

B.A., ECONOMICS

Syllabus

Program Code: UEC

2018 - Onwards



MANNAR THIRUMALAI NAICKER COLLEGE

(AUTONOMOUS)

Re-accredited with "A" Grade by NAAC

PASUMALAI, MADURAI – 625 004

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	6(3)	6(3)	6(3)	6(3)	---	---	24	12	4	400
Tamil										
Part : II	6(3)	6(3)	6(3)	6(3)	---	---	24	12	4	400
English										
Part:III										
Core Subjects	4(4)	4(4)	5(4)	5(4)	6(5)	6(5)	74	63	16	1600
	5(4)	5(4)	5(5)	5(4)	6(5)	6(5)				
					6(5)	6(5)				
Allied Subjects	5(4)	5(4)	4(4)	4(4)	---	----	18	16	4	400
Elective Subjects	--	---	---	---	5(4)	5(4)	20	16	2	200
					5(4)	5(4)				
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

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	1	5	4	25	75	100

	Econometrics						
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

FIRST SEMESTER



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

Programme : B.A.(Economics)	Part III : Core
Semester : I	Hours : 04
Subject Code: 18UECC11	Credits : 04

MICRO ECONOMICS – I

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 face various competitive exams.

CO4: To create the understanding skill on economic behavior of the individuals.

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 –Determinants of Demand – Exceptions to the Law of Demand – Law of Supply – Determinants of Supply.

Unit- III: CARDINAL UTILITY ANALYSIS

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

UNIT- IV: ELASTICITY OF DEMAND

Meaning – Definition- Types – Degrees of Price Elasticity of Demand – Methods of Measuring Elasticity of Demand.

Unit- V: ORDINAL UTILITY ANALYSIS

Indifference Curve – Indifference Map –Marginal Rate of Substitutions - Properties of Indifference Curves – Consumer Equilibrium - The Giffen Paradox and Inferior Goods – Price, Income and Substitution Effects.

Text Books:

1. M.L Seth, **Micro Economics**, Lakshmi Narain Agarwal Education Publishers, Agra, Seventeenth Revised Edition, 2001.
2. M.L.Jhingan, **Micro Economic Theory**, Brinda Publications (P) Ltd, Delhi 2007.
3. M .John Kennedy, **Micro Economics**, Himalaya Publishing House, Mumbai, 2010.

Reference Books:

1. D. Salvatore, **Micro Economics: Theory and Applications**, Oxford University Press, Oxford, Fifth Edition, 2008.
2. A.Koutsoyiannis, **Modern MicroEconomics**, Macmillan, 2015.
3. P.N.Chopra, **Principles of Economics**, Kalyani Publications, 2012.



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

Programme : B.A. (Economics)
Semester : I
Subject Code : 18UECC12

Part III : Core
Hours : 05
Credits : 04

STATISTICAL ANALYSIS – I

Course Outcomes:

CO 1: To enable the students to understand the significance of statistics.

CO 2: To enable the students to identify the different types of data.

CO 3: To familiarize the students with basic statistical tools.

CO4: To develop the analytical skill.

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.

Unit - II: Classification, Tabulation and Diagram

Classification: Introduction – Meaning – Types – 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 Books:

- 1.S.P.Gupta, **Statistical Methods**, Sultan Chand and Sons, New Delhi, Reprinted,2015.
2. R.S.N.Pillai and Bagawathi, **Statistics**, S.Chand and Co, New Delhi,2015.

Reference Books:

- 1.S.C.Gupta, **Fundamentals of Statistics**, Himalaya Publishing House, New Delhi, 2016.
2. D.P.Elhance, **Statistical Methods**, KitabMahal, Agra,2012.



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

Class	: B.A. (Economics)	Part III	: Allied
Semester	: I	Hours	: 05
Subject Code	: 18UECA11	Credit	: 04

BUSINESS ACCOUNTING–I

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.
CO4: To develop the skill in Accounts.

Unit-I:

Definition of Book-keeping – Objectives – Double Entry System of Book Keeping – Advantages - Limitations – Types of Accounts – Rules – Basic Accounting Concepts and Conventions.

Unit-II:

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 – Preparation of Trial Balance – Errors not disclosed by Trial Balance – Errors Disclosed by Trial Balance – Guidelines to Locate Errors.

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.S.P. Jain & K.L. Narang, **Financial Accounting**, Kalyani Publishers, New Dehli, 2014.

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,**Advanced Accountancy**, Margham Publications, Chennai, 2014.



