

VIVEKANANDA COLLEGE

College with Potential for Excellence

(Residential & Autonomous – A Gurukula Institute of Life-Training)

(Affiliated to Madurai Kamaraj University)

Reaccredited with 'A' Grade (CGPA of 3.59 out of 4.00) by NAAC

TIRUVEDAKAM WEST, MADURAI DISTRICT – 625 234



DEPARTMENT OF ECONOMICS

B.A. ECONOMICS

SYLLABUS

Choice Based Credit System

(For those who join in June 2015 and After)

ABOUT THE COLLEGE

Vivekananda College was started by Founder-President Swamiji Chidbhavanandhaji Maharaj of Sri Ramakrishna Tapovanam, Tirupparaithurai, Trichy in 1971 on the banks of the river Vaigai which is blissfully free from the noise and hurry, the crowds and distraction of the city.

Vivekananda College is a residential college functioning under Gurukula pattern. It is Man-making education, that is imparted in this institution, Culture, character and curriculum are the three facets of ideal education that make man a better man. This is possible only when the teacher and taught live together, The Gurukula system of Training is therefore a humble and systematic attempt in reviving the age old GURUGRIHAVASA for wholesome education, Attention to physical culture, devotion to duty, obedience to teachers, hospitality to guests, zest for life, love for the nation, and above all, humility and faith in the presence of God etc. are the values sought to be inculcated. All steps are taken to ensure the required atmosphere for the ideal life training.

Vivekananda College, Tiruvedakam West, Madurai District-625 234 is an aided college established in 1971 and offers UG and PG courses. This College is affiliated to the Madurai Kamaraj University, Madurai. The College was reaccredited with 'A' grade (CGPA 3.59 out of 4.00) by NAAC in September 2015. The college was awarded College with Potential for Excellence by UGC in 2016.

VISION AND MISSION

Our Vision: To raise an army of neo-graduates steeped in the hoary culture of the motherland and dedicated to serving her as potential leaders in the manifold spheres of national effort.

Our Mission: A harmonious enrichment of physical, emotional and intellectual facets of a student's personality to bring out his inherent PERFECTION.

OBJECTIVES OF THE INSTITUTION

1. To inculcate spiritual, ethical, moral and social values in all disciplines of study.
2. Simultaneous education of the Hand, Heart and Head. Only a sound body can hold a sound mind.
3. Provide opportunities for all round development of the students and excellence in higher education, research and extension in different disciplines.
4. Disseminate the findings of research to the community to facilitate its development.
5. To provide society citizens of sterling character.
6. To cater to the needs of the educationally backward people – the most backward, scheduled caste and tribe.

GURUKULA ADMINISTRATIVE SET UP

Secretary	Swami Niyamananda Maharaj
Principal	Dr. B. Ramamoorthy
Vice-Principal & NAAC Coordinator	Dr. S. Raja
Academic Affairs & Controller of Examinations	Dr. E. Jayakumar
IQAC Coordinator	Dr. S. Raja
IGNOU Coordinator	Sri. V. Parthasarathy
ICT Coordinator	Dr. N.Nagendran
Grievence Cell Coordinator	Dr. T. Kaliappan
Sessional Examination	Sri. P.Jeyasankar, HOD of Physics
	Sri. N.S.Lakshmikanthan
	Sri. V.Rajendran
	Dr.N.Meenakshisundaram
	Sri. S. Ganeshan
	Sri. S. Kalimuthu

I. Eligibility for Admission

Admission to B.A. – Economics Programme is open to candidates with +2 pass with Maths, Physics, Chemistry, Biology, Botany, Zoology and Commerce, Accountancy, History and Economics as major subjects.

For B.A. – Economics course offered in the college, a pass in the Higher Secondary Examination conducted by the Government of Tamil Nadu or an examination accepted as equivalent there to by the Syndicate of the MKU, subject to such conditions as may be prescribed therefore.

II. Duration

The course is for a period of three years. Each academic year shall comprise of two semesters viz. Odd and Even semesters. Odd semesters shall be from June to November and Even Semesters shall be from December to April. There shall be not less than 90 working days which shall comprise 450 teaching clock hours for each semester (Exclusive of the days for the conduct of university end-semester examinations) for each semester.

III. CBCS System

All Programmes offered in the college are run on Choice Based Credit System (CBCS). It is an instructional package developed to suit the needs of students to keep pace with developments in higher education and the quality assurance expected of it in the light of liberalization and globalization in higher education.

IV. Semesters

An academic year is divided into two semesters. In each semester, courses are offered in 15 teaching weeks. Each week has 30 working hours spread over 6 days a week.

V. Credits

The term 'Credit' refers to the weightage given to a course, usually in relation to the instructional hours assigned to it. The total minimum credits, required for completing the B.A programme is 140. The details of credits for individual components and individual courses are given in the above table.

VI. Course

Each Course is to be designed variously under lectures / laboratory / seminar / practical training / assignments to meet effective teaching and learning needs.

VII. Examinations

i) There shall be examinations at the end of each semester, for odd semesters in the month of October / November; for even semesters in April/May. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed course(s) in the subsequent examinations to be held in October / November or April/May.

ii) A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit / regulations prescribed or belated joining or on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after the completion of the programme.

VIII. Condonation

Students must have 75% of attendance in each paper for appearing the examination. Students who have 65% to 74% of attendance shall apply for condonation in the prescribed form with the prescribed fee. Students who have 50% to 64% of attendance shall apply for condonation in prescribed form with the prescribed fee along with the Medical Certificate. Students who have below 50% of attendance are not eligible to appear for the examination. They shall compensate the shortage after the completion of the programme.

IX. Question Paper Pattern

Time: 3 Hours

Maximum Marks: 75

SECTION-A (10 X 1 =10 Marks)

Answer All Questions

(1-5) Multiple Choice

(6-10) Short Answer Questions

Two questions from each unit

SECTION-B (5 X 7 = 35 Marks)

Answer All Questions

(11-15) Questions shall be in the format of either (a) or (b)

One question from each unit

SECTION-C (3 X 10 = 30 Marks)

Answer any THREE Questions

(16-20) One question from each unit.

X. Evaluation:

Performance of the students are evaluated objectively. Evaluation is done both internally and externally. They will be assessed continuously through Internal Assessment System and finally through summative (end) semester examination. To assess internally, there will be three examinations conducted centrally with a duration of two hours for each paper. In addition to continuous evaluation, the summative semester examination, which will be a written examination of three hours duration,

would also form an integral component of the evaluation. The ratio of marks to be allotted to continuous internal assessment and to end semester examination is 25 : 75.

The pattern of internal valuation shall be:

Test: 20 Marks (the average of best two tests out of three tests)

Assignment: 5 marks

Total: 25 marks.

In respect of practical papers, the ratio of marks to be allotted to internal assessment and to summative (end) semester examination is 40 : 60. The internal marks will be calculated on the basis of marks secured at the model examination and marks awarded for the preparation of practical note book. The external marks will be calculated on the basis of the marks awarded by the internal examiner and the external examiner at the summative semester examination.

XI. Passing Minimum:

There is no passing minimum for Internal Assessment. The passing minimum for external Examinations shall be 27 out of 75 marks and passing minimum for a paper is 40%.

XII. Classification of Students:

Candidates who have secured not less than 40% of marks in each paper shall be declared to have passed in that paper. Candidates who obtain 40% and above but below 50% shall be declared to have passed in Third Class. Candidates who obtain 50% and above but below 60% of the aggregate marks in Part-III shall be declared to have passed in Second Class and those who obtain 60% of marks and above shall be placed in the First Class. Candidates who obtain 75% and above shall be declared to have passed in Distinction provided he has not re-appeared for any paper during the course of the study.

XIII. Failed Candidates:

A candidate who has arrears in any paper in a semester examination will be permitted to proceed to the next semester classes. A candidate who has arrears may appear again in these failed papers at the November/April examinations. The internal assessment marks already obtained by him shall be carried over for the subsequent appearance also.

XIV. Improvement of Internal Marks:

The student desirous of improving the internal assessment marks may request the Head of the Department. After obtaining permission from the Staff Council Meeting by the Head, the student may write improvement examinations in consultation with the course teacher. The marks obtained (when it is more than the previous marks) will be submitted to the Controller of Examinations for further adoption.

XV. Study Tour

Students are expected to participate in the field visit and the study tours organized by the department. Though study tour/field trip carries no credit, it is compulsory for the students to attend whereby the students can get an opportunity to gain practical knowledge. As such, observational visit to selected social welfare organizations, industries, trade centres, exhibitions, places of historical importance and the like will be considered as extra-curricular activities.

About the Department

The Department of Economics was established during the year 1973-74. It is one of the earliest Departments at our college which has the age of forty four years old. The Department produced many University Rank holders before the conferment of Autonomous status.

Vision

To provide good citizens with economic cum ethical values.

(Learn Economics and Leave as an Economist)

Mission

To enrich the students of economics with all round personality development through curricular, co-curricular and extracurricular activities with holistic approach.

