

B.A. - ECONOMICS DEGREE COURSE

The following is the breakup of the credits for B.A Economics degree course under CBCS

(For the candidates admitted from the academic year 2014-15 onwards)

Course Code	Part	Course	Hrs/ Wk	Hrs/ Exm	Maximum Marks		Total Marks	Credits
					Intl	ESE		
		I Semester						
14 UTL 01	I	Tamil Paper - I	6	3	25	75	100	3
14 UEN 01	II	English Paper - I	5	3	25	75	100	3
14 UEO 01	III	Micro Economics - I	6	3	25	75	100	4
14 UEO 02	III	Indian Economy	6	3	25	75	100	4
14 UEO 03	III	Financial Accounting	5	3	25	75	100	4
	IV	EVS	1	-	-	-	-	-
14 UHE 01	IV	Human Excellence Education – I (Personnel Values and SKY Yoga Pratice I)	1	-	25	25	50	1
	V	Extension Activities (NSS / NCC / Sports & Games)	-	-	-	-	-	-
		Total					600	21
		II Semester						
14 UTL 02	I	Tamil Paper - II	6	3	25	75	100	3
14 UEN 02	II	English Paper - II	5	3	25	75	100	3
14 UEO 04	III	Micro Economics - II	6	3	25	75	100	4
14 UEO 05	III	International Economics	5	3	25	75	100	4
14 UEO 06	III	Agriculture and Rural Development	4	3	25	75	100	4
	IV	Environmental Studies	1	2	-	50	50	2
	IV	HR	1	2	-	50	50	2
14 UHE 02	IV	Human Excellence Education – II (Family Values and SKY Yoga Pratice II)	1	2	25	25	50	1
	V	Extension Activities (NSS / NCC / Sports & Games)	-	-	-	-	-	-
		Total III Semester					600	21

14 UTL 03	I	Tamil Paper - III	5	3	25	75	100	3
14 UEN 03	II	English Paper - III	6	3	25	75	100	3
14 UEO 07	III	Macro Economics	6	3	25	75	100	4
14 UEO 08	III	Economics of Development and Planning	5	3	25	75	100	4
14 UEO 09	III	Banking Law and Practice -	6	3	25	75	100	4
14 UHE 03	IV	Human Excellence Education – III (Professional Values and SKY Yoga Praticce III)	1	-	25	25	50	1
14 UEON1/ 14 UEON2	IV	NME Advertising and Sales Promotion/ Economics for Competitive Examinations	1	3	-	50	50	2
	V	Extension Activities (NSS /NCC /Sports & Games)	-	-	-	-	-	-
		Total					600	21
		IV Semester						
14 UTL 04	I	Tamil Paper - IV	5	3	25	75	100	3
14 UEN 04	II	English Paper - IV	6	3	25	75	100	3
14 UEO 10	III	History of Economic Thought	6	3	25	75	100	4
14 UEO 11	III	Mathematical Methods	6	3	25	75	100	4
14 UEO12	III	Business Communication	5	3	25	75	100	4
14 UHE 04	IV	Human Excellence Education – IV (Social Values and SKY Yoga Praticce IV)	1	2	25	25	50	1
14 UEO N3/ 14 UEON4	IV	NME Office Management / Airport Economics	1	2	-	50	50	2
	V	Extension Activities	-	-	-	50	50	1
		NCC NSS Sports and gGames						
		Total					650	22
		V Semester						
14 UEO 13	III	Monetary Economics	5	3	25	75	100	4
14 UEO 14	III	Human Resource Management	4	3	25	75	100	4
14 UEO 15	III	Investment Policies and Programmes	5	3	25	75	100	4

14 UEO 16	III	Statistical Methods – I (E)	5	3	25	75	100	5	
14 UEO 17	III	Women and the Economy	4	3	25	75	100	4	
14 UEO 18	III	Window Based Office Automation and Tally	3	3	25	75	100	2	
14 UEO 19	III	Computer Practicals	2	3	40	60	100	2	
14 UHE 05	IV	Human Excellence Education – V (National Values and SKY Yoga Praticce V)	1	2	25	25	50	1	
14 UEOS 01 / 14 UEOS 02	IV	Skill Based Subject : Principles of Management / Office Management	1	2	-	50	50	2	
	IV	General Awareness (SS)	-	2	-	-	50	2	
		Total					850	30	
		VI Semester							
14 UEO 20	III	Public Finance	6	3	25	75	100	4	
14 UEO 21	III	Industrial Economics	6	3	25	75	100	4	
14 UEO 22	III	Economics of Transport	5	3	25	75	100	4	
14 UEO 23	III	Statistical Methods - II (E)	5	3	25	75	100	5	
14 UEO 24	III	Tourism Economics-III(E)	6	3	25	75	100	5	
14 UHE 06	IV	Human Excellence Education – VI (Global Values and SKY Yoga PraticceVI)	1	-	25	25	50	1	
14 UEOS 03 / 14 UEOS 04	IV	Skill Based Subject : Advertising and Sales Promotion / Principles of Airport Economics	1	2	-	50	50	2	
		Total					600	25	
Grand Total							3900	140	

(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE - FIRST SEMESTER

SYLLABUS

MICRO ECONOMICS - I

Objectives:

1. This subject imparts basic economic principles governing the behaviours of individuals and firms regarding consumption and production.
2. And also it develops the skills of analysis and application of the principles to the real world problems.

Total Credits: 4

Total Marks: 100

Hours/ week: 6

- Unit I Nature of Economics (14 hrs)**
 Definitions of Economics by Adam Smith, Alfred Marshall, Lionel Robbins and Paul Samuelson – Difference between Micro and Macro Economics – Positive and Normative Economics – Static and Dynamic Economics – Economic Laws.
- Unit II Demand Analysis (15 hrs)**
 Law of Diminishing Marginal Utility – The Law of Equi-Marginal Utility. Demand: Law of Demand - Elasticity of Demand – Types, Measurement and Uses – Factors Determining Elasticity of Demand. Elasticity of Supply: Factors Determining Elasticity of Supply.
- Unit III Indifference Curve Analysis (15 hrs)**
 Indifference Curve Analysis: Indifference Curves – Marginal Rate of Substitution – Properties of Indifference Curves – Price Line or Budget Line - Consumer Equilibrium - Income Effect - Price Effect - Substitution Effect - Uses of Indifference Curve Analysis.
- Unit IV Factors of Production (17 hrs)**
 Meaning of Production – Factors of production – Land: Meaning and Importance of Land – Peculiarities of Land – Labour: Meaning of Labour – Peculiarities of Labour- Efficiency of Labour – Division of Labour: Kinds – Merits – Demerits. Localisation of Industries: Meaning – Causes – Merits and Demerits - Capital: Functions – Classifications. Entrepreneur: Functions of an Entrepreneur - Internal Economies and External Economies of Scale.
- Unit V Production Analysis (17 hrs)**
 Production Function - Meaning - Short-run and Long-run Production Functions - Laws of Returns: Law of Diminishing Return - Law of Increasing Returns - Law of Constant Returns - Returns to Scale: Three Phases of Returns to Scale - Law of Variable Proportion - Isoquant - Iso-cost line - Producer's Equilibrium.

Text Book:

1. Bose.D & Marimuthu.A. (2010), “An Introduction to Micro-Economics” Himalaya Publishing House, Mumbai.

Reference Books:

2. Sankaran (2010), “Micro Economics” Margham Publications, Chennai.
3. Misra & Puri (2010), “Modern Micro Economics”,Himalaya Publishing House, Mumbai.
4. Dewett K. K. & Chand A., (2008), “Modern Economic Theory”, Sultan Chand & Co., New Delhi
5. Ahuja H. L., (2010), “Advanced Economic Theory”, Sultan Chand & Co., New Delhi.
6. Andreu Mas-colell, Michael D. Whinston & Jerry R. Green (2012) “Micro Economic Theory”, Oxford University Press, ISBN: 9780198089537, New York.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE - FIRST SEMESTER

SYLLABUS

INDIAN ECONOMY

Objectives:

1. To know the structure of economy and policies for understanding.
2. To acquire sufficient knowledge about India's Economic features; occupational structure and the relative shares of the different Sectors.

