

## 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 2015-16 onwards)

Course Code	Part	Course	Hrs/ Wk	Hrs/ Exm	Maximum Marks		Total Marks	Credits
					Intl	ESE		
		<b>I Semester</b>						
<b>15 UTL 101</b>	<b>I</b>	<b>Tamil Paper - I</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>15 UEN 101</b>	<b>II</b>	<b>English Paper - I</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>15 UEO 101</b>	<b>III</b>	<b>Micro Economics - I</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 102</b>	<b>III</b>	<b>Indian Economy</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15UCOM 1A1</b>	<b>III</b>	<b>Financial Accounting</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
	<b>IV</b>	<b>HR</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
<b>15 HEC 101</b>	<b>IV</b>	<b>Human Excellence Education – I ( Personnel Values and SKY Yoga Pratice I)</b>	<b>1</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>1</b>
	<b>V</b>	<b>Extension Activities ( NSS / NCC / Sports &amp; Games )</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
		<b>Total</b>					<b>600</b>	<b>21</b>
		<b>II Semester</b>						
<b>15 UTL 202</b>	<b>I</b>	<b>Tamil Paper - II</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>15 UEN 202</b>	<b>II</b>	<b>English Paper - II</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>15 UEO 203</b>	<b>III</b>	<b>Micro Economics - II</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 204</b>	<b>III</b>	<b>International Economics</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 2A2</b>	<b>III</b>	<b>Agriculture and Rural Development</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
	<b>IV</b>	<b>Environmental Studies</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
<b>15 HEC 202</b>	<b>IV</b>	<b>Human Excellence Education – II ( Family Values and SKY Yoga Pratice II)</b>	<b>1</b>	<b>2</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>1</b>
	<b>V</b>	<b>Extension Activities ( NSS / NCC / Sports &amp; Games )</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
		<b>Total</b>					<b>600</b>	<b>21</b>

		<b>III Semester</b>						
<b>15 UTL 303</b>	<b>I</b>	<b>Tamil Paper - III</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>15 UEN 303</b>	<b>II</b>	<b>English Paper - III</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>15 UEO 305</b>	<b>III</b>	<b>Macro Economics</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 306</b>	<b>III</b>	<b>Economics of Development and Planning</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 3A3</b>	<b>III</b>	<b>Banking Law and Practice -</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15HEC 303</b>	<b>IV</b>	<b>Human Excellence Education – III (Professional Values and SKY Yoga Praticce III)</b>	<b>1</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>1</b>
<b>15UEO 3N1/ 15UEO 3N2</b>	<b>IV</b>	<b>NME Advertising and Sales Promotion/ Economics for Competitive Examinations</b>	<b>1</b>	<b>3</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
	<b>V</b>	<b>Extension Activities (NSS /NCC /Sports &amp; Games )</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
		<b>Total</b>					<b>600</b>	<b>21</b>
		<b>IV Semester</b>						
<b>15 UTL 404</b>	<b>I</b>	<b>Tamil Paper - IV</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>15 UEN 404</b>	<b>II</b>	<b>English Paper - IV</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>15 UEO 407</b>	<b>III</b>	<b>History of Economic Thought</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 408</b>	<b>III</b>	<b>Mathematical Methods</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 4A4</b>	<b>III</b>	<b>Business Communication</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15HEC404</b>	<b>IV</b>	<b>Human Excellence Education – IV (Social Values and SKY Yoga Praticce IV)</b>	<b>1</b>	<b>2</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>1</b>
<b>15UEO 4N3/ 15UEO 4N4</b>	<b>IV</b>	<b>NME Office Management / Airport Economics</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
<b>15UNC 401 15UNS 402 15USG 403</b>	<b>V</b>	<b>Extension Activities  NCC NSS Sports and Games</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>1</b>
		<b>Total</b>					<b>650</b>	<b>22</b>