Objectives

- To impart Holistic education to the rural masses.
- To meet the future demand for good economists.
- To provide strong foundations in economic theory and its applications in various fields.
- To empower men and to elevate nation by providing skill with value based education.
- To impart knowledge to realise the Indian and global economic perspective
- To promote the right attitude towards the National building
- To prepare the students to compete and success in academic as well as competitive field
- To provide quality education to enable the students become a good professionals
- To upgrade the students skill and ability by using appropriate techniques for solving managerial problems

Special Features of the Department

- Economics with specialization of Advertising and Salesmanship.
- Separate Economics Lab for the preparation of Advertisement cum Library.
- Frequent Industrial Tour and Field Visit.
- Salesmanship Training
- Frequent Seminars and Guest Lectures.
- Economics of Insurance and Elements of Economics through CBCS- offered to students of other discipline too also.
- On the job training for the students during Summer Vacation.
- Frequent Interaction with Alumni, Parents and Employers
- Linkage and MoU with NGOs and Small Scale Industries

SECHEME OF EXAMINATION
(For those who join in June 2016 and After)
FIRST SEMESTER

Part	Study Component	Subject Code	Title of the Paper	Hrs	Credit	Sess. Marks	Summ. Marks	Total
I	Tamil	P1LT11	Tamil: Ikkalak Kavithaiyum Urainadaium	6	3	25	75	100
	Sanskrit	P1LS11	Fundamental Grammar & History of Sanskrit Literature – I					
II	English	P2LE11	Communicative English Spoken English – I	5 1	2	25	75	100
III	Core	01CT11	Micro Economics-I	6	5	25	75	100
	Core	01CT12	Advertising and Mass Communication	4	3	25	75	100
	Allied	01AT11	Economic Statistics-I	6	5	25	75	100
IV	Non Major	01NE11	Economics of Insurance	2	2	25	75	100
			TOTAL	30	20			

SECOND SEMESTER

Part	Study Component	Subject Code	Title of the Paper	Hrs	Credit	Sess. Marks	Summ. Marks	Total
I	Tamil	P1LT21	Tamil: Ikala Ilakkiyamum Makkal Thagavaliyalum.	6	3	25	75	100
	Sanskrit	P1LS21	Poetry, Grammar & History of Sanskrit Literature – II					
II	English	P2LE21	Functional English	5	2	25	75	100
	English	P2LE22	Spoken English-I	1	1	100	--	100
III	Core	01CT21	Micro Economics – II	6	5	25	75	100
	Core	01CT22	Entrepreneurship Development	5	3	25	75	100
	Allied	01AT21	Economic Statistics-II	6	5	25	75	100
IV	Non Major	01NE21	Elements of Economics	2	2	25	75	100
			TOTAL	30	21			

THIRD SEMESTER

Part	Study Component	Subject Code	Title of the Paper	Hrs	Credit	Sees Mark	Summ. Marks	Total
I	Tamil	P1LT31	Kappiyamum Pakthi Ilakiyamum Nadakamum	6	3	25	75	100
	Sanskrit	P1LS31	Prose, Poetics & History of Sanskrit Literature-II					
II	English	P2LE31	English through Drama & Poetry Spoken English – II	4 1	2	25	75	100
III	Core	01CT31	Money and Banking	6	4	25	75	100
	Core	01CT32	Mathematical Methods	5	4	25	75	100
	Allied	02AT01	History of India (1707- 1858 AD) - I	6	5	25	75	100
IV	Skill Based	01SB31	Quatitative Aptitude for Economists	2	2	25	75	100
			TOTAL	30	20			

FOURTH SEMESTER

Part	Study Component	Subject Code	Title of the Paper	Hrs	Credit	Sees Mark	Summ. Marks	Total
I	Tamil	P1LT41	Sanga Ilakkiyamum Neethi Ilakkiyamum	6	3	25	75	100
	Sanskrit	P1LS41	Drama and History of Sanskrit Literature – IV					
II	English	P2LE41	English through classiscs	4	2	25	75	100
	English	P2LE42	Spoken English – II	1	1	100	--	100
III	Core	01CT41	International Economics	6	4	25	75	100
	Core	01CT42	Accountancy	5	4	25	75	100
	Allied	02AT02	History of India (1858- 1971 AD)-II	6	5	25	75	100
IV	Skill Based	01SB41	Computer Application in Economics	2	2	25	75	100
			TOTAL	30	21			

FIFTH SEMESTER

Part	Study Component	Subject Code	Title of the Paper	Hrs	Credit	Sees Mark	Summ. Marks	Total
II	English	P2LE51	English for Competitive Examination	1	1	100	--	100
III	Core	01CT51	Macro Economics-I	5	5	25	75	100
	Core	01CT52	Fiscal Economics-I	5	5	25	75	100
	Core	01CT53	History of Economic Thought - I	5	5	25	75	100
	Core	01CT54	Planning and Growth	5	5	25	75	100
	Elective	01EP51	Agricultural Economics	5	5	25	75	100
IV	Skill Based	01SB51	Human Resource Management	2	2	25	75	100
	ES	ESUG51	Environmental Studies	2	2	25	75	100
			TOTAL	30	30			

SIXTH SEMESTER

Part	Study Component	Subject Code	Title of the Paper	Hrs	Credit	Sees Mark	Summ. Marks	Total
II	English	P2LE61	English for Professional Excellence	1	1	100	--	100
III	Core	01CT61	Macro Economics-II	5	4	25	75	100
	Core	01CT62	Fiscal Economics -II	5	4	25	75	100
	Elective	01EP61	History of Economic Thought –II	6	5	25	75	100
	Elective	01EP62	Indian Economy	5	5	25	75	100
IV	VE	VEUG61	Value Education	2	2	25	75	100
IV	Skill Based	01SB61	Population Studies	2	2	25	75	100
	Skill Based	01SB62	Elements of Communication	2	2	25	75	100
	Skill Based	01SB63	Project	2	2	100	--	100
V	EA		Extension Activities		1	-	100	100
			TOTAL	30	28			
			Total number of hours	180				
			Total number of credit		140			

DISTRIBUTION OF CREDIT
B.A. ECONOMICS (Advertising, Sales Promotion and Sales Management)
(For those who join in June 2015 and after)

Study Component	SEMESTER						Total Credit
	I	II	III	IV	V	VI	
Tamil / Sans.	3	3	3	3	-	-	12
English	2	2+1	2	2+1	1	1	12
Core Subject	8	8	8	8	20	8	60
Allied Subject	5	5	5	5	-	-	20
Non Major Elective	2	2	-	-	-	-	4
Skill Based Subject	-	-	2	2	2	6	12
Elective Subject	-	-	-	-	5	10	15
Environmental Study	-	-	-	-	2	-	2
Value Education	-	-	-	-	-	2	2
Extension Activity	-	-	-	-	-	1	1
TOTAL	20	21	20	21	30	28	140

FACULTY MEMBERS

**Dr. P. PATTINATHAR, M.A., M.Phil., Ph.D., M.Ed., DL & AL., M.Phil (Edu)., PGDip in Yoga
Head & Assistant Professor of Economics**

**Sri A. SAHTEESH BABU, M.A., M.Phil., B.Ed., SET
Assistant Professor of Economics**

**Dr.M. ARULMARAN, M.A., M.Phil., Ph.D.,
Assistant Professor of Economics**

**Sri. N. DHINAKARAN, M.A. M.Phil., PGDCA., SET
Assistant Professor of Economics**

SEMESTER I
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Micro Economics - I		
Subject Code: 01CT11	Hours per week: 5	Credit: 4
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

OBJECTIVES

- ❖ *To know the basic concepts in Micro Economics.*
- ❖ *To acquire knowledge of Demand, Supply, Utility analysis.*
- ❖ *To understand about the market theory of Production and concepts of Cost and Revenue.*

UNIT-I

Introduction: Definitions and Scope of Economics - Micro, Macro Economics - Economic Statics and Dynamics – Basic Concepts in Economics.

UNIT-II

Utility Analysis: Cardinal Utility Analysis - The Law Of Diminishing Marginal Utility – Equi-Marginal Utility - Consumer’s Surplus - Ordinal Utility Analysis – Indifference Curve Analysis - Indifference Curve Approach - Properties of Indifference Curve - Consumer’s Equilibrium - Price Effect, Income Effect and Substitution Effect.

UNIT- III

Demand Analysis: Meaning - Law of Demand – Exceptional Demand Curve – Determinants of Demand - Demand Curve - Elasticity of Demand –Types - Price, Income and Cross Elasticity of Demand – Methods of Measuring Elasticity of Demand.

UNIT- IV

Theory of Production: Meaning of Production - Factors of Production - Law of Variable Proportion - Laws of Returns to Scale.

UNIT- V

Concepts of Cost and Revenue - Fixed Cost and Variable Cost – Average, Marginal and Total Costs - Short Run and Long Run Cost Curves - Average Revenue and Marginal Revenue - Relationship Between AR and MR curves.

Text Book:

1. Marimuthu, D. Bose, *Introduction to Micro Economics*, Himalaya Publishing House Pvt, Ltd., Mumbai, 2000.

Reference Books:

1. K.P.M. Sundaram & M.C. Vaish, *Micro Economic Theory*, S Chand & Co Ltd., New Delhi, 1997.
2. H.L. Ahuja, *Advanced Economic Theory: Micro Economic Analysis*, S Chand & Co Ltd., New Delhi, 2006.
3. K.K. Dewett, *Modern Economic Theory*, S Chand & Co Ltd., New Delhi, 2006.
4. Jhingan, M.L, *Microeconomic Theory*, Vikas Publishing House Pvt. Ltd., New Delhi, 1982.
5. Paul A. Samuelson, *Foundations of Economic Analysis*, Harvard University Press, 1983.
6. P.A. Samuelson & W.D. Nordhaus, *Economics*, Tata McGraw Hill, New Delhi, 2005.
7. George Joseph Stigler, *Theory of Price*, McMillan, New Delhi, 1966.

SEMESTER I
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Advertising & Mass Communication – I		
Subject Code: 01CT12	Hours per week: 5	Credit: 4
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To know the importance and objectives of advertising.*
- ❖ *To understand about the indoor and outdoor Advertising Media.*
- ❖ *To acquire the knowledge of types of advertising, preparation of effective advertising copy.*

UNIT- I

Importance of Advertising in Modern Marketing. Role of Advertising in the National Economy.

UNIT-II

Advertising objectives – Importance – Indoor and outdoor advertising – Practical uses.

UNIT- III

Types of Advertising - Commercial and Non-commercial Advertising - Primary Demand and Selective Demand Advertising - Classified and Display Advertising - Comparative Advertising - Co-operative Advertising.

UNIT- IV

Setting of Advertising Budget, Factors Affecting the Advertising Expenditure in a Company. Promotional Advertising Elasticities.

UNIT- V

Advertising Message, Preparing an Effective Advertising Copy - Elements of a Print Copy - Headlines, Illustration, Body Copy, Slogan, Logos, Seal of Approval, Role of Colon, Elements of a Broadcast Copy - Copy for Direct Mail.

