

**UG – ECONOMICS**

**2018-2019**

**ONWARDS**

**B.A – ECONOMICS - Degree Course**  
**UG - SCHEME OF EXAMINATIONS: CBCS PATTERN**  
(For the students admitted during the academic year 2018-2019 and onwards)

Part	Sub Code	Title of thePaper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
<b>Semester - I</b>									
I	18TAM11L	Part-I: <b>Language:Tamil I</b>	6	25	75	100	30	40	3
II	18ENG12L	Part-II: <b>English I</b>	6	25	75	100	30	40	3
III	18BEC13C	Core: <b>Micro Economics - I</b>	8	25	75	100	30	40	5
III	18BEC14A	Allied – 1: <b>Indian Economy</b>	8	25	75	100	30	40	4
IV	18ENV1GE	<b>Environmental Studies</b>	2	25	75	100	30	40	2
<b>Semester – II</b>									
I	18TAM21L	Part-I: <b>Language:Tamil II</b>	6	25	75	100	30	40	3
II	18ENG22L	Part-II: <b>English II</b>	6	25	75	100	30	40	3
III	18BEC23C	Core: <b>Micro Economics - II</b>	8	25	75	100	30	40	5
III	18BEC24A	Allied – 2: <b>Entrepreneurial Development</b>	8	25	75	100	30	40	4
IV	18VAL2GE	Value Education– <b>GandhianThoughts</b>	2	25	75	100	30	40	2

Part	Sub Code	Title of thePaper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
<b>Semester – III</b>									
I	18TAM31L	Part-I: <b>Language:Tamil III</b>	6	25	75	100	30	40	3
I	18ENG32L	Part-II: <b>English III</b>	6	25	75	100	30	40	3
III	18BEC33C	Core : <b>Mathematical Methods - I</b>	5	25	75	100	30	40	5
III	18BEC34C	Core : <b>Trade Documentation</b>	4	25	75	100	30	40	5
III	18BEC35A	Allied-3 <b>Contemporary Political System</b>	4	25	75	100	30	40	4
IV	18BEC36S	Skill Based Subject-I: <b>Management Principles and Practices</b>	5	25	75	100	30	40	3

Semester – IV									
I	18TAM41L	Part–I: Language:Tamil IV	6	25	75	100	30	40	3
I	18ENG42L	Part–II: English IV	6	25	75	100	30	40	3
III	18BEC43C	Core: <b>Managerial Economics</b>	6	25	75	100	30	40	5
III	18BEC44A	Allied – 4 : <b>Indian Political System</b>	6	25	75	100	30	40	4
IV	18BEC45S	Skill Based Subject – II: <b>Economics of Advertising</b>	6	25	75	100	30	40	3
V	18EXA4GE	@Extension Activities:NCC/NSS/SPORTS//YRC	-	-					1

Part	Sub Code	Title of thePaper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext– Min.	Total Pass Mark	Credits
Semester – V									
III	18BEC51C	Core : <b>Mathematical Methods II</b>	6	25	75	100	30	40	5
III	18BEC52C	Core : <b>Macro Economics</b>	5	25	75	100	30	40	5
III	18BEC53C	Core : <b>Banking Theory and Practices</b>	5	25	75	100	30	40	5
III	18BEC54C	Core : <b>Fundamentals of International Economics</b>	6	25	75	100	30	40	5
IV	18BEC55S	Skill Based Subject – III: <b>Management of Sales Force</b>	5	25	75	100	30	40	2
IV	18BEC5EL	Non-Major Elective Paper – I: <b>Economics for Competitive Examinations - I</b>	3	25	75	100	30	40	2
Semester – VI									
III	18BEC61C	Core : <i>Economics of Stock Market</i>	5	25	75	100	30	40	5
III	18BEC62C	Core : <i>Public Finance</i>	5	25	75	100	30	40	5
III	18BEC63C	Core : <i>Monetary Economics</i>	5	25	75	100	30	40	5
III	18BEC64C	Core: <i>History of Economic Thought</i>	5	25	75	100	30	40	5
III	18BEC65V	<b>Project &amp; Viva – Voce</b>	2	20	80	100	32	40	15
IV	18BEC66S	Skill Based Subject – IV: <b>Industrial Economics</b>	5	25	75	100	30	40	3
IV	18BEC6EL	Non-Major Elective Paper – II: <b>Economics for Competitive Examinations – II</b>	3	25	75	100	30	40	2
		<b>Total / Credits</b>				<b>3400</b>			<b>140</b>

<b>I</b>	18BCO15A/ 18BIB15A	B.Com & B. Com IB: <b>Indian Economy</b>	6	25	75	100	30	40	5
<b>II</b>	18BCO25A	B.Com: <b>Business Economics</b>	6	25	75	100	30	40	5
<b>III</b>	18BBA34A	BBA : <b>Business Economics</b>	6	25	75	100	30	40	5

**\*Courses offered with four semester Language Papers**

**@ No External Examinations. Only Continuous Internal Assessment (CIA)**

Includes 25/40 continuous internal assessment marks for theory and practical papers respectively

Project evaluation done by both Internal and External examiners for 80 Marks

<b>Year</b>	<b>Subject Title</b>	<b>Sem.</b>	<b>Sub Code</b>
<b>2018 -19 Onwards</b>	<b>MICRO ECONOMICS- I</b>	<b>I</b>	<b>18BEC13C</b>

**OBJECTIVES:**

*To make the students understand the concepts, methodology, and the behaviour of the economic agents as a consumer and as a producer.*

**UNIT- I**

Definition of Economics - Adam Smith – Marshall- Robins – Samuelson – Inductive and Deductive Approach -Positive and Normative Economics - Micro and Macro Economics - Importance and Limitations.

