

## B.A. ECONOMICS

| SEM                | COURSE CODE                   | PART              | COURSE                              | COURSE TITLE   | HRS/<br>WEEK          | CREDIT     | CIA<br>MARKS | SE<br>MARKS | TOTAL<br>MARKS |
|--------------------|-------------------------------|-------------------|-------------------------------------|--|-----------------------|------------|--------------|-------------|----------------|
| I                  | 14U1LT1/LA1/<br>LF1/LH1/ LU1  | I                 | Language - I                        |  | 6                     | 3          | 40           | 60          | 100            |
|                    | 14UCN1E1                      | II                | English - I                         |  | 6                     | 3          | 40           | 60          | 100            |
|                    | 14UEC1A1                      | III               | Allied I                            | Economic Statistics - I                                    | 6                     | 4          | 40           | 60          | 100            |
|                    | 14UEC1C1                      | III               | Core I                              | Micro Economics - I  | 6                     | 4          | 40           | 60          | 100            |
|                    | 14UEC1M1                      | III               | Major Based Elective - I            | Monetary Economics -I                                      | 3                     | 3          | 40           | 60          | 100            |
|                    | 14UCN1VE                      | IV                | Value Education                     | Value Education  | 3                     | 3          | 40           | 60          | 100            |
| <b>TOTAL</b>       |                               |                   |                                     |  | <b>30</b>             | <b>20</b>  | <b>240</b>   | <b>360</b>  | <b>600</b>     |
| II                 | 14U2LT2/LA2/<br>LF2/LH2/ /LU2 | I                 | Language - II                       |  | 6                     | 3          | 40           | 60          | 100            |
|                    | 14UCN2E2                      | II                | English - II                        |  | 6                     | 3          | 40           | 60          | 100            |
|                    | 14UEC2A2                      | III               | Allied II                           | Economic Statistics - II                                   | 5                     | 4          | 40           | 60          | 100            |
|                    | 14UEC2C2                      | III               | Core II                             | Micro Economics - II                                       | 6                     | 4          | 40           | 60          | 100            |
|                    | 14UEC2M2                      | III               | Major Based Elective - II           | Monetary Economics - II                                    | 3                     | 3          | 40           | 60          | 100            |
|                    | 14UEC2N1                      | IV                | Non - Major Elective - I #          |  | 2                     | 2          | 40           | 60          | 100            |
|                    |                               | 14UCN2ES          | IV                                  | Environmental Studies                                      | Environmental Studies | 2          | 2            | 40          | 60             |
| <b>TOTAL</b>       |                               |                   |                                     |  | <b>30</b>             | <b>21</b>  | <b>280</b>   | <b>420</b>  | <b>700</b>     |
| III                | 14U3LT3/LA3/<br>LF3/LH3/LU3   | I                 | Language - III                      |  | 6                     | 3          | 40           | 60          | 100            |
|                    | 14UCN3E3                      | II                | English - III                       |  | 6                     | 3          | 40           | 60          | 100            |
|                    | 14UEC3A3                      | III               | Allied III                          | Mathematical Methods for Economics                         | 6                     | 4          | 40           | 60          | 100            |
|                    | 14UEC3C3                      | III               | Core III                            | Indian Economic Development                                | 5                     | 4          | 40           | 60          | 100            |
|                    | 14UEC3M3                      | III               | Major Based Elective - III          | Agricultural Economics                                     | 3                     | 3          | 40           | 60          | 100            |
|                    | 14UEC3N2                      | IV                | Non Major Elective - II #           |  | 2                     | 2          | 40           | 60          | 100            |
|                    |                               | 14UCN3S1          | IV                                  | Skill Based Elective - I                                   | Soft Skills           | 2          | 2            | 40          | 60             |
| <b>TOTAL</b>       |                               |                   |                                     |  | <b>30</b>             | <b>21</b>  | <b>280</b>   | <b>420</b>  | <b>700</b>     |
| IV                 | 14U4LT4/LA4/<br>LF4/LH4/ LU4  | I                 | Language - IV                       |  | 6                     | 3          | 40           | 60          | 100            |
|                    | 14UCN4E4                      | II                | English - IV                        |  | 6                     | 3          | 40           | 60          | 100            |
|                    | 14UEC4A4                      | III               | Allied IV                           | Computer Applications for Economic<br>Analysis - Theory    | 3                     | 2          | 20           | 30          | 50             |
|                    | 14UEC4A4P                     | III               | Allied IV                           | Computer Applications for Economic<br>Analysis - Practical | 3                     | 2          | 20           | 30          | 50             |
|                    | 14UEC4C4                      | III               | Core IV                             | Economic Systems   | 5                     | 4          | 40           | 60          | 100            |
|                    | 14UEC4C5                      | III               | Core V                              | Capital Market   | 5                     | 4          | 40           | 60          | 100            |
|                    | 14UEC4S2                      | IV                | Skill Based Elective - II           | Advertisement Management                                   | 2                     | 2          | 40           | 60          | 100            |
|                    | 14UCN4EA                      | V                 | Extension Activities                | NCC, NSS, etc  | -                     | 2          | -            | -           | -              |
|                    | 14UEC4EC1                     |                   | Extra Credit - I                    | Environmental Economics                                    | -                     | 4*         | -            | 100*        | 100*           |
| 14UEC4EC2          |                               | Extra Credit - II | Principles & Practices of Insurance | -  | 4*                    | -          | 100*         | 100*        |                |
| <b>TOTAL</b>       |                               |                   |                                     |  | <b>30</b>             | <b>22</b>  | <b>240</b>   | <b>360</b>  | <b>600</b>     |
| V                  | 14UEC5C6                      | III               | Core VI                             | Macro Economics - I  | 5                     | 4          | 40           | 60          | 100            |
|                    | 14UEC5C7                      | III               | Core VII                            | Fiscal Economics - I                                       | 4                     | 4          | 40           | 60          | 100            |
|                    | 14UEC5C8                      | III               | Core VIII                           | International Economics - I                                | 4                     | 4          | 40           | 60          | 100            |
|                    | 14UEC5C9                      | III               | Core IX                             | Economics of Growth &Development - I                       | 4                     | 4          | 40           | 60          | 100            |
|                    | 14UEC5C10                     | III               | Core X                              | Industrial Economics                                       | 4                     | 4          | 40           | 60          | 100            |
|                    | 14UEC5C11                     | III               | Core XI                             | History of Economic Thought                                | 4                     | 4          | 40           | 60          | 100            |
|                    | 14UEC5M4                      | III               | Major Based Elective - IV           | Principles of Marketing                                    | 3                     | 3          | 40           | 60          | 100            |
|                    | 14UEC5S3                      | IV                | Skill Based Elective - III          | Accounting Package - Theory                                | 2                     | 2          | 40           | 60          | 100            |
|                    | 14UEC5EC3                     |                   | Extra Credit - III                  | Labour Economics   | -                     | 4*         | -            | 100*        | 100*           |
| <b>TOTAL</b>       |                               |                   |                                     |  | <b>30</b>             | <b>29</b>  | <b>320</b>   | <b>480</b>  | <b>800</b>     |
| VI                 | 14UEC6C12                     | III               | Core XII                            | Macro Economics - II                                       | 5                     | 4          | 40           | 60          | 100            |
|                    | 14UEC6C13                     | III               | Core XIII                           | Fiscal Economics - II                                      | 5                     | 4          | 40           | 60          | 100            |
|                    | 14UEC6C14                     | III               | Core XIV                            | International Economics - II                               | 5                     | 4          | 40           | 60          | 100            |
|                    | 14UEC6C15                     | III               | Core XV                             | Economics of Growth &Development - II                      | 4                     | 4          | 40           | 60          | 100            |
|                    | 14UEC6C16                     | III               | Core XVI                            | Entrepreneurial Development                                | 4                     | 4          | 40           | 60          | 100            |
|                    | 14UEC6C17                     | III               | Core XVII                           | Managerial Economics                                       | 4                     | 4          | 40           | 60          | 100            |
|                    | 14UEC6S4 P                    | IV                | Skill Based Elective - IV           | Accounting Package - Practical                             | 2                     | 2          | 40           | 60          | 100            |
| 14UCN6GS           | V                             | Gender Studies    | Gender Studies                      | 1  | 1                     | 40         | 60           | 100         |                |
|                    | 14UEC6EC4                     |                   | Extra Credit - IV                   | Retail Marketing   | -                     | 4*         | -            | 100*        | 100*           |
| <b>TOTAL</b>       |                               |                   |                                     |  | <b>30</b>             | <b>27</b>  | <b>320</b>   | <b>480</b>  | <b>800</b>     |
| <b>GRAND TOTAL</b> |                               |                   |                                     |  | <b>180</b>            | <b>140</b> | <b>1680</b>  | <b>2520</b> | <b>4200</b>    |

