

MANNAR THIRUMALAI NAICKER COLLEGE
PASUMALAI, MADURAI- 625 004

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

(Re-accredited with 'A' Grade by NAAC)



B.A., ECONOMICS
SYLLABUS AND REGULATIONS

UNDER
CHOICE BASED CREDIT SYSTEM (CBCS)
(For those who joined during 2018-2019 and after)

Eligibility for Admission

Candidates who have passed +2 Examination conducted by the board of Higher Secondary Education, (Academic / Vocational) conducted by the Government of Tamil Nadu or any other state or its equivalent qualification.

Duration of the course

The duration of the course shall be three academic years comprising six semesters with two semesters in each academic year.

Subjects of Study

The main subjects of study offered for B.A (Economics) Degree Course shall consist of following:

Part I : Tamil

Part II : English

Part III :

1. Core Subjects
2. Allied Subjects
3. Electives

Part IV :

1. Non Major Electives
2. Skill Based Subjects
3. Environmental Studies
4. Value Education

Part V :

Extension activities

The Scheme of Examination

The components for continuous internal assessment are:

Two tests and their average	--15 marks
Seminar /Group Discussion	--5 marks
Assignment	--5 marks
Total	--25 marks

**Pattern of the questions paper for the continuous Internal Assessment
(For Part I, Part II, Part III , NME & Skilled Paper in Part IV)**

The components for continuous internal assessment are:

Part –A

Six multiple choice questions (answer all) 6 x 01= 06 Marks

Part –B

Two questions (‘either or ‘type) 2 x 07=14 Marks

Part –C

One question out of two 1 x 10 =10 Marks

Total 30 Marks

Pattern of the question paper for the Summative Examinations:

Note: Duration- 3 hours

Part –A

Ten multiple choice questions 10 x 01 = 10 Marks

No Unit shall be omitted: not more than two questions from each unit.)

Part –B

Five Paragraph questions (‘either or ‘type) 5 x 07 = 35 Marks

(One question from each Unit)

Part –C

Three Essay questions out of five 3 x 10 =30 Marks

(One question from each Unit)

Total 75 Marks

The Scheme of Examination (Environmental Studies and Value Education)

Two tests and their average --15 marks

Project Report --10 marks*

Total --25 marks

** The students as Individual or Group must visit a local area to document environmental assets – river / forest / grassland / hill / mountain – visit a local polluted site – urban / rural / industrial / agricultural – study of common plants, insects, birds – study of simple ecosystem – pond, river, hill slopes, etc.

Question Paper Pattern

Pattern of the Question Paper for Environmental Studies & Value Education only) (Internal)

Part –A

(Answer is not less than 150 words)

Four questions (‘either or ‘type) 4 x 05=20 Marks

Part –B

(Answer is not less than 400 words)

One question (‘either or ‘type) 1 x 10=10 Marks

Total 30 Marks

Pattern of the Question Paper for Environmental Studies & Value Education only) (External)

Part –A

(Answer is not less than 150 words)

Five questions (either or type) 5 x 06 =30 Marks

(One question from each Unit)

Part –B

(Answer is not less than 400 words)

Three questions out of Five 3 x 15 = 45 Marks
each unit (One question from each Unit)

Total 75 Marks

Minimum Marks for a Pass

40% of the aggregate (Internal +Summative Examinations).

No separate pass minimum for the Internal Examinations.

27 marks out of 75 is the pass minimum for the Summative Examinations.

PROGRAMME EDUCATIONAL OUTCOMES (PEOS)

- PEO1:** Graduates will apply knowledge of economic theories and analytical skills to solve socio-economic problems of the society
- PEO2:** Graduates will pursue successful career as Economists, Statistical Investigators and Economic Advisors.
- PEO3:** Graduates will demonstrate lifelong learning in the field of economics by doing higher studies and updating of knowledge and skills.
- PEO4:** Graduates will perform their duties with professional skills and ethics with social sense.

PROGRAMME OUTCOMES (POS)

- PO1:** Apply the knowledge of economics, fundamental statistics and mathematics to the solution of practical economic problems.
- PO2:** Demonstrate knowledge and understanding of economic principles and apply these on workplace as an active thinker and leader of a team to manage projects.
- PO3:** Review, identify and analyze the complex socio-economic problems using principles of Micro and Macro Economics.
- PO4:** Communicate effectively on interconnected economic activities with academicians and society at large such as comprehend and design reports on economic issues.
- PO5:** Understand the impact of the professional economics solutions in society and Environmental context and National planning.
- PO6:** Relate ethical principles and commit to professional ethics and responsibilities and norms of the Macro Economic Policies.
- PO7:** Analyze the specific needs with appropriate consideration for agriculture, environmental, marketing, public health and Research considerations.

PROGRAMME SPECIFIC OUTCOMES

- PSO1:** To equip the students with specific knowledge and skills for junior and middle positions of responsibilities in industrial and commercial organization.
- PSO2:** To organize instructions on the lines of professional course by adopting participative methods of learning .
- PSO3:** To enable the students to know how to make a national choice using economic principles and to frame and solve problems in Economics, using concepts such as optimization equilibrium.
- PSO4:** To assist the graduates to develop the conceptual models of behavior to predict responses to changes in policy and market conditions and to provide instruction for analyzing data with the help of statistical tools.

COURSE PATTERN
(For those who joined in 2018-2019 and after)

Study component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	Total Hours	Total Credits	No.of Courses	Total Marks
Part : I Tamil	6(3)	6(3)	6(3)	6(3)	---	---	24	12	4	400
Part : II English	6(3)	6(3)	6(3)	6(3)	---	---	24	12	4	400
Part:III Core Subjects	4(4) 5(4)	4(4) 5(4)	5(4) 5(5)	5(4) 5(4)	6(5) 6(5) 6(5)	6(5) 6(5) 6(5)	74	63	16	1600
Allied Subjects	5(4)	5(4)	4(4)	4(4)	---	----	18	16	4	400
Elective Subjects	--	---	---	---	5(4) 5(4)	5(4) 5(4)	20	16	2	200
Part :IV Skill Based Subject	2(2)	2(2)	2(2)	2(2)	2(2)	2(2)	12	12	6	600
Environmental Studies	2(2)						2	2	1	100
Value Education		2(2)					2	2	1	100
Non-Major Elective			2(2)	2(2)			4	4	2	200
Extension activity				0(1)				1	1	100
Hours	30	30	30	30	30	30	180	140	41	4100
Credits	(22)	(22)	(23)	(23)	(25)	(25)				

SEMESTER -I

Subject Code	Title of the Paper	No.of Courses	Hours/ week	Credits	Maximum Marks		
					Int test	Ext test	Total
18UTAG11	பகுதி-I தமிழ் தற்கால கவிதையும் உரைநடையும்	1	6	3	25	75	100
18UENG11	English-I: Exploring Language Through Literature-1	1	6	3	25	75	100
18UECC11	Micro Economics-I	1	4	4	25	75	100
18UECC12	Statistical Analysis-I	1	5	4	25	75	100
18UECA11	Business Accounting-I	1	5	4	25	75	100
18UECS11	Advertising Management	1	2	2	25	75	100
18UEVG11	Environmental Studies	1	2	2	25	75	100
	Total	7	30	22	175	525	700