Total Credits: 4
Total Marks: 100
Hours/ Week: 6

Unit I	Features of Indian Economy Characteristics of Indian Economy – Factors Impeding Economic Progress – Population Policy - 2011 – Human Development Index – Human Poverty Index	(15 hrs)
Unit II	Basic Issues in Agricultural Policies Subsidies of Agricultural Inputs – Problem of Food Security – Public Distribution System in India – Targeted Public Distribution System – Agricultural Labour: Causes of Growth in the Number of Agricultural Labourers – Conditions of Agricultural Labourers – Measures Adopted by the Government for Improvement.	(15 hrs)
Unit III	Industrial Development and Related Issues Meaning of Disinvestment – Utilization of Money from Disinvestment – Disinvestment Policy 2000. Role of Private Sector – Post Liberalization Phase – Problems of Private Sector – Meaning of Industrial Sickness – Magnitude of the Sickness – Causes of Industrial Sickness – Consequences of Industrial Sickness – Remedial Measures.	(17 hrs)
Unit IV	Infrastructure Energy – Sources of Energy – Conventional and Non-Conventional Energy- Energy Crisis in India – Transport – Road, Railway, Shipping and Air-Communication System in India.	(15 hrs)
Unit V	New Economic Reforms Rational behind Economic Reforms – an Assessment of New Economic Reforms (LPG) in India - Second Generation Economic Reforms and its Evaluation – Need for Third Generation Reforms.	(16 hrs)

Text Book:

1. Misra and Puri (2010), "Indian Economy", Himalaya Publishing House, Mumbai.

Reference Books:

2. Ruddar Datt & Sundaram KPM (2008), "Indian Economy" Sultan Chand & Company, New Delhi
3. Sivayya K.V., & Das V.B.M. (2010), "Industrial Economics" S.Chand & Company, New Delhi.
4. Barthoral R. R., (2000),"Industrial Economics" New Age International (P) Limited, New Delhi
5. Geraid M. Meier and James E. Ranch (2005),"Leading Issues in Economic Development", Oxford University Press, New York.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE - SECOND SEMESTER

MICRO ECONOMICS - II

Objectives:

1. This subject provides an insight into the market structure and process of price determination of product and factors.
2. To highlight the cost and revenue concepts for decision making.

Total Credits: 4

Total Marks: 100

Hours/ week: 6

Unit I Cost and Revenue Concepts (15 hrs)

Types of Cost: Money Cost, Real Cost, Opportunity Cost, Fixed Costs, Variable Costs, Total Cost, Average Cost and Marginal Cost – Cost Curves: Relationship between Average and Marginal Cost Curves- Relationship between Total Cost Functions – Behaviour and Relationship of Different Costs in the Short Run – Long Run. Total Revenue, Average Revenue and Marginal Revenue - Revenue Curves – Revenue Curves of the Firm Under Perfect Competition and Imperfect Competition.

Unit II Equilibrium of the Firm and Industry Under Various Markets (17 hrs)

Meaning of Perfect Competition – Features – Pure Competition – Price - Output Determination under Perfect Competition – Meaning of Firm and Industry – Short Run and Long Run Equilibrium of the Firm – Equilibrium of an Industry. Monopoly : Meaning – Features – Kinds – Factors Responsible for the Emergence of Monopoly – Price – Output Determination under Monopoly – Evils and Control of Monopoly. Meaning of Discriminating Monopoly – Kinds – Degrees – Conditions Price Discrimination. Monopolistic Competition – Meaning - Features – Price – Output Determination - Short Run and Long Run Equilibrium of the Firm- Meaning of Selling Cost – Defects of Monopolistic Competition. Oligopoly – Meaning – Characteristics – Kinds – Pricing under Oligopoly.

Unit III Theory of Distribution and Rent (16 hrs)

Distribution – Meaning – Kinds – Marginal Productivity Theory of Distribution – Marginal Revenue Productivity under Perfect and Imperfect Competition – Modern Theory of Distribution. Rent – Meaning – Kinds – Ricardian Theory of Rent – Modern Theory of Rent – Quasi-Rent – Difference between Rent and Quasi-Rent.

Unit IV Wages (15 hrs)

Wages: Meaning – Kinds – Factors Determining Real Wage. Theories of Wages: Subsistence Theory - Wage Fund Theory - Residual Claimant Theory - Marginal Productivity Theory of Wages – Modern Theory of Wages. Wage Differentials – Exploitation of Labour – Trade Union and Collective Bargaining.

Unit V Interest and Profit**(15 hrs)**

Interest: Meaning – Kinds. Theories of Interest: Classical Theory of Interest - Loanable Funds Theory – Liquidity Preference Theory. Profit: Gross Profit and Net Profit. Theories of Profits - Clark's Dynamic Theory - Schumpeter's Innovation Theory - Hawley's Risk Bearing Theory - Knight's Uncertainty Theory.

Text Book:

1. Bose D. & Marimuthu A., (2010), “An Introduction to Micro-Economics” Himalaya Publishing House, Mumbai.

Reference Books:

2. Sankaran (2010), “Micro Economics” Margham Publications, Chennai.
3. Misra & Puri (2010),” Modern Micro Economics”, Himalaya Publishing House, Mumbai.
4. Dewett K. K., & Chand A., (2008), “Modern Economic Theory”, Sultan Chand & Co., New Delhi
5. Ahuja H. L., (2010), “Advanced Economic Theory”, Sultan Chand & Co., New Delhi.
6. Andreu Mas-colell, Michael D., Whinston & Jerry R., Green (2012) “Micro Economic Theory”, Oxford University Press London.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE: SECOND SEMESTER

INTERNATIONAL ECONOMICS

Objectives:

1. To familiarize the students with the postulate of trade theories and trade policies.
2. To develop the analytical skill of the students for identifying international economic problems and relations and the complexities in foreign trade.

Total Credits: 4
Total Marks: 100
Hours/Week : 5

- Unit I Nature and Scope of International Economics (13 hrs)**
Features of International Trade-Difference and Similarities between Internal and International Trade- Advantages of Internal Trade – Arguments against International Trade – Interdependence of International and Domestic Trade – Adam Smith Theory of Absolute Cost Advantage – Ricardo’s Theory of Comparative Cost – Terms of Trade – The Heckscherohilin Theory.
- Unit II Free trade Vs Protection and India’s Foreign Trade (13 hrs)**
Free Trade : Meaning- Advantages – Disadvantages. Protection: Arguments for Protection – Arguments against Protection. India’s Foreign Trade Policy: Objectives – Current India’s Trade Policy.
- Unit III Balance of Payments and Balance of Trade (13 hrs)**
Concept and Composition of Balance of Trade and Balance of Payments – Disequilibrium in Balance of Payments – Consequences of Disequilibrium – Measures to Correct Disequilibrium – Balance of Payment Situation Since 1991.
- Unit IV Exchange Control (13 hrs)**
Meaning – Objectives of Exchange Control – Methods of Exchange Control. Exchange Rate: Fixed Versus Flexible Exchange Rate – Causes of Fluctuations in Exchange Rate – Exchange Depreciation-FEMA.
- Unit V International Financial Institutions and Economic Relation (13hrs)**
IMF – Purpose – Functions – Assistance by the Fund - Special Drawing Rights – World Bank – Purpose and Operations of World Bank– New International Economic Order.

Text Book:

1. Sankaran (2014), "International Economics", Mangalam Publications, Chennai.

Reference Books:

2. Verma & Aggarwal (2011), "Foreign Trade Management", King's Publications, New Delhi.
3. Ruddar Datt & KPM Sundaram (2011), "Indian Economy" Sultan Chand Company, New Delhi.
4. Jeevanandam C., (2011), "Finance of Foreign Trade and Foreign Exchange", Premier Book of Company, New Delhi.
5. Misra and Puri (2011), "Indian Economy", Himalaya Publishing Home, Mumbai.
6. G.M. Meier (2010), "Leading Issues in Economic Development", Oxford University Press, New York.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE: SECOND SEMESTER

AGRICULTURE AND RURAL DEVELOPMENT

Objectives:

1. The aim of this paper is to provide basic knowledge about agricultural and rural sector.
2. Emphasis has to be placed upon recognition of agricultural problems and solving them through relevant agricultural policies.

Total Credits: 4

Total Marks: 100

No. of hours: 4

Unit I Agricultural Sector

(13 hrs)

Agriculture - Definition - Peculiar Features - Relation to Non-Agriculture Sector - Role of Agriculture in Indian Economy - Long Term Problems of Agricultural Development - New Agricultural Policy 2000.

Unit II Green Revolution

(13hrs)

Green Revolution - Intensive Agricultural District Programme - HYV Programme - Production Trends - Critical Appraisal - Merits - Problems - Limitations of HYVP - Technological Changes in Agriculture - Chemical Fertilizers, Water, Mechanisation and Power.

Unit III Agricultural Production

(13 hrs)

Cropping Pattern – Production, Productivity Trends – Farm Size and Productivity – Pattern of Land Holdings – Land Returns: Measures, Impact and Suggestions for Further Improvement.

Unit IV Agricultural Finance and Marketing

(13 hrs)

Agricultural Finance – Importance – Sources of Credit – Institutional and Non-Institutional Finance. Agricultural Marketing – Problems in Marketing and Measures – Agriculture Price Policy in India.

Unit V Rural Industrialization, Poverty and Unemployment

(13 hrs)

Rural Industrialization – Rural Poverty and Unemployment – Alleviation Programmes - NREGA - NREG Scheme.