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

Programme : B.A. (Economics)
Semester : I
Subject Code: 18UECS11

Part IV : Skill
Hours : 02
Credits : 02

ADVERTISING MANAGEMENT

Course Outcomes:

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

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

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

CO4: To develop the employability in the field of Marketing.

Unit –I

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

Unit-II

Creativity – Meaning - Sources – Role – Development of Creative Strategy.

Unit-III

Advertising Strategy & Planning and Organization – Contribution of advertising - Strategy – Level of decision making – Factors 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. G.R.Bastia, & N.R. Sharma, **Effecting Advertising Marketing and Sales Management**, Mangal Deep Publication, Jaipur,1996.
3. K.J.Kumar, K.C., Sethia, G.V. Subramanian and V.G. Suchank,), **Advertising Theory and Practice**, Himalaya Publishing House, Mumbai,1999.
4. U.C.Mathur, **Advertising Management**, New Age International Publishers, New Delhi 2002.



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

Programme : B.A. (Economics)
Semester : I
Subject Code:18UEVG11

Part IV : Mandatory
Hours : 02
Credits : 02

ENVIRONMENTAL STUDIES

COURSE OUTCOMES	
CO1: To gain knowledge on the importance of environmental education and ecosystem.	
CO2: To acquire knowledge about environmental pollution- sources, effects and control measures of environmental pollution	
CO3: To understand the various energy sources, exploitation and need of alternate energy resources. Disaster management To acquire knowledge with respect to biodiversity, its threats and its conservation and appreciate the concept of interdependence	
CO4: To make the student to understand the various pollution problems control mechanisms.	
UNIT I	: Environment and Earth: Environment – Meaning – Definition - Components of Environment – Types of Environment. Interference of man with the Environment. Need for Environmental Education. Earth – Formation and Evolution of Earth– Structure of Earth and its components – Atmosphere, Lithosphere, Hydrosphere and Biosphere. Natural Resources: Renewable Resources and Non-Renewable Resources. Natural Resources and Associated Problems. Use and Exploitation of Forest, Water, Mineral, Food, Land and Energy Resources.
UNIT II	: Ecology and Ecosystems: Ecology – Meaning - Definition – Scope – Objectives – Subdivisions of Ecology. Ecosystem –Concept - Structure - Functions – Energy Flow – Food Chain and Food Web – Examples of Ecosystems (Forest, Grassland, Desert, Aquatic).
UNIT III	: Biodiversity: Definition – Biodiversity at Global, National and Local Level. Values of Biodiversity – Threats to Biodiversity – Conservation of Biodiversity. Biodiversity of India: Biogeographical Distribution – Hotspots of Indian Biodiversity – National Biodiversity Conservation Board and Its functions. Endangered and Endemic Species of India
UNIT IV	: Pollution Issues: Definition – Causes – Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal and Nuclear Pollutions. Global Issues: Global Warming and Ozone Layer Depletion. Future plans of Global Environmental Protection Organisations.
UNIT V	: Sustainable Development: Key aspects of Sustainable Development – Strategies for Sustainable Development - Agriculture – Organic farming – Irrigation – Water Harvesting – Water Recycling – Cyber Waste and Management. Disaster Management: Meaning – Types of Disasters - Flood and Drought – Earth quake and Tsunami – Landslides and Avalanches – Cyclones and Hurricanes – Preventions and Consequences. Management of Disasters -

Text Book:

Study Material for **Environmental Studies**, Mannar Thirumalai Naicker College, Pasumalai, Madurai – 625 004.

Reference Books:

1. Study Material for **Environmental Studies**, Publications Division, Madurai Kamaraj University, Madurai – 625 021.
2. R.C. Sharma and Gurbir Sangha, **Environmental Studies**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.
3. Radha, **Environmental Studies for Undergraduate Courses of all Branches of Higher Education, (Based on UGC Syllabus)**, Prasanna Publishers & Distributors, Old No. 20, Krishnappa Street, (Near Santhosh Mahal), Chepak, Chennai – 600 005.
4. S.N.Tripathy and Sunakar Panda, **Fundamentals of Environmental Studies**, Vrinda Publications (P) Ltd. B-5, Ashish Complex, (opp. To Ahicon Public School), MayurVihar, Phase-1, Delhi– 110 091.
5. G.Rajah, **Environmental Studies for All UG Courses, (Based on UGC Syllabus)**, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai – 600 017.

SECOND SEMESTER



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

Programme : B.A.(Economics)
Semester : II
Subject Code : 18UECC21

Part III : Core
Hours : 04
Credits : 04

MICRO ECONOMICS – II

Course Outcomes:

CO1: To enable the students to understand the revenue and cost concepts.

