

MANNAR THIRUMALAI NAICKER COLLEGE

(Autonomous)



DEPARTMENT OF ECONOMICS

Program Specific Outcome

- PSO1** Understand basic concepts of economics
- PSO2** Possess the logical and analytical skill in economic theories
- PSO3** Ignite the young business mind to conceive business ideas and run the business firm
- PSO4** Ignite the young business mind to conceive business ideas and run the business firm

Course Pattern

| <i>Study Component</i> | <i>I Sem</i> | <i>II Sem</i> | <i>III Sem</i> | <i>IV Sem</i> | <i>V Sem</i> | <i>VI Sem</i> | <i>Total Hours</i> | <i>Total Credits</i> | <i>No. of Courses</i> | <i>Total Marks</i> |
|------------------------|----------------|----------------|----------------|----------------|----------------------------------|----------------------------------|--------------------|----------------------|-----------------------|--------------------|
| 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 | 5 (4) 5 (4) | 5 (4) 5 (4) | 5 (4) 5 (3) | 4 (4) 5 (4) | 5 (5) 6 (5) 5 (4) 5 (4) | 6 (5) 5 (5) 5 (4) 5 (5) | 80 | 68 | 16 | 1600 |
| Allied Subjects | 6 (5) | 6 (5) | 4 (4) | 5 (4) | 5 (5) | 5 (4) | 32 | 27 | 6 | 600 |
| 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 |
| Part V: | | | | | | | | | | |
| Extension Activity | | | | 0(1) | | | | 1 | 1 | 100 |
| Hours Credits | 30 (21) | 30 (21) | 30 (21) | 30 (23) | 30 (27) | 30 (27) | 180 | 140 | 41 | 4100 |

MICRO ECONOMICS – I

Class : B.A. (Economics)
Semester : I
Subject Code : 15UECC11

Part III : Core
Hours : 05
Credits : 04

Course Outcomes:

CO1: To enable the students to understand basic concepts in Economics

CO2: To make the students with adequate knowledge on behavioral theories of Economics.

CO3: To equip the students to get ready themselves for competitive exams.

Unit - I : DEFINITIONS OF ECONOMICS AND BASIC CONCEPTS

Wealth – Welfare – Scarcity – Growth Definitions– Positive or Normative science – Deductive and Inductive analysis – Basic concepts: Utility, Goods, Wants, Value, Price, Market and Income.

Unit-II : DEMAND AND SUPPLY THEORY

Meaning – Demand Schedule – Demand Curve – Types of demand – Law of Demand – Causes of Downward sloping demand curve – Factors determination – Exceptions to the Law of demand – Law of Supply – Determinants.

Unit- III: CARDINAL UTILITY ANALYSIS

Meaning of utility –Law of Diminishing Marginal utility Analysis – Causes for Diminishing Marginal Utility Analysis – Law of Equi-Marginal Utility Analysis – Consumer's Surplus.

Unit- IV: ORDINAL UTILITY ANALYSIS

Meaning –Indifference curve – Indifference Map – Properties of Indifference curves –The Giffen Paradox and Inferior goods – Price, Income and Substitution effects – Samuelson Reveled Preference Theory.

Unit- V: PRODUCTION

Factors of Production –Land, Labour, Capital and Organization – Meaning and Features – Efficiency and division of labour – Functions of an entrepreneur – Law of Variable Proportions– Law of Returns to Scale – Iso quant – Iso-Cost – Properties.

Text Books:

1. M .John Jennedy, **Micro Economics**, Himalaya Publishing House, Mumbai, 2010.
Unit I : Chapter 1 and 2
Unit II : Chapter 2
Unit III : Chapter 3
Unit V : Chapter 12
2. M.L.Jhingan, **Micro Economic Theory**, Brinda Publications (P) Ltd, Delhi 2007.
Unit IV : Chapter 3

Reference Books:

1. H.L Ahuja, **Modern Micro Economics**, Sultan Chand and Sons, New Delhi, 2006.
2. M.L Jhingan, **Micro Economic Theory**, Vrinda Publications (P) Ltd, Delhi, Seventh Revised Edition, 2009.

3. M.J. Kennedy, **Advanced Micro Economic Theory**, Himalaya Publishing House, Mumbai, First Edition Reprint, 2009.
4. D. Salvatore, **Micro Economics: Theory and Applications**, Oxford University Press, Oxford, Fifth Edition, 2008.
5. S. Sankaran, **Economic Analysis**, Margham Publications, Chennai, Seventh Edition, 2003.
6. M.L Seth, **Micro Economics**, Lakshmi Narain Agarwal Education Publishers, Agra, Seventeenth Revised Edition, 2001.

ECONOMIC STATISTICS – I

Class : B.A. (Economics)
Semester : I
Subject Code : 15UECC12

Part III : Core
Credits : 04
Hours : 05

Course Outcomes:

CO1: To enable them to understand the significance of statistics

CO2: To enable them to identify the different types of data.

CO3: To familiarize the students with basic statistical tools.

Unit- I: Nature and Scope of Statistics

Meaning – Definition – Scope of Statistics – Functions – Limitations of Statistics – Collection of Data Meaning – Primary and Secondary Data – Methods of Collecting Primary data – Sources of Secondary Data – Sources of Secondary Data – Census and Sample.

Unit- II: Classification, tabulation and Diagram

Introduction – Meaning of Classification – Types of Classification – Tabulation of Data – Meaning – Difference between classification and Tabulation – Parts of Table – Types of Tables – Diagram – Meaning – Types of Diagram.

Unit-III: Measures of Central Tendency

Average – Definition – Objectives – Requisites of a Good Average – Types of Averages – Arithmetic Mean, Median, Mode, Geometric mean, Harmonic mean.

Unit- IV: Measures of Dispersion

Meaning and Significance of Measuring Variation – Methods of Studying Variation: range, Quartile Deviation, mean Deviation, Standard Deviation, Lorenz Curve.

Unit- V: Skewness

Meaning – Definition – Difference between Dispersion and Skewness – Measurement of Skewness – Karl Pearson's Co- efficient – Bowley's Co- efficient – Kurtosis: Meaning and types (Theory only)

Text Book :

1. R.S. N. Pillai and Bagawathi, **Statistics**, S.Chand and Co, New Delhi, 2015.

Unit I : Chapter 1 and 2

Unit II : Chapter 4 and 5

Unit III : Chapter 6

Unit IV : Chapter 9

Unit V : Chapter 11

Reference Books:

1. S.C Gupta, **Statistical Methods**, Sultan Chand and Sons, New Delhi, Reprinted, 2015.

2. D.P. Elhance, **Statistical Methods**, KitabMahal, Agra, 2012.

3. Gupta and Kapoor, **Elements of Mathematical Statistics**, Sultan Chand and Sons, New Delhi, 2015.

PRINCIPLES OF ACCOUNTANCY -I

Class : B.A. (Economics)
Semester : I
Subject Code : 15UECA11

Part III : Allied
Hours : 02
Credit : 05

Course Outcomes:

CO1: To Know the principles of accounting concepts

CO2: To understand the accounting procedure in the preparation of final accounts.

CO3: To know about Bank Reconciliation Statement.

Unit-I:

Accounting–Definition–Need–Book-keeping vs accounting – Objectives – Limitations– Double entry system of Book Keeping – Types of Accounts – Accounting rules - Basic Accounting Concepts and Conventions – Need – Meaning and Classification – Accounting Concepts- Accounting conventions.

Unit-II:

Types of Accounts – Journal – Ledger – Posting from Journal to Ledger – Balancing of Ledger accounts – Distinction between Journal and Ledger – Subsidiary Books – Benefit of subsidiary Book System. – Purchase Book – Sales Book – Purchase Return Book – Sales Return Book – Cash Book.

