

**MOTHER TERESA WOMEN'S UNIVERSITY,  
KODAIKANAL.**

**DEPARTMENT OF ECONOMICS**

**B.A ECONOMICS SYLLABUS (W.E.F 2018-2019)**

**SEMESTER - I**

S.No	Subject Code	Title of the Paper	Credits	Hours	Int. Marks	Ext. Marks	Total
1	ULTA11	Part I Tamil	3	6	25	75	100
2	ULEN11	Part II English	3	6	25	75	100
3	UECT11	Micro Economics I (Core)	4	6	25	75	100
4	UECT12	Money and Banking (Core)	4	5	25	75	100
5	UECA11	Economics Statistics I	4	5	25	75	100
6	UVAE11	Value Education	3	2	25	75	100
		<b>Total</b>	<b>21</b>	<b>30</b>			<b>600</b>

**SEMESTER - II**

S.No	Subject Code	Title of the Paper	Credits	Hours	Int. Marks	Ext. Marks	Total
7	ULTA22	Part I Tamil	3	6	25	75	100
8	ULEN22	Part II English	3	6	25	75	100
9	UECT21	Micro Economics II (Core)	4	6	25	75	100
10	UECT22	Public Finance (Core)	4	5	25	75	100
11	UECA22	Economics Statistics - II	4	5	25	75	100
12	UEVS21	Environmental Studies	2	2	25	75	100
		<b>Total</b>	<b>20</b>	<b>30</b>			<b>600</b>

### SEMESTER - III

S.No	Subject Code	Title of the Paper	Credit	Hours	Int. Marks	Ext. Marks	Total
13	ULTA33	Part I Tamil	3	6	25	75	100
14	ULEN33	Part II English	3	6	25	75	100
15	UECT31	Economics of Planning & Development (Core)	4	5	25	75	100
16	UECA33	Principles of Accountancy - I	4	4	25	75	100
17	UECE31	Business Environment & Policy (Core)	3	5	25	75	100
18	UECN31	Gender and Economy	2	2	25	75	100
19	UECS31	Economics of Salesmanship	2	2	25	75	100
		<b>Total</b>	<b>21</b>	<b>30</b>			<b>700</b>

### SEMESTER - IV

S.No	Subject Code	Title of the Paper	Credit	Hours	Int. Marks	Ext. Marks	Total
20	ULTA44	Part I Tamil	3	6	25	75	100
21	ULEN44	Part II English	3	6	25	75	100
22	UECT41	International Economics (Core)	4	4	25	75	100
23	UECT42	History of Economic Thought (Core)	4	4	25	75	100
24	UECA44	Principles of Accountancy - II	4	4	25	75	100
25	UECE42	Economics of Advertisement(elective)	3	2	25	75	100
26	UECN42	Economics for competitive Examinations (NME)	2	2	25	75	100
27	UECS42	Entrepreneurship Development (SBE)	2	2	25	75	100
		<b>Total</b>	<b>25</b>	<b>30</b>			<b>800</b>

**SEMESTER - V**

<b>S.No</b>	<b>Subject Code</b>	<b>Title of the Paper</b>	<b>Credit</b>	<b>Hours</b>	<b>Int. Marks</b>	<b>Ext. Marks</b>	<b>Total</b>
<b>28</b>	<b>UECT51</b>	<b>Indian Economic Problems -I</b>	<b>4</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>29</b>	<b>UECT52</b>	<b>Mathematical Economics - I</b>	<b>4</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>30</b>	<b>UECT53</b>	<b>Export Marketing</b>	<b>4</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>31</b>	<b>UECT54</b>	<b>Macro Economics -I</b>	<b>4</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>32</b>	<b>UECT55</b>	<b>Welfare Economics</b>	<b>4</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>33</b>	<b>UECE53</b>	<b>Principles of Management</b>	<b>3</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>34</b>	<b>UECS53</b>	<b>Business Communications</b>	<b>2</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
		<b>Total</b>	<b>25</b>	<b>30</b>			<b>700</b>

**SEMESTER - VI**

<b>S.No</b>	<b>Subject Code</b>	<b>Title of the Paper</b>	<b>Credit</b>	<b>Hours</b>	<b>Int. Marks</b>	<b>Ext. Marks</b>	<b>Total</b>
<b>35</b>	<b>UECT61</b>	<b>Indian Economic Problems - II</b>	<b>4</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>36</b>	<b>UECT62</b>	<b>Mathematical Economics - II</b>	<b>4</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>37</b>	<b>UECT63</b>	<b>Environmental Economics</b>	<b>4</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>38</b>	<b>UECT64</b>	<b>Macro Economics II</b>	<b>4</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>39</b>	<b>UECT65</b>	<b>Rural economic Development</b>	<b>4</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>40</b>	<b>UECE64</b>	<b>Services Marketing</b>	<b>3</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>41</b>	<b>UECS64</b>	<b>Human Resource Management</b>	<b>2</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>42</b>	<b>USEA61</b>	<b>Extension Activities</b>	<b>3</b>	<b>-</b>			<b>100</b>
		<b>Total</b>	<b>28</b>	<b>30</b>			<b>800</b>

**M.V.Muthiah Government Arts College (W), Dindigul**

**Department of Economics**

**UG-B.A Syllabus – 2018-19 [TANCHE GUIDELINES]**

**SEMESTER - I**

**Micro Economics-I (Core)**

### **Objectives**

- 1. To enable the students to understand the fundamental concepts of micro economics.**
- 2. To help the students to understand the basic law of economics.**
- 3. To help the students to understand the relevance of micro economics concepts to the economy.**
- 4. To help the students in the preparation of competitive examinations.**

Credit: 4

Hours: 6

#### **Unit –1 : Introduction**

Definitions – Wealth, Welfare, Scarcity and Growth - Nature and Scope of Economics – Divisions of Economics – Economic Laws – Basic Concepts.