Text Book:

1. P.Saravanavel and S.Sumathi, *Advertising and Salesmanship*, Margham Publication, Chennai, 2013.

Reference Books:

1. Rajeev Batra, John G. Myers and David Aaker, *Advertising Management*, Prentice-Hall, Inc., 1996
2. Watson. S. Dunn, *Advertising - Its Role in Modern Marketing*, The Dryden Press, 1994
3. Mahendra Mohan, *Advertising Management*, Tata McGraw Hill Publishing Co., Ltd., New Delhi, 2006.
4. Philip Kotler & Kevin Llane Keller, *Marketing Management*, Prentice Hall of India, New Delhi, 2000.
5. Sengupta, Subroto, *Cases in Advertising and Communication Management in India*, Indian Institute of Management, Ahmedabad, 1976

SEMESTER I
(For those who join in June 2015 and After)

PART – III : Allied Subject Theory		
Subject Title : Economic Statistics – I		
Subject Code: 01AT11	Hours per week: 6	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the knowledge of basic concepts, characteristics of Statistics*
- ❖ *To understand about the method of collection of data, Diagrammatic and Graphical Representation.*
- ❖ *To get the knowledge of measures of Central Tendency and Measures of Dispersion.*

UNIT-I

Meaning - Definition and Characteristics of Statistics - Uses and Limitations of Statistics - Relationship between Economics and Statistics.

UNIT –II

Planning of Statistical Enquiry - Methods of Collecting Data - Primary and Secondary Data - Classification and Tabulation of Data

UNIT- III

Diagrammatic Representation: Meaning - Merits and Demerits - Types: Bar Diagram and Pie Diagram - Graphical Representation: Meaning - Merits and Demerits - Types: Histogram, Frequency Polygon and Ogive

UNIT- IV

Measures of Central Tendency: Mean – Median – Mode - Geometric Mean and Harmonic Mean - Relative Merits and Demerits of Average.

UNIT- V

Measures of Dispersion: Range - Quartile Deviation - Mean Deviation - Standard Deviation, Lorenz Curve – Relative Merits and Demerits of Dispersion

Text Book

1. R.S.N. Pillai, V. Bagavathi, *Statistics- Theory and Practice*, S. Chand & Co. Limited, New Delhi, 2013

Reference Books

1. Gupta, S. P, *Statistical Methods*, Sultan Chand and Sons, New Delhi, 2010
2. B.N. Asthana, *Elements of Statistics*, S. Chand & Company Ltd., New Delhi, 2011
3. R.S.N. Pillai and V. Bagavathi, *Practical Statistics*, S. Chand & Co. Limited, 2003

SEMESTER I
(For those who join in June 2016 and After)

PART – IV : Non major Elective		
Subject Title : Economics of Insurance		
Subject Code: 01NE11	Hours per week: 2	Credit: 2
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To know the Basic Concepts and Principles of Insurance.*
- ❖ *To enhance the knowledge of Life Insurance and General Insurance.*
- ❖ *To enrich the knowledge of IRDA.*

UNIT – I

Introduction – Meaning – Definition – Features – Functions – Importance and Advantages of Insurance.

UNIT – II

Principles of Insurance - Fundamental Principles - Terms Used in Insurance - Evolution of Insurance Organisation – Insurance Organisation in India.

UNIT – III

Life Insurance – Meaning - Importance, Types of Life Insurance Policies.

UNIT – IV

General Insurance – Meaning and Types of General Insurance - Classifications of General Insurance Policies.

UNIT – V

Legal Dimensions of Insurance – IRDA (1999) and Consumer Protection Act 1986.

Text Book

1. Murthy, *Elements of Insurance*, Margham Publications, Chennai, 2012

Reference Books:

1. Dr.P. Periasamy, *Principles and Practice of Insurance*, Himalaya Publishing House Pvt. Ltd., New Delhi, 2013
2. Mishra, M.N., *Principles & Practices of Insurance*, Sultan Chand & Sons, New Delhi, 2004.

SEMESTER II
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Micro Economics - II		
Subject Code: 01CT21	Hours per week: 5	Credit: 4
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To know the basic concepts of Economics*
- ❖ *To understand about the Consumption and Production Functions*
- ❖ *To enrich the knowledge on Structures of Markets*

UNIT-I

Supply: Meaning, Kinds – Factors Determining Supply and Elasticity of supply - Marshall's Time Element Analysis.

UNIT-II

Product Pricing I: Perfect Competition - Meaning – Features - Price and Output Determination under Perfect Competition - Monopoly – Meaning – Features – Types - Price and Output Determination under Monopoly.

UNIT-III

Product Pricing II: Monopolistic Competition – Meaning – Features – Price Output Determination under Monopolistic Competition – Oligopoly – Features – Kinked Demand Curve.

UNIT-IV

Theory of Distribution I: Personal and Functional Distribution - Marginal Productivity Theory of Distribution - Modern Theory of Distribution - Rent – Meaning - Ricardian Theory of Rent - Modern Theory of Rent - Quasi Rent.

UNIT-V

Theory of Distribution II: Wages – Meaning - Kinds of wages – Substitution Theory of Wage - Wage Fund Theory - Modern Theory of Wage - Interest – Meaning - Gross and Net Interest - Liquidity Preference Theory - Profit – Meaning - Gross and Net Profit - Innovation Theory of Profit.

Text Book:

1. Marimuthu, D. Bose, *Introduction to Micro Economics*, Himalaya Publishing House Pvt, Ltd., Mumbai, 2000.

Reference Books:

1. K.P.M. Sundaram & M.C. Vaish, *Micro Economic Theory*, S Chand & Co Ltd., New Delhi, 1997.
2. H.L. Ahuja, *Advanced Economic Theory: Microeconomic Analysis*, S Chand & Co Ltd., New Delhi, 2006.
3. K.K. Dewett, *Modern Economic Theory*, S Chand & Co Ltd., New Delhi, 2006.
4. Jhingan, M.L, *Microeconomic Theory*, Vikas Publishing House Pvt. Ltd., New Delhi, 1982.
5. Paul A. Samuelson, *Foundations of Economic Analysis*, Harvard University Press, 1983.
6. P.A. Samuelson & W.D. Nordhaus, *Economics*, Tata McGraw Hill, New Delhi, 2005
7. George Joseph Stigler, *The Theory of Price*, Macmillan, New Delhi, 1966.

SEMESTER II
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Entrepreneurship Development		
Subject Code: 01CT22	Hours per week: 6	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- *To acquire the knowledge of the Role of Entrepreneurs in Economic Development.*
- *To understand the basic concepts and Motivational Theory.*
- *To learn about Women Entrepreneur in India.*
- *To enrich the knowledge about the Institutions for Entrepreneurship Development.*

UNIT – I: Introduction: Entrepreneur - Meaning - Definition - Functions of Entrepreneur - Types - Role of Entrepreneurs in Economic Development - Entrepreneur and Manager - Traits and Qualities of Successful Entrepreneurs – SWOT Analysis.

UNIT – II: Entrepreneurship: Concept of Entrepreneurship – Motivation Theories – Motivating Factors – Entrepreneurial Mobility- Factors Influencing Mobility – Need for EDP.

UNIT – III: Women Entrepreneurship: Concept - Types - Factors Influencing Women Entrepreneurship - Role and Functions - Growth of Women Entrepreneurship in India - Problems of Women Entrepreneur - Steps to Promote Women Entrepreneurship in India.

UNIT – IV: Small Scale Industries: Meaning of Small Scale Industries –Types of SSI – Role of SSI in Economic Development – Industrial Sickness: Causes and Remedies – Project Report: Contents – Formulation.

UNIT – V: Hierarchy of Institutions: Institutional Arrangement for Entrepreneurship Development – DIC - SIDO - SIDCO - NSIC - SIPCOT - TIIC - ITCOT - SIDBI - Incentives and Subsidies.

Text Book

1. Anilkumar.S, Purnima.S.C, Abraham.K, Jayashree.K, *Entrepreneurship Development*, New Age International Publication, Mumbai, 2011.

Reference Books:

1. Saravanavel.P, *Entrepreneurial Development*, Ess Pee Kay Publishing House. Chennai, 1997.
2. Khanka.S.S, *Entrepreneurial Development*, S. Chand & Co., New Delhi. 1999

3. Gupta.C.B and N.P.Srinivasan, *Entrepreneurial Development in India*, S. Chand & Co., New Delhi. 1998
4. Jose Paul Ajit Kundar and Mampilly, *Entrepreneurship Development*, Himalaya Publishing House Pvt. Ltd., Mumbai.
5. Vasanth Desai, *Small Scale Industries and Entrepreneurship*, Himalaya Publishing House, Mumbai, 2008.
6. Thomas W. Zimmer & Norman N Scarborough, *Essentials of Entrepreneurship and Small Business Management*, Pearson Education, New Delhi, 2008.

SEMESTER II
(For those who join in June 2015 and After)

PART – III : Allied Subject Theory		
Subject Title : Economic Statistics – II		
Subject Code: 01AT21	Hours per week: 6	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the knowledge of Correlation Analysis and Regression Analysis*
- ❖ *To understand about the Time Series Analysis and Index Number*
- ❖ *To know the knowledge of Probability*

UNIT I

Correlation Analysis: Meaning – Importance - Uses, Types and Methods of Measuring Correlation – Rank Correlation Co-efficient

UNIT II

Regression Analysis: Meaning - Uses - Difference between Correlation and Regression - Regression Equation and Regression Co-efficient.

UNIT III

Time Series: Meaning – Importance – Uses – Components of Time Series – Different Methods of Measuring Trend.

UNIT IV

Index Number: Meaning - Importance, Uses and Types of Index Number – Weighted, Laspeyre's, Pasache, Fisher and Bowley - Test of Index Numbers.

UNIT V

Probability: Meaning – Definition – Uses and Types of Probability – Independent and Dependent Variable.

Text Book

1. R.S.N.Pillai, V.Bagavathi, *Statistics- Theory and Practice*, S.Chand Co. Limited, New Delhi, 2013.

Reference Books

1. Gupta, S. P, *Statistical Methods*, Sultan Chand and Sons, New Delhi, 2010
2. B.N. Asthana, *Elements of Statistics*, S. Chand & Company Ltd., New Delhi, 2011
3. R.S.N. Pillai and V. Bagavathi, *Practical Statistics*, S. Chand & Co. Limited, 2003

SEMESTER II
(For those who join in June 2016 and after)

PART – IV : Non major Elective		
Subject Title : Elements of Economics		
Subject Code: 01NE21	Hours per week: 2	Credit: 2
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To know the fundamental concepts of Micro and Macro Economics*
- ❖ *To get an idea of Law of Demand and Law of Supply*
- ❖ *To understand the concepts of National Income, Money and Functions of Money*

UNIT- I

Definitions of Economics - Basic Concepts in Economics - Micro and Macro Economics

UNIT- II

Demand and Demand Curve - Determinants of Demand - Law of demand - Consumer's Surplus

UNIT- III

Supply and Law of Supply - Supply Curve - Determinants of Supply Curve – Consumer's Surplus - Factors of Production.