CO2: To familiarize the students with different types of markets.

CO3: To equip the students to appear various competitive examinations.

CO4: To develop the understanding skill on economic behavior of the business firms.

Unit- I: PRODUCTION

Factors of Production – Land, Labour, Capital and Organization – Meaning and Features – Efficiency and Division of Labour – Law of Variable Proportions – Law of Returns to Scale – Iso Quant – Iso-Cost – Properties.

UNIT - II: COST & REVENUE CURVES

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 - III :PRICE OUTPUT DETERMINATION UNDER PERFECT COMPETITION

Meaning of Perfect Competition – Characteristics – Price and Output Determination under Perfect Competition in the Short Run and Long Run.

UNIT – IV: PRICE OUTPUT DETERMINATION UNDER IMPERFECT COMPETITION

Monopoly : Meaning – Characteristics – Price and Output – Monopolistic Competition – Meaning – Characteristics – Price and Output determination– Oligo Poly: Meaning and Features.

UNIT- V: THEORIES OF DISTRIBUTION

Marginal Productivity Theory of Distribution – Ricardian Theory of Rent – Difference between Rent and Quasi Rent – Modern Theory of Rent – Wage – Money Wage – Real Wage – Subsistence Theory of Wage - The Wage Fund Theory– Time Preference Theory – Loanable funds Theory – Liquidity Preference Theory - Innovation Theory of Profit – Risk and Uncertainty Theory of Profit.

Text Books:

1. M.L Seth, **Micro Economics**, Lakshmi Narain Agarwal Education Publishers, Agra, Seventeenth Revised Edition, 2001.
2. M.L.Jhingan, **Micro Economic Theory**, Brinda Publications (P) Ltd, Delhi 2007.
3. M .John Kennedy, **Micro Economics**, Himalaya Publishing House, Mumbai, 2010.

Reference Books:

1. D. Salvatore, **Micro Economics: Theory and Applications**, Oxford University Press, Oxford, Fifth Edition, 2008.
2. A.Koutsoyiannis, **Modern MicroEconomics**, Macmillan, 2015.
3. P.N.Chopra, **Principles of Economics**, Kalyani Publications, 2012.



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

Programme : B.A. (Economics)
Semester : II
Subject Code : 18UECC22

Part III : Core
Hours : 05
Credits : 04

STATISTICAL ANALYSIS – II

Course Outcomes:

CO 1: To familiarize the students with basic statistical tools.

CO 2: To enable them to understand the significance of statistical tests.

CO 3: To create awareness regarding application of statistical tools for economic problems.

CO4: To enhance the analytical skill.

Unit – I: Correlation Analysis

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

Unit – III: Index Numbers

Meaning - Uses – Construction of Index Numbers: Methods – Problems- Calculation of Index Number – Laspeyre’s, Paasche’s, Dorbish and Bowley’s, Fisher’s, Marshall, Edgeworth Methods- Time Reversal Test – Factor Reversal Test – Circular Test.

Unit – IV: Analysis of Time Series

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

Unit – V: Probability

Definition and Concepts – Calculation of Probability – Theorem of Probability – Addition Theorem – Multiplication Theorem – Permutations and Combinations (Simple Problems).

Text Book :

- 1.S.P.Gupta, **Statistical Methods**, Sultan Chand and Sons, New Delhi, Reprinted,2015.
2. R.S.N.Pillai and Bagawathi, **Statistics**, S.Chand and Co, New Delhi,2015.

Reference Books:

- 1.S.C.Gupta, **Fundamentals of Statistics**, Himalaya Publishing House, New Delhi, 2016.
2. D.P.Elhance, **Statistical Methods**, Kitab Mahal, Agra,2012.



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

Class : B.A. (Economics)
Semester : II
Subject Code : 18UECA21

Part III : Allied
Hours : 05
Credit : 04

BUSINESS ACCOUNTING -II

Course Outcomes:

CO1: To understand the Single Entry System

CO2: To prepare the accounts of Non-profit organization.

CO3: To get knowledge on Average Due and Account Current.

CO4: To gain skill in the field of Accounts.

Unit – I

Accounts of Non-profit organization: Introduction – Difference between Receipts and Payment Account and Income and Expenditure Account – Step to prepare a Income and Expenditure Account and balance Sheet –Preparation of Income and Expenditure Account from Receipts and Payments Account.

Unit – II

Self Balancing system: meaning – Advantages of Self balancing system – Debtor ledger – Creditor ledger – General ledger – Procedure of Self Balancing.

Unit – III

Accounts from Incomplete Records: Meaning – definition – salient features – Limitations – Difference between double entry and single entry system – Ascertainment of profit – Net worth method – Conversion method (Simple Problems Only).