#### **Unit –2 : Consumer’s Behaviour**

Utility Analysis - Law of diminishing Marginal utility – Law of Equi marginal utility – consumer’s surplus –Indifference curve analysis – Properties – Consumer’ s Equilibrium – Price Effect – Income Effect and Substitution effect.

#### **Unit – 3 : Demand**

Meaning of Demand - Types of Demand – Law of Demand – Exceptions - Determinants and changes – Elasticity of demand – Types – Methods – Uses.

**Unit – 4 : Factors of production**

Factors of Production – Characteristics – Malthusian and Optimum theories of Population – Capital Formation – Functions of Entrepreneur – Division of Labour – Localisation of industries.

**Unit- 5 : Theories of Production**

Laws of production – laws of returns - returns to scale - Law of Variable Proportions — Economies of scale.

**Reference Books:**

1. M. L. Jhingan, Micro economic Theory – Vrinda Publications, Delhi 1998.
2. M. L. Seth, Principles of Economics, Lakshminara Publications, 1997.
3. K.P.M. Sundaram, Micro Economics - Rotan Prakshan Publications Ltd, 1978.
4. Pindy and Robinson – Micro Economic Analysis.

## **Money and Banking. (Core)**

### **Objectives**

- 1. To enable the students to understand the fundamental concepts of money and banking.**
- 2. To make the students aware of the present situations regarding monetary phenomena.**
- 3. To help the students to know the banking systems.**
- 4. To help the students to know about the existing monetary policy in India.**

Credit: 4

Hours:5

Unit 1 : Money – Meaning and Definition – Evolution of money – Functions of money.

Unit 2 : Kinds of money – Near money – Inside and outside money – credit card (plastic money) – Qualities of a good money material paper currency standard – Types – advantages and disadvantages.

Unit 3 : Value of money – Fisher’s quantity theory of money – Cambridge Equation- Keynes’ income theory – Milton Friedman’s refined statement of quantity theory of money.

Unit 4 : Commercial bank – Definition – Functions of Commercial banks Role of Commercial banks in Economic Development – Balance sheet of Commercial banks – Assets and Liabilities – credit creation by Commercial banks – process of credit creation – limitations.

Unit 5 : Central bank – functions – Role of Central bank in a developing

economy – credit control – Meaning -objectives – Quantitative and qualitative methods.

**Texts :**

Money and Banking – Paul R.R. (Kalyani Publishers)

Money, Banking, International Trade – Mishra M.N. (s.chand&co).

**Reference:**

1. Money, Banking, International Trade and Public Finance – Hajela T.N. (Siva Lal Agarvalal & Co).
2. Money, Banking, International Trade and Public Finance –Vaish M.C. (New age international Priva
3. Money, Banking, International Trade Sethi T.T. (S.Chand and Company).

## Economics Statistics – I

### Objectives

1. To make the students community to understand the applications of statistics in economics.
2. To make the students to understand the application of statistics in research.
3. To make the students to understand the application of statistics in other fields.
4. To make the students to understand the fundamentals of statistics.

Credit: 4

Hours: 5

Unit 1 : Introduction – Meaning- Definition –Scope- importance of statistics - Uses– Limitations.

Unit 2 : Statistical Investigation and Sampling– Source of data – methods of collection of data – sample design – Theoretical basis of sampling – sample and population –Methods of sampling.

Unit 3 : Statistical presentation -Classification and Tabulation of data- Presentation of data-Diagrams-graphs

Unit 4 : Measures of central location – Averages – Arithmetic mean – Median – mode – Geometric mean – Harmonic mean – quartiles – Deciles and percentiles.

Unit 5 : Measures of variation-Measures of Dispersion – Range – Mean Deviation – Quartile Deviation – standard Deviation – variance.

Texts :

1. Statistics – Pillai, R.S.N. & Bagavathi ( S. Chand & Co).
2. Mathematical statistics – Kapur, J.N., and Saxana, H.C.
3. Statistical Methods – Gupta S.P.



**SEMESTER II**  
**MICRO ECONOMICS – II (CORE PAPER)**

**Objectives**

- 1. To enhance the knowledge of the students in the subject matter of micro economics.**
- 2. To help the students to understand the relevance of micro economic concepts to the economy.**
- 3. To enable the students to understand fundamental concepts of micro economics.**
- 4. To enable the students to understand the basic laws of economics.**

**Credit: 4**

**Hours: 6**

**Unit I: Product Pricing – I**

Cost Functions – Fixed cost and Variable Cost – Average Cost and Marginal Cost – Short run cost curves and Long run Cost curves – Revenue and revenue Curves – AR and MR curves.

**Unit II : Product pricing - II**

Time Element – Equilibrium of a firm under perfect competition – Monopoly – Price Discrimination – Monopolistic Competition – Product Differentiation and Selling Cost.

**Unit III: Factor Pricing – I**

Marginal Productivity theory of Distribution – Modern theory of Distribution – Theories of Rent – Ricardian Theory, Quasi Rent and Modern theory of Rent.

**Unit IV: Factor Pricing - II**

Wage Differences – Theories of wages – Trade unions and Collective Bargaining.

### **Unit V : Factor Pricing – III**

Interest – Meaning – Types – Theories of Interest – Profit – Meaning – Types – Theories of Profit.

#### **Text Book:**

1. Dr. Pazhani, Micro Economics – J. P. publishers, Nagercoil, 2004.
2. M. L. Seth, Principles of economics – Lakshminara Publications, 1997.
3. K.P.M. Sundaram, Micro Economics – Rotan Prakashan Publication Ltd, 1978.