# Non Major Elective Courses offered to the other Departments:

| SEM | COURSE TITLE                       |
|-----|------------------------------------|
| II  | Economic Development of India - I  |
| III | Economic Development of India - II |

\* Not considered for Grand Total and CGPA

**SEMESTER-I: ALLIED - I  
ECONOMIC STATISTICS - I**

|                               |                            |
|-------------------------------|----------------------------|
| <b>Course Code : 14UEC1A1</b> | <b>Max. Marks : 100</b>    |
| <b>Hours/Week : 6</b>         | <b>Internal Marks : 40</b> |
| <b>Credit : 4</b>             | <b>External Marks : 60</b> |

**Objectives:**

1. To acquire basic Knowledge about Statistics
2. To use the statistical techniques in Economics

**UNIT: I STATISTICS 18 hours**

Meaning; Definition; Main divisions of the study of Statistics; objectives of statistics – Statistics and Economics – Importance, Limitations and Functions of statistics

**UNIT: II COLLECTION AND PROCESSING OF DATA 18 hours**

Census Method - Basic sampling methods – simple random sampling, stratified random sampling systematic and Quota sampling – #standard error# - Collection of data – sources of data – primary and secondary – classification and tabulation – frequency distribution – diagrammatical and graphical representation of data.

**UNIT: III MEASURES OF CENTRAL TENDENCY 18 hours**

Need and Meaning; Objects; Characteristics of representative average; Measures of various order; Types of averages Arithmetic Average: Calculation of arithmetic average in a discrete series; Calculation of the arithmetic average in a continuous series; Merits and Drawbacks. - Median: Meaning; Location of Median in various types of series; Graphic calculation; Merits and drawbacks; comparison with mean. - Mode: Meaning; Location of mode in various types Series; Determination of mode from mean and median; Graphic Method; Merits and Drawbacks; Comparison with mean; and median. - Geometric Mean: Meaning; Calculation in various types of series; Merits and Drawbacks - Harmonic Mean: Meaning; calculation; Merits and Drawbacks.

