MOTHER TERESA WOMEN'S UNIVERSITY , KODAIKANAL.

DEPARTMENT OF ECONOMICS

B.A ECONOMICS SYLLABUS (W.E.F 2018-2019)

Preamble

B.A. (Economics) is a 3-years graduate degree course divided into 6 semesters, each semester spanning 6 months. The economics as a branch of knowledge is growing in its significance in terms of practical applications. A wide range of its quantitative and qualitative tools necessary to understand the working of economic systems are helping to solve a wide area of real world issues. The knowledge on the subject enhances the critical thinking skills and quantitative reasoning, sharpens the ability to reason, provide a specialised knowledge and problem solving skills. All these are directed to attain the goals of social justice, equity and market intervention strategies helps to make the learner skills relevant to the requirements of the economist and in shaping macro environment. The course is designed to train students to analyse concepts and processes of the economy by educating them in areas such as Micro economics, Macroeconomics, Planning and Development, Monetary economics, Public Finance, International Economics, Indian Economic development etc. The undergraduate Programmes will prepare the students for both, academia and employability. The students can seek a career in the prestigious establishments like R.B.I., Planning Commission, Planning Board, Ministry of Economic affairs and the Indian Economic Service etc.

Programme Outcomes (PO)

PO 1	Enable to understand the basic Economic concepts and apply in the day to day life for better living.
PO 2	Enable the students to meet the specified needs to resolve complex economic problems
PO 3	Enable the students to find solutions for complex economic issues.
PO 4	Enable the students to understand the application of Statistics in Economics
PO5	Enable the students to adopt the techniques to understand resource allocation and Macro Economic policies in Indian Economy.
PO6	Enable the students to understand the computer application in Economics
PO7	Showing Continuous improvement in their professional career through life-

	long learning, appreciating human values and ethics.

SEMESTER - I

S.No	Subject Code	Title of the Paper	Credits	Hours	Int. Marks	Ext. Marks	Total
1	BLTA113	Part I Tamil	3	6	25	75	100
2	BLEN113	Part II English	3	6	25	75	100
3	BECC114	Micro Economics I (Core)	4	6	25	75	100
4	BECC124	Money and Banking (Core)	4	5	25	75	100
5	BECA114	Economics Statistics I	4	5	25	75	100
6	BSVE112	Value Education	3	2	25	75	100
		Total	21	30			600

SEMESTER - II

S.No	Subject Code	Title of the Paper	Credits	Hours	Int. Marks	Ext. Marks	Total
7	BLTA223	Part I Tamil	3	6	25	75	100
8	BLEN223	Part II English	3	6	25	75	100
9	BECC214	Micro Economics II (Core)	4	6	25	75	100
10	BECC224	Public Finance (Core)	4	5	25	75	100
11	BECA224	Economics Statistics -II	4	5	25	75	100
12	BSES212	Environmental Studies	2	2	25	75	100
		Total	20	30			600

SEMESTER - III

S.No	Subject Code	Title of the Paper	Credit	Hours	Int. Marks	Ext. Marks	Total

13	**BLTA333**	**Part I Tamil**	**3**	**6**	**25**	**75**	**100**
14	**BLEN333**	**Part II English**	**3**	**6**	**25**	**75**	**100**
15	**BECC314**	**Economics of Planning & Development (Core)**	**4**	**5**	**25**	**75**	**100**
16	**BECA334**	**Principles of Accountancy - I**	**4**	**4**	**25**	**75**	**100**
17	**BECE313**	**Business Environment & Policy (Core)**	**3**	**5**	**25**	**75**	**100**
18	**BECN312**	**Gender and Economy**	**2**	**2**	**25**	**75**	**100**
19	**BECS312**	**Economics of Salesmanship**	**2**	**2**	**25**	**75**	**100**
		Total	**21**	**30**			**700**

SEMESTER - IV

S.No	Subject Code	Title of the Paper	Credit	Hours	Int. Marks	Ext. Marks	Total
20	**BLTA443**	**Part I Tamil**	**3**	**6**	**25**	**75**	**100**
21	**BLEN443**	**Part II English**	**3**	**6**	**25**	**75**	**100**
22	**BECC414**	**International Economics (Core)**	**4**	**4**	**25**	**75**	**100**
23	**BECC424**	**History of Economic Thought (Core)**	**4**	**4**	**25**	**75**	**100**
24	**BECA444**	**Principles of Accountancy - II**	**4**	**4**	**25**	**75**	**100**
25	**BECE423**	**Economics of Advertisement(elective)**	**3**	**2**	**25**	**75**	**100**
26	**BECN422**	**Economics for competitive Examinations (NME)**	**2**	**2**	**25**	**75**	**100**
27	**BECS422**	**Entrepreneurship Development (SBE)**	**2**	**2**	**25**	**75**	**100**
		Total	**25**	**30**			**800**

SEMESTER - V

S.No	Subject Code	Title of the Paper	Credit	Hours	Int. Marks	Ext. Mark s	Total
28	BECC514	Indian Economic Problems -I	4	5	25	75	100
29	BECC524	Mathematical Economics - I	4	5	25	75	100
30	BECC534	Export Marketing	4	5	25	75	100
31	BECC544	Macro Economics -I	4	5	25	75	100
32	BECC554	Welfare Economics	4	5	25	75	100
33	BECE533	Principles of Management	3	3	25	75	100
34	BECS532	Business Communications	2	2	25	75	100
		Total	25	30			700

SEMESTER - VI

S.No	Subject Code	Title of the Paper	Credit	Hours	Int. Marks	Ext. Marks	Total
35	BECC614	Indian Economic Problems - II	4	5	25	75	100
36	BECC624	Mathematical Economics - II	4	5	25	75	100
37	BECC634	Environmental Economics	4	5	25	75	100
38	BECC644	Macro Economics II	4	5	25	75	100
39	BECC654	Rural economic Development	4	4	25	75	100
40	BECE643	Services Marketing	3	3	25	75	100
41	BECS642	Human Resource Management	2	3	25	75	100

42	**BSEA613**	**Extension Activities**	**3**	**-**			**100**
		Total	**28**	**30**			**800**

M.V.Muthiah Government Arts College (W), Dindigul

Department of Economics

UG-B.A Syllabus – 2018-19 [TANCHE GUIDELINES]

SEMESTER - I

Micro Economics-I (Core)

Credit: 4 Hours:6

LEARNING OBJECTIVES

1. To enhance the knowledge of the students in the fundamental theories of micro economics.

2. To help the students to understand the subject matter of economics.

3. To enable the students to understand the laws of economics.

4. To enable the students to understand the theories of factors of production.

5. To impart the knowledge on cost and revenue concepts.

Unit –1 : **Introduction**

Definitions – Wealth, Welfare, Scarcity and Growth - Nature and Scope of Economics – Divisions of Economics – Economic Laws – Basic Concepts.

