

B.A ECONOMICS (2017-2018)

S No.	SEM	Category	Paper Code	TITLE OF THE PAPER	Max. Marks			Minimum Marks for Passing			Hours Per Week	Credits
					CIA	E.E	Total	CIA	E.E	Total		
1	I	Part-I	17U1ECT1/H1	Tamil/Hindi-I	25	75	100	10	30	40	6	3
2		Part-II	17U1ECE1	English-I	25	75	100	10	30	40	6	3
3		Core	17U1ECC1	History of Economic Thought-I	25	75	100	10	30	40	5	5
4		Core	17U1ECC2	Indian Economic Development	25	75	100	10	30	40	5	5
5		Allied	17U1ECA1	Economic statistics-I	25	75	100	10	30	40	5	4
		Allied	17U2ECA2	Principles of Business Organisation (NS)	-	-	-	-	-	-	3	-
6		Part-IV	17U1ECES	Environmental Studies (SS)	-	100	100	-	40	40	-	1
7	II	Part-I	17U2ECT2/H2	Tamil/ Hindi-II	25	75	100	10	30	40	6	3
8		Part-II	17U2ECE2	English-II	25	75	100	10	30	40	6	3
9		Core	17U2ECC3	History of Economic Thought-II	25	75	100	10	30	40	4	5
10		Core	17U2ECC4	Tamilnadu Economy	25	75	100	10	30	40	5	5
11		Allied	17U2ECA2	Principles of Business Organisation (NS)	25	75	100	10	30	40	3	3
12		Allied	17U2ECA3	Economic statistics-II	25	75	100	10	30	40	5	4
13		VBE	17U2ECVE	Value Based Education (SS)	25	75	100	10	30	40	-	-
14		SBE	17U2ECS1	Skill Based Elective:- Entrepreneurial Development-I	25	75	100	10	30	40	1	1
15	III	Part-I	17U3ECT3/H3	Tamil/Hindi-III	25	75	100	10	30	40	6	3
16		Part-II	17U3ECE3	English-III	25	75	100	10	30	40	6	3
17		Core	17U3ECC5	Micro Economics-I	25	75	100	10	30	40	5	5
18		Core	17U3ECC6	Macro Economics-I	25	75	100	10	30	40	5	5
19		Allied	17U3ECBAA4	Marketing	25	75	100	10	30	40	5	3
		Allied	17U4ECA5	Agricultural Economics (NS)	-	-	-	-	-	-	3	-
20		GS	17U3ECGS	Gender Studies (SS)	-	100	100	-	40	40	-	-

S No.	SEM	Category	Paper Code	TITLE OF THE PAPER	Max. Marks			Minimum Marks for Passing			Hours Per Week	Credits
					CIA	E.E	Total	CIA	E.E	Total		
21	IV	Part - I	17U4ECT4/H4	Tamil - IV / Hindi - IV	25	75	100	10	30	40	6	3
22		Part-II	17U4ECE4	English-IV	25	75	100	10	30	40	6	3
23		Core	17U4ECC7	Micro Economics-II	25	75	100	10	30	40	4	5
24		Core	17U4ECC8	Macro Economics-II	25	75	100	10	30	40	5	5
25		Allied	17U4ECA5	Agricultural Economics (NS)	25	75	100	10	30	40	3	3
26		Allied	17U4ECHYA6	Working of Indian Constitution	25	75	100	10	30	40	5	3
27		SBE	17U4ECS2	Skill Based Elective:- Entrepreneurial Development-II	25	75	100	10	30	40	1	1
28	V	Core	17U5ECC9	Monetary Economics	25	75	100	10	30	40	5	5
29		Core	17U5ECC10	Fiscal Economics-I	25	75	100	10	30	40	5	5
30		Core	17U5ECC11	Basic Mathematics in Economics	25	75	100	10	30	40	5	5
31		Core	17U5ECC12	International Economics	25	75	100	10	30	40	4	5
32		Major Elective-I	17U5ECEL1A 17U5ECEL1B	Capital Market/ Financial institutions	25	75	100	10	30	40	4	4
33		Major Elective-II	17U5ECEL2A 17U5ECEL2B	Environomics/ Managerial Economics	25	75	100	10	30	40	4	3
34		NME	17U5ECNME	Fundamentals of Economics (NME)	25	75	100	10	30	40	2	1
35		SSD	17U5ECSSD	Soft Skill Development	-	100	100	-	40	40	1	-
36	VI	Core	17U6ECC13	Fiscal Economics-II	25	75	100	10	30	40	5	4
37		Core	17U6ECC14	Banking Theory and Practice	25	75	100	10	30	40	5	4
38		Core	17U6ECC15	General Economics	25	75	100	10	30	40	4	4
39		Core	17U6ECC16	Growth Economics	25	75	100	10	30	40	4	4
40		Major Elective-III	17U6ECEL3A 17U6ECEL3B	Economics of Social Sector/ Human Resource Management	25	75	100	10	30	40	5	4
41		Major Elective-IV	17U6ECEL4A 17U6ECEL4B	Computer Application in Economics/ Industrial Economics	25	75	100	10	30	40	5	3
42		GK	17U6ECGK	General Knowledge (NS)	-	100	100	-	40	40	1	
43		CN	17U6ECCN	Comprehensive Test	-	100	100	-	40	40	1	1
		Part V Extension Activities										1
				Total			4300				180	140

B.A. ECONOMICS (2017 - 2018)

Paper Code	Total No. Of Papers	Total Marks	Total Credits	Classification
Part - I	04	400	12	√
Part - II	04	400	12	√
Part - III				
Core	16	1600	76	
Allied	06	600	20	√
Major Elective	04	400	14	
	26	2600	110	
Part - IV				
Environmental Studies	1	100	1	
Value based education	1	100	--	
Skill Based Elective	2	200	2	
Gender studies	1	100	--	√
Non Major Elective	1	100	1	
Soft skill development	1	100	--	
G.K	1	100	--	
Comprehensive Test	1	100	1	
	9	900	05	
Part - V	Extension Activity		1	X
Total	43	4300	140	√

**A.VEERIYA VANDAYAR MEMORIAL SRI PUSHPAM COLLEGE
(AUTONOMOUS),
POONDI, THANJAVUR DIST.**

**Question Pattern for UG and PG Programmes for students to
be admitted during 2017 – 2018 and afterwards**

Total Marks: 75

QUESTION PATTERN

**SECTION – A
(Question 1 to 10)**

10 x 2 = 20 Marks

1. Short Answer Questions
2. Two Questions from each units (All are answerable)

**SECTION – B
(Question 11 to 15)**

5 x 5 = 25 Marks

1. 5 Paragraph type questions with "either / or" type choice.
2. One question from each unit of the Syllabus.
3. Answer all the questions.

**SECTION – C
(Question 16 to 20)**

3 x 10 = 30 Marks

1. 5 Essay type questions – any three are answerable.
2. One questions from each unit of the Syllabus.

B.A. Economics

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
I	17U1ECT1	இக்கால இலக்கியம் (செய்யுள் , உரைநடை, சிறுகதை, புதினம், நாடகம்)	6	3

கூறு: 1 செய்யுள்

நேரம்: 18

1. இராமலிங்க அடிகளார் - திருவருட்பா - இறைத் திருக்காட்சி —1—10
2. பாரதியார் - தேசியகீதம் : பாரத தேசம் — எங்கள் நாடு,
3. பாரதிதாசன் - புதிய உலகம்: உலக ஒற்றுமை —பேரிகை, தளைஅறு,
மானுட சக்தி
4. பட்டுக்கோட்டை கல்யாண சுந்தரம் -காடு வெளையட்டும் பெண்ணெ ,
5. நாமக்கல் கவிஞர் - என்றுமுளதென்றமிழ் ,
6. கவிமணி : ஒற்றுமையே ,உயர்வு நிலை—நாட்டுக்குழைப்போம்

கூறு: 2 உரைநடை

நேரம்: 18

1. கேட்டிவி - இராகபாவம் (1 முதல் 15 வரை)
2. கேட்டிவி - பயணங்கள் தொடரும்

கூறு: 3 சிறுகதை

நேரம்: 18

1. கேட்டிவி - குரல் கொடுக்கும் வானம்பாடி (1 முதல் 10 வரை)
2. கேட்டிவி - மனோரஞ்சிதம் முழுவதும்

கூறு: 4 புதினம்

நேரம்: 18

- கு.வெ. பாலசுப்பிரமணியன் - காளவாய்

கூறு: 5 நாடகம் , இலக்கிய வரலாறு

நேரம்: 18

1. கலைவாணன் — கு.சா.கிருஷ்ணமூர்த்தி(NCBH வெளியீடு)
2. சிறுகதை, புதினம், நாடகம், கவிதை, உரைநடை

B.A. Economics

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
I	17U1ECE1	PART – II ENGLISH PROSE, POETRY AND COMMUNICATION SKILLS	6	3

Objective

- To initiate the Students to understand English through Prose, Poetry and Basic Communicative Grammar.

Unit – I

Shakespeare - Shall I compare thee to a Summer's Day?
John Milton - On His Blindness.
William Wordsworth - The Solitary Reaper
P.B.Shelley - Song to the Men of England.
Robert Frost - The Road not Taken
Nissim Ezekiel - Night of the Scorpion

Unit – II

- 1) The Running Rivulets of Man,
- 2) Parliament is Marking Time,
- 3) The Lady in Silver Coat,
- 4) Mr. Applebaum at Play.

Unit – III

- 1) The Feigning Brawl of an Imposter,
- 2) Thy Life Is My Lesson,
- 3) Solve The Gamble,
- 4) The Stoic Penalty.

Unit – IV

- 1) Nobility In Reasoning,
- 2) Malu the Frivolous Freak,
- 3) Bharath! Gird Up Your Loins!
- 4) Honesty is the Cream of Chastity

Unit – V

Parts of Speech, Nouns, Pronouns, Conjunctions, Adjectives, Articles, Verbs, Adverbs, Interjection – sentence.

References Book:

- A Melodious Harmony – Sri.KTV, Rajendra Publishing House, Poondi, 2017.
Flying Colours – Prof. K.Natarajan, New Century Book House (P) LTD., 2017.

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
I	17U1ECC1	History of Economic Thought-I	5	5

Objective:

- To make the students to understand about the track of development of economic theories in a chronological order.