SEMESTER -II

18UTAG21	பகுதி-I தமிழ் பக்தி இலக்கியமும் நாடகமும்	1	6	3	25	75	100
18UENG21	English-II: Exploring Language Through Literature-II	1	6	3	25	75	100
18UECC21	Micro Economics-II	1	4	4	25	75	100
18UECC22	Statistical Analysis-II	1	5	4	25	75	100
18UECA21	Business Accounting-II	1	5	4	25	75	100
18UECS21	Personality Development	1	2	2	25	75	100
18UVLG21	Value Education	1	2	2	25	75	100
	Total	7	30	22	175	525	700

SEMESTER – III							
Subject code	Title of the Paper	Number of courses	Hours/Week	Credits	Maximum Marks		
					Internal	External	Total
18UTAG31	Tamil-III காப்பிய இலக்கியமும் சிறுகதையும்	1	6	3	25	75	100
18UENG31	English-III Exploring Language Through Literature – III	1	6	3	25	75	100
18UECC31	Monetary Economics	1	5	4	25	75	100
18UECC32	Mathematics for Economics -I	1	5	5	25	75	100
18UECA31	Economic Thinkers	1	4	4	25	75	100
18UECS31	Basics of Share Market	1	2	2	25	75	100
18UECN31	Elementary Statistics-I	1	2	2	25	75	100
	Total	7	30	23	175	525	700

SEMESTER – IV							
Subject code	Title of the Paper	Number of courses	Hours /Week	Credits	Maximum Marks		
					Internal	External	Total
18UTAG41	Part – I Tamil: பழந்தமிழ் இலக்கியமும் புதினமும்	1	6	3	25	75	100
18UENG41	Part – II English: Exploring Language Through Literature-IV	1	6	3	25	75	100
18UECC41	International Economics	1	5	4	25	75	100
18UECC42	Mathematics for Economics -II	1	5	4	25	75	100
18UECA41	Economics of Gender and Development	1	4	4	25	75	100
18UECS41	Economics for Competitive Examinations	1	2	2	25	75	100
18UECN41	Elementary Statistics-II	1	2	2	25	75	100
18UEAG40/ 18UEAG44	Extension Activities	1	-	1	100	-	100
	Total	8	30	23	275	525	800

SEMESTER - V

Subject code	Title of the Paper	Number of courses	Hours/Week	Credits	Maximum Marks		
					Internal	External	Total
18UECC51	Macro Economics – I	1	6	5	25	75	100
18UECC52	Agricultural Economics	1	6	5	25	75	100
18UECC53	Fiscal Economics	1	6	5	25	75	100
Elective Course-I							
18UECE51	Economics of Marketing	1	5	4	25	75	100
18UECE52	Tamil Nadu Economy	1	5	4	25	75	100
18UECE53	Research Methodology	1	5	4	25	75	100
Elective Course-II							
18UECE54	Rural Development	1	5	4	25	75	100
18UECE55	Agricultural Marketing	1	5	4	25	75	100
18UECE56	Labour Economics	1	5	4	25	75	100
18UECS51	Human Resource Management	1	2	2	25	75	100
	Total	6	30	25	150	450	600

SEMESTER - VI

Subject code	Title of the Paper	Number of courses	Hours/Week	Credits	Maximum Marks		
					Internal	External	Total
18UECC61	Macro Economics – II	1	6	5	25	75	100
18UECC62	Indian Economy	1	6	5	25	75	100
18UECPR1	Project	1	6	5	40	60	100
Elective Course - I							
18UECE61	Entrepreneurship Development	1	5	4	25	75	100
18UECE62	Population Studies	1	5	4	25	75	100
18UECE63	Introduction to Econometrics	1	5	4	25	75	100
Elective Course – II							
18UECE64	Environmental Economics	1	5	4	25	75	100
18UECE65	Development Economics	1	5	4	25	75	100
18UECE66	Industrial Economics	1	5	4	25	75	100
18UECS61	Logistics Management	1	2	2	25	75	100
	Total	6	30	25	150	450	600



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DEPARTMENT OF ECONOMICS
(For those who joined in 2018-2019 and after)

Programme : B.A., Economics	Part III	: Core
Semester : V	Hours	: 06
Subject Code: 18UECC51	Credits	: 05

MACRO ECONOMICS – I

Course Outcomes:

After Completing the Course the students will be able to:

- CO1:** Remember Basic knowledge of Concepts of Macro Economics.
- CO2:** Understand the functioning of Macro Economic systems.
- CO3:** Evaluate Circular flow of Income, the concepts of National Income and its Accounting.
- CO4:** Analyze the different theories of Consumption Function.
- CO5:** Create skills in the application of analysis in Macro Economics.

Unit–I: Nature and Scope of Macro Economics

Meaning of Macro Economics – Difference between Micro and Macro Economics – Importance and Limitations of Macro Economics analysis – Static and Dynamic - Circular Flow of Income – Two and Three Sector Models.

Unit–II: National Income

Definition and Concept – Per Capita income – Disposable Income- Personal Income, Real Income and National Income – Concept of National Product – GDP - GNP and NNP – Methods of Measuring National Income – Difficulties in the computation of National Income – National Income and Social Welfare – Uses of National Income.

Unit–III: Theories of Employment

Meaning of Full Employment – Kinds of Unemployment – Classical Theory of Employment – Say’s Law of Market – Pigou’s view of Unemployment – Keynesian theory of Employment – Savings and Investment approach to under – Employment Equilibrium – A Comparison of Classical and Keynesian Theory of Employment.

Unit-IV: Keynesian Consumption Function

Keynesian Psychological Law of Consumption – Significance of Keynes’s Law – Propensity to consume – APC and MPC – Determinants of Propensity to consume, Effective demand.

Unit–V: Theories of Consumption Function

Absolute Income Hypothesis – Relative Income Hypothesis – Permanent Income Hypothesis – Life Cycle Hypothesis

Text Books:

1. Jhingan M.L, Macro Economic Theory, Virinda Publications Pvt. Ltd, 12th Edition 2014.
2. Sankaran .S, Macro Economics, Margham Publications, 2016

Reference Books:

1. Deepa shree, Vanita Agarwal, Macro Economics, Tata McGraw –Hill Publishing Company Ltd, New Delhi, 2007.
2. Ahuja, H.L, Macro Economics Theory and Policy – Advanced Analysis, S. Chand & Company Ltd, New Delhi, 2007.
3. Gupta, K.R., Mandal, R.K. and Anitha Gupta Macro Economics, Atlantic Publishers, New Delhi, 2008.
4. Tyagi.R, Macro Economics – An Analysis, Ancient Publishing House, 2016.