UNIT-IV

National Income - Concepts of National Income – Methods of Measurement - Difficulties in Estimating National Income - Uses of National Income Data.

UNIT- V

Money - Meaning & Functions of Money - Inflation - Meaning - Types of Inflation – Causes and Control of Inflation.

Text Book

1. General Economics Part I Prof Srinivasan
2. General Economics Part II Prof Srinivasan

Reference Books

1. M.L.Seth, *Micro Economics*, Laxmi Narayana Agarwal, Agra, 2007
2. Jhingan, M.L, *Principles of Economics*, Vrinda Publications Pvt. Ltd., New Delhi, 2002.
3. M.J.Kennedy, *Advanced Microeconomics Theory*, Himalaya Publishing House Pvt. Ltd., New Delhi, 2008.

SEMESTER III
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Money and Banking		
Subject Code: 01CT31	Hours per week: 6	Credit: 4
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To know the Concepts and Evolution of Money*
- ❖ *To understand the Theories of Money and Inflation*
- ❖ *To get the knowledge of functions of Banking and Money Market*

UNIT-I

Money: Barter System –Meaning and Defects - Evolution of Money - Meaning and Definitions of Money - Functions of Money - Kinds of Money - Defects of Money- Qualities of Good Money.

UNIT-II

Monetary Theories: Quantity Theory of Money– Fisher’s Quantity Theory of Money - Cambridge Equation: Pigou, Marshall, Robertson and Keynes.

UNIT-III

Inflation: Meaning – Causes - Types - Effects - Anti-inflationary Measures - Inflationary Gap - Deflation – Stagflation – Trade Cycles – Meaning and Types

UNIT-IV

Banking: Meaning – Types - Functions of Commercial Banks - Commercial Bank and Economic Development - Credit Creation
Central Bank: Functions - Methods of Credit Control - Quantitative and Qualitative Methods.

UNIT-V

Money Market: Organized and Unorganized Money Market - Indian Money Market - Capital and Stock Market Monetary Policy: Objectives and Types – India’s Monetary Policy.

Text Book

1. M. L. Jhingan, *Money, Banking, International Trade and Public Finance*, Konark Publishers Pvt, Limited, New Delhi, 1993.

Reference Books

1. K.P.M. Sundaram, *Money, Banking & International Trade*, Sultan and Chand Co. Ltd. New Delhi, 2006.
2. M C Vaish, *Monetary Theory*, Vikas Publishing House Pvt Ltd, Chennai, 2009
3. Gupta, S.B., *Monetary Economics: Institutions, Theory and Policy*, New Delhi: S. Chand and Co., New Delhi, 1988.
4. S. Sankaran, *Money, Banking and International Trade*, Margham Publications, Chennai, 2004
5. Bhole, L. M., *Financial Institutions and Markets, Structure, Growth and Innovation*, Tata McGraw-Hill, New Delhi. 1999

SEMESTER III
(For those who join in June 2016 and After)

PART – III : Core Subject Theory		
Subject Title : Mathematical Methods		
Subject Code: 01CT32	Hours per week: 5	Credit: 4
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- *To know the basic concepts of Mathematics in the usage of Economics*
- *To acquire the knowledge of the application of Mathematics in the field of Economics*

UNIT-I Mathematical Economics: Meaning, Nature, Scope - Role of Mathematics in Economics.

UNIT-II Analytical Geometry of Two Dimensions:
a) Straight line : Equation of a Straight Line-Point of Intersection of Two Lines, Concurrent Lines Angle Between the Two Straight Lines –b) Circle, Centre, Radius.

UNIT-III Matrices: Addition and Subtraction of Matrices, Matrix Multiplication - Types of Matrices - Transpose of Matrix - Inverse Matrix - Solution of Linear Equations by Matrix Method and Cramer's Rule.

UNIT-IV Differential Equations: Meaning – Rules for Differentiation: Addition, Subtraction, Multiplication, Division -Higher order Differentiation: Partial and Total Differentiation- Uses of these equations in economics

UNIT-V Integral Calculus: Rules of integration, definite integrals and their properties. Uses of integrals in Economics- the stock of capital, consumer's and producer's surplus

Text Book

1. Bose.D, *An Introduction to Mathematical Methods*, Himalaya Publishing House, New Delhi, 2009.

Reference Books:

1. C.S.Agarwal, R.C. Joshi., *Mathematics for Economists*, The New Academic Publishing Co., Jalandhar, 1983.
2. T.M. Srinivasan & S.Perumalswamy, *Elements of Quantitative Techniques*, Emerald Publishers, Chennai, 2000
3. Sanchet, D.C. and Kapoor, V.K., *Business Mathematics*, S.Chand &Co., New Delhi, 1983
4. Yamane, Taro, *Mathematics for Economists: An Elementary Survey*, Prentice Hall of India Pvt. Ltd., New Delhi, 1970

SEMESTER III
(For those who join in June 2015 and after)

PART - III : Allied Subject Theory		
Subject Title : History of India (1707-1858 AD)		
Subject Code: 02AT01	Hours per week: 6	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To analyze the factors that helped to establish the British Empire in India.*
- ❖ *To outline the Constitutional development from 1773 to 1857 AD..*
- ❖ *To trace the evolution of Indian National Movement.*

Unit-1

The Advent of Europeans – Portuguese – Dutch – English and French – Anglo-French rivalry in the Carnatic – The Establishment of English power in Bengal – Robert Clive – Double government in Bengal.

Unit-2

India under English East India Company: Warren Hastings: Administrative Reforms – Foreign Policy - Cornwallis - Permanent Land Revenue Settlement - Lord Wellesley and Subsidiary System – Lord Hastings Reforms of William Bentinck – Lord Dalhousie – Administrative Reforms – Foreign Policy – Lord Canning.

Unit-3

Anglo-Maratha Wars - Anglo-Mysore Wars - Anglo-Sikh Wars

Unit-4

Internal resistances: Poligary Rebellion (1799) – The South Indian Rebellion (1800-1801) – Vellore Mutiny (1806) – The Rising of 1857 – End of Company's rule.

Unit-5

Constitutional developments from 1773-1858 AD: Regulating Act of 1773 – Pitt's India Act of 1784 – Charter Acts (1813, 1833 and 1853) – Queen's Proclamation.

Text Book

1. Four Authors *Simple History of India since 1526*, SBD Publishers, Delhi, 2010.

Reference Books

1. Agarwal A.C. *Constitutional History of India*, Wiley Eastern, New Delhi, 1986.
2. Grover & Grover *History of Modern India*, S. Chand and Co., New Delhi, 2001.
3. Mahajan V.D. *History of India since 1526*, S. Chand and Publication; New Delhi, 1976.
4. Rajayyan K. *South Indian Rebellion*, Ratna Publications, Madurai, 2000.
5. Roy Choudry, S.C. *History of Modern India*, Surjeet Publications, Delhi, 1995

SEMESTER III
(For those who join in June 2016 and after)

PART – IV : Skill Based Subject		
Subject Title : Quatitative Aptitude for Economists		
Subject Code: 01SB31	Hours per week: 2	Credit: 2
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- *To train the mental ability of the students.*
- *To broaden the analytical skill of the students and to inculcate the problem solving skills*

UNIT I Simplification – Average– Problems on Ages – Surds & Indices
Percentage –Ratio and Proportion – Partnership– Time and Work

UNIT II Profit and Loss – Time and Distance – Simple Interest –Compound Interest

UNIT III Analog – Classification – Series Completion – Coding – Decoding – Blood Relations – Puzzle Test –Direction Sense Test – Logical Venn Diagrams – Alphabet Test – Number, Ranging &Time Sequence Test.

UNIT IV Mathematical Operations – Logical Sequence of Words – Inserting the Missing Character – Data Sufficiency – Decision Making -Assertion & Reason – Situation Reaction Test – Verification of Truth of the Statement.

UNIT V Data Interpretation – Arithmetical Reasoning -Non-verbal Reasoning

Books for Study

1. Agrawal, R.S., Quantitative Aptitude, S. Chand & Sons, New Delhi
2. Prakash, R., Verbal and Non-Verbal Reasoning, McMillan India, New Delhi

Books for Reference

1. Abhijit Guha, Quantitative Aptitude for Competitive Examination, Tata Mc Graw – Hill publishing, New Delhi
2. Competition Success Review
3. Competition master

SEMESTER IV
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : International Economics		
Subject Code: 01CT41	Hours per week: 6	Credit: 4
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the basic concepts of International Economics.*
- ❖ *To understand about the Balance of Trade and Balance of Payment.*
- ❖ *To enrich the knowledge about World Bank, IMF and SAARC*

UNIT-I

International Trade: Meaning – Features – Difference between Internal and International Trade – Absolute cost Advantage Theory- Comparative Cost Theory of International Trade - Modern Theory of International Trade.

UNIT-II

Balance of Trade and Balance of Payments–Causes for Disequilibrium in the Balance of Payments - Measures of Correcting Disequilibrium in the Balance of Payments - Free Trade Vs protection.

UNIT-III

Terms of Trade: – Definition, Types – Factors Affecting Terms of Trade – Terms of Trade and Economic Development - Terms of Trade and Economic Welfare – Gains from International Trade.

UNIT-IV

Exchange Rate: Fixed and Flexible Exchange Rate – Balance of Payment Theory – Mint Parity Theory – Purchasing Power Parity Theory.

UNIT-V

IMF, IBRD, UNCTAD, WTO, Euro - Dollar Market, Benefits and Effects - South Asian Association for Regional Co-operation (SAARC).