Unit-III:

Trial Balance- Meaning – Definition – Objectives – Methods of preparation – Errors not disclosed by trial balance – Errors disclosed by trial balance – Guidelines to locate errors. (theory only)

Unit-IV:

Final accounts of trading concerns: Trading Account, Profit and Loss Account, Balance sheet –Adjustments regarding closing stock prepaid expenses, outstanding expenses, Income receivable and Income received in advance, Bad debts and Reserve for doubtful debts, Depreciation.

Unit-V:

Bank Reconciliation Statement – Meaning – Need – Causes for differences between cash book and pass book – Methods of preparation of bank reconciliation statement.

Text Book:

1. T.S.Reddy and A.Murthy, **Advanced Accountancy**, Margham Publications, Chennai, Reprint, 2014. Unit I : Chapter 1 and 2
Unit II : Chapter 3
Unit III : Chapter 4
Unit IV : Chapter 12
Unit V : Chapter 7

Reference Books:

1. R.L Gupta and M.Radhasamy, **Advanced Accounting Volume-I**, Sultan Chand and Sons, Delhi, Eleventh Revised Edition, 2009.
2. S.P.Jain and K.L.Narang, **Financial Accounting –I**, Kalyani Publishers, New Delhi, 2012.

MICRO ECONOMICS – II

Class : B.A.(Economics)

Part III : Core

Semester : II

Hours : 05

Subject Code : 15UECC21

Credits : 04

Course Outcomes:

CO1: To have a grasp on the concepts in market analysis.

CO2: To equip the students to prepare themselves for Indian Economic Service.

CO3To familiarize the students with functionality of different economic markets.

Unit - I : Equilibrium of the Firm, Cost & Revenue Curves

Intersection of Demand and Supply Curve – Equilibrium conditions – Concept of Costs – Fixed Cost – Variable Cost – Average, Marginal Cost – Relationship between Average and Marginal Cost – Concepts of Revenue – Total Revenue – Average and Marginal Revenue – Relationship between AR and MR

Unit - II : Pricing under Perfect Competition

Meaning of Perfect Competition – Characteristics – Price and output determination under Perfect Competition in the Short Run and Long Run – Marshall's Time Period Analysis.

Unit – III: pricing under Imperfect Competition

Monopoly : Meaning – Characteristics – Price and Output determination under Monopoly – Monopolistic Competition – Meaning – Characteristics – Price and Output determination under Monopolistic Competition – Selling Cost – Difference between Selling Cost and Production Cost – oligo Poly: Meaning and Features.

Unit- IV: Theories of Distribution – I

Marginal Productivity Theory of Distribution – Ricardian Theory of Rent – Difference between Rent and Quasi Rent – Modern Theory of Rent – The Wage Fund Theory – Subsistence Theory of wage.

Unit- V: Theories of Distribution – II

Loanable fund Theory of Interest – Liquidity Preference Theory of Interest – Innovation Theory of Profit – Risk and Uncertainty Theory of Profit.

Text Book

1.M. John Jenedy, **Micro Economics**, Himalaya Publishing House, Mumbai, 2010.

Unit I : Chapter 18

Unit II : Chapter 22, 25 and 27

Unit III : Chapter 16

Unit IV : Chapter 17

Unit V : Chapter 28

Reference Books

1. H.L Ahuja, **Modern Micro Economics**, Sultan Chand and Sons, New Delhi, 2006.
 2. M.L Jhingan, **Micro Economic Theory**, Vrinda Publications (P) Ltd., Delhi, Seventh Revised Edition, 2009.
 3. M.J. Kennedy, **Advanced Micro Economic Theory**, Himalaya Publishing House, Mumbai, First Edition Reprint, 2009.
 4. D Salvatore, **Micro Economics: Theory and Applications**, Oxford University Press, Oxford, Fifth Edition, 2008.
 5. S Sankaran, **Economic Analysis**, Margham Publications, Chennai, Seventh Edition, 2003.
 6. M.L Seth, **Micro Economics**, Lakshmi Narain Agarwal Education Publishers, Agra, Seventeenth Revised Edition, 2001.
 7. M.L.Jhingan, **Micro Economic Theory**, Vrinda Publications (P) Ltd, Delhi, 2007.
- D.Bose, A.Marimuth, **An Introduction to Micro Economics**, Himalaya Publishing House, Mumbai, 2011.

ECONOMIC STATISTICS – II

Class : B.A.(Economics)
Semester : II
Subject Code : 15UECC22

Part III : Core
Hours : 05
Credits : 04

Course Outcomes:

CO1: To familiarize the students with basic statistical tools.

CO2: To enable them to understand the significance of statistical tests.

CO3To create awareness regarding application of statistical tools for economic problems

Unit -I : Correlation Analysis

Meaning and Significance – Correlation and Causation – Types and Methods of Correlation – Scatter Diagram – Graphic Method – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation – Concurrent Deviation – Limitations of Correlation Analysis.

Unit - II: Regression Analysis

Meaning and Uses – Difference between Correlation and Regression – Regression Lines – Regression Equations – Limitations of Regression Analysis.

Unit -III:Index Numbers

Meaning and Uses – Problems in the Construction of Index Number – Methods of constructing Index Number- Calculation of Index number - Laspeyrer method - Paasche’s method - Dorbish&Bowley’s method -.Fisher’s ideal method - Marshall – Edgeworth method – Time Reversal Test – Factor reversal test – Circular reversal Test – Index Number Formulae - Chain Index Number – Base Shifting – Splicing and Deflating.

Unit - IV: Analysis of Time Series

Meaning and Uses – Components of Time Series – Measurement of Trend (a) Free hand (or) Graphic Method, (b) Semi-Average Method, (c) Moving Average Method, (d) Method of Least Squares.

Unit -V: Probability

Definition and Concepts – Calculation of Probability – Theorem of Probability - Addition Theorem - Multiplication Theorem – Permutation and combination (Simple Problems).

Text Book:

1. R.S.N. Pillai and Bagavathi, **Statistics**, S. Chand and Company Pvt. Ltd, New Delhi, 2015.

Reference Books:

1. S.P. Gupta, **Statistical Methods**, Sultan Chand and Sons, New Delhi, 2015.
2. D.P. Elhance, **Statistical Methods**, KitabMahal, New Delhi, 2011.

PRINCIPLES OF ACCOUNTANCY -II

Class : B.A.(Economics)

Part III : Allied

Semester : II

Hours : 06

Subject Code : 15UECA21

Credit : 05

Course Outcomes:

CO1: To understand the consignment and joint venture

CO2: To prepare single entry system and non-trading concern

CO3: To get knowledge the account current and average due date.

Unit-I:

Consignment Accounts – Invoicing goods at cost price – Proforma invoice price – valuation of unsold stock – Loss of Stock – Accounting treatment of – Normal Loss and Abnormal Loss.(Simple Problem Only)

Unit-II:

Joint Venture Accounts – Recording in individuals books – Recording in separate set of books.

Unit-III:

Accounts from incomplete records – Methods of ascertainment of profit: Net worth method – Conversion method. (Simple problem only)

Unit-IV:

Final Accounts of Non-trading concern: Difference between Receipts and Payments account - Preparation of Receipts and Payments Account, Income and Expenditure Account – Preparation of Balance Sheet. (Simple problem only)

Unit-V:

Account Current – Average Due Date

Text Book

1. S.P.Jain and K.L.Narang, **Advanced Accountancy Part-I**, Kalyani Publishers, New Delhi, Seventeenth Edition, 2011.

Reference Books:

1. R.L Gupta and M Radhasamy,**Advanced Accounting Volume-I**, Sultan Chand and Sons, Delhi, Eleventh Revised Edition, 2009.
2. T.S. Reddy, and A. Murthy, **Financial Accounting**, Margham Publications, Chennai, Sixth Revised Edition, 2011.