**UNIT: IV MEASURES OF DISPERSION 18 hours**

Range: Its merits, demerits and uses - Inter Quartile Range, Semi-Inter Quartile Range and Quartile Deviation: Calculation in various types of series; merits and drawbacks. - Mean Deviation: Meaning, Calculation in various types of series by direct and shortcut methods, characteristics and uses of mean deviation. - Standard Deviation: Meaning, calculation in various types of series by direct and short cut methods, merits, demerits and uses. – Coefficient of Variations – #Ginni's mean difference# - Lorenz curve.

**UNIT: V SKEWNESS 18 hours**

Need and meaning; Tests of skewness; Measures of skewness – Karl Pearson, Bowley and Kelly Methods.

# # Self Study Portion

**TEXT BOOK:**

S.P. Gupta :Fundamentals of Statistics

Unit – I : Volume - I Chapter: 1

Unit – II : Volume - I Chapters: 3, 4, 5, 6

Unit – III: Volume - I Chapters: 7

Unit – IV: Volume - I Chapter:8

Unit – V : Volume - II Chapter: 9

**BOOKS FOR REFERENCE:**

1. Yamane .T :Statistical Methods
2. Croxten and Cowden :Statistics
3. Sivathanupillai :Economics and Business Statistics
4. D.N. Elhance&VeenaElhance :Fundamentals of Statistics

**SEMESTER - I: CORE - I**  
**MICRO ECONOMICS -I**

**Course Code : 14UEC1C1 Max. Marks : 100**

**Hours/Week : 6**

**Credit :4**

**Internal Marks : 40**

**External Marks : 60**

**Objectives:**

1. To Introduce Basic Concepts and Definition of Economics.
2. To Enable the Students to Understand the Theory of Demand.
3. To Teach the Students about the Theory of Production and Theory of Product Pricing.

**UNIT– I Nature and Scope of Economics 18 hours**

Definition - Science of Wealth – Science of Material Wellbeing – Science of Choice Making – Science of Growth and Development – Scope of Economics – Subject Matter of Economics – Economic Problem – Main Sub Divisions – Nature of Economics – Positive or Normative Science – Static and Dynamic Methods of Economic Analysis – #Nature of Economic Laws.#

**UNIT- II Theory of Demand 18 hours**

Consumer Behaviour – Marginal Utility Analysis (Cardinal ) - meaning and measurement of Cardinal and Ordinal Utility – Concepts of Total and Marginal Utility – The Law of Diminishing Marginal Utility and The Law of Equi- Marginal Utility – Utility Analysis of Demand – Demand Schedule and Demand Curves - Types of Demand : Price Demand – Income Demand – Cross Demand. Exceptional Demand Curve.

**UNIT - III Indifference Curve Analysis: (Ordinal) 18 hours**

Scale of Preference – Assumptions - Indifference Schedule - Indifference Curves - Indifference Curve Map - Properties of Indifference Curve – Marginal Rate of Substitution – Budget Line and Consumer’s Equilibrium – Price Line – Changes of Consumer’s Equilibrium – Economic Effects on the Consumer Equilibrium – Price Effect, Income effect and Substitute Effect - Revealed Preference Theory.

**UNIT - IV Elasticity of Demand and supply 18 hours**

Meaning and Definition of Elasticity of Demand and Inelastic Demand – Types - Price Elasticity - Measurement of Elasticity of Demand – Total Outlay or Total Expenditure Method, Point Method and Arc Method – Income Elasticity and Cross Elasticity of Demand – Meaning of Supply – Supply Schedule – Law of Supply – Supply Curve – Elasticity of Supply and its Measurements – Consumer’s Surplus.

**UNIT– V      Theory of Production**

**18 hours**

The Law of Diminishing Returns – The Modern Approach to the Law Of Returns – The Law of Variable Proportion – The Laws of Returns to Scale – Three Phases of Returns to Scale – Increasing , Constant and Decreasing Returns to Scale - Optimum Factor Combination – Producer’s Equilibrium – Principles of Least Cost Combination.

**# # Self Study Portion**

**TEXT BOOK:**

S.Sankaran :Micro Economics

Unit - I :Chapter: 1,2

Unit -II :Chapters: 6

Unit -III :Chapters: 7,8

Unit -IV :Chapter: 9,10

Unit -V :Chapter: 13

**BOOKS FOR REFERENCE:**

1. R.Cauvery, U.K.Sudanayak&M.Girija :Micro Economic Theory
2. H.L.Ahuja :Micro Economics
3. Salvatore :Micro Economic Theory

**SEMESTER - I: MAJOR BASED ELECTIVE - I  
MONETARY ECONOMICS - I**

**Course Code : 14UEC1M1Max. Marks: 100**

**Hours/Week :3**

**Credit :3**

**Internal Marks : 40**

**External Marks : 60**

**Objective:**

To enable the students to get idea on monetary economics.

**UNIT - I EVOLUTION OF MONEY & MONETARY STANDARDS 9 hours**

Evolution of Money: Barter system, #Gold standard#, bimetalism and paper currency system-

**UNIT- II FUNCTIONS AND CLASSIFICATIONS OF MONEY 9 hours**

Meaning, Functions and Classifications of money – Defects of money – Systems of note issue: Proportional reserve system, minimum reserve system.

**UNIT- III DEMAND FOR MONEY 9 hours**

Demand for Money: Fisher's Transaction approach, Cash-Balance versions, Keynesian Approach and Milton Friedman' restatement of quantity theory of money.

**UNIT-IV SUPPLY OF MONEY 9 hours**

Supply of Money: Components (M1, M2, M3, M4), High powered money and Money multiplier.

