

**POST GRADUATE AND RESEARCH  
DEPARTMENT OF ECONOMICS  
GOVERNMENT ARTS COLLEGE  
(AUTONOMOUS)  
COIMBATORE -18  
APPROVED SYLLABUS FOR  
B.A. ECONOMICS**

**2015-16**

# **BOARD OF STUDIES (UG)**

## **Members Present**

- Chair Person : Dr. (Mrs.) N. SURIYA PRABHA  
H.O.D. Department of Economics,  
Government Arts College  
(Autonomous),  
Coimbatore 641018.
- Subject Expert : Dr. M. RAJU,  
Associate Professor,  
Department of Economics,  
Gobi Arts & Science College,  
Gobichettipalayam.
- University Nominee : Dr. S. BOOPATHY,  
Asst. Professor in Economics,  
Bharathiar University,  
Coimbatore 641046.
- Representative of Industry : Mr. I. BASKAR,  
CO-INDIA  
Coimbatore.
- Alumni : Dr. ANBARASU  
Asst. Professor in Economics,  
NGM College,  
Pollachi.

Faculty Members : Dr. K. Vasanthi  
Miss. N. Chinthamani  
Dr. D. Mythili  
Dr. R. Meera  
Dr. N. Santhamani  
Dr. D. Elango  
Dr. C. Rajendran  
Dr. S. Vijayalakshmi  
Dr. S. Chithra  
Dr. A. Vani

Co-Opted Members : Dr. V.Ezhilarasi  
Dr. O.B. Pramod Kumar  
Dr. S. Parimalam  
Dr. S. Kumar  
Dr. K.Shobha  
Dr. V. Radja Ramane  
Dr. R. Sarojini  
Dr. T. Sampath Kumar

**POST GRADUATE AND RESEARCH  
DEPARTMENT OF ECONOMICS  
GOVERNMENT ARTS COLLEGE  
(AUTONOMOUS)  
COIMBATORE -18**

**MINUTES OF THE BOARD OF  
STUDIES FOR  
B.A. ECONOMICS**

**2015-16**

**POST GRADUATE AND RESEARCH  
DEPARTMENT OF ECONOMICS  
GOVERNMENT ARTS COLLEGE  
(AUTONOMOUS)  
COIMBATORE -18**

**MINUTES OF THE BOARD OF  
STUDIES FOR  
M.A. ECONOMICS**

**2015-16**

<b>SUB CODE</b>	<b>MICRO ECONOMICS I</b>	<b>HOURS 6</b>
<b>SEMESTER I</b>	<b>CORE I</b>	<b>CREDITS 5</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 – Micro and Macro Approach – Inductive and Deductive Methods - Positive and Normative Study – Static and Dynamic Analysis – Economic Laws– Partial Vs General Equilibrium.

**UNIT II**

Utility Analysis – Cardinal Utility – Ordinal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Indifference Curve Analysis –Assumptions-Indifference Map-Characteristics-Use and Importance of Indifference Curve Properties – Consumers Equilibrium -Income, Price, and Substitution Effects.

**UNIT III**

Demand Analysis – Law of Demand – Elasticity of Demand – Types and Degrees – Measurement – Factors Influencing Elasticity of Demand – Uses – Consumer Surplus.

**UNIT IV**

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

**UNIT V**

Cost and Revenue – Cost Concepts – Relationship between AC and MC – Short Term and Long Term Cost – Opportunity Costs – Revenue Curves – Relationship between AR And MR and its Importance.

**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., New Delhi, 2003.
- 5) S.Sankaran, Micro Economics, Margham Publications, Chennai, 2000.

<b>`SUB CODE</b>	<b>INDIAN ECONOMY</b>	<b>HOURS – 6</b>
	<b>(For B.A and B.Com. STUDENTS)</b>	
<b>SEMESTER I</b>	<b>ALLIED I</b>	<b>CREDITS 5</b>

**Objective :**

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 – Recent Population Policies – Drawbacks and Failures.