Text Book:

1. Ruddar Datt & Sundaram KPM (2011), "Indian Economy", Sultan Chand Company, New Delhi

Reference Books:

2. Misra & Puri, (2011), "Indian Economy" Himalaya Publishing House, Mumbai.
3. Sankaran (2007), "Agricultural Economy of India", Margham Publications, Chennai.
4. Sankaran (2011) "Rural Economics", Margham Publications, Chennai
5. Desai R. G., (2001) "Agricultural Economics", Himalaya Publishing House, New Delhi.
6. Geroge W.Norton and Jeffrey Ahwang, and William A. Masters, (2011), "Economics of Agricultural Development", Taylor and Francis Publication, USA.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE: THIRD SEMESTER SYLLABUS

MACRO ECONOMICS

Objectives:

1. The aim of this paper is to make the students to understand the important macroeconomic concepts like employment, income, investment and consumption etc., and their mutual dependence in achieving the National goal.
2. To enlighten the students with macroeconomic concepts of classical and Keynesian theory.

Total Credits: 4
Total Marks: 100
Hours/week: 6hrs

- Unit I Introduction to Macro Economics (15 hrs)**
Nature and Scope – Limitations – Importance of Macro Economics – Interdependence of Micro Economics – Circular Flow of Income and Goods – Two Sector – Three Sector – Four Sector Models – Importance of the Circular Flow – National Income – Methods of Measurement and Difficulties.
- Unit II Theory of Employment (15 hrs)**
Classical Theory – Keynes' Criticism – Aggregate Supply – Aggregate Demand – Effective Demand- Keynes's Principle of Effective Demand – Comparison and Contrast between Classical and Keynesian Contribution. Relevance of Keynesian Theory of Employment to UDCs.
- Unit III Consumption Function and Multiplier (17 hrs)**
Consumption Function: Average Propensity to Consume and Marginal Propensity to Consume – Determinants of Consumption Function – Measures to Raise the Propensity to Consume - Keynes Psychological Law of Consumption. Multipliers: Types - Investment Multiplier and Leakages – Importance of Multiplier.
- Unit IV Investment Function (16 hrs)**
Investment: Meaning – Kinds – Autonomous and Induced – Domestic and Foreign – Public and Private – Determinants and Measures to Promote Investment – Saving and Investment Relation. Acceleration Principle: Meaning- Limitations – Interaction between Multiplier and Accelerator - Super Multiplier.

(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE: THIRD SEMESTER

ECONOMICS OF DEVELOPMENT AND PLANNING

Objectives:

1. The aim of this paper is to provide basic knowledge about theories and basic issues related to economic development in India.
2. This paper highlights the relevance of Regional Economics and its share in the National Economy.

Total Credits: 4

Total Marks: 100

No. of hours: 5

UNIT I Economic Development and Growth

(10 hrs)

Meaning of Growth and Development – Determinants of Development – Obstacles to Economic Development – Characteristics of an Under Developed Economy – Physical Quality of Life Index – Economic Performance of India.

UNIT II Theories of Development

(15 hrs)

Rostow's Stages of Economic Growth - Schumpeterian Theory of Development - Theory of Big Push – Critical Minimum Effort Thesis – Theory of Balanced Growth – The Strategy of Unbalanced Growth.

UNIT III Parallel Economy

(14 hrs)

Meaning - Estimates of Black Income in India - Factors Responsible for Generation of Black Money - Impact of Black Income on Economy - Measures Undertaken to Unearth Black Money - Corruption in India

UNIT IV Economic Planning

(14 hrs)

Meaning of Economic Planning- Need - Objectives of Economic Planning – Types of Planning – Plan Models in India with Reference to Harrod-Domar and Mahalanobis Models – Resource Mobilization for Indian Plans (A brief summary) – Resource Allocation – (A brief summary).

UNIT V Capital Formation and Investment Criteria

(12 hrs)

Capital Formation and Economic Development: Importance of Capital Formation – Different Stages – Sources of Capital – Capital-Output Ratio- A brief summary on Investment Criterion – Marginal Rule for Resource Allocation – The Rate of Turnover Criterion – The Social Marginal Productivity Criterion – The Marginal Per Capita Reinvestment Quotient Criterion – The Time Series Criterion.

Text Book:

- 1) Jhinghan M. L., (2007), “The Economics of Development & Planning”, Konark Publishers Pvt. Ltd, New Delhi.

Reference Books:

- 2) Ruddar Datt & Sundaram K. P. M., (2010), “Indian Economy” Sultan Chand & Company, New Delhi.
- 3) Misra & Puri (2011), “Indian Economy” Himalaya Publishing House, Mumbai.
- 4) Sankaran (2002), “Indian Economy” Margham Publications, Chennai
- 5) Meier G.M., (2011), “Leading Issues in Economic Development” , Oxford University Press, New York.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE - THIRD SEMESTER SYLLABUS

BANKING LAW AND PRACTICE

Objectives:

1. The course is designed to provide adequate understanding about banking practices among the students.
2. To motivate the students to know about the new trends in banking sector.

Total Credits: 4

Total Marks : 100

Hours /week: 6

- Unit I Nature of Banking and Functions of a Banker (16 hrs)**
Banker and Customer - Definition – Relationship between a Banker and a Customer – General Relationship and Special Relationship – Termination of Relationship.
- Unit II Operation of Bank Accounts (16hrs)**
Fixed Deposits – Legal Position Transferability, Loss of Deposit Receipt- Deposit in Joint Names – Saving Deposit Account – Recurring Deposit Account or Cumulative Deposit Account – Current Deposit Account.
- Unit III Negotiable Instruments (15 hrs)**
Definition – Cheque – Salient Features – Drawing up of a Cheque - Endorsement – Kinds – Crossing – Kinds – Paying Banker - Collecting Banker.
- Unit IV Loans and Advances (16 hrs)**
Principles of Sound Lending – Forms of Advances – Secured and Unsecured Advances - Modes of Creating Charges: Mortgage – Pledge – Hypothecation – Advances against – Goods – Securities – LIC Policies – FD Receipts.
- Unit V Services and Trends in Banking (15 hrs)**
Modern Services of Commercial Bank - Non-Resident Account - External Account – New Trends in Banking - E-Banking - Credit Card - Debit Card - ATM

Text Book

1. Gordon & Natarajan (2012), “Banking Theory, Law and Practice”, Himalaya Publishing House, Mumbai.

Reference Books:

2. Varshney P. N., (2012), “Banking Law and Practice”, Sultan Chand & Company, New Delhi.
3. Natarajan S. & Parameswaran R., (2007), “Indian Banking”, Sultan Chand & Company, New Delhi.
4. The Indian Institute of Bankers (2007) “Laws and Practices relating to Banking” , Macmillan, Chennai.
5. Charles Proctor (2010), “The Law and Practice of International Banking”, Oxford University Press, USA.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE - THIRD SEMESTER SYLLABUS

Non – Major Elective Course

ADVERTISING AND SALES PROMOTION

Objectives :

1. To endow students with the knowledge Advertising & Sales.
2. To provide the knowledge of Product Launching in market.

Total Credits: 2

Total Marks: 50

Hours/Week: 1

- | | | |
|-----------------|--|---------------|
| Unit I | Introduction to Advertising
Advertising – Meaning – Propaganda Vs Advertising – Sales Promotion Vs Advertising – Public Relation Vs Advertising – Tools of Public Relations – Major Components of Advertising Industry – Role of Advertising in Modern Business World. | (3hrs) |
| Unit II | Economic Aspects of Advertising
Advertising and the Free Economy – Effects of Advertising on Production Costs, Distribution Costs and Consumer Prices – Advertising and Monopoly Conditions – Advertising and Consumer Markets – Advertising and National Income. | (3hrs) |
| Unit III | Advertising Media
Advertising Media – Types – Print – Electronics – Other Media – Their Characteristics – Merits and Limitations – Ethics in Advertising. | (3hrs) |
| Unit IV | Sales Promotion
Sales Promotion – Meaning – Objectives – Kinds of Sales Promotion – Reasons for Sales Promotion- Merchandising Aids. | (2hrs) |
| Unit V: | Personal Selling
Personal Selling – Importance – Personal Selling and Product Promotion – Features of Salesmanship – Types of Salesmen – Advantages – Limitations. | (2hrs) |

Text Book:

1. Pillai R. N. S. and Bagavathi (1997), “Modern Marketing Principles & Practice Sultan Chand & Sons”, New Delhi.

Reference Books:

2. Rajan Nair and Varma M. M., (1995), “Marketing Management”, Sultan Chand & Sons, New Delhi.
3. Kazmi S . H. H. and Satish Batra K., (2001), “Advertising & Sales Promotion”, Excel Books, New Delhi.
4. George Belch E. and Michel Belch A., (1998), “Advertising & Promotion”, McGraw Hill, Singapore.

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B.A. - ECONOMICS DEGREE COURSE: THIRD SEMESTER

Non – Major Elective Course

Economics for Competitive Examinations

Total Credits: 2
Total Marks : 50
Hours /week: 1

Objectives:

1. This paper aims to enable the students to know about the basic concepts of Economics.
2. This paper highlights the policy and procedure involved in India's Foreign Trade.