Unit –2 : **Consumer's Behaviour**

Utility Analysis - Law of diminishing Marginal utility – Law of Equi marginal utility – consumer's surplus –Indifference curve analysis – Properties – Consumer' s Equilibrium – Price Effect – Income Effect and Substitution effect.

Unit – 3 : **Demand**

Meaning of Demand - Types of Demand – Law of Demand – Exceptions - Determinants and changes – Elasticity of demand –Types – Methods – Uses.

Unit – 4 : **Factors of production**

Factors of Production – Characteristics – Malthusian and Optimum theories of Population – Capital Formation – Functions of Entrepreneur – Division of Labour – Localisation of industries.

Unit- 5 : **Theories of Production**

Laws of production – laws of returns - returns to scale - Law of Variable Proportions — Economies of scale.

Reference Books:

1. M. L. Jhingan, Micro economic Theory – Vrida Publications, Delhi 1998.
2. M. L. Seth, Principles of Economics, Lakshminara Publications, 1997.
3. K.P.M. Sundaram, Micro Economics - Rotan Prakshan Publications Ltd, 1978.
4. Pindy and Robinson – Micro Economic Analysis.

COURSE OUTCOME

CO1	Students acquire in-depth knowledge on basic theoretical concepts in micro economics.
CO2	Students can understand how the Law of Diminishing marginal utility operates in present day life and know about Consumers' Equilibrium.
CO3	Students aware the universal Law of Demand and understand the various types of elasticity of demand.
CO4	The characteristic features of all the factors of produc.tion and the famous population theory of Malthus can be understood by the students.
CO5	Students can understand the various Laws of Production and Economies of Scales.

Money and Banking. (Core)

Credit: 4 Hours:5

LEARNING OBJECTIVES

1. To make the students aware of the present situations regarding monetary phenomena.

2. To enable the students to understand the fundamental concepts of money and banking.

3. To help the students to know about the existing monetary policy in India.

4. To help the students to understand the theories of trade cycle

5. To enable the students to understand the banking system in India.

Unit 1 : Money – Meaning and Definition – Evolution of money – Functions of money.

Unit 2 : Kinds of money – Near money – Inside and outside money – credit card (plastic money) – Qualities of a good money material paper currency standard – Types – advantages and disadvantages.

Unit 3 : Value of money – Fisher's quantity theory of money – Cambridge Equation- Keyne's income theory – Milton Friedman's refined statement of quantity theory of money.

Unit 4 : Commercial bank – Definition – Functions of Commercial banks Role of Commercial banks in Economic Development – Balance sheet of Commercial banks – Assets and Liabilities – credit creation by Commercial banks – process of credit creation – limitations.

Unit 5 : Central bank – functions – Role of Central bank in a developing economy – credit control – Meaning -objectives – Quantitative and qualitative methods.

Texts :

Money and Banking – Paul R.R. (Kalyani Publishers)

Money, Banking, International Trade – Mishra M.N. (s.chand&co).

Reference:

1. Money, Banking, International Trade and Public Finance – Hajela T.N. (Siva Lal Agarvalal & Co).

2. Money, Banking, International Trade and Public Finance –Vaish M.C. (New age international Priva

3. Money, Banking, International Trade Sethi T.T. (S.Chand and Company).

COURSE OUTCOME

CO1	This course enables the students to understand the evolution of money and functions of money.
CO2	Understand the various kinds of money prevail in India.
CO3	Understand the values of money and the famous Quantity Theories of money
CO4	Students aware the monetary policy, banking terminology and also know about the role of commercial banks in Indian economic development.
CO5	Students aware the role of Central Bank and its Credit Control measures.

Economics Statistics - I

Credit: 4 Hours:5

LEARNING OBJECTIVES

1. To make the students community to understand the applications of statistics in economics.

2. To make the students to understand the application of statistics in research.

3. To make the students to understand the fundamentals of statistics.

4. To enhance the knowledge of the students on statistical investigation

5. To impart knowledge on data collection method

Unit 1 : Introduction – Meaning- Definition –Scope- importance of statistics - Uses– Limitations.

Unit 2 : Statistical Investigation and Sampling– Source of data –

methods of collection of data – sample design – Theoretical basis of sampling – sample and population –Methods of sampling.

Unit 3 : Statistical presentation -Classification and Tabulation of data-

Presentation of data-Diagrams-graphs

Unit 4 : Measures of central location – Averages – Arithmetic mean –

Median – mode – Geometric mean – Harmonic mean – quartiles –

Deciles and percentiles.

Unit 5 : Measures of variation-Measures of Dispersion – Range – Mean Deviation – Quartile Deviation – standard Deviation – variance.

Texts :

1. Statistics – Pillai, R.S.N. & Bagavathi (S. Chand & Co).

2. Mathematical statistics – Kapur, J.N., and Saxana, H.C.

3. Statistical Methods – Gupta S.P.

COURSE OUTCOME

CO1	Students are able to understand the fundamentals of Statistics.
CO2	Know about sampling procedure and methods of data collection
CO3	Learn about statistical presentation like Tabulation, Diagrams and Graphs
CO4	Know about the uses of statistical tools like Mean, Median and Mode
CO5	Understand the Mean Deviation and Standard Deviation and also aware the importance of statistics in every walk of life.

SEMESTER II

MICRO ECONOMICS – II (CORE PAPER)

Credit: 4 **Hours: 6**

LEARNING OBJECTIVES

1. To enhance the knowledge of the students in the subject matter of micro economics.

2. To help the students to understand the various forms of market structure in the economy.

3. To enable the students to understand the methods of factor pricing.

4. To enable the students to understand the theories of factor pricing.

5. To impart the knowledge on business decision making.

Unit I : Product Pricing – I

Cost Functions – Fixed cost and Variable Cost – Average Cost and Marginal Cost – Short run cost curves and Long run Cost curves – Revenue and revenue Curves – AR and MR curves.

Unit II : Product pricing - II

Time Element – Equilibrium of a firm under perfect competition – Monopoly – Price Discrimination – Monopolistic Competition – Product Differentiation and Selling Cost.

Unit III: Factor Pricing – I

Marginal Productivity theory of Distribution – Modern theory of Distribution – Theories of Rent – Ricardian Theory, Quasi Rent and Modern theory of Rent.

Unit IV: Factor Pricing - II

Wage Differences – Theories of wages – Trade unions and Collective Bargaining.

Unit V : Factor Pricing – III

Interest – Meaning – Types – Theories of Interest – Profit – Meaning – Types – Theories of Profit.

Text Book:

1. Dr. Pazhani, Micro Economics – J. P. publishers, Nagercoil, 2004.
2. M. L. Seth, Priniciples of economics – Laksminara Publications, 1997.
3. K.P.M. Sundaram, Micro Economics – Rotan Prakashan Publication Ltd, 1978.