**UNIT- II**

Utility Analysis – Cardinal Utility – Ordinal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Indifference Curve Analysis – Characteristics and Uses of Indifference Curves – Budget line - Consumer Equilibrium -Income, Price, and Substitution Effects.

**UNIT- III**

Demand- Determinants of demand - Law of Demand – Exceptions to law of demand - Elasticity of Demand – Types of Elasticity - Measurement – Factors Influencing Elasticity of Demand – Uses – Consumer Surplus.

**UNIT- IV**

Supply - Law of Supply – Elasticity of Supply – Factors of Production viz.,Land, Labour, Capital, and Organization – Laws of Returns – Production Function - Law of Variable Proportion – Returns to Scale.

**UNIT- V**

Cost and Revenue – Cost Concepts – Relationship between AC and MC – Short run and Long run Cost curves – Revenue Curves – Revenue concepts - Revenue curves under perfect and imperfect competition.

## TEXT BOOK

1. S.Sankaran, Micro Economics, Margham Publications, Chennai, 2000.

## REFERENCES

1. H.L. Ahuja, Principles of Micro Economics: A New Look at Economics Theories, S.Chand and Company, New Delhi, 1996.
2. Mishra and Puri, Advanced Micro Economics, Himalaya Publishing House, Mumbai, 1996.
3. M.L. Jhingan, Micro Economic theory, Vrinda Publications Ltd. New Delhi, 2002.
4. V.Lokanathan, Principles of Economics, Economic Analysis, S.Chand & Co.2003.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	INDIAN ECONOMY (For B.A, B.Com. & B.Com IB STUDENTS) ALLIED - I	I	18BEC14A 18BCO15A 18BIB15A

### OBJECTIVES:

*To enable the students to understand the various issues / components of Indian Economy.*

### UNIT-I

Nature and Characteristics of Indian Economy - Economic Growth and Economic Development - Obstacles to Development - Factors influencing Economic Development. Population: Characteristics – Causes and Effects of Population Growth.

### UNIT-II

Role of Agriculture in Indian economy – Problems of Indian Agriculture - Causes of Low productivity - Green Revolution – Mechanisation – Merits – demerits - Agricultural Marketing - Features - Defects of Agricultural Marketing in India.

### UNIT-III

Sources of agricultural finance: Co-operative Banks - Commercial Banks - NABARD - Land Development Bank - Regional Rural Banks - Informal Credit - Rural Indebtedness and Farmers' Suicide.

### UNIT – IV

Role of Industrialization in Indian Economy – Private sector – Public sector – Small and Cottage industries - merits – demerits – Industrial sickness causes of Industrial sickness – Measures.

### UNIT-V

Poverty - Causes - Effects – Measures to control poverty – Unemployment: Types - Causes - Measures to reduce unemployment - Privatization - Globalization - Merits and Demerits.

### **TEXT BOOKS**

- 1) Dutt&Sundaram, Indian Economy, S.Chand&Co., New Delhi2013.
- 2) I.C. Dhingra, The Indian Economy: Environment& Policies, Sultan Chand & Co., 2014.
- 3) Ashwani Mahajan Gaurav Datt, Indian Economy, S.Chand&Co., New Delhi2013.3
- 4) Sankaran.S, Indian Economy: Problems, Development and Policies, Margham Publications, Chennai.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ENVIRONMENTAL STUDIES (For all UG courses)	I	18ENV1GE

**OBJECTIVES:**

*To enable the students to understand the various issues about the environment in which they live.*

**UNIT- I:**

Environment – Introduction – Nature- Scope – Content – Need for study. Natural resources- Forest and energy resources- Use and overexploitation- deforestation. Energy resources- renewable and non renewable energy resources

**UNIT -II:**

Ecosystem – concept – types- Forest, Grassland, Desert and Aquatic(Pond)- Structure and function of an ecosystem – Producers- consumers and decomposers – Food chain – food web- ecological pyramids- energy flow. Biodiversity and its conservation- *in situ* and *ex situ* conservation- Mega biodiversity centres and hotspots.

**UNIT -III:**

Environmental pollution- definition- causes-effects and control measures of air, water, soil, thermal and nuclear pollutions. Waste management- Industrial and solid waste. Disaster management – earthquake, cyclone, flood and landslides.

**UNIT-IV:** Social Issues and the environment- Urbanization-Urban problems related to energy and watershed management. Environmental Ethics- Issues and possible solutions- Wasteland reclamation- Climate change- Global warming- Acid rain- Ozone layer depletion- Public awareness. Environmental laws- Environment Protection Act, Wildlife Protection Act, Forest Conservation Act.

**UNIT- V:**

Human population and its impact on environment- Population growth- Resettlement and Rehabilitation of project affected persons- Case studies – Sardar Sarovar Project, Maharashtra and Bandipur National Park- Project Tiger, Karnataka, NTPC, India. Role of Indian and Global religions and Cultures in environmental conservation- Case study: sacred groves in Western Ghats (kavu) & Chinese culture. Human and Wildlife Conflicts.

**TEXT BOOKS**

1. Bharucha. E, 2003. Text book of Environmental Studies, UGC New Delhi & Bharathi Vidyapeeth Institute of Environmental Education and Research, Pune- 361.
2. Arumugam. M & Kumaresan. V, 2016. Environmental Studies (Tamil version), Saras Publications, Nagerkoil.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	MICRO ECONOMICS- II	II	18BEC23C

**OBJECTIVES:**

1. To make the students understand the concepts, methodology, and the behaviour of the economic agents as a consumer and as producer.
2. To enlighten the student on the economic objectives.

**UNIT – I**

Market: Meaning – Market Structure – Equilibrium of Firm and Industry – Perfect Competition – Features – Price and Output Determination Under Perfect Competition – Short Run – Long Run.

**UNIT – II**

Monopoly: Meaning - Kinds of Monopoly – Degrees of Monopoly – Power – Price and Output Determination under Monopoly – Discriminating Monopoly- Dumping.