MACRO ECONOMICS – I

Class : B.A. (Economics)
Semester : III
Subject Code: 15UECC31

Part III : Core
Hours : 05
Credits : 03

Course Outcomes:

CO1: To enable the students to understand the basic concepts in Macro Economic theories.

CO2: To equip the students to get ready for competitive Examinations.

CO3: To enable the students to understand Monetary and fiscal policies

Unit- I : Nature and scope of Marco Economics

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

Unit-II :National Income

Definition and concepts- Per-capita income – Disposable personal income, Real income - National income - National Product - GNP and NNP - Methods of Measuring National Income - Difficulties in the computation of National Income - National Income and social welfare – Uses – Limitations.

Unit-III:Theory of Employment

Meaning of Full employment – Difference between Full Employment and Unemployment- Kinds of unemployment - Classical theory of employment - Say's law of market - Pigou's view of unemployment - Keynesian theory of employment - Saving and Investment approach - Underemployment equilibrium –A Comparison of Classical and Keynesian Theory of Employment.

Unit- IV: Consumption function

Keynesian psychological law of consumption - Significance of Keynes's law - Propensity to consume - APC and MPC - Determinants of propensity to consume

Unit- V: Macro Economic Policy

Monetary policy-Fiscal Policy-Income and Wage Policy-Role and Objectives.

Text Book :

1. Sankaran.S, **MacroEconomics**, Margham Publications, Chennai, Sixth Reprint Edition
2000.

Reference Books :

1. Ahuja, H.L, **Macro Economics- Theory and Policy**, S.Chand& Company Ltd, New Delhi, Eighth Revised Edition, 2001.
2. Cauvery, R., Sudhanayak, U.K., Girija, M. and Meenakshi. R, **MacroEconomics**, S.Chand& Company Ltd., New Delhi, First Edition Reprint, 2006.
3. Deepasree and Agarwal.V, **Macro Economic**, Ane Books Pvt., Ltd., New Delhi, Third Reprint Edition, 2010.
4. Gupta, K.R, **Macro Economics**, Atma Ram and Sons, New Delhi, 1979.
5. Gupta, G.S, **Macro Economics- Theory and Applications**, Tata McGraw Hill Publishing Company Ltd., New Delhi, Third Edition, 2008.
6. Gupta, R.D. and Chopra, P.N, **Keynesian Economics**, S.Nagin and Co., New Delhi, 1994.
7. Jhingan, M.L, **Macro Economic Theory**, Vrinda Publication (P) Ltd.,Delhi, Eleventh Reprint Edition, 2004.
8. Keynes, J.M., **General Theory of Employment, Interest and Money**, Mac Millian and Co., Ltd., London, 1936.
9. Seth, M.L, **Macro Economics**, Lakshmi NaraianAgarwal, Agra, 2006.

MATHEMATICAL METHODS – I

Class : B.A. (Economics)
Semester : III
Subject Code : 15UECC32

Part III : Core
Hours : 05
Credits : 03

Course Outcomes:

CO1: To introduce the basic concepts in mathematics.

CO2: To enable the students to apply mathematical tools on Economics.

CO3: To familiarizes the students to solve the mathematical equations.

Unit- I: Introduction

Basic Rules of Arithmetic Operations – Fractions (Common and Decimal) – Algebraic Symbolism (Brackets and summation) – Exponents and Radicals.

Unit- II: Functions and Logarithm

Mathematical Methods: Meaning, Simple Functions: Meaning - Graphs of the type - Straight Line – Quadratic – Exponential – Logarithmic.

Logarithm – Definition – Formulae (product, quotient, exponent) – Calculating using tables.

Unit-III : Equations

Solving Equations: Linear and Quadratic Equations in one variable – Simultaneous Linear Equations in two and three variables.

Unit- IV: Trigonometry, Permutation and Combination

a) Trigonometric Ratios and Functions (Simple Cases)

b) Parabola-Hyperbola-Limit-Continity-LPP-Meaning-Conditions-Diagram.

Unit- V: Set Theory

Definition of a set – Types – Equality of sets – Universal set – Operations of sets: Union and Intersection of sets – Difference of sets – Complement of a set – De-Morgan law – Venn diagram.

Text Book

Bose.D, **An Introduction to Mathematical Economics**, Himalaya PublishingHouse, Mumbai, 2007.

Reference Books:

1. Agarwal.H.S, **Mathematical Approach to Economic Theory**, Lakshmi Agarwal, Agra, 1976.
2. Allen. R.G.D, **Mathematical Analysis for Economics**, Macmillan, London, 1986.
3. Baldani, Bradfield and Turner, **An Introduction to Mathematical Economics**, Second Cengage Learning India Private Ltd., New Delhi, Reprint Edition, 2009.
4. Chiang, A.C. and Wainwright, K, **Fundamental Methods of Mathematical Economics**, McGrawHill Companies Inc. New Delhi, Fourth Edition, 2005.
5. Koutsoyiannis.A, **Modern Micro Economics**, St. Martin's Press, New York, Sixth Reprint 2004.
6. Metha, B.C. and Madnani, G.M.K, **Mathematics for Economists**, Sultan Chand Sons, New Delhi, Ninth Reprint Edition, 2010.
7. Taro Yamane, **Mathematics for Economists**, Prentice Hall of India Pvt., Ltd., New Delhi, 1988.

ECONOMIC THINKERS

Class : B.A. (Economics)
Semester : III
Subject Code: 15UECA31

Part III : Allied
Hours : 04
Credits : 04

Course Outcomes:

CO1: To familiarizes the Economists and their ideas.

CO2: To expose the students in analyzing the ideas of important Economist.

CO3: To enable the students to differentiate the Indian economic ideas from western thoughts

Unit -I :INTRODUCTION

Mercantilism - Factors leading to Mercantilism - Mercantilist ideas-Divide of Mercantilism - Critical appraisal of Physiocracy – Ideas of Physiocrats- Appraisal – Comparison between Physiocrats and Mercantalism.

Unit -II : CLASSICAL SCHOOL

Wealth definition- Division of labour - Theory of value - Capital accumulation - Free Trade - Role of State- Stationary state.

David Ricardo: Theory of rent - Theory of distribution - International trade

Malthus: Theory of population - Market Glut.

Karl Marx:Materialistic interpretation of history.

Unit -III : NEO - CLASSICAL SCHOOL

Alfred Marshall: Welfare definition - Contribution to consumption and production - Internal and external economies - Representative firm - Quasi rent

Pigou : Welfare economics- New classical Economics.

Unit-IV: MORDEN SCHOOL

Keynes-Tobin-patinkin-Milton friedmen.

Unit -V: INDIAN ECONOMIC SCHOOL

Gandhiji – V.K.R. V. Rao – Jawaharlal Nehru - Amartyasen, DhatabaiNauoroji-Thiruvallur.

Text Book :

1. Hagela, **History of Economics Thought**, Konark Publications, New Delhi,2000

Reference Books:

1. Dessai and NirmalBhalero, **Economic History of Indian**, Himalaya Publishing House, New Delhi, 1999
2. Girija and Manimekalai, **History of Economic Thought**, Virinda Publications, New Delhi, 1998
3. Lionel Robbins, **A History of Economic Thought**, Oxford University Press, Chennai, 2000
4. Mittal Sanjay and Prakash Sharma, **Economic thought – then and new**. RBSA Publications, Jaipur, 1999
5. Sankaran.S. **History of Economic Thought**, Margham Publications, Chennai, 2000

INTRODUCTION TO COMPUTER

Class : B.A. (Economics)

Part IV : Skill Based

Semester : III

Hours : 02

Subject Code : 15UECS31

Credits : 02

Course Outcomes:

CO1: To give a preamble to the basic functionality of computers.