Unit I (3hrs)

Indian economy - Characteristic Features - Population Problems - Remedial Measures - Unemployment - Rural and Urban Problems – Poverty - Eradication Measures.

Unit II (3hrs)

Agriculture - Place and Importance - Problems - Green Revolution - New National Agricultural Policy.

Unit III (3hrs)

Industry - Role and Importance - Pattern of Industrial Development under Five Year Plans - New Industrial Policy - MRTP Act.

Unit IV (3hrs)

Public Finance - Tax Revenue and Non-Tax Revenue - Expenditure Pattern - Monetary Policy - Fiscal Policy - Objective and Role of Economic Planning.

Unit V (3hrs)

India and the World: India's Foreign Trade - India's Balance of Payment - India and WTO - New Trade Policy.

Books for Reference

1. Ruddar Datt & Sundaram K. P. M., (2011), "Indian Economy", Sultan Chand & Company, New Delhi.
2. Misra and Puri (2011), "Indian Economy", Himalaya Publishing House, Mumbai.
3. Sivayya. K.V., & Das V. B. M., (2010), "Industrial Economics", S. Chand & Company, New Delhi.
4. Sankaran (2011), "Rural Economics", Margham Publications, Chennai

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B.A. - ECONOMICS DEGREE COURSE: FOURTH SEMESTER

HISTORY OF ECONOMIC THOUGHT

Objectives:

1. This course tracing the history of economic thought, would enable the student to understand how contemporary economics came to be what it is.
2. To make the students to understand and analyse the Principles, Doctrines, Laws and Policies in Economics.

Total Credits: 4
Total Marks : 100
Hours/week : 6 hrs

Unit I	Earlier Period Nature and Significance of Economic Thought - Economic Thought of Plato and Aristotle - Mercantalism - Main Ideas of Mercantalism - Thomas Mun - Physiocracy - Physiocratic Doctrines - Natural Order - Net product - Circulation of Wealth - Francis Quesnay.	(16 hrs)
Unit II	Classical Period Adam Smith - Views of Adam Smith - Division of Labour - Ideas on Distribution - Laissez Faire Doctrine - Thomas R Malthus - Theory of Population - Theory of Gluts - David Ricardo - Theory of Rent - Theory of International Trade - Karl Marx - Chief Tenets of Marxian Thought - Dialectical Materialism - Labour Theory of Value - Theory of Surplus Value.	(16 hrs)
Unit III	Marginalism Features of Marginalism - Ideas of Gossen - Edgeworth - Jevons - Menger - Karl Marx - Tenets of Marx - Labour Theory of Value - Theory of Surplus Value.	(16hrs)
Unit IV	Neo-Classical and Welfare Economics Alfred Marshall - Ideas of Marshall - Consumer Surplus - Elasticity of Demand - Representative Firm - Welfare Economics - Ideas of Pigou - Paretian Welfare Economics.	(15 hrs)
Unit V	Indian Economic Thought Kautilya's Arthasasthtra - Ideas of Thiruvalluvar - Economic Ideas of Dadabhai Naoroji - M.G. Ranade - R.C.Dutt - Gandhiji's Economic Ideas - V.K.R.V.Rao - Amartya Sen.	(15 hrs)

Text Book:

1. Jhingan M. L., (2012), “History of Economic Thought”, Vrinda Publications, Delhi.

Reference Books:

2. Sankaran S., (2008), “History of Economic Thought” Margham Publications, Chennai.
3. Srivastava S. K., (2004), “History of Economic Thought”, Sultan Chand, New Delhi.
4. Hajela T. N., (2004) ‘ “History of Economic Thought”, Shivalal Agarwal & Co. Agra.
5. Loganathan V., (2006), “A History of Economic Thought”, Konark Publishers, Delhi.
6. Blaug M., (1997), “Economic Theory in Retrospect A history of Thought from Adam Smith to J.M Keynes”, (5th.Edition), Cambridge University Press, Cambridge.

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(For the candidates admitted from the academic year 2014-15 onwards)
B.A. - ECONOMICS DEGREE COURSE - FOURTH SEMESTER
SYLLABUS
MATHEMATICAL METHODS

Objectives:

1. To endow students with the knowledge of simple mathematical concepts.
2. This paper imparts the students with elementary mathematical methods applied in economic analysis.

Total Credits : 4
 Total Marks : 100
 Hours / week : 6 hrs

- Unit I Mathematical Economics and Equations (15 hrs)**
 Meaning - Importance of Mathematical Tools in Economic Analysis - Simultaneous Equations - Linear Equations - Quadratic Equations - Applications in Economics.
- Unit II Set Theory (15 hrs)**
 Meaning - Forms of Sets - Laws of Set Operations - Venn Diagram - Applications in Economics.
- Unit III Matrix (15 hrs)**
 Meaning - Types of Matrices - Transpose of a Matrix - Determinants - Minor - Co-factor - Adjoint of the Matrix - Inverse of a Square Matrix - Solving a System of Linear Equations - Cramer's Rule.
- Unit IV Differentiation (17 hrs)**
 Rules of Differentiation - Derivatives of First and Second Orders - Maxima and Minima - Applications in Economics (Elasticities, Marginal Concepts).
- Unit V Simple Integration (16 hrs)**
 Meaning - Rules of Integration - Definite and Indefinite Integrals - Economic Applications of Integration - TC from MC - Capital Formation - Consumer's and Producer's Surplus.

Text Book:

1. Bose D., (2006), “Mathematics for Economists “Himalaya Publishing House, Mumbai.

Reference Books:

2. Metha and Madani (2007), “Mathematics for Economists” Sultan Chand & Company, New Delhi.
3. Aggarwal C. S., & Joshi R. C., (2007), “Mathematics for Students of Economics” Vrinda Publications, New Delhi.
4. Allen R. G. D., (2008), “Mathematical Analysis for Economists” Mac Millan Publishers, New Delhi
5. Richard J. Larsen and Morris L. Marx (2011), “An Introduction to Mathematical Statistics and its Applications”, Prentice Hall.

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For the candidates admitted from the academic year 2014-15 onwards)
B.A. - ECONOMICS DEGREE COURSE: FOURTH SEMESTER
SYLLABUS

BUSINESS COMMUNICATION

Objectives:

1. The aim of this paper is to enable the students to develop communication skill.
2. To train the students in report writing and sending business communications.

Total Credits: 4
Total Marks: 100
Hours/week : 5 hrs

- Unit I Business Communication (13 hrs)**
Business Communication – Meaning – Objectives – Importance – Business Letters – Functions – Kinds – Essentials of a Good Business Letter – Layout – Letters of Enquiries and Replies – Orders and Their Execution.
- Unit II Enquiries and Letters (13hrs)**
Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Circular Letters – Sales Letters - Drafting of Advertisement.
- Unit III Banking (13 hrs)**
Correspondence – Insurance Correspondence – Life – Fire – Marine Insurance – Agency Correspondence – Secretarial Correspondence.
- Unit IV Agenda and Minutes (13 hrs)**
Agenda and Minutes – Meaning – Drafting of Agenda and Minutes of Various Board Meetings – Application Letters – Interview Letters – Appointment Letters – Letters to the Editor.
- Unit V Report Writing (13 hrs)**
Report Writing – Meaning – Types of Business Reports – Characteristics of Good Report – Preparation of Report – Organisation of Report – Drafting by Individuals and Committees.

Text Book:

1. Rajendra Pal and Korlahalthi J. S., (2013), “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi.

Reference Books:

2. Pillai R. S. N. and Bhagavathi (2010), “Commercial Correspondence and Office Management” Sultan Chand & Sons, New Delhi.
3. Sharma R.C., (2002), “Business Correspondence and Report Writing”, Tata Mc Graw, Hill Education, India.

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Prof.K.Murugavelu	Dr.P.Krishnathulasimani		

For the candidates admitted from the academic year 2014-15 onwards)
B.A. – ECONOMICS DEGREE COURSE: FOURTH SEMESTER

SYLLABUS

Non-Major Elective Course

OFFICE MANAGEMENT

Objectives:

1. The paper aims to highlights the various aspects of office management.
2. To train the students in handling modern communication methods.

Total Credits: 2
Total Marks: 50
Hours/week: 1 hrs

Unit I

(2hrs)

Modern Office – Functions – Importance – Office Management – Manager – Qualities – Functions.

Unit II

(3hrs)

Office Location and Layout - Open Office - Private Office – Merits and Demerits - Office Furniture – Principles in Selecting Office Furniture.

Unit III

(3hrs)

Handling Mail – Dicta Phone - Merits and Demerits - Filing Systems – Essential Modern Method – Merits and Demerits.

Unit IV

(3hrs)

Indexing – Types – Merits and Demerits - Office Stationery – Methods of Purchase – Control of Stationery

Unit V

(2hrs)

Office Machines and Equipment – Office Appliances- Importance - Merits and Demerits.