Unit-I

Hrs 15

Ancient Economic thought-Hebrew-Greek-Plato-Aristotle-Economic thought in Ancient India-Kautilyas's Arthasastra-Economic ideas of Thiruvalluvar.

Unit-II

Hrs 15

Mercantilism- Physiocracy- Major contribution-Relevance Mercantilism to UDCs.

Unit-III

Hrs 15

Classical School- Features of Classical School- AdamSmith- T.R Malthus- David Ricardo-J.B.Say- J.S.Mill- Main contributions.

Unit-IV

Hrs 15

Historical School- Old and New Historical School-Essential Ideas-Socialism-Back Ground –Forms of Socialism-Karl Marx-Main contributions.

Unit-V

Hrs 15

Marginal School- Essentials Ideas Gossen-Jevons-Manger-Walras.

Reference:

1. A.Gray : The Development of Economic Doctrorine
2. C.Gide & C.Rist : The Development of Economic Doctrorines
3. Srivastava : History of Economic thought
4. Cauvery and others : History of Economic thought
5. Bhatiya : History of Economic thought

Text:

1. V.Lokanathan : A History of Economic Thought

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
I	17U1ECC2	Indian Economic Development	5	5

Objectives:

- To provide knowledge and to enable students to understand the basic characteristics of Indian economy, issues and measures.

Unit-I

Hrs 15

Economic growth and development-underdevelopment-features-developing and emerging economics-causes of underdevelopment-features of Indian economy- Indian economy as an emerging developing economy.

Unit-II

Hrs 15

Poverty-concepts-absolute and relative poverty-extent of poverty in india-headcount ratio-planning commission estimates-rural poverty-urban poverty-causes of poverty-measures to reduce povetyu- poverty and alleviation programmers-unemployment-causes of unemployment measures to reduce unemployment.

Unit-III

Hrs 15

National income-concepts-GDP-GNP-NDP-NNP-personal income- percapita income-importance of national income-inequalities in income distribution-measurement-Lorenz curve-Gini co-efficient-causes of inequality of income.

Unit-IV

Hrs 15

Agriculture – Role of Agriculture in Indian Economy – Productivity in Indian Agriculture – Causes for low Productivity – New Agricultural Strategy – Green Revolution – Machanisation of Agriculture – New Thrust Areas in Agriculture – Progress of Agriculture under Five Year Plan.

Unit-V

Hrs 15

Industrialisation and Economic Development – Factors affecting Industrialisation in Developing Countries – Phase of Industrial Development – Industrial Policy Resolution 1956-1977 – Industrial Licensing Policy – New Industrial Policy 1991 – Privatisation and Economic Reforms – LPG – Model Disinvestment – Rational and Critique.
(Whole Syllabusto be given – Elementary Treatment)

References:

1. Agarwal,A.N.(2004)Indian Economy,Wishwa Prakashan,New Delhi.
2. Ahuwalia.I.J and I.M.D Little (eds)(1999),India's Economic Reforms and Development(Essays in honour of Manmohan Sing),Oxford University Press, New Delhi.
3. Pantwala.S(1987),Dilemmas of Growth: Indian Experience, Sage Publication, New Delhi.
4. Dhringra.C(2003),The Indian Economy,Sulthan&Chand, New Delhi.
5. Jalan.B(1992), The Indian Economy Problems and Prospects, Viking, New Delhi.
6. Datt,Rudder and K.P.M.Sundaram (2002), Indian Economy,S.Chand & Co., New Delhi.

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
I	17U1ECA1	Allied – Economic Statistics – I	5	4

Objective:

- To study the nature scope, uses and limitations of statistics.
- To enable the students of Economics to know the various sources of data collection.
- To make the students to learn the basic and elementary tools in statistics such as averages dispersion etc.

Unit-I

Hrs 15

Definition, Nature and Scope of statistics – Functions – Limitations – Uses of statistics in economics – Census and sampling Methods – Merits and Demerits – Purpose of sampling, types of sampling – Random and Non-random sampling methods.

Unit-II

Hrs 15

Methods of Collection– Sources of data – Primary and Secondary –Mailed Questionnaire and Interview Schedule – Classification and Tabulation – Frequency distribution.

Unit-III

Hrs 20

Measures of central tendency – Arithmetic Mean, Median, Mode, Geometric and Harmonic means – Essential of a good average.(Simple Problems only)

Unit-IV

Hrs 20

Measures of Dispersion-Range, Inter quartile Range, Mean Deviation, Standard Deviation, co-efficient of variation –concept of Lorenz curve .(Simple Problems only)

Unit-V

Hrs 20

Skewness –measures of skewness –karl pearson, Bowley and Kelly – Moments - Kurtosis. (Theory only)

References:

1. S.P.Gupta : Fundamental of Statistics
2. Sivathanupillai : Economics and Business Statistics
3. D.H.Elhance : Elements of Statistics
4. Pillai and Bhagawati : Statistics

Text:

1. S.P.Gupta : Elementary Statistical Methods
- 2.Sanchetti & Kapoor : Statistical Methods

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
I +II	17U2ECA2	Allied – Principles of Business organization (NS)	3+3	-

Objectives:

- To know the basic nature, scope and branches of a business system.
- To enable the students to know the various forms of business organization.
- To study the joint stock companies, public enterprises and its forms.

Unit-I

Hrs 18

Definition & Concepts of business-Nature and Scope of business- branches of business – Business system-system – Objectives of modern business.

Unit-II

Hrs 18

Forms of business organization sole-trader, partnership and joint Hindu Family - firm-meaning definition, characteristics, Advantages and Disadvantages.

Unit-III

Joint Stock company, cooperative organization-definition, Characteristics, type, difference between private and public company-merits and demerits co-operative and joint sector company.

Unit-IV

Hrs 18

Public enterprises and utilities-Character forms, departmental management, public corporation Govt. Company, Joint Sector- Govt. Polity, Rational, Limitations-problems of Public enterprises, Public utilities – characteristics.

Unit-V.

Hrs 18

Business combinations and concentrations-meaning, causes of combination types of combinations, forms of combinations, consolidations, Amalgamation and merger-control of monopoly.

Reference:

1. Babu.C.R - Organization and Management
S.Chand & Co., Delhi.
2. Herbert G.Hicks/C.Ray Gullet - Modern Business Management
(Mc Graw Hill)

Text:

- 1.R.K.Sharma Shashi. K. Gupta - Business organization and Management.

Note:

Non semester paper-same syllabus for 14U1ECA2 (II semester)

B.A. Economics

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
II	17U2ECT2	இடைக்கால இலக்கியம் - பயன்முறைத் தமிழ் -இலக்கண வரலாறு	6	3

கூறு: 1

நேரம்: 18

1. திருஞானசம்பந்தர் - தேவாரம் - கோளறு திருப்பதிகம்
2. திருநாவுக்கரசர் -தேவாரம் -தனித்திருக் குறுந்தொகை - மாசில்வீணையும் - 1—10 பதிகம்
3. சுந்தரர் -தேவாரம் - திருநொடித்தான்மலைப் பதிகம் —தானெனை முன்படைத்தான்
4. மாணிக்கவாசகர் - திருவாசகம் - திருப்பொன்னூசல்

கூறு: 2

நேரம்: 18

1. குலசேகராழ்வார்: திருவித்துவக்கோட்டம்மான் : 1—10 பாடல்கள்
2. நம்மாழ்வார் - திருவாய் மொழி -இரண்டாம்பத்து —1—10 பாடல்கள்
3. ஆண்டாள் - நாச்சியார் திருமொழி —வாரணமாயிரம் 1—10 பாடல்கள்
4. திருமங்கையாழ்வார் - சிறிய திருமொழி —1—10 பாடல்கள்

கூறு: 3

நேரம்: 18

1. திருமுலர் - திருமந்திரம் - அட்டாங்க யோகம் —1—10 பாடல்கள்
2. குமரகுருபரர் - மீனாட்சியம்மை பிள்ளைத் தமிழ்: வருகைபருவம்
3. திரிகூடராசப்பக் கவிராயர் - குற்றாலக் குறவஞ்சி - நாட்டு வளம்
4. வீரமாமுனிவர் - திருக்காவலூர்க் கலம்பகம் — முதல் 5 பாடல்கள்
5. குணங்குடி மஸ்தான் சாகிபு - ஆனந்தக் களிப்பு —முழுதும்

கூறு: 4 பயன்முறைத் தமிழ்

நேரம்: 18

வாக்கிய அமைப்பு - புணர்ச்சி வகைகள் - வலிமிகும், வலி மிகா இடங்கள் - எழுத்துப்பிழை நீக்கம் லகர, ளகர, ழகர வேறுபாடுகள் - சொற்களைப் பிரித்துப் பொருள் காணும் முறை - நிறுத்தற் குறியீடுகள் - சரியான தமிழ் வடிவம் அறிதல்.

சொல்லியல் - சொல் வகை - இலக்கண வகை - இலக்கிய வகை - பெயர்ச்சொல் - இடுகுறி - காரணம் - அறுபொருட் பெயர் (பொருள், இடம், காலம், சினை, குணம், தொழில்) - வினைச்சொல் - இடைச் சொல் - உரிச்சொல் - முற்று - எச்சம் - விசுதிகள் - இடைநிலை - தன்வினை - பிறவினை - தெரிநிலை வினை - குறிப்பு வினை-வழுவமைதி.

கூறு: 5 இலக்கண வரலாறு

நேரம்: 18

இலக்கண வரலாறு - தமிழ்த் துறை வெளியீடு.

B.A. Economics

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
II	17U2ECE2	PART – II ENGLISH EXTENSIVE READERS AND COMMUNICATIVE SKILLS	6	3

Objective

- To impart language and communicative skills through short stories, one act plays and communicative grammar

Unit – I

Shakespeare – The Seven Stages of Man

Long Fellow – A Psalm of Life

Nissim Ezakiel - Enterprise

William Wordsworth – The world is too much with us

Unit – II

Anton Chekov – The Proposal

J.B.Priestly - Mother's Day

Unit - III

William Faulkner - A Rose for Emily

P. Lankesh - Bread

Katherine Mansfield - The Doll's House

Unit – IV

Tense, Question Tag, Dialogue Writing, Paragraph Writing, Adjectives, Adverb

Unit – V

Voices, Degrees of Comparison, Direct and Indirect

Book Prescribed:

Unit I , II, III , Voices of vision in English (Vol. I & II), Board of Editors, Pavai Printers (P) Ltd., Chennai, 2016.