Unit – IV

Average Due Date – Account Current – Methods of calculation of Interest – Product Method – Red Ink Interest Method.

Unit – V

Depreciation: Meaning – Causes – Objectives – Methods of providing depreciation – Straight Line Method- Diminishing Balance Method – Annuity Method – Sinking Fund Method (Simple Problems Only).

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, 2016.



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

Programme	: B.A Economics	Part IV	: Skill
Semester	: II	Hours	: 02
Subject Code	:18UECS21	Credits	: 02

PERSONALITY DEVELOPMENT

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

CO4: To develop the inborn skill on personality.

Unit: I

Personality – Determinants – Biological – Heredity – Brain – 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:

1. S.P.Sharma., **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.



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

Programme	: B.A Economics	Part IV	: Mandatory
Semester	: II	Hours	: 02
Subject Code	:18UVLG21	Credits	: 02

VALUE EDUCATION

COURSE OUTCOMES	
<p>CO1: Clarifying the meaning and concept of value - value education. CO2: To inspire students to develop their personality and social values based on the principles of human values. CO3: Developing sense of Love, Peace and Brotherhood at Local, national and international levels. CO4: To enable the students to understand the social realities and to inculcate an essential value system towards building a health society</p>	
UNIT I	<p>: Values and The Individual: Values – Meaning – Definition – Importance – Classification of Values, Value Education – Meaning – Need for Value Education. Values and the Individual – Self-Discipline – Meaning – Tips to Improve Self-Discipline. Self-Confidence – Meaning - Tips to Improve Self-Confidence. Empathy – Meaning – Role of Empathy in motivating Values. Compassion – Role of Compassion in motivating Values. Forgiveness – Meaning - Role of Forgiveness in motivating Values. Honesty – Meaning – Role of Honesty in motivating Values. Courage – Meaning – Role of Courage in motivating Values.</p>
UNIT II	<p>: Religions and Communal Harmony: Religions – Meaning – Major Religions in India - Hinduism – Values in Hinduism. Christianity – Values in Christianity. Islam – Values in Islam. Buddhism – Values in Buddhism. Jainism – Values in Jainism. Sikhism – Values in Sikhism. Need for Religious Harmony in India. Caste System in India – Need for Communal Harmony in India. Social Justice – Meaning – Factors Responsible for Social Justice.</p>
UNIT III	<p>: Society and Social Issues: Society – Meaning – Values in Indian Society. Democracy – Meaning – Values in Indian Democracy. Secularism – Meaning – Values in Indian Secularism. Socialism – meaning – Values in Socialism. Social Issues – Alcoholism – Drugs – Poverty – Unemployment.</p>

UNIT IV	:	Human Rights and Marginalised People: Human Rights – Meaning – Problem of Violation of Human Rights in India – Authorities available under the Protection of Human Rights Act in India. Marginalised People like Women, Children, Dalits, Minorities, Physically Challenged – Concept – Rights – Challenges. Transgender – Meaning – Issues.
UNIT V	:	Social Institutions in Value Formation: Social Institutions – Meaning – Important Social Institutions. Family – Meaning – Role of Families in Value Formation. Role of Press & Mass Media in Value Formation – Role of Social Activists – Meaning Contribution to Society – Challenges.

Text Book:

Text Module for **Value Education**, Mannar Thirumalai Naicker College, Pasumalai, Madurai – 625 004

Reference Books:

1. Text Module for **Value Education**, Publications Division, Madurai Kamaraj University, Madurai – 625 021.
2. N.S.Raghunathan, **Value Education**, Margham Publications, 24, Rameswaram Road, T.Ngar, Chennai – 600 017.
3. Dr.P.Saravanan, and P.Andichamy, **Value Education**, Merit India Publications, (Educational Publishers), 5, Pudumandapam, Madurai-625001.

THIRD SEMESTER



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

Programme : UG
Semester : III
Subject Code: 18UECC31

Part III : Core
Hours : 05
Credits : 04

MONETARY ECONOMICS

Course outcomes

CO1: To have a clear and critical understanding of Indian Monetary system and policies involved in money supply and demand.

CO2: To enable the students to understand the concept and methods of monetary management in the Economy.

CO3: The circulation of money; its effects on the general price level and the consequent various banking policies be made understood.

CO4: To enhance the different views of Quantity theory of Money.

UNIT – I Evolution and Functions Of Money

Barter System – Definition of Money – Evolution– Classification –Functions and Significance of money – Defects - Gold Standard – Causes for breakdown of Gold Standard- Gresham’s Law- Paper Currency Standard – Systems of Note Issue.