**UNIT - V INFLATION AND DEFLATION 9 hours**

Inflation and Deflation: Definition, Causes and Effects - Demand Pull, Cost Push Inflation and sectoral demand shift theory of inflation - Measures to Control Inflation and Deflation

**# Self-study portion**

**TEXT BOOK:**

Monetary Economics :M.L.Jhingan

Unit - I : Chapter: 1,5

Unit - II : Chapters: 1,2,5

Unit - III : Chapters: 10,12,13

Unit - IV : Chapter:14

Unit - V : Chapter: 18

**BOOKS FOR REFERENCE:**

1. Monetary Economics : S. Sankaran
2. Monetary Economics :R.Cauvery
3. Money, Banking and International Trade :K.P.M. Sundaram



**TEXT BOOK:**

S.P. Gupta :Statistical Methods  
Unit – I : Volume -I Chapter: 12  
Unit – II : Volume - I Chapters: 10, 11  
Unit – III: Volume - I Chapter: 13  
Unit – IV: Volume - I Chapter: 14  
Unit – V : Volume - II Chapter: 1

**BOOKS FOR REFERENCE:**

1. Yamane .T :Statistical Methods
2. Croxten& Cowden :Statistics
3. D.N. Elhance&VeenaElhance :Fundamentals of Statistics
4. Sivathanupillai :Economics and Business Statistics

**SEMESTER – II: CORE- II  
MICRO ECONOMICS - II**

**Course Code: 14UEC2C2Max. Marks: 100**

**Hours/Week : 6**

**Credit : 4**

**Internal Marks:40**

**External Marks:60**

**Objectives:**

1. To know the theory of product pricing.
2. To understand the basic idea about market.
3. To know the different classification of market.

**UNIT - I THEORY OF PRODUCT PRICING**

**18 hours**

Theory of Value - Market forms – Classification of markets – Size of Market - Time element in Marketing – Distinction Between Normal Price and Market Price – # Market Morphology # – Cost and Revenue – Various Costs and Revenue Concepts – Short and Long Run Cost Curves – Average Revenue and Marginal Revenue Curves - Equilibrium of the firm and industry.

**UNIT - II PERFECT COMPETITION**

**18 hours**

Definition of Perfect Competition – Features and conditions – Price Determination Under Perfect Competition - Equilibrium price – Short Period Equilibrium – Long Period Equilibrium.

**UNIT- III MONOPOLY AND PRICE DISCRIMINATION**

**18 hours**

Definition and Meaning of Monopoly – Kinds of Monopoly – Monopoly Power – Determination of Price in Monopoly – Price–Output Determination – Price Discrimination – Types of Discrimination – Degrees of Price Discrimination – Conditions of Price Discrimination – When is Price Discrimination Profitable? – Price Discrimination under Dumping.

**UNIT -IV MONOPOLISTIC COMPETITION AND OLIGOPOLY**

**18 hours**

Monopolistic Competition – Meaning – Assumptions and Features – Price Determination under Monopolistic Competition – Selling Cost – Price – Output Equilibrium under Selling Cost – Oligopoly – Features – Classification – Pricing under Oligopoly – Duo Poly (Concept) – Bilateral Monopoly (Concept).

**UNIT - V THEORY OF FACTOR PRICING**

**18 hours**

Marginal Productivity theory of Distribution – Ricadian Theory of Rent – Quasi Rent – Wage Theories – Subsistence theory of Wages – The Wage Fund Theory – Theory of Interest – Keynes Liquidity Preference Theory – Theory of Profit – Schumpeter’s Innovation Theory.

**# # Self Study Portion**

**TEXT BOOK:**

S.Sankaran :Micro Economics

Unit - I : Chapter: 17, 18

Unit - II : Chapters: 19, 20

Unit - III :Chapters: 21

Unit - IV : Chapter: 22, 23

Unit - V : Chapter: 26, 27, 28, 29, 30

**BOOKS FOR REFERENCE:**

1. R.Cauvery, U.K.Sudanayak,M.Girija, :Micro Economic Theory
2. H.L.Ahuja :Micro Economics
3. Salvatore :Micro Economic Theory
4. Stonier & Hague :A Text Book of Economic Theory.

**SEMESTER – II: MAJOR BASED ELECTIVE - II  
MONETARY ECONOMICS - II**

**Course Code: 14UEC2M2**  
**Hours/Week :3**  
**Credit :3**

**Max. Marks :100**  
**Internal Marks :40**  
**External Marks :60**

**Objective:**

To enable the students to get idea on monetary economics.

**UNIT- I THEORIES OF INTEREST RATE 9 hours**

Classical theory – loanable fund theory – Liquidity preference theory

**UNIT- II NON MONETARY THEORIES OF TRADE CYCLE 9 hours**

Trade cycle: meaning and phases – Non Monetary theories – Keynes theory of trade cycle – Hicks theory of trade cycle

**UNIT- III MONETARY THEORIES OF TRADE CYCLE 9 hours**

Hawtrey's monetary theory of trade cycle – Innovation theory of trade cycle – Over investment theory – Over saving or under consumption theory

**UNIT- IV BANKING 9 hours**

Bank: meaning and definition - Functions of commercial banks - Meaning and Methods of Credit Creation – functions of Central bank

**UNIT- V MONETARY POLICY 9 hours**

Monetary Policy: meaning, objectives and instruments – alternative interest free banking

**TEXT BOOK:**

Monetary Economics : M.L.Jhingan

Unit - I : Chapter: 16

Unit - II : Chapters: 40

Unit - III : Chapters: 40

Unit - IV : Chapter: 6

Unit - V : Chapter: 28

**BOOKS FOR REFERENCE:**

- 1.Monetary Economics : S. Sankaran
- 2.Monetary Economics : R.Cauvery
3. Money, Banking and International Trade: K.P.M. Sundaram

**SEMESTER – II: NON MAJOR ELECTIVE - I  
ECONOMIC DEVELOPMENT OF INDIA - I**

**Course Code: 14UEC2N1**  
**Hours/Week : 3**  
**Credit : 2**

**Max.Marks : 100**  
**Internal Marks : 40**  
**External Marks :60**

**Objectives:**

1. To teach the basic features of Indian economy.
2. To teach major issue in Indian economy.
3. To obtain knowledge and skill about Indian economy.