## **Public Finance (Core)**

### **Objectives**

- 1. To help the students to understand the basic concepts of public finance.**
- 2. To help the students to know the current trend in fiscal policies.**
- 3. To help the students to aware of the existing financial scenario.**
- 4. To enable the students to understand the policies of government related to financial administration.**

**Credit: 4**

**Hours: 5**

### **Unit I**

Public Finance – Definition- Scope- Public Finance and Private finance- Principles of Maximum Social Advantage.

### **Unit II**

Public revenue – Sources of public revenue (centre and states) –

Cannons of Taxation – Direct and Indirect taxes – characteristics of a good tax system.

### **Unit III**

Public Expenditure – Causes for the growth of Public expenditure

In India – Effects of public expenditure.

### **Unit IV**

Public debt – Meaning – classification –causes for the growth of

Public debt in India – Burden of public debt – methods of

Redeeming public debt.

### **Unit V**

Budget : Meanings and principles of budgeting-characteristics of a sound budget- Budgetary procedure in India- Zero based budgeting – A review of latest Union budget.

**Texts:**

1. Public Finance – Kavery, Sudha Naik (S.Chand & Co)
2. Public Finance and International Economics – Mithani D.M (Himalaya Pub.House)

**Reference:**

1. Money, Banking, International Trade and public Finance – Mithani M.D.(Himalaya publishing House).
2. Money,Banking, Trade and Finance – K.P.M.Sundaram (Sultan chand and sons).
3. Money, Banking, International trade and public Finance (T.N. Hajela), (Shiva lal publications)

## Economics Statistics II

### Objectives

1. To make the students community to understand the applications of statistics in economics.
2. To make the students to understand the application of statistics in research.
3. To make the students to understand the application of statistics in other fields.
4. To make the students to understand the fundamentals of statistics.

**Credit: 4**

**Hours:5**

- Unit 1** Correlation and Regression – Scatter Diagram, - Karlpearson’s Coefficient of correlation – Spearman’s Rank correlation – Regression lines – Regression equations.
- Unit 2** Association of Attributes – Independence – Consistence association – disassociation – Yule’s coefficient of association – simple cases.
- Unit 3** Index Numbers – definition and Classification - methods of Constructing price and cost of living index numbers – problems in the construction of the index numbers – uses. Limitations.
- Unit 4** Time Series – Nature, Objectives and components, methods of Measurements of trend and seasonal Variations – Applications in Economics and Business.
- Unit 5** Probability – definition – concepts Rules of probability – Addition and Multiplication Theorem.

**Text Book :** 1. Statistics – Pillai, R,S.N &Bagavathi (S.Chand&Co).

2. Mathematical Statistics – Kapur J. N. and Saxana H. C.,
3. Statistical Methods – Gupta, S. P.

## **SEMESTER III**

### **Economics of Planning and Development (Core)**

#### **Objectives**

- 1. To make the students to understand the concepts of growth.**
- 2. To make the students to understand the growth models.**
- 3. To make the students community to understand the factors determining development.**
- 4. To make the students aware of the basic concepts of development.**

**Credit: 4**

**Hours: 5**

- Unit 1** Planning – Definition – Characteristics – Objectives limitations – For and against planning.
- Unit 2** Types of planning – Democratic planning vs Totalitarian planning - centralized vs Decentralized planning – Material planning vs financial planning short term, medium and long term and perspective planning – Cyclical planning.
- Unit 3** Planning Models – Mahalanobi’s Model.
- Unit 4** Development – Economic Development – characteristics of UDCS Distinction between Growth and Development – Theories of under development – vicious circle of poverty - Dualistic Economics – Rostow stages of growth – the Lewis Model of unlimited supplies of labour.
- Unit 5** Rosenstein Rodan and the three indivisibilities Libenstein theory. The low level equilibrium trap – Balanced vs Unbalanced growth.

#### **Reference Book:**

1. Advanced Economics of Development and planning – O.S.Shrivastava.
2. Economics of Development planning – K.K.Dewett Satish Wadhawan.

3. The Economics of Development and planning – M.L.Jhingan.

4. Development and Planning Theory and Practice- Misra and Puri.



## **Principles of Accountancy – I**

- 1. To help the students to understand the book keeping.**
- 2. To enhance the knowledge of students in preparing final accounts.**
- 3. To enrich the knowledge of students in preparing journals, ledger and cash book.**
- 4. To provide knowledge about bills of exchange.**

**Credit: 4**

**Hours: 5**

**Unit 1** Introduction to Book keeping – Journal – Ledger

**Unit 2** Subsidiary books – purchase book, sales book, cash books-single column cash book, double column cash book and triple column cash book.

**Unit 3** Capital and Revenue Expenditure and Income, Final accounts and Balance sheet of sole Trading concerns–common adjusting Entries

**Unit 4** Bills of Exchange – Account Entries

**Unit 5** Average Due Date

**Texts:**

1. Principles of Accounting – Stanely W. Rowland
2. Accountancy – William Pegal
3. Book keeping and Accounts – Spicer and Peglar.

## **Business Environment and Policy (Elective)**

### **Objectives**

- 1. To help the students in gaining knowledge about business environment.**
- 2. To help the students in gaining knowledge about importance of business in economic development.**
- 3. To help the students to understand the business ethics.**
- 4. To help the students in learning the concepts of business environment and policy.**

**Credit: 3**

**Hours: 4**

- Unit 1** Business Environment – nature and significance, Brief overview Of political, Cultural, legal, Economic and social environments And their impact on business relationship in India.
- Unit 2** Social environment – Types of Social organization Social Responsibilities of business.
- Unit 3** Legal Environment; Introduction to Important Acts contracts Act FERA and its provisions Income Tax Acts, IDRA, Capital issues Control etc.
- Unit 4** Economics and financial Environment: Economic systems and Their impact on Business – Macro Economic parameters like GDP, Growth rate, Population, Urbanization, Fiscal deficit, Plan

Investment, Per capital Income etc, and their impact on business Decisions, Financial system stock exchange and share market Dealings.