CO2: To enable the students to apply Micro Soft Office tools in real life.

CO3: To make the students use the internet in a professional way.

Unit- I : INTRODUCTION TO COMPUTER

Introduction to computers Evolution – CPU and its functions – Input and Output devices.

Unit- II : MS-WORD

Word Processing – Starting MS-Word-Customizing the work place- working with headers, footers and footnotes – Types of views and styles – working with graphics – mail merge.

Unit-III : MS-EXCEL

Introduction to Spreadsheets-Basic Skills for working with spread sheets-Shortcut menus-Entering, Editing, Protecting Spread Sheets-Moving, Deleting, Copying Cells And Ranges-Creating And Working With Formulae- Database In Excel – Graphs And Charts.

Unit-IV : MS-POWER POINT

\ What is Presentation-Creating and Manipulating Presentation-Enhance Presentations- Inserting Objects-Templates.

Unit- V: INTERNET

Browsing – Economic Resources- Internet using search engines – opening E-mail ID, sending and checking E-mail – downloading text from Internet.

Text Book:

Rajaraman, V, Fundamentals of Computers, Prentice Hall of India, New Delhi,1996

Reference Books :

1. Sanders, D.H, Computers Today, McGraw Hill, New York,ThirdEdition, 1988
2. Sinha, Computer Fundamentals, BPB Publications, New Delhi.1992
3. Rajaraman, V. Fundamentals of Computers, Prentice Hall of India, New Delhi 1996

4. Lipschutz, M.M. and S. Lipschultz, Theory and Problems of Data Processing, Schaum"s Outline Series, McGraw Hill, New Delhi.1982

5. Leon and Leon, Internet Basics, BPB Publications, New Delhi.2010

FREEDOM MOVEMENT IN INDIA SINCE 1801

Class : B.A (Economics)
Semester : III
Sub code : 15UHTN31

Part IV : NME
Hours : 02
Credits : 02

Course Outcomes

- CO1** To know about the Early Revolts in Tamil Nadu.
CO2 To Impart the Knowledge on the National Movement in India.
CO3 To Learn about the National Leaders.

Unit- I

Early Movement – Poligar Rebellion 1798 -99 – South India Rebellion 1800 -1801-
Vellore Mutiny – Sepoy Mutiny 1857 – Causes, Course and Results. (6)

Unit- II

Causes for the Rise of Indian Nationalism – Socio – Religious Movements – Birth of
Indian National congress and It's Activities – Moderates and Extremists. Surat
Split.(6)

Unit- III

Gandian Era –Non Co-operation Movements –Simon Commission – Nehru Report –
Jinah Report _Lahore Session 1929 – Civil Dis obedience Movement –Quit India
Movement – Cripp's Mission – Cabinet Mission – Dawn of Independence.(6)

Unit-IV

Role of TamilNadu in the National Movement – V.O. Chidambaram Pillai –
BharathiSubramania Siva, Vanchinathan ,VVS Iyer ,Rajaji ,Kamaraj.(6)

Unit-V

Role of National Leaders in Freedom Movement :Gokhalae, Thilak ,Gandhiji , Motilal
Nehru , Jawaharlal Nehru , Nethaji.(6)

Text Book:

1. V.D.Mahajan, **The Constitution of India**, S.Chand& Company, New Delhi, 1995

Reference Books:

1. R.C. Agarwal, **Constitutional Development and National Movement of India**,S.Chand& Company, New Delhi,2015
2. R.C.Agarwal, **India National Movement & Constitutional Development**,
Metropolitan Book Co, New Delhi,1950
3. S.C.Roychoudry, **History of Modern India**,Oxford, New Delhi,1979.
4. B.L. Grower,**A New Look on Modern Indian History**, S.Chand& Company, New
Delhi,1970.

MACRO ECONOMICS-II

Class : B.A. (Economics)
Semester : IV
Subject Code: 15UECC41

Part III : Core
Hours : 04
Credits : 04

Course Outcomes:

CO1: To understand the theories of consumption, Investment and General Equilibrium analysis.

CO2: To equip the students to prepare for IAS and IES Examinations

CO3: To make the students to understand functionality of the principle of multiplier and accelerator

Unit-I :THEORIES OF CONSUMPTION FUNCTION.

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

Unit- II: INVESTMENT FUNCTION

Investment function – Meaning – Types – Determinants of Investment – Differences

Between Autonomous Investment and Induced Investment – Factors determining investment function – Marginal Efficiency of Capital and Rate of Interest – Investment Demand Schedule.

Unit-III :MULTIPLIER

Multiplier – Static and Dynamic multipliers – Working of Multiplier- Significance- Limitations.

Unit-IV: ACCELERATOR AND SUPER MULTIPLIER

Accelerator – The interaction principle – Super Multiplier- Importance – Working - Limitations.

Unit-V: ISLM MODEL

Post Keynesian Macro Analysis – General equilibrium of monetary and real sector – Contribution of Hicks, Hansen – IS and LM – Approach.

Text Book:

1. Sankaran.S, **Macro Economics**, Margham Publications, Chennai, Sixth Reprint Edition, 2000.

Reference Books:

1. Ahuja.H.L, **Macro Economics- Theory and Policy**, S.Chand and Company Ltd., New Delhi, Eighth Revised Edition, 2001.
2. Cauvery, R., Sudhanayak, U.K., Girija, M. and Meenakshi.R, **MacroEconomics**, S.Chand and Company Ltd., New Delhi, First Edition Reprint, 2006.
3. Deepasree and Agarwal.V, **Macro Economic**, Ane Books Pvt., Ltd., New Delhi, Third Reprint Edition, 2010.
4. Gupta, K.R, **Macro Economics**, Atma Ram and Sons, New Delhi, 1979.
5. Gupta, G.S, **Macro Economics- Theory and Applications**, Tata McGraw Hill Publishing Company Ltd., New Delhi, Third Edition, 2008.
6. Gupta, R.D. and Chopra, P.N, **Keynesian Economics**, S.Nagin and Co., New Delhi, 1994.
7. Jhingan, M.L, **Macro Economic Theory**, Vrinda Publication (P) Ltd.,Delhi, Eleventh Reprint Edition, 2004.
8. Keynes, J.M., **General Theory of Employment, Interest and Money**, Mac Millian and Co., Ltd., London, 1936.
9. Seth, M.L, **Macro Economics**, Lakshmi NaraianAgarwal, Agra, 2006.

MATHAMATICAL MATHODS - II

Class : B.A. (Economics)
Semester : IV
Subject Code : 15UECC42

Part III : Core
Hours : 05
Credits : 04

Course Outcomes:

CO1: To introduce the basic concepts in Matrix and Analytical Geometry

CO2: To understand and apply the differential calculus on Economic theories.

CO3: To make the students to apply the integral calculus on economics problems

Unit- I: INTRODUCTION

Matrix – Meaning- Type - Operations (Addition, Subtraction and Multiplication of Matrix) – Determinants – Definition- Properties – Transpose of a Matrix – Inverse of a Matrix – Solving simultaneous linear equation by Inverse Matrix method and Cramer’s Rule method.

Unit -II : ANALYTICAL GEOMETRY OF TWO DIMENSIONS

(A) Straight Line: Distance between two points – Equations of a straight line:Two point form, point-slope form, Slope – Intercept form and Intercepts form.Point of Intersection of two lines – Concurrent lines- Parallel lines- Perpendicular lines.