**UNIT – II**

Role of Agriculture in Indian economy – Agricultural Problems and Productivity – Causes for Low productivity –Green Revolution – Agricultural Marketing – Features – Defects of Agricultural Marketing in India.

**UNIT – III**

Sources of Credit – 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 –Small Scale and Cottage Industries – Industrial Sickness – Public Sector – Private Sector – Joint Sector.

**UNIT – V**

Poverty – Causes – Effects – Poverty Alleviation Program - Unemployment – Types – Causes – Measures to reduce unemployment – Privatization – Globalization – Merits and Demerits.

**REFERENCE**

- 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,

<b>SUB CODE</b>	<b>MICRO ECONOMICS II</b>	<b>HOURS 6</b>
<b>SEMESTER II</b>	<b>CORE II</b>	<b>CREDITS 5</b>

**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 Structure – Meaning- Time Element – Types – Equilibrium of Firm and Industry – Perfect Competition – Features – Price and Output Determination Under Perfect Competition –Short Run – Long Run- Limitations.

**UNIT II**

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

**UNIT III**

Monopolistic Competition – Features – Selling Cost – Price and Output determination under Monopolistic Competition – Wastes of Monopolistic Competition – Definition and Characteristics of Oligopoly and Duopoly.

**UNIT IV**

Theories of factor pricing – Marginal Productivity theory – rent – Ricardian Theory of Rent – Quasi rent – Wages – Real and Nominal Wages – Theories of Wages.

**UNIT V**

Interest – Gross and Net Interest – Classical, Keynesian and Modern Theory of Interest – Profit – Gross and Net Profit – Theories of Profit.

**REFERENCES**

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

<b>SUB CODE</b>	<b>ENTREPRENEURIAL DEVELOPMENT</b>	<b>HOURS 6</b>
<b>SEMESTER III</b>	<b>CORE III</b>	<b>CREDITS - 5</b>

**Objectives:**

To provide the theoretical base on the procedures of starting and running and 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-NAYE-SIPCOT and NSTP.

**UNIT IV**

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

**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 Book:

1.

**REFERENCES**

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

<b>SUB CODE</b>	<b>MATHEMATICAL METHODS - I</b>	<b>HOURS 6</b>
<b>SEMESTER III</b>	<b>ALLIED II</b>	<b>CREDITS- 5</b>

**Objective:**

The students are directed to obtain the knowledge on the basic Statistical techniques required for measuring the relationship.

**UNIT-I:**

Definition-Use & Limitations of Statistics-Types of data-Methods of Collecting Primary and Secondary Data- Sampling-Meaning-Types-Methods and Tabulation of Data - Diagrammatic & 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-Types of Correlation-Methods of Correlation—Scatter Diagram-Karl Pearson's Co-efficient of Correlation-Rank correlation. Regression – difference between Correlation &Regression-Regression lines-Regression equations (simple problems) Uses and Limitations of Regression Analysis.

**UNIT-IV:**

Index Numbers – Definition - Uses-Problems in the Construction of Index Numbers-Laspeyres, Paasches, Marshall- Edge worth 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.(Simple Problems)

**REFERENCES:-**

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

<b>SUB CODE</b>	<b>TRADE DOCUMENTATION</b>	<b>HOURS 5</b>
<b>SEMESTER III</b>	<b>CORE IV</b>	<b>CREDITS- 4</b>

**Objective:**

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 - FDI

**UNIT-II:**

Export Documentation and Procedures – 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:**

Distribution - Logistics-Logistics for Exports – Modern Developments in Transportation – Types – Multi Model Transport – Shipping Companies – Liners and Tramps – Containerization.

**UNIT-IV:**

Export Import Licenses – Letter of Credit – Uniform Customs and Practices for Documentary Credit (UCPDC) Export Credit Guarantee Corporation (ECGC).

**UNIT-V:**

Packing and Packaging for Exports – Distinction between Packing and Packaging – Objectives – Factors to be considered- Packing Problems – Warehousing under Customs Act- Quality Control and Inspection.