**UNIT - III**

Monopolistic Competition: Meaning – Features – Price and Output Determination under Monopolistic Competition – Definition and Characteristics of Oligopoly – Price and Output Determination under Oligopoly.

**UNIT – IV**

Theories of factor pricing: Marginal Productivity theory – Rent – Ricardian Theory of Rent – Quasi Rent –Theories of Wages – Subsistence Theory and Wage Fund Theory.

**UNIT – V**

Concept of Interest – Classical Theory – Lovable Fund Theory and Keynes Liquidity Preference Theory – Concept of Profit – Gross Profit and Net Profit – Theories of Profit – Dynamic Theory of Profit - Innovation Theory of Profit and Uncertainty Bearing Theory of Profit.

**TEXT BOOKS**

1. S. Sankaran, Micro Economics, Margham Publications, Chennai, 2000.
2. H.L. Ahuja, Principles of Micro Economics: A New Look Economics Theories, S. Chand and Company, New Delhi, 1996.
3. M.L. Jhingan, Micro Economic Theory, Vrinda Publications Ltd. New Delhi, 2002.
4. V. Lokanathan, Principles of Economics, Economic Analysis, S. Chand and Co., New Delhi, 2003.



Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ENTREPRENEURIAL DEVELOPMENT	II	18BEC24A

**OBJECTIVES:**

*To provide the theoretical base on the procedures of starting and running SSI.*

**UNIT- I**

Entrepreneurship: Meaning - Characteristics- factors influencing Entrepreneurship - Types – Functions of Entrepreneur – Entrepreneur Vs Intrapreneur.

**UNIT- II**

Role of Entrepreneurship in Economic Development – Entrepreneurial Development Programme: Objectives, Phases of EDPS, Problems, Role of EDPS.

**UNIT- III**

Micro, Small and Medium Enterprises- Definition- Role of MSMED Act 2006-Institutions Assisting Entrepreneur’s Role of DIC-SIDCO-NSIC-SISI-TIIC- -SIPCOT.

**UNIT- IV**

Role of SSI in Economic Development - Objectives- Financing of SSIs- Banking and Non-Banking Financial Institutions - Commercial banks – SIDBI – NABARD.

**UNIT- V**

Micro Finance- Meaning- Definition- Features- Growth of SHGs – Features – Micro Credit Scheme and Income Generating Activities- Self Employment Programmes– Role of Women Entrepreneurs in Indian Economy- Importance- Problems.

**TEXT BOOKS**

- 1) R.C. Agarwal, Fundamentals of Entrepreneurship, Vikas Publishing House, 1980.
- 2) C.B.Gupta&N.P.Srinivasan, Entrepreneurial Development, Sultan & Chand,1992.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	VALUE EDUCATION- GANDHIAN THOUGHTS (For all UG courses)	II	18VAL2GE

**OBJECTIVES:**

*To provide some basic principles, knowledge and understanding about father of our nation*

**UNIT - I**

Birth and Parentage - Childhood - At the High school - Stealing and Atonement - Glimpses of Religion - Gandhi's choice - Experiments in Dietetics - Acquaintance with Religions - The Great Exhibition.

**UNIT - II**

The first case - Preparing for South Africa - same experiences - on the way to Pretoria - Coolie - Natal Indian Congress - - Education of Children - Brahmacharya.

**UNIT - III**

Simple life - The Boer war - Sanitary Reform and Famine Relief - Lord Curzon's Darbar - A month with Gokhale - Experiments in Earth and water treatment - Indian opinion - Coolie Locations or Ghettoes - The Black plague.

**UNIT - IV**

The Magic spell of a Book - The Zulu Rebellion - The Birth of Satyagraha - More experiments in Dietetics - Kasturbai's Courage - Domestic Satyagraha- Fasting - Shanti Niketan - Woes of Third Class passengers.

**UNIT - V**

Kumbha mela - Lakshman Jhula - Founding of the Ashram - Abolition of Indentured Emigration - The Kheda Satyagraha - The Rowlatt Bills - Navajivan and young India - Congress Initiation - The Birth of Khadi.

**TEXT BOOKS**

1. M.K.GANDHI , The Story of My Experiments with Truth - An Autobiography Apple publishing International(P) Ltd, Chennai.

2.

. மகாத்மா காந்தியின் சுயசரிதை - சத்தியசோதனை தமிழாக்கம் -  
-ரா.வேங்கடராஜ்\*லு, நவஜீவன் பரசுராலயம், அகமதாபாத

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	MATHEMATICALMETHODS-I (40% Theory, 60% Problems)	III	18BEC33C

**OBJECTIVES:**

*The Economics students are directed to acquire theMathematical Knowledge for Computing Economic Variables and their Relationships*

**UNIT-I**

Statistics: Definition– Characteristics and Uses - Limitations of Statistics - Sources of data: Primary and Secondary data - Classification – Sampling: Meaning – Types. Tabulation - Diagrammatic and Graphic representation of data.

**UNIT-II**

Measures of Central Tendency: Mean – Median-Mode –Geometric mean-Harmonic mean (only definition) - Measures of dispersion: Range-Quartile deviation-Mean deviation-Standard deviation-Lorenz curve.

**UNIT-III**

Correlation: Meaning and definition -Types of Correlation-Methods of Correlation Uses of Correlation- Scatter diagram-Karl Pearson’s Co-efficient of Correlation- Rank Correlation – Regression – difference between Correlation andRegression-Regression lines-Regression equations-Uses and Limitations of Regression analysis.

**UNIT-IV**

Index numbers: Definition – Uses-Problems in the construction of index numbers-Laspeyres, Paasches, Marshall-Edgeworth and Fisher’s ideal index numbers-Test for ideal index numbers.