(B) Circle: Definition – Equation of a circle

$$X^2 + b^2 = a^2$$

$$(x-h)^2 + (y-k)^2 = a^2$$

$$x^2 + y^2 + 2gx + 2fy + c = 0$$

Unit- III: DIFFERENTIAL CALCULUS

A) Basic rules of differentiation – First and second order derivatives Calculations using addition, subtraction, product, quotient and function of function rule – Finding out MR and MC from TR and TC.

B) Maxima and minima of functions of one variable and two variables only.

Unit- IV: PARTIAL DIFFERENTIATION AND TOTAL DIFFERENTIATION:

First and Second order partial derivatives – Total Differentiation (Simple Problems) – Euler’s Theorem.

Unit- V: INTEGRAL CALCULUS

Meaning / Definition – basic rules of integration – Calculation (Simple Problems) - Definite Integral – Estimation of TR and TC from MR and MC – Calculation of Consumer’s Surplus and Producer’s Surplus.

Text Book:

1. Bose. D, **An Introduction to Mathematical Economics**, Himalaya Publishing House, Mumbai, 2007.

Reference Books:

1. Agarwal, H.S, **Mathematical Approach to Economic Theory**, Lakshmi Agarwal, Agra, 1976.
2. Allen, R.G.D, **Mathematical Analysis for Economics**, Macmillan, London, 1986.
3. Baldani, Bradfield and Turner. **An Introduction to Mathematical Economics**, Cengage Learning India Private Ltd., New Delhi, Second Reprint Edition, 2009.
4. Chiang, A.C. and Wainwright, K, **Fundamental Methods of Mathematical Economics**, Fourth Edition, McGrawHill Companies Inc. New Delhi, 2005.
5. Koutsoyiannis, A, **Modern Micro Economics**, St. Martin's Press, New York, Sixth Reprint, 2004.
6. Metha, B.C. and Madnani, G.M.K, **Mathematics for Economists**, Sultan Chand Sons, New Delhi, Ninth Reprint Edition, 2010.
7. Taro Yamane, **Mathematics for Economists**, Prentice Hall of India Pvt., Ltd., New Delhi, 1988

MONEY AND BANKING

Class : B.A. (Economics)
Semester : IV
Subject Code : 15UECA41

Part III : Allied
Hours : 05
Credits : 04

Course Outcomes:

CO1: To grasp the concept of money and the foundation of monetary theory.

CO2: To study the role of various kinds of banks and financial markets.

CO3: To make the students to understand the prizes mechanism

Unit-I

Definition-Functions and Kinds of money-Value of money - Fisher's equation - Cambridge equation – Comparison of Fisher and Cambridge equation of the quantity Theory of money.

Unit-II

Gold standard - Paper currency - Systems of note - issue - Indian Currency System - Development and Problems- Factors influencing money supply - Money supply and price level - Keynesian approach.

Unit- III

Inflation – types – Causes – Effects – Remedies – Measures – Deflation – types – Causes – Effects – Remedies – Measures - Stagflation.

Unit-IV

Commercial Banking - Types and Functions - Creation of Credit - Nationalisation of Banks' - Objectives and Performance-Role of Commercial Banks in Economic Development.

Unit-V

Central Bank- - Functions of the RBI - It's role in Agricultural and Industrial Development - RBI and Monetary Policy-Instruments of credit control– limitations.

Text Book:

1. Mithani, D.M. **Money Banking International Trade and Public Finance**, Himalaya Publishing House, Mumbai, 2008.

Reference Books:

1. Gopalan, M.S, **Indian Money Market**, Deep and Deep Publications Pvt., Ltd., New Delhi, First Reprint Edition, 2005.
2. Mishra, M.N, **Money Banking International Trade and Public Finance**, S. Chand & Company Pvt., Ltd., New Delhi, 1989.
3. Premavathy, N, **Banking Theory Law and Practice**, Surya Printers and Binders, Chennai, First Edition, 2007.
4. Sayers, R.S, **Modern Banking**, Oxford University Press, London, 1978.
5. Seth, M.L, **Money Banking and International Trade**, Lakshmi Narain Agarwal, Agra, Eighteenth Edition, 2009.
6. Sundharam, K.P.M, **Money Banking International Trade and Public Finance**, Sultan Chand and Sons, New Delhi, 2005.
7. Vaish, M.C. **Money Banking Trade and Public Finance**, Willey Eastern Ltd., New Delhi, 1996.
8. Varshney, P.N. **Banking Law and Practice**, Sultan Chand and Sons, New Delhi, Twenty Second Revised Edition, 2009.

ADVERTISEMENT MANAGEMENT

Class : B.A. (Economics)
Semester : IV
Subject Code: 15UECS41

Part IV : Skill Based
Hours : 02
Credits : 02

Course Outcomes:

CO1: To enable the students to understand the role of advertisement in business economics.

CO2: To equip the students to analyse the future trend in advertisement.

CO3: To enable the students to understand the advertisement strategies.

Unit -I

Introductory aspects of Advertisement -Meaning of advertising – Purpose and functions – Objectives and role – Government Regulation – Restrictions.

Unit-II

Creativity – Meaning and Sources –Creativity and its Role – Development of Creative Strategy – Government Regulation – Restrictions.

Unit-III

Advertising strategy & Planning and Organization – Contribution of advertising - Strategy – Level of decision making – Factor influencing organizational features.

Unit- IV

Advertising Budget and Research – Advertisement as Investment – Advertisement Budget Making Process.

Unit-V

Future trend in advertisement-Role of Advertising Agents – Competition among Agencies – Ethics and Morale of advertisement.

Text Book:

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

Reference Books:

1. Patel, J.S.K, **Salesmanship & Publicity**, Sultan Chand and Son, New Delhi, 1988.
2. Bastia, G.R., & N.R. Sharma, **Effecting Advertising Marketing and Sales Management**, Mangal Deep Publication, Jaipur, 1996.
3. Kumar, K.J., K.C., Sethia, G.V. Subramanian and V.G. Suchank, **Advertising Theory and Practice**, Himalaya Publishing House, Mumbai, 1999.
4. Mathur, U.C, **Advertising Management**, New Age International Publishers, New Delhi 2002.

CONSTITUTION OF INDIA

Class : B.A (Economics)

Part IV :

NME

Semester : IV

Hours : 02

Sub code : 15UHTN41

Credits : 02

Course Outcomes:

CO1:To acquire the knowledge about the land marks of Indian constitutional development

CO2:To learn the salient features of Indian constitution

CO3: To equip the students with the knowledge of the executive, legislature and Judiciary of Indian constitution.

Unit-I

Introduction – Constitution Making – constitution assembly - Salient features – Fundamental Rights - Fundamental duties-Directive Principle of State policy.(6)

Unit-II

President, Vice President - Council of Ministers Prime Minister.(6)

Unit-III

IndianParliament – LokSabha and RajyaSabha.(6)

Unit-IV

Judiciary- Supreme Court- High Court.(6)

Unit-V

State Government – Governor-Chief Minister and Cabinet, State legislature-Centre – State relations .(6)

Text Book:

1. V.D.Mahajan, **The Constitution of India**, S.Chand& Company, New Delhi, 1995.

Reference books:

1. A.C Kapur and K.KMisr, **Select Constitution**,S.Chand&Company, New Delhi, 1956.
2. P.M Bakshi,**Constitution of India**, Universal law Publishing, New Delhi, 2000.
3. R.C Agarwal, **Indian Political System**, S.Chand&Company, New Delhi, 1987.

INTERNATIONAL ECONOMICS

Class : B.A Economics
Semester : V
Subject Code :15UECC51

Part III : Core
Hours : 05
Credits : 05

Course Outcomes:

CO1: To understand the theories governing international trade.

CO2: To evaluate the policies pursued by various economic bodies in international economics.