Unit IV & V–Communicative grammar by the Department of English, Poondi,2017.

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
II	17U2ECC3	History of Economic Thought-II	4	5

Objective:

- To make the students to understand about the track of development of economic theories and recent contribution by the Noble Economics

Unit-I

Hrs 15

Neo-classical school-Alfred Marshall-Main contribution-Neo-classical-Wicksell-J.B.Clark-Fisher contribution

Unit-II

Hrs 15

The institutionalist School-Essential ideas-Veblen-Mitchell-J.A.Schumpeter.

Unit-III

Hrs 15

Keynesian economics- Keynes Vs classical-Keynesian revolution-Theory of Employment MPC-MEC Investment multiplier-A note on Post-Keynesian Economics.

Unit-IV

Hrs 15

Welfare Economics-Bentham, Hobson-Pigou-Pareto-J.R.Hicks

Unit-V

Hrs 15

Indian economic thought-R.C. Dutt -Naoroji-Rande-Gokale-P.R.Prammananda Gandhi-Nehru-A. K. Sen

Reference:

1. A.Gray - The Development of Economic Doctrine
2. C.Cide & C.Rist - The Development of Economic Doctrines
3. Srivasta - History of Economic Thought
4. Cauvery and others - History of Economic Thought
5. Bhatia - History of Economic Thought

Text:

1. V.Lokanathan - A History of Economic Thought

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
II	17U2ECC4	Tamil Nadu Economy	5	5

Objectives:

- To know the features of Tamilnadu Economy.
- To compare the Tamilnadu Economy with other states in terms of HDI.

UNIT-I

Hrs 15

Tamilnadu- features- total land area-land use pattern population of Tamilnadu- Demographic structure of Tamilnadu- Human Resources- HDI ranks- comparison with other states of India.

UNIT-II

Hrs 15

Agriculture- importance of agriculture- -cropping pattern- principal commodities- New agricultural strategy Rainbow Revolution- impact of rainbow revolution.

UNIT-III

Hrs 15

Major industries- Automobiles, Leather, Cotton, Sugar, Cement, Software- Small scale industries-Cottage industries- ancillary industries- handloom industries-sources of industrial finance-TIIC,SIDCO,SIPCOT,DIC, SPZ and EPZ (Special Processing zone and Export Processing Zone).

UNIT-IV

Hrs 15

Economic Overheads- Road, Transport, power, communication and Banking- Social Overheads- Education, health, sanitation. (Elementary treatment only)

UNIT-V

Hrs 15

Tamilnadu vision 2020-Science and Technology - Tourism Development in Tamilnadu-Ports - Trade and commerce.

References:-

1. Rajalakshmi (2000), Tamilnadu Economy, Sultan Chand and Sons, Educational Publishers, New Dehli.
2. Perumalsamy (2000), Tamilnadu Economy, Sultan Chand and Sons, New Dehli.
3. Manorama Year Book Recent Issueus.
4. I.C.Dhingra (2000), Indian Economy, Sultan Chand and Sons, Educational Publishers, New Dehli.

Text:

1. Rev.Fr.Leonard : Tamilnadu economy

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
I +II	17U2ECA2	Allied – Principles of Business organization (NS)	3+3	3

Objectives:

- To know the basic nature, scope and branches of a business system.
- To enable the students to know the various forms of business organization.
- To study the joint stock companies, public enterprises and its forms.

Unit-I

Hrs 18

Definition & Concepts of business-Nature and Scope of business- branches of business – Business system-system – Objectives of modern business.

Unit-II

Hrs 18

Forms of business organization sole-trader, partnership and joint Hindu Family - firm-meaning definition, characteristics, Advantages and Disadvantages.

Unit-III

Joint Stock company, cooperative organization-definition, Characteristics, type, difference between private and public company-merits and demerits co-operative and joint sector company.

Unit-IV

Hrs 18

Public enterprises and utilities-Character forms, departmental management, public corporation Govt. Company, Joint Sector- Govt. Polity, Rational, Limitations-problems of Public enterprises, Public utilities – characteristics.

Unit-V.

Hrs 18

Business combinations and concentrations-meaning, causes of combination types of combinations, forms of combinations, consolidations, Amalgamation and merger-control of monopoly.

Reference:

1. Babu.C.R - Organization and Management
S.Chand & Co., Delhi.
2. Herbet G.Hicks/C.Ray Gullet - Modern Business Management
(Mc Graw Hill)

Text:

- 1.R.K.Sharma Shashi. K. Gupta - Business organization and Management.

Note:

Non semester paper-same syllabus for 14U1ECA2 (II semester)

B.A. Economics

Semester	Subject code	Title of paper	Hours of Teaching / Week	No. of Credit
II	17U2ECA3	Allied- Economic Statistics-II	5	4

Objectives:

- To make the students to study the trends in economic Variables
- To know about the Index numbers and its constructions statistically
- To study the relationship between the economic variables statistically and Thus makes possible the estimation.
- To know the methods of obtaining some vital statistics

Unit I

Hrs 15

Time Series- Components – Trend, Seasonal, Cyclical and irregular variations – methods of measuring Trend – graphic, Semi-average and moving average.

Unit-II

Hrs 15

Correlation-Meaning, uses and types of correlation-methods of studying correlation-Karl Pearson and Rank Correlation(excluding equal ranks and grouped data)

Unit-III

Hrs 15

Regression analysis-Meaning and uses-difference between correlation-Scatter diagram& Graphical and regression-Regression lines- regression equations two variables.

Unit-IV

Hrs 15

Index Number –Uses, Problems of Construction-methods of construction- simple and weighted index - Laspeyre, Paasche’s and Fisher’s Index –Cost of living index number

Unit-V

Hrs 15

Vital statistics-uses-methods of obtaining vital statistics-crude Birth Rate-Crude Death Rate- infant mortality rate-CSO-NSSO. Population statistics and National income Statistics.

References:

1. Pillai and Bhagawati - Statistics
2. S.P.Gupta - Fundamentals of Statistics
3. Sivathanupillai - Economics and Business Statistics
4. D.H.Elhance - Elements of Statistics

Text:

1. S.P.Gupta - Elementary Statistical Methods

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
II	17U2ECS1	Skill Based Elective – I Entrepreneurial Development-I	1	1

Objectives:

- To motivate the students to acquire skill to become small entrepreneurs.
- To make the students to become self employed.

UNIT-I

Entrepreneur-Definition, Scope and Importance of Entrepreneur, intrapreneur-functions of entrepreneur- types of entrepreneur- Entrepreneurship-Meaning, characteristics- factors influencing entrepreneurship- small business entrepreneurship-difference between entrepreneurs and entrepreneurship- problems of entrepreneurship.

UNIT-II

Business Idea Generation- sources –methods- elements of good idea generation process-creativity and innovations- identification of business opportunity- concepts of project- characteristics –objectives-functions-parameters of project-factors affecting project-classification of projects.

References.

1. Supriya Singah and Akshana Singh (2012), **Entrepreneurial Development**, Thakur Publications, Chennai.
2. Gupta C.B and N.P Srinivasan (1993), **Entrepreneurial Development**, Sultan Chand, New Delhi.
3. Chandra, Shanta Kohli (1991), **Development of Women Entrepreneurship in India**, Mittal Publications, New Delhi.

Text:

1. Jayashree Suresh (2012), **Entrepreneurial Development**, Margham Publications, chennai

B.A. Economics

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
III	17U3ECT3	காப்பியங்கள், கட்டுரைகள், இலக்கிய வரலாறு	6	3

கூறு: 1 காப்பியங்கள் 1

நேரம்: 18

1. சிலப்பதிகாரம் - புகார்க் காண்டம்—மனையறம்படுத்த காதை
2. மணிமேகலை - ஆதிரை பிச்சையிட்ட காதை
3. சீவக சிந்தாமணி - மண்மகள் இலம்பகம்
4. கம்பராமாயணம் - மிதிலைக் காட்சிப் படலம்

கூறு: 2 காப்பியங்கள் 2

நேரம்: 18

1. பெரிய புராணம் -மெய்ப்பொருள் நாயனார் புராணம் —முழுதும்
2. அரிசந்திரபுராணம் —மயான காண்டம்
3. தேம்பாவணி - திருமணப் படலம்—1—10 பாடல்கள்
4. சீறாப்புராணம் -நபி அவதாரப் படலம் —1—10 பாடல்கள்

கூறு: 3 கட்டுரைத் தொகுப்பு

நேரம்: 18

கட்டுரைத் தொகுப்பு - தமிழ்த்துறை வெளியீடு

கூறு: 4 பொதுக்கட்டுரை, மொழிபெயர்ப்புப் பயிற்சி

நேரம்: 18

பயிற்சிக் கட்டுரைகளும் கடிதங்களும் -பாவை வெளியீடு
கட்டுரைப் பயிற்சி - 10 மதிப்பெண்
மொழிபெயர்ப்புப் பயிற்சி - 5 மதிப்பெண்
கலைச்சொல்லாக்கம்

கூறு: 5

நேரம்: 18

அ. இலக்கிய வரலாறு

பக்தி இலக்கியங்கள் - காப்பிய இலக்கியங்கள் - சிற்றிலக்கியங்கள்

B.A. Economics

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
III	17U3ECE3	PART – II ENGLISH SHAKESPEARE, EXTENSIVE READERS AND COMMUNICATIVE SKILLS	6	3

Objective

- To introduce the language of the world renowned dramatist and novelist to enhance the vocabulary and communicative skills of the learners.

Unit – I

Funeral Oration – Julius Caesar

Trial for a Pound of Flesh – The Merchant of Venice

Unit – II

He Kills Sleep – Macbeth

The gulling scene of malvalio – Twelfth Night

Unit – III

Romeo and Juliet

In Love is a “Midsummer Madness” – Tempest

Unit – IV

R.L. Stevenson – Treasure Island

Unit – V

Note making, Hints Developing, Expansion of Ideas and Proverbs, Clauses and sentence, Structure simple, Compound and Complex.

Book Prescribed:

Unit – I, II & III: Selected scenes from Shakespeare, Prof.K.Natarajan, Pavai Printers (p) Ltd., 2017.