COURSE OUTCOME

CO1	Students are able to understand the cost and revenue analysis in product pricing
CO2	Enables the students to understand how the Prices and Outputs are determined under various market structures.
CO3	Know about the factor pricing

CO4	Students can understand how the wages are fixed in labour market and know about the importance of Trade Union
CO5	Know about the various theories of Interest and also know about the Profit theories

Public Finance (Core)

Credit:4 **Hours:5**

LEARNING OBJECTIVES

1. To help the students to understand the scope of fiscal economics.

2. To help the students to understand the importance of financial administration and fiscal policies.

3. To help the students to understand the theories of fiscal economics.

4. To help the students to aware of the existing financial scenario.

5. To enable the students to understand the recent changes in fiscal policies of the government.

Unit I

Public Finance – Definition- Scope- Public Finance and Private finance-Principles of Maximum Social Advantage.

Unit II

Public revenue – Sources of public revenue (centre and states) –

Cannons of Taxaltion – Direct and Indirect taxes – characteristics of a good tax system.

Unit III

Public Expenditure – Causes for the growth of Public expenditure

In India – Effects of public expenditure.

Unit IV

Public debt – Meaning – classification –causes for the growth of

Public debt in India – Burden of public debt – methods of

Redeeming public debt.

Unit V

Budget : Meanings and principles of budgeting-characteristics of a sound budget- Budgetory procedure in India- Zero based budgeting – A review of latest Union budget.

Texts:

1. Public Finance – Kavery, Sudha Naik (S.Chand & Co)

2. Public Finance and International Economics – Mithani D.M (Himalaya Pub.House)

Reference:

1. Money, Banking, International Trade and public Finance – Mithani M.D.(Himalaya publishing House).

2. Money,Banking, Trade and Finance – K.P.M.Sundaram (Sultan chand and sons).

3. Money, Banking, International trade and public Finance (T.N. Hajela), (Shiva lal publications)

COURSE OUTCOME

CO1	Understand the basic concepts of public finance and also the Principles of Maximum Social Advantage.
CO2	Know about the sources of revenue for both Centre and State Government, canon of taxation and know about the characteristics of good tax system
CO3	Understand the causes for growth of Public Expenditure

CO4	Students are able to understand the burden of Public Debt
CO5	Learn about the Principles of Budgeting.

Economics Statistics II

Credit :4 **Hours:5**

LEARNING OBJECTIVES

1. To make the students community to understand the applications of statistics in economics.

2. To make the students to understand the application of statistics in research.
3. To make the students to understand the application of statistics in other fields.

4. To enable the students to understand the correlation and regression techniques,

5. To help the students to understand the concept of probability and its applications

Unit 1

Correlation and Regression – Scatter Diagram, - Karlpearson's

Coefficient of correlation – Spearman's Rank correlation –Regression lines – Regression equations.

Unit 2 Association of Attributes – Independence – Consistence

association – disassociation – Yule's coefficient of association –

simple cases.

Unit 3 Index Numbers – definition and Classification - methods of

Constructing price and cost of living index numbers – problems in the construction of the index numbers – uses. Limitations.

Unit 4 Time Series – Nature ,Objectives and components, methods of Measurements of trend and seasonal Variations – Applications in Economics and Business.

Unit 5 Probability – definition – concepts Rules of probability – Addition and Multiplication Theorem.

Text Book

1. Statistics – Pillai, R,S.N &Bagavathi (S.Chand&Co).
2. Mathematical Statistics – Kapur J. N. and Saxana H. C.,
3. Statistical Methods – Gupta, S. P.

COURSE OUTCOME

CO1	Learn about the Correlation and Regression
CO2	Students can understand the Association of Attributes
CO3	Understand the Index Numbers
CO4	Students are able to apply Time Series in Economics for better understanding of the present day situations
CO5	Learn about the concepts and rules of Probability

SEMESTER III

Economics of Planning and Development (Core)

Credit: 4 **Hours: 5**

LEARNING OBJECTIVES

1. To make the students to understand the concepts of planning and development.
2. To make the students community to understand the factors determining development.

3. To make the students to understand the planning and growth models.

4. To enhance the knowledge of students on growth models.

5. To make the students to understand the causes of underdevelopment and measures to achieve .development

Unit 1 Planning – Definition – Characteristics – Objectives limitations – For and against planning.

Unit 2 Types of planning – Democratic planning vs Totalitarian planning - centralized vs Decentralized planning – Material planning vs financial planning short term, medium and long term and perspective planning – Cyclical planning.

Unit 3 Planning Models – Mahalanobi's Model.

Unit 4 Development – Economic Development – characteristics of UDCS Distinction between Growth and Development – Theories of under development – vicious circle of poverty - Dualistic

Economics – Rostow stages of growth – the Lewis Model of unlimited supplies of labour.

Unit 5 Rosenstein Rodan and the three indivisibilities Libenstein theory. The low level equilibrium trap – Balanced vs Unbalanced growth.

Reference Book:

1. Advanced Economics of Development and planning – O.S.Shrivastava.
2. Economics of Development planning – K.K.Dewett Satish Wadhawan.
3. The Economics of Development and planning – M.L.Jhingan.
4. Development and Planning Theory and Practice- Misra and Puri.

COURSE OUTCOME

CO1	Students are able to understand the Economics of Planning , its objectives and achievements
CO2	Students aware the various types of Planning necessitate for economic development
CO3	Apply Mahalanobi’s Growth Model for Economic Planning
CO4	Learn about the characteristics of UDCs, Vicious Circle of Poverty and various theories of Economic Development
CO5	Understand Rosenstein Rodan Indivisibilities and Balanced and Unbalanced Growth concepts

Principles of Accountancy – I

Credit: 4 **Hours: 5**

LEARNING OBJECTIVES

1. To help the students to understand the book keeping.

2. To enrich the knowledge of students in preparing journals, ledger and cash book.

3. To provide knowledge about bills of exchange.

4. To make the students to understand the fundamental principles of accounting

5. To provide knowledge on subsidiary books in accounting

Unit 1 Introduction to Book keeping – Journal – Ledger

Unit 2 Subsidiary books – purchase book, sales book, cash books-single column cash book, double column cash book and triple column cash book.

Unit 3 Capital and Revenue Expenditure and Income, Final accounts and Balance sheet of sole Trading concerns–common adjusting Entries

Unit 4 Bills of Exchange – Account Entries

Unit 5 Average Due Date

Texts:

1. Principles of Accounting – Stanely W. Rowland
2. Accountancy – William Pegal
3. Book keeping and Accounts – Spicer and Peglar.

COURSE OUTCOME

CO1	Understand the Book Keeping and the basic accounts of Journal and Ledger.
CO2	Learn about the Subsidiary books, Single, Double and Triple Column Cash Book
CO3	Understand the final accounts and Balance Sheets
CO4	Know about Bill of Exchange
CO5	Students are able to understand the Average Due Date

Business Environment and Policy (Elective)

Credit: 3 **Hours: 4**

LEARNING OBJECTIVES

Unit 1 Business Environment – nature and significance, Brief overview Of political, Cultural, legal, Economic and social environments And their impact on business relationship in India.