UNIT – II Theories of Money

Fisher’s Quantity Theory of Money – Cambridge Equations – A Comparison between Fisher’s and Cambridge Equation –Milton Friedman Quantity Theory of Money- Keynes Reformulation Quantity Theory of Money.

UNIT – III Inflation and Deflation

Inflation: Meaning– Types – Causes and Effects – Inflationary Gap – Measures to Control Inflation – Current trends in the Rate of Inflation.

Deflation: Meaning– Causes and Effects – Measures – Phillips Curve.

UNIT – IV Supply of Money

Constituents of Money Supply – Approaches to the Definition of Money Supply – Velocity of Money – Theory of Money Supply – Money Supply in India – Demonetization and its impact on Small Scale Industries and Consumers

UNIT – V Trade Cycle

Meaning – Features – Phases– Theories of Trade Cycle–Sunspot – Hawtrey’s – Keynes – Effects – Control of Trade Cycle.

Text Book:

1. **Dr.S. Sankaran**, “Monetary Economics”, Margham Publications, 2017.
2. D.M.Mithani., “Money Banking Trade and Public Finance” Himalaya Publication, Mumbai, 2010.

Reference books:

1. Seth. M.L, “Monetary Economics”, Fourteenth revised edition, Lakshmi Narayan Agarwal Educational Publishers, Agra.
2. Suraj B.Gupta, “Monetary Economics”, 2014, S.Chand Company Private Limited, New Delhi.
3. Jhingan. M.L, “Monetary Economics”, Seventh Edition (2011), Vrinda Publications Private Limited, Delhi.



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

Programme : UG	Part III : Core
Semester : III	Hours : 05
Subject Code: 18UECC32	Credits : 05

MATHEMATICS FOR ECONOMICS - I

Course Outcomes:

CO1: To familiarise the basic concepts of mathematics.

CO2: To solve the mathematical equations.

CO3: To applying mathematical tools on economics.

CO4: To equip the students in Mathematical and Graph theory's applications.

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- Parabola. Logarithm – Definition – Formulae (product, quotient, exponent) – Calculations using tables.

Unit-II Equations

Solving Equations: Linear and Quadratic Equations in one variable – Simultaneous Linear Equations in two and three variables – Homogeneous and Non-Homogeneous equations.

Unit- IV: Trigonometry, Permutation, Combination and LPP

- Trigonometric Ratios and Functions (Simple Cases)
- Permutations and Combinations (Simple Problems only)
- LPP – Formulation – Graphical Solution.

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 – DeMorgan law – Venn diagram.

Text Book:

1. Bose.D, “An Introduction to Mathematical Economics”, Himalaya PublishingHouse, 2007, Mumbai.

Reference Books:

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



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

Programme : UG
Semester : III
Subject Code : 18UECA31

Part III : Allied
Hours : 04
Credits : 04

ECONOMIC THINKERS

Course Outcomes:

CO1: To enrich and introduce the economists and their ideas.

CO2: To introduce heterogeneous Economic thought.

CO3: To compare and analyze present changes in economic ideas with origin.

CO4: To understand the differentiation between classical and new classical ideas.

Unit-I Introduction

Meaning – Nature and Importance of History of Economic Thought – Main Ideas of Mercantalism and Physiocrats.

Unit-II Classical Economic Thought

Adam Smith's Theory of Value – Free Trade – Taxation - Ricardo – Theory of Rent – International Trade, J.B.Say's Law of Market.

T.R.Malthus – Population Theory - Market Glut - Karl Marx – Ideas for Socialism.

Unit-III Neo Classical Economic Thought

Alfred Marshall – Theory of Value– Representative Firm – Quasi Rent.A.C.Pigou's – Concept of Economic Welfare.

Unit-IV Modern Economic Thought

Robertson – Definition and Laws of Economics- Value of Money.J.M.Keynes – Consumption Function – Marginal Efficiency of Capital - J.B.Clark's – Dynamic Theory of Profit.

Unit-V Indian Economic Thought

Thiruvalluvar – Naoroji – Nehru – V.K.R.V.Rao – Gandhi – Amartya Sen.

Text Book:

1. Loganathan.B, “History of Economic Thought”, S.Chand& Company Limited, 2016, New Delhi.

Reference Books:

1. Jhingan. M.L, “Economic History of India”, Vrinda Publications (p) Ltd House, 2017, New Delhi.
2. Girija and Manimekalai, “History of Economic Thought”, Virinda Publishers, 2000, New Delhi.
3. Sankaran.S. “History of Economic Thought”, Margham Publications, 2000, Chennai.
4. Theerthangarai, “History of Economic Thought”.



