fiscal economics – welfare state and its role– public and private finance – the principle of maximum social advantage.

Unit II Public Revenue and Taxation

Public revenue – sources – classification of public revenue – canons of taxation – taxable capacity – factors determining taxable capacity – direct and indirect taxes (merits and demerits) – Goods and Service Tax (GST) – meaning – salient features of GST – GST implementation and its impact.

Unit III Public Expenditure

Public expenditure – meaning - classification –canons of public expenditure – growth of public expenditure - effects of public expenditure - control of public expenditure.

Unit IV Public Debt and Budget

Public debt – meaning – sources– objectives of public debt - classification of public debt – causes –effects of public debt – methods of debt redemption– budget – features – types - principles of budgetary procedure – deficit financing.

Unit V Federal Finance and Fiscal Policy

Federal finance – principles - problems of federal finance– central and state financial relations - finance commissions - local finance – local bodies – functions – sources of revenue - problems –fiscal policy – meaning – objectives – role and effectiveness of fiscal policy in economic development.

Text Book

1. B.P.Tyagi, Public Finance, Jai PrakashNath& Co., Meeret.

Reference Books

1. K. P. M Sundaram, Public Finance, S. Chand & Company, New Delhi.
2. Andley&Sundaram, Public policy & Economic Development
3. Ram Niranjana Tripathy, Public finance in underdeveloped countries, Sterling Publishers New Delhi, 2008.
4. Maria John Kennedy M, Public Finance, PHI Learning Private Limited, New Delhi, 2012.
5. Chand S N, Public Finance, Atlantic Publishers and Distributors, New Delhi, 2008.

INTERNATIONAL ECONOMICS

Objectives

1. To enable the students understand the working of International Marketing Mechanism.

2. To provide the students with the awareness of conserving Foreign Exchange.

Unit I: Basic Models of Trade

Ricardian Model: Comparative advantage - One factor economy: production possibility frontier, relative demand and relative supply and autarkic terms of trade - Trade in Ricardian world: determination of international terms of trade, complete specialisation, gains from trade.

Unit II: Resources, Comparative Advantage, and Income Distribution

Model of two factor economy: Assumptions, Factor prices and commodity prices (Stolper-Samuelson effect)-correspondence, Resources & output, Rybzyński effect - Effects of International Trade between two factor economies, Relative prices and the pattern of Trade, Trade and distribution of Income, Factor Price Equalization - Empirical studies - Leontief Paradox.

Unit III: The Standard Trade Model

Production Possibilities and relative supply, relative prices and demand, welfare effects of changes in terms of trade, determining relative prices - Economic growth: shift of RS curve, growth and production possibility frontier, RS and terms of trade, International effects of growth, International transfers of income: shifting RD curve, Transfer problem, effects of transfer on terms of trade, Tariffs and export subsidies - Offer curves: Derivation, International Equilibrium.

Unit IV: Trade Policy

Partial equilibrium analysis: Tariff- cost and benefit, effective rate of protection and intermediate goods, quota, tariff- quota equivalence and non-equivalence, export subsidy, voluntary export restraint - General Equilibrium Analysis: Distinction between small and large open economy, welfare effects of tariff in a small country, optimum tariff for large open economy, Metzler's paradox - Tariff & Import Quotas in presence of monopoly.

Unit V: Accounting, Income Determination and Exchange Rates

Balance of payment accounts; national income accounting in an open economy; monetary account - Determination of national Income, multiplier analysis, the transfer problem, introduction of foreign country and repercussion effect - Fixed and Flexible Exchange rates: Adjustments, Demand & Supply of foreign exchange, Effects of exchange rate changes on domestic prices and terms of trade, Marshall-Lerner condition, J-curve effect.

Text Book

1. Mithani D.M., International Economics, Himalaya Publishing House Pvt. Ltd., Mumbai.

Reference Books

1. International Economics: Paul R. Krugman, Maurice Obstfeld, (8th Ed.), Pearson Education.
2. World Trades and Payments: Caves, Frankel, Jones (9th Ed.)Chapter 3, Pearson Education International Economics: Dominick Salvatore (8th Ed.), Wiley India.
3. International Economics: Dominick Salvatore (8th Ed.) C, Wiley India.

4. Paul Krugman, Maurice Obstfeld, and Marc Melitz, International Economics: Theory and Policy, Addison-Wesley (Pearson Education Indian Edition), 9th edition, 2012.

5. Dominick Salvatore, International Economics: Trade and Finance, John Wiley International Student Edition, 10th edition, 2011.