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Programme : B.A., Economics
Semester : V
Subject Code: 18UECC52

Part III : Core
Hours : 06
Credits : 05

AGRICULTURAL ECONOMICS

Course Outcomes:

After Completing the Course the students will be able to:

- CO1:** Understand the Issues and Challenges in Agricultural Development.
CO2: Analyze the Trend of Agricultural Production and Improving the Productivity.
CO3: Realize the Market difficulties and importance in the field.
CO4: Analyze the Impact of Agricultural Policies and need for Agricultural Development.
CO5: Evaluate the Outcome of an Agricultural Economic Process.

Unit: I Introduction

Concepts – Meaning - Nature and Scope of Agricultural Economics – Need – Significance – Role – Importance of Agriculture in Dynamic Indian Economy – Modernization of Agriculture based on Current Technology.

Unit: II Farm Management and Land Reforms

Nature of Farm Management – Scope – Importance - – Farm Management Problems in India - Land Reforms: Meaning – Objectives – Impact of Land Reforms in India – Measures – Difference between Indian Farm Management System and Israel Cropping System (Selected Crops).

Unit: III Agricultural production and Productivity

Recent Trends in Agricultural Production and Productivity – Methods of Production and Technology Application – Causes of Low Productivity – Suggestion for raising Agricultural Productivity. Contract - Farming

Unit: IV Agricultural marketing and Finance

Meaning – Significance – Structural defects of Agricultural Marketing – Measures to Improve the Efficiency of Agricultural Marketing – Regulated markets - Co-operative Society - Uzhavar Santhai - On-line marketing.

Unit: V Policy Issues of Indian Agriculture

Green Revolution: Meaning – Impacts – National Agricultural Policy Vision 2020 – Role of GATT, WTO in Indian Agriculture – Nano Technology in Indian Agriculture – Food Security.

Text Books:

1. Bilgrami, S.A.R. Agricultural Economics, Himalaya Publishing House, New Delhi, 2018.
2. Amarjit Singh, A.N. Sadhu, Jasbir Singh, Fundamentals of Agricultural Economics, Himalaya Publishing House, 2018

Reference Books:

1. Giriappa.S.(2000); Institutions and Agricultural marketing, Mohit Publications.
2. Lekhi,R.K and Singh, Joginder (2005);Agricultural Economics, Kalyani Publications.
3. S.S.Chhina, Agricultural Economics and Indian Agriculture, Kalyani Publishers, 2006.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
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Programme : B.A., Economics
Semester : V
Subject Code: 18UECC53

Part III : Core
Hours : 06
Credits : 05

FISCAL ECONOMICS

Course Outcomes:

After Completing the Course the students will be able to

- CO1:** Understand the difference between public finance and private finance.
- CO2:** Analyze the various approaches to equity principle in taxation.
- CO3:** Evaluate the concept of public expenditure its growth and effects.
- CO4:** Apply the sources of public debt and burden in public debt in India.
- CO5:** Acquire the theoretical basis of the financial system.

Unit: I Introduction

Meaning – Definition – Nature and Scope of Public Finance – Distinguish between Private and Public finance - Principle of Maximum Social Advantage – Need for Government Activity.

Unit: II Public Revenue

Meaning – Sources of Public Revenue –Direct and Indirect taxes– GST: Concept - Purpose – Canon of Taxation – Impact and Incidence, Shifting of Taxation – Taxable Capacity: Meaning – Factors determining Taxable Capacity.

Unit: III Public Expenditure

Meaning – Classification – Growth of Public Expenditure - Comparison between Public and Private Expenditure – Effects .

Unit: IV Public Debt

Meaning – Sources of Public Borrowing – Classification - Importance – Burden of Public Debt – Methods of debt redemption.

Unit: V Budget and Fiscal Policy

Budget ; Definition – Features of Recent Budget components of Central Budget , Fiscal Policy; Objectives – Features - Role of fiscal policy an underdeveloped countries – Features of current Finance Commission Report.

Text book:

1. B.P.Tyagi and H.P. Singh – Public Finance, Jaiprakash Nath & Co, Meerut, 2019

Reference books:

1. Baidyanath Misra, Economics of Public Finance, S.Chand & Co, New Delhi, 2008.
2. Cauvery, Sudha Nayak, Public Finance, S.Chand & Co, New Delhi, 2008.
3. Sundaram.K.P,Public Finance Theory and Practice,S.Chand & Co, New Delhi, 2009.
4. Bhatia, Public Finance, New Century Book House, New Delhi, 2009.



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Programme : B.A., Economics
Semester : V
Subject Code: 18UECE51

Part III : Elective
Hours : 05
Credits : 04

ECONOMICS OF MARKETING

Course Outcomes:

After completing the course the students will be able to

CO1: Apply the role of marketing in an economy.

CO2: Understand the performance of marketing in various sectors at the national and international levels.

CO3: Analyze the different channels of marketing.

CO4: Acquire the knowledge about the market advertising.

CO5: Evaluate the problems of market segmentation.

Unit: I Introduction

Consumer Behaviour – Fundamentals - Factors influencing Consumer Behaviour - Marketing: Definition – Scope – Need and Importance – Approaches to the study of marketing - Marketing concepts. Functions of Marketing - Marketing Myopia - Marketing mix criterion – Differences between Marketing and Selling – Different forms of selling.

Unit: II Product Pricing

Product : Features – Classification of products – Stages in New Product Development – Product Line and Mix - Product Differentiation – Branding – Packaging - Labeling – Pricing: Types - Factors influencing pricing decisions – Pricing strategies for Fast Moving Consumer Goods (FMCG).

Unit: III Place

Physical Distribution: Channels of Distribution - Factors considered for selecting a channel – Wholesalers and Retailers – Services - Direct Marketing - Role of Middlemen.

Unit: IV Promotion

Promotion : Promotion Mix - Sales Promotion – Objectives -Personal selling Vs. Sales promotion – Advertising – Kinds of Advertising Media – Media Selection - Personal Selling – Kinds – Functions – Qualities of a good salesman.

Unit: V Market Segmentation

Meaning – Need - Importance — Criteria and bases of Market Segmentation – Electronic Marketing – Significance of Electronic Marketing - Product Life Cycle – Stages of Product Life Cycle – Level of Profit in each stage.

Text Book:

1. R.S.N. Pillai and Bagavathi, Marketing Management, S. Chand & Company Ltd., Ram Nagar, New Delhi, 2010.

Reference Books:

1. Rajan Saxena, Marketing Management, Tata MC Graw Hill Publishing Company Limited, 7, West Patel Nagar, New Delhi, 2007.
2. Philip Kotler, Marketing Management, Prentice Hall of India (P) Limited, New Delhi, 2001.
3. Dr. C. B. Gupta & Dr. N. Rajan Nair, Marketing Management, Sultan Chand, New Delhi, 2012.
4. V.Radha, Marketing Mangement; Prassana Publisher, Chennai Edition 2011.
5. Theodore Levitt, Marketing Myopia, Harvard Business Press, 2008



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DEPARTMENT OF ECONOMICS
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Programme : B.A., Economics
Semester : V
Subject Code : 18UECE52

Part IV: Elective
Hours : 05
Credits : 04

TAMIL NADU ECONOMY

Course Outcomes:

On successful completion of the course, the student will be able to:

CO1: Understand the process of growth in Tamil Nadu economy

CO2: Comprehend the resources of Tamil Nadu.