**Syllabus Rectification made for V and VI Semester - Academic Year 2015 -2018 batch**

<b>V Semester</b>								
<b>15 UEO 509</b>	<b>III</b>	<b>Monetary Economics</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
<b>15 UEO 510</b>	<b>III</b>	<b>Human Resource Management</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 511</b>	<b>III</b>	<b>Investment Policies and Programmes</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
<b>15 UEO 512</b>	<b>III</b>	<b>Statistical Methods – I (E)</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
<b>15 UEO 513</b>	<b>III</b>	<b>Window Based Office Automation and Tally</b>	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>2</b>
<b>15 UEO 514</b>	<b>III</b>	<b>Computer Practicals</b>	<b>2</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>	<b>2</b>
<b>15HEC505</b>	<b>IV</b>	<b>Human Excellence Education – V (National Values and SKY Yoga Praticce V)</b>	<b>1</b>	<b>2</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>1</b>
<b>15UEO 5S1 / 15UEO 5S2</b>	<b>IV</b>	<b>Skill Based Subject : Principles of Management / Office Management</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
<b>15GKL501</b>	<b>IV</b>	<b>General Awareness (SS)</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>50</b>	<b>2</b>
		<b>Total</b>					<b>750</b>	<b>28</b>
<b>VI Semester</b>								
<b>15 UEO 615</b>	<b>III</b>	<b>Public Finance</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 616</b>	<b>III</b>	<b>Industrial Economics</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 617</b>	<b>III</b>	<b>Economics of Transport</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>15 UEO 618</b>	<b>III</b>	<b>Statistical Methods - II (E)</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
<b>15 UEO 619</b>	<b>III</b>	<b>Tourism Economics-III (E)</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
<b>15 UEO 620</b>	<b>III</b>	<b>Internship Program</b>	<b>2</b>	<b>-</b>	<b>20</b>	<b>80</b>	<b>100</b>	<b>2</b>
<b>15HEC606</b>	<b>IV</b>	<b>Human Excellence Education – VI (Global Values and SKY Yoga PraticceVI)</b>	<b>1</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>1</b>
<b>15 UEO 6S3 / 15 UEO 6S4</b>	<b>IV</b>	<b>Skill Based Subject : Advertising and Sales Promotion / Principles of Airport Economics</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
		<b>Total</b>					<b>700</b>	<b>27</b>
		<b>Grand Total</b>					<b>3900</b>	<b>140</b>

(For the candidates admitted from the academic year 2015-16 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.

<b>Compiled by Name with Signature</b>	<b>Verified by HOD Name with Signature</b>	<b>CDE</b>	<b>COE</b>
<b>Dr.P.Krishnathulasimani</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 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      (15 hrs)**  
 Characteristics of Indian Economy – Factors Impeding Economic Progress – Population Policy - 2011 – Human Development Index – Human Poverty Index
- Unit II      Basic Issues in Agricultural Policies      (15 hrs)**  
 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.
- Unit III      Industrial Development and Related Issues      (17 hrs)**  
 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.
- Unit IV      Infrastructure      (15 hrs)**  
 Energy – Sources of Energy – Conventional and Non-Conventional Energy- Energy Crisis in India – Transport – Road, Railway, Shipping and Air-Communication System in India.
- Unit V      New Economic Reforms      (16 hrs)**  
 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.

**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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<b>Prof.K.Murugavelu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 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: 5

**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.
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(For the candidates admitted from the academic year 2015-16 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. Rudder 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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<b>Prof.K.Murugavelu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 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: 5

**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. Rudder 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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<b>Dr.N.Padmasundari</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 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.
- Unit V General Equilibrium (15 hrs)**

IS and LM Functions – Commodity Market Equilibrium – Money Market Equilibrium - Changes in General Equilibrium – Shifts in LM Functions – Simultaneous Shifts and IS and LM Functions.

**Text Book:**

1. Sankaran (2007), “Macro Economics”, Margham Publication, Chennai.

**Reference Books:**

2. Edward Shapiro (2006), “Macro Economics”, Galgotia Publication, New Delhi.
3. Jhinghan M. L., (2008), “Macro Economics”, Vrinda Publications, New Delhi.
4. Greynolids (2004), “Macro Economics”, University Publications, New Delhi.
5. Harold R. Williams (2007), “Macroeconomics: Problems, Concepts and Self-tests”, W.W. Norton & Company. Inc. New York.

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<b>Mrs.Nirmala Sathish</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year **2015-16 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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<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 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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<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>



**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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**For the candidates admitted from the academic year 2015-16 onwards)**

**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. Rudder 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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(For the candidates admitted from the academic year 2015-16 onwards)

**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**

**(16 hrs)**

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.