TAMILNADU ECONOMY

Objectives

1. To expose the students on the relevance of regional economy.
2. To prepare students for competitive examination.

Unit I: Tamil Nadu Economy at Glance

State Domestic Product – Per Capita Income - Geographical Features – Demographic Features.

Unit II: Natural Resources of Tamil Nadu

Resources of Tamil Nadu: Land, Water, Forest and Mineral Resources

Unit III: Sectoral Dimension of Tamil Nadu Economy

Agricultural Sector: Importance – Cropping Pattern – Trends and Productivity – Poultry and Animal Husbandry – Fisheries – Land Reforms.

Industrial Sector: Role of Industry – Small and Large Scale Industries – Structure – Growth – Productivity

Service Sector: Pattern – Growth - Employment.

Unit IV: Infrastructure

Power - Transport – Communication - Banking and Finance - Education

Unit V: Development Issues

Population - Inflation – Poverty – Unemployment – Productivity

Text Book

1. Leonard, A.G. (2006), Tamil Nadu Economy, Mc Milan India limited, Chennai

References

1. Manickam. S., (2006), Economic Development of Tamil Nadu in Perspective, Uyrimai Publication, Chennai.
2. Madras Institute of Development Studies, (1989), Tamil Nadu Economy: Performance and Issues, Oxford and IBH Publishing, New Delhi.
3. Tamil Nadu: An Economic Appraisal, Various Issues, Government of Tamil Nadu. Rajalakshmi, N., (1999), Tamil Nadu Economy, Business Publications Incorporated, Mumbai.

ECONOMICS OF DEVELOPMENT AND PLANNING

Objectives

1. To introduce the fundamental topics in development and planning to the students.

2. To provide students with a comprehensive approach towards issues related to development and planning.

UNIT - I Economics of Development - Concepts and Approach.

Introduction - Economic development - Economic growth - Measurement - Factors Economic - Non Economic - Social - Political and Economical and administrative development.

UNIT – II Obstacles to Economic Development

Vicious circle of poverty - Low rate of Capital formation - Social - cultural constraints - Agricultural constraints - Human Resources constraints .

UNIT – III Rostow’s Stages of Economic Growth

The traditional society - The precondition for takeoff, The take off - The drive to maturity, The Age of High mass consumption - The take off and India.

UNIT – IV The Harrod - Domar Models

Harrod Model : The Domar model A Comparative study of two models Limitations - Standard prints of under development counters.

UNIT - V Economic Planning

Meaning of Economic Planning - Mixed Economy - Planning by Direction - Planning by Inducement - Planning under capitalism planning under socialism, centralised and decentralised planning - Planning under mixed economy.

TEXT BOOKS

1. Misra & Puri, Economics of Development and Planning, Himalaya Publishing House, Mumbai, 2016.

Books for Reference

1. Debraj Ray, Development Economics, Oxford University Press, 2009.
2. Partha Dasgupta, Economics, A Very Short Introduction, Oxford University Press, 2007.
3. Abhijit Banerjee, Roland Benabou and Dilip Mookerjee, Understanding Poverty, Oxford University Press, 2006.
4. Kaushik Basu, The Oxford Companion to Economics in India, OUP, 2007.
5. Amartya Sen, Development as Freedom, OUP, 2000.
6. Daron Acemoglu and James Robinson, Economic Origins of Dictatorship and Democracy, Cambridge University Press, 2006.

ENVIRONMENTAL ECONOMICS

Objectives

1. To enable the students to understand the concepts of Environmental Economics.
2. To educate them to have concern towards environment.

Unit - I Introduction

Meaning of Environment - Environmental Economics - Scope and significance - fundamentals of Environmental Economics - Tragedy of Commons.

Unit - II Theory

Basic theory of Environmental Economics - Environmental quality as a public good - Natural Resource Economics - Conservation of Natural Resources.

Unit - III Environmental Problems & Protection

Environmental Pollution - Air, Water and Noise - Forest and Environmental quality - Land use - urbanization and its impact on environment - population and environmental quality - pollution control and Environmental protection.

Unit - IV Environmental Education & Law

Environmental awareness - Education through Environmental movements - Silent vally movement - Narmada movement - Fundamental Right - Legal policy and Environmental protection - Issues relating to Science & Technology - The water Act, 1974 - Air Act, 1981 - The Environment Act 1986 - The Forest conservation Act.

Unit - V Policy Measures

Basic approaches to environmental policy Distributive effects of environmental policy - International environmental policy - India's environmental policy - Current Issues.