Text Book:

1. Sharma R. K., & Shashi K. Gupta (2006), "Office Management", Abishek Publications, Chatisgrah.

Books for Reference:

2. Pillai. R. S. N., (2008), "Commercial Correspondence & Office Management", Sultan Chand & Sons, New Delhi.
3. Bhatia R. C., (2007), "Principles of Office Management", Lotus Press, New Delhi.

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Text Book:

1. Senguttuvan P. S., (2007), “Principles of Airport Economics” Excel Book, New Delhi.

Reference Book:

1. Senguttuvan P. S., (2003), “Fundamentals of Airport Transport Management”, McGraw Hill, London.
2. Wells A., (2000), “Airport Planning and Management”, 4th Edition-McGraw-hill, London.

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Prof.N.Anbuarasu	Dr.P.Krishnathulasimani		

(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE: FIFTH SEMESTER SYLLABUS

MONETARY ECONOMICS

Objectives:

1. This subject attempts to give an understanding of the role of money and banks in the Economy.
2. The subject imparts the students in determining monetary transactions and formulating monetary policy.

Total Credits: 4

Total Marks : 100

Hours/week : 5 hrs

Unit I Nature and Scope of Monetary Economics (13 hrs)

Nature and Definition of Money - Importance of Money in a Modern Economy - Barter System and its Difficulties - Evolution of Money–Functions of Money – Merits and Demerits of Money.

Unit II Monetary Standards (13 hrs)

Monometallic and Bimetallism – A Brief Survey of Gold Standard – Paper Standard – Principles and Methods of Note Issue – Merits and Demerits.

Unit III Theories of Money (13 hrs)

Value of Money – Measurement – Index Number – Uses and Difficulties – Demand for Money - Supply of Money – Theories of Money - Fisher's Quantity Theory – Cambridge Version of Quantity Theory – Keynes Income Theory.

Unit IV Problems of Money and Trade Cycle (13 hrs)

Inflation – Types – Causes, Consequences and Control – Deflation – Causes, Consequences and Control – Trade Cycle – Types – Stages of Trade Cycle – Theories of Trade Cycle – Sunspot - Psychological - Monetary - Overinvestment Theories -Control of Trade Cycle.

Unit V Banking and Economic Development (13 hrs)

Banking – Functions of Commercial Banks – Role of Commercial Banks in Economic Development – Credit Creation – Balance Sheet – Unit Banking Vs Branch Banking – Functions of RBI – Methods of Credit Control – Monetary Policy and its Objectives -A brief discussion – Non-Banking Financial Intermediaries.

Text Book:

1. Sankaran, (2008), “Monetary Economics”, Margham Publications, Chennai.

Reference Books:

2. Suraj B. Gupta (2004), “Monetary Economics” Sultan Chand & Company, New Delhi.
3. Jhingan M. L., (2008), “Monetary Economics” Konark Publishers Pvt Ltd, New Delhi.
4. Sundaram K. P. M., (2006), “Money, Banking, Trade & Finance”, Sultan Chand & Company”, New Delhi.
5. Gail E. Makinen (1978), “Money, Interest and the Price Level” Prentice Hall.

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Mrs. Nirrmala Sathish	Dr.P.Krishnathulasimani		

(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE: FIFTH SEMESTER

HUMAN RESOURCE MANAGEMENT

Objectives:

1. This subject intends to provide knowledge on basic issues related to Human Resource management.
2. It is designed to study employees behavior as direct reflection of Personnel Management.

Total Credits: 4
Total Marks: 100
Hours/week: 4 hrs

- Unit I Human Resource Management (HRM) (11 hrs)**
Meaning of Human Resource Management – Functions of Human Resource Management - Nature and Importance of HRM- Objectives of HRM.
- Unit II Human Resource (10 hrs)**
Man Power Planning - Job Description - Job Analysis - Job Specification - Recruitment and Selection - Training and Development – Approaches to Man Power Planning.
- Unit III Performance Appraisal (10 hrs)**
Performance Appraisal - Job Evaluation - Promotion, Transfer and Demotion - Compensation - Wage and Salary Administration - Incentive System - Retirement Benefits to Employees.
- Unit IV Human Resource Development (HRD) (10 hrs)**
Significance of Human Resource Development – Concept – Features – Scope – Need for HRD – Objectives of HRD – Techniques of HRD – Functions of HRD Managers.
- Unit V Ethics in HRM (11 hrs)**
Ethics in HRM - Meaning of Ethics - Ethics in Job Design - Human Resource Planning - Recruitment, Selection, Training and Development - Career Planning and Development - Employee Turnover - Wage and Salary Administration - E-Human Resource Management.

Text Book:

1. Memoria C. B. & Gankar S.V., (2006), "Personnel Management", Himalaya Publishing House, Nagpur.

References Books:

2. Subba Rao P., (2007), "Essentials of Human Resources Management and Industrial Relations", Himalaya Publishing House, New Delhi.
3. Tripathi P. C., (2006), "Personnel Management and Industrial Relations", Sultan Chand & Sons, New Delhi.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE : FIFTH SEMESTER

INVESTMENT POLICIES AND PROGRAMMES

Objectives:

1. This paper intends to provide knowledge on approaches to investment and issues related to investment programmes.
2. This paper also provides the basics of stock exchange.

Total Credits: 4

Total Marks: 100

Hours/week: 5 hrs

- Unit I Investment (14 hrs)**
Investment – Financial and Economic Meaning of Investment – Investment and Speculation - Investment and Gambling - Importance of Investment – Factors Favourable for Investment - Investment Media - Features of Investment Programme.
- Unit II Security Valuation (14 hrs)**
Security Valuation – Scope – Elements of Investment - Return - Return and Risk - Time Factor – Approaches to Investment - Fundamental Approach - Technical Approach - Portfolio Approach.
- Unit III Bonds and Debentures (13 hrs)**
Bonds – Types – Public Sector Bonds – Shares – Preference Shares – Equity Shares – Bonus and Right Shares - Debentures – Non-Convertible – Partly Convertible – Fully Convertible Debentures.
- Unit IV Fundamental Analysis (12 hrs)**
Meaning - Economic Analysis – Forecasting. Techniques –Industrial Analysis – Company Analysis.
- Unit V Shares Market (12 hrs)**
Shares Market – Primary Market – How to Apply for New Issues – Basis of Allotment – Secondary Market – Functions of Stock Exchange.

Text Book:

1. Preeti Singh (2012), "Investment Management", Himalaya Publishing House, New Delhi.

Reference Books:

2. Radha Dr. & Nedunchezian Parameswaran Dr. (2008), "Investment Management", Prasana Publishers, New Delhi.
3. Gopalakrishnan C., (2004), "Investment Management", Kalayani Publishers, New Delhi.
4. Grewal R. S. and Naujot Grewal (2011), "Successful Stock Market Investment", Vision Books Publications, New Delhi.
5. Ralph Eastman Badger and Harry, (2000), "Investment Principles and Practice", Wiley Publication, New York, Prentice Hall.

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(For the candidates admitted from the academic year 2014-15 onwards)
B.A. - ECONOMICS DEGREE COURSE : FIFTH SEMESTER SYLLABUS

STATISTICAL METHODS - I

Objectives:

1. This subject includes knowledge on basic elements of statistics.
2. It intended to train the students with their application.

Total Credits : 5
 Total Marks : 100
 Hours/week : 5 hrs

Unit I Introduction (13 hrs)

Meaning, Definition and Characteristics of Statistics - Scope of Statistics - Limitations of Statistics - Primary and Secondary Data - Methods of Collecting Primary Data - Sources of Secondary Data - Processing of Data.

Unit II Classification, Tabulation and Diagrammatic Representation (13 hrs)

Meaning, Types and Principles of Classification - Formulation of Frequency Distribution - Cumulative Frequency - Tabulation: Parts and Types of Table Diagrammatic and Graphic Representation - General Rules for Constructing Diagrams - Types of Diagrams - Bar and Pie Diagrams - Graphic Representation - Histogram - Frequency Polygon - Ogives.

Unit III Averages (13 hrs)

Measures of Central Tendency - Meaning - Functions and Characteristics - Kinds of Averages: Arithmetic Mean - Simple - Weighted - Merits and Demerits - Median - Under Odd Numbers - Under Even Numbers - Graphic Location of Median - Merits and Demerits - Quartiles - Deciles - Percentiles - Mode - Methods of Calculation of Mode - Graphic Location of Mode - Merits and Demerits - Geometric Mean and Harmonic Mean.

Unit IV Dispersion (13 hrs)

Dispersion - Meaning, Purpose and Properties of Dispersion - Methods of Measuring Dispersion - Range - Inter Quartile Range - Mean Deviation - Standard Deviation - Lorenz Curve - Co-efficient of Variation - Graphic Method of Dispersion.