**Unit II Classical Period**

**( 16 hrs)**

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 -

**Unit III Marginalism**

**( 16hrs)**

Features of Marginalism - Ideas of Gossen - Edgeworth - Jevons - Menger - Karl Marx - Karl Marx - Chief Tenets of Marxian Thought - Dialectical Materialism - Labour Theory of Value - Theory of Surplus Value.

**Unit IV Neo-Classical and Welfare Economics**

**(15 hrs)**

Alfred Marshall - Ideas of Marshall - Consumer Surplus - Elasticity of Demand - Representative Firm - Welfare Economics - Ideas of Pigou - Paretian Welfare Economics.

**Unit V Indian Economic Thought**

**(15 hrs)**

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.



**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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<b>Mrs. Nirrmala Sathish</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 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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<b>Dr.P.Krishnathulasimani</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

For the candidates admitted from the academic year 2015-16 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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<b>Prof.K.Murugavelu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

**For the candidates admitted from the academic year 2015-16 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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<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 onwards)

**B.A. - ECONOMICS DEGREE COURSE –FOURTH SEMESTER**

**Non – Major Elective Course**

**PRINCIPLES OF AIRPORT ECONOMICS**

Total Credits: 2

Total Marks : 50

Hours/Week : 1

**Objectives:**

1. To enlighten the students – “Airports are observed as powerful Engines and act as a Multi – Model Business Centers for Regional and National Economic Development”.
2. This subject also imparts principles of pricing and sources of airport revenue.

<b>Unit – I</b>	<b>Airport Operational Economics</b> History and Development of Airport – Definition and Functions – Airport Categories – Doctrine (or) Principles of Airport Management.	<b>(2hrs)</b>
<b>Unit – II</b>	<b>Economics in Aviation Studies</b> Importance of Economics in Aviation Studies - Key Factors Influencing Air Travel Demand – Demand Factors Evaluation (Airport Demand Analysis).	<b>(3hrs)</b>
<b>Unit - III</b>	<b>Airport Market and Competition</b> Airports and Competition – Airport Competitiveness – Airport Competitive Factors: Demand Factor, Service Factors and Management Factors – Pricing and its Objectives – Principles of Airport Pricing.	<b>(3hrs)</b>
<b>Unit - IV</b>	<b>Airport Financial Economics</b> Importance of Financial Economics – Goals of Airport Finance – Principles of Airport and Air Navigational Charges – Airport Revenue – Sources of Airport Revenue - Aeronautical and Non- Aeronautical Revenue.	<b>(3hrs)</b>
<b>Unit – V</b>	<b>Airport Services</b> Performance Measures – Measuring Standards for Airport Services – Airport Quality Performance – Ranking of Airports.	<b>(2hrs)</b>



**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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<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 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: 5

Total Marks: 100

Hours/week: 6 hrs

**Unit I Nature and Scope of Monetary Economics (15 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 (15 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 (15 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 (14 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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<b>Mrs. Nirrmala Sathish</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 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: 5 hrs

- Unit I Human Resource Management (HRM) (12 hrs)**  
Meaning of Human Resource Management – Functions of Human Resource Management - Nature and Importance of HRM- Objectives of HRM.
- Unit II Human Resource (12 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 (12 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) (12 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 (12 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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<b>Prof .N. Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 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: 5

Total Marks: 100

Hours/week: 6 hrs

- Unit I Investment (16 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 (16 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 (14 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 (13 hrs)**  
Meaning - Economic Analysis – Forecasting. Techniques –Industrial Analysis – Company Analysis.
- Unit V Shares Market (13 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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<b>Prof.K.Murugavelu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015-16 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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<b>Dr.P.Krishnathulasimani</b>	<b>Dr.P.Krishnathulasimani</b>	<b>M. Durairaju</b>	<b>V. Radhakrishnan</b>

(For the candidates admitted from the academic year 2015 -16 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: 4 hrs

**Unit I Introduction to the Computer**

**( 9 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**

**(12 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**

**( 12 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**

**(11 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**

**( 9hrs)**

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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<b>Dr.N.Padmasundari</b>	<b>Dr.P.Krishnathulasimani</b>		

(For the candidates admitted from the academic year 2015- 16 onwards)