**REFERENCES:-**

1. B.S. Rathor & J.S.Rathor : Export Marketing, Himalaya Publishing House, Mumbai.
2. Government of India: Handbook of Import and Export Procedures.
3. Balagopal: Export Management, Himalaya Publishing House, Delhi.
4. Paras Ram: Export- What, Where and How, Tata Mc Graw Hill.

<b>SUB CODE</b>	<b>MANAGEMENT PRINCIPLES</b>	<b>HOURS-6</b>
<b>SEMESTER III</b>	<b>SKILL BASED SUBJECT I</b>	<b>CREDITS-5</b>

**OBJECTIVE :**

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

**UNIT – I:**

Meaning and Definition of Management – Principles of Management – Management and Administration Management as an art of science – Functions of Management.

**UNIT – II:**

Management and decision-making – Definition of decision making – characteristics of Decision making - Process of decision making – Types of Managerial decision – Planning – Mission – Visions.

**UNIT – III:**

Organizational structure – Hierarchy – organizational culture - Development.

**UNIT – IV :**

Staffing – Meaning and definition – Man power planning – steps in staffing – Maslows theory of motivation.

**UNIT – V:**

Managerial Control – Need – Steps in Control Process – Types – Essentials of Effective Control Systems – Problems – Control Techniques.

**REFERENCES**

1. Dinker Pagare : Business Management, Sultan & Chand, 2014.
2. Lallon Prasad &S.S.Olshan : Management Principles and practice, Excel Books, 2011.
3. 3. Prasad L.M.,: Business Policy and Strategic Management , Sultan & Chand, 2014.
4. Dinker Pagare: Business Management , Sultan & Chand, 2014.

<b>SUB CODE</b>	<b>MANAGERIAL ECONOMICS</b>	<b>HOURS-6</b>
<b>SEMESTER IV</b>	<b>CORE V</b>	<b>CREDITS-5</b>

**OBJECTIVE :**

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

**UNIT – I:**

Nature, scope and Significance of Managerial Economics – Role and Responsibilities of Managerial Economist – Objectives of business firms – Economic and non-economic objectives.

**UNIT – II:**

Demand forecasting -Importance – Methods- Techniques - Limitations of Demand forecasting.

**UNIT – III:**

Pricing Methods – Strategies and Policies. Break Even Analysis- Assumption – Importance -Applications – Limitations.

**UNIT – IV:**

Capital budgeting – Discounted Rate of Return Method – Net present value method- Internal rate of return – the Pay Back Method.

**UNIT – V:**

Profit Management – Economic Profit - Measurement of Profit – Methods of depreciation – Treatment of Deferred Expenses – Capital Gains and Losses.

**REFERENCES**

1. Habib-Ur-Rahman, Managerial Economics, Himalaya Publishing House, 2012.
2. Victor L. Mote and Samuel Paul, Managerial Economics: Concepts & Cases, Tata Mc Graw Hill,
3. Mithu Adhikary Managerial Economics, Khosla Publishers, New Delhi, 2014.
4. Dwivedi, D.N. Managerial Economics, Vikas Publication, 2007.

<b>SUB CODE</b>	<b>ECONOMICS OF ADVERTISING</b>	<b>HOURS 5</b>
<b>SEMESTER IV</b>	<b>SKILL BASED SUBJECT - II</b>	<b>CREDITS-3</b>

**Objectives :**

To make the students understand the importance and the techniques of Advertising.

**UNIT-I :**

Advertising (Meaning, Definition, Characteristics, Origin, Growth, Development (History) Objectives Nature, Scope, Functions – Primary and Secondary – including Commercial, Economic, Psychological Social, Advertising distinguished from Publicity, Personal Selling, propaganda, Salesmanship and Sales promotion – AIDA Model of Advertising.