Unit 2 Social environment – Types of Social organization Social Responsibilities of business.

Unit 3 Legal Environment; Introduction to Important Acts contracts Act

FERA and its provisions Income Tax Acts, IDRA, Capital issues Control etc.

Unit 4 Economics and financial Environment: Economic systems and Their impact on Business – Macro Economic parameters like GDP, Growth rate, Population, Urbanization, Fiscal deficit, Plan Investment, Per capital Income etc, and their impact on business Decisions, Financial system stock exchange and share market Dealings.

Unit 5 Global and Ecological Environment: Ecology and business – Pollution agents- Legal and fiscal measures for prerention and Control of Industrial Pollution – Global Environment at issues and Problems – Globalisation MNCS – Problems with MNCS – Global entry strategies – challenges of globalization to Indian Industry.

Reference:

1. Government and Business in India – Dasgupta and Sengupta.
2. Indian Economy – Ruddar Dutt and Sundaram.
3. Environment & Entrepreneur – B.C. Tandon.

COURSE OUTCOME

CO1	Students can understand the basic concepts of Political, Legal, Cultural, Economic and Business Environment
CO2	Learn about the Social responsibilities of business
CO3	Know about the legal aspects like Contract Act, FERA, IDRA and its controls.
CO4	Students are able to understand the Economic Systems on business and its impact
CO5	Understand the Ecological impact, industrial pollutions, Globalisation and about MNCs

Gender and Economy (NME)

Credit: 2 **Hours: 2**

LEARNING OBJECTIVES

1. To help the students to understand the importance of women development.
2. To help the students to understand the problems of women labourers.

3. To help the students to understand the health issues of women.

4. To impart knowledge on occupational pattern of women

5. To impart knowledge on women development programme

Unit I Women in organized and unorganized sector.

Unit II Occupational pattern of women in India.

Unit III Problems and working Conditions of Indian women.

Unit IV Women and Education in different levels – primary, Secondary And tertiary.

Unit V Health status of women in India.

Reference:

1. Nirmala Banerjee – Indian women in a changing Industrial Scenario – sage Publication London.
2. Mahajan V.S. – Women contribution to Indias Economic Development – Deep and Deep Publication, Delhi 1989.
3. Bandi S.A.Forms of production and women's Labour – sage Publication, Delhi 1992.
4. Saradomoni. K – Finding the household, Sage Publication Press, Delhi. 1992.

COURSE OUTCOME

CO1	Understand the position of women in organized and unorganized sector
CO2	Know about the occupational pattern of women in India
CO3	Understand the problems of working women
CO4	Students are able to understand the Educational Status of women in India
CO5	Understand the health issues of women

Economics of Salesmanship (SBS)

Credit 2 **Hours 2**

Unit I Salesmanship – Personal Selling – Selection of Sales Force.

Unit II Qualities of a good Salesman

Unit III Recruitment and Selection Procedure.

Unit IV Training of Salesman – Types of Training.

Unit V Motivation of Salesman – Methods.

Reference:

1. Salesmanship and Publicity – Rustom. S. Davar and others
(Vikas Publishing House)
2. Sales Promotion and Advertising Management – Mishra M.N.
(Himalaya publishing House)
3. Advertising Management – Rathor. B.S.
(Himalaya publishing House)
4. Advertising Theory and Practice – Chunawalla and others
(Himalaya Publishing House)

COURSE OUTCOME

CO1	Understand the concept Personal Selling
CO2	Know about the qualities of good salesman
CO3	Understand the recruitments of salesmanship
CO4	Learn about the trainings for salesmen
CO5	Students can understand the various method of motivations

SEMESTER IV

International Economics (Core)

Credit: 4 **Hours: 4**

LEARNING OBJECTIVES

1. To enable the students to understand the theories governing international trade.
2. To enable the students to understand the significance of international economics.
3. To analyse the balance of payment and trade of the nation.

4. To enable the students to understand the consequences of exchange control and international trade.

5. To enable the students to understand the functions of international financial institutions.

Unit 1 International Trade – Meaning – features Advantages and

Disadvantages – Internal vs International Trade.

Unit 2 Classical Theory of International Trade – Hickscher Ohlin theory Of International Trade – Free Trade vs Protection. Arguments for and Against Protection.

Unit 3 Balance of Trade and Balance of Payment – causes for Disequilibrium in balance of payments – Measures to correct it – Bop in India – Recent Position.

Unit 4 Foreign Exchange – Exchange rates- Determination – Theories – Mint Par Parity – Fixed and Flexible Exchange rates Advantages and disadvantages.

Unit 5 International Liquidity – IMF – Functions and objectives – India and IMF.

Reference:

1. Public Finance and International Economics D.M.Mithani (Himalaya publishing House)
2. Money,Banking, International Trade and Public Finance – D.M. Mithani (Himalaya publishing House)
3. Money, Banking Trade and Finance – K.P.M. Sundaram (Sultan chand and sons)

COURSE OUTCOME

CO1	Understand the meaning of internal and International economics and their importance
CO2	Know about the Free trade and Protection and its advantages
CO3	Students can understand the concepts Balance of Trade and Balance of Payments
CO4	Learn about the foreign exchange and how the rate of exchange has been fixed
CO5	Understand the role of IMF

History of Economic Thought (core)

Credit: 4 **Hours: 4**

LEARNING OBJECTIVES

1. To provide knowledge on basic concepts of economics.

2. To make the students to know about contribution of various economists.

3. To provide theoretical knowledge about recent Indian economics thought.

4. To make the analytical interest in the Marxian Economics.

5. To understand the application of economic theories.

Unit 1: Mercantilism

Mercantilism – Representative mercantilist (Sir Thomas Mun, William Petty, James Steuart and Charles devenant.)

Unit II: The Physiocrats

Factors giving rise to physiocrasy – Physiocratic school (Quesnay, Jacques, Turgot and other physiocrats) – Followers and critics of physiocracy.

Unit III: Classical and Neo Classical Economists

Adam Smith – Life sketch – factors influencing Adam Smith – Wealth of nation – Malthus – Theories of Population – Neo classical – Marshall and Keynes.

Unit IV: Economic Ideas of Marx

Concepts – Dialectical materialism – Labour theory of value – theory of surplus value – concentration of capital – Industrial reserve army - Marx and modern economics.

Unit V: Indian economic Thought

Early economic Ideas: Economic Ideas of Gandhi, Nehru, Amartya Sen

Texts:

1. Blackhouse, R., A History of Modern Economic Analysis – Basil Blackwell Oxford – 1985.
2. Ganguli, B. N., Indian economic Thought – A 19th century Perspective, Tata Mc Graw Hill, New Delhi – 1977.
3. Seshadri, G. B., economic Doctrines – B. R. Publishing Corporation – 1977.