Unit IV: Treasure Island Abridged by E.F. Dodd

Unit V: Communicative Grammar by Department of English, Poondi, 2017.

B.A. Economics

Semester	Subject	Title of the Paper	Hours of Teaching / Week	No. of Credits
III	17U3ECC5	Micro Economics– I	5	5

Objectives:

- To learn the basic foundation of Micro Economics.
- To enable the students to study about the basic theories of consumer behaviour, law of demand, production, cost and revenue functions.

Unit – I

Hrs 15

Definition of Economics – Adam Smith, Alfred Marshal, Lionel Robbins and Samuelson-Approach to Economics-Deductive and Inductive-Static and Dynamic- Nature of Economic Laws positive and normative economics.

Unit – II

Hrs 20

Theory of consumer behaviour – cardinal utility-ordinal utility Analysis – Indifference curve Analysis – Consumer’s equilibrium – Price effect, Income Effect and substitution effect – Derivation of Demand curve – Consumer’s surplus

Unit – III

Hrs 20

Theory of Demand – Law of demand-Nature of demand curve-exceptions –types and measurement of elasticity demand.

Unit – IV

Hrs 20

Theory of production – Law of variable proportion – Returns to scale – Cobb-Douglas production function – ISO quant, ISO cost– properties – Equilibrium in Terms of Iso- quants.-Least cost combination.

Unit – V

Hrs 15

Cost and Revenue functions – TC, AC, MC and cost relationships – short run and Long run cost curves – LAC – U – Shaped – AR and MR and its relationship

References:

- | | | |
|---------------------|---|--|
| 1. Donald.S.Watson | - | Price Theory and its uses (Second Edition) |
| 2.Stonier and Hague | - | A Text Book of Economic Theory |
| 3. Bell and Todaro | - | Economic Theory |
| 4. M.L.Seth | - | Principles of Economics |

Text:

- | | | |
|-------------------------|---|-----------------------|
| 1. S.Sankaran | - | Micro Economic |
| 2. R.Cauvery and others | - | Micro Economic Theory |

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
III	17U3ECC6	Macro Economics-I	5	5

Objectives:

- To make the students to know about the nature and the methods of macro economics.
- To study about the nature and importance of some Macro Economic variables.

Unit –I

Hrs 15

Nature and Scope of Macro Economics-meaning-Relationship between Macro and micro Economics- importance –Methods- macro Statics, Comparative Statics and macro dynamics.

Unit- II

Hrs 20

National income-Definition, Concept and components-measurements- difficulties of measurement-importance of National income –flow of fund analysis-Two sector Economy-Three sector

Unit –III

Hrs 20

The Classical Theory of Employment –Features, Say’s Law of market-classical-S and I Equality –Criticism of the classical theory – Pigou’s Wage-cut policy- full employment.

Unit -IV

Hrs 20

Keynesian theory of employment – aggregate supply-aggregate demand-effective demand, under employment equilibrium – comparison and contrast between classical and Keynesian system.

Unit –V

Hrs 15

Consumption Function –Meaning – Keynes’ psychological law of consumption- the propensity to consume – the APC and MPC – factors determining consumption function.

Reference :

1. K.R.Gupta - Macro Economics
2. R.Cauvery - Macro Economics
3. E.S.Srinivasan - Macro Economics
4. H.L.Ahuja - Macro Economics
5. G.Ackley - Macro Economics

Text:

1. S.Sankaran - Macro Economics

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
III	17U3ECBAA4	Allied- Marketing	5	3

Objective:

- To make the students to understand about the Management and marketing strategy, Planning and Development, Consumer behavior.

Unit-I Introduction

Marketing – definition – concept – traditional and modern concept – functions – marketing environment – micro and macro environment – marketing strategies – marketing segmentation – approaches – patterns and segmentation procedures.

Unit-II Consumer Behaviour

Marketing mix – consumer market – consumer behavior model – concept factors influencing consumer behavior, buying decision process.

Unit-III Product planning and development

Product planning and development – product life cycle (PLC) strategies adopted on the introduction, growth maturities and decline – branding and packaging.

Unit-IV Pricing and Promotion MIX

Pricing - objectives, influencing factors process. Promotion – promotion mix – promotion strategies – kind of advertising – sales process, personal selling and direct marketing.

Unit-V Physical Distribution

Distribution – selection of channel of Distribution– sales force decision – sales forecasting

Text book:

1. J. Jayasankar marketing management, margham publications.
2. Rajan Neir – marketing Management, Sultan Chand and Sons.

Reference book:

1. Marketing Management by Philip kotler, prentice hall of india.
2. Fundamental of Marketing by William J. Staton, Michel, Bruce J. Walker, McGraw Hill.

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
III + IV	17U4ECA5	Allied-Agricultural Economics (NS)	3+3	-

Objectives:

- To enable the students to know the significant of farm management techniques, Agricultural policies, credit and market structure.

Unit-I

Agricultural development-Role of agricultural in Indian Economy-Productivity in agriculture-Causes for low productivity-Measures- Share of agriculture in national income.

Unit-II

Form size and efficiency-land reforms-New agricultural strategy (Green Revolution)-New economic policy and agriculture- Mechanization-advantages and limitations.

Unit-III

Agriculture finance and agencies-Capital formation in agriculture-magnitude and causes of rural indebtedness- Dept relief and regulation of money lending acts-Role of rural credit institutions-co-operative and commercial banks-Refinance institutions-NABARD-RRBs.

Unit-IV

Agricultural markets-Marketable surplus- Marketed surplus-Agricultural Price policy-Procurement and public distribution-Subsidies components.

Unit-V

Agricultural Labour- Causes and growth of agricultural labour under poor economic conditions-Problems of unemployment and underemployment – Government measures for assistance.

References:

1. Bishop & Toussanit - Introduction to Age Eco Analysis
2. Dhingra I.G - Indian Economy
3. Mellor J.W - The Eco Agricultural Eco Analysis
4. Memoria - Agricultural Problem of India

B.A. Economics

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
IV	17U4ECT4	சங்க இலக்கியம் - அறு இலக்கியம் - செம்மொழி - இலக்கிய வரலாறு	6	3

கூறு: 1

நேரம்: 18

குறுந்தொகை

1. குறிஞ்சி - (பா.எ.:3)
2. முல்லை - (பா.எ.94)
3. மருதம் - (பா.எ.45)
4. நெய்தல் - (பா.எ.:49)
5. பாலை - (பா.எ.:41)

நற்றிணை

1. குறிஞ்சி - (பா.எ. 32)
2. முல்லை - (பா.எ. 81)
3. மருதம் - (பா.எ. 210)
4. நெய்தல் - (பா.எ. 226)
5. பாலை - (பா.எ.229)

கலித்தொகை

1. பாலை - (பா.எ. 6)
2. குறிஞ்சி - (பா.எ. 38)

அகநானூறு

1. குறிஞ்சி : - (பா.எ. 68)
2. மருதம் - (பா.எ. 86)

கூறு: 2

நேரம்: 18

ஐங்குறுநூறு

குறிஞ்சி - தோழிக்கு உரைத்த பத்து: பாடல் எண்கள் —111—120

புறநானூறு

பாடல் எண்கள் 8,17,20,95,141,159,184,186,188,206

பதிற்றுப்பத்து

ஏழாம் பத்து —பாடல் எண். 1

பரிபாடல்

எட்டாம் பாடல் : செவ்வேள்

கூறு: 3

நேரம்: 18

நெடுநல்வாடை முழுவதும்

திருக்குறள் : வான்சிறப்பு, பெருமை, காதற் சிறப்புரைத்தல்

கூறு: 4

நேரம்: 18

செம்மொழி வரலாறு

மொழி - விளக்கம் - மொழிக்குடும்பங்கள் - உலகச் செம்மொழிகள் - இந்தியச் செம்மொழிகள் - செம்மொழித் தகுதிகள் - வரையறைகள் - வாழும் தமிழ்ச்செம்மொழி - தொன்மை - தமிழின் சிறப்புகள் - தமிழ்ச் செம்மொழி நூல்கள்.

கூறு: 5

நேரம்: 18

அ. இலக்கிய வரலாறு

சங்க இலக்கியங்கள், பதினெண்கீழ்க்கணக்கு நூல்கள்

B.A. Economics

Semester	Subject Code	Title of The Paper	Hours of Teaching/ Week	No. of Credits
IV	17U4ECE4	PART – II ENGLISH ENGLISH FOR COMPETITIVE EXAMINATIONS	6	3

Objective

- To prepare the learners for competitive examinations and to know the fundamentals of practical communication.

Unit – I

Grammar – Number, Subject, Verb, Agreement, Articles, Sequence of Tenses, Common Errors.

Unit – II

Word Power - Idioms & Phrases, one word substitutes, Synonyms, Antonyms, Words we often confuse, foreign words & phrases, spelling.

Unit – III

Reading & Reasoning – Comprehension, Jumbled Sentences.

Unit - IV

Writing Skills – Paragraph, Precis Writing, Expansion of an idea, Report Writing, Essay, Letters, Reviews (Film & Book)

Unit – V

Speaking- Public speaking, Group Discussion, Interview, Spoken English.

Prescribed Text:

English for Competitive Examinations, by Ayothi, Trichy, 2017.

B.A. Economics

Semester	Subject	Title of the Paper	Hours of Teaching/Week	No. of Credits
IV	17U4ECC7	Micro Economics– II	4	5

Objectives:

- To enable the students to know about the various forms of market structure and its price determination.
- To study theories of distribution and the factor rewards.
- To know about the basic concepts of welfare economics.

Unit - I **Hrs 20**
Pricing under perfect competition –Features-short run and long run equilibrium of firm and industry - Monopoly pricing – Definition of monopoly – Monopoly price in the short run and long run – price discrimination – three Degrees of Price Discrimination.

Unit - II **Hrs 20**
Pricing under imperfect competition: Monopolistic competition – features, Chamberlin’s ‘Group’ Equilibrium – A Note on selling cost – pricing under oligopoly – Features –Kinked Demand Curve model (only elementary treatment)

Unit - III **Hrs 20**
Pricing of Factors of production: Functional Vs personal distribution, Marginal productivity theory of Distribution. Theories of Rent and Wages.

Unit - IV **Hrs 15**
Theories of interest and profit – Partial Equilibrium and General Equilibrium – Meaning and Definition.