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

Total Marks :100  
 Total Credit:2  
 Hours/Week: 2 hrs

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

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For the candidates admitted from the academic year 2015-16 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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<b>Prof.K.Murugavelu</b>	<b>Dr.P.Krishnathulasimani</b>		

For the candidates admitted from the academic year 2015-16 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)**

<b>Unit I</b>	Modern Office – Functions – Importance – Office Management – Manager – Qualities – Functions.	(3hrs)
<b>Unit II</b>	Office Location and Layout - Open Office - Private Office – Merits and Demerits - Office Furniture – Principles in Selecting Office Furniture.	(3hrs)
<b>Unit III</b>	Handling Mail – Dicta Phone - Merits and Demerits - Filing Systems – Essential Modern Method – Merits and Demerits.	(2hrs)
<b>Unit IV</b>	Indexing – Types – Merits and Demerits - Office Stationery – Methods of Purchase – Control of Stationery	(3hrs)
<b>Unit V</b>	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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<b>Prof.N.Anbarasu</b>	<b>Dr.P.Krishnathulasimani</b>		



For the candidates admitted from the academic year **2015-16 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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<b>Prof.K.Murugavelu</b>	<b>Dr.P.Krishnathulasimani</b>		

(For the candidates admitted from the academic year 2015-16 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 : 5 hrs

**Nature & Scope of Industrial Economics**

( 14 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**

(13 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**

( 13 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**

( 13 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**

(13 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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<b>Mrs.Nirmala Sathish</b>	<b>Dr.P.Krishnathulasimani</b>		



**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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<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>		



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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<b>Dr.P.Krishnathulasimani</b>	<b>Dr.P.Krishnathulasimani</b>		

**15 UEO 619**

**(For the candidates admitted from the academic year 2015-16 onwards)**





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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<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>		

**15 UEO 620**

**(For the candidates admitted from the academic year 2015 -16 onwards)**

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

## Internship Program

Total Credits: 2

Total Marks:100

Hours/ week: 2

The internship provides an opportunity for practical experience in student affairs or other industrial, marketing, financial areas. The experience is meant to help the students to gain an understanding of the functions of an industry, office, staff member responsibilities, or other functions which will develop and evaluate students professional skills.

### Objectives of the Internship Programme include

- a. Gain practical experience in an area of student affairs
- b.Engage in self-assessment by reflecting on aspects of the internship experience
- c. Become familiar with professional associations and literature affiliated with the services assigned,

### Final Report

A typewritten report to include a summary of activities during the internship to be submitted by the students. Students self-assessment of strengths and weaknesses, as well as suggestions for improvement of their internship area also to be presented in the report.

### Duration

After completion of the second year of the programme, i.e., after the fourth semester the students are required to take the industrial training as internship in any interested field, and it is compulsory for four weeks.

### Evaluation

Total Marks	ESE	Breakup Marks	CIA	Breakup Marks
100	80	Internship Report - 60	20	Observation - 15
		Viva - 20		Attendance - 5

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Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani		

(For the candidates admitted from the academic year 2015-16 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

- |                 |  |               |
|-----------------|--|---------------|
| <b>Unit I</b>   | <b>Introduction to Advertising</b><br>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. | <b>(3hrs)</b> |
| <b>Unit II</b>  | <b>Economic Aspects of Advertising</b><br>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.      | <b>(3hrs)</b> |
| <b>Unit III</b> | <b>Advertising Media</b><br>Advertising Media – Types – Print – Electronics – Other Media – Their Characteristics – Merits and Limitations – Ethics in Advertising.  | <b>(3hrs)</b> |
| <b>Unit IV</b>  | <b>Sales Promotion</b><br>Sales Promotion – Meaning – Objectives – Kinds of Sales Promotion – Reasons for Sales Promotion- Merchandising Aids.   | <b>(2hrs)</b> |
| <b>Unit V:</b>  | <b>Personal Selling</b><br>Personal Selling – Importance – Personal Selling and Product Promotion – Features of Salesmanship – Types of Salesmen – Advantages – Limitations.   | <b>(2hrs)</b> |

**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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<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>		



**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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<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>		





**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 Appannah 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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<b>Mrs. Nirrmala Sathish</b>	<b>Dr.P.Krishnathulasimani</b>		

**For the candidates admitted from the academic year 2015-16 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  
**( 15 hrs )**

**Unit –I Managerial Economics**

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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<b>Prof Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>		