COURSE OUTCOME

CO1	Understand the Mercantilists ideas of economics
CO2	Aware of Physiocrats ideas of economics
CO3	Learn about Classical and Neo-Classical economists views of economics
CO4	Understand Marxian Economic Thought
CO5	Know about Gandhi’s, Nehru’s and Amertya sen’s thought of economics

Principles of Accountancy – II

Credit 4 **Hours 4**

LEARNING OBJECTIVES

1. To help the students to understand the concepts of accounting.
2. To help the students to understand the basic principles of accountancy.
3. To help the students to understand the application of financial accounting in business.
4. To help the students to understand the preparation of income and expenditure account
5. To provide knowledge on Insurance claims

Unit I : Self Balancing Ledger

Unit II : Preparation of Final accounts from incomplete records.

Unit III : Receipts and Payments accounts

Unit IV : Preparation of Income and Expenditure Accounts from receipts and payments accounts.

Unit V : Insurance claims for loss of stock only.

Texts:

Advanced Accountancy

1. M.C. Shukla
2. R. L. Gupta
3. Jain and Narang
4. J. K. Batliboi
5. Practical Accountancy – R.S.N.Pillai.

Reference:

Principles of Accounting – Stanely W. Rowiand Accountancy – William

Pegal Book keeping and Accounts – Spicer and Peglar.

COURSE OUTCOME

CO1	Students are able to understand how the Ledger accounts are maintained
CO2	Learn about Final Account
CO3	Understand how the receipts and payments accounts are maintained
CO4	Students learn about the preparation of Income and Expenditure accounts
CO5	Know about the Insurance claims on loss of stock.

Economics of Advertisement (Elective)

Credit 3 **Hours 2**

LEARNING OBJECTIVES

Unit I : Introduction

Advertising – Meaning – Definition – features and importance of advertising.

Unit II Advertising message

Preparing an effective advertising copy – elements in a print copy – headlines – illustration – body copy – slogan, logo evaluation of an advertising efficiency.

Unit III Advertising media

Advertising media – print media – electronic media – outdoor media – merits and limitations.

Unit IV Advertising budget

Advertising budget – methods of budgeting – importance and factors affecting advertising budget.

Unit V Advertising agency

Advertising agencies – their role and importance in advertising – types and structure of advertising agencies – functions, selection of advertising agencies.

Text Book:

Dr, K, Pazhani and S. Jessi Isabella, Advertising – J. P. Publishers, Nagercoil, 2003.

Reference:

1. Sangeetha Sharma Raghuvir Singh – Advertising planning and implementation.
2. A.C. Kiwi Patric – Advertising
3. R. K. Chauhan – Advertisng Management

4. Arun Mittal – Advertisng and Sales promotion
5. Subrata banerjee – Advertisng as a career
6. Dunn and Darban – Advertising its role in modern marketing
7. Mahendra Mohan – Marketing Management (Tata Mcgraw Hill)

COURSE OUTCOME

CO1	Students know about the importance of Advertising in business
CO2	Students learn about the preparation of Advertising Copy
CO3	Learn about advertising media
CO4	Students can prepare advertising Budget
CO5	Understand about the Advertising Agency

ECONOMICS FOR COMPETITIVE EXAMINATIONS (NME)

Credit 2 **Hours 2**

LEARNING OBJECTIVES

1. To enable the students to prepare for various competitive examinations.

2. To make the students to understand the nature of Indian economy.

3. To make the students to understand the current trends in Indian industrial sector.

4. To equip the students with the knowledge regarding the relationship between industrial growth and economic development.

5. To impart knowledge on New Economic Policy

Unit 1

Basic features of Indian economy

Unit II

Demographic Profile of Indian economy.

Unit III

Agricultural sector in India

Unit IV

Industrial Sector in India

Unit V

New Economic Policy in India

COURSE OUTCOME

CO1	Non-Major students are able to understand the features of Indian Economy
CO2	Know about the Demographic Transition of Population and the famous Malthusian Theory of Population
CO3	Other Major students can understand the agricultural sectors
CO4	Learn about the Industrial Policy and the trend in Industrial Sector
CO5	Understand the New Economic Policy

Entrepreneurship Development (SBS)

Credit 2 **Hours 2**

LEARNING OBJECTIVES

1. To enable the students to understand the traits and qualities of successful entrepreneur

2. To make the students to understand the problems faced by the entrepreneurs.

3. To promote the knowledge of the students in project management and marketing techniques.

4. To enable the students to understand the preparation of project proposal

5. To enhance the knowledge of the students on getting finance for setting new enterprises.

Unit I : Entrepreneurship – Function of Entrepreneurs.

Unit II : Factors influencing entrepreneurship.

Unit III : Types of Entrepreneurs.

Unit IV : Women Entrepreneurs – concept Barriers faced by women Entrepreneurs.

Unit V : Role of women entrepreneurs in India.

Reference:

1. Entrepreneurship and small Business Management – Gupta. C.B. Srinivasan (Sultan &sons)

2. Entrepreneurship Development – P. Saravana Perumal.

3. Entrepreneurship Development – Jose Paul, Himalaya Publishing House.

4. Dynemics of Entrepreneurship Development – rasant Derai – Himalaya Publishing House.

COURSE OUTCOME

CO1	Students can understand the concept Entrepreneurship, the qualities and role of entrepreneur
CO2	Understand the factors that influence the entrepreneur
CO3	Know about the various types of entrepreneurs
CO4	Understand the profile of women entrepreneur and also the problems faced by the women entrepreneur
CO5	Students can understand the role of women entrepreneur in economic development of India

SEMESTER V

Indian Economic Problems – I (Core)

Credit 4 **Hours 5**

Unit 1 : Indian Economy – Salient features of Indian economy - Mixed Economy.

Unit 2 : Demographic trends of India's population. Population and Economic development – Problems of over population.

Unit 3 : Poverty – definition – causes and consequences poverty line: Magnitude of Poverty – difficulties in measuring Poverty – antipoverty Programmes in India - Inequalities in income distribution – food security – causes of Unemployment in India – Types and measures to reduce unemployment.

Unit 4 Agriculture in Indian Economy: Agricultural production - causes of low productivity – Green Revolution – causes of Rural indebtedness – measures taken to meet it.

Unit 5 Industries: Indian Industrial policy since 1990's Industrial Sickness – Role of Public Sector in Indian Economy.

Texts:

1. Tandaon &Tandon – Indian Economy (Himalaya Publishing)

2. Misra & Puri – Indian Economy (Himalaya publishing)

3. Ruddar Dutt & Sundaram – Indian Economy (S.chand & Co 1998)

COURSE OUTCOME

CO1	Students are able to understand the features of Indian Economy
CO2	Understand the cause for over population and also understand the consequences of over population
CO3	Students can analyse the causes for poverty, inequalities of income distribution, unemployment
CO4	Know about the primary sector of Indian Economy
CO5	Learn about the Industrial Sectors and Students can understand the role of public and private sectors.