Text Book

1. S. Sankaran, *Money, Banking and International Trade*, Margham Publications, Chennai, 2004

Reference Books:

1. Kindleberger, C.P., *International Economics*, Homewood, 1973.
2. K.P.M. Sundaram, *Money, Banking & International Trade*, Sultan and Chand Co. Ltd. New Delhi, 2006.
3. M. L. Jhingan, *Money, Banking, International Trade and Public Finance*, Konark Publishers Pvt, Limited, New Delhi, 1993.
4. M.C.Vaish, *Money, Banking Trade & Public Finance*, New Age International (P). Ltd., New Delhi, 2003.
5. P.T. Ellsworth, *International Economy*, McMillan, New Delhi, 1950.
6. D.M. Mithani, *International Economics*, Himalaya Publishing House, New Delhi, 2004.

SEMESTER IV
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Accountancy		
Subject Code: 01CT42	Hours per week: 5	Credit: 4
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives:

- ❖ *To acquire the knowledge of fundamentals of Accountancy.*
- ❖ *To understand about the Trial Balance and Final Accounts.*

- UNIT-I** Fundamentals of Book-keeping – Methods of Keeping and Presenting Accounts - Books of Prime and Subsidiary Entry.
- UNIT-II** Bank Transaction and Bank Reconciliation Statement.
- UNIT-III** Preparation of Trial Balance. (except Rectification of Error)
- UNIT-IV** Final Accounts of Sole Trade, Opening, Adjusting and Closing Entries.
- UNIT-V** Accounts of Non-trading Concerns

Reference Books:

1. K.L. Nagarajan, N. Vinayakam, P.L. Mani, *Principles of Accountancy*, S. Chand & Company Ltd., New Delhi, 2004
2. T.S. Grewal, *Introduction of Accountancy*, S. Chand & Company Ltd., New Delhi, 1978

SEMESTER IV
(For those who join in June 2015 and after)

PART - III : Allied Subject Theory		
Subject Title : History of India (1858-1950 AD)		
Subject Code: 02AT02	Hours per week: 6	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To highlight the British Administration in India from 1858 to 1947 AD.*
- ❖ *To recall the Social and Religious Reform Movement in the 19th Century India.*
- ❖ *To study the economic impact of the British Rule on India and the Planned Economy of Independent India*

Unit-1

India under British Crown: Canning, Ripon, Curzon and Mountbatten – The Anglo-Afghan Wars – The Burmese Wars.

Unit-2

Social and Religious Reforms – the Brahma Samaj – The Prarthana Samaj – The Arya Samaj – The Ramakrishna Mission – The Theosophical Society – Other individual reformers

Unit-3

Indian National Movement: Nationalism in India – Indian National Congress – Moderate and Extremist Movements – Home Rule Movement – Mahatma Gandhi and Non-Cooperation Movement, Civil Disobedience Movement, Quit India Movement – South Indian Leaders: V.O.C., Bharathi, Rajaji, Sathiyamoorthy and K. Kamaraj.

Unit-4

Constitutional Developments: Acts of 1909, 1919 and 1935 – Growth of Education – Impact of British Rule in India.

Unit-5

Integration of Princely states and Foreign possessions – Reorganisation of Indian States – India's Foreign Policy – India's Planned Economy.

Text Book

1. Venkatesan, *G. History of Indian Freedom Struggle*, VC Publications, 2006.

Reference Books

1. Agarwal, *Constitutional History of India*, S. Chand & Co., New Delhi, 1965.
2. Bipan Chandra, *History of Modern India*, Orient Black Swan, New Delhi, 2010.
3. Grover, B.L. *A New look on Modern Indian History*, S. Chand & Co., New Delhi, 1993.
4. Hansraj. *Advanced History of India*, Surjeet Publications, New Delhi, 2010.
5. Mahajan V.D. *Modern Indian History*, S. Chand & Co., New Delhi, 2007.
6. Raychoudhary. *History of Modern India*, Surjeet Publications, Delhi, 2002.

SEMESTER IV
(For those who join in June 2016 and After)

PART – IV : Skill Based Subject		
Subject Title : Computer Applications in Economics		
Subject Code: 01SB41	Hours per week: 2	Credit: 2
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the basic knowledge of Computer.*
- ❖ *To understand the Programming Languages.*

UNIT I Introduction to Computer:

Evolution of Computers, Classification of Computers, Importance of Computers, Components of Computer: Input, Output, Storage Devices.

Programming Languages: Software, Programming Languages, Low and High Level Languages.

UNIT II MS-Word:

Introducing Microsoft Office – Word Processing with MS-Word: Basic – Formatting Text and Documents - Applications of MS-Word: Working with Headers, Footers and Footnotes – Tables, sorting – Working with Graphics – Introduction to Mail Merge.

UNIT III: MS-Excel:

Spread Sheet with MS-Excel: Basic – Arranging Work Sheets – Formatting, Statistical Functions – Charts – Graphics – Applications of MS-Excel.

UNIT IV: MS-Power Point:

Power Point Basics – Creating Presentations - Working with Text – Applications of MS-Power Point-Showing a Presentation.

MS-Access and Applications: Introduction to Access –Creating a Simple Database and Tables – Forms-Applications of MS-Access

UUNIT V: E-Mail and Internet:

Introduction to E-Mail concepts – Creating, Editing a Mail and sending E-Mail: Advantages and Disadvantages.

Text Book: 1. Sanjay Saxena A. First Course in Computers, Vikas Publishing Delhi.

Reference Books

1. PK Sinha, *PC complete*, BPB Publications, Chennai, 2003.
2. PK Sinha, *Computer Fundamentals*, BPB Publications, Chennai, 2004
3. Bill Bruck, *The Essential 2000*, BPB Publications, Chennai, 2004
4. Ananthi Sheshasayee, *Computer Applications in Business & Management*, Margham Publications, Chennai, 2005.

SEMESTER V
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Macro Economics-I		
Subject Code: 01CT51	Hours per week: 5	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives:

- ❖ *To acquire the knowledge of important concepts of Macro Economics.*
- ❖ *To understand about the theories of employment.*
- ❖ *To enrich the knowledge of consumption functions.*

UNIT – I Macro Economics: Meaning, Nature and Scope of Macro Economics: Meaning of Macro Economics – Differences Between Micro and Macro Economics - Importance and Limitations of Macro Economic Analysis – Circular Flow of Income – Two and Three Sector Models.

UNIT – II National Income: Definition and Concept - Per-capita Income and Disposal Personal income, Real Income and National Income - Concept of National Product - 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 Theory 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 - Saving and Investment Approach to Under - Employment Equilibrium – A Comparison of Classical and Keynesian Theory of Employment.

UNIT – IV Consumption function: Keynesian Psychological Law of Consumption - Significance of Keynes Law - Propensity to Consume - APC and MPC - Determinants of Propensity to Consume

UNIT – V Theories of Consumption Function: Absolute Income Hypothesis – Relative Income Hypothesis – Permanent Income Hypothesis – Life Cycle Hypothesis.

Text Book

1. Sankaran.S, *Macro Economics*, Margham Publications, Chennai, 2008
2. Maria John Kennedy, *Macro Economic Theory*, PHI Learning Pvt. Ltd., New Delhi, 2011

Reference Books:

1. Ahuja, H.L., *Macro Economics Theory and Policies Advanced Analysis*, Indiana Books and Journals, Chennai, 2005.
2. Vaish, M.C., *Macro Economics*, Vikas Publishing House Pvt. Ltd., Mumbai, 1999
3. Montech Ahluwalia, *Macroeconomics and Monetary Policy*, T.R. Publications, New Delhi, 2002.
4. Jhingan.M.L, *Macroeconomic Theory*, Vrinda Publications Limited, New Delhi, 2003.
5. Keynes.J.M., *The General Theory of Employment Interest and Money*, McMillan, London, 1936

SEMESTER V
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Fiscal Economics-I		
Subject Code: 01CT52	Hours per week: 5	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives:

- ❖ *To acquire the knowledge of Basic Concepts of Public Finance.*
- ❖ *To understand about Public Expenditure, Public Revenue.*
- ❖ *To enhance the knowledge about Budgetary System and Federal Finance in India.*

- UNIT-I** Public Finance - Meaning - Public Finance and Private Finance - Principle of Maximum Social Advantage.
- UNIT-II** Public Goods, Private Goods, Economics Goods, Merit Goods- Distinction between public and private goods-Provision of public goods
- UNIT-III** Public Revenue: Sources of Revenue – Tax Revenue and Non-tax Revenue- Taxation: Definition - Canon of Taxation - Proportional and Progressive Taxes - Direct and Indirect Taxes – Qualities of Good Taxation –
- UNIT-IV** Incidence of Taxation – Meaning, Theories, Factors affecting Incidence of a tax –incidence of specific taxes – Taxes of Centre and the States – Specific taxes
- UNIT-V** Taxable Capacity: Meaning - Elements Determining Taxable Capacity - Taxable Capacity in India

Text Book

1. B.P.Tyagi., *Public Finance*, Jai Prakash Nath & Co Meerat, 1999

Reference Books:

1. H.L.Bhatia., *Public Finance*, Vikas Publishing House Pvt. Ltd., New Delhi, 1999
2. Musgrave and Musgrave., *Public Finance in Theory and Practice*, McGraw-Hill Book Co., New Delhi, 1984
3. R.C.Awawal, *Public Finance*, Lakshmi Narayan Publication, New Delhi
4. Chelliah, Raja J., *Fiscal Policy in Underdeveloped Countries with Special Reference to India*, George Allen and Ltd., London, 1960.
5. Datt, Ruddar and K.P.M. Sundharam, *Indian Economy*, S. Chand and Co. Pvt. Ltd., New Delhi, 2005.
6. Dalton, Huge, *Principles of Public Finance*, Routledge and Kegan Paul Ltd, London, 1971.
7. Musgrave, Richard and Peggy B. Musgrave, *Public Finance in Theory and Practice*, McGraw Hill International Book Co., Tokyo, 1980.

SEMESTER V
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : History of Economic Thought -I		
Subject Code: 01CT53	Hours per week: 5	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the knowledge of basic concepts of History of Economic Thoughts.*
- ❖ *To understand the view of Classical Thinkers in Economic Thoughts.*
- ❖ *To enhance the knowledge of Socialistic and Indian Economic Thinkers in Economic Thoughts.*

UNIT – I Introduction: Nature and Importance of Economic Thought –Relativist and Absolute Approaches to Economic Thought -Mercantilism - Factors Leading to Mercantilism -Mercantilist Ideas - Decline of Mercantilism.