Text Book

1. S. Sankaran 'Environmental Economics' Margham Publications, Chennai.

Reference Books

1. M. Karpagam, Environmental Economics - Sterling Publication Pvt, Ltd, New Delhi.
2. T. Eugene, Environmental Economics - Virinda Publication Pvt, Ltd, New Delhi.
3. Dorfman, Robert and Nancy Dorfman, Economics of Environment - W.W.Norto Company selected reading.
4. Kenneth Arrow et al., "Are We Consuming Too Much?" Journal of Economic Perspectives, 18(3): 147-172, 2004.
5. IPCC (Intergovernmental Panel on Climate Change), Fifth Assessment Report 2014.

BUSINESS CORRESPONDENCE

Objectives

UNIT – I Communication in Business

Introduction - Objectives - Aims of good communication - Barriers to communication - Sender of message - Principles of effective communication.

UNIT – II Business Letter

Importance of Commercial Correspondence - Functions - Form of letter head - Writing good letters - The characteristics of a Good Business letter - Avoid round about construction.

UNIT – III Sales Letter

Salesman - Sales letter - Functions of a sales letter - Sales Promotion letters - Follow up letters - Trader enquiries.

UNIT – IV Order Letters

Complaints and their adjustments, Collection letters - Features, effective collection letters.

UNIT – V Ecological Environment.

Ecological Environment - Ecology and Business - Pollution agents - way of preventing industrial pollution - Industrial establishment.

SUBJECT ELECTIVE PAPERS FOR I B.COM**SEMESTER I****MANAGERIAL ECONOMICS****Objectives**

1. To enhance the analytical skills in business decision making.
2. To assist the students develop rational thinking in developing the business processes.

UNIT – I

Definition of Economics – Definition of Managerial Economics – Nature and Scope of Managerial Economics – Difference between Economics and Managerial Economics – Role of a Managerial Economist.

UNIT – II

Objectives of a Modern Firm – Five Fundamental Concepts – Incremental Concept – Time Perspective Concept – Discounting Principle – Opportunity Cost Concept – Equi-Marginal Concept.

UNIT – III

Law of Demand – Factors Affecting Demand – Exceptions to Demand – Demand Forecasting – Factors Involved in Demand Forecasting – Advantages – Methods of Forecasting the Demand for an Established Product and a New Product – Criteria for a Good Forecasting Method.

UNIT – IV

Pricing – Objectives of Pricing – Policies and Methods – Pioneer Pricing – Skimming Pricing – Penetration Pricing – Price Lining – Pricing over the Life Cycle of the Product.

UNIT – V

Profit Planning and Control – Profit Budget – Break Even Analysis – Managerial Application of Break Even Approach – Its Uses and Limitations – Profit Forecasting.

TEXT BOOK

1. Murugan M., Dr., (2017), Managerial Economics, Mritha Sanjeevi Publishers, Madurai.

REFERENCE BOOKS

1. Cauvery, Suthanayak, Girija and Meerabai, Managerial Economics, S.Chand and Co., New Delhi, 2010.
2. Sankaran, Managerial Economics, Margham Publications, Chennai, 2010.
3. Varshney R.L. and K.L. Maheswari, Managerial Economics, Sultan Chand & Sons, New Delhi, 2014 .
4. Dwivedi D.N., Managerial Economics, Vikas Publishing House Private Limited, New Delhi, 2016.
5. Mote V L, Samuel Paul and G. S. Gupta, McGraw-Hill Education, New Delhi, 2007.

SEMESTER II

ECONOMIC DEVELOPMENT OF INDIA

Objectives

Economic Development of India examines trends in the Indian Economy and undertake all aspects which helps to keep a close watch on Economic Development, both Internally and Externally.

UNIT – I

Characteristics of Indian Economy – Mixed Economy – Capital Formation – Internal and External Sources – Factors Determining Capital Formation – Reasons for Low Capital Formation – Importance of Capital Formation.

UNIT – II

Role of Agriculture in Indian Economy – Causes for Low Agricultural Productivity – Remedial Measures – Green Revolution – Nature – Effects.

UNIT – III

Industrial Policy – New Industrial Policy, 1991 – Role of Small Scale Industries in Indian Economy – Problems – Government Measures.

UNIT – IV

Public Sector Undertakings – Objectives – Growth of Public Sector – Role of Public Sector in Indian Economy – Problems – Government Measures – Issues of Privatisation – Disinvestment - GST - Features - implementation of GST.

UNIT – V

Poverty – Poverty Line – Vicious Circle of Poverty – Causes of Poverty – Poverty Alleviation Measures.