Mathematical Economics – I (core)

Credit 4 **Hours 5**

LEARNING OBJECTIVES

1. To enable the students to understand the fundamentals of mathematics.

2. To impart various mathematical methods.

3. To improve the mathematical knowledge of the students..

4. To help the students to understand the relationship between economics and mathematics

5. To help the students to calculate the changes in basic economic variables

Unit I : Basic Arithmetic – simple operations with common and decimal fraction – placing a decimal point – shortcut in computation –

Algebraic symbolism – operation with zero and one – exponent and Radicals.

Unit II : Simple functions and graphs of the type $ax \ + bx+c=o$, $T= ax$,

$T=e$, $y =\log x$

Unit III : Solution to linear equation, quadratic equation with are variable simultaneous equations with two and three variables.

Unit IV : Logarithm – Definition – formulas (produce quotient, exponent –

No proof needed) – calculations – using tables, simple problems

Unit V : Set theory – Definition of a set – types of set operations – Union,

Intersection complement and difference of sets – commutative, association and distributive laws – venn diagrams.

Text:

1. Introduction to Mathematical Methods – D. Bose

2. A text on Mathematical Economics – Prabakar & Alka Budhirga

Reference:

A curse in Mathematical Analyris – Shanthi Narayan

Business Mathematics – Sancheti D.C. and V.K. Kapoor.

Elementary Mathematics – Agarwal C.S and Joshi B.S.

Mathmatics for Economics – Metha and Madannel

COURSE OUTCOME

CO1	Students can understand the basic mathematical methods in economics
CO2	Know about the functions of Graphs
CO3	It enables the students to understand the Linear equations
CO4	Learn Logarithms and apply the formulas for better understanding of economics
CO5	Understand the Set Theory and its various operations

Export Marketing

Credit 4 **Hours 5**

LEARNING OBJECTIVES

1. To improve the knowledge of the students in Export Marketing and procedure.

2. To equip the students to gain knowledge and skills in export documentation
3. To make the students to be aware of the importance of export licensing

4. To prepare the students to be aware of the export finance and post shipment finance.

5. To enable the students to understand the factors influencing the export marketing communication.

Unit 1 : Export Marketing – definition – features, Export Marketing Environment (social, Cultural, Political, Legal, technological, Competitive) - Trade barriers.

Unit 2 : Export Policy and decision – definition. Need and importance – Factors affecting Export Policy. Bases of international Market Segmentation, Strategies of international Market segmentation.

Unit 3 : Export Pricing and Costing: Introduction factors influencing Pricing – Objectives pricing strategies starting Point of Pricing International Price or Cost, Export costing Production selling And Special costs.

Unit 4 : Export finance: Need – Purpose Time and source post shipment Finance.

Unit 5 : Export marketing Communication: Communication Process, role of Communication in Export Marketing – channels of Communication.

Texts:

1. Jacob Cherian and Pranab – Export marketing
(Himalaya Publication)

2. B.M. Wali and A.B. Kalkudrikai – "Export – Management"
(Sterling publication)

COURSE OUTCOME

CO1	Understand the features of export marketing
CO2	Students can aware of export policy and its importance

CO3	Students are able to understand pricing strategies
CO4	Understand the available export finance
CO5	Learn about export marketing and channel of export communications

MACRO ECONOMICS I

Credit 4 **Hours 5**

LEARNING OBJECTIVES

1. To help the students to understand the fundamental concepts of macroeconomics.

2. To create basic knowledge about macroeconomic policy and tools.

3. To Provide a strong foundation for the students to clarify the ideas of macro economics

4. To impart knowledge on the concepts of National Income

5. To provide knowledge on theories of employment

Unit 1	Macro Economics – Meaning, evolution, nature and scope – Importance, limitations – differences and relationship between micro and macro economics.
Unit2	National Income – Meaning – definitions - concept – NP, NNP, GDP,DI,PI and PCI – methods and measurement – difficulties in estimating national income – uses of national income data – national income and social welfare.
Unit 3	Concepts of employment – full employment – types of unemployment – classical theory of employment - saving investment equality – determinants of employment – J.B. Says law of market – Keynes criticisms
Unit 4	Keynesian theory of employment – effective demand – importance of effective demand – under employment equilibrium – applicability of Keynesian theory to UDCs – A comparison between classical theory and Keynesian theory of employment.
Unit 5	: consumption function – meaning- APC and MPC-APS and MPS – factors determining consumption function – Keynes Psychological Law of Consumption.

Texts:

Marco economics- R.Cauvery and others S.Chand Publications.

Reference:

1. Macro Economics Theory – Jhingan, M.L., S.Chand and company

3. Macro Economics – Ahuja, H.L,(S.Chand and company)

COURSE OUTCOME

CO1	students are able to understand the basic concepts of macro economics
CO2	.understand the concept of national income and methods of measuring national income

CO3	learn about the theories of employment and unemployment
CO4	know about Keynesian concept of effective demand and theories of economic development
CO5	enable to understand the consumption function and Keynesian psychological law of consumption

WELFARE ECONOMICS

Credit:4 **Hours : 5**

LEARNING OBJECTIVES

1.To provide knowledge on the basic concepts of welfare economics.

2. To provide knowledge on importance of welfare in modern economy.

3. To provide knowledge on theories of welfare economics.

4. To enhance the knowledge of the students in the subject matter of welfare economics.

5. To enable the students to understand the behaviour of consumers.

Unit: 1 Definition and meaning of Welfare Economics- Difference between Welfare Economics and Positive economics- concepts of social welfare in Welfare Economics – Old Welfare Economics.

Unit: 2 Pigovian Welfare condition –Analysis of Externalities- Pigou's ideal output.

Unit: 3	Introduction – The Walrasian general Equilibrium Model – 2x2x2 Graphical General Equilibrium Model.
Unit: 4	The Pareto's Optimum, Compensation criteria – Kaldor, Hicks criterion- Maximization of social Welfare- Production possibility curve (PPC) - PPC to Grand possibility curve.
Unit: 5	Pareto's Optimality – Trade off between Efficiency and Equity- Theory of Second Best.