CO3: Figure out the quantum of Tamil Nadu State Income.

CO4: Acquire knowledge on the status of Tamil Nadu agricultural sector.

CO5: Expose them to specific economic issues pertaining to the region.

UNIT I: Profile of Tamil Nadu Economy

Place of Tamil Nadu in the National Economic Scene – Natural Resources – Demographic Structures– Health, Sanitation and Education – Migration - Immigration - Human Development Index.

UNIT II: Tamil Nadu State Income

State Income – Gross and Net State Domestic Product – Growth Rate – Trends – Sectoral Growth Rates – limitations of the estimation of the NSDP data – Land Holding Pattern in Tamil Nadu.

UNIT III: Agriculture

Agriculture - Contribution of Agriculture in NSDP – Major Agricultural Crops – Productivity - Agricultural Finance – Crop Insurance - Agricultural Prices – Public Distribution System.

UNIT IV: INDUSTRY

Industry – Contribution of Industry and Service Sector in NSDP– Industry and Plans – Performance – Large Scale – Small-Scale – Financial Institutions in TN – Foreign Direct Investment – Service Sector.

UNIT V: REGIONAL ISSUES

Concerning Issues – Poverty – Unemployment – Urbanisation – Housing – Public Distribution System.

Text Book:

1. Leonard, A.J. Tamil Nadu Economy, Macmillan India Ltd., 2006.

Reference Books:

1. Dhingra, I.C. Indian Economy with special reference to Tamil Nadu, Sultan chand and Co., New Delhi, 1995.
2. Perumalsamy, S. TN Economy Performance & Issues, Oxford & India Book House, 1998.
3. Rajalakshmi, Economic Development of Tamil Nadu, S. Chand & Co., 1995.
4. Veeramani, A.R., TN Agricultural Economy, Divyasre Pub., 2005.
5. Tamil Nadu Economic Appraisals – various years



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Programme : B.A., Economics
Semester : V
Subject Code: 18UECE53

Part III : Elective
Hours : 05
Credit : 04

RESEARCH METHODOLOGY

Course Outcomes:

After completing the course the students will be able to

CO1: Understand basic concepts of research and its methodologies.

CO2: Analyze the significance of research.

CO3: Evaluate the importance of research design.

CO4: Figure out the different sampling methods.

CO5: Differentiate primary and secondary data and their sources.

Unit-I : Introduction

Research: Meaning – Objectives – Types – Significance – Research process – Problems in quantitative and qualitative research.

Unit-II : Data Collection

Collection of Data: Meaning – Primary and Secondary Data – Methods of Collecting Primary Data – Sources of Secondary Data. Case study method: Meaning – Characteristics – Limitations.

Unit-III : Formulation of Research Problem And Research Design

Research Problem: Meaning - selection of a research problem - Formulation of a research problem. Research Design: Meaning - Types of Research Design - Characteristics of Good research design - Significance of research design.

Unit-IV : Hypotheses and Sampling

Hypotheses : Meaning - Types - Alternative hypothesis – Formulation and Significance - Null hypothesis. Sampling: Types -Methods of Sampling – Advantages and Limitations

Unit-V: Report Writing

Report Writing : Significance –Steps – Layout of the Research Report – Types – Mechanics of writing research report.

Text Book:

1. Kothari C.R. (2010) Research Methodology: Methods and Techniques, Wiley Eastern Limited.

Reference Books:

1. Alan Bryman (2016), “ Social Research Methods”, Fifth Edition, Oxford University Press, United Kingdom.
2. **Uwe Flick (2011), “Introducing Research Methodology: A Beginner's Guide to Doing a Research Project”, Sage Publications Limited, London.**
3. Deepak Chawla and Neena Sondhi (2016), “Research Methodology: Concepts and Cases: Concepts & Cases”, Second Edition, Vikas Publishing House, New Delhi.



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Programme : B.A., Economics
Semester : V
Subject Code : 18UECE54

Part III : Elective
Hours : 5
Credits : 4

RURAL DEVELOPMENT

Course Outcomes:

After completion of the course, the student will be able to

CO1: Remember the basic concepts of Rural Economy

CO2: Understand the dimensions of Rural and Urban Development.

CO3: Evaluate the major issues of Rural Problems.

CO4: Create the learners to know about the Policies and Programmes for Rural Development Sector.

CO5: Analyze the causes and consequences of Rural Development.

Unit: I Introduction

Concepts – Objectives – Features of Rural Economy- Importance- Distinguish between Rural and Urban Development- Causes of Rural Backwardness.

Unit: II Major Issues

Rural development – Poverty – Migration – Agrarian Crisis – Causes – Need for Rural development in India.

Unit: III Development of Infrastructure

Education and Rural Development – Rural Health Care Development – Water Supply – Rural Housing – Sanitation – Transport – Determinants of Rural development – Socio-Cultural Barriers in Rural Development.

Unit: IV Rural development Policies and Welfare Programmes

Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) – Pradhan Mantri Gram Sadak Yojana (PMGSY) – National Social Assistant Programmes (NSAP) – Sampoorna Grameen Rozgar Yojana (SGRY) – Sarva Siksha Abhiyan (SSA) — Make in India.

Unit: V Rural Finance and Banking

Meaning – Sources of Rural Finance – RRBs – NABARD – KVIP – SIDBI – NCDC – Co-Operative Societies – MUDRA – KVIC – PMEGP – DIC – NEEDS - Role – Functions.

Text Book:

1. K.R. Gupta, Rural Development in India, Atlantic Publisher, 2010.

Reference Books:

1. N. Lalitha, Rural Development in India, Emerging Issues and Trends, Dominant Publishers, New Delhi, 2004.
2. Venkata Reddy. K, Rural Development in India, Himalaya Publishing house, New Delhi 2000.
3. Katar Singh (1999) Rural Development, Principles, Policies and Management, Sage Publications, New Delhi.
4. Sreedhar and Rajasekar Rural Development in India – Strategies and Processes, Concept Publishing Company Pvt. Ltd, New Delhi, 2014.



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Programme : B.A., Economics

Semester : V

Subject Code: 18UECE55

Part III : Elective

Hours : 05

Credits : 04

AGRICULTURAL MARKETING

Course Outcomes:

After Completing the Course the students will be able to

CO1: Understand the Various Components of Agricultural Marketing.

CO2: Remember the risk and Uncertainty in Agricultural Sector.

CO3: Analyze the Marketing Functions.