**UNIT-II :**

Advertising – Rule, Importance, Benefits, Advantages – with special reference to Manufactures, Middlemen, Sales Force, Consumers and Society – Disadvantages – including criticisms – Objections – Economic, Social and Ethical – Legal Restrictions – limitations – Truth in Advertising.

**UNIT-III :**

Types, Kinds of Classifications of Advertising Media or Methods or Devices of Advertising – Press Advertising Media, outdoor or Mural advertising Media, Direct Mail Advertising Media – Broadcast Advertising Media, Promotional Advertising Media, Miscellaneous Advertising Media.

**UNIT-IV :**

Advertising Material – Advertising Copy – meaning Characteristics or Essentials of a Good. Advertising Copy, Elements and Cosmonautics, Functions, Principles, Stages etc., - Advertisement Theme and Unique Selling Proposition (USP).

**UNIT-V :**

Advertising Agency, Measuring Advertising Effectiveness or Evaluation of Advertising Media Planning or Advertising Media Planning, Advertising Budget – Advertising Appropriation, Public Relations, Advertising Appeals.

**REFERENCES**

1. F. Jeflains and Daniel Yadlin, Advertising Made Simple
2. C.N. Bovee, Contemporary Advertising, Irwin Series ,2012.
3. William wells, John, Advertising Principles and Practices,
4. Rajin Batra and David A. Aaker, Advertising Management, John Myers Books,1995
5. Swaminathan, Principles of advertisement.
6. Moonie Lee, Carioa Johson, Principles of advertising: A Global Perspective, Haworth Press 2005.

<b>SUB CODE</b>	<b>MATHEMATICAL METHODS-II</b>	<b>HOURS 6</b>
<b>SEMESTER V</b>	<b>ALLIED IV</b>	<b>CREDITS- 5</b>

**Objective:**

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

**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:**

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

**UNIT-IV:**

Demand Analysis- Techniques of Partial Differentiation with Two Variables- Partial Derivatives of Second Order.

**UNIT-V:**

Integral Calculus: Integration- Standard Forms – Definite and Indefinite integrals – Integration by parts.

**TEXT BOOK:**

1.

**REFERENCES:-**

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

<b>SUB CODE</b>	<b>MACRO ECONOMICS</b>	<b>HOURS-6</b>
<b>SEMESTER V</b>	<b>CORE VII</b>	<b>CREDITS-5</b>

**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.

SUB CODE	BANKING THEORY AND PRACTICE	HOURS-6
<b>SEMESTER V</b>	<b>CORE VIII</b>	<b>CREDITS-5</b>

**Objectives:**

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

**UNIT-I :**

Banker – Customer – Definitions – Debtor – Creditor relationship – Banker as a Trustee – as Agent – as Baillie – special relationship – Banker’s Right of General Lien Right to set-off – Right to Appropriate Payments – Opening of New Account – Precautions to be taken while Opening A New Account – Closure of Accounts - Pass Book.

**UNIT-II:**

Different Types Of Accounts – Special Types of Customers – Fixed Deposit Receipt – Cheques – Banker’s Obligation to Honour Cheques – Consequences of Wrongful Dishonor – Endorsement – Types of Endorsements.

**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 - Hypothecation – 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- e Banking-Traditional versus e Banking- Facets of e Banking- e Banking Transactions- Electronic Delivery Channel (ATM, Smart Card, Tele Banking and Internet banking) Truncated Cheque and Electronic Cheque.

**REFERENCES**

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

<b>SUB CODE</b>	<b>FUNDAMENTALS OF INTERNATIONAL ECONOMICS</b>	<b>HOURS-6</b>
<b>SEMESTER V</b>	<b>CORE IX</b>	<b>CREDITS-5</b>

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 – Features of International Trade and Inter Regional Trade – Merits and Demerits – Free Trade Vs. Protection.

#### **UNIT – II**

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

#### **UNIT – III**

Definition and Structure – Current A/C and Capital A/C – Balance of Payments – Meaning and Importance of Balance of Trade and Balance of Payments – Disequilibrium in Balance of Payments – Measures to Correct Disequilibrium.