**UNIT – I ECONOMIC GROWTH AND DEVELOPMENT 9 hours**

The concept of economic growth- economic development – underdevelopment, meaning and indicators – characteristic of underdevelopment.

**UNIT – II NATIONAL INCOME OF INDIA 9 hours**

Definition of National Income – Methods of Calculating National Income – Difficulties in the Calculation of Income – Causes for slow growth of National Income in India.

**UNIT-III THE POPULATION GROWTH AND ECONOMIC DEVELOPMENT 9 hours**

India's Population – Size And Growth – Sex Ratio – Density of Population – Causes of the Rapid Growth of Population – Remedies For Population growth.

**UNIT – IV EMPLOYMENT AND UNEMPLOYMENT IN INDIA 9 hours**

Employment Trend – Nature of unemployment in India – Causes for unemployment – Remedial measures for unemployment.

**UNIT – V POVERTY IN INDIA 9 hours**

The Concept of Poverty – Incidence of Poverty – Causes of Poverty – Human Poverty – Rural Poverty – Poverty Alleviation Programme in India –#Strategy of Poverty Alleviation.#

**# # Self Study Portion**

**TEXT BOOKS:**

1. Indian Economy: S.K.Misra&V.K.Puri
2. Indian Economy:S.Sankaran

Unit – I : Text book -1 Chapter: 1

Unit – II : Text book - 2 Chapter: 6

Unit – III: Text book -1Chapter: 8

Unit – IV: Text book - 1 Chapter:12

Unit – V : Text book -1 Chapter: 15

**BOOKS FOR REFERENCE:**

1. Indian Economy :Deepashree
2. Indian Economy Since Independence : Uma Kapila
3. Indian Economy :R.Dutt& K.P.M. Sundaram

**SEMESTER – III: ALLIED - III  
MATHEMATICAL METHODS FOR ECONOMICS**

**Course Code:14UEC3A3 Max. Marks: 100**

**Hours/Week : 6**

**Credit : 4**

**Internal Marks : 40**

**External Marks :60**

**Objective:**

To know the Basic knowledge about Mathematics

**UNIT: I SET THEORY AND ANALYTICAL GEOMETRY 18 hours**

Notations for a set – Finite and infinite sets – Null set – Unit set – Universal set – Equal and Equivalent Sets – Set operations - Venn Diagram - Straight line – Meaning and Definition – Two point form, point-slope form, Slope-intercept form and two-intercept form - #Parabola - Rectangular Hyperbola# – Quadratic equations

**UNIT: II DIFFERENTIATION 18 hours**

Functions, limits – differentiation - rules of differentiation – I order and II order differentiation

**UNIT: III PARTIAL DIFFERENTIATION 18 hours**

Technique of partial differentiation - I order and II order partial differentiation (Brief treatment only)

**UNIT: IV INTEGRATION 18 hours**

Definition - Rules of integration – Constant of Integration - Simple problems only

**UNIT: V MATRICES 18 hours**

Basic concepts – Addition and subtraction of Matrix – Multiplication of Matrix - Determinants – Matrix inverse – Cramer’s rule

**# # Self Study Portion**

**TEXT BOOKS:**

1. J.K. Sharma : Business Mathematics theory and applications
2. Devairakkam :Mathematics for Economics

Unit – I : Text book -1Chapter: 1, Text book – 2 Chapter: 4, 5

Unit – II : Text book – 2 Chapter: 8

Unit – III: Text book – 2 Chapter: 12

Unit – IV: Text book –2 Chapter: 13

Unit – V : Text book - 2Chapter: 14

**BOOKS FOR REFERENCE:**

1. Allen, R.G.D. : Mathematical Analysis for Economists
2. Chiang.A.C : Fundamental Methods of Mathematical Economics
3. Yamane, Taro : Mathematics for Economists

**SEMESTER – III: CORE - III  
INDIAN ECONOMIC DEVELOPMENT**

**Course Code:**14UEC3C3  
**Hours/Week** :5  
**Credit** :4

**Max. Marks** : 100  
**Internal Marks** : 40  
**External Marks** :60

**Objectives:**

1. To teach the basic features of Indian economy and also concepts like Growth and Development and economic planning
2. To teach the major sectors of the economy like Agriculture, Industry and other sectors.

**UNIT: I INTRODUCTION TO INDIAN ECONOMY 15 hours**

Characteristics of Indian Economy – Mixed Economy – Planning – General Objectives – achievements of eleventh Plan – Brief review of new economic reforms in India.

**UNIT- II POPULATION, POVERTY & UNEMPLOYMENT 15 hours**

Population: Demographic Profile of India – Population explosion – Population Growth – Causes – Effects – Remedial Measures And Population Policy. Poverty: Meaning – Poverty line – Causes – Remedial Measures. Unemployment: Meaning – Types – Causes – Remedial measures.