CO4: Evaluate the Co-operative Marketing.

CO5: Apply the out sources of Agricultural Marketing.

Unit-I Features of Agricultural Marketing

Nature and significance of Marketing concept - Classification - Marketing process - Marketing Functions – Financing, Risk Bearing and Market Information System.

Unit-II Production of Agriculture

Socio-economic aspects of Agricultural Production - Nature of Risk and Uncertainty in Agriculture - Its effects on supply, demand and investment - Crop planning – Marketable and Marketed surplus.

Unit-III Channels of Distribution

Marketing of Agricultural products - Market structure - Regulated and Organized Markets – Basics of wholesale Distribution - Structure - Functions and Services of wholesales - Role of Middlemen.

Unit-IV Product Policy Frame Work

Production of Food grains - Importance – Process – Logistics – Storage (Cold Storage) and Warehousing - Export Promotion Measures - Measures for a Seasonal Marketing System.

Unit-V Agricultural Marketing Research

Training in Agricultural Marketing - Research in Agricultural Marketing - Research problems areas in Agricultural Marketing - Data sources in Agricultural Marketing.

Text Books:

1. C.S.G.Krishnamacharyulu, Rural Marketing: Text and Cases, Second Edition, Pearson Publications, New Delhi, 2011.
2. A.A.Rane and A.C Deorukhkar, Economics of Agriculture, Second Edition, Atlantic Publishers, New Delhi, 2007

Reference Books:

1. Acharya, S. and Agarwal, A.N. - Agricultural Marketing in India, Oxford and IBH Publishing Company, 2008
2. Sankaran, S. - Agricultural Economy in India, Margham Publications, 2010.
3. Memoria , C.B. and Tripathi, B.B. - Agricultural problems in India Kitab Mahal Publishers, 2003.
4. <http://agricoop.nic.in>



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF ECONOMICS
(For those who joined in 2018-2019 and after)

Programme : B.A., (Economics)
Semester : V
Subject Code: 18UECE56

Part III : Elective
Hours : 05
Credits : 04

LABOUR ECONOMICS

Course Outcomes:

After Completing the Course the students will be able to:

- CO1:** Understand the characteristics of labour problems.
- CO2:** Analyze the theories of labour welfare and their functions.
- CO3:** Remember the supply and growth of labour demand.
- CO4:** Evaluate the employment service organization in India.
- CO5:** Apply social insurance scheme and maturity.

Unit I Introduction

Nature and Scope of Labour in India - Characteristics of Industrial labour in India – Composition of Labour Market - Casual Labour in India - Labour market in India.

Unit II Demand and Supply of Labour

Demand for Labour and Supply of Labour - Labour Market Policies - Mobility of Labour - Employment Service Organization in India - Globalisation - Employment and Unemployment in India - Rural and Agricultural labour in India

Unit III Theories of Wages

Classical and Modern Theory - Wage Determination Plans - Labour Welfare in India – Theories of Labour Welfare – The Religious Theory - Philanthropic theory - The trusteeships Theory - The Placating Theory - Public Relation theory - The Functional Theory and its Application.

Unit IV Social Security Measures

Concepts of Minimum Wage Act 1948 - Living Wage and Fair wage – Social Insurance and Social Assistance - Workmen Compensation Act 1923 – Women - Maternity Benefit Act and Employees State Insurance Scheme – Eradication of Child Labour.

Unit V Labour Policy

Labour Market Reforms - Exit Policy - Child Labour Policy in India - Problems and Policy of Female Workers in India - Labour Relations in India - Contract Labour.

Text Books:

1. Gupta P.K. "Labour Economics" New Delhi, Virnda Publication (p) Ltd, 2012 .
2. S.D. Singh "Labour Economics", Centrum Press, 2012.

Reference Books:

1. T.S.Papola, Ghosh and A.N.Sharma Labour Employment and Industrial Relatins in India B.R. Publishing House, New Delhi, 1993.
2. Hajela P.D. Labour Restructuring in India: A Critique of the New Economic Policies, Commonwealth Publishers, New Delhi, 1998.
3. Bhagoliwal T.NEconomics of Labour and Industrial Relations: SahityaBhavan Agra, 2002.
4. Esrafil Ali, Labour Economics, Everest Publishing House, 2013.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF ECONOMICS
(For those who joined in 2018-2019 and after)

Programme : B.A., Economics
Semester : V
Subject Code : 18UECS51

Part IV : Skill
Hours : 02
Credits : 02

HUMAN RESOURCES MANAGEMENT

Course Outcomes:

On successful completion of the course, the student will be able to:

- CO1:** Understand, influence and manage people at work place.
- CO2:** Comprehend the basic concepts of Human Resource Management.
- CO3:** Acquire the leadership skills by planning the human resources.
- CO4:** Figure out the planning process of recruitment.
- CO5:** Design their own professional resume.

Unit: I - Human Resource Management

Definition – Objectives – Functions - Evolution and Growth of HRM– Qualities of a good HR Manager – Humanization of work - Approaches.

Unit: II - Planning The Human Resources

Human Resource Planning: Definition – Objectives – Steps – Dealing with Surplus - Job analysis – Job description – Job specification – Job rotation – Job Involvement – Quality of work life.

Unit: III - Recruitment And Selection

Recruitment: Objectives and Types - Selection: Methods of selection – Placement – Induction.

Unit: IV- Training And Development

Meaning - Principles of Training – Assessment of Training Needs – On the Job Training Methods - Off the Job Training Methods – Evaluation of effectiveness of training programmes.

Unit: V- Resume Writing

Meaning – Purpose – Professional Resume Writing – Tips and Strategies of Resume Writing.

Text Books:

1. Tripathi, Personnel Management, Sultan Chand & Sons, New Delhi, 2000.
2. L M Prasad, Human Resource Management, Sultan Chand & Sons, New Delhi, 2005.

Reference Books:

1. Davis and Werther, Human Resource Management, Tata McGraw Hill Publishing Company, New Delhi, 2000.
2. Gary Dessler and Biju varkkey, Human Resource Management, Pearson Education India, 2015.
3. K. Aswathappa, Human Resource Management, Tata McGraw Hill Publishing Company, New Delhi, 2017.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF ECONOMICS
(For those who joined in 2018-2019 and after)

Programme : B.A., Economics
Semester : VI
Subject Code : 18UECC61

Part III : Core
Hours : 6
Credits : 5

MACRO ECONOMICS – II

Course Outcomes:

After Completing the Course the students will be able to

CO1: Understand the ideological basics of Macroeconomic System.

CO2: Create Knowledge on different functions of Investment.

CO3: Apply the Functionalities of Multiplier and Accelerator.

CO4: Analyze the different Instruments of Monetary Policy.

CO5: Remember the Post Keynesian Macro Analysis.

Unit–I: Investment Function

Investment function – Meaning – Types – Determinants of Investment – Difference between Autonomous Investment and Induced Investment – Factors determining Investment Function – Marginal Efficiency of Capital and Rate of Interest – Investment Demand Schedule.