**UNIT-V**

Time series: Definition - Utility of Time series analysis- Components of Time series- Measurement of trend- Graphic Method-Method of semi averages-Method of moving averages-Method of least squares.

**TEXT BOOKS**

- 1) S.P. Gupta, Statistical Methods, Sultan Chand & c., New Delhi, 2012.
- 2) D.N. Elhance, Fundamentals of Statistics, KitabMahal, New Delhi, 2012.
- 3) Pillai& V. Bhagavathi, Statistics: Theory& Practice, Chand & Co., 2008.
- 4) Sivathanupillai, Fundamentals of Statistics, Milestone Publishers, New Delhi, 1983.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	TRADE DOCUMENTATION	III	18BEC34C

**OBJECTIVES:**

*To make the students familiar with the foreign trade procedures and documentation methods.*

**UNIT- I**

Market entry in a foreign market – Direct and Indirect exporting–Joint Venture–Licensing Arrangement –Management Contract –Turnkey Project – Foreign Direct Investment.

**UNIT- II**

Export Documentation and Procedures –Aligned Documentation System –objective – advantages – Principal Documents – Export invoice –Packing list –Certificate of Origin – Bill of Lading –Shipping Order –Mate’s Receipt – Bill of Exchange –Marine Insurance Policy – Duty Drawback – INCO Terms.

**UNIT- III**

Importance of Documentation in Logistics – Transport Documentation – Functions– Modern developments in transportation –Multi Model Transport – Liners and Tramps –Role of clearing and forwarding agent.

**UNIT- IV**

Export import Licenses – Letter of Credit – Uniform Customs and Practices for Documentary Credit (UCPDC) - Types of Risks – Export credit Guarantee Corporation ( ECGC).

**UNIT- V**

Processing of an Export order –Different Stages- Getting export order -Pre shipment – Post Shipment – Presentation of Documents for negotiation –Export incentives.

**TEXT BOOKS**

1. B.S. Rathor&J.S.Rathore: Export Marketing, Himalaya Publishing House, Mumbai.
2. Government of India: Handbook of Import and Export Procedures.
3. Balagopal: Export ManagementHimalaya Publishing House, Delhi.
4. Paras Ram: Export – What, Whereand How, Tata McGraw Hill.
5. C.Ramagopal,- Export Import Procedures Documentation and Logistics –New age International Publishers.
6. S.L.Ganapathi and S.K.Nandi Logistics Management – Oxford University Press

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	MANAGEMENT PRINCIPLES & PRACTICES (SKILL BASED SUBJECT- I)	III	18BEC36S

**OBJECTIVES:**

*To make the students to understand the principles, operation procedures and practices of the managers.*

**UNIT- I**

Principle of Management: Management Definition- Nature and scope –Management as an art of science- Relationship Between Management and Administration- Function of Management.

**UNIT-II**

Planning: Definition-Nature-Important- Characteristics and Types and Process of Planning- decision making: Meaning- Characteristics and Steps - Types of Managerial decisions - Administrative Problems in Decisions.

**UNIT- III**

Organization: Definition-futures &principles - organizational structure-line or Military organization-functional organization-line and staff organization-committee organization-Span of control

**UNIT- IV**

Staffing: Meaning- Importance and Nature - Recruitment -Selection-Process-Training: Definition-Types and methods-Motivation: Meaning- Maslows theory of motivation.

**UNIT -V**

Leadership: Meaning and types - Controlling: Meaning-Need- Steps-Techniques of control

**TEXT BOOKS**

1. DinkerPagare: Business Management, Sultan& Chand, 2014.
2. Lallon Prasad &S.S.Olshan: Management Priniciplesand Practice, Excel Books, 2011.
3. Prasad L.M.,: Business Policy And Strategic Management, Sultan& Chand, 2014.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	MANAGERIAL ECONOMICS	IV	18BEC43C

**OBJECTIVES:**

*To provide knowledge to the students on the managerial issues and the method of identifying the solution through economic principles.*

**UNIT –I**

Managerial Economics: Definition - Nature and Scope of Managerial Economics- Role and Responsibilities of Managerial Economist - Objectives of Firms.

**UNIT -II**

Demand Forecasting: Meaning - Criteria of Good Demand Forecasting - Demand Forecasting Methods – Importance and Limitation of Demand Forecasting - Demand Forecasting for a New Product.

**UNIT- III**

Pricing Strategies - Penetration Pricing –Skimming Pricing -Economic Pricing -Value Pricing - Peak-load pricing – Bundling – Break Even Analysis: meaning – Assumptions – Application - importance – Limitation.

**UNIT -IV**

Managerial Decision Making and Uncertainty: Characteristics of Decision-Making - Managerial Decision Making Process - Basics of uncertainty and Risk - Risk-Aversion - Reducing risk.

**UNIT -V**

Profit Management: Economic Profit – Measurement of Profit – Policies - Planning and Controlling – Capital Gains and Losses.

**TEXT BOOKS**

1. Habib – Ur – Rahman, Managerial Economics, Himalaya Publishing House, 2012.
2. Victor L. Mote and Samuel Paul, Managerial Economics: concepts and cases, Tata Me Graw Hill,
3. MithuAdhikary, Managerial Economics, Khosla Publisers, New Delhi, 2014
4. Dwivedi, D.N., Managerial Economics, Vikas Publication, 2007.
5. Kristian J. Sund, Robert J. Galavan, Anne Sigismund Huff, Uncertainty and Strategic Decision Making, Emerald Group Publishing Limited, 2016.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ECONOMICS OF ADVERTISING (SKILL BASED SUBJECT - II)	IV	18BEC45S

**OBJECTIVES :**

*To makethe students understand the importance and the techniques of Advertising .*

**UNIT- I**

Advertising: Meaning, Definition, Characteristics, Origin, Development, Objectives - Functions.

