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. Lakshmikantan
                     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 Advertisements 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
# SECHME OF EXAMINATION
(For those who join in June 2016 and After)

## FIRST SEMESTER

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**SIXTH SEMESTER**

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

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| Total Credit            | 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)

<table>
<thead>
<tr>
<th>PART – III : Core Subject Theory</th>
<th>Subject Title : Micro Economics - I</th>
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</table>

**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**


**UNIT-II**


**UNIT- III**


**UNIT- IV**


**UNIT- V**


**Text Book:**
Reference Books:
**SEMESTER I**  
(For those who join in June 2015 and After)

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<td><strong>Summative Marks:</strong> 75</td>
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</table>

**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**

**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:**

**Reference Books:**
SEMESTER I
(For those who join in June 2015 and After)

<table>
<thead>
<tr>
<th>Subject Code: 01AT11</th>
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**Subject Title**: Economic Statistics – I

**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**

**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**

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

<table>
<thead>
<tr>
<th>Part – IV : Non major Elective</th>
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</table>

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


UNIT – II


UNIT – III


UNIT – IV


UNIT – V


Text Book


Reference Books:

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

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</table>

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


UNIT-II


UNIT-III


UNIT-IV


UNIT-V


Text Book:

Reference Books:

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

<table>
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<td>Subject Code: 01CT22</td>
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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 – 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.


Text Book


Reference Books:

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

PART – III : Allied Subject Theory

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<td>Summative Marks</td>
<td>75</td>
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<tr>
<td>Total Marks</td>
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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


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


Text Book

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

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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


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

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

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<td>Sessional Marks: 25</td>
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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

UNIT-II

UNIT-III

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

Text Book

Reference Books
4. S. Sankaran, Money, Banking and International Trade, Margham Publications, Chennai, 2004
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-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-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


Reference Books:

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

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**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**


**Unit-2**


**Unit-3**

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

**Unit-4**


**Unit-5**


**Text Book**

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

**Reference Books**

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

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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, Range and Time Sequence Test.

UNIT IV  

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 McGraw – Hill publishing, New Delhi
2. Competition Success Review
3. Competition master
SEMESTER IV
(For those who join in June 2015 and After)

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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

UNIT-II

UNIT-III

UNIT-IV

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

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

**UNIT-I**  

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

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<th>Part - III : Allied Subject Theory</th>
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**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**


**Unit-2**


**Unit-3**


**Unit-4**


**Unit-5**

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

**Text Book**


**Reference Books**

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

<table>
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**Objectives**
- To acquire the basic knowledge of Computer.
- To understand the Programming Languages.

**UNIT I Introduction to Computer:**

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

**UNIT II MS-Word:**

**UNIT III: 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

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


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

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</table>

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

UNIT – II

UNIT – III

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

Text Book

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

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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-V Taxable Capacity: Meaning - Elements Determining Taxable Capacity - Taxable Capacity in India

Text Book

Reference Books:
SEMMTER V
(For those who join in June 2015 and After)

<table>
<thead>
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<th>PART – III : Core Subject Theory</th>
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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**

**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**

**UNIT – V**

**Books for study:**

**Books for reference:**
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

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

UNIT - V

Text Book

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

<table>
<thead>
<tr>
<th>PART – IV : Elective Paper</th>
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<tbody>
<tr>
<td>Subject Code: <strong>01EP51</strong></td>
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<tr>
<td>Subject Title: <strong>Agricultural Economics</strong></td>
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<td>Summative Marks: <strong>75</strong></td>
</tr>
<tr>
<td>Total Marks: <strong>100</strong></td>
</tr>
</tbody>
</table>

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


UNIT II


UNIT III


UNIT IV


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


Reference Books

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

<table>
<thead>
<tr>
<th>PART – IV : Skill Based Subject</th>
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<tbody>
<tr>
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<table>
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<td>Sessional Marks: 25</td>
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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

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

<table>
<thead>
<tr>
<th>Part – IV: Common Subject Theory</th>
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<td>Subject Title: <strong>Environmental studies</strong></td>
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**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**
5 hrs
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
SEMESTER VI
(For those who join in June 2015 and After)

PART – III : Core Subject Theory

<table>
<thead>
<tr>
<th>Subject Code: 01CT61</th>
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</table>

Subject Title: Macro Economics-II

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

UNIT – II

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

UNIT – IV

UNIT – V

Text Book

Reference Books:
2. H.L. Ahuja, Macro Economics: Theory and Policy, S.Chand & Company, New Delhi, 2006
SEMESTER VI
(For those who join in June 2015 and After)

<table>
<thead>
<tr>
<th>PART – III : Core Subject Theory</th>
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<tbody>
<tr>
<td>Subject Code: 01CT62</td>
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<td>Sessional Marks: 25</td>
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</table>

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-V Local Finance in India – Municipal Corporations - Municipalities – Zilla Parizad (District Panchayat) - Panchayat Union – Gram Panchayat (Village Panchayat)

Text Book

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

<table>
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<tr>
<td>Subject Title: <strong>History of Economic Thought -II</strong></td>
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<tr>
<td>Sessional Marks: <strong>25</strong></td>
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</table>

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


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

**Books for study:**

**Books for reference:**
SEMMTER VI
(For those who join in June 2015 and After)

<table>
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<tr>
<th>PART – III : Elective Subject</th>
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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

UNIT-II

UNIT-III

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

UNIT-V

Text Book

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

<table>
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UNIT I The heart of Education:  

UNIT II The Value of Body and Life Energy  
Introduction – what are the causes for paid, 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  

UNIT III Analysis of Thought  
Effects of good vibrations – Make Blessing a Daily Habit

UNIT IV Moralisation of Derive  
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  

Text Book: Value Education for Health, Happiness and Harmony  
(Based on the Philosophy and Teachings of Swami Vethanthiri Maharishi)  
Published By: Brain Trust, Aliyar A Wing of World Community Service Centre
SEMESTER VI
(For those who join in June 2015 and After)

<table>
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<td>Summative Marks: <strong>75</strong></td>
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<td>Total Marks: <strong>100</strong></td>
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**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**

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

**UNIT-IV**

**UNIT-V**

**Text Books:**

**Reference Books:**
SEMESTER VI
(For those who join in June 2015 and After)

PART – III : Skill Based Subject Theory

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<td>Summative Marks: 75</td>
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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


Text Book


Reference Books:

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

<table>
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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)

<table>
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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:


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)


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

<table>
<thead>
<tr>
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</table>

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-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


Text Book

2. Prof. Srinivasan, General Economics-Part-I

Reference Books:

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

<table>
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<th>PART – III : Allied Subject Theory</th>
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<td><strong>Subject Title:</strong> General Economics- II</td>
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<tr>
<td><strong>Subject Code:</strong> 01AT02</td>
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<tr>
<td><strong>Sessional Marks:</strong> 25</td>
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</table>

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


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

**Text Book**
2. Prof. Srinivasan, *General Economics-Part-I*

**Reference Books:**
DEPARTMENT OF ECONOMICS
CERTIFICATE COURSE IN INTERNATIONAL BUSINESS

Unit:I

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

Unit:III

Unit:IV

Unit:V

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

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