Unit–II: Multiplier and Accelerator

Multiplier – Static and Dynamic multipliers – Induced Investment and Accelerator – The interaction principle – Super Multiplier.

Unit–III: Monetary Policy

Meaning and Objectives of Monetary Policy – Instruments of Monetary Policy – Monetary theory in relation to Underemployment and Full Employment – Monetary Policy in Developing Economy.

Unit–IV: Fiscal Policy

Fiscal Policy – Objectives – Scope of Fiscal Policy during inflation and deflation – Role of fiscal policy in a developing economy – Effectiveness of monetary and fiscal policies.

Unit–V: Post Keynesian Macro Analysis

Post Keynesian Macro Analysis – General Equilibrium of Monetary and Real Sector – Contribution of Hicks, Hansen – IS and LM – Diagram.

Text Books:

1. Jhingan M.L, Macro Economic Theory, Virinda Publications Pvt. Ltd, 12th Edition 2014.
2. Sankaran .S, Macro Economics, Margham Publications, 2016

Reference Books:

1. Deepa shree, Vanita Agarwal, Macro Economics, Tata McGraw –Hill Publishing Company Ltd, New Delhi, 2007.
2. Ahuja, H.L. Macro Economics Theory and Policy – Advanced Analysis, S. Chand & Company Ltd, New Delhi, 2007.
3. Gupta, K.R., Mandal, R.K. and Anitha Gupta Macro Economics, Atlantic Publishers, New Delhi, 2008.
4. Tyagi.R, Macro Economics – An Analysis, Ancient Publishing House, 2016.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF ECONOMICS
(For those who joined in 2018-2019 and after)

Programme : B.A., Economics
Semester : VI
Subject Code : 18UECC62

Part III : Core
Hours :06
Credits :05

INDIAN ECONOMY

Course Outcomes:

After Completing the Course the students will be able to

CO1: Evaluate the Mixed Economy and Parallel Economy.

CO2 : Understand the structure and the relative shares of the different sectors.

CO3: Students should know that India is an emerging economic power in the world Market.

CO4: Analyze the development strategy and appraise the current Indian economic policies.

CO5: Comprehend the current financial reforms and trade condition in India

Unit I : Introduction

Features- Concept of Growth and Development-Factors Determining Economic Development- Mixed Economy-Parallel Economy: Meaning- Causes-Measures.

Unit II: Agriculture

Meaning-Contribution to Economic Development-Food Security in India-Causes for Low Productivity in Agriculture-Measures-Evaluation of Agricultural Policy During Plan Period.

Unit III: Industries

Role of Public Sector in Indian Economy-Growth-Performance-Industrial Policy 1991-Small Scale Industries in India :Role-Problems –Industrial Finance.

Unit IV: Financial Sector

Financial Sector Reforms – Importance of Foreign Trade for Indian Economy-Development of Indian Capital Market and Money Market-SEBI.

Unit V: Problems and Policies of Indian Economy

Poverty and Inequality in India- Unemployment in India-Regional Disparities in India-Broad achievements and failures of India's Five Year Plan-Population Policy in India.

Text Books:

1. Misra and Puri, Indian Economy, Himalaya Publishing House, Mumbai, 2011.
2. Datt and Sundharam, Ashwani Mahajan and Gaurav Dutt, Indian Economy ,S.Chand company Ltd, New Delhi, 2013.

Reference Books:

1. Lakshmi Kanth.M. Indian Economy, McGraw Hill Education , Noida, 2011.
2. S.Sankaran, Indian Economy, Margham Publications, 2018.
3. Ramesh Singh, Indian Economy, McGraw Hill Education, Noida, 2019.
4. Uma Kapila, Indian Economy, Academic Foundation 2019.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF ECONOMICS

(For those who joined in 2018-2019 and after)

Programme : B.A., Economics

Semester : VI

Sub Code : 18UECPR1

Part III : Core

Hours : 06

Credits : 05

PROJECT WORK

COURSE OUTCOMES

After completing this course the students will be able:

CO1: Identify key reference documents to help guide the structure and style of the report

CO2: Describe the connection between proposals and reports

CO3: Possess practical exposure of collections of data and analysis for its results

CO4: Apply key elements of structure and style in drafting longer documents

CO5: Compare strategies for conveying information with text and visually

The final year students must undergo 4 weeks Data Collection work for their Project Report in their fifth semester vacation i.e. before starting their sixth semester after completing their fifth semester examinations. The report preparation, presentation and viva-voce will be conducted during the sixth semester and the marks will be entered in their sixth semester. The following guidelines to be strictly followed:

1. The Project Report should be only on the basis of Field Survey only.
2. The data collection period should be during weekend and Holidays.
3. There will be one Faculty Guide to prepare the Project Report.
4. The students should submit the Project Report (Minimum 50 Pages).
5. The Marks for Project Report will be awarded only on the basis of the Project Report.

Course Description

The Project is conducted by the following Course Pattern.

Internal

Presentation	}	40
Submission		

External

Project Report	}	60
Viva Voce		

Total		- 100
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6. The Project Report should contain
- (a) Introduction about the Study
 - (b) Objectives of the Study
 - (c) Scope of the Study
 - (d) Limitations of the Study
 - (e) Analysis and Interpretation
 - (f) Findings, Suggestions and Recommendations
 - (h) Conclusion
 - (I) Bibliography
7. The evaluation of the Project Report will be internal only.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF ECONOMICS

(For those who joined in 2018-2019 and after)

Programme : B.A., Economics

Semester : VI

Subject Code :18UECE61

Part III : Elective

Hours : 05

Credit :04

ENTREPRENEURSHIP DEVELOPMENT

Course Outcomes:

After completing the course the students will be able to

CO1: Remember the students to cognize the role of entrepreneurship in Economic Development.

CO2: Acquire basic knowledge about the entrepreneurship.

CO3: Create the awareness of women Entrepreneurship

CO4: Analyze the Entrepreneurship Development programmes.

CO5: Have awareness on Entrepreneurship Development Agencies

Unit: I - Introduction

Entrepreneur – Characteristics of an Entrepreneur - Entrepreneur and Manager – Qualities - Types of Entrepreneur – Entrepreneurship– Role of Entrepreneurship in Economic Development.

Unit: II - Motivation of Entrepreneurs

Entrepreneurial Motivation - Motivation Theories – (David Mc Cleland)- Motivating Factors – Entrepreneurial Mobility – Factors Influencing Mobility – Need for Entrepreneurship Development Programme – Objectives of EDP'S.

Unit: III - Women Entrepreneurship

Women Entrepreneurs – Definition – Opportunities – Programmes for women Entrepreneurship - Problems and Challenges. Rural Entrepreneurship – Need – Importance - Issues and Challenges – Remedies - Factors affecting Entrepreneurial growth.