Unit V Skewness, Moments and Kurtosis (13 hrs)

Meaning and Definition of Skewness - Symmetrical, Positive, Negative Skewness - Measures of Skewness - Relative Measures of Skewness - Karl Pearson and Bowley's Co-efficient of Skewness - Moments - Meaning - Computation of Moments - Kurtosis - Meaning - Measures of Kurtosis.

Text book:

1. Pillai R. S. N. and Bhagavathi V., (2008), “Statistical Theory and Practice”, Sultan Chand & Sons, New Delhi.

Reference Books:

2. Gupta S. P., (2008), “Statistical Methods”, Sultan Chand & Sons, New Delhi.
3. Mohan Singhal and Lakshmi Narain (2006), “Elements of Statistics”, Agarwal Educational Publishers, Agra
4. Speigal M. R., (1992), “Theory and Problems of Statistics”, McGraw Hill Book Co., London.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE : FIFTH SEMESTER SYLLABUS

WOMEN AND THE ECONOMY

Objectives:

1. This paper attempts to make the students to understand the role of women in economic development
2. To create awareness about the Self Help Group and women empowerment among the students.

Total Credits : 4

Total Marks : 100

Hours/week:4 hrs

UNIT-I

(10 hrs)

Women and Economic Development –Women as Human Resource - Investment in Women - Human Capital Theory - Role of Women in the Development of Indian Economy

Unit-II

(10 hrs)

Demography of Female Population: Age Structure- Regional Difference - Rural, Urban - Mortality Rates and Sex Ratio – Causes of Declining Sex Ratios and Fertility Rates in LDCs and Particularly in India.

UNIT-III

(11 hrs)

Women Empowerment - Economic Status, Women in Decision Making, Women and Labour Market – Demand and Supply for Female Labour in Developed and Developing Countries. Women Workers Participation in Agriculture, Non-Agricultural Rural Activities, Informal Sector, Cottage and Small Scale Industries.

Unit –IV

(10 hrs)

Women Entrepreneurs – Concept - Meaning – Factors Influencing the Women Entrepreneurs – Types – Role of Women Entrepreneurs in Economic Development – Problems of Women Entrepreneurs – Remedial Measures.

Unit V

(11hrs)

Women in Self Help Group (SHG) – Meaning – Definition – Features of SHG – Women Empowerment through SHGs – SHG in India - Economic Role of Women in European, American and Asian Countries.

Text Book

1. Sushama Sahay (1998), “Women and Empowerment Approaches and Strategies”, Discovery Publishing House, New Delhi.

Reference Books

- 2 Lalitha N. and Nagarajan B.S., (2003), “Self Help Groups in Rural Development”, Dominant Publishers and Distributors, New Delhi.
- 3 Gordon E. and Natarajan K., (2003), “Entrepreneurship Development” Himalayan Publishing House, Mumbai.
- 4 Hajira Kumar and Jaimon Varghese (2005), “Women Empowerment –Issues Challenges & Strategies - A Source Book”, Regency Publications, New Delhi.
- 5 Elizebteth M. King and Anne Hill M., (1997), “Women’s Education in Developing Countries – Barriers, Benefits and Policies”, The John Hopkin University Press, U.S.A.

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Prof. V.Murugavelu	Dr.P.Krishnathulasimani		

(For the candidates admitted from the academic year 2014 -15 onwards)

B.A. - ECONOMICS DEGREE COURSE: FIFTH SEMESTER SYLLABUS

WINDOWS BASED OFFICE AUTOMATION AND TALLY

Objectives:

1. This paper is designed to provide basic knowledge about computer.
2. It is intended to train the students with application of MS office and accounting tally.

Total Credits: 2
Total Marks : 100
Hours/week: 3 hrs

- Unit I Introduction to the Computer (7 hrs)**
Computer Capabilities – Compounds of a Computer – Functions of Units of Computers – Applications of Computers – Classification of Computers – Generation of Computers
- Unit II Introduction to MS Office (7 hrs)**
Introduction to Word – Editing a Document – Move and Copy Text – Formatting Text and Paragraph – Finding and Replacing Text – Spelling and Grammar Checking – Using Tabs – Enhancing Document – Columns, Tables and Other Features – Using Graphics, Templates and Wizards – Using Mail Merge
- Unit III Introduction to Excel and Power Point (9 hrs)**
Getting Started with Excel – Editing Cells and Using Commands and Functions – Moving Copying, Inserting and Deleting Rows and Columns – Formatting a Work Sheet – Creating Charts - Introduction to Power Point – Creating a Presentation – Different Views in Power Point – Running a Slide Show –Automating your Presentation – Printing your Presentations.
- Unit IV Accounting Tally (9 hrs)**
Fundamentals of Tally - Features - Maintaining Company Data - Creating, Selecting and Deleting a Company -- F11 Features - F12: Configuration- Gateway of Tally - Accounts Information - Tally Accounting - Groups and Ledgers - Creating, Altering and Deleting a Ledger - Accounting Vouchers.
- Unit V Tally Reports (7 hrs)**
Inventory Vouchers-Creating Voucher-Types of Voucher: Receipt, Payment,Purchase,Journal and Sales Vouchers - Bank Reconciliation- List of Accounts -Accounting Reports - Balance Sheet – Profit and Loss Account – Inventory Reports - Statement of Inventory - Stock Item - Stock Summary.

Text Book:

1. Ananthi Sheshasaayee & Sheshasaayee (2007), “Computer Applications in Business & Management”, Margham Publication, Chennai,
2. Palanivel S., (2008), “Tally Accounting Software”, Margham Publications, Chennai.

Reference Books:

3. Nandhini, A. K. & Nandhini, K. K., (2008), “Implementing Tally 7.2”, BDP Publications, New Delhi.
4. “Tally ERP 6.3 Self Learning Guide and Workbook”, Tally Solutions Pvt Ltd, 1998-2001 (Vol. 1 & Vol. 2), Bangalore.

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(For the candidates admitted from the academic year 2014- 15 onwards)

B.A. - ECONOMICS DEGREE COURSE: FIFTH SEMESTER
PROGRAMMING LAB IN WINDOW BASED OFFICE AUTOMATION
AND TALLY

Credits : 2
 Marks: 100
 Hours/Week: 2 hrs

S.No.	PROGRAMME
	MS WORD (6hrs)
1.	Chaning the Font and Size and Using Bold, Italic and Underline
2.	Paragraph Alignment
3.	Bullets and Numbering
4.	Inserting Table
	MS EXCEL (7hrs)
5.	Inventory Report
6.	Invoice Report
7.	Mark list
8.	Creating a Pie Diagram
	MS POWERPOINT(6hrs)
9.	Welcome Slide
10.	Organizational Chart
11.	Graphical Presentation
	TALLY (7hrs)
12.	Creating a Company
13.	Group Creation
14.	Creation of Stock Group
15.	Creation of Stock Item

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Dr.N.Padmasundari	Dr.P.Krishnathulasimani		

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For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE: FIFTH SEMESTER SYLLABUS

Skill Based Subject Elective

PRINCIPLES OF MANAGEMENT

Objectives:

1. The aim of this paper is to enable the students to understand the concepts of management.
2. To endow students with the knowledge of Organization and its Structure.

Total Credits: 2

Total Marks : 50

Hours/week : 1 hr

- Unit I Management (3 hrs)**
Nature and Scope of Management Process - Management is a Science/Art, Development of Management - Scientific Management - Functions of Manager.
- Unit II Planning (2 hrs)**
Planning - Meaning and Purpose of Planning - Steps in Planning - Types of Planning.
- Unit III Organisation (3 hrs)**
Organisation - Types of Organisation - Organizational Structure - Span of Control - Use of Staff Units and Committees.
- Unit IV Delegation (2 hrs)**
Delegation - Delegation and Centralisation - Line and Staff Relationship.
- Unit V Directing and Controlling (3 hrs)**
Directing - Nature and Purpose of Directing - Controlling - Need for Co-ordination - Meaning and Importance of Controls.

Text Book:

1. Dinkar Pagare (2014), “Business Management”, Sultan Chand & Sons, New Delhi.

Reference Books:

2. Allen L. A. (1982), “Management and Organisation”, McGraw Hill Publishing Co. Ltd., New Delhi.
3. Kathiresan and Radha (1987), “ Principles of Management”, Lions Publications, Chennai.
4. Hannagan (2002), “Management Concepts and Practices”, Macmillan India Ltd., Chennai.
5. .Prasad I. M., (2001), “Principles and Practices of Management”, Sultan Chand & Sons, New Delhi.
6. Peter Drucker (2003), “ The Practice of Management”, Allied Publications, Chennai.

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Prof.K.Murugavelu	Dr.P.Krishnathulasimani		

For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE: FIFTH SEMESTER SYLLABUS

Skill Based Subject Elective

OFFICE MANAGEMENT

Objectives:

1. The paper aims to highlights the various aspects of office management.
2. To train the students in handling modern communication methods.