Text book:

Jhingan, M.L. (1986), Advanced Economic Theory ,

Reference:

1. Koutsoyiannis, A. (1979) Modern Economics, Macmillan press, London.

2. Maddale, G.S. and Miller Ellen (2004) Micro Economics: Theory and Applications. Tata Mcgraw Hill, New Delhi.

3. Mishan, E.J. (1969) Welfare Economics: An Assessment, North Holland, Amsterdam.

COURSE OUTCOME

CO1	student are able to understand the basic concepts of welfare economics
CO2	learn about the pigovian concept of welfare
CO3	understand the graphical general equilibrium model
CO4	understand the production possibility curve and the pareto's optimum compensation criteria
CO5	students can understand pareto's optimality, trade off between efficiency and equity

PRINCIPLES OF MANAGEMENT

Credit:3 Hours:3

LEARNING OBJECTIVES

Unit 1 : Management – Meaning and Definition – Characteristics Function

Importance – Approaches to the study of management – Henry Foyol's Theory of management – F.W. Taylor's theory of scientific Management.

Unit 2 : Managerial planning – Meaning & Definition – characteristics

Objectives – steps in planning Process – Methods of planning –

Significance – obstacles to effective planning.

Unit 3 : Decision making – meaning and Definition features – Elements

In Decision making – Decision making Process – characteristics

of Good [Effective] Decision Types of Decision – Administrative Problems in Decision making organization– meaning and

Definition – function – Importance – Formal and Informal organization.

Unit 4 : Directing – Meaning and Definition – Principles of Direction – Importance – Types –Motivation-Meaning-Importance.

Unit 5 : Controlling – Definition – steps in Control Process – Techniques of control – needs for control – characteristics – Types of Managerial control.

Texts:

1. Principals of management – Dinker Pagare (Sultan and sons)

2. Principle's of management –T.Ramasamy, (Himalaya publishing House)

COURSE OUTCOME

CO1	students can understand the management concepts
CO2	students enable to understand how the planning is essential for management
CO3	know about the decision making in management
CO4	understand the importance of motivation management
CO5	learn about the controlling techniques

BUSINESS COMMUNICATION (SBE)

Credit : 2 Hours : 2

LEARNING OUTCOMES

Unit I **Introduction**

Business Communication – Importance – Process and principles Modern Communication devices – Word processor- telex- Fax- E-mail- Tele conferencing – Telephone answering machine- Internet – websites and their uses.

Unit II **Business Letter**

Analysis of Business Letter- Layout – Kinds of Business letters- letter of enquiry- Quotations – Offer orders – Cancellations – Replies- Circular- Complaints and Settlements.

Unit III **Business Correspondence**

Bank Correspondence – Insurance Correspondence- Agency Correspondence- Correspondence relating to Exports and Imports- Letter to the Editor.

Unit IV **Company Correspondence**

Correspondence with share holders, Government Departments & Statutory Bodies- Application for appointment – Importance, Types, Structure – Oral Presentation Planning for Oral presentation.

Unit V **Report Writing**

Report – Meaning , Importance, Principles governing the preparation of Report – Qualities of Good Report- Functions of a Report – Types of Reports- Reports by individuals, Committees- Report by Board of Directors – Minutes Vs Report.

Text Book:

Kathiresan & Dr.V. Radha, Business Communication – Prasanna Publishers, Chennai, 2007.

Reference:

1. R.S.N.Pillai & Bagavathi, Essentials of Business Communication .
2. V.K.Jain , Business Ethics & Communication – S.Chand & Co.Ltd, New Delhi, 2008.
3. Galgotia, Business Communication Skills – Galgotia Publication, New Delhi, 2006.
4. A.N. Kapoor, A Guide to Business Communication.

COURSE OUTCOME

CO1	Students are gaining knowledge about various business communication
CO2	Students can understand how to write business letters
CO3	Learn about bank correspondence
CO4	Know about correspondence with shareholders and with government departments
CO5	Student can understand the reports and minutes

Semester VI

Indian Economic Problems – II (Core)

Credit: 4

Hours:5

Unit 1: India's Foreign trade, Major export items: factors hindering Exports – India's imports and recent trends (1992 onwards GENERAL AGREEMENT ON TARIFF AND TRADE) Uruguay Rounds.

Unit:2 Capital Formation- importance- Role of Capital Formation in economic development- Foreign Capital in India's economic development.

Unit 3 Federal Finance: Main features of Indian federal finance - Recommendations of the latest finance commission – economic planning – objectives – achievements.

Unit 4 Parallel economy – estimation of black money – causes – measures to unearth black money.

Unit 5 Failure of five year plans in India – Pre requisites for successful planning.

Texts:

1. Tandon & Tondon – Indian Economy – Macgraw Hill (1988)

2. Rudar Dutt & Sundaram – Indian Economy S.chand (1988)

3. Misra & Puri – Indian Economy (1988) Himalaya Publishing House.

COURSE OUTCOME

CO1	Students can understand India's foreign trade and items of import and export
CO2	Learn about the importance of capital formation
CO3	understand the federal finance and the recommendation of finance commission
CO4	know about parallel economy and how to unearth black money
CO5	know about five year plans

Mathematical Economics – II (Core)

Credit 4 **Hours 5**

LEARNING OBJECTIVES

1. To enable the students to understand the fundamentals of mathematics.

2. To enable the students to understand the practical applications of mathematics in research.

3. To improve the mathematical knowledge of the students.

4. To provide the knowledge of application of derivatives in economic concepts

5. To develop the knowledge of Linear Programming

Unit 1 Matrix – Addition and subtraction of matrix multiplication – Types of matrices – Transpose of matrix – Inverse of matrix – Solution of linear simultaneous equation by matrix method (through inverse matrix)- Crammer's rule.

Unit 2 Analytical Geometry of two dimensions. Straight line – Equation of a straight line.

i. Y=mxtc (slope intercept form)
ii. (y-y =M(x-x) point – slope form
iii. (Two Point form0
iv. x/a+y/b=1 (Two intercept form) point of intersection of two lines – concurrent lines – Angle between tow lines (two straight line). Equation of circle:

i. x +y =r
ii. (x-h) + (y-k) =r
iii. x +y +2g*+2fy+c=o

(with formula for centre and radices)

Unit 3 Calculus; Differential calculus – Differential of polynomial X (x+a) and a constant – differentiation of log * and e- Differential co-efficient of sum. Difference, product, quotient and Power, constant of the above of functions only – successive.

Unit 4 Partial differentiation. Given u=f(x,y)find partial derivatives.

Unit5 Maximisation and minimization of the functions y=f(x) Maxima and minima conditions for the functions y=f(x),z=f(x,y) To the Maximum and minimum and to find the Extreme value.

Reference:

1. C.S. Agarwal and B.C. Joshi, Elemontary mathematics.
2. R.Morely, Mathematics for modern Economics.
3. T.M. Srinivan and S.Perumalasmy, Elements of Quantitative Techniques.

COURSE OUTCOME

CO1	Understand the matrix
CO2	understand the analytical geometry
CO3	learn about the calculus and its application in economics
CO4	student are able to understand the partial differentiantions
CO5	know about the maxima and minima conditions for the different functions

ENVIRONMENTAL ECONOMICS (Core)

Credit 4 **Hours 5**

LERNING OBJECTIVES

1. To help the students in gaining knowledge about environmental economics.

2. To make the students understand the Nature and Scope of environmental economics in India.

3. To know the basic Concepts in Ecology and Economic development

4. To make the students aware of the environmental problems

5. To make the students to understand the environmental protection measures

Unit I

Meaning and definition of environmental economics – economics and environment – scope and significance of environmental economics.