Unit: IV- Economic Development And Entrepreneurial Growth

Small Enterprises- Types of Small Scale Industries – Project Identification and Selection of Business Idea – Generating Business idea – Feasibility Study – Formation of the Business Plan.

Unit: V- Entrepreneurial Development Agencies

Institutional Finance to Entrepreneurs – Commercial Banks – IDBI – IFCI – ICICI – IRBI – LIC – UTI – SFC'S – SIDC'S – SIDBI – EXIM BANK – TIIC – NSIC – DIC – Industrial Estates – KVIC – Programmes and Schemes.

Text Book:

1. Khanha S.S. (2007), “Entrepreneurial Development”, S.Chand& Company Ltd., New Delhi, 5th Edition.

Reference Books:

1. Gupta C.B. & Srinivasan N.P., Entrepreneurial Development, Sultan Chand & Sons, 2013.
2. Sangeetha Sharma (2016), “ENTREPRENEURSHIP DEVELOPMENT”, PHI Learning Pvt. Ltd, New Delhi.
3. **Khanka. S.S.(2012), “Entrepreneurial Development”, S.Chand and Company Limited, New Delhi.**



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF ECONOMICS

(For those who joined in 2018-2019 and after)

Programme : B.A., Economics

Semester : VI

Subject Code: 18UECE62

Part III : Elective

Hours : 5

Credits : 4

POPULATION STUDIES

Course Outcomes:

On successful completion of the course, the student will be able to

CO1: Analyze the optimum theory of population.

CO2: Understand the determinants of fertility and birth rate

CO3: Evaluate the internal and international migrations.

CO4: Remember the effect of population growth.

CO5: Apply age composition and expectations of life.

Unit I: Basics of Population Studies

Meaning and Definition – Nature, Scope and Advantages of Population Studies – Malthusian and Optimum Population Theories — Density of Population in Rural and Urban - Impact of Over Population – Settlement of People in geographical environment.

Unit II: Birth Rate

Meaning of Fertility, Birth Rate - Fecundity – Rapidity of Women - Sterility – Types of Birth Rate - Measurement of Fertility – Advantages and Disadvantages of High Birth Rate.

Unit III: Death Rate

Death Rate - Crude Death Rate and Average Life Expectancy – Gender pattern of Mortality and Morbidity – Causes of Death – Levels and trends in Mortality in India.

Unit IV: Migration

Meaning of Migration - Type - Motives of Migration – Measurement of Migration – Trend in Migration – Determinants of Migration – Internal Migration -International Migration - Factors affecting Migration -Effects of Migration.

Unit V: Population Policy in India

Population Policy – Objectives – Recent Schemes – Programmes - Promotion and Control of Population – Role of WHO - UNESCO – UNIDO –OECD in promoting human and social capital.

Text book

1. M.L.Jhingan and others, Demography, Virinda Publications, Delhi, 2016.

References Books:

1. Agarwala, S. N. (1972), India's Population Problem, Tata McGraw Hill Co., Bombay.
2. Demography, Srivasta, O.S., Vikas Publishing House, New Delhi. 1984
3. Bose, A. (1996), India's Basic Demographic Statistics, B. R. Publishing Corporation, New Delhi.
4. Samuel Preston and others, Demography: Measuring and Modelling Population Processes, John Wiley and Sons Ltd, 2000.
5. Ruddar Dutt and Sundaram K.P.M; India Economy, S.Chand and Co.Ltd., New Delhi, 2010.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF ECONOMICS

(For those who joined in 2018-2019 and after)

Programme : B.A., Economics

Semester : VI

Subject Code : 18UECE63

Part IV : Elective

Hours : 05

Credits : 04

INTRODUCTION TO ECONOMETRICS

Course Outcomes:

On successful completion of the course, the student will be able to

CO1: Understand the nature and methods of Econometric Models

CO2: Acquire knowledge on different types of Economic Data.

CO3: Figure out the Simple Regression Model

CO4: Gain knowledge on different types of functional forms

CO5: Interpret the results of SLR Model

Unit: I - Nature of Econometrics

Definition of Econometrics – Steps in Empirical Economic Analysis – Econometric Models – The Role of Measurement in Economics.

Unit: II Economic Data

The Structure of Economic Data: Time Series data - Cross-Sectional data, Pooled Cross Section data, Panel Data.

Unit:III - Regression Model

Regression Model: Simple Linear - Multiple Linear - Assumptions, Estimation of Parameters, Tests of Significance and Properties of Estimators.

Unit: IV Functional Forms

Functional forms of Regression models – Loglinear models, Semi log- models and Reciprocal models – Choice of Functional Form.

Unit: V - The General Linear Model

Review of Assumptions, Estimation and Properties of Estimators: Un-biasness, BLUEs and Tests of significance of estimates – Analysis of Variance. VAR – Unit Root – Co integration - Causality

Text Book:

1. Gujarathi, D.N, Basic Econometrics, Fourth Edition, Tata McGraw-Hill, New Delhi, 2017.

Reference Books:

1. A.Koutsoyiannis, Theory of Econometrics, Palgrave MacMillan, 2001.
2. Johnston,J: Econometric Methods, McGraw-Hill Book Co., New York, 1996
3. Maddala, G.S and Kajal Lahiri, Introduction to Econometrics, Wiley Publications, 2012.
4. A.H Studenmund, Using Econometrics: A Practical Guide, Pearson Education, 2017.
5. Wooldridge, Jeffery M: Introductory Econometrics: A Modern Approach, Cengage Learning Custom Publishing, New Delhi, 2013.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF ECONOMICS

(For those who joined in 2018-2019 and after)

Programme : B.A., Economics

Semester : VI

Subject Code: 18UECE64

Part III : Elective

Hours : 05

Credits : 04

ENVIRONMENTAL ECONOMICS

Course Outcomes:

On successful completion of the course, the student will be able to:

CO1: Understand the basic theory and market system of environment economics

CO2: Remember of public goods values of land, water, air, and forest.

CO3: Evaluate the problem of urbanization

CO4: Create the design of environment function

CO5: Evaluate the pollution control board and performance

Unit I: Theory and Concept

Nature – Role - Significance of Environmental Economics— Internal and External Environment -Environment Welfare and Policy – Theories of Environmental Economics.

Unit II: Environment and Economics

Environment – Economy Linkage – Environment as a Necessity and Luxury – Population and Environment Linkage–Environmental use as an Allocative problem – Environment as a Public good–Valuation of Environmental Damages: Land, Water, Air and Forest.

Unit III: Environmental Problems

Economic development and Environmental problems – Air - Water – Noise Pollutions – Conventional Energy use and Environment Pollution – Global warming and Green House Effect – Climate Change - Pollution and Urbanization – Environmental Degradation.

Unit IV: Pollution Control

Environmental law – Indicators of Sustainable Development Environmental Planning – Environmental Accounting.

Unit V: Policy measures

Basic Approach – Exerts of Environmental policy – Indian Environment Policies – Pollution Control Boards and their Functions.