Unit - V **Hrs 15**
Welfare Economics: Old and New welfare Economics–Differences–Old welfare Economics–Smith and Pigou. New welfare Economics–Pareto’s Unanimity Rule. (Excluding pareto optimality condition)

Reference:

- | | | |
|----------------|---|-----------------------------------|
| 1. P.N.Chopra | - | Pricing, Distribution and Welfare |
| 2. M.L.Jinghan | - | Advanced Economic Theory |
| 1. Todaro | - | Economic Theory |

Text

- | | | |
|-------------------------|---|-----------------------------------|
| 1. S.Sankaran | - | Pricing, Distribution and Welfare |
| 2. R.Cauvery and Others | - | Micro Economic Theory |

B.A. Economics

Semester	Subject	Title of the Paper	Hours of Teaching/ Week	No. of Credits
IV	17U4ECC8	Macro Economics II	5	5

Objectives:

- To enable the students to study about the basic Macro economic variables, Macro Economic policies and Macro Economic tools applied.
- To know about the aspects of trade cycles and its various theories.

Unit- I

Hrs 18

Investment function – Meaning – Induced and Autonomous investment – determinates of investment – factors influencing MEC – MEC and investment – MEC and rate of interest.

Unit- II

Hrs 18

Multiplier –concept, Investment multiplier of Keynes – derivation of multiplier – working of multiplier – dynamic multiplier – acceleration principle – super multiplier.

Unit- III

Hrs 18

Trade cycles – Features – phases – Theories of trade cycle Non-Monetary theory (Sun-spot Theory, Under consumption and over investment theory (Haw trey’s theory)- Control of trade cycle.

Unit –IV

Hrs 18

General equilibrium – Real and, monetary sectors – product market equilibrium (IS) – Money market equilibrium (LM) – Hicks and Hansen.

Unit –V

Hrs 18

Macro Economic policy – the primary objectives and the secondary objectives – Instruments – monetary and fiscal policy.

References:

- | | | |
|-----------------------|---|-----------------|
| 1.K.R. Gupta | : | Macro Economics |
| 2.R.Cavery and others | : | Macro Economics |
| 3.E.S.Srinivasan | : | Macro Economics |
| 4.H.I.Ahuja | : | Macro Economics |
| 5.G.Ackley | : | Macro Economics |

Text:

- | | | |
|--------------|---|-----------------|
| 1.S.Sankaran | : | Macro Economics |
|--------------|---|-----------------|

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
III+IV	17U4ECA5	Allied-Agricultural Economics (NS)	3+3	3

Objectives:

- To enable the students to know the significant of farm management techniques, Agricultural policies, credit and market structure.

Unit-I

Agricultural development-Role of agricultural in Indian Economy-Productivity in agriculture-Causes for low productivity-Measures- Share of agriculture in national income.

Unit-II

Form size and efficiency-land reforms-New agricultural strategy (Green Revolution)-New economic policy and agriculture- Mechanization-advantages and limitations.

Unit-III

Agriculture finance and agencies-Capital formation in agriculture-magnitude and causes of rural indebtedness- Dept relief and regulation of money lending acts-Role of rural credit institutions-co-operative and commercial banks-Refinance institutions-NABARD-RRBs.

Unit-IV

Agricultural markets-Marketable surplus- Marketed surplus-Agricultural Price policy-Procurement and public distribution-Subsidies components.

Unit-V

Agricultural Labour- Causes and growth of agricultural labour under poor economic conditions-Problems of unemployment and underemployment – Government measures for assistance.

References:

1. Bishop & Toussanit - Introduction to Age Eco Analysis
2. Dhingra I.G - Indian Economy
3. Mellor J.W - The Eco Agricultural Eco Analysis
4. Memoria - Agricultural Problem of India

B.A. Economics

Semester	Subject	Title of the Paper	Hours of Teaching/ Week	No. of Credits
IV	17U4ECHYA6	Allied – Working of Indian Constitution	5	3

Unit- I

Hrs 15

Historical Background– Growth of Legislature from 1861 to 1892 – Minto Morley Reforms of 1909 – Montague – Chelmsford reform of 1919 – Govt. of India Act 1935. The Indian Independence Act 1947 – Constitution Assembly – Salient features of the constitution – Nature of Federal system

Unit- II

Hrs 15

Union – President – Election – Legislative – Executive – Judiciary power – Prime Minister – Election and his powers – Council of Ministers Parliament – Lok Sabha – Rajya Sabha – Functions and their powers – Process of Law making legislations – Ordinary Bills – Money bill – Private bill.

Unit- III

Hrs 15

Relationship between Centre and States – Provincial Autonomy – Inter – State Relationship – River Water dispute – Judiciary – Supreme Court – High Court

Unit –IV

Hrs 15

State government – Governor – Chief Minister and Council of Minister – Special Status of Jammu and Kashmir

Unit –V

Hrs 15

Constitutional Debates – Policy of reservation – Fundamental Rights – Directive principles of state policy – Fundamental duties – Amendments of the constitution

References:

1. Sapre, B.G : The Growth of the Indian Constitution and Administration
2. Sharma, Sriram : Supreme Court in the Indian Constitution
3. Chintamani, C.Y. & : Macro Economics Masani, M.R.
4. Hari Chand : The Amending Process in the Indian Constitution

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
IV	17U4ECS2	Skill Based Elective – II Entrepreneurial Development-II	1	1

Objectives:

- To motivate the students to generate business ideas for starting small business.
- To make the students to prepare project proposal.

UNIT-I

Entrepreneurship Development Programmes- Need for Entrepreneurship Development Programmes (EDP) - objectives of EDP- phases- role- evaluation- EDP institutions In India- DIC, SISI, TCO, NSIC, TIIC, SIDCO, SIPCOT, industrial Estates- functions.

UNIT-II

Project Appraisal-objectives -feasibility-reasons for project appraisal-steps-importance- types of project appraisal- financial, technical, social, marketing and economics feasibility- project report- characteristics- objectives- contents.

References:-

1. Jayashree Suresh (2012), **Entrepreneurial Development**, Margham Publications, Chennai.
2. Supriya Singah and Akshana Singh (2012), **Entrepreneurial Development**, Thakur Publications, Chennai.
3. Gupta C.B and N.P Srinivasan (1993), **Entrepreneurial Development**, Sultan Chand, New Delhi.
4. Chandra, Shanta Kohli (1991), **Development of Women Entrepreneurship in India**, Mittal Publications, New Delhi.

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
V	17U5ECC9	Monetary Economics	5	5

Objectives

- To enable the student to know the basic concepts in money and monetary standards.
- To study the classical, Neo-classical, Keynesian and post Keynesian
- To analyze the causes and effects of inflation and deflation.

Unit- I

Hrs 15

Barter-Evolution of Money-Definition of money –functions-forms of money-M1, M2, M3, M4. Significance of money in a capitalist and socialist economy –gold standard and paper currency standard.

Unit- II

Hrs 20

Value of money –Demand for the supply of money. Theories of money –classical Fisher’s Quantity theory of money-Neo classical –Cambridge cash balance theory.

Unit- III

Hrs 20

Keynesian theory of money and prices- the post-Keynesian theory – Friedman’s Restatement of the quantity theory of Money.

Unit- IV

Hrs 20

Inflation and deflation – Types, Cause, Effects and Control inflationary gap – inflation in India.

Unit- V

Hrs 15

Monetary policy – objectives and instruments, Indian currency – Reforms – Monetary policy in India.

Reference:

1. G.Crowther - An outline of money
2. R.S.Sayers - Money banking
3. Decck - Central banking
4. D.S.Mithani - Monetary Theory
5. M.L.Jhingam - Monetary Economics

Text:

1. Dr. S. Sankaran - Monetary Economics.
2. R. Cauvery and others - Monetary Economics.

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
V	17U5ECC10	Fiscal Economics-I	5	5

Objectives:

- To Study about the nature and scope of Public finance.
- To analyze the causes and growth of public Expenditure
- To know about the sources of revenue – tax and non-tax, principles of taxation and its classification

Unit- I **Hrs 15**

Nature and scope of public finance – public and private finance – increase in the role of the modern government – principles of maximum social advantage.

Unit- II **Hrs 20**

Public expenditure - Public Expenditure and Private Expenditure –causes for the growth of public expenditure – Classification –Principles – effects – public expenditure in India since 1951.

Unit –III **Hrs 20**

Sources of Public Revenue – Tax Revenue and Non-Tax Revenues – Deficit Finance – Direct and indirect taxes – income tax and sales tax, custom and excise duties.

Unit –IV **Hrs 20**

Principles of taxation – Benefit – cost of service – ability to pay theory – taxable capacity – absolute and relative Taxable capacity in India – Effects of Taxation on production and Distribution.

Unit-V **Hrs 15**

Shifting –impact – incidence of taxation – concepts – traditional view-Musgravian view -incidence under different market conditions.

References:

1. H.Dalton - Principles of public finance
2. B.P.Tyagi - Public Finance
3. Cauvery R.and others - Public Finance

Text:

1. S.Sankaran - Fiscal Economics

B.A. Economics

Semester	Subject Code	Title of Paper	Hours of Teaching/Week	No. of Credits
V	17U5ECC11	Basic Mathematics in Economics	5	5

Objectives:

- To equip students to develop working knowledge of basic mathematical operations and tools.
- The paper aims at using such skills to apply to economic theory.
- To impart various mathematical methods to student.

UNIT 1: Preliminaries in Set Theory

Hrs 15

Set Theory: Meaning of Set-Representation of set- Types of set- Laws of Set- Set operation-Venn Diagram-Properties of Real Number System.

UNIT 2: Matrices and Matrix Operations

Hrs 15

Matrix- Meaning- Types of Matrix -Addition and Subtraction of matrices- scalar multiplication- matrix multiplication – the transpose of Matrix.

UNIT 3: Determinants

Hrs 15

Determinants – Definition-Properties of determinants- Minors and cofactors – Inverse of matrix.

UNIT 4: Elementary Topics in Calculus

Hrs 15

Derivatives – Meaning of differentiation-techniques of differentiation- power term function- Sums and Difference-Products and Quotients of functions.

UNIT 5: Solving Simultaneous Equation

Hrs 15

Solving simultaneous Equation through Matrix Inverse – Cramer’s Rule.