**Unit 5** Global and Ecological Environment: Ecology and business – Pollution agents- Legal and fiscal measures for prevention and Control of Industrial Pollution – Global Environment at issues and Problems – Globalisation MNCS – Problems with MNCS – Global entry strategies – challenges of globalization to Indian Industry.

**Reference:**

1. Government and Business in India – Dasgupta and Sengupta.
2. Indian Economy – Ruddar Dutt and Sundaram.
3. Environment & Entrepreneur – B.C. Tandon.

## **Gender and Economy (NME)**

### **Objectives**

- 1. To help the students to understand the importance of women development.**
- 2. To help the students to understand the problems of women labourers.**
- 3. To help the students to understand the health issues of women.**
- 4. To impart knowledge on women development programmes.**

**Credit: 2**

**Hours: 2**

**Unit I** Women in organized and unorganized sector.

**Unit II** Occupational pattern of women in India.

**Unit III** Problems and working Conditions of Indian women.

**Unit IV** Women and Education in different levels – primary, Secondary  
And tertiary.

**Unit V** Health status of women in India.

**Reference:**

1. Nirmala Banerjee – Indian women in a changing Industrial Scenario – sage Publication London.
2. Mahajan V.S. – Women contribution to Indias Economic Development – Deep and Deep Publication, Delhi 1989.
3. Bandi S.A. Forms of production and women's Labour – sage Publication, Delhi 1992.
4. Saradomoni. K – Finding the household, Sage Publication Press, Delhi. 1992.

## **Economics of Salesmanship (SBS)**

### **Objectives**

- 1. To enrich the knowledge of students on salesmanship.**
- 2. To enhance the knowledge of students on sales promotion techniques.**
- 3. To improve knowledge on sales management.**
- 4. To promote the knowledge of students on sales management.**

**Credit 2**

**Hours 2**

**Unit I** Salesmanship – Personal Selling – Selection of Sales Force.

**Unit II** Qualities of a good Salesman

**Unit III** Recruitment and Selection Procedure.

**Unit IV** Training of Salesman – Types of Training.

**Unit V** Motivation of Salesman – Methods.

### **Reference:**

1. Salesmanship and Publicity – Rustom. S. Davar and others  
(Vikas Publishing House)
2. Sales Promotion and Advertising Management – Mishra M.N.  
(Himalaya publishing House)
3. Advertising Management – Rathor. B.S.  
(Himalaya publishing House)
4. Advertising Theory and Practice – Chunawalla and others  
(Himalaya Publishing House)

## **SEMESTER IV**

### **International Economics (Core)**

#### **Objectives**

- 1. To enable the students to understand the working and application of open economic system.**
- 2. To enable the students to understand the consequences of international trade.**
- 3. To enable the students to understand the general concepts of international economics**
- 4. To enable the students to understand the significance of international trade.**

**Credit: 4**

**Hours: 4**

- Unit 1** International Trade – Meaning – features Advantages and Disadvantages – Internal vs International Trade.
- Unit 2** Classical Theory of International Trade – Hickscher Ohlin theory Of International Trade – Free Trade vs Protection. Arguments for and Against Protection.
- Unit 3** Balance of Trade and Balance of Payment – causes for Disequilibrium in balance of payments – Measures to correct it – Bop in India – Recent Position.
- Unit 4** Foreign Exchange – Exchange rates- Determination – Theories – Mint Par Parity – Fixed and Flexible Exchange rates Advantages and disadvantages.
- Unit 5** International Liquidity – IMF – Functions and objectives – India



and IMF.

**Reference:**

1. Public Finance and International Economics D.M.Mithani  
(Himalaya publishing House)
2. Money, Banking, International Trade and Public Finance –  
D.M. Mithani (Himalaya publishing House)
3. Money, Banking Trade and Finance – K.P.M. Sundaram  
(Sultan chand and sons)

## **History of Economic Thought (core )**

### **Objectives**

- 1. To provide knowledge on basic concepts of economics.**
- 2. To make the students to know about contribution of various economists.**
- 3. To provide knowledge about thinking of various school of economists.**
- 4. To provide theoretical knowledge about economics concepts.**

**Credit: 4**

**Hours: 4**

#### Unit 1: Mercantilism

Mercantilism – Representative mercantilist (Sir Thomas Mun, William Petty, James Steuart and Charles devanant.)

#### Unit II: The Physiocrats

Factors giving rise to physiocracy – Physiocratic school (Quesnay, Jacques, Turgot and other physiocrats) – Followers and critics of physiocracy.

#### Unit III: Classical and Neo Classical Economists

Adam Smith – Life sketch – factors influencing Adam Smith – Wealth of nation – Malthus – Theories of Population – Neo classical – Marshall and Keynes.

#### Unit IV: Economic Ideas of Marx

Concepts – Dialectical materialism – Labour theory of value – theory of surplus value – concentration of capital – Industrial reserve army - Marx and modern economics.

#### Unit V: Indian economic Thought

Early economic Ideas: Economic Ideas of Gandhi, Nehru, Amartya Sen

**Texts:**

1. Blackhouse, R., A History of Modern Economic Analysis – Basil Blackwell Oxford – 1985.
2. Ganguli, B. N., Indian economic Thought – A 19<sup>th</sup> century Perspective, Tata Mc Graw Hill, New Delhi – 1977.
3. Seshadri, G. B., economic Doctrines – B. R. Publishing Corporation – 1977.