CO3: To enable the students to study of foreign exchange

Unit: I – INTRODUCTION

Meaning – Nature and Scope of International Economics – Importance – Difference between Internal and International Trade – Gains from International Trade – Criteria for Measuring Gains from International Trade.

Unit: II – THEORIES OF INTERNATIONAL TRADE

Absolute Cost Theory – Comparative Cost Advantage Theory – Reciprocal Demand Theory – Heckscher – Ohlin Theory.

Unit: III – TERMS OF TRADE AND FREE TRADE AND PROTECTION

Meaning – Types – Factors affecting Terms of Trade – Terms of Trade in underdeveloped / developing countries – Free Trade and Free Trade Vs protection – case for and against

Unit: IV – FOREIGN EXCHANGE

Meaning – Importance of Foreign Exchange Rate – Mint Parity Theory – Purchasing Power Parity Theory – Balance of Payments – Disequilibrium – Types – Causes of Disequilibrium – Methods of Correcting Disequilibrium.

Unit: V – INTERNATIONAL FINANCIAL INSTITUTIONS AND REGIONAL ECONOMIC COOPERATION.

International Monetary Fund – International Bank for Reconstruction and Development – International Development Agency – Asian Development Bank – WTO: objectives - functions – structure – WTO and Developing Countries-European Union – SAARC-BRICS. (Short answers only)

Text Book:

Jhingan, M.L, **International Economics**, Vrinda Publications Pvt. Ltd. New Delhi, 2005.

Reference Books:

1. Mannur, H, **International Economics**, Vikas Publishing House Pvt. Ltd New Delhi, 1998.
2. Mittani, D, **International Economics**, Himalaya Publishing House, New Delhi, 1998.
3. Velayutham, T, **Foreign Trade - Theory and Practice**. Wheeler Publishing House, New Delhi, 1998.
4. Cherunilam, F, **International Economics**, Tata McGraw Hill Education, New Delhi, Second Edition, 1997.

AGRICULTURAL ECONOMICS

Class : B.A Economics

Part III :

Core

Semester : V

Hours :

06

Subject Code :15UECC52

Credits :

05

Course Outcomes:

CO1: To understand the theories governing international trade.

CO2: To evaluate the policies pursued by various economic bodies in international economics.

CO3:To enable the students to study of foreign exchange

Unit: I INTRODUCTION

Nature and Scope of Agriculture – Traditional Agriculture and Modern Agriculture – Role of Agriculture in Economic Development – Interdependence between Agriculture and Industry – Effects of Poverty and Environment in Agricultural Sector.

Unit: II- RURAL INFRASTRUCTURE

Use of Land, Water and Energy – Rural Transport, Communication – Rural Infrastructure- Education, Health and Information dissemination – Land Reforms; Meaning- Need for land reforms in India- Measures.

Unit: III- AGRICULTURAL PRODUCTION AND PRODUCTIVITY

Agricultural Production – Trends in Agricultural Crop Production in India – State wise Break-up of Agricultural Productivity – Productivity in Agriculture- Inter-State differences in Productivity – Causes for Low Productivity in Agriculture – Suggestion to increase Productivity.

Unit: IV- AGRICULTURAL MARKETING IN INDIA

Agricultural Market and Marketing Efficiency – Regulated Markets –Marketed and Marketable Surplus- Behaviour of Agricultural Prices – Need for State intervention- Warehousing - Prices – Taxation and Crop Insurance.

Unit: V- AGRICULTURE AND GLOBALIZATION

International Trade in Agricultural Commodities – Role of WTO –Issues in Liberalization of Domestic and International Trade in Agriculture – Impact of WTO on Indian Agriculture.

Text Book:

Bilgrami, S.A.R., **Agricultural Economics**, Himalaya Publishing House, Delhi.1996.

Reference Books:

1. Bhaduri., A., **The Economic Structure of Backward Agriculture**, Macmillan, Delhi.1984.
2. Dantwala, M.L.,**Indian Agricultural Development Since Independence**, Oxford & IBH, New Delhi.1991.
3. Rao, C.H.HanumanthRao., **Agricultural Growth, Rural Poverty and Environmental Degradation in India**, Oxford University Press, New Delhi, 2003.

LABOUR ECONOMICS

Class : B.A Economics
Semester : V
Subject Code :15UECC53

Part III : Core
Hours : 05
Credits : 04

Course Outcomes:

CO1:To understand labour as a unique factor of production.

CO2:To observe the nature of industrial relations in India.

CO3:To equip them to analyzed trade union function the students to realize the problems of marketing for agricultural products.

Unit: I - INTRODUCTION

Concept of Labour -Characteristic of Indian Labour - Labour Economics and Labour Problems – Factors responsible for Labour Problems.

Unit: II - COLLECTIVE BARGAINING AND WORKERS PARTICIPATION IN MANAGEMENT

Definition – Major tendencies of Collective Bargaining in India – Difficulties in the way of Collective Bargaining in India – Recent trends in Collective Bargaining in India.

Workers Participation in Management – Objectives –Report of the Committee of workers participation in Industry – Problems of Participative Management in India.

Unit: III - INDUSTRIAL DISPUTES

Meaning and Forms of Disputes – Causes - Prevention Methods: Joint Management Council - Code of Discipline - Labour Court - Industrial Tribunals.

Unit: IV- LABOUR WELFARE

Labour Legislations: Social Security in India - Workmen's Compensation - Sickness Benefits - Maternity Benefits - Retirement Benefits - ESI Act.

Unit: V - TRADE UNION IN INDIA

Meaning – Objectives-Structure of Trade Union in India – Functions of Trade Unions — Growth of trade unions in India -Problems and Measures to strengthen Trade Union – ILO; Aim, Purpose and Functions - India and ILO.

Text Book:

Tyagi, B.P, **Labour Economics and Social Welfare**, JainPrakashNath& Co, Meerut, 2007.

Reference Books:

1. Tyagi, B.P, **Labour Problems in India**, S.Chand& Co, New Delhi, 2009.
2. Lal.M.K, **Modern Labour Economics**, ABD Publishers, New Delhi, 2010.
3. LlyodG.Reynolds, **Labour Economics and Labour Relations**, Prentics Hall Publishers, New Delhi, 6th edition, 2012

ENTREPRENEURSHIP DEVELOPMENT

Class : B.A Economics
Semester : V
Subject Code : 15UECC54

Part III : Allied
Hours : 05
Credits : 04

Course Outcomes:

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

CO2: To aware the students regard the Entrepreneurship Development Agencies

CO3: To create the awareness of women Entrepreneurship

Unit: I - INTRODUCTION

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

Unit: II - WOMEN ENTREPRENEURS

Women Entrepreneurs – Concept – Function – Problems – Rural Entrepreneurship – Need – Problems – Factors affecting Entrepreneurial growth.

Unit: III - MOTIVATION OF ENTREPRENEURS

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

Unit: IV- ECONOMIC DEVELOPMENT AND ENTREPRENEURIAL GROWTH

Small Enterprises- Types of Small Scale Industries - Characteristics – Role of Small Enterprises in Economic Development – Problems of Small Scale Industries – Project Identification and Selection – Project Report – Formulation of a Project Report.

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.

Text Book:

Khanha S.S., **Entrepreneurial Development**, S.Chand & Company Ltd., New Delhi, 5th Edition, 2007

Reference Book:

Gupta C.B. & Srinivasan N.P., **Entrepreneurial Development**, Sultan Chand & Sons, New Delhi, 4th Edition 2010.

ECONOMICS OF MARKETING

Class : B.A Economics
Semester : V
Subject Code:15UECA51

Part III : Core
Hours : 05
Credits : 05

Course Outcomes:

CO1: To comprehend the role of marketing in an economy.