UNIT – II Physiocracy: Ideas of Physiocrats- Natural Order-Net Product – Circulation of Wealth -Critical Appraisal – Comparison Between Physiocrats and Mercantilism

UNIT – III Classical Thinkers: Adam Smith: Wealth Definition - Division of Labour - Theory of Value - Capital Accumulation - Free Trade - Role of State - Stationary State- David Ricardo: Value Analysis-Theories of Trade and Distribution-Views on Machinery and Employment

UNIT – IV Malthus: Malthus-Ricardo Market Glut - J.S. Mill: Hedonism - Liberalism - Deviation From Classification – Classical Stationary State with special reference to Mill’s views -Socialistic Ideas.

UNIT - V Marxian Economics: Historical Materialism, Theory of Value-Theory of Capital Accumulation-Theory of Crisis-Simple Reproduction Scheme – Veblen’s theory of Leisure class –Essential features of Marginalism

Books for study:

1. Sankaran, S., *History of Economic Thought*, Margham Publications, Chennai, 1987
2. M.J.Kennedy, *History of Economic Thought*, Margham Publications, Chennai, 2013
3. Hajela, T.N., *History of Economic Thought*, Konark Publications, New Delhi, 1994.

Books for reference:

1. Loganathan. V., *History of Economic Thought*, S.Chand & Co., New. Delhi, 1996.
2. Srivastava, S.K., *History of Economic Thought*, S. Chand & Co., New Delhi, 1994
3. D.M. Mithani, *History of Economic Thought*, Himalaya Publishing House, New Delhi
4. Devi and Uma, *Evolution of Economic Thought & Theory*, S.Chand & Co. Limited, NewDelhi

SEMESTER V
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Planning and Growth		
Subject Code: 01CT54	Hours per week: 5	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the knowledge of General Concepts of Planning and Growth*
- ❖ *To understand about the Developmental Concepts in Indian Planning.*
- ❖ *To enrich the knowledge about the Theories of Economic Growth.*

UNIT – I Planning – Meaning – Definition – Features - Need For Planning in Underdeveloped Economies - Types of Planning - Physical and Financial - Short Term and Perspective Planning - Planning in Capitalist, Socialist and Mixed Economies.

UNIT– II Plan Formulation - Planning Machinery - Plan Implementation in India - India's Five Year Plans - Objectives - Size of Plan - Strategies of Plan - Resource Mobilization.

UNIT- III Planning and Agricultural Development - Planning and Industrial Development - Assessment of Performance of Plans in India.

UNIT – IV Growth - Meaning - Definition - Characteristics Indicators - Causes - Economic Development - Meaning - Difference Between Economic Development and Economic Growth - Obstacles to Economic Development - Economic and Non-Economic Factors - Nature of Dualism

UNIT - V Rostow's Stages of Economic Growth - Theories of Economic Growth - Balanced Growth - Unbalanced Growth - Big - Push Theory - Thesis of Critical Minimum Effort - Mahalanobis Thesis in Development.

Text Book

1. M.L.Jhinan, *The Economics of Development and Planning*, Vrinda Publications, New Delhi, 2006.

Reference Books

1. W.A.Lewis, *The Theory of Economic Growth*, Homewood, Illinois: Irwin, 1955
2. B. R. Shenoy, *Indian Planning And Economic Development*, New York: Asia Publishing House, 1963
3. Dhingra, I.C, *Indian Economy*, S.Chand & Co. Ltd., New Delhi, 2000
4. Agarwal, A.N., *Indian Economy: Problems of Development and Planning*, Wishwa Prakashan Chennai, 2001.
5. K.P.M. Sundaran & Dutt Ruddar, *Indian Economy*, S.Chand & Co. Ltd., New Delhi, 2002
6. Mishra & Puri, *Economics of Development and Planning*, Himalaya Publishing House, New Delhi.

SEMESTER V
(For those who join in June 2015 and After)

PART – IV : Elective Paper		
Subject Title : Agricultural Economics		
Subject Code: 01EP51	Hours per week: 5	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the Nature and Scope of Agricultural Economics.*
- ❖ *To understand the Agricultural Holding and Agricultural Marketing in India.*
- ❖ *To Learn about the Land Reforms and the Rural Indebtedness in India.*

UNIT I Introduction to Agricultural Economics – Meaning – Definition – Nature and Scope of Agricultural Economics – Difference Between Agriculture and Industry – Place of Agriculture in Indian Economy – Causes for Low Agricultural Productivity in India – Remedies.

UNIT II Agricultural Holdings: Meaning of Agricultural Holdings - Size of Holdings – Subdivision and Fragmentation of Holdings - Characteristics of Small Holdings - Advantages and Disadvantages of Small Holdings – Consolidation of Holdings.

UNIT III Agricultural Price And Marketing: Fluctuation in Agricultural Prices - Causes and Impact - Price Stabilization - Agricultural Price Policy - Role of CACP - Agricultural Marketing - Types - Defects of Agricultural Marketing – Regulated Market.

UNIT IV Land Reforms: Meaning – Nature, Objectives and Types - Implementation of Land Reforms - Abolition of Intermediaries – Tenancy Reforms - Ceiling on Land Holdings - Bhoodan Movement.

UNIT V Rural Indebtedness and Rural Credit: Rural Indebtedness – Meaning - Causes and Evils - Rural Credit - Need for Credit - Classification of Credit - Sources of Rural Credit - Institutional, Non-institutional Financing.

Text Book

1. Sankaran.S, *Agricultural Economy of India*, Progressive Corporation Pvt. Ltd, Bombay.

Reference Books

1. Memoria C.B. – *Agricultural Problems of India*, Kitab Mahal, Allahabad.
2. Sadhu and Singh – *Fundamentals of Agriculture Economics*, Himalaya Publishing House, Bombay.
3. Tyagi, B.P., *Agricultural Economics and Rural Development*, Jai Prakas Math and Co., Meerut, 2004.
4. R.N. Soni, *Leading Issues in Agricultural Economics*, Vishal Publications, Jalandhar.
5. Subrahmanya and I Sathya Sundaram, *Growth of Agriculture and Rural Development in India*, Deep and Deep Publication, New Delhi, 1987.
6. Reddy Subba S and Others, *Agricultural Economics*, Oxford and IBH Publishing Company Private Ltd., New Delhi, 2004.

SEMESTER V
(For those who join in June 2015 and after)

PART – IV : Skill Based Subject		
Subject Title : Human Resource Management		
Subject Code: 01SB 51	Hours per week: 2	Credit: 2
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To learn about the General Concepts of HRM.*
- ❖ *To understand about the Organisation of HRM.*
- ❖ *To acquire the knowledge of Selection and Recruitment.*

UNIT –I

Introduction: Meaning – Scope of HRM – Objectives of HRM – Features of HRM – Influencing Factors

UNIT–II

Organisation of HRM: Organisation of HRM Department– Descriptions of Line and Staff Functions

UNIT–III

Job Analysis: Meaning – Methods of Job Analysis – IT and Computerised Skill Inventory

UNIT –IV

Recruitment and Selection: Meaning –Constraint and Challenges – Selection Process –Types of Tests

UNIT –V

Interview: Types of Interview – Common Interviewing Mistakes – Designing and Conducting Effective Interviews

Reference Books

1. Gary Dessler, *Human Resource Management*, Seventh edition, Prentice-Hall of India Pvt. Ltd., Pearson.
2. VSP Rao, V Hari Krishna, *Management: Text and Cases*, Excel Books, I Edition, 2004
3. S.P Robbins, *Personnel/Human Resource Management*, Prentice Hall, New Delhi, 2004
4. Michael, V.P, *Human Resources Management and Human Relations*, Himalaya Publishing House, New Delhi, 1998.
5. Rudrabasavaraj, M.N, *Cases in Human Resource Management*, Himalaya Publishing House, New Delhi, 1998.

SEMESTER – V
(For those who join in June 2015 and after)

Part – IV : Common Subject Theory		
Subject Title : Environmental studies		
Subject Code: ESUG51	Hours per week: 2	Credit: 2
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

2hrs/week 24hrs

Objectives

- ❖ *Disseminate information of Environment of national and international issues*
- ❖ *Environmental consciousness creation among the students*
- ❖ *Facilitation of environmental leadership among students*

Unit-I 5 hrs

Introduction – Nature, scope and importance of Environmental studies – Natural Resources and conservation – forest, water and energy.

Unit-II 5 hrs

Ecosystem – concept – structure and function, energy flow, food chain, food web and ecological pyramids

Unit-III 5hrs

Biodiversity – definition, types – values – India, a mega diversity zone – Hotspots – Endangered and endemic species – threat to biodiversity and conservation

Unit-IV 5 hrs

Environmental pollution – Air pollution- causes and effect – Ozone depletion – Global warming – acid rain – Water pollution – Noise pollution – Solid waste management – Nuclear hazard

Unit-V 4hrs

Human population and the environment – Population growth – variation among nations – effects of population explosion – family welfare programme – environment and human health.

Text books

Environment studies – R.Murugesan (2009), Milleneum Pub. Madurai-16

Reference Book:

1. Environmental Studies Erach Bharucha Universities Press – Hyderabad
2. Modern concepts of Ecology – HD KUMAR, Vikas Publishing House New Delhi.
3. Environmental studies – R. Rajagopalan (2005) Oxford University Press, New Delhi

SEMESTER VI
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Macro Economics-II		
Subject Code: 01CT61	Hours per week: 5	Credit: 4
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the knowledge of Investment Function, Multiplier and Accelerator Theory.*
- ❖ *To understand about the Different views of Macro Economic Analysis.*
- ❖ *To learn about the Business Cycle.*

UNIT – I Investment Function: Investment Function – Meaning – Types – Determinants of Investment –Autonomous Investment and Induced Investment – Factors Determining Investment Function – Marginal Efficiency of Capital and Rate of Interest.

UNIT –II Multiplier and Accelerator: Multiplier – Static and Dynamic Multipliers – Induced Investment and Accelerator – The Interaction Principle – Basics of Income and Employment Multiplier.

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

UNIT – IV Business Cycle: Meaning – Definition – Types –Characteristics – Phases – Schumpeter Theory – Keynes Theory– Hicks Theory.