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

Programme : UG
Semester : III
Subject Code: 18UECS31

Part IV : Skill
Hours : 02
Credits : 02

BASICS OF SHARE MARKET

Course Outcomes:

CO1: To have enough knowledge of the basics of stocks.

CO2: To understand the primary and secondary stock markets.

CO3: To familiarise with the concepts commodity and financial derivative.

CO4: To read NIFTY and Sensex indices.

UNIT-I Introduction

Investment: Meaning – Importance – Factors influencing Investment. Stock Market: Meaning – History – Stock Trading and its Types.

UNIT- II Primary Market

Face value of shares – Debentures – Meaning – Types and Features – Difference between Shares and Debentures.

UNIT - III Secondary Market

Introduction– Difference between Primary and Secondary Market–Screen Based Trading – Internet Based Trading – Products in the Secondary Markets – Equity Investments– Debit Investments.

UNIT - IV Derivatives

Types of Derivatives -Optional Premium– Commodity Exchange– Commodity Derivative Markets– Difference between Commodity and Financial Derivatives.

UNIT – V B.S.E. and N.S.E

Organizational Structure – Index Construction – Sensex – NIFTY , SEBI: Functions.

Text Books:

1. Jitendra Gala, “Guide to Indian Stock Market”, Buzzing Stock Publishing House ‘3rd Edition 2007.
2. Reading: Investopedia, “The Five Biggest Stock Market Myths” Motley Fools Investing Basics “Getting started”.

Reference Books:

1. Angshuman Adhikari, “Basics of Indian Stock Market”, Kindle Edition, 2018.
2. Shoba Nahar, “ABCD of Indian Stock Market: Stock Market Beginners Guide”, Kindle Edition, 2017.
3. Robert T. Kiyosaki, “Rich Dad Poor Dad”, 1997, www.motsach.info.
4. Investopedia. “Margin Trading” Investopedia. “How Dividends Work for Investors”, www.investopedia.com.
5. Investopedia. “Investing 101” Investopedia. “ETF Strategies”, www.investopedia.com.



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

Programme : UG	Part IV : NME
Semester : III	Hours : 02
Subject Code : 18UECN31	Credits : 02

ELEMENTARY STATISTICS - I

Course Outcomes:

CO1: To understand the significance and functions of statistics.

CO2: To classify and tabulate the different types of data.

CO3: To interpret diagrams

CO4: To become competent in calculation of Central Tendency.

Unit-I Introduction

Statistics: Meaning – Definition – Functions – Significance and Limitations. Primary Data: Meaning – Methods of Collecting Primary Data – Secondary Data: Meaning – Sources of Secondary Data.

Unit-II Classification

Meaning – Objectives – Rules – Types. Frequency Distribution: Univariate Frequency Distribution – Individual, Discrete, Continuous – Bivariate Frequency Distribution

Unit-III Tabulation

Meaning – Objectives – Difference between Classification and Tabulation – Parts of Tables – Rules - Types of Tables.

Unit-IV Diagrammatic Presentation of Data

Meaning – Importance – Types of Diagrams (One-Dimensional and Two-Dimensional Diagrams Only)

Unit- V Measures of Central Tendency

Mathematical Averages – Simple Arithmetic Mean, Geometric Mean, Harmonic Mean (Simple Problems Only) – Positional Averages: Median, Mode.

Text Book:

1. Pillai, R.S.N, and Bagavathi.V, **Statistics**, S.Chand& Co., Ltd., New Delhi, 2007.

Reference Books:

1. Gupta, S.C, **Fundamentals of Statistics**, Himalaya Publishing House, 2005, Mumbai.
2. Gupta, S.P, **Statistical Methods**, Sultan Chand and Sons, 2005, New Delhi.
3. Sancheti, D.C., and Kapoor, V.K, **Statistical Methods and Applications**, Sultan Chand and Sons, 2004, New Delhi.

FOURTH SEMESTER



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

Programme : UG	Part III : Core
Semester : IV	Hours : 05
Subject Code: 18UECC41	Credits : 04

INTERNATIONAL ECONOMICS

Course Outcomes:

CO1: To get practical knowledge of the concepts of International Trade.

CO2: To understand the free trade and terms of trade concepts.

CO3: To familiarise in the problems and co-operation of International Trade.

CO4: To have practical knowledge of Foreign Exchange Rates.

Unit-I Introduction

Meaning – Nature and Scope of International Economics – Importance – Difference between Internal and International Trade- Advantages of International Trade.