**UNIT- II**

Personal Selling, Propaganda, Salesmanship and Sales promotion – AIDA Model of Advertising. Advertising: Role, Advantages and Disadvantages.

**UNIT- III**

Advertising Media: Press Advertising, Outdoor or Mural Advertising, Direct Mail Advertising – Broadcast Advertising, Promotional Advertising a, Miscellaneous Advertising Media.

**UNIT- IV**

Advertising Material: Advertising Copy – Meaning, Characteristics or Essentials of a Good Advertising Copy, Advertising Theme and Unique Selling Proposition (USP).

**UNIT- V**

Advertising Agency: Measuring - Advertising Media Planning - Advertising Budget - Advertising Appeals.

**TEXT BOOKS**

1. F. Jeflains And Daniel Yadlin, Advertising Made Simple
2. C.N. Bovee, Contemporary Advertising, Irwin Series, 2012.
3. Williams Wells, John, Advertising Principles and Practices
4. RajinBatraAnd David A. Aaker, Advertising Management, John Myers Books, 1995.
5. Swaminathan, Principles of Advertisement.
6. Moonie Lee, Carioa Johnson, Principles of Advertising: A Global Perspective, Haworth Press 2005.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	MATHEMATICAL METHODS-II (40% Theory, 60% Problems)	V	18BEC51C

**OBJECTIVES:**

*The Economics students are directed to acquire the Mathematical Knowledge for Computing Economic Variables and their Relationship.*

**UNIT-I**

Matrices: Types- Addition-Subtraction- Multiplication- Transpose of Matrices- Determinants- Properties of Determinants- Rank of Matrix- Inverse of Matrix- Solution to Simultaneous Equations by Matrices and determinants - Cramer's 'Rule.

**UNIT-II**

Differential Calculus: Rules of Differentiation- Implicit and Explicit Function- Derivatives of higher order- Condition for maximum and minimum values for two variables.

**UNIT-III**

Techniques of Partial Differentiation with Two Variables- Partial Derivatives of Second Order – Cross Partial Derivations – Total Differentiations.

**UNIT-IV**

Utility Function – Production Analysis – Differential Co-efficient- Relationship among Total, Average, Marginal Cost and Revenue Functions - Demand Analysis – Elasticity of Demand.

**UNIT-V**

Integral Calculus: Rules of Integration- Standard Forms – Definite and Indefinite integrals – Integration by parts (simple problems).

**TEXT BOOKS**

1. Metha B.C. and Madnani, : Elementary Mathematics in Economics
2. Bose, D : An Introduction to Mathematical Methods,
3. Navnitham P.A.,: Business Mathematics and Statistics,
4. Sundaresan V&Jeyaseelan S.D.: An Introduction to Business Mathematics



Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	MACRO ECONOMICS	V	18BEC52C

**OBJECTIVES:**

*To provide the knowledge of basic concepts on the functioning of the whole economy.*

**UNIT-I**

Nature and scope of macro economics - Circular flow of income - National income - Measurements and importance - Difficulties and Problems of Measurement of National Income - Classical theory of output and employment - Say's law of markets.

**UNIT-II**

Keynesian Theory of Employment - Aggregate Demand and Aggregate Supply - Equilibrium - Difference between Classical and Keynesian theories.

**UNIT-III**

Consumption function - Keynesian Psychological Law of Consumption - Relationship between APC and MPC - Factors determining Consumption Function - Keynesian Multiplier Working of Static and Dynamic Multiplier - Leakages and Limitations.

**UNIT-IV**

Investment Function - Marginal Efficiency of Capital - Rate of Interest. Factors affecting MEC, Equilibrium between Saving and Investment-Accelerator – Working of Accelerator and Multiplier - Assumptions and Limitations - Leverage Effect.

**UNIT-V**

General Equilibrium – Goods and Money Sectors-Shifts in IS and LM function - Trade Cycle - Phases of Trade Cycle - Keynes's View of Trade Cycle.

**TEXT BOOK**

- 1 .Sankaran S., Macro Economics, Margham Publishers, Chennai

**REFERENCES**

1. K.R.Gupta,R.K.Mandal& Amit Gupta, Macro Economics, Atlantic Publishers 2008.
2. R.D.Gupta, Post Keynesian Economics, Kalyani Publishers, 1997.
3. Edward Shapiro, Macro Economics, Galgotia Publishers, New Delhi, 2010,
4. Gardner Ackley, Macro Economics Theory, Collier – Mac Millan Publishers, 1961.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	BANKING THEORY AND PRACTICE	V	18BEC53C

**OBJECTIVES :**

*To provide the students knowledge on the banking practices, the role of banks, banker, customer in an economy.*

**UNIT- I**

Banker & Customer: Definitions - Importance of Customer Relations – Banker as a Trustee – as Agent – As Baillie-Right to Appropriate Payments - Opening of New Account-Precautions to be taken while Opening a New Account-Closure of Accounts-Pass Book-Ombudsman

**UNIT-II**

Different Types of Accounts - Special types of Customers - Fixed Deposit Receipt- Cheques-Bankers' Obligation to Honour Cheques - Consequences of Wrongful Dishonor – Endorsement-Types of Endorsement

**UNIT- III**

Paying Banker: Meaning – Duties - Statutory Protection - Precautions for Payment of Cheques Forgery of Customers Signature - Payment in Due Course-Counter Manding of Payment - Collecting Banker - Meaning Duties - Statutory protection – Holder in Due Course – Negligence

**UNIT-IV**

Principles of Good Lending - Loans and Advances - Cash credit – Overdrafts - Secured and Unsecured loan – Pledge – Hypothication – Mortgage - Different types of Mortgage-Precautions to be taken by the banker before giving Unsecured loan-RBI Guidelines on Advances by Bank.

**UNIT- V**

Guarantee: Meaning – Types of Guarantee - Advantages and Disadvantages of e-Banking – Electronic Delivery Channel (ATM, SmartCard, Tele Banking and Electronic Cheque.