REFERENCES:

1. Knut Sydsaeter and Peter J. Hammond (2002), Mathematics for Economic Analysis. Pearson Educational Asia: Delhi (reprint of 1st 1995 edition).
2. Alpha C. Chiang (1984), Fundamental Methods of Mathematical Economics. McGraw Hill (3rd edition).
3. Hadley, G. (1987), Linear Algebra, Addison-Wesley.
4. Metha B.C. and Madnani. GMK (2004), Mathematics for Economists, Sultan chand & Sons, New Delhi.

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching / Week	No. of Credit
V	17U5ECC12	International Economics	4	5

Objective:

- To enable the students to understand the basic premises of international Trade with reference to India.

Unit I

Hrs 12

International Trade- features of International Trade –difference between internal and International Trade-theories of International Trade-Smith- Ricardo-H-O Theory.

Unit-II

Hrs 12

Balance of Payments- components- Balance of trade and Balance of Payments-disequilibrium in the Balance of Payments-measures.

Unit-III

Hrs 12

Theories of Foreign Exchange - Foreign Exchange markets –functions- Foreign Exchange rates-Fixed and Flexible Foreign Exchange rates- merits and demerits.

Unit-IV

Hrs 12

International Trade and Financial Institutions-GATT-GATS-WTO-IMF-IBRD.

Unit-V

Hrs 12

India's Foreign Trade- Foreign Trade and Economic Development- composition-direction-trends- Foreign Trade policy- Foreign investment and Economic Development-FDI and FII.

References:

1. P.T.Ellesworth, International Economics.
2. Harry G. Johnson International Trade and Economic Policy.
3. Sydney J. Wells, International Economics.
4. Mithani D.N. , International Economics.
5. Cherunilam F. , International Economics.

B.A. Economics

Semester	Subject code	Title of Paper	Hours of Teaching / Week	No. of Credits
V	17U5ECEL1A	Major Elective – I Capital market	4	4

Objectives:

- To make the students of economics to know the overview of capital market structure with a special reference to India.
- To enable the students to study about the capital market reforms introduced in India.
- To understand the operation of stock market in INDIA –NSE and BSE.

Unit- I

Hrs 12

Capital Market – Definition – Structure – players in the market – Intermediaries – Instrument of Issue / Trading – New instruments – Indian Capital market – Developments – Recent trends – National Market system.

Unit-II

Hrs12

Capital market structure – Development and investment Institution – UTI – IDBI – ICIC-IFCI – IRBI –IIBI – insurance Companies – LIC-GIC-public Sector Mutual Funds – SFCS/SIDCS-SHCIL-CRISIL.

Unit- III

Hrs 12

New issue market –Meaning-function- –methods of floatation – Rights issue – Bonus issue – debt Vs equity – Underwriting Activity – problems of New issue market – SEBI – objectives – Guidelines.

Unit- IV

Hrs 12

Stock Market in India – Introduction – Regulation – licensed Dealers –Scrip less Trading – Demat form of share – Transfer of Shared membership – Organization – Governing body - function – NSE, BSE– Measures to promote healthy markets.

Unit-V

Hrs 12

Capital Market Reforms –Primary market reforms –Secondary market reforms– Narasimhan Committee - Bhagawati committee Reports.

References:

1. V.A.Avadhani – Investment Management.

Text:

1. V.K.Bhalla–Investment Management Security Analysis and Portfolio management.
2. S.Gurusamy - Capital Market.
3. Shanthanam - Financial Services.

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
V	17U5ECEL1B	Major Elective – I Financial Institutions	4	4

Objective:

- To enable to students to understand the basic structure of a financial system and its working with reference to economic development.

Unit- I

Hrs12

Money and Finance-Money and near money-Financial Intermediation and Financial intermediaries-The structure of the financial systems-Functions of the financial Sector.

Unit- II

Hrs12

Financial System and Economic Development-Indicators of Financial Development-Criteria to evaluate assets; Risk and financial assets, types of risk, return on assets, risk - return trade off-Valuation of securities.

Unit-III

Hrs12

Function of the Central Bank, Credit Creation and its control, Profitability and efficiency of banks; Development banks-Role and functions; investment banking and merchant banking; financial sector in India - Proliferation of banking and non-banking financial intermediaries.

Unit-IV

Hrs12

Theories of Interest rate determination - level of interest rates - long period and short period rates - Term structure of Interest rates-Spread between lending and deposit rates-Administered interest rates-Appropriate interest rate policy.

Unit-IV

Hrs12

The Aims and Objectives of the Monetary Policy in developed; and developing countries-Instruments of monetary policy-Effectiveness of monetary policy.

References:

1. Bhole, L.M. (1999), Financial Institutions and Markets; Tata McGraw Hill Company Ltd., New Delhi.
2. Bhol, L.M. (2000), Indian Financial Systems, Chugh Publications, Allahabad.
Edminister, R.O. (1986), Financial Institutions, Markets and Managements, McGraw Hill, New York.
3. Goldsmith, R.W.(19 (39), Financial Structure and Development, Yale, London.
Hanson, J.A. and S.Kathuria (Eds.)(1999), India : A financial Sector for the Twenty-First Century, Oxford University, Press, New Delhi.
4. Johnson, H.S.(1993), Financial Institutions and Markets, Tata McGraw Hill, New Delhi
5. Machi Raju, M.R. (1999), Indian Financial Systems, Vikas Publishing, New Delhi.
6. Prasad, K.N. (2001), Development & India's Financial Systems, sarup & Sons, New Delhi. Avadhani, Study in Indian Financial System.

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. Of Credits
V	17U5ECEL2A	Major Elective - II Environomics	4	3

Objectives:

- To impart the students about the significance of Environment.
- To make the students to understand the link between Economics, Environment and Economic development.
- To make the students to know the global environmental issues.

Unit – I

Hrs 12

Environmental Ecology – biotic and abiotic and Ecosystem – Limiting factors and low of Tolerance. Economics, Environment and Ecology – inter – linkages – Material Balance Model.

Unit– II

Hrs 12

Basic concepts in Environmental Economics – market failure – Externality – Environmental Quality – Tragedy of Commons.

Unit – III

Hrs 12

Environmental pollution – Air, water and Noise pollution – urbanization and its impact on Environment.

Unit – IV

Hrs 12

Economic growth and Environment quality – Environmental problems in Developed and Developing countries – sustainable (Economies) development.

Unit – V

Hrs 12

Global environmental Issues – global warming – ozone depletion – acid rain – deforestation and bio-diversity (genetic loss) – Stockholm and RIO summit.

REFERENCE:

1. Karpagam. M - Environmental Economics – A Text Book, sterling Publishers private Limited, New Delhi, 2001 Edition.
2. Dr.Sankaran. S - Environmental Economics.

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
V	17U5ECEL2B	Major Elective –II Managerial Economics	4	3

Objective:

- To provide managerial application of Economics to decision making and forward planning.

Unit-I

Hrs12

Nature and scope of managerial Economics- Role of managerial Economics

Unit-II

Hrs12

Demand Forecasting-Types-Purposes – Criteria of a good forecasting method – Methods – opinion survey, Delphi method, Expert opinion and collective opinion.

Unit-III

Hrs12

Cost concepts and classifications – Actual and opportunity costs, Incremental cost and sunk costs, fixed and variable cost – cost relationship.

Unit – IV

Hrs12

Pricing method – cost plus, rate of return, marginal cost pricing, going rate pricing, customary prices – dual pricing and administered pricing.

Unit –V

Hrs12

Profit planning and forecasting – Break Even Analysis – Need for capital budgeting – Appraising project profitability (Elementary treatment).

References:

Managerial Economics – D.M.Mithani

Managerial Economics - R.L.Varshney and K.L Maheswari

Text :

Managerial Economics - Cauvery. R – and others.

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching / week	No. Of Credits
V	17U5ECNME	Non - Major Elective - Fundamentals of Economics	2	1

Objectives:

- To educate the Non- Economics students to understand the essential concepts of Economics.

Unit-I

Hrs15

Definitions, Meaning and scope of Economics Nature of Economic Laws. Consumer's behaviour wants - Utility - Demand Meaning - Law - Exceptions-Production-factors of production-laws of returns.

Unit-II

Hrs15

Economics Systems-Capitalism - Socialism and mixed Economy. Economy planning - Meaning - India's Five year plans. New Economic Policy - Liberalisation - Privatisation and Globalisation - Impact in India.

References:

1. Sankaran.S. : Micro Economics Margham Publications
2. Dewett K.K : Modern Economics Theory.
3. Rudar Datt & Sundaram : Indian Economy – S.Chand & Co
4. I.C.Dhingra,(92010) : Indian Economy, Sultan Chand & Sons, New Delhi.

B.A. Economics

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
V	17U5ECSSD	SOFT SKILLS DEVELOPMENT	1	-

Unit : I

Proficiency in English – Group Discussion - Interview – Presentation Skills – Percentage and its application – Error Correction.

Unit : II

Communication Skills – Art of Listening, Art of Reading, Art of Writing. Corporate Skill – Time Management, Stress Management.

Text Books

1. Meena K and Ayothi (2013) A Book on Development of Soft Skills (Soft. Skills: A Road Map to Success) P.R. Publishers & Distributors, No. B -20 & 21 V.M.M. Complex, Chatiram Bus Stand, Tiruchirappalli – 620002.
2. Hariharan S, Sundararajan N and Shanmugapriya S.P. (2010) Soft Skills, MJP Publishers, Chennai – 600 005.

References

1. Alex K (2012) Soft Skills – Know yourself & Know the world, S.Chand & Company LTD. Ram Nagar, New Delhi – 110 055.
2. Martin Avis, Effective Time Management Skills for everyone, Avis Consultancy, London.

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
VI	17U6ECC13	Fiscal Economics II	5	4

Objectives:

- To make the students to understand fiscal policy and its instruments.
- To enable the students to financial administration with reference to India.

Unit- I **Hrs 15**
Fiscal Policy – Meaning- Objectives – Instruments – Role of fiscal policy in UDCS.

Unit-II **Hrs 20**
Public Debt- public and private debt-causes-classification-effect-burden-management-redemption-public debt in India.

Unit- III **Hrs 15**
Federal Finance-principles-problems of centre- state relations-finance commission-report of latest two commission-12th and 13th commissions-local finance (elementary level).