Unit-II Theories of Foreign Trade

Absolute Cost Theory – Comparative Cost Advantage Theory – Reciprocal Demand Theory – Modern Theory.

Unit: III Terms of Trade

Meaning – Types – Factors affecting Terms of Trade –Terms of Trade in underdeveloped / developing countries – Free Trade – Arguments for and against of Free Trade – Different protection measures – Free Trade versus Protection.

Unit: IV Foreign Exchange

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

Unit-V International Financial Institutions and Regional Economic Cooperation.

Objectives and Functions of IMF – IBRD – ADB – WTO ; European Union – SAARC – BRICS (Short Answers Only).

Text Book:

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

Reference Books:

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



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

Programme : UG	Part III : Core
Semester : IV	Hours : 05
Subject Code : 18UECC42	Credits : 04

MATHEMATICS FOR ECONOMICS – II

Course Outcomes:

CO1: To know the basic concepts of Matrix and Analytical Geometry

CO2: To apply the differential calculus on economic theories.

CO3: To apply the integral calculus on economics problems.

CO4: To find TR & TC, MR & MC.

Unit- I Introduction

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

Unit –II Analytical Geometry of Two Dimensions

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

Unit- III Differential Calculus

Limits and Continuity - 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 – Optimum Values of functions of One variable.

Unit- IV Partial Differentiation And Total Differentiation:

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

Optimum values of functions of two variables.

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, 2007, Mumbai.

Reference Books:

1. Agarwal, H.S, Mathematical Approach to Economic Theory, Lakshmi Agarwal, 1976, Agra.
2. Allen, R.G.D, Mathematical Analysis for Economics, Macmillan, 1986, London.
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. 2005, New Delhi.
6. Metha, B.C. and Madnani, G.M.K, Mathematics for Economists, Sultan Chand Sons, Ninth Reprint Edition, 2010, New Delhi.
7. Taro Yamane, Mathematics for Economists, Prentice Hall of India Pvt., Ltd., New Delhi, 1988.
8. Mehta and Madnani, " Mathematics for Economics" Sultan Chand & sons, New Delhi, 2005.



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

Programme : UG	Part III : Allied
Semester : IV	Hours : 04
Subject Code : 18UECA41	Credits : 04

ECONOMICS OF GENDER AND DEVELOPMENT

Course Outcomes:

- CO1:** To understand the present status of women.
CO2: To understand the issues regarding the various aspects of women and development.
CO3: To evaluate sources of socio-economic information for analyzing the impact of the gender factor on demographic processes and economic development.
CO4: To understand the importance of women and workmen's participation.

UNIT- I Introduction

Gender - Nature and Scope – Importance, Types of Gender - Gender Roles and Division of Labour.

UNIT- II Demographic Profile

Age Structure – Sex ratio – Causes of declining Sex ratio – Access to Nutrition, Health, Education, Social and Community Resources.

UNIT- III Work Participation Rate

Work Participation Rate ; Meaning - Factors influencing– Women Work Participation rate in Indian Economy – Visibility of Women Participation – Case Studies – Marginalization of women-Sexual Harassment-Market Bias.

UNIT- IV Social Security & Social Protection for Women and Transgender

Social Security- entitlements access to credit-legislation for women's entitlements, property rights-Schemes for safety net for women-need for unions.

UNIT –V Gender Planning and Development Policies:

Gender Equity Index – Gender Inequality Index – Gender Related Development Index- Paradigm shift from Women’s wellbeing to Women’s Empowerment – Democratic decentralization - Empowerment through Self-Help group- Future policies for women empowerment.

Text Book:

1. Lourdes Beneria, “Gender, Development & Globalisation”, Routledge Publishing House, 2nd Edition, 2015.

Reference Books:

1. Boserup, E, “Women’s Role in Economic Development”, George Allen and Unwin – London, 1970.
2. Desai N. and M.K.Raj (Eds), “Women and Society in India”, SNDT University, Bombay, 1979.
3. Kridhnaraj M. R.M.Sudarshan and A.Shariff, “Gender, Population and Development, Oxford University Press, New Delhi, 1999.
4. Holmes M (2007) “What is Gender”. Sage Publications, New Delhi.



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

Programme : UG	Part IV : Skill
Semester : IV	Hours : 02
Subject Code: 18UECS41	Credits : 02

ECONOMICS FOR COMPETITIVE EXAMINATIONS

Course Outcomes:

CO1: To understand the basic concepts of Economics.

CO2: To gain study skills: Learning & Writing.

CO3: To develop analytical Critical outlook of life.