**TEXT BOOKS**

1. Bedi, Bankers Advances
2. Parthasarathy, Law relating to Cheques
3. Reddy.P.N.&Appannaiah, Banking Theory and Practice, Himalaya Publishing House,2004
4. Sundaram&Varshiney, Banking Theory and Practice,Vikas Publishing House
5. Tannam.M.L., Banking Law & Practice in India.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	FUNDAMENTALS OF INTERNATIONAL ECONOMICS	V	18BEC54C

### OBJECTIVES:

*The paper provides the students a thorough and deep understanding of the international theory, principles and practices of the flow of goods and services across borders.*

### UNIT – I

Role of Foreign Trade in the India Economic Development – Scope – Basis of International Trade – International Trade and Inter Regional Trade –Free Trade Vs. Protection.

### UNIT – II

Classical Theory of International Trade – Theory of Comparative Cost – Heckher – Ohlin Theory of Foreign Trade – Leontief Paradox –Tariff and Import Quotas.

### UNIT – III

Balance of Payment: Meaning – Components of BOP – Importance of BOP – BOT and BOP – Disequilibrium in BOP - Causes for Disequilibrium – Measures to Correct Disequilibrium in BOP.

### UNIT – IV

Terms of Trade and Gains from Trade – Types- Factors influencing Terms of Trade- Exchange rate – Flexible and Fixed Rate of Exchange – Spot and Forward Foreign Exchange rates – Arbitrage- Purchasing Power Parity Theory – Devaluation – Exchange control.

### UNIT – V

International Financial Institution – Working of IMF, IBRD, IDA – International Liquidity – SDR – WTO – Regional Economic Co-operation- EEC- NAFTA-LAFTA-SAARC-BRICS- Recent Import and Export Policy.

### TEXT BOOKS

1. Bhagavathi and Srinivasan: Foreign trade and Economic Development NBER
2. Cherunilum Francis : International Business Texts and Cases, Himalaya Publishing House, Mumbai, 2009
3. Ashwani Mahajan Gaurav Datt: Indian Economy, S. Chand &CO., New Delhi, 2013.
4. Dutt&Sundaram: Indian EconomyS. Chand & CO., New Delhi
5. M.L. Jhingham: International Economics, S. Chand New Delhirinda Publishers,2012
6. Kindle Berger, Charles: International Economics, R.D. Irwin Fishers Publication, 2010.

<b>Year</b>	<b>Subject Title</b>	<b>Sem.</b>	<b>Sub Code</b>
<b>2018 -19 Onwards</b>	<b>MANAGEMENT OF THE SALES FORCE (SKILLED BASED SUBJECT - III)</b>	<b>V</b>	<b>18BEC55S</b>

**OBJECTIVES :**

*In a competitive market environment, this subject provides a clear understanding of the important concepts, functions, organizations and the methods of managing the Sales Force.*

**UNIT – I**

Importance of the sales force and its Management – Functions of Sales Manager - Recruitment and Selection - Training and Direction - Motivation and competition - Appraisal of Performance.

**UNIT – II**

Salesforce size, organization of the sales department - Geographic, Product wise, Market based - Sales Planning and Central Market analysis and Sales Forecasting - Methods of Forecasting Sales.

**UNIT – III**

Channels of Distribution – Factors- Types- Policies- Methods- Role- Types.

**UNIT – IV**

Sales Budget – Importance, process of sales budget, Sales quota: Objectives, principles of selling sales quota - Administration of sales quota - Uses of sales quota

**UNIT – V**

Sales Territories – Characteristics – Impatience – Determinants – Factors affecting sales territories – Procedure for establishing sales territories.

**TEXT BOOKS**

1. Stanten and Buskirk, Management of the Sales force ,
2. Philip Kotler, Marketing Management,
3. William J. Staton, Richard H. Buskirk, Rosann Spiro, Rosann L. Spiro, Management of the Sales Force, McGraw Hills, Singapore 2013.

<b>Year</b>	<b>Subject Title</b>	<b>Sem.</b>	<b>Sub Code</b>
<b>2018 -19 Onwards</b>	<b>ECONOMICS FOR COMPETITIVE EXAMINATION- I (NON-MAJOR ELECTIVE-I)</b>	<b>V</b>	<b>18BEC5EL</b>

**OBJECTIVES:**

*To provide knowledge to students on the basic economic theories and principles that are frequently asked in competitive examinations.*

**UNIT- I**

Nature and Characteristics of Indian Economy – Concepts – Features – Growth and Development Distinction – Factors influencing Economic Development.

**UNIT- II**

Human Resource Development and Economic Development- Population Growth – Effects - Recent Population Policy – Unemployment: Types of unemployment – Causes of unemployment.

**UNIT- III**

Agricultural Growth in India – Contribution of Agriculture to Economic Growth – Role of Agriculture in Indian Economy – Causes of Low Productivity – Measures to Increase Productivity.

**UNIT- IV**

Industrial Development – Industrial Policy Resolutions of 1948 – Industrial Policy 1956 – New Industrial Policy – Public Sector – Private Sector – Joint Sector – Industrial Sickness.

**UNIT- V**

Foreign Trade in India – Contribution – Foreign Trade Growth And Economic Growth – Export Promotion – Import Substitution – Balance of Payments – Deficit Measures – Role of WTO .

**TEXT BOOKS**

1. V. K. Bhalla, Indian Economy.
2. Dutt and Sundaram, Indian Economy

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ECONOMICS OF STOCK MARKET	VI	18BEC61C

### **OBJECTIVES**

*With the increasing the awareness on the stock market, the present paper attempts to provide the knowledge on the functioning of the stock markets the valuing of a stock .*

### **UNIT – I**

Investment: Objectives – Principles – Equity Investment – Debentures – Government securities – Bonds – issue of shares.