Unit II

Market failure and externality – concept of welfare economics – competitive economy and social welfare – Pareto's efficiency – Maximum Social welfare and perfect competition.

Unit III

Environmental Quality as public good – tragedy of commons – characteristic features of common property resource .

Unit IV

Natural resource economics – concept, definition and classification of resource energy – renewable and non renewable resource – scarcity – classical approach – neo classical and contemporary perspectives – theories of natural resources – uses.

Unit V

Conservation of resources – methods of conservation – substitution – product life extension, recycling – tax on pollution – waste reduction – concept of sustainable development.

Texts:

1. Environmental economics, Sankaran, Margham publications
2. Environmental Pollution and Development – Chandra Paul, Tamil Nadu Book House.
3. Environemental and Economic Development – Sahoo (India Book House)

COURSE OUTCOME

CO1	students are able to understand the significance of the environmental economics
CO2	understand the maximum social welfare concepts

CO3	learn about the features of common property resources
CO4	know about the natural resources and its uses
CO5	understand the conservation of resources and the concepts of sustainable development

MACRO ECONOMICS II (CORE)

Credit 4 **Hours 5**

LEARNING OBJECTIVES

1. To provide an elaborate understanding in the subject matter of macro economics.

2. To make the students to aware of the recent developments in the subject of macroeconomics.

3. To make the students to know about the relevance of macroeconomic concepts to the economy.

4. To make the students to understand the various phases of trade cycle and the theories of trade cycles.

5. To make the students to understand the role of monetary and fiscal policies in developing economy.

Unit I

Investment function – meaning – types of investment – factors promoting private investment – MPC.

Unit II

Multiplier – Keynes Income Multiplier – Assumptions _ Working of Multiplier – leakages of Multiplier – Limitations – Importance of Multiplier.

Unit III

Acceleration Principle – factors determining accelerator – limitations – importance – super multiplier.

Unit Iv

Trade cycle – meaning – phases – theories of trade cycle.

Unit V

Inflation – meaning and definition – feature – types – causes and effects – inflationary gap – control of inflation – Philip's curve – deflation – meaning – features – causes – effects – control of deflation.

Texts

Macro economic Theory – M.L. Jhingan, Vrindha Publications.

Modern macro Economic Theory, Misra and Puri – Himalaya Publication.

Macro economic Analysis – Raha and Verma – Vishal Publications.

COURSE OUTCOME

CO1	students are able to understand the investment function
CO2	understand the concept of multiplier and its importance

CO3	understand the concept of accelrator and its importance
CO4	learn about phases of trade cycle and its theories
CO5	studetns are able to understand the control of inflation and deflation

RURAL ECONOMIC DEVELOPMENT (Core)

Credit 4 **Hours 5**

LEARNING OUTCOMES

1. To provide the students with a thorough knowledge and understanding of the foundations of rural economics

2. To impart knowledge on concepts of the dimensions of rural development

3. To make the students to understand the challenges in rural development and strategies for rural upliftment.

4. To provide understanding in the causes and consequences of Rural Poverty, and the Poverty Alleviation Programmes

5. To enhance the knowledge about the tribal economy and analyse the tribal agricultural activities

Unit I

Definition of rural economy – characteristics and features of rural economy – rural development – objectives – scope – importance in India – Problems – interdependence between rural and urban.

Unit II

Role of agriculture in GDP – Trend and development of agriculture in India – Main aims and features of National Agricultural Policy.

Unit III

Concepts and definition of rural industries – need and economic significance – current trends of KVIC – rural industries and employment generation, poverty alleviation – role of KVIC in rural development – rural industries in the liberalization period – present problems of rural industries in India.

Unit IV

Introduction of rural products and rural marketing – nature and scope of rural marketing – 4Ps – scientific marketing system – recent trends in rural marketing – current problems – suggestions for improving rural marketing- introduction of regulated markets – objectives – features – benefits – problems and remedies of regulated marketing in India.

Unit V

Introduction to rural development programmes – Community development programmes.

References:

Rural Development in India, Emerging Issues and Trends – Vedham Publications, New Delhi.

Sowndarapandian, Rural Industries in India, Mohit Publications, New Delhi

Singh, Katar (1999) Rural Development, Principles, policies and Management, sage Publications, New Delhi.

www. Kvic.

COURSE OUTCOME

CO1	Understand the rural economy
CO2	Learn about the role agriculture in economic development
CO3	Understand the rural industries like KVIC
CO4	Know about the problems of rural marketing and understand the remedies of rural development in India
CO5	Understand the rural development programmes

Services Marketing . (Elective)

Credit 3 **Hours 3**

Unit I : Services Marketing – Introduction Types –Nature –characteristics.

Unit II : Classification of services.

Unit III : Difference between services and Products.

Unit IV : Services Marketing Mix.

Unit V : Marketing of Services – Professional or consultancy services.

Text Book:

Services Marketing – Dr. L. Natarajan, Margham Publication.

Reference:

Services Marketing–Vansati Venugopal, Rahu, Himalaya publishing House.

Services Marketing – S.M.Jha, Himalaya Publishing House.

COURSE OUTCOME

CO1	Understand the features of services marketing
CO2	learn about the classification services
CO3	know about the difference between services and product
CO4	understand the marketing mix
CO5	understand the consultancy services

Human Resource Management (SBE)

Credit 2 **Hours 2**

LEARNING OBJECTIVES

1. To enhance the knowledge of students in theories of human resource management.

2. To make the students to understand the importance of human health.

3. To make the students to understand the importance of human capital in economic development.

4. To enhance the knowledge of the students on staff recruitment and selection, employee relations management, staff training and job evaluation.

5. To impart knowledge on the concept of employee empowerment

Unit 1	Human Resource Management – mesning and definition – objectives of HRM
Unit 2	Importance of human resource planning – forecasting human resource requirements.
Unit 3	Orientation and training – orienting the employees – training process.
Unit 4	Establishing pay plans – basics of compensation and trends in compensation.
Unit 5	Industrial relations and collective bargaining – trade union – future of unionism.

Reference:

Economic Development & Planning – B.N. Ghosh.

Economics of Growth and Development – K.K. Dewett & Satiahwadhanan.

Indian Economy – Ruddar Dutt and K.P.M. Sundaram.

The Economics of Development and Planning – Desai K.V. and Rao. M.

COURSE OUTCOME

CO1	Understand the objectives of human resource management
CO2	Know about the importance of human resource planning and forecasts
CO3	Understand the importance of training to the employees
CO4	Know about the basis of compensation
CO5	Understand the industrial relations and collective bargaining