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

CO3: To evaluate the problems of market segmentation

Unit: I INTRODUCTION

Marketing: Definition – Scope - Importance – Approaches to the study of marketing- Marketing concepts.

Functions of Marketing: Functions of exchange, Functions of physical treatment, and Functions of facilitating exchange - Marketing mix – Marketing is a Science as well as an Art.

Unit: II PRODUCT PRICING

Product : Features – Classification of products – Stages in New Product Development – Product Line and Mix - Product Differentiation; Branding; Packaging; Labeling – Product Life Cycle.

Pricing: Types - Factors influencing pricing decisions – Pricing strategies – Procedure of price determination.

Unit: III PLACE

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

Unit: IV PROMOTION

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

Unit: V MARKET SEGMENTATION

Meaning - Importance - Bases of Market Segmentation - Consumer Behaviour – Fundamentals - Factors influencing Consumer Behaviour – Electronic Marketing – Significance of Electronic Marketing.

Text Books:

1. R.S.N. Pillai and Bagavathi, **Marketing Management**, S. Chand & Company Ltd., Ram Nagar, New Delhi, 2010.
2. V.Radha, **Marketing Mangement**; Prassana Publisher, Chennai Edition 2011.

Reference Books:

1. RajanSaxena, **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, 44th Edition, 2001.
3. Dr. C. B. Gupta & Dr. N. Rajan Nair, **Marketing Management**, Sultan Chand & Sons (P) Ltd., New Delhi, Reprint: Edition 2012.

HUMAN RESOURCES MANAGEMENT

Class : B.A Economics
Semester : V
Subject Code: 15UECS51

Part IV : Skill Based
Hours : 02
Credits : 02

Course Outcomes:

CO1:To enable the students to understand , influence and manage people at work place.

CO2:To enable the students to acquire the leadership skills.

CO3:To expose them to get recruitment selection

Unit: I - HUMAN RESOURCE MANAGEMENT

Definition – Objectives – Functions - Evolution and Growth of HRM– Qualities of a good HR Manager – Changing roles of a HR Manager-- Problems and Challenges of a HR Manager.

Unit:II - PLANNING THE HUMAN RESOURCES

Definitions of Human Resource Planning – Objectives – Steps in Human Resources Planning – Dealing with Surplus and Deficient man power - Job analysis – Job description – Job specification.

Unit: III - RECRUITMENT AND SELECTION

Recruitment and Selection – Objectives of Recruitment – Sources – Internal and External Recruitment – Testing – Interviews.

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. Aswathappa, **Human Resource Management**, Tata McGraw Hill Publishing Company, New Delhi, 1999.
2. Davis and Werther, **Human Resource Management**, Tata McGraw Hill Publishing Company, New Delhi, 2000.

ENERGY ECONOMICS

Class : B.A Economics
Semester : V
Subject Code: 15UECS52

Part IV : Skill Based
Hours : 02
Credits : 02

Course Outcomes:

CO1: To make the students as socially responsible persons regard energy consumption.

CO2: To introduce the importance of energy plans and energy pricing.

CO3: To make awareness of energy crisis.

Unit: I INTRODUCTION

Natural Resources – Classification and Importance of Energy Resources - Emergence of Energy Economics - Its Nature and Scope.

Unit: II ENERGY RESOURCES

Renewable – Non-renewable Resources – Meaning – Kinds – World Energy Resources.

Unit: III ENERGY CRISIS

Meaning – Causes – Consequences and Remedial Measures – Impact of Energy Consumption on Environment.

Unit: IV ENERGY PLANNING

Meaning – Objectives – Efficient Energy Management - Energy Planning and Policy.

Unit: V ENERGY PRICING

Meaning – Definition – Different Methods of Energy Pricing – Role of Public and Private Sector Energy Pricing.

Text Book:

Agarwal, M.C., and Monga, J.R, **Economic and Commercial Geography**, National Publishing House, New Delhi, 1992.

Reference Books:

1. Agarwal, S.K, **Environment and Natural Resources Economics**, Scott Foresman & Co., London, 1985.
2. Common, M, **Environmental and Resource Economics**, Longman, London, 1996.
3. David Pearcet et al, Sustainable **Development Economics and Environment in the Third world**, Earths can Publications, London, 1990.
4. Deoffrey Kirk, **Schemacher on Energy**, Abacus, London 1982

INDIAN ECONOMY

Class : B.A Economics
Semester : VI
Subject Code:15UECC61

Part III : Core
Hours : 06
Credits : 05

Course Outcomes:

CO1: To grasp how the service sector contributes to the growth of the Indian Economy.

CO2: To familiarize the issues associated with agriculture, industry and service sectors.

CO3:To make awareness of new economic policy

Unit: I –PROFILE OF THE INDIAN ECONOMY

Frame work: Mixed Economy – Features – India as a developing economy – Sustained Growth – Self Reliance.

Unit: II – AGRICULTURAL SECTOR

Nature – Traditional and Modern Agriculture – Agricultural productivity: Meaning – Causes – Measures to increase productivity – Green Revolution and Its Impact – Impact of WTO in Indian Agriculture- Role of Agriculture in Indian economy.

Unit: III – INDUSTRIAL SECTOR

Features – Problems – Employment and Productivity – New Industrial Policy 1991 – Role of Industries in Economic Development – Financial Institutions; IDBI – IFCI- ICICI-SFCs-SIDCO-NIDC.

Unit: IV- SERVICE SECTOR

Introduction – Growth and Contribution of Service Sector in India – Information and Communication Technology – Foreign Trade Services – Importance of Foreign Trade in Economic Development – Money Market- Components – Reforms of Indian Money Market.

UNIT:V- NEW ECONOMIC POLICY

Meaning – Liberalization- Privatization and Globalization- Globalization and its impact on the Indian Economy – Foreign Trade Policy (2015-2020).

Text Book:

Datt and Sundharam, AshwaniMahajan and GauravDutt,**Indian Economy** ,S.Chand company Ltd, New Delhi, 2013.

Reference Books:

1. Ramesh Singh, **Indian Economy**, McGraw Hill Education, Noida, 2010.
2. Lakshmi Kanth.M. **Indian Economy**, McGraw Hill Education , Noida, 2011.

PUBLIC FINANCE

Class : B.A Economics
Semester : VI
Subject Code: 15UECC62

Part III : Core
Hours : 05
Credits : 05

Course Outcomes:

CO1:To understand the role of the state.

CO2:To introduce elementary concepts of public expenditure and revenue.

CO3:To enable the importance of budget

Unit: I INTRODUCTION

Definition -Nature and Scope of Public Finance - Distinction between Private and Public Finance - The Principle of Maximum Social Advantage.

Unit: II PUBLIC REVENUE

Public Revenue: Sources - Tax and Non-Tax Revenue - Canons of Taxation - Impact, Incidence and Shifting of Taxation- Effects of Taxation on Production and Distribution- Taxable Capacity : Absolute and Relative Taxable Capacity. Sources of Revenue for Central and State Government in India.

Direct and Indirect taxes-Progressive, Proportional and Regressive Taxation.

Unit: III PUBLIC EXPENDITURE

Meaning- Main Heads of Public Expenditure - Growth of Public Expenditure - Effects of Public Expenditure on Production, Distribution and Consumption.

Unit: IV PUBLIC DEBT & BUDGET

Meaning - Need - Classification of Public Debt - Burden of Public Debt. - Methods of Repayment- Management of Public Debt- Budget-Definition-Preparation and Presentation.

Unit: V FISCAL POLICY

Meaning - Objectives of Fiscal Policy – Federal Finance - Finance Commission – Role and Recommendations.(Major Recommendations of Last Two Finance Commission).

Text Books:

1. Chand.S.N., **Public Finance**, S.Chand&Co, New Delhi, 2008.
2. B.P.Tyagi – **Public Finance** ,JaiprakashNath& Co, Meerut.