UNIT – V Macro Economic Policy: Monetary Policy – Meaning – Objectives – Instruments – Fiscal Policy: Meaning – Objectives – Instruments – Role of Monetary and Fiscal Policy

Text Book

1. Sankaran.S, *Macro Economics*, Margham Publications, Chennai, 2008.
2. Maria John Kennedy, *Macro Economics Theory*, PHI Learning Pvt. Ltd., New Delhi, 2011

Reference Books:

1. Jhingan.M.L, *Macro Economic Theory*, Vrinda Publications Limited, New Delhi, 2003.
2. H.L. Ahuja, *Macro Economics: Theory and Policy*, S.Chand & Company, New Delhi, 2006
3. Vaish, M.C., *Macro Economics*, Vikas Publishing House Pvt Ltd, Mumbai, 1999
4. Montech Ahluwalia, *Macroeconomics and Monetary Policy*, T.R. Publications, New Delhi, 2002.
5. Keynes J M., The Heneral, *Theory of Employment Interest and Money*, McMillan, London, 1936
6. D.N.Dwivedi, *Micro Economics: Theory and Policy*, Tata McGrawHill, New Delhi, 2007

SEMESTER VI
(For those who join in June 2015 and After)

PART – III : Core Subject Theory		
Subject Title : Fiscal Economics-II		
Subject Code: 01CT62	Hours per week: 5	Credit: 4
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the knowledge of Basic Concepts of Public Finance.*
- ❖ *To understand about Public Expenditure, Public Revenue.*
- ❖ *To enhance the knowledge about Budgetary System and Federal Finance in India.*

- UNIT-I** Public Expenditure: Principles of Public Expenditure - Growth of Public Expenditure in India - Control of Public Expenditure in India.
- UNIT-II** Public Debt: Need for Government Borrowings - the Burden of Public Debt - Redemption of Public Debt - India's Public Debt - Debt SWAP.
- UNIT-III** Budget: Objectives of a Budget – Kinds of Budget - Balanced and Unbalanced Budget - Contra Cyclical Budgetary Policy - Full Employment Budget - Zero budget - Indian Budget - Fiscal Policy: Objectives of Fiscal Policy -Fiscal Policy in India.
- UNIT-IV** Federal Finance - Principles of Federal Finance – Problems in Federal Finance –Finance Commission-Functions-The Recent Finance Commission-Recommendations
- UNIT-V** Local Finance in India –Municipal Corporations -Municipalities – Zilla Parizad (District Panchayat) - Panchayat Union – Gram Panchayat (Village Panchayat)

Text Book

1. B.P.Tyagi., *Public Finance*, Jai Prakash Nath & Co Meerat, 1999

Reference Books:

1. H.L.Bhatia., *Public Finance*, Vikas Publishing House Pvt. Ltd., New Delhi, 1999
2. Musgrave and Musgrave., *Public Finance in Theory and Practice*, McGraw-Hill Book Co., New Delhi, 1984
3. R.C.Awawal, *Public Finance*, Lakshmi Narayan Publiation, New Delhi
4. Chelliah, Raja J., *Fiscal Policy in Underdeveloped Countries with Special Reference to India*, George Allen and Ltd., London, 1960.
5. Datt, Ruddar and K.P.M. Sundharam, *Indian Economy*, S. Chand and Co. Pvt. Ltd., New Delhi, 2005.
6. Dalton, Huger, *Principles of Public Finance*, Routledge and Kegan Paul Ltd, London, 1971.
7. Musgrave, Richard and Peggy B. Musgrave, *Public Finance in Theory and Practice*, McGraw Hill International Book Co., Tokyo, 1980.

SEMESTER VI
(For those who join in June 2015 and After)

PART – III : Elective Subject		
Subject Title : History of Economic Thought -II		
Subject Code: 01EP61	Hours per week: 6	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the knowledge of basic concepts of History of Economic Thoughts.*
- ❖ *To understand the view of Classical Thinkers in Economic Thoughts.*
- ❖ *To enhance the knowledge of Socialistic and Indian Economic Thinkers in Economic Thoughts.*

UNIT – I Neo - Classical Thinkers: Alfred Marshall: Contribution to Consumption and Production - Internal and External Economies - Representative Firm - Quasi Rent - Pigou: Welfare Economies - Wage and Employment.

UNIT – II Socialistic Thinkers: Utopian Socialism - Ideas of Saint Simon - Robert Owen and Fourier - Collapse of Capitalism-Scientific Socialism: Materialistic interpretation of History - Class Struggle - Labour Theory of Value - Surplus Theory of Value - Industrial Reserve Army

UNIT – III Modern Thinkers: Keynes: Keynes Revolution- Schumpeter-Neo Keynesian Economics

UNIT – IV Indian Economic Thinkers: Swami Vivekananda – Gandhi – V,K,R,V, Rao-Jawaharlal Nehru - Amartya Sen –C.N.Annadurai

UNIT - V Nobel Laureates: Recent Contributions in Economics (Last three years)

Books for study:

1. Sankaran, S., *History of Economic Thought*, Margham Publications, Chennai, 1987
2. M.J.Kennedy, *History of Economic Thought*, Margham Publications, Chennai, 2013
3. Hajela, T.N., *History of Economic Thought*, Konark Publications, New Delhi, 1994.

Books for reference:

1. Loganathan. V., *History of Economic Thought*, S.Chand & Co., New. Delhi, 1996.
2. Srivastava, S.K., *History of Economic Thought*, S. Chand & Co., New Delhi, 1994
3. D.M. Mithani, *History of Economic Thought*, Himalaya Publishing House, New Delhi.
4. Devi and Uma, *Evolution of Economic Thought & Theory*, S.Chand & Co. Limited, NewDelhi

SEMESTER VI
(For those who join in June 2015 and After)

PART – III : Elective Subject		
Subject Title : Indian Economy		
Subject Code: 01EP62	Hours per week: 5	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To learn about the Nature and Characteristics of Indian Economy.*
- ❖ *To acquire the knowledge of Irrigation, Green Revolution and Public Distribution System.*
- ❖ *To understand about the Industrial Policy Resolution in India*
- ❖ *To enrich the knowledge about LPG.*

UNIT-I Indian Economy: Nature and Characteristics of Indian Economy - Indicators of Development - Poverty and Unemployment - Population and Economic Development.

UNIT-II Agriculture: Role of Agriculture - Technological Inputs - Irrigation - Power - Mechanization - Green Revolution – Food Security - Recent Trends in Agriculture in India.

UNIT-III Industry: Industrial Policy Resolutions -1948, 1956, 1969, 1991 - Trends and Problems of large Scale and Small Scale Industries - Labour and Industrial Relations - Trade Union Movement - Trade Policy - EXIM Policy- in Recent Years.

UNIT-IV Service Sector: Trends-Role of Infrastructure and Economic Development –Technology Transfer –Choice of Techniques – Performance of Service Sector

UNIT-V Economic Reforms: Liberalization, Privatisation and Globalisation – Appraisal –Disinvestment Strategies –FDI and FII – Black Money.

Text Book

1. Sankaran, S., *Indian Economy*, Margham Publications, Chennai, 2000

Reference Books:

1. Datt, Ruddar and K.P.M. Sundharam, *Indian Economy*, S. Chand and Co. Pvt. Ltd., New Delhi, 2005.
2. Dhingra.I.C, *The Indian Economy*, Sultan Chand & Sons, New Delhi.
3. Mishra & Puri, *Economics of Development and Planning*, Himalaya Publishing, New Delhi.
4. Agarwall, A.N., 2004, *Indian Economy*, Sultan Chand & Sons, New Delhi, 2004.

SEMESTER – VI
(For those who join in June 2015 and after)

PART – IV : Common Subject Theory		
Subject Title : Value Education		
Subject Code: VEUG61	Hours per week: 2	Credit: 2
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

UNIT I The heart of Education:

Introduction – Eternal Value – Integrated approach to value education - one for all and all for one – Responsibilities of a citizen – Habit Vs wisdom – purifying mind pollution – Respect for all Religions – Parents, teachers and fellow students – The need and benefit of exercise and meditation for students.

UNIT II The Value of Body and Life Energy

Introduction – what are the causes for pain, Disease and death? Three Basic needs for all living Beings – Personal Hygiene Five Factors of Balance in Life – The need and benefits of physical Exercise – The value and Base of Life energy – The value and Base of Bio-magnetism - You are your own best caretaker.

The Marvelous nature of mind

Introduction- Bio-magnetism – The base of the mind – characterisation of the Genetic Centre – metal frequency – practice for a creative mind - benefits of meditation.

UNIT III

Analysis of Thought

Introduction – An Exposition on the nature of thought– six roots for thoughts – Introspection for analysis of thoughts-practical techniques for analysis of thoughts.

Benefits of Blessings

Effects of good vibrations – Make Blessing a Daily Habit

UNIT IV

Moralisation of Desire

Introduction – moralization of desire - Analyse your desires – Summary of practice.

Neutralisation of Anger:

Introduction – meaning – characteristics of Anger – Anger is a Destructive emotion – Anger spoils our relationship with others – Some common misconception about anger – will power and method success through awareness – method of neutralisation of anger.

UNIT V

Eradication of Worries

Worry is a mental disease – Nature’s Law of cause and effect – factors beyond our control – How to deal with problems – analyse your problem and eradicate worry

Harmonious Relationships

Introduction – Three angles of life – The value of harmony in personal relations – Love and Compassion – pleasant face and loving words – appreciation and gratitude to parents and teachers – Bringing needed reforms in educational institutions – Why should we serve others? Brotherhood – A scientific Basis for Universal Brotherhood protection of the environment – non-violence and the five fold moral culture.

Text Book: Value Education for Health, Happiness and Harmony

(Based on the Philosophy and Teachings of Swami Vethanthiri Maharisi)

Published By: Brain Trust, Aliyar A Wing of World Community Service Centre

SEMESTER VI
(For those who join in June 2015 and After)

PART – IV : Skill Based Subject		
Subject Title : Population Studies		
Subject Code: 01SB 61	Hours per week: 2	Credit: 2
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the knowledge of Nature and Scope of Population Studies.*
- ❖ *To learn about the Birth and Death Rate.*
- ❖ *To understand about the Migration and Structure of Indian Population.*

UNIT-I Demography: Meaning and Definition – Scope of the Study – Nature of the Study – Advantages of Population Study.