#### **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, and IDA – International Liquidity – SDR – WTO – Regional Economic Co I operation- EEC- NAFTA-LAFTA-SAARC-BRICS-Recent Export import Policy.

#### **TEXTBOOK:**

#### **REFERENCES**

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 Economy S. Chand & CO., New Delhi
5. M.L. Jhingam : International Economics, S. Chand & CO., New Delhirinda Publishers, 2012.
6. Kindle Berger, Charles : International Economics, R.D. Irwin Fishers Publication, 2010

<b>SUB CODE</b>	<b>MANAGEMENT OF SALES FORCE</b>	<b>HOURS-5</b>
<b>SEMESTER V</b>	<b>SKILLED BASED SUBJECT - III</b>	<b>CREDITS-3</b>

**OBJECTIVE :**

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:**

Sales force 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.

**REFERENCES**

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, Mc Graw Hills, Singapore 2013.

<b>SUB CODE</b>	<b>ECONOMICS FOR COMPETITIVE EXAMINATION- I</b>	<b>HOURS-3</b>
<b>SEMESTER V</b>	<b>NON-MAJOR ELECTIVE -I</b>	<b>CREDITS 2</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 inhibiting Economic Development.

**UNIT II**

Human Resource Development and Economic Development- Population Growth – Effects - Recent Population Policy – Unemployment – Types – Causes – Five Year Plans – Objectives – Achievements – Failure.

**UNIT III**

Agricultural Growth in India – Contribution of Agriculture to Economic Growth – Role of Agriculture – 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 – GATT-WTO.

**REFERENCES**

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

<b>SUB CODE</b>	<b>FUNDAMENTALS OF CAPITAL MARKET</b>	<b>HOURS-6</b>
<b>SEMESTER VI</b>	<b>CORE - X</b>	<b>CREDITS-5</b>

**OBJECTIVE :**

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.

**REFERENCES**

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. Gopalakrishnan, Investment Management,

<b>SUB CODE</b>	<b>PUBLIC FINANCE</b>	<b>HOURS-6</b>
<b>SEMESTER VI</b>	<b>CORE -XI</b>	<b>CREDITS-5</b>

**OBJECTIVE :**

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 Principles 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 – Meaning- Canons and Classification of Taxes. The Benefit and Ability to Pay Approaches - Impact and Incidence of Taxes - Effects of Taxation.

**UNIT – IV:**

Public Debt – 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 – Objectives – Instruments – Role of Fiscal Policy in Developing Country – Federal Finance – Principles – Centre – State Financial Relationship – Recent Finance Commission .

**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.and P.B.Musgrave, Public Finance in Theory and Practice, Mc Graw Hills 1998.
5. Tyagi, B.P., Public Finance, Jay Prakash Nath, New Delhi

<b>SUB CODE</b>	<b>MONETARY ECONOMICS</b>	<b>HOURS 6</b>
<b>SEMESTER VI</b>	<b>CORE -XII</b>	<b>CREDITS - 5</b>

**Objectives:**

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

**UNIT I:**

Money – Definition – Functions – Kinds of Money - Qualities of Good Money – Classical View – Keynesian and Modern Approach – Supply of Money – Changes in Money Supply – Velocity of Circulations.

**UNIT II**

Value of money – Theories of Money- Transaction Approach - Cash Balances Approach – the Income Theory of Value of Money – Milton Friedman’s re-statement of the Quantity Theory of Money.

**UNIT III**

Inflation – Meaning and Kinds of Inflation – Causes of Inflation – Inflationary gap – Effects of Inflation – Control of Inflation – Deflation – Meaning – Effects of Deflation – Methods of Control.

**UNIT IV**

Commercial Banks – Functions – Balance Sheet – Creation of Credit – 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.

**REFERENCES**

- 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.