## **Principles of Accountancy – II**

### **Objectives**

- 5. To help the students to understand the concepts of accounting.**
- 6. To help the students to understand the basic principles of accountancy.**
- 7. To help the students to understand the application of financial accounting in business.**
- 8. To help the students to understand the book keeping.**
- 9. To enhance the knowledge of students in preparing final accounts.**
- 10. To enrich the knowledge of students in preparing journals, ledger and cash book.**

**Credit 4**

**Hours 4**

**Unit I** : Self Balancing Ledger

**Unit II** : Preparation of Final accounts from incomplete records.

**Unit III** : Receipts and Payments accounts

**Unit IV** : Preparation of Income and Expenditure Accounts from receipts and payments accounts.

**Unit V** : Insurance claims for loss of stock only.

### **Texts:**

Advanced Accountancy

1. M.C. Shukla
2. R. L. Gupta
3. Jain and Narang
4. J. K. Batliboi
5. Practical Accountancy – R.S.N.Pillai.

### **Reference:**

Principles of Accounting – Stanely W. Rowland Accountancy – William

Pegal Book keeping and Accounts – Spicer and Peglar.

## **Economics of Advertisement (Elective)**

### **Objectives**

- 1. To know about the advertising techniques.**
- 2. To make the students to understand the importance of advertisement.**
- 3. To make the students to understand the advertising strategy.**
- 4. To make the students to understand the ethics of advertisement.**

**Credit 3**

**Hours 2**

**Unit I** : Introduction

Advertising – Meaning – Definition – features and importance of advertising.

**Unit II** Advertising message

Preparing an effective advertising copy – elements in a print copy – headlines – illustration – body copy – slogan, logo evaluation of an advertising efficiency.

**Unit III** Advertising media

Advertising media – print media – electronic media – outdoor media – merits and limitations.

**Unit IV** Advertising budget

Advertising budget – methods of budgeting – importance and factors affecting advertising budget.

**Unit V** Advertising agency

Advertising agencies – their role and importance in advertising – types and structure of advertising agencies – functions, selection of advertising agencies.

### **Text Book:**

Dr, K, Pazhani and S. Jessi Isabella, Advertising – J. P. Publishers, Nagercoil, 2003.

**Reference:**

1. Sangeetha Sharma Raghuvir Singh – Advertising planning and implementation.
2. A.C. Kiwi Patric – Advertising
3. R. K. Chauhan – Advertising Management
4. Arun Mittal – Advertising and Sales promotion
5. Subrata banerjee – Advertising as a career
6. Dunn and Darban – Advertising its role in modern marketing
7. Mahendra Mohan – Marketing Management ( Tata Mcgraw Hill)

## **ECONOMICS FOR COMPETITIVE EXAMINATIONS (NME)**

### **Objectives**

- 1. To enable the students to prepare for various competitive examinations.**
- 2. To make the students to understand the nature of Indian economy.**
- 3. To make the students to understand the current trends in Indian industrial sector.**
- 4. To help the students to aware of the present scenario in Indian economy.**

**Credit 2**

**Hours 2**

Unit 1

Basic features of Indian economy

Unit II

Demographic Profile of Indian economy.

Unit III

Agricultural sector in India

Unit IV

Industrial Sector in India

Unit V

New Economic Policy in India



## **Entrepreneurship Development (SBS)**

### **Objectives**

- 1. To enhance the knowledge of the students on getting finance for setting new enterprises.**
- 2. To make the students to understand the problems of faced by the entrepreneurs.**
- 3. To help the students in developing entrepreneurial skills.**
- 4. To promote the knowledge of the students in project management and marketing techniques.**

**Credit 2**

**Hours 2**

**Unit I** : Entrepreneurship – Function of Entrepreneurs.

**Unit II** : Factors influencing entrepreneurship.

**Unit III** : Types of Entrepreneurs.

**Unit IV** : Women Entrepreneurs – concept Barriers faced by women Entrepreneurs.

**Unit V** : Role of women entrepreneurs in India.

### **Reference:**

1. Entrepreneurship and small Business Management – Gupta. C.B. Srinivasan (Sultan &sons)
2. Entrepreneurship Development – P. Saravana Perumal.
3. Entrepreneurship Development – Jose Paul, Himalaya Publishing House.
4. Dynamics of Entrepreneurship Development – rasant Derai – Himalaya Publishing House.

## SEMESTER V

### Indian Economic Problems – I (Core)

#### Objectives

1. To make the students to understand the structure of Indian economy.
2. To enable the students to understand the nature of Indian economy.
3. To help the students to identify the existing problems in Indian economy.
4. To make the students to understand the current structural changes in Indian economy.

**Credit 4**

**Hours 5**

- Unit 1** : Indian Economy – Salient features of Indian economy - Mixed Economy.
- Unit 2** : Demographic trends of India's population. Population and Economic development – Problems of over population.
- Unit 3** : Poverty – definition – causes and consequences poverty line: Magnitude of Poverty – difficulties in measuring Poverty – antipoverty Programmes in India - Inequalities in income distribution – food security – causes of Unemployment in India – Types and measures to reduce unemployment.
- Unit 4** : Agriculture in Indian Economy: Agricultural production - causes of low productivity – Green Revolution – causes of Rural indebtedness – measures taken to meet it.
- Unit 5** : Industries: Indian Industrial policy since 1990's Industrial Sickness – Role of Public Sector in Indian Economy.

**Texts:**

1. Tandan & Tandon – Indian Economy (Himalaya Publishing)
2. Misra & Puri – Indian Economy (Himalaya publishing)
3. Rudder Dutt & Sundaram – Indian Economy (S.chand & Co 1998)

## Mathematical Economics – I (core)

### Objectives

1. To enable the students to understand the fundamentals of mathematics.
2. To impart various mathematical methods.
3. To improve the mathematical knowledge of the students.
1. To help the students in applying mathematical formula in practical life.

Credit 4

Hours 5

**Unit I** : Basic Arithmetic – simple operations with common and decimal fraction – placing a decimal point – shortcut in computation – Algebraic symbolism – operation with zero and one – exponent and Radicals.