Reference Books:

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

ECONOMICS OF PLANNING AND GROWTH

Class : B.A Economics
Semester : VI
Subject Code : 15UECC63

Part III : Core
Hours : 05
Credits : 04

Course Outcomes:

CO1: To understand the concept planning in India.

CO2: To prepare students to face competitive examinations in economics.

CO3: To equip the performance of planning.

Unit – I Introduction

Planning – Meaning – Definition and Scope of Planning – Features – objectives – Role of planning in Modern Welfare state – Planning Commission in India – Administrative Organization – Appraisal of Planning Commission.

Unit – II Five Year Plans

India's Five - Year Plans – Introduction- Objectives – Strategies – Achievements and Failures of Five Year Plans in India – Establishment of NITI Aayog.

Unit – III Evaluation of Planning Process and Performance

Indicators of Growth – Increasing Per Capita Income- Increasing Rate of capital formation- Agriculture – Industry – Infrastructure – other services – Evaluation of Planning Process.

Unit – IV Economic Development Growth

Meaning – Definition – Features –Difference between Economic Growth and Economic Growth – Obstacles of Economic Growth – Environmental Protection and Sustainable Development.

Unit V Theories of Economics growth

Rostow's stages of Economic growth – Big Push Theory – Balanced and Unbalanced Model- Mahalanobis Model- Critical Minimum Effort Theory.

Text Book:

V.K.Puri, S.K.Misra, **Indian Economy**, Himalaya Publishing House, Revised and updated Edition 2015

Reference Books:

1. R.C.Agarwal, **Economics of Development and Planning**, Lakshmi Narayan Agarwal, Agra Revised Edition 2015-16
2. S.Sankaran, '**Indian Economy**', Margham Publications.
3. M.L.Taneja, R.M.Myer, '**Economics of Development and Planning**', Vishal Publishing Co.

DEMOGRAPHY

Class : B.A Economics
Semester : VI
Subject Code :15UECC64

Part III : Core
Hours : 05
Credits : 05

Course Outcomes:

CO1: To introduce the basic concepts in Demography.

CO2: To create awareness regarding Brain Drain and migration and their effort.

CO3: To important of trends of world population

Unit – I Introduction

Meaning – Definition – Nature and Scope – Relation of Demography with other Social Sciences – Importance of Demography.

Unit-II Population Growth

Fertility: Meaning - Measurement – Determinants of Fertility.

Mortality: Meaning – Features - Measures of Mortality - Causes of Decline in Mortality Rates in India.

Unit-III: Theories of Population

Malthusian Theory – Its criticism - Optimum Theory – Its superiority over the Malthusian Theory – criticisms – Karl Marx’s Theory of Surplus Population.

Unit – IV Migration

Meaning – Types – Sources – Methods of Measuring Migration – Effects of Migration – Pattern of Migration in India -Brain Drain - Factors Leading to Brain Drain – Measures to Reduce Brain Drain.

Unit –V Economic Development and Trends of World Population

Introduction; Effects of Population Growth on Economic Development – Effects of population growth on Indian Economy – Unequal Distribution of World Population; Reasons - Trends in World Population

Text Book:

M.L.Jhingan, M.L. Bhatt B.K., Desai J.N. **Demography** Vrinda Publications Pvt.Ltd Delhi – 2011.

Reference Book:

Asha, A.Bhende, Tara Kanitkar, **Principles of Population Studies**, Himalaya Publishing House, Mumbai, 2010.

ENVIRONMENTAL ECONOMICS

Class : B.A Economics
Semester : VI
Subject Code: 15UECA61

Part III : Allied
Hours : 05
Credits : 04

Course Outcomes:

CO1: To expose the students to understand the environmental issues.

CO2: To help them in solving a simple environmental problems.

CO3: To understand the importance of protecting environment.

Unit: I INTRODUCTION

Definition - Environment Inter-Linkages - Identification of the Basic Issue in Preserving Environmental Quality- Components of the Environment - Environmental Quality as a Public Good.

Unit: II POPULATION AND ENVIRONMENT

Trends in Global and National Population Levels - Problems of Urbanization and Environmental Quality in India - Environment and Human Health-Economic Growth Vs. Environmental Quality - Problems of Environmental Quality Global Level.

Unit: III ENVIRONMENTAL POLLUTION

Environmental Pollution - Air Pollution, Water Pollution, Land Pollution, Marine Pollution, Noise Pollution – Causes and Effects - Measures.

Unit: IV SUSTAINABLE DEVELOPMENT

Introduction- Meaning – Objectives- Sustainable Development Rules; Indicators and Measures of Sustainable Development – Pears- Atkinson Measures – The Index of Sustainable Economic Welfare- Environment Space Measures- Ecological Foot Print Measures.

Unit: V MEASURES TO PROTECT ENVIRONMENT

Regulations - Fiscal Tools - Taxes - Subsidies - Pollution Permits- Government Investment Programme -Environmental Legislation and Laws- Critical Issues - Global Warming - Ozone Depletion - Acid Rain - Soil Erosion - Rain Water Harvesting.

Text Book:

Agarwal S.K, **Environmental Issues and Themes**, APH Publishing Corporation, 5- Ansari Road, New Delhi, 1997.

Reference Books:

1. Pravin Sheth, **Environmentalism Policies, Ecology and Development**, Rawat Publications, Jaipur and New Delhi, 1997.
2. Neela Mukherjee, **Participatory Appraisal of Natural Resources**, Concept Publications, Company, New Delhi, 1997.

PERSONALITY DEVELOPMENT

Class : B.A Economics

Part IV : Skill

Based

Semester : VI

Hours : 02

Subject Code :15UECS61

Credits : 02

Course Outcomes:

CO1: To introduce the factors determining personality development.

CO2: To create the leadership qualities.

CO3:To know the importance of time & crises management

Unit: I

Personality – Determinants – Biological – Heredity – Brain – Bio-Feedback- Physical Characteristics.

Unit :II

Personality and Cultural factors – Family Factors – Social and Situational Factors.

Unit: III

Personality Traits – Kinds of personality Traits – Personality Theories.

Unit: IV

Leadership Characters - Functions – Types of Leadership – Perception – Values – Beliefs – Attitudes.

Unit: V

Goal Setting - Time and Crisis Management – Participation in Group Discussion – Facing Interviews – Intelligence.

Text Book:

Sharma.S.P, **Personality Development**, MC Graw Hill Education, Noida, 2008.

Reference Books:

1. L.M.Prasad, **Business Management**, Sultan chand and sons ,New Delhi, 2009.
2. Stephen P. Robbins, **OrganisationalBehaviour**, Prentice Hall of India, New Delhi, 2011

LOGISTICS MANAGEMENT

**Class : B.A Economics
Based
Semester : VI
Subject Code :15UECS62**

**Part IV : Skill
Hours : 02
Credits : 02**

Course Outcomes:

CO1: To give a preamble to the concepts in logistic management.

CO2: To create familiarity regarding logistics concepts and reverse logistics.

CO3:To analyze the logistic cost.

Unit – I

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

Unit – II

Development Logistics – Logistical Activities – Role of Logistics in Supply Chain Management – Role of Logistics in the Economy, Organization.

Unit – III

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

Unit – IV

Logistics Costs – Total Cost Concept – Total Cost Analysis – Types of Costs – Principles of Logistics Costing.

Unit – V

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

Text Book:

K. ShridharaBhat, **Logistics Management**, Himalaya Publishing House, 2011

Reference Book:

David J.Bloomberg, Stephen Lemay, Joe.B.Hanna, **Logistics**, PHI Learning Pvt.Ltd, New Delhi. 2009.