Total Credits: 2

Total marks: 50

Hrs: /week: 1

(2 hrs)

Unit I	Modern Office – Functions – Importance – Office Management – Manager – Qualities – Functions.	(3hrs)
Unit II	Office Location and Layout - Open Office - Private Office – Merits and Demerits - Office Furniture – Principles in Selecting Office Furniture.	(3hrs)
Unit III	Handling Mail – Dicta Phone - Merits and Demerits - Filing Systems – Essential Modern Method – Merits and Demerits.	(2hrs)
Unit IV	Indexing – Types – Merits and Demerits - Office Stationery – Methods of Purchase – Control of Stationery	(3hrs)
Unit V	Office Machines and Equipment – Office Appliances- Importance - Merits and Demerits.	

Text Book:

1. Sharma R. K., and Shashi K. Gupta (2006), "Office Management", Abishek Publications, Chatisgrah.

Books for Reference:

2. Pillai R. S. N., (2008), "Commercial Correspondence & Office Management", Sultan Chand & Sons, New Delhi.

3. Bhatia R. C., (2007), "Principles of Office Management", Lotus Press, New Delhi.

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Prof.N.Anbarasu	Dr.P.Krishnathulasimani		

For the candidates admitted from the academic year **2014-15 onwards**)

B.A. - ECONOMICS DEGREE COURSE: SIXTH SEMESTER

PUBLIC FINANCE

Objective:

1. This paper combines a thorough understanding of issues related to revenue, expenditure, budget policies and finances of the government.
2. It also highlights the recommendations of the latest finance commission.

Total Credits: 4
Total Marks : 100
Hours/week : 6hrs

Unit I Nature and Scope of Public Finance (14 hrs)

Definition – Scope – Normative Aspects -Public Finance versus Private Finance – Objectives of Fiscal Operations – Principle of Maximum Social Advantage- Dalton’s View of Maximum Social Advantage – Musgrave’s View of Maximum Social Advantage – Criticism of Principle of Maximum Social Advantage – Limitations and Usefulness.

Unit II Public Revenue (16 hrs)

Public Revenue – Meaning – Sources – Classification-Objectives of Taxation- Canons of Taxation –Types of Taxation – Effects of Taxation – Taxable Capacity – Incidence – Shifting – Factors effecting Incidence of a Tax.

Unit III Public Expenditure (16 hrs)

Meaning and Nature – Scope – Public and Private Expenditure - Classification and Cannons Effects – Causes for Increase - Public Debt – Causes for Increase – Classification and Effects – Sources of Public Borrowing - Principles of Public Debt Management –Redemption of Public Debt- Public Debt in India.

Unit IV Public Debt (16 hrs)

Public Debt – Meaning – Causes – Classification – Benefits and Dangers – Effects – Measurement of Debt Burden – Redemption of Public Debt.

Unit V Financial Administration and Federal Finance (16 hrs)

Meaning-Instruments – Budget - Features – Principles of Budgeting – Procedure of Budgeting – Meaning and Principles of Federal Finance- , 11, 12 and 13th Finance Commissions and its Recommendations.

Text Book:

1. Sankaran Dr. (2013), “ Fiscal Economics”, Margham Publications, Chennai. -

Reference Books:

2. Sundharam K.P. M. & Sundharam N., (2006), “Fiscal Economics”, Sultan Chand & Company, New Delhi.
3. Cauvery R., Sudha Nayak U. K., Girija M., and Meenakshi N., (2007), ”Public Finance, Sultan Chand & Company”, New Delhi.
4. Tyagi Dr. B. P., (2007), “Public Finance”, Jai Prakash Nath & Company, Meerut.
5. Musgrave R. A. and Musgrave P. A., (1976), “Public Finance in Theory and Practice”, McGraw- Hill Kogakusha, Tokyo.

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Prof.K.Murugavelu	Dr.P.Krishnathulasimani		

(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE: SIXTH SEMESTER

INDUSTRIAL ECONOMICS

Objective:

1. This paper intends to provide knowledge on theories and basic issues related to industry and industrial development in India.
2. This paper also highlights objectives of industrial policy and industrial licensing.

Total Credits: 4
Total Marks: 100
Hours/week : 6hrs

Nature & Scope of Industrial Economics

(16 hrs)

Nature and Scope of Industrial Economics - Meaning – Rationale of Industrialization – Form of Industrial Organizations – Industrialization and Economic Development – Pattern of Industrial Development in India.

Unit II Concepts and Industries

(16 hrs)

Concepts of Firm, Plant and Industry –Factors Determining the Size of the Firm – Optimum Firm – Size and the Factors Determining it – Small Scale and Cottage Industries and their Importance in India – A Brief Account of Importance of Large Scale Industries – Iron, Textile, Jute, Cement and Sugar Industries.

Unit III Industrial Location

(15 hrs)

Industrial location - Factors Determining Industrial Location – Weber’s Theory of Industrial Location – Florence Theory. Balanced Regional Development of Industries-Need for Balanced Regional Development in India.

Unit IV Industrial Finance

(16 hrs)

Need for Industrial finance – Types - Sources of Industrial Finance – Government Measures to Control and Regulate Industries - Industrial Policy in India since 1991 - Industrial Licensing.

Unit V Industrial Productivity

(15 hrs)

Significance and Measurement of Industrial Productivity – Factors Influencing Industrial Productivity – Industrial Sickness – Government Measures – Scientific Management.

Text Book:

1. Sivayya & Das (2004), “Industrial Economy”, Sultan Chand & Company, New Delhi

Reference Books:

2. Kucchal S. C., (1969), “Industrial Economy of India”, Chaitanya Publishing House Alahabad.
3. Singh and Sadhu, (1988) , “Industrial Economics”, Himalaya Publishing House, Mumbai,
4. Bhartwal K. R., (2004), “Industrial Economy”, New Age International Publishers, New Delhi.
5. Devine P. J., (1978), “An introduction to Industrial Economics”, (3rd. edition),George Allen and Unwin, London.

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Mrs.Nirmala Sathish	Dr.P.Krishnathulasimani		

Text Books

1. Jain J. K., (2008), “Transport Economics”, Chaitanya Publishing House, Allahabad.

Reference Books:

2. Srivastava S. N., (2000), “ Economics of Transport” , Sultan Chand & Sons, Mumbai.
3. Sankaran (2002), “Economics of Transport” , Margham Publication, Chennai.
4. Bhatia A.K., (1996), “Tourism Development - Principles and Practices”, Sterling, New Delhi.
5. Button K. J., (2003), “Transport Economics”, Edward Elgar, Aldershot, England.

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Prof.N.Anbuarasu	Dr.P.Krishnathulasimani		

(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE: SIXTH SEMESTER SYLLABUS

STATISTICAL METHODS - II

Objectives:

1. This paper prepares the students to be familiar with statistical tools.
2. It enable the students to apply the statistical tools to analyse the economic problems

Total Credits: 5
Total Marks : 100
Hours/week: 5 hrs

Unit I Correlation Analysis (14 hrs)

Meaning - Definition and Types of Correlation - Methods of Studying Correlation - Karl Pearson's Co-efficient of Correlation - Rank Correlation - Regression - Meaning - Fitting Regression Equation X on Y and Y on X - Difference between Regression and Correlation.

Unit II Index Numbers (13 hrs)

Meaning and Definition - Uses of Index Numbers - Methods of Constructing the Index Numbers - Simple Aggregative Method - Simple Average Relative Methods - Weighted Index Number - Laspeyre - Paache - Bowley - Fisher - Marshall Methods - Consumer Price Index - Aggregate Expenditure Method - Family Budget Method - Problems in the Construction of Index Numbers.

Unit III Time Series Analysis (13 hrs)

Meaning and Uses of Time Series Analysis - Components of Time Series - Secular Trend - Seasonal, Cyclical and Irregular Variations - Methods of Measuring Trend - Graphic Method - Semi Average - Moving Average and Least Square Methods.

Unit IV Methods of Sampling and Sampling Theory (12 hrs)

Concept of Population - Census Method - Sample Method - Sampling - Meaning - Essentials of Sampling - Methods of Sampling - Random Sampling - Unrestricted Random Sampling - Stratified, Systematic and Cluster Sampling - Non - Random Sampling - Judgement, Quota and Convenience Sampling.

Unit V Growth of Indian Statistics (13 hrs)

Introduction - Statistical Organisation of India - Functions and Publications - National Sample Survey Organization - Agricultural Statistics - Official Series and NSS Series - Defects in Agricultural Statistics - National Income and Social Accounting - Methods of Estimating National Income - Usefulness and Difficulties of Estimation in India - Social Accounting - Population Statistics - Methods of Collecting Population Census.