Unit -IV **Hrs 15**
Financial Administration – Meaning – Principles – Instruments – Budget – Control and Execution-performance budgeting

Unit-V **Hrs 20**
Budget – Meaning – Principles – Objectives, Preparation of Budget – Types of Budget – Concepts of Fiscal Deficit and Budget Deficit – Analysis of latest Budget of the Union Government

References:

1. Raja. J. Chelliah : Fiscal policy in UDCS
2. H.Dalton : Principles of Public Finance
3. B.P. Tyagi : Public Finance
4. Cauvery R. and others : Public Finance

Text:

1. Sankaran S. : Fiscal Economics

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No. of Credits
VI	17U6ECC14	Banking Theory and Practice	5	4

Objectives:

- To know the origin of banking and the procedures of operations in banks.
- To enable the students to understand the basic concepts of banking, bank and its products, instruments and operational system of banks.

Unit –I

Hrs 15

Origin of Banking – Growth and Structure of Banking in India – Central banking (RBI) – Functions – Commercial banks – functions – difference between Central Bank and Commercial Bank.

Unit –II

Hrs 20

Banker and Customer – Definitions – General relationship – Special relationship – subsidiary services rendered by banker – Agency services and general utility – services.

Unit –III

Hrs 18

Opening of new Accounts – Procedure for opening, Conducting and closing of Accounts of Customer-types of accounts-Saving Account, Current Account, Recurring Account – Fixed Account – precautions to be taken before opening a new Account.

Unit- IV

Hrs 20

Special Types of Customers –Minor, illiterate persons – married women – lunatics – drunkard – Joint stock companies – Non-trading associations – Phone Banking – Internet Banking – Mobile Banking – anywhere banking – ATM cum Debit and Credit Card.

Unit –V

Hrs 20

Pass Book and Issue of duplicate pass book – cheques – definitions of a cheque – Requisition of a Cheque – drawing of a cheque – types of cheques – crossing of a cheque- Endorsement – kinds of endorsements.

REFERENCE:

1. K.P.M. Sundaram and Varshney : Banking Theory Law & Practice
2. S.S. Gulshan and Kapoor : Banking Law and Practice
3. S.M.Sundaram : Banking Theory Law and Practice
4. E.Gordon and K.Natarajan : Banking Theory Law and Practice

B.A. Economics

Semester	Subject Code	Title of Paper	Hours of Teaching/ Week	No. of Credits
VI	17U6ECC15	GENERAL ECONOMICS	4	4

Objectives

- To have a grasp of the elements of economics
- To prepare students to face competitive examinations in Economics

Unit I: Microeconomics

Nature and Scope of Economics -Concept of Demand and Supply, Elasticity concepts- Demand Analysis – Marshallian, Hicksian and Revealed preference approaches-Agents of production- Theory of Production and Costs-Factor Pricing analysis- Market Structure and Determination of prices.

Unit II: Macroeconomics

Determination of output and employment – Classical approach, Keynesian approach, Consumption hypotheses-Demand for Money – Fisher and Cambridge versions, Approaches of Keynesian, Friedman, Patinkin, Baumol and Tobin-Supply of Money, Determinants of money supply-Phillips Curve analysis-National Income concepts-Determination of National Income and Employment-Determinants of consumption, saving and investment.

Unit III: Economic Growth and Development

Economic Growth, Economic Development and sustainable Development – Importance of institutions-Government and markets- Perpetuation of underdevelopment – Vicious circle of poverty, circular causation, structural view of underdevelopment – Measurement of development conventional, HDI and quality of life indices.

Unit IV: Public Finance

Role of the Government in Economic activity-Allocation, distribution and stabilization functions; Private, Public and Merit goods- Budgets - Types of budget deficits-Direct and Indirect Taxes-Development and Non-development Expenditures.

Unit V: International trade

Theories of International Trade : Terms of Trade and Economic Growth – Secular Deterioration of Terms of Trade Hypothesis :Equilibrium/disequilibrium in Balance of Payment – Traditional, Absorption and Monetary approaches for adjustment in the Balance of Payments, Foreign Trade multiplier.

REFERENCE:-

- 1) Jhingan, 2004, M.L., Money Banking International Trade and Public Finance, Ed. 8, Veranda Publisher, New Delhi.
- 2) Datt, Rudder and K P M Sundharam, 2005, *Indian Economy*, S.Chand and Co. Pvt. Ltd. New Delhi.
- 3) Lipsey, Richard, G., 1998, *Introduction to Positive Economics*, English Language Society and Weidenfeld and Nicolson, London
- 4) Samuelson, Paul Anthony and William D. Nordhaus, 1998, *Economics*, Ed. 6 New Delhi: Tata McGraw Hill Publishing Company Ltd, New Delhi.
- 5) Stonier, Alfred W and Douglas C Hague, 2000, *A Test Book of Economic Theory*, Longman, London.

Websites for reference

www.rbi.org.in www.cpolicy.rbi.org.in www.bulletin.rbi.org.in
www.bankreport.rbi.org.in http://mospi.nic.in <http://www.indiastat.com>

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No .of Credits
VI	17U6ECC16	Growth Economics	4	4

Objectives:

- To enable the students to study about the basic concepts of growth and developments, factors which influencing it.
- To study the classical, Neo-classical, Keynesian and Post Keynesian Theories of growth Models.

Unit-I

Hrs 18

Economic Growth and Economic development – Meaning and distinction – criterion of economic development – per capita income and national income – features of development and developing economies factors affecting economic growth , vicious circle of poverty.

Unit-II

Hrs 18

Theories of Economic growth, classical theories, Adam smith and Ricardo – Marxian theory of economic growth – Schumpeter’s theory of growth.

Unit-III

Hrs 18

Simple exposition of Neoclassical theory of growth of Meade – Keynesian theory of economic development – Elementary analysis of post-Keynesian theory of growth – Harrod and Domar.

Unit-IV

Hrs 18

Stages of Economic Growth – Rostow- Stages of Economic Growth, Balanced Growth, Balanced Growth; Nurkse, Unbalanced Growth; Hirschman, Big Push; Rosenstein Rodan.

Unit-V

Hrs 18

Polices for economic development – Fiscal and Monetary policies – Foreign trade and economic development – foreign aid and economic development.

Reference:

1. B.Higgins - Economic Development
2. Meir and Baldwin - Economic Development

Text:

1. K.K.Dewett and Satish Wadhawani - Economics of Growth and Development.

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
VI	17U6ECEL3A	Major Elective – III Economics of Social Sector	5	4

Objectives:

- To understand the components of Social sector and its contribution to economic development
- To enable the students to learn the basic trends of Social sector
- To create awareness on the importance of social sector and its impact on welfare and Human Resource Development

Unit-I

Social Sector- Components – Education. Health and environmental Sanitation – definitions of basic concepts-Public goods, Private good and Merit good- it's characteristic.

Unit-II

Education and Economic development-Types of Education - MDG and Education- Note on SSA- Trends in higher and Technical education.

Unit-III

Health-Definition-Importance in economic development- Health indicator BR,DR,IMR, Under 5 Mortality MMR and Life Expectancy at birth-causes for low level of health status.

Unit-IV

Health care preventive, promotive and curative-health for all, Primary Health care (PHC)-Achievement in India health system.

Unit-V

Policies and Management- National Education policy, Health policy, water and sanitation for All- Bhore committee (1946) Mudaliar Committee.

References:

1. S.K.Misra and V.K.Puri : Indian economy its Development Experience
2. K.Park : preventive and social medicine
3. M.L.Jhingan : Modern Micro Economics
4. M.Karpagam : Environmental Economics
5. M.Blaug : Introduction to economics of Education
6. Kenneth Lee and Anne Mills : The economics of Health in Developing countries
7. world Bank : World development Report-2003
8. Great Meir : Leading Issues in Economic Development
10. UNICEF : UNICEF- Report-2010

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching /week	No. Of Credits
VI	17U6ECEL3B	Major Elective - III Human Resource Management	5	4

Objective:

- To provide basic knowledge in Human Resource Management and its concepts.

Unit-I

Hrs 15

Meaning and Scope: Functions and objectives of HRM HR Planning - Job design and job analysis

Unit-II

Hrs 15

Recruitment Definition Process and screening selection: definition - process and new Methods.

Unit-III

Hrs 15

Training and Development Nature and Importance Impediments and Effective Training - Performance Appraisal

Unit-IV

Hrs 15

Remuneration: Theories Ideal Remuneration: Factor influencing Remuneration: Types of Incentive Schemes.

Unit-V

Hrs 15

Types of Benefits and services - Fringes principle quality work life welfare Measurers: Merits and Demerits Need for Safety and health: Business Ethics.

References:

1. Aswathappa Human Resources and Personnel Management – Tata MC Graw Hill
2. John Storey Human Resource Management Rutledge.
3. R.D. Agarwal Dynamics of Personal Management in India.
4. Terry; L. Leap & M.D. Crino Personnel/Human Resource Management Macmillan
5. C.S. Venkataratnam Personal Management & Human & B.K. Srivastav Resources Tata Mc. Graw Hill..

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching /Week	No. of Credit
VI	17U6ECEL4A	Major Elective – IV Computer Application in Economics	5	3

Objective:

- To make the students to understand the basic concepts used in computer and its applications to Economics.

Unit I

Hrs 12

Evolution, generations and classification of computers-hardware and software-CPU and its functions-input and output devices-applications of computers in Economics and business.

Unit-II

Hrs 12

Simple DOS commands- Fundamentals of window operating-Desk Top Publishing (DTP)-page maker, Photoshop-Corel draw

Unit-III

Hrs 12

Word basics-formatting text and document-working with headers, footers and footnotes- tabs, tables and sorting-working with graphics-templates and wizards

Unit-IV

Hrs 12

Excel basic-arranging worksheet-functions-chart and its features-graphics-command macros-worksheet as data base-what if project-SPSS-Regression-ANOVA.

Unit-V

Hrs 12

Internet basic-browsing internet-using search engines-opening E-Mail ID, sending and checking E-Mail-downloading text from internet.

REFERENCE:

1. Sander, DH (1998), Computers today, McGraw Hill (3rd edition), New york.
2. Sinha (1992),computers fundamentals, BPB publications New Delhi
3. Raja Raman V.(1996) fundamentals of computers, prentice of India New Delhi
4. Leon and Leon, Internet Basics.