**UNIT- III AGRICULTURE 15 hours**

Agricultural productivity – Green Revolution – Agricultural Finance – Agricultural Marketing – Public Distribution system.

**UNIT- IV INDUSTRIAL DEVELOPMENT 15 hours**

Role of Industries in Economic Development – Large Scale Industries (Cotton and Textile, I.T and Communication, Iron & Steel) – Importance – Problems – Small Scale and cottage industries – Importance – Problems.

**UNIT-V INFRASTRUCTURE & EXTERNAL ENVIRONMENT OF INDIA 15 hours**

Transport – Railways- Roadways – Waterways – Airways – Foreign trade-composition- directions, BOP, # Foreign debt.#

# # **Self Study Portion**

**TEXT BOOK:**

S.Sankaran :Indian Economy

Unit - I : Chapter: 1, 2, 3

Unit - II : Chapters: 5, 16

Unit - III : Chapters: 18,19, 20, 24

Unit - IV : Chapter: 32, 33, 34, 35, 36

Unit - V : Chapter: 40, 41, 42, 43

**BOOKS FOR REFERENCE:**

1. I.C. Dhingra :Indian Economy
2. RudderDutt& KPM Sundaram :Indian Economy

**SEMESTER – III: MAJOR BASED ELECTIVE– III  
AGRICULTURAL ECONOMICS**

**Course Code : 14UEC3M3**

**Max. Marks : 100**

**Hours/Week :3**

**Internal Marks :40**

**Credit :3External Marks : 60**

**Objectives:**

1. To grasp the characteristics of modern agriculture.
2. To analyze how the agricultural sector contributes to the Indian economy.
3. To enable the student to understand Agricultural price policy.

**UNIT - I INTRODUCTION TO AGRICULTURAL ECONOMICS 9 hours**

Meaning and Definition of Agricultural Economics – Scope of Agricultural Economics-Role of Agricultural Economics- Agricultural Economics and other sciences – Need for separate study on Agricultural Economics

**UNIT- II AGRICULTURE AND ECONOMIC DEVELOPMENT 9 hours**

Role of Agriculture in Economic Development – Contribution of the Industrial sector to the development of the Agricultural sector – Inter dependence of Agriculture and Industry – # Empirical Evidence about interdependence of the Agriculture and Industrial sectors #

**UNIT - III FARM ORGANIZATION 9 hours**

Meaning – Types of farm organization – various types of co-operative farming – features of co-operative joint farming – Disadvantages of co-operative farming- farm organization in India – Progress of co-operative farming in India

**UNIT- IV AGRICULTURAL MARKETING 9 hours**

Meaning- Need for Agricultural marketing- types of Agricultural Marketing- Criteria for efficiency of Agricultural Marketing - Criteria for efficiency of Agricultural Marketing in India – causes for inefficiency of Agricultural Marketing India – policy measures for promoting Agricultural Marketing

**UNIT- V AGRICULTURAL PRICE POLICY 9 hours**

Meaning – objectives of Agricultural price policy – Elements of Agricultural price policy – Ideal price policy - Agricultural price policy in India

**# # Self Study Portion**

**TEXT BOOK:**

R.N.Soni : Leading Issues in Agricultural Economics

Unit - I : Chapter: 1

Unit - II : Chapters: 2

Unit - III : Chapters: 3

Unit - IV : Chapter: 9

Unit - V : Chapter: 8

**BOOKS FOR REFERENCE:**

1. Tyagi B.P. : Agricultural Economics and Rural development
2. Shrivastava, O.S. : Agricultural Economics

**SEMESTER – III: NON MAJOR ELECTIVE- II  
ECONOMIC DEVELOPMENT OF INDIA - II**

**Course Code : 14UEC3N2Max. Marks : 100**

**Hours/Week : 2**

**Credit : 2**

**Internal Marks : 40**

**External Marks : 60**

**Objectives:**

1. To Teach the basic features of Indian economy
2. To Teach major issues in Indian economy

**UNIT - I NATURAL RESOURCES 6 hours**

Natural Resources and Economic Development – Land Resources- Water Resources - Forest Resources - Mineral Resources.

**UNIT- II INFRASTRUCTURE 6 hours**

Infrastructure and Economic Development - Energy - Transport System In India-Railways - Road - Water - Air Transport - Communication.

**UNIT - III CAPITAL FORMATION IN INDIA 6 hours**

Meaning of Capital Formation - India's Capital Requirements for Economic Growth - Capital Output Ratio - Domestic Savings-Domestic Capital Formation.

**UNIT-IV INCOME DISTRIBUTION IN INDIA 6 hours**

The Pattern of Income Distribution in India-Causes of Income Inequalities in India - Government Policy and Measures.

**UNIT-V INDIAN AGRICULTURE 6 hours**

Role of Agriculture in Indian Economy - Nature of India's Agriculture - Cropping Pattern – # Agricultural Productivity.#

# # **Self Study Portion**

**TEXT BOOK:**

Indian Economy :S.K.Misra&V.K.Puri

Unit - I : Chapter: 6

Unit - II : Chapter: 7

Unit - III : Chapter: 13

Unit - IV : Chapter: 16

Unit - V : Chapter: 17

**BOOKS FOR REFERENCE:**

1. Indian Economy : S.Sankaran
2. Indian Economy : Uma Kapila
3. Indian Economy : RudarDut&Sundram

**SEMESTER – IV: ALLIED – IV**  
**COMPUTER APPLICATIONS FOR ECONOMIC ANALYSIS - THEORY**

**Course Code : 14UEC4A4Max. Marks: 50**

**Hours/Week :3**

**Credit :2**

**Internal Marks :20**

**External Marks :30**

**Objectives:**

1. To generate awareness on the usage of MS Office, SPSS for Economic statistical work out.
2. To create skill in data processing, analysis and interpretation of variables in Economics.