**Unit II** : Simple functions and graphs of the type  $ax^2 + bx + c = 0$ ,  $T = ax$ ,  $T = e^x$ ,  $y = \log x$

**Unit III** : Solution to linear equation, quadratic equation with are variable simultaneous equations with two and three variables.

**Unit IV** : Logarithm – Definition – formulas (produce quotient, exponent – No proof needed) – calculations – using tables, simple problems

**Unit V** : Set theory – Definition of a set – types of set operations – Union, Intersection complement and difference of sets – commutative, association and distributive laws – venn diagrams.

**Text:**

1. Introduction to Mathematical Methods – D. Bose
2. A text on Mathematical Economics – Prabakar & Alka Budhirga

**Reference:**

A course in Mathematical Analysis – Shanthi Narayan

Business Mathematics – Sancheti D.C. and V.K. Kapoor.

Elementary Mathematics – Agarwal C.S and Joshi B.S.

Mathematics for Economics – Metha and Madannel

## **Export Marketing**

### **Objectives**

- 1. To make the students to understand the export procedures.**
- 2. To enable the students to understand the documentation of exports.**
- 3. To make the students to understand the measures to promote exports.**
- 4. To help the students in developing skills in export management.**

**Credit 4**

**Hours 5**

- Unit 1** : Export Marketing – definition – features, Export Marketing Environment (social, Cultural, Political, Legal, technological, Competitive) - Trade barriers.
- Unit 2** : Export Policy and decision – definition. Need and importance – Factors affecting Export Policy. Bases of international Market Segmentation, Strategies of international Market segmentation.
- Unit 3** : Export Pricing and Costing: Introduction factors influencing Pricing – Objectives pricing strategies starting Point of Pricing International Price or Cost, Export costing Production selling And Special costs.
- Unit 4** : Export finance: Need – Purpose Time and source post shipment Finance.

**Unit 5** : Export marketing Communication: Communication Process, role of Communication in Export Marketing – channels of Communication.

**Texts:**

1. Jacob Cherian and Pranab – Export marketing  
(Himalaya Publication)
2. B.M. Wali and A.B. Kalkudrikai – “Export – Management”  
(Sterling publication)

# MACRO ECONOMICS I

## Objectives

1. To help the students to understand the fundamental concepts of macro economics.
2. To make the students to know about the relevance of macroeconomic concepts to the economy.
3. To make the students to understand the concepts of national income.
4. . To make the students to understand the theories given by classical, neo-classical and Kenesian economists.

## Credit 4

## Hours 5

Unit 1	Macro Economics – Meaning, evolution, nature and scope – Importance, limitations – differences and relationship between micro and macro economics.
Unit2	National Income – Meaning – definitions - concept – NP, NNP, GDP,DI,PI and PCI – methods and measurement – difficulties in estimating national income – uses of national income data – national income and social welfare.
Unit 3	Concepts of employment – full employment – types of unemployment – classical theory of employment - saving investment equality – determinants of employment – J.B. Says law of market – Keynes criticisms
Unit 4	Keynesian theory of employment – effective demand – importance of effective demand – under employment equilibrium – applicability of Keynesian theory to UDCs – A comparison between classical theory and Keynesian theory of employment.



Unit 5 : consumption function – meaning- APC and MPC-APS and MPS – factors determining consumption function – Keynes Psychological Law of Consumption.

Texts:

Macro economics- R.Cauvery and others S.Chand Publications.

Reference:

1. Macro Economics Theory – Jhingan, M.L., S.Chand and company
3. Macro Economics – Ahuja, H.L,(S.Chand and company)

# WELFARE ECONOMICS

## Objectives

1. To provide knowledge on basic concepts of welfare economics.
2. To provide knowledge on importance of welfare in modern economy.
3. To provide knowledge on theories of welfare economics.
4. To enhance the knowledge of the students in the subject matter of welfare economics.

**Credit: 4**

**Hours: 5**

- Unit: 1 Definition and meaning of Welfare Economics- Difference between Welfare Economics and Positive economics- concepts of social welfare in Welfare Economics – Old Welfare Economics.
- Unit: 2 Pigovian Welfare condition –Analysis of Externalities- Pigou’s ideal output.
- Unit: 3 Introduction – The Walrasian general Equilibrium Model – 2x2x2 Graphical General Equilibrium Model.
- Unit: 4 The Pareto’s Optimum, Compensation criteria – Kaldor, Hicks criterion- Maximization of social Welfare- Production possibility curve (PPC) - PPC to Grand possibility curve.
- Unit: 5 Pareto’s Optimality – Trade off between Efficiency and Equity- Theory of Second Best.

Text book:

Jhingan, M.L. (1986), Advanced Economic Theory,

Reference:

1. Koutsoyiannis, A. (1979) Modern Economics, Macmillan press, London.

2. Maddale, G.S. and Miller Ellen (2004) Micro Economics: Theory and Applications. Tata Mcgraw Hill, New Delhi.
  
3. Mishan, E.J. (1969) Welfare Economics: An Assessment, North Holland, Amsterdam.

# PRINCIPLES OF MANAGEMENT

## Objectives

- 1. To make the students to understand the management concepts.**
- 2. To make the students to understand the management techniques.**
- 3. To make the students to understand the characters of good managers.**
- 4. To help the students to understand the principles of management.**

Credit:3

Hours:3

- Unit 1 : Management – Meaning and Definition – Characteristics Function  
Importance – Approaches to the study of management – Henry Foyol’s Theory of management – F.W. Taylor’s theory of scientific Management.
- Unit 2 : Managerial planning – Meaning & Definition – characteristics  
Objectives – steps in planning Process – Methods of planning –  
Significance – obstacles to effective planning.
- Unit 3 : Decision making – meaning and Definition features – Elements  
In Decision making – Decision making Process – characteristics  
of Good [Effective] Decision Types of Decision – Administrative  
Problems in Decision making organization– meaning and  
Definition – function – Importance – Formal and Informal  
organization.
- Unit 4 : Directing – Meaning and Definition – Principles of  
Direction – Importance – Types –Motivation-Meaning-Importance.
- Unit 5 : Controlling – Definition – steps in Control Process – Techniques  
of control – needs for control – characteristics – Types of

Managerial control.