UNIT-II Theories of Population: Theories of Population – Malthus, Optimum Theory and Theory of Demographic Transition.

UNIT-III Birth and Death Rate: Birth Rate – Meaning – Fertility Rate – IMR – MMR - Death Rate – Causes for Death – Survival Rate.

UNIT-IV Migration: Meaning of Migration – Motives of Migration – Determinants of Migration – Internal Migration – International Migration – Factors Affecting Migration – Effects of Migration.

UNIT-V Structure of Indian Population: Population Structure of India – Causes and Effects of Population Growth.

Text Books:

1. O.S. Srivasta, *A Text Book of Demography*, Vikas Publishing House, New Delhi, 1983.
2. Agarwala, S.N., *India's Population Problem*, Tata McGraw Hill, New Delhi, 1977

Reference Books:

1. Datt, Ruddar and K.P.M. Sundharam, *Indian Economy*, S. Chand and Co. Pvt. Ltd., New Delhi, 2005.
2. Asha Bhende, Tara Kanitkar, *Principles of Population Studies*, Himalaya Publishing House, Mumbai. 2008
3. Rajendra K. Sharma, *Demography and Population Problems*, Atlantic Publishers, New Delhi.
4. V.B. Jugale, *Demography- Economic Inequality, Women and Other Essays*, Serials Publication, New Delhi.

SEMESTER VI
(For those who join in June 2015 and After)

PART – III : Skill Based Subject Theory		
Subject Title : Elements of Communication		
Subject Code: 01SB62	Hours per week: 2	Credit: 2
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To learn about the Basic Concepts of Elements of Communication.*
- ❖ *To acquire the knowledge of Types and Methods of Communication.*
- ❖ *To understand about the Business and Institutional Letters.*

UNIT –I **Communication:** Meaning – Definition – Objectives – Elements – Process – Significance – Barriers to Communication

UNIT–II **Types of Communication:** Personal – Business – Group – Upward – Downward – Grapevine – Other Communication

UNIT–III **Methods of Communication:** Written – Oral – Face to face – Visual – Audio & Visual Communication, Twitter

UNIT – IV **Application Letters:** The Form and Contents of An Application Letter – Resume Writing – Applications to Banks – Specimen Application Letters

UNIT – V **Business/Institution Letters:** Circular – Memos – Testimonials – Interview Letters – Letter of Appointment – Confirmation – Registration Letters – Promotion and Retirement.

Text Book

1. Balasubramanian, *Business Communications*, Kalayani Publishers, New Delhi, 1998.

Reference Books:

1. Rajendra Pal, J.S. Korlahalli, *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi, 2004.
2. Homai Pradhan, D.S. Bhande, Vijay Takhur, *Business Communication*, Himalay Publishing House, Mumbai, 1999.

SEMESTER VI
(For those who join in June 2015 and After)

PART – IV : Skill Based Subject		
Subject Title : Project		
Subject Code: 01SB63	Hours per week: 2	Credit: 2
Sessional Marks: 100	Summative Marks: --	Total Marks: 100

Summer Training for one full month at the end of the 2nd Semester and
Submission of Report 25 marks

Summer Training for one full month at the end of the 4th Semester and
Submission of Report 25 marks

A detailed field study report has to be submitted by each student during the
Sixth Semester

A Viva will be conducted internally. 50 marks

Total marks: 100 will be shown only in the Sixth Semester.

SEMESTER – VI
(For those who join in June 2015 and after)

PART – V : Common Subject Theory		
Subject Title : EXTENSION ACTIVITIES		
Subject Code: EAUG61	Hours per week:	Credit: 1
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

UNIT-I:

Community Development-I: definition – structure and composition – community based issues – need for awareness – Developmental Programmes.

UNIT – II:

Community Development–II: Rural Scenario – need of the Community – need for the community service – role of youth in community building – communal harmony – literacy – Educational Recreation.

UNIT – III:

Volunteer Empowerment: Women’s Emancipation – formation of Youth Clubs – Self-Help Groups – Youth and Development.

UNIT – IV:

Social Analysis: Social issues – cultural invasion – media infiltration – human rights Education/Consumer Awareness – Adolescents Reproductive – HIV/AIDS/STD – Social harmony/National integration – Blood Donation.

UNIT – V:

Introduction to NSS: Basic Concepts – profile – aims – objectives – symbol – Motto – structure – Regular activities – Special Camping Programme – Adventure Programme – National Days and Celebrations.(Applicable to NSS Students)

(OR)

NCC - Origin – Organisation – Ministry of Defence – Armed forces – commands – Defence establishments in Tamil Nadu

Civil Defence – Aid to civil authorities – Disaster management – Leadership – Man management – Adventure activities – Social service

Reference: National Service Scheme Manual (Revised), Ministry of Human Resources Development, government of India.

SEMESTER I
(For those who join in June 2015 and After)
Allied Subject Theory for B.A. HISTORY

PART – III : Allied Subject Theory		
Subject Title : General Economics-I		
Subject Code: 01AT01	Hours per week: 6	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- *To know the basic concepts of Economics*
- *To understand about the Consumption and Production Functions*
- *To enrich the knowledge in Structures of Markets*

UNIT-I Introduction: Definitions of Economics - Adam Smith, Marshall, Robbins – Main Divisions of Economics - Basic Concepts - Goods – Utility - Wants – Value – Price - Market and Income.

UNIT-II Demand Analysis: Meaning-Types-Determinants-Law of Demand-Exceptional Demand Curve-Law of Supply-Determinants

UNIT-III Elasticity of Demand: Meaning-Types of Elasticity of Demand –Types of Price Elasticity of Demand –Methods of Measuring Elasticity of Demand –Uses of Elasticity of Demand

UNIT-IV Consumption: Law of Diminishing Marginal Utility – Equi-Marginal Utility - Demand and Elasticity of Demand Supply and Elasticity of Supply.

UNIT –V Production: Meaning - Characteristics of Land, Labour, Capital and Organisation - Division of Labour - Localisation of Industry - Large Scale and Small Scale Production.

Text Book

1. Marimuthu, D. Bose, *Introduction to Micro Economics*, Himalaya Publishing House Pvt, Ltd., Mumbai, 2000.
2. Prof. Srinivasan, *General Economics-Part-I*

Reference Books:

1. Hague, Douglas C., Stonier, Alfred W., *A Textbook of Economic Theory*, Longmans Green And Co Ltd., London, 1953.
2. Sankaran.S, *Principles of Economics*, Margham Publications, Chennai, 2008
3. K.P.M. Sundaram, *Money, banking & International Trade*, Sultan and Chand Co. Ltd. New Delhi, 2006.

SEMESTER II
(For those who join in June 2015 and After)

Allied Subject Theory for B.A. HISTORY

PART – III : Allied Subject Theory		
Subject Title : General Economics- II		
Subject Code: 01AT02	Hours per week: 6	Credit: 5
Sessional Marks: 25	Summative Marks: 75	Total Marks: 100

Objectives

- ❖ *To acquire the knowledge of National Income, Money and Banking*
- ❖ *To understand the knowledge of International Trade*
- ❖ *To enhance the knowledge of Public Finance and Planning and Economic Development*

UNIT-I: Distribution - National Income – Definition and Basic Concepts Rent- Ricardian Theory of Rent - Wages - Wage Fund Theory, Interest - Keynesian Theory of Interest – Profit - Innovation Theories of Profit.

UNIT-II: Money: Meaning – Types - Functions of Money - Banking: Meaning – Types - Functions of Commercial Banks - Functions of Central Bank

UNIT-III: International Trade: Meaning - Differences between Balance of Trade and Balance of Payments – Causes for Disequilibrium, I.M.F, I.B.R.D and WTO – Objectives and Functions.

UNIT-IV: Public Finance: Meaning - Sources of Public Revenue - Principles of Taxation -Public Expenditure and Public Debt – Meaning and Causes for Growth.

UNIT-V: Planning and Economic Development: Mixed economy – Tenth and Eleventh Five Year Plans in India - Objectives.

Text Book

1. Marimuthu, D. Bose, *Introduction to Micro Economics*, Himalaya Publishing House Pvt, Ltd., Mumbai, 2000.
2. Prof. Srinivasan, *General Economics-Part-I*

Reference Books:

1. Hague, Douglas C., Stonier, Alfred W., *A Textbook of Economic Theory*, Longmans Green And Co Ltd., London, 1953.
2. Sankaran.S, *Principles of Economics*, Margham Publications, Chennai, 2008
3. K.P.M. Sundaram, *Money, banking & International Trade*, Sultan and Chand Co. Ltd. New Delhi, 2006.

DEPARTMENT OF ECONOMICS
CERTIFICATE COURSE IN INTERNATIONAL BUSINESS

Unit:I

International Business – Meaning – Features – Difference between Internal and International Business.

Unit:II

Balance of Trade and Balance of Payment – Meaning – Differences – exchange Rate – Fixed and Flexible Exchange Rate.

Unit:III

Internal Institutional Support for Export Business: RBI – Commercial Banks – IDBI – ECGC – Exim Bank.

Unit:IV

International Institutional Support for Export Business: IMF, IBRD, WTO, Euro Dollar Market.

Unit:V

International Business Policy: EXIM Policy – Export Council.

REFERENCES

1. Money, Banking & International Trade - K.P.M. Sundaram
2. Money, Banking & International Trade - M.C.Vaish
3. International Economics - C.P.Kindleberger
4. International Economy - P.T.Ellsworth
5. International Economics - D.M.Mithani

DEPARTMENT OF ECONOMICS
CERTIFICATE COURSE IN SALES MANAGEMENT

Unit:I

Meaning – Definition – Functions and Fields of Sales Management

Unit:II

Meaning – Definition of Sales Organisation – Need – Importance – Function and Structure of Sales Organisation.

Unit:III

Meaning – Qualities – Knowledge – Skill – Attitude of the Sales manager.

Unit:IV

Duties and Responsibilities of a Sales Manager – Types of Sales Manager

Unit:V

Meaning – Duties – Qualities of a good Salesman – Types of Salesman.

STUDY BOOK:

Modern marketing- R.S.N.pillai & Bagavathi

REFERENCES:

1. Modern marketing-R.S.N.pillai & Bagavathi
2. Marketing management-philip Kotler