Text Books:

1. M.Karpagam, Environmental Studies, Sterling Publishers, New Delhi, 2012.
2. S. Sankaran Environmental Economics, Margham Publishers, Madras, 2012.

Reference Books:

1. Singh G.N (Ed.) (1991) Environmental Economics, Mittal Publications, New Delhi.
2. Garge, M.R. (Ed.) (1996), Environmental Pollution and Protection, Deep and Deep Publications, New Delhi.
3. Lodha, S.L (Ed.) (1991), Economics of Environment, Publishers New Delhi.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF ECONOMICS

(For those who joined in 2018-2019 and after)

Programme : B.A.Economics

Semester : VI

Subject Code : 18UECE65

Part III : Elective

Hours : 05

Credits : 04

DEVELOPMENT ECONOMICS

Course Outcomes:

After Completing the Course the students will be able to:

CO1: Create the Different Dimensions of Economic Development.

CO2: Apply the Classical theories of Economic Development.

CO3: Evaluate the Classical and Modern Theories of Economic development.

CO4: Remember the different growth Models.

CO5: Analyse the measures of Economic Development.

Unit-I: Economic Development and Growth

Economic Development – Concepts and Approaches – Characteristics of Under Developed Economy – Obstacles to Economic Development – Factors Influencing Economic Development and Growth – Characteristics of Modern Economic Growth.

Unit-II: Theories of Economic Development – I

Adam smith - J.S.Mill - Karl Marx – Schumpeter – Keynes – Rostow - Nurkse.

Unit-III: Theories Of Economic Development – II

Lewis – Fei - Ranis – Leibenstein – Rosenstein – Rodan’s Doctrine of Balanced Growth – Concept of Unbalanced Growth – Dualistic Theory – Myrdal’s Theory.

Unit-IV: Growth Models

Harrod - Domar – Kaldor –Joan Robinson – Meades – Solow – Models of Technical Change – Steady-State growth – Mahalanobis Model.

Unit-V: Measures for Economic Development

Domestic Measures: Capital formation – Human Capital Formation – Role of State - International Measures: Foreign Trade, Foreign Capital and MNCs.

Text Books:

1. Aparajitha Mukherjee, Development Economics, PHI Learning Publishers, New Delhi.
2. Harriss-White, Barabara (2007), India's Socially Regulated Economy, Critical Quest, New Delhi.

Reference Books:

1. Michael P. Todaro and Stephen C. Smith, Economic Development, Pearson Education, 2017
2. H.L.Ahuja, Development Economics, S.Chand Publishing, 2016.
3. Jhingan M.L (2014) Economics of Growth and Development, Himalaya Publishing House, New Delhi.
4. Meier, G.M. (2005): Leading Issues in Economic Development, Oxford University Press, New York.
5. Solow, R.M. (2000): Growth Theory : An Exposition, Oxford University Press.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF ECONOMICS

(For those who joined in 2018-2019 and after)

Programme : B.A., Economics

Semester : VI

Subject Code : 18UECE66

Part III : Elective

Hours : 05

Credits : 04

INDUSTRIAL ECONOMICS

Course Outcomes:

After Completing the Course the students will be able to

CO1: Understand the separation of ownership and new empirical industrial organization.

CO2: Evaluate price and non price competitions.

CO3: Analysis product differentiation and market research

CO4: Remember of empirical studies of growth and productivity of industry.

CO5: Apply the importance of loans, FDI and shares.

Unit I - Basic Problems in Industrial Economics

Meaning – Scope – Objective of Industrial Economics- Classification of Firms Based on Ownership – Sector - Size and Use-based Classification - Objectives of firms - New empirical Industrial Organization Approach.

Unit II - Market Structure and Firm Conduct

Strategies in Oligopolistic Markets: Models of Quantity vs. Price Competition - Non-price Competition: Product Differentiation, Advertising - Research and Development - Mergers and Acquisitions - Vertical Restraints - Theories of Industrial Location.

Unit III - Market and Firm Performance

Industrial Profitability and Productivity - Growth of the firm and enterprise profit margin - Impact of Market Concentration and Trade Liberalization on firms' Performance - Factors Affecting Industrial Sickness.

Unit IV - Industrial Finance

Meaning – Scope - Importance of Industrial Finance - Sources of Industrial Finance - Private, Public and Co-operative Sector – Shares – Debentures – Bonds – Deposits – Loans - Foreign Capital- need - Government's Policy - Direct Investment.

Unit V - Indian Industrial Growth

Industrial Policy - Trends in Industrial Growth since 1991 -Performance and Problems of Micro, Small, and Medium Enterprises - Role of MNC's in India - Problems of regional imbalance and Industrial Growth in India.

Text Books:

1. Shivbhushan Gupta, '*Industrial Economics*,' SBPD, 2016.
2. Barthwal R.R. [2004], '*Industrial Economics; An Introductory Text Book*,' New Age Publications.

References Books:

1. P.R.N.Sinha Indu Bala Sinha (2010) Industrial Relation Trade Unions and Labour Legislation Pearson Publication. New Delhi
2. Desai, B. [1999], '*Industrial Economics in India*,' Himalaya Publishing House, Mumbai.
3. Cherunilam, F.[1994], '*Industrial Economics: Indian Perspective*', Himalaya Publishing House, Mumbai.



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

DEPARTMENT OF ECONOMICS

(For those who joined in 2018-2019 and after)

Programme : B.A Economics

Semester : VI

Subject Code: 18UECS61

Part IV : Skill

Hours : 02

Credits : 02

LOGISTICS MANAGEMENT

Course Outcomes:

On successful completion of the course, the student will be able to

CO1: Grasp the important concepts of logistic management.

CO2: Realize the role of logistics in the economy.

CO3: Figure out the planning process of logistics.

CO4: Grab knowledge on the principles of logistics costing.

CO5: Comprehend the forward logistics and reverse logistics.

Unit – I Introduction

Logistic – Meaning – Types – Logistics Management: Meaning – Scope and Importance – Need for Logistics Management.

Unit – II Logistics Planning

Logistic Planning – Introduction – The Hierarchy of Planning – Logistics Mission and Objectives.

Unit – III Logistics and Economy

Supply Chain Management – Definition – Meaning - Importance - Development of Logistics — Role of Logistics in an economy – organization of logistics.

Unit – IV Logistics Costs

Logistics Costs - Types of Costs – Total Cost Concept – Total Cost Analysis — Principles of Logistics Cost.

Unit – V Reverse Logistics

Reverse Logistics – Meaning – Features – Types - Benefits – Difference between Forward and Reverse Logistics.

Text Book:

1. K. Shridhara Bhat, Logistics Management, Himalaya Publishing House, 2011

Reference Books:

1. Paul Myerson, Supply Chain and Logistics Management, Pearson FT Press, 2015.
2. David J.Bloomberg, Stephen Lemay, Joe.B.Hanna, Logistics, PHI Learning Pvt.Ltd, New Delhi. 2009.