Texts:

1. Principals of management – Dinker Pagare (Sultan and sons)
2. Principle's of management –T.Ramasamy,  
(Himalaya publishing House)

# **BUSINESS COMMUNICATION (SBE)**

## **Objectives**

- 1. To help the students in gaining knowledge about business communication.**
- 2. To improve the communication knowledge of the students.**
- 3. To help the students to understand the steps in drafting the business letter.**
- 4. To improve the knowledge of students on business correspondence.**

Credit: 2

Hours : 2

### **Unit I Introduction**

Business Communication – Importance – Process and principles  
Modern Communication devices – Word processor- telex- Fax- E-mail- Tele conferencing – Telephone answering machine- Internet – websites and their uses.

### **Unit II Business Letter**

Analysis of Business Letter- Layout – Kinds of Business letters- letter of enquiry- Quotations – Offer orders – Cancellations – Replies- Circular- Complaints and Settlements.

### **Unit III Business Correspondence**

Bank Correspondence – Insurance Correspondence- Agency Correspondence- Correspondence relating to Exports and Imports- Letter to the Editor.

### **Unit IV Company Correspondence**

Correspondence with share holders, Government Departments & Statutory Bodies- Application for appointment – Importance, Types, Structure – Oral Presentation Planning for Oral presentation.

Unit V      **Report Writing**

Report – Meaning , Importance, Principles governing the preparation of Report – Qualities of Good Report- Functions of a Report – Types of Reports- Reports by individuals, Committees- Report by Board of Directors – Minutes Vs Report.

Text Book:

Kathiresan & Dr.V. Radha, Business Communication – Prasanna Publishers, Chennai, 2007.

Reference:

1. R.S.N.Pillai & Bagavathi, Essentials of Business Communication .
2. V.K.Jain , Business Ethics & Communication – S.Chand & Co.Ltd, New Delhi, 2008.
3. Galgotia, Business Communication Skills – Galgotia Publication, New Delhi, 2006.
4. A.N. Kapoor, A Guide to Business Communication.

## **Semester VI**

### **Indian Economic Problems – II (Core)**

#### **Objectives**

- 1. To make the students to understand the structure of Indian economy.**
- 2. To enable the students to understand the nature of Indian economy.**
- 3. To help the students to identify the existing problems in Indian economy.**
- 4. To make the students to aware of the impacts of new economic policy.**

**Credit: 4**

**Hours:5**

- Unit 1: India's Foreign trade, Major export items: factors hindering Exports – India's imports and recent trends (1992 onwards GENERAL AGREEMENT ON TARIFF AND TRADE) Uruguay Rounds.
- Unit:2 Capital Formation- importance- Role of Capital Formation in economic development- Foreign Capital in India's economic development.
- Unit 3 Federal Finance: Main features of Indian federal finance - Recommendations of the latest finance commission – economic planning – objectives – achievements.
- Unit 4 Parallel economy – estimation of black money – causes – measures to unearth black money.



Unit 5      Failure of five year plans in India – Pre requisites for successful planning.

Texts:

1.      Tandon & Tondon – Indian Economy – Macgraw Hill (1988)
2.      Rudar Dutt & Sundaram – Indian Economy S.chand (1988)
3.      Misra & Puri – Indian Economy (1988) Himalaya Publishing House.

## Mathematical Economics – II (Core)

### Objectives

1. To enable the students to understand the fundamentals of mathematics.
2. To enable the students to understand the practical applications of mathematics in research.
3. To improve the mathematical knowledge of the students.
4. To help the students in applying mathematical formula in practical life.

**Credit 4**

**Hours 5**

**Unit 1**

Matrix – Addition and subtraction of matrix multiplication – Types of matrices – Transpose of matrix – Inverse of matrix – Solution of linear simultaneous equation by matrix method (through inverse matrix)- Cramer's rule.

**Unit 2**

Analytical Geometry of two dimensions. Straight line – Equation of a straight line.

- i.  $Y = mx + c$  (slope intercept form)
- ii.  $(y - y_1) = M(x - x_1)$  point – slope form
- iii. (Two Point form)
- iv.  $x/a + y/b = 1$  (Two intercept form) point of intersection of two lines – concurrent lines – Angle between two lines (two straight line). Equation of circle:
  - i.  $x^2 + y^2 = r^2$
  - ii.  $(x - h)^2 + (y - k)^2 = r^2$
  - iii.  $x^2 + y^2 + 2gx + 2fy + c = 0$(with formula for centre and radius)

**Unit 3**

Calculus; Differential calculus – Differential of polynomial

$X(x+a)$  and a constant – differentiation of  $\log^*$  and  $e^-$

Differential co-efficient of sum. Difference, product, quotient and Power, constant of the above of functions only – successive.

**Unit 4** Partial differentiation. Given  $u=f(x,y)$  find partial derivatives.

**Unit 5** Maximisation and minimization of the functions  $y=f(x)$

Maxima and minima conditions for the functions  $y=f(x), z=f(x,y)$

To the Maximum and minimum and to find the Extreme value.

**Reference:**

1. C.S. Agarwal and B.C. Joshi, Elementary mathematics.
2. R. Morely, Mathematics for modern Economics.
3. T.M. Srinivan and S. Perumalasma, Elements of Quantitative Techniques.