**UNIT- I MS OFFICE WORD**

**9 hours**

MS Word - Features - Creating, Editing and Saving Documents, Formatting text : cut copy and paste, undo, redo and creating table and Equations - Page Formatting : Page margins, orientations, border color, Header, Footer - Mail Merge.

**UNIT- II MS OFFICE POWER POINT**

**9 hours**

MS Power Point: Features - Slide Sorter - Inserting new slide, Chart - Format: Font, create tables, enter data, format table - Slide Design - creating and saving presentation Animation scheme- # Printing #.

**UNIT-III MS OFFICE EXCEL**

**9 hours**

Features, spread sheet, rows, columns, cell, cell address, sorting, filtering - data base creation - formatting cells - Inserting line, pie, bar, column and scatter charts using MS office excel - Fx function :  $\Sigma$ , mean, median, standard deviation and Correlation.

**UNIT-IV INTRODUCTION TO SPSS**

**9 hours**

General features - uses - defining variable with and without value label - data base creation - calculation of descriptive statistics, Correlation and regression - Inserting line, pie, bar, column and scatter charts using SPSS.

**UNIT- V APPLICATION IN ECONOMICS**

**9 hours**

Calculation of sums of GDP and BOP components, average of decadal growth rates, minimum and maximum values of domestic products of the Indian states, correlation of India's Percapita income and public expenditure, regression of India's Percapita income and public expenditure, mean, median, mode and standard deviation of domestic products of the Indian states.

**# # Self Study Portion**

**TEXT BOOKS:**

1. S.V. SrinivasaVallabhan : Computer Applications in Business
2. K.Dhanasekaran : Computer Applications in Economics

Unit – I : Text book -1 Lesson : 3

Unit – II : Text book - 1Lesson : 6

Unit – III: Text book -1Lesson : 4

Unit – IV: Text book - 2 Chapter: 2,3,5,6

Unit – V : Text book - 2 Chapter: 3,5,6

**BOOKS FOR REFERENCE :**

1. Stephen W.Sagman& Gail Tailor : MS Office for Windows
2. Sarah E. Boslaugh : An Intermediate Guide to SPSS programming
3. Eric L.Einspruch : Next Steps with SPSS
4. Leon and Leon : MS Office XP
5. Eric L. Einspruch : An Introductory guide to SPSS for Windows

**SEMESTER – IV: ALLIED – IV**  
**COMPUTER APPLICATIONS FOR ECONOMIC ANALYSIS - PRACTICAL**

**Course Code :14UEC4A4 P**

**Hours/Week :3**

**Credit :2**

**Max. Marks :50**

**Internal Marks :20**

**External Marks :30**

**Objectives:**

1. To generate awareness on the usage of MS Office, SPSS for Economic statistical work out.
2. To create skill in data processing, analysis and interpretation of variables in Economics.

**UNIT- I MS OFFICE WORD 9 hours**

1. Preparation of bio-data.
2. Formatting Documents for newspaper (model).
3. Mail Merge.
4. # Creation of mathematical and Statistical formulae using Formula Editor.#

**UNIT- II MS OFFICE POWER POINT 9 hours**

1. Preparation of Power Point Slide with the subject matter of Economics.
2. Preparation of Power Point Slide with chart and table using animation scheme.

**UNIT- III MS OFFICE EXCEL 9 hours**

1. Defining the mathematical and Statistical formulae.
2. Insertion of the line, pie, bar, column and scatter charts
3. Calculation of mean, median, mode and standard deviation.
4. Calculation of Correlation using MS Excel.

**UNIT- IV INTRODUCTION TO SPSS 9 hours**

1. Data Base Creation.
2. Calculation of Descriptive Statistics using SPSS.
3. Calculation of Correlation.
4. Calculation of Regression.
5. Insertion of line, pie, bar, column and scatter charts using SPSS.

**UNIT - V APPLICATION IN ECONOMICS 9 hours**

1. Average of decadal growth rates, minimum and maximum values of domestic products of the Indian states.
2. Calculation of Correlation between India's Per capita income and public expenditure.
3. Calculation of Regression between India's Per capita income and public expenditure.
4. Calculation of mean, median, mode and standard deviation of domestic products of the Indian states.

**# # Self Study Portion**

**TEXT BOOKS:**

1. S.V. SrinivasaVallabhan : Computer Applications in Business
2. K.Dhanasekaran : Computer Applications in Economics

Unit – I : Text book -1 Lesson : 3

Unit – II : Text book - 1 Lesson : 6

Unit – III: Text book - 1 Lesson : 4

Unit – IV: Text book - 2 Chapter: 2,3,5,6

Unit – V : Text book - 2 Chapter: 3,5,6

**BOOKS FOR REFERENCE :**

1. Stephen W.Sagman& Gail Tailor : MS Office for Windows
2. Sarah E. Boslaugh : An Intermediate Guide to SPSS programming
3. Eric L.Einspruch : Next Steps with SPSS
4. Leon and Leon : MS Office XP
5. Eric L. Einspruch : An Introductory guide to SPSS for Windows

**SEMESTER – IV: CORE– IV  
ECONOMIC SYSTEMS**

**Course Code : 14UEC4C4**

**Hours/Week :5**

**Credit :4External Marks : 60**

**Max. Marks : 100**

**Internal Marks :40**

**Objectives:**

1. To impart knowledge on the factors which are responsible for the emergence of different economic systems.
2. To study the framework, working mechanism, and distinctive features of different economic system
3. To examine the relevance of different economic systems in relation to the present economic environment

**UNIT - I BASICS OF ECONOMIC SYSTEM**

**15 hours**

Meaning of Economic system - Definitions – Features of Economic system - Factors that Mould Economic System of a Country - Functions of Economic system – Broad feature of Primitive Communism, Feudalism, Mercantilism, Capitalism, Socialism, communism and Mixed Economy.