TEXT BOOK

1. Rudder Dutt and Sundaram, Indian Economy, Gaurav Datt and Ashwani Mahajan, S.Chand and Company Ltd., New Delhi, 2010.

REFERENCE BOOKS

1. Sankaran, Indian Economy, Margham Publications, Chennai, 2010.
2. Deepashree, "Indian Economics, Performance and Policies", ANE Books Pvt. Ltd. New Delhi, 2013.
3. Uma Kapila, Indian Economy: Development and Policy,
4. Gaurav Datt and Ashwini Mahajan (2015) "Indian Economy", S. Chand and company private limited, New Delhi.
5. Misra and Puri (2017) "Economics of Development and planning (Theory and Practice)", Himalaya publications, Mumabi.

SUBJECT ELECTIVE PAPERS FOR I B.A. ECONOMICS SEMESTER I PRINCIPLES OF ACCOUNTANCY – I

Unit I

Principle of book keeping subsidiary books – journal day book – cash book – types – petty cash book – Analytical petty cash book ledger

Unit II

Bank reconciliation statement

Unit III

Errors and rectification of errors – kinds – rectification entries – suspense account

Unit IV

Trial Balance – final accounts and Balance sheet of sole trading concerns – common adjusting entries

Unit V

Average due date and Account current

Text Book

1. Advanced Accountancy – M.C. Shukla

Reference Books

1. Financial Accounting – I PASS Publication – S.A.N. Shazuli Ibrahim
2. Advanced Accountancy – R.L. Gupta

3. Practical Accountancy – R.S.N. Pillai.
4. Advanced Accountancy – Jain and warang
5. Advanced Accountancy – J.K. Battiboi

SEMESTER - II
PRINCIPLES OF ACCOUNTANCY – II

Unit I

Self balancing ledger

Unit II

Consignments Accounts- Invoicing goods at cost price – Proforma Invoice Price

Unit III

Singe Entry system – preparation of final accounts from incomplete records conversion of single entry into double entry (simple problems only)

Unit IV

Accounts of Non-Trading concern – preparation of Income and Expenditure and Balance sheet from receipts and payment account (simple problems only).

Unit V

Accounting for Insurance claims for stock destroyed – Loss of stock policy – Application of average clause.

Text Book

1. Advanced Accountancy – M.C. Shukla.

Reference Books

1. Financial Accounting – I PASS Publication – S.A.N. Shazuli Ibrahim.
2. Advanced Accountancy – R.L. Gupta.
3. Practical Accountancy – R.S.N. Pillai.
4. Advanced Accountancy – Jain and warang.
5. Advanced Accountancy – J.K. Battiboi.

SUBJECT ELECTIVE PAPERS FOR II B.A. HISTORY
SEMESTER III
PRINCIPLES OF ECONOMICS – I

Unit I: Introduction

Definition of Economics - Adam Smith, Alfred Marshall and Lionel Robbins - Scope of Economics - Main subdivisions - Economic Laws - Basic concepts - Goods, utility, wants, value, price , market and income.

Unit II: Consumption

Law of Diminishing Marginal Utility - Law of Equi-marginal Utility - Law of Demand and Law of Supply - Elasticity of Demand - Methods of Measurement of Elasticity of Demand - Degrees of Price Elasticity - Perfectly elastic demand, Perfectly inelastic

demand , Relatively elastic demand, Relatively inelastic demand and Unitary Elasticity - Consumer's surplus.

Unit III: Production

Meaning and characteristics of factors of production - Land, Labour , Capital and Organization - Division of Labour - Localization of industry - Theories of population - Malthusian and Optimum .

Unit IV: Capital Formation

Capital formation - Physical Capital and Human Capital - Capital formation and Economic Development - Meaning and functions of Entrepreneurships.

Unit V: Forms of Market

Cost and Revenue Analysis - Price determination under different markets - Perfect competition, Monopoly, Monopolistic Competition - Price Discrimination.

Text Book

1. Cyril Kanmony J Dr., A., Advanced Microeconomics, Himalaya Publishing House, Mumbai, 2017.

Reference Books

1. Advanced Economic Theory - H.L. Ahuja, S.Chand & Co.Ltd.,New Delhi.
2. Micro Economic theory , M.L.Jinghan, Virinda Publication (P) Ltd.,New Delhi
3. Economic Analysis , K.P.M. Sundaram & E.N.Sundaram, S.Chand & Co.,Delhi.
4. John Kennedy, M., Micro Economics, Himalaya Publishing House, Mumbai, 2013.

SEMESTER IV PRINCIPLES OF ECONOMICS – II

Unit I : Theory of Distribution

Meaning and methods of computation of national income - difficulties - uses - Rent - meaning - theories of rent - wages - real wage and money wage - theories of wages - interest - gross and net interest - theories of interest - profit - theories of profit.