### **UNIT – II**

Growth of stock market: Primary market – Secondary market – Listing – BSE – NSE – OTECI – Depositories in India.

### **UNIT – III**

Role of SEBI – Investors – Protection – Regulatory role derivatives – Index – Future – Option.

### **UNIT – IV**

Fundamental and Technical Analysis - Earning Per Share – Price Earning Ratio – Bonus – Rights – Stock Split – Blue Chip and FEMA companies.

### **UNIT – V**

Credit Rating Agencies: ICRA – CRISIL – CARE – Global depository receipts – ADR issues.

### **TEXT BOOKS**

1. V.K.Bhalla, Investment Management,
2. D. Joseph Anbarasu& N. Jai Kumar, Financial & Investment Management,
3. D. Preethi Singh, Investment Management and Security Analysis,
4. V.A.Avadhani, Investment and securities market,
5. Dr. Radha, Dr. Kathirvel, Nedunchezian , Investment Management,
6. N. Gobalakrishnan, Investment Management,

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	PUBLIC FINANCE	VI	18BEC62C

**OBJECTIVES:**

*To impart knowledge to the students on the importance of Government sectors, the sources of public revenue and expenditure and the public policy in the development of a country.*

**UNIT – I**

Nature and Scope of Public Finance: Meaning and Scope of Public Finance – Public and Private Finance – Public Goods vs. Private Goods – Principles of Maximum Social Advantage.

**UNIT – II**

Public Expenditure: Meaning – Classification and Canons of Public Expenditure, Causes, Effects and Control of Growth of Public Expenditure.

**UNIT – III**

Public Revenue: Sources of Public Revenue - Tax and Non-Tax Revenue - Canons and Classification of Taxes. The Benefit and Ability to Pay Approaches - Impact and Incidence of Taxes - Effects of Taxation.

**UNIT – IV**

Public Debt: Meaning – Sources of Public Borrowing – Internal and External – The Burden of Public Debt- Methods of Debt Redemption – Causes and Effects of Public Debt – Budget and Deficit Financing.

**UNIT – V**

Fiscal Policy: Meaning and Objectives – Instruments of Fiscal Policy – Role of Fiscal Policy in Developing Country – Federal Finance: Principles – Centre-State Financial Relationship – Recent Finance Commission.

**TEXT BOOK**

1. Sankaran, S., Public Finance, Margam Publication, Chennai.

**REFERENCES**

1. Chelliah, R.J., Fiscal Policy in Developing Countries, Allen & Unwin, London, 2002.
2. Jha, Raghendra, Modern Public Economics, Routledge, London, 1998.
3. Mithani D.M., Modern Public Finance, Himalaya Publishing House, New Delhi.
4. Musgrave, R.A.andP.B.Musgrave, Public Finance in Theory and Practice, McGraw Hills 1998.
5. Tyagi, B.P., Public Finance, Jay Prakash Nath, New Delhi

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	MONETARY ECONOMICS	VI	18BEC63C

**OBJECTIVES:**

*Provides a clear understanding of the important role of money and the monetary transactions*

**UNIT- I**

Money: Definition – Functions of money –Role of money- Defeects of money - Kinds of Money - Qualities of Good Money – Supply of Money: Changes in Money Supply – Velocity of Circulations.

**UNIT- II**

Value of Money: Quantity theory of Money- Transaction Approach - Cash Balances Approach – Income and expenditure theory - Keynesian theory of money and prices - Theory of Money – Milton Friedman’s re-statement of the Quantity Theory of Money.

**UNIT- III**

Inflation: Meaning - Types of Inflation – Causes of Inflation – Inflationary gap – Effects of Inflation – Control of Inflation – Deflation: Meaning – Effects of Deflation – Controlling Methods.

**UNIT- IV**

Commercial Banks: Functions – Credit creation – Central Banking: Functions- Methods of Credit Control.

**UNIT- V**

Monetary Policy: Meaning – Objectives – Limitations – Monetary Policy in India – Money Market: Indian Money Market – Structure and Composition – Importance – Defects.

**TEXT BOOKS**

- 1) M.C. Vaish, Monetary Theory, Vikas Publishing House, New Delhi, 2014.
- 2) K.P.M.Sundaram, Money, banking and International Trade, Sultan Chand & Co., 2012.
- 3) G.N. Halm, Monetary Theory, Asia Publishing House, 2001.
- 4) D.M.Mithani, Money, Banking International Trade and Public Finance, Himalaya Publishing House.



Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	HISTORY OF ECONOMIC THOUGHT	VI	18BEC64C

**OBJECTIVES:**

To provide an understating of the economic philosophy of various thinkers.

**UNIT-I**

Nature and Importance of Economic thought – Approaches of Economic Thought – Mercantilism – Thomas Munn – Physiocracy – Quesnay.

**UNIT-II**

The Classical School – Adam smith – Division of Labour -Theory of Value – Ricardo theory of Rent – Comparative Cost Theory – Stationary State – Malthus Theory of Population and Theoryof Gluts.

**UNIT-III**

Neo-Classical – Alfred Marshall – Utility Theory – Consumer’s Surplus – Elasticity of Demand – Concept of Representative Firm – Welfare Economics – A.C.Pigou.

**UNIT-IV**

Karl Marx – Materialistic Interpretation of History – Class - Struggle – Theory of Surplus Value – Keynesian Revolution Theory of Employment – Capitalism- Socialism and Mixed Economy .

**UNIT-V**

Modern Indian Economic Thought – Dadabhai Naroji’s Economic ideas – Gohale’sIdeas – M.K.Gandhi’s Economic Ideas – Contribution of Noble Economists - Milton Friedman, Dr. Amartya Sen- Dr.B.R.Ambedkar’s Economic Ideas.