<b>SUB CODE</b>	<b>HISTORY OF ECONOMIC THOUGHT</b>	<b>HOURS-6</b>
<b>SEMESTER VI</b>	<b>CORE -XIII</b>	<b>CREDITS-5</b>

**Objectives:** Provides 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 Theory of 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 :**

Indian Economic Thought in Modern India – Dadabhai Naroji – Drain Theory – Gohale’s Ideas – M.K.Gandhi’s Economic Ideas –Contribution of Noble Economists - Milton Friedman.

**REFERENCES**

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, A History of Economic Thought, Roulledge,1993.
4. Gide Srist, History of Economic Doctrines,
5. Eric Roll, Economic Thought,
6. Marx, DAS Capital ,
7. Dr. Amartya Sen- Dr.B.R. Ambedkar’s Economic Ideas.

<b>SUB CODE</b>	<b>INDUSTRIAL ECONOMICS</b>	<b>HOURS</b>
<b>SEMESTER VI</b>	<b>SKILL BASED SUBJECT - IV</b>	<b>CREDITS -3</b>

## **OBJECTIVES**

1. 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 – 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 and Economic Reforms – Industrial disputes.

## **UNIT V**

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

## **REFERENCES**

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” Sultan Chand & Co., New Delhi (1972).

<b>SUB CODE</b>	<b>ECONOMICS FOR COMPETITIVE EXAMINATION- II</b>	<b>HOURS-4</b>
<b>SEMESTER VI</b>	<b>NON-MAJOR ELECTIVE - II</b>	<b>CREDITS 2</b>

**Objective:**

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

**UNIT I:**

National Income – Definition – Computation of National Income – Difficulties in Measuring National Income – Consumption Function - Investment Function.

**UNIT II:**

Inflation – Types – Inflationary Gap – Causes – Anti Inflationary Measures – Business Cycle – Types – Phases.

**UNIT III:**

Definition of Money – Functions – Demand for Money – Supply of Money – Commercial Banks – Functions – Central Banks – Functions.

**UNIT IV:**

Public Revenue –Sources- Public Expenditure – Causes and Effect – Public Debt – Internal and External Debt – Cause and Effect – Taxation – Direct Tax – Indirect Tax – VAT – CENTVAT.

**UNIT V:**

Monetary Policy – Meaning – Objectives – Limitations – Fiscal Policy – Meaning – Objectives – Limitations.

**REFERENCES**

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

<b>SUB CODE</b>	<b>BUSINESS ECONOMICS</b>	<b>HOURS 6</b>
	<b>(for B.COM &amp;B.B.A)</b>	
<b>SEMESTER II /III</b>	<b>ALLIED - I</b>	<b>CREDITS 5</b>

**OBJECTIVES:**

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

**UNIT I**

Definition of Business Economics – Nature and Scope of Business Economics –Basic Concepts – Objectives of Business Firms – Role and Responsibilities of Business Economists.

**UNIT II**

Law of Demand - Elasticity of Demand - Measurement - Demand Forecasting – Techniques - . Demand Distinction.

**UNIT III**

Production Function – Law of Variable Proportions and Returns to Scale – Cost Concept – Short run and Long run Cost – Economies of Scale – Internal and External Economies – Break Even Point.

**UNIT IV**

Pricing under different Market Structure – Perfect Competition – Monopoly – Price Discrimination – Monopolistic Competition.

**UNIT V**

National Income – Concepts – Accounting- Measurement – Difficulties- Business Cycle- Phases- Inflation – Causes and Methods of Control.

**REFERENCES**

1. Habib-Ur-Rahman, Managerial Economics, Himalaya Publishing House, 2012.
2. Victor L. Mote and Samuel Paul, Managerial Economics: Concepts& Cases, Tata Mc Graw Hill,
3. Mithu Adhikary Managerial Economics, Khosla Publishers, New Delhi, 2014.
4. Dwivedi, D.N. Managerial Economics, Vikas Publication, 2007
5. S.Sankaran, Business Economics, Margham Publications, Chennai, 2000.