Unit II : Money and Banking

Definition and function of money - quantity theory of money - transaction approach - Commercial banks - functions - role of commercial banks in economic development - central bank.

Unit III. International Trade

Difference between internal and international trade - Theories of international trade - balance of payment - disequilibrium - merits and demerits of free trade and protection - purchasing power parity theory.

Unit IV ; Inflation

Meaning and kinds of inflation - deflation - causes for inflation - economic and social factors - measures to control inflation - trade cycle - components.

Unit V : Taxation

Canons of taxation - direct and indirect tax - sources of public revenue - public debt - Goods and Service Tax.

Text Book

1. Cyril Kanmony J Dr., A., Advanced Microeconomics, Himalaya Publishing House, Mumbai, 2017.

Reference Books

1. Advanced Economic Theory - H.L. Ahuja, S.Chand & Co.Ltd.,New Delhi.
2. Micro Economic theory , M.L.Jinghan, Virinda Publication (P) Ltd.,New Delhi
3. Economic Analysis , K.P.M. Sundaram & E.N.Sundaram, S.Chand & Co.,Delhi.
4. John Kennedy, M., Micro Economics, Himalaya Publishing House, Mumbai, 2013.

PART IV NON – SUBJECT ELECTIVE**SEMESTER I****INTRODUCTION TO ECONOMICS****OBJECTIVES**

1. To Understand the basics of economics in the real life.
2. To know about the market structure in the economy.

Unit – I INTRODUCTION TO ECONOMICS

Definitions of Economics: Wealth – Welfare – Scarcity – Growth – Basic concepts of economics: Wants, Goods, Income, Utility, Price, Value and Market.

Unit – II DEMAND ANALYSIS

Demand: Meaning – Law of Demand – Determinants of Demand – Elasticity of Demand – Types – Law of diminishing Marginal Utility – Law of Equi-marginal Utility – Concept of Consumer's Surplus.

Unit –III SUPPLY ANALYSIS

Supply : Meaning – Law of supply – Expansion and Contraction of Supply Curve – Increase and Decrease in supply – Determinants of supply.

Unit – IV FACTORS OF PRODUCTION AND MARKET STRUCTURE

Factors of Production: Meaning and Characteristics – Meaning and Features of Perfect competition, Monopoly, Duopoly, Oligopoly, Monopolistic Competition.

Unit – V FACTOR PRICING

Meaning of Rent, Wage, Interest, Profit – Rigradian theory of Rent – Marginal Productivity Theory of Wages – Liquidity Preference Theory of Interest – Innovation Theory of Profit.

Text Book

1. Dewett, K.K (2011) “Modern Economic Theory”, S. Chand and company private limited, New Delhi.

Reference Books

1. Ahuja, H.L (1992) “Advanced Economic Theory”, S. Chand and company private limited, New Delhi.
2. M. John Kennedy (2017) “Micro Economics”, Himalaya Publishing House, Mumbai.
3. D.M. Mithani (2018) “Principles of Economics”, Himalaya Publishing House, Mumbai.
4. Cyril Kanmony J Dr., A., Advanced Microeconomics, Himalaya Publishing House, Mumbai, 2017.

SEMESTER II POPULATION DYNAMICS

Unit - I : Introduction

Meaning of Demography - Birth - Death - Marriage - Sex Ratio - Sources of Population Data - Trends.

Unit - II : Population Theories

Views of Religion on Population - Malthusian Theory of Population - Optimum Theory of Population - Theory of Demographic Transition.

Unit - III : Fertility, Mortality & Migration

Components of population - **Fertility** : Meaning - Physiological factors - Socio - Cultural factors - Determinants - Measures - Methods of Conception Control - **Mortality** - Meaning - Measures of Mortality - Infant Mortality Rate - Factors affect Infant Mortality Rate - Causes of mortality in developing and developed countries - **Migration** : Meaning - push and Pull factors in Migration - Internal and International migration.

Unit - IV Population Distribution

Measures of Population Distribution - Factors affecting Population Distribution - Urbanization : Definition - Measures of Urbanization - Factors affecting Urban - Rural Population Distribution.

Unit - V Population Policy

India's Population Policy : Fertility influencing Policy - Family planning programme - Mortality influencing policy.

Text Book :

1. Asha.A Bhende & Tara Kanitkar, Principles of Population studies. Himalaya Publishing House, 2018.

Books for Reference

1. M.L.Jhingan, Demography, Virinda Publication Pvt Ltd, New Delhi 2016.
2. Mishra, B.D. - Introduction to the Study of Population - South Asian Publishers, New Delhi.
3. Agrawal, S.N - India's Population