## **ENVIRONMENTAL ECONOMICS (Core)**

### **Objectives**

- 1. To enable the students to understand the environmental issues.**
- 2. To help the students to understand the importance of environmental studies.**
- 3. To help the students to understand the importance of environmental protection.**
- 4. To help the students to aware of energy conservation measures.**

**Credit 4**

**Hours 5**

#### Unit I

Meaning and definition of environmental economics – economics and environment – scope and significance of environmental economics.

#### Unit II

Market failure and externality – concept of welfare economics – competitive economy and social welfare – Pareto's efficiency – Maximum Social welfare and perfect competition.

#### Unit III

Environmental Quality as public good – tragedy of commons – characteristic features of common property resource .

#### Unit IV

Natural resource economics – concept, definition and classification of resource energy – renewable and non renewable resource – scarcity – classical approach – neo classical and contemporary perspectives – theories of natural resources – uses.

## Unit V

Conservation of resources – methods of conservation – substitution – product life extension, recycling – tax on pollution – waste reduction – concept of sustainable development.

### **Texts:**

1. Environmental economics, Sankaran, Margham publications
2. Environmental Pollution and Development – Chandra Paul, Tamil Nadu Book House.
3. Environmental and Economic Development – Sahoo (India Book House)

## **MACRO ECONOMICS II (CORE)**

### **Objectives**

- 1. To provide an elaborate understanding in the subject matter of macro economics.**
- 2. To make the students to aware of the recent developments in the subject of macro economics.**
- 3. To make the students to know about the relevance of macroeconomic concepts to the economy.**
- 4. To help the students in gaining knowledge about recent developments in theories of macro economics**

**Credit 4**

**Hours 5**

#### Unit I

Investment function – meaning – types of investment – factors promoting private investment – MPC.

#### Unit II

Multiplier – Keynes Income Multiplier – Assumptions \_ Working of Multiplier – leakages of Multiplier – Limitations – Importance of Multiplier.

#### Unit III

Acceleration Principle – factors determining accelerator – limitations – importance – super multiplier.

#### Unit Iv

Trade cycle – meaning – phases – theories of trade cycle.

#### Unit V

Inflation – meaning and definition – feature – types – causes and effects – inflationary gap – control of inflation – Philip’s curve – deflation – meaning – features – causes – effects – control of deflation.

### **Texts**

Macro economic Theory – M.L. Jhingan, Vrindha Publications.

Modern macro Economic Theory, Misra and Puri – Himalaya Publication.

Macro economic Analysis – Raha and Verma – Vishal Publications.

## **RURAL ECONOMIC DEVELOPMENT (Core)**

### **Objectives**

- 1. To provide knowledge on rural economy.**
- 2. To make the students to understand the importance of rural economic development.**
- 3. To make the students to understand the problems of rural economy.**
- 4. To make the students to know about the welfare programmes for rural economy.**

**Credit 4**

**Hours 5**

#### **Unit I**

Definition of rural economy – characteristics and features of rural economy – rural development – objectives – scope – importance in India – Problems – interdependence between rural and urban.

#### **Unit II**

Role of agriculture in GDP – Trend and development of agriculture in India – Main aims and features of National Agricultural Policy.

#### **Unit III**

Concepts and definition of rural industries – need and economic significance – current trends of KVIC – rural industries and employment generation, poverty alleviation – role of KVIC in rural development – rural industries in the liberalization period – present problems of rural industries in India.

#### **Unit IV**

Introduction of rural products and rural marketing – nature and scope of rural marketing – 4Ps – scientific marketing system – recent trends in rural



marketing – current problems – suggestions for improving rural marketing-  
introduction of regulated markets – objectives – features – benefits – problems and  
remedies of regulated marketing in India.

## Unit V

Introduction to rural development programmes – Community development  
programmes.

### **References:**

Rural Development in India, Emerging Issues and Trends – Vedham Publications,  
New Delhi.

Sowndarapandian, Rural Industries in India, Mohit Publications, New Delhi

Singh, Katar (1999) Rural Development, Principles, policies and Management,  
sage Publications, New Delhi.

www. Kvic.

## **Services Marketing. (Elective)**

### **Objectives**

- 1. To make the students to understand the concepts in services marketing.**
- 2. To enable the students to understand the importance of services marketing.**
- 3. To make the students to understand the measures to promote services marketing.**
- 4. To help the students in developing skills in Professional and consultancy services.**

**Credit 3**

**Hours 3**

**Unit I** : Services Marketing – Introduction Types –Nature –characteristics.

**Unit II** : Classification of services.

**Unit III** : Difference between services and Products.

**Unit IV** : Services Marketing Mix.

**Unit V** : Marketing of Services – Professional or consultancy services.

### **Text Book:**

Services Marketing – Dr. L. Natarajan, Margham Publication.

### **Reference:**

Services Marketing–Vansati Venugopal, Rahu, Himalaya publishing House.

Services Marketing – S.M.Jha, Himalaya Publishing House.

**Human Resource Management (SBE)**

## **Objectives**

- 1. To enhance the knowledge of students in theories of human resource management.**
- 2. To make the students to understand the importance of human health.**
- 3. To make the students to aware of the importance of investment in health.**
- 4. To make the students to understand the importance of human capital in economic development.**

**Credit 2**

**Hours 2**

Unit 1	Human Resource Management – meaning and definition – objectives of HRM
Unit 2	Importance of human resource planning – forecasting human resource requirements.
Unit 3	Orientation and training – orienting the employees – training process.
Unit 4	Establishing pay plans – basics of compensation and trends in compensation.
Unit 5	Industrial relations and collective bargaining – trade union – future of unionism.

### **Reference:**

Economic Development & Planning – B.N. Ghosh.

Economics of Growth and Development – K.K. Dewett & Satiahwadhanan.

Indian Economy – Ruddar Dutt and K.P.M. Sundaram.

The Economics of Development and Planning – Desai K.V. and Rao. M.