**TEXT BOOKS**

1. S.K.Srivastava, History of Economic Thought, Chand & Co., New Delhi 1994.
2. Loganathan V.K., Economic Thought.Chand & Co., New Delhi 2002.
3. Ajit Kumar Dasgupta, AHistory of Economic Thought, Rouledge,1993.
4. Gide Srist, History of Economic Doctrines,
5. Eric Roll, Economic Thought,
6. Marx, DAS Capital ,

<b>Year</b>	<b>Subject Title</b>	<b>Sem.</b>	<b>Sub Code</b>
<b>2018 -19 Onwards</b>	<b>INDUSTRIAL ECONOMICS (SKILL BASED SUBJECT- IV)</b>	<b>VI</b>	<b>18BEC66S</b>

**OBJECTIVES:**

*To equip the students with the knowledge on the role and the functions of specialized areas in industrial economics and the importance of industrial development.*

**UNIT- I**

Firm: Size of the Firm – Measures of Size - Optimum Firm - Factors determining the optimum firm– Representative firm.

**UNIT- II**

Location of industry: Factors determining Industrial Location – Theories of industrial Location: Weber’s theory – Sargeant Florence Theory.

**UNIT- III**

Industrial Productivity: Meaning and Definition, Importance - Factors Influencing Productivity – Rationalization – Aspects of Rationalization – Scientific Management – Automation – Benefits – Rationalization in India

**UNIT- IV**

Industrial Policies: Pre and Post Liberalization Policies – New Industrial Policy - Economic Reforms – Industrial Disputes.

**UNIT- V**

Industrial Finance: Term Finance - Short Term - Long Term – Specialized Financial Institutions – IFCI – IDBI – ICICI.

**TEXT BOOKS**

1. Barthwal, R.R. “Industrial Economics an Introductory Text Book” Wiley Eastern Ltd., New Delhi, 2000.
2. Sivayya, K.V. and Das, V.B.M. “Indian Industrial Economy”
3. Devine, P.J. “An Introduction to Industrial Economics” George Allen and Unwind, London, 1978.
4. Sadhu, A.N., and Singh, A. Industrial Economics” Himalaya Publishing House, Mumbai, 1998.
5. Dutt and Sundaram, K.P.M. “Indian Economy” S. Chand & Co., New Delhi (2007).
6. Dhingra, I.C., “Indian Industrial Economy” Sultana Chand & Co., New Delhi (1972).

<b>Year</b>	<b>Subject Title</b>	<b>Sem.</b>	<b>Sub Code</b>
<b>2018 -19 Onwards</b>	<b>ECONOMICS FOR COMPETITIVE EXAMINATIONS- II (NON-MAJOR ELECTIVE - II)</b>	<b>VI</b>	<b>18BEC6EL</b>

**OBJECTIVES:**

*To provide knowledge to students on the basic economic theories and Principles that are frequently asked in competitive examinations*

**UNIT- I**

National Income: Meaning and Definition – Computation of National Income – Difficulties in Measuring National Income.

**UNIT- II**

Inflation: Meaning – Types of inflation – Causes - Inflationary Gap — Anti Inflationary Measures – Business Cycle – Types of Business Cycle – Phases.

**UNIT- III**

Money: Definition of Money – Functions of money – Demand for Money – Supply of Money – Functions of Commercial Banks — Functions Central Bank.

**UNIT- IV**

Public Revenue: Meaning – Sources of Public Revenue – Taxation: Direct Tax – Indirect Tax – Features of GST. Public Expenditure: Causes - Effect – Public Debt: Internal and External Debt – Cause of Public Debt – Budget: Meaning – Features of a good budget.

**UNIT- V**

Monetary Policy: Meaning – Objectives – Instruments of monetary policy - Fiscal Policy: Meaning – Objectives – Limitations.

**TEXT BOOKS**

1. Sankaran S., Macro Economics, MargamPublicatio, Chennai.
2. K.P.M. Sundaram, Money and Banking, Kalyani Publications.
3. Srivastava, Fiscal Economics.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	BUSINESS ECONOMICS (ALLIED -I for B.COM & B.B.A)	II /III	18BCO25A 18BBA34A

**OBJECTIVES:**

*To make the students understand the basic concepts of business economics and application of business decision making and forward planning.*

**UNIT- I**

Business Economics: Meaning – Nature and Scope - Significance – Objectives of Business Firm - Basic Business Problems - Business Economics and Business Decisions.

**UNIT- II**

Demand and Supply: Meaning and Definition - Law of Demand- Factors Determining Demand – Elasticity of Demand- Types of Elasticity of Demand - Methods of Measuring Price Elasticity of Demand – Supply: Factors Determining Supply – Law of Supply.

**UNIT- III**

Production Function: Law of Variable Proportion- Returns to Scale – Cost Concepts – Short Run and Long Run Cost Curves - Total, Average and Marginal Cost – Economies of Scale.

**UNIT- IV**

Pricing Under Different Market Structure: Perfect Competition – Monopoly – Monopolistic Competition- Oligopoly.

**UNIT- V**

National Income: Concepts – Methods of Measuring National Income – Difficulties – Business Cycle: Phases of Business Cycle - Inflation: Meaning and Types of Inflation, Measures to Control Inflation.

**TEXT BOOK**

1. Dr.S.Sankaran, Business Economics - Margham Publications, Chennai, 2000

**REFERENCES**

2. Aryasri and Murthy: Business Economics, Tata Mcgraw Hill Publication, 2003
3. HL Ahuja, Business Economics (Microeconomic Analysis), S.Chand Publication, Chennai 2016
4. Mithani D.M.:- Fundamentals Of Business Economics – I, Himalaya Publishing House, Mumbai, 2012.
5. M. John Kennedy, Fundamentals of Business Economics, Himalaya Publishing House, 2015
6. Moyer & Harris, Managerial Economics, Tata Mcgraw-Hill, New Delhi.