CO4: To understand how to study for competitive exams

Unit-I Micro Economics

Consumer Equilibrium – Firm Equilibrium – Production function - Market Morphology.

Unit-II Macro Economics

National Income – Methods of Measurement - Consumption Function – Investment Function – Effective Demand.

Unit-III Monetary and Fiscal Economics

Quantity Theory of Money – Money Supply – Banking Systems – Monetary Policy, Fiscal Policy.

Unit- IV International Economics

Terms of Trade – Balance of Payments – Exchange Rate – Major currencies in the World Economy.

Unit-V Indian Economy

Performance of Indian Economy during Plan Periods; Primary, Secondary and Tertiary Sector.

Text Book:

1. Jhingan. M.L Advanced Economic Theory, Vrinda Publications(P) Ltd, 2016, New Delhi.

References:

1. Ahuja. H.L, “Modern Micro Economics”, Sultan Chand and Sons, 2006, New Delhi.
2. Dornbusch, Fischer and Startz, “Macroeconomics”, McGraw Hill, 1th edition, 2010.
3. Jhingan. M.L, “Monetary Economics”, Vrinda publications private limited, Seventh edition (2011), Delhi.
4. Mithani, D.M., “Money, Banking, International trade & Public finance”, Himalaya Publishing House, 2016.
5. Paul Krugman, Maurice Obstfeld, and Marc Melitz, *International Economics: Theory and Policy*, Addison-Wesley (Pearson Education Indian Edition), 9th edition, 2012.
6. Dutt and Sundaram, “Indian Economy”, S.Chand Company Limited, New Delhi, 2013.
7. Uma Kapila, “Indian Economy, Policy and Performance” Himalaya Publishing House, 2017, Mumbai.



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

Programme : UG	Part IV : NME
Semester : IV	Hours : 02
Subject Code: 18UECN41	Credits : 02

ELEMENTARY STATISTICS - II

Course Outcomes:

After completing the course, the students

CO1: To compare data sets using dispersion measures.

CO2: To estimate the relationship between the variables.

CO3: To calculate different index numbers.

CO4: To understand index numbers and the components of time series.

Unit- I Dispersion

Meaning – Purpose of Measuring Variation – Methods of Measuring Dispersion: Range, Coefficient of Range, Mean Deviation, Coefficient of Mean Deviation, Standard Deviation.

Unit-II Correlation

Meaning – Usefulness –Types of Correlation – Karl Pearson’s coefficient of correlation – Spearman’s Rank Correlation (Simple Problems).

Unit- III Regression (Theory Only)

Meaning – Definition – Uses – Significance – Difference between Correlation and Regression – Limitations of Regression Analysis.

Unit- IV Index Numbers

Meaning – Uses – Characteristics of Index Numbers – Simple Aggregate Method and Simple Average of Price Relative Method: Laspeyre’s Method, Paasche’s Method, Bowley’s Method, Fisher’s Ideal Method and Marshall-Edgeworth’s Method.

Unit- V Time Series (Theory Only)

Meaning – Uses – Components of Time Series: Secular Trend, Seasonal Variation, Cyclical Fluctuations and Random.

Text Book:

1. Pillai, R.S.N and Bhagavathi, V, **Statistics** S.Chand and Co., Ltd., 2007, New Delhi.

Reference Books:

1. Gupta, S.C, **Fundamentals of Statistics**, Himalaya Publishing House, 2005, Mumbai.
2. Gupta, S.P, **Statistical Methods**, Sultan Chand and Sons, 2005, New Delhi.
3. Sancheti, D.C and Kapoor, V.K, **Statistical Methods and Applications**, Sultan Chand and Sons, 2004, New Delhi.

FIFTH SEMESTER



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: 18UECC51

Part III : Core

Hours : 06

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.



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

Programme : B.A., Economics

Core

Semester : V

Subject Code: 18UECC52

Part III :

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)
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: 18UECC53	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.



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: 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



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 : 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



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: 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.



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 : 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.



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: 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.

SIXTH SEMESTER



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	Part III :
Core	
Semester : VI	Hours :06
Subject Code : 18UECC62	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

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

Part III :

Elective

Semester : VI

Hours : 05

Subject Code :18UECE61

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

Elective

Semester : VI

Subject Code: 18UECE62

Part III :

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. Rudder 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

Part III

:Elective

Semester : VI

Hours : 05

Subject Code: 18UECE64

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

Part III :

Elective

Semester : VI

Hours : 05

Subject Code : 18UECE65

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

Part III

:Elective

Semester : VI

Hours : 05

Subject Code : 18UECE66

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. Shivbhusan 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.