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching /week	No. Of Credits
VI	17U6ECEL4B	Major Elective - IV Industrial Economics	5	3

Objective:

- To impart knowledge about the basic premises of industrial Economics and its relevance to industrial development.

Unit-I

Hrs 15

Concept and Organisation of Firm-Optimum Firm-Factors Influencing Optimum Firm. Ownership, Control and Objectives of the Firm-Passive and Active Behaviour of the Firm.

Unit-II

Hrs 15

Sellers Concentration-Product Differentiation-Entry Conditions-Economics of Scale. Theories of Industrial Location-Weber and Sargent Florence-Factors Affecting Location.

Unit-III

Hrs 15

Product Pricing –Theories and Evidence-Marginal Cost Vs Full Cost Pricing - 'U' shaped and 'L' shaped cost curves.

Unit-IV

Hrs 15

Growth of the Firm Size and Growth of a Firm-Growth and Profitability of the firm. Constraints on Growth Productivity, Efficiency (Capacity Utilization).

Unit-V

Hrs 15

Concept Reasons for Concentration-Measures of Monopoly and Concentration-Remedial Measures.

References:

1. Ahluwalia I.J.(1985) : Industrial Growth in India, Oxford University Press , New Delhi.
2. Barthwal, R.R. (1985): Industrial Economics, Wiley Eastern Ltd., New Delhi.
3. Cherunilam, F.(1994): Industrial Economics, Indian Perspective (3rd Edition), Himalaya Publishing House, Mumbai.
4. Desai, B. (1999), Industrial economy in India (3rd Edition), Himalaya Publishing House, Mumbai.
5. Hay, D. and D.J. Moris (1979) : Industrial Economics, theory and Evidence; Oxford University Press, New Delhi.
6. Kuchhal, S.C. (1980):Industrial Economy of India (5th Edition),Chaitanya Publishing House, Allahabad.
7. Sai Singh, A. and A.N.Sadhu (1988) : Industrial Economics, Himalaya Publishing

B.A. Economics

Semester	Subject	Title of the Paper	Hours of Teaching/ Week	No .of Credits
I	17U1ECC2B	(Core Option) – Economics of Tourism	5	5

Objectives:

- To know the types, forms and factors influencing tourism.
- To study about the importance of tourism and its impact.
- To know the various travel agencies and its functions, with a special reference to India, role of ITDC and TTDC

Unit - I

Hrs 15

Tourism – Definition – Types of Tourism – Forms of Tourism (Recreational, Conventional, Cultural, Religions, Holiday) – Factors influencing the growth of Tourism.

Unit - II

Hrs 15

The organization of Tourism – Need for organization – Tour organization in India – Accommodation – Definition of Hotel – Types of Hotel – Supplementary Accommodation – Youth Hostel – Motel.

Unit - III

Hrs 20

Economic importance of Tourism – Tourism and National Income – Tourism and employment – Tourism and Development of local economy – Tourism and balance of payments – Tourism and international understanding – Tourism and development of infrastructure.

Unit - IV

Hrs 20

Travel Agency and Guide – Travel Agent - Travel Agency – Travel Agency in India – Functions of a Travel Agency – Characteristics of a good guide – The role of a guide – Tour operations.

Unit - V

Hrs 20

Tourism in India – The land of Tourist – Attraction in India – Tourist Places in Tamilnadu – Tourist information offices – The role of Indian Tourism Development Corporation (ITDC) – The Role of Tamil Nadu Tourism Development Corporation (TTDC).

Reference:

2. P.N.Seth - Successful Tourism Management.
3. R.Santhakumari - Facts of Tourism

Text:

1. A.K.Bhatia - Tourism Development Principles and Practices.

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
II	17U2ECC4B	(Core Option) -Economics of Infrastructure	5	5

Objectives:

- To study the significance of infrastructure in Economic Development.
- To know about the importance of social infrastructure.

Unit-I

Hrs 18

Infrastructure – Meaning, importance, role – economic development – Infrastructure and public utilities – public utilities – principles and policies of pricing – Economics of scale of joint supply.

Unit-II

Hrs 18

Transport and Economic development – demand for transport – principles of pricing – Road Transport – Rail – Air transport – Recent trends in Air Transport – private participation.

Unit-III

Hrs 18

Communication – characteristics – postal, telephone and electronic media – rate making in telephone industry – measurement of standards of services in telephone and postal utilities – private sector participation – Role of TRAI.

Unit-IV

Hrs 18

Energy – Renewable and non-renewable factors determining demand for energy – supply of energy -shortage – conservation of energy – Power sector in India types – Thermal, Hydel and Nuclear power plants – Natural gas – ONGC – Petroleum products – Price s- Subsidy- issues.

Unit-V

Hrs 18

Social infrastructure – Education – Health – Sanitation – Drinking water – Trends, issues and measures – Role of Govt.- with reference to Millennium Development Goals.

References:

1. Ashok V.Desai : Energy demand, Analysis, Management and conservation, Wiley Eastern Ltd., 1990.
2. Choudhuri, R.K. : Economics of Public Utility, Himalaya Publishing House, 1986.
3. Raghuram G and Rekha Jain : Infrastructure Development and Financing Macmillan India Ltd., 1999.
4. Reddy K.C. : Economic and Public Policy, Himalaya Publishing House, 2000.
5. Rama Mukherjee : Environmental Economics in the Third Millenium Sterling Publishers Pvt.Ltd., 2001.

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
V	17U5ECC12	(Core Option) Reforms in Indian Economy	4	5

Objective:

- To understand the essence of economic reforms with special reference to Indian Economy.

Unit-I

Hrs 12

Privatization wave in the world – USSR, communist china, East European countries – Attempts at privatization in India.

Unit-II

Hrs 12

Economic reforms in India – background, rational – implementation – Trade policy, industrial policy, exchange rate and capital market reforms (Only elementary treatment)

Unit-III

Hrs 12

Foreign Capital – Types – FDI & FII – FDI Policy – Pattern of FDI.

Unit-IV

Hrs 12

Foreign Trade Policy–EXIM policies–Recent EXIM Policy–India’s Trade directions and compositions.

Unit-V

Hrs 12

Balance of Payments – Trends in India’s BOP – Economic reforms and BOP.

References:

- | | | |
|-----------------------------|---|--------------------------|
| 2. I.C.dhingra | - | Indian Economic Problems |
| 3. C.T.Kurien | - | Economic Reforms |
| 3. World Development Report | - | World Bank Publication |

Text:

- | | | |
|-----------------------------|---|----------------|
| 1. Ruddar Datt and Sundaram | - | Indian Economy |
|-----------------------------|---|----------------|

B.A. Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
V	17U6ECC15	(Core Option) REGIONAL ECONOMICS	5	4

Objective:

- To make the students exposed to Regional Economics and its significance in the process of Economic development.

Unit-I

Hrs 15

Area-region Space; Taxonomy of Regions; Spatial Organization and Analysis Location Theories-Thunen-Weber-Palander-Christalieu Losch- Greenhut- Lefebvre Joard Alonsojohnson and Richardson; Theory of Location and interdependence. Techniques of Regional Analysis: Input-Output. Analysis-Linear Programming- -Cost Benefit Analysis, Production Function Analysis-Location Quotient-Shift and Share Analysis.

Unit-II

Hrs 15

Equity Vs Efficiency; Regional Growth, Conceptual and Theoretical Foundations; Application of theories; Status of Development in relation to Regional economic development; Export Base Theory – Sectoral Theory Vs Regional Theory of Development; Growth Pole theory-Central place theory – Diffusion Theory-integration: Development Differentials.

Unit- III

Hrs 15

Identification of Backward regions: Determinants of Regional Development: Natural Endowments Human Resources-Capital-Technology-Economic and Social infrastructure; Factor and commodity mobility and Regional development; Convergence Theory

Unit-IV

Hrs 15

Historical perspectives of Indian development: Regional Development Models: Metropolitan Model-Bombay, Delhi. Calcutta. Command Area Development-Tribal Development- Drought Prone Area-Mineral Based Regions.

Unit-V

Hrs 15

Socialistic countries-people's Republic of China U.S.S.R and Yugoslavia, Developed market economies, UK. Japan, Developing Economies, Latin, America; Practice of Regional Planning in India.

References:

1. Harry N Richardson:Regional Economics.
2. Hugu O. Nourse: Regional Economics,
3. Walter Isard: introduction to Regional Science.
4. Friedman & Alonse (Ed): regional Development.
5. Amitabh Kundu et al.: input-Output frame-work and Economic Analysis B. Sarah, C.O.A.R. & J.B. Cuillingworth: Regional and Urban Studies, 7. Mark Wright: industrial Location & Regional Analysis.
6. David M. Smith: industrial Location.
7. David Mekee, Robert A. Dean (Ed) William H. Healey: Regional Economics Theory ands Policy.
8. H. Richardson: Regional Economics.

B.A. Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching / week	No. of Credits
VI	17U6ECC16	(Core Option)– Rural Industrialization	4	4

Objectives:

- The Subject has been introduced as optional one other than Economics Students to know about the Potentials for starting for starting of small Scale Industries.
- To know the Varies sources of financial assistance provide for the starting of rural industries.

Unit – I

Hrs 12

Features of Rural Economy – Importance of Agriculture – Employment – Unemployment – Disguised Unemployment – Industrialisation - Definition – Large, Medium, small, Cottage and Village Industries – Importance of Small Scale Industries and Cottage Industries in the Rural Economy.

Unit – II

Hrs 12

Rural Industries - Ago – Industries – Agro – based – Agro – Input industries - Agro processing Industries.

Unit – III

Hrs 12

Employment opportunities in Agro - Industries – Labour intensive technology Vs Capital intensive technology – appropriate technology for rural industries.

Unit - IV

Hrs 12

Finance of Rural industries – Commercial Banks – SIDCO – SIPCOT – RIIC- Role DIC in the development of Rural Industries.

Unit – V

Hrs 12

State assistance to rural industries Government sponsored programmes for Rural Industries – Industrial Estates.

References:

1. Bepin Behari - Rural industrialization
2. B.N.Shetty - Village and Cottage Industries.
3. Linadharl - Small Scale industries.

Text:

1. R.C.Arora - Rural Industrialization