Text Book:

1. Pillai R. S. N. and Bhagirathi V.,(2008), “Statistical Theory and Practice”, Sultan Chand, New Delhi.

Reference Books:

2. Gupta S. P., (2011), “Statistical Methods”, Sultan Chand & Sons, New Delhi.
3. Mohan Singhal (1999), “Elements of Statistics Theory and Praticce”, Laksmi Narain Agarval, Agra.
4. Speigal M. R., (2008), “Theory and Problems of Statistics”, McGraw Hill Book Co., London.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE –SIXTH SEMESTER

TOURISM ECONOMICS

Objectives:

1. This paper intends to provide knowledge on importance of tourism and its socio-economic benefits. .
2. It also highlights Central and State Government Measures for Promotion of Tourism.

Total Credits:5
Total Marks: 100
Hours/Week: 6

Unit I Travel Motivations (15 hrs)

Tourist –Definition – A brief historical Development - Evolution of demand for tourism – Growth factors – Travel Motivators ; Physical Motivators, Rest and Recreation Motivators, Health motivators, Ethnic and family Motivators, Professional and Business Motivators.

Unit II Nature and Components of Tourism Industry (16 hrs)

The basic components – Elements of tourism - Geographical components – Geographical resource for tourism – General patterns of world tourism - Social tourism – Domestic tourism.

Unit III Economic Dimensions of Tourism (16 hrs)

Tourism as great economic force – Economic Significance – Tourism multiplier
Tourism income multiplier - Infrastructural Development - Regional Development – Employment Generation – Employment multiplier - International Understanding – A brief Summary on Manila Declaration on world tourism.

Unit IV Tourism Administration in India (16 hrs)

Tourist Information offices in India – Functions – Tourist Information Offices Overseas – Functions – Criteria for Opening Overseas Offices – Formation of the Ministry of Tourism – Department of tourism – India Tourism Development Corporation (ITDC)

Unit V Regional Tourism (15 hrs)

Selective Tourist Centers in and around – Coimbatore District – valparai - Anaimalai – Aliyar - Perur - Marudamalai - Annakatti

Text Book :

1. Bhatia A. K., (2001), "International Tourism Management", Sterling Publishers Pvt. Ltd., New Delhi.

Reference Book

2. Vishwanath Ghosh (2000), "Tourism and Travel Management", Vikas Publishing House, Pvt., Ltd., New Delhi.
3. Rajasekara Thangaman (2003), "Tourism Development", Madras Art Printers, Chennai.
4. John M. Bryder (2004), "Tourism and Development", Cambridge University Press, London.
5. Chris Cooper (2012), "Essentials of Tourism", Financial Times Publication, Prentice Hall, Harlow.
6. Michael Peters (1969), "International Tourism", Hutchinson, London.

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(For the candidates admitted from the academic year 2014-15 onwards)

B.A. - ECONOMICS DEGREE COURSE –SIXTH SEMESTER

Skill Based Subject Elective

ADVERTISING AND SALES PROMOTION

Objectives :

3. To endow students with the knowledge Advertising & Sales.
4. To provide the knowledge of Product Launching in market.

Total Credits: 2

Total Marks: 50

Hours/Week: 1

- | | | |
|-----------------|--|---------------|
| Unit I | Introduction to Advertising
Advertising – Meaning – Propaganda Vs Advertising – Sales Promotion Vs Advertising – Public Relation Vs Advertising – Tools of Public Relations – Major Components of Advertising Industry – Role of Advertising in Modern Business World. | (3hrs) |
| Unit II | Economic Aspects of Advertising
Advertising and the Free Economy – Effects of Advertising on Production Costs, Distribution Costs and Consumer Prices – Advertising and Monopoly Conditions – Advertising and Consumer Markets – Advertising and National Income. | (3hrs) |
| Unit III | Advertising Media
Advertising Media – Types – Print – Electronics – Other Media – Their Characteristics – Merits and Limitations – Ethics in Advertising. | (3hrs) |
| Unit IV | Sales Promotion
Sales Promotion – Meaning – Objectives – Kinds of Sales Promotion – Reasons for Sales Promotion- Merchandising Aids. | (2hrs) |
| Unit V: | Personal Selling
Personal Selling – Importance – Personal Selling and Product Promotion – Features of Salesmanship – Types of Salesmen – Advantages – Limitations. | (2hrs) |

Text Book:

5. Pillai R. N. S. and Bagavathi (1997), “Modern Marketing Principles & Practice Sultan Chand & Sons”, New Delhi.

Reference Books:

6. Rajan Nair and Varma M. M., (1995), “Marketing Management”, Sultan Chand & Sons, New Delhi.
7. Kazmi S . H. H. and Satish Batra K., (2001), “Advertising & Sales Promotion”, Excel Books, New Delhi.
8. George Belch E. and Michel Belch A., (1998), “Advertising & Promotion”, McGraw Hill, Singapore.

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Text Book:

1. Senguttvan P. S., (2007), “Principles of Airport Economics Excel Book”, New Delhi.

Reference Book:

2. Senguttuvan P. S., (2003), “Fundamentals of Airport Transport Management”, McGraw Hill, London.
3. Wells A., (2000), “Airport Planning and Management”, 4th Edition-McGraw-hill, London.

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For the candidates admitted from the academic year 2014-15 onwards)

B.Com – COMMERCE DEGREE COURSE: SECOND SEMESTER

BUSINESS ECONOMICS

Objectives:

1. This subject is designed for students to examine the importance and application of economic analysis to business decision making.
2. This subject provides an insight into the market structure and process of price determination of product and factors.

Total Credits: 4
Total Marks: 100
Hours/Week: 5

- UNIT I Introduction to Economics (15 hrs)**
Definition of Business Economics - Nature and Scope of Business Economics – Basic Tools in Business Economics.
- UNIT II Law of Demand (16 hrs)**
Determinants of Demand – Demand Distinction – Indifference Curve Analysis – Consumer’s Equilibrium – Elasticity of Demand – Types – Measurement – Demand Forecasting – Methods – Consumer’s Surplus.
- UNIT III Cost Concepts (16 hrs)**
Cost Concepts - Cost –Output Relationship – Production Function – Iso-quants –Laws of Returns – Law of Variable Proportions – Returns to Scale – Producer’s Equilibrium – Least Cost Combination.
- UNIT IV Market Structure (15 hrs)**
Price and Output Determination under Perfect Competition – Monopoly Discriminating Monopoly – Monopolistic Competition – Oligopoly.
- UNIT V Pricing Policy and National Income (16 hrs)**
Objectives of pricing Policy – Pricing Methods – National Income – Definition – Concepts of National Income – Methods of Calculating National Income – Uses – Limitations.

Text Books

1. Ahuja H.L., (2009), “Business Economics”, New Delhi, Sultan Chand and Sons.

Reference Books

1. Sankaran (2010), “Business Economics”, Margham Publications, Chennai,
2. Sundharam K. P. M. and Sundharam E. N., (2008), “Business Economics”, Sultan Chand & Co., New Delhi.
3. Reddy P. N. and Appanniah H. R ., (2008), “Business Economics”, Sultan Chand & Co., New Delhi.
4. Jame L. Pappas (2012), Evene F. Brigham and Mark Hirschey, “Managerial Economics”, Holt Sundars International Edition, Japan.

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For the candidates admitted from the academic year 2014-15 onwards)

M.Com – COMMERCE DEGREE COURSE: SECOND SEMESTER

MANAGERIAL ECONOMICS

Objectives:

1. To enlighten the students with economic aspects for decision making.
2. This subject provides an insight into the business and economic forecasting.

Total Credits: 4
Total Marks: 100
Hours/Week: 5

Unit –I Managerial Economics

(15 hrs)

Nature and Scope of Managerial Economics – Role and Responsibilities of Managerial Economist – Basic Concepts of Managerial Economics – Objectives of the Firm – Economics and Decision Making.

Unit –II Demand Analysis

(16 hrs)

Demand Theory – Elasticity of Demand – Measurement of Elasticity of Demand – Demand Distinction – Business and Economic Forecasting – Demand Forecasting Techniques.

Unit –III Production Analysis

(16 hrs)

Production Theory – Cost Theory – Cost Concepts – Cost- output Relationship in Short-Run and Long -Run – Break Even Point (BEP) – Uses – Limitations and Price Determination.

Unit –IV Market Structure

(17 hrs)

Market types – Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Duopoly –Bilateral Monopoly – Pricing Policies – Pricing in Public Sector.

Unit –V National Income and Inflation

(14 hrs)

National Income – Concepts – Methods of Calculating National Income – Difficulties – Inflation – Types – Controlling Measures – Input –Output Analysis.

Text Books

1. Varshney and Maheshwari (2014), “Managerial Economics”, New Delhi, Sultan Chand and Sons.

Reference Books

2. Mehta P. L., “Managerial Economics”, (2014), Sultan Chand and Sons, New Delhi,.
3. Joel Dean (2012), “Managerial Economics”, PHI Learning Private Limited, New Delhi.
4. Hague D. C., (2004), “Managerial Economics”, Longman Group Ltd., London.
5. Gupta G. S., (2011), “Managerial Economics”, Tata McGraw Hill, London.
6. Jame L. Pappas (2012), “Managerial Economics”, Holt Sundars International Edition, Japan.

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