**UNIT - II CAPITALIST MODE OF PRODUCTION**

**15 hours**

Rise of Capitalism - Laissez faire capitalism: Meaning, Features, merits, demerits of Laissez faire capitalism - Regulated capitalism – capitalism and technological progress.

**UNIT - III SOCIALIST MODE OF PRODUCTION**

**15 hours**

Evolution of Socialism - Utopian socialism – Marxian Scientific Socialism – Market Socialism – Central Planning and Decentralization – Reforms in Eastern Europe – # Broad Features of India's socialist pattern.#

**UNIT -IV MIXED ECONOMY**

**15 hours**

Meaning, Definitions - Features of Mixed Economy– Merits and demerits of Mixed Economy – Conditions necessary for the success of Mixed Economy – Role of Public Sector in India – # Factors Responsible for Privatization.#

**UNIT-VGANDHIAN ECONOMIC SYSTEM AND  
CONVERGENCE THESIS**

**15 hours**

Principles and Appraisal of Gandhian Trusteeship Economy – Trusteeship as an alternative to capitalism and communism.

Convergence Thesis - Convergence of Capitalism and Communism- Emerging Economic System.

**# # Self Study Portion**

**TEXT BOOK:**

S.S.M. Desai : Economic Systems

Unit - I : Chapter: 1,2

Unit - II : Chapters: 8,11,12

Unit - III : Chapters: 14,15,16

Unit - IV : Chapter: 19

Unit - V : Chapter: 22,28

**BOOKS FOR REFERENCE:**

1. George N. Halin : Economic systems
2. H.L. Ahuja : Analysis of Economic system and Micro Economic Theory
3. Tyagi, B.P : Economic Systems.
4. Dr. K.K. Sen : Comparative Economic System

**SEMESTER – IV: CORE– V  
CAPITAL MARKET**

**Course Code:14UEC4C5 Max. Marks : 100**

**Hours/Week :5**

**Credit :4**

**Internal Marks : 40**

**External Marks : 60**

**Objectives:**

1. To know the basic ideas of Indian capital market
2. To understand the functioning of primary and secondary capital market
3. To familiarize the student about stock trading.

**UNIT- I FINANCIAL SYSTEM IN INDIA 15 hours**

Functions of financial system- capital markets- its importance-money market- development of financial system in india-weaknesses of Indian financial system-money market Vs capital market.

**UNIT - II PRIMARY MARKET 15 hours**

Meaning – SEBI Functions- Stock Exchange- Functions of new issues market – Methods of floating new issues – Guidelines – Steps – Instruments – Players – Recent trends – Advantages of new issues.

**UNIT - III SECONDARY MARKET 15 hours**

Control of secondary market – Recognition and services of stock exchanges – organization of stock exchanges in india – Traditional structure of Indian stock exchanges. Listing of Securities – A, B and C groups of shares – Advantages , drawbacks, procedure, criteria and obligations of listing.

**UNIT - IV TRADING 15 hours**

Registration, procedure, code of– on-line trading- NSE-NEAT system-carry over or badla- genuine trading Vs Speculative transactions. Stock indices – Defects of Indian capital market. Recent developments

**UNIT–V FINANCIAL DERIVATIVES 15 hours**

Meaning – Definition- kinds of financial derivatives – forwards, futures, options and swaps.Observation of BSE, NSE, and prices of any five conduct and functions of brokers. Kinds of brokers and their assistants.Method of trading in stock exchange companies.

**TEXT BOOK:**

1. Gordon and Natarajan : Financial Markets and Services

**SEMESTER – IV: SKILL BASED ELECTIVE– II  
ADVERTISEMENT MANAGEMENT**

**Course Code : 14UEC4S2Max.Marks: 100**

**Hours/Week :2**

**Credit :2**

**Internal Marks : 40**

**External Marks : 60**

**Objectives:**

1. To grasp the purpose and functions of Advertising Management
2. To analyze how the Economic and Social Implication of Advertising

**UNIT - I PURPOSE AND FUNCTION OF ADVERTISING 6 hours**

Meaning and Definition of Advertising – Forms of Advertising and sales promotion – Advertising Spectrum – Role of Advertising –Benefit of Advertising – Non- Commercial Advertising – Ethical Issues in Advertising

**UNIT - II ECONOMIC AND SOCIAL IMPLICATION OF ADVERTISING 6 hours**

Economic effect of advertising – Explicit role of Advertising – Indirect role of Advertising – Criticism of Advertising – Social issues in Advertising – Controversial effect of Advertising.

**UNIT - III MARKETING MIX 6 hours**

Concept of Marketing Mix – Role of Advertising in the marketing Mix – Advertising Decision – Communication Spectrum

**UNIT-IV ADVERTISING PROCESS 6 hours**

Advertising and psychology – Triangle of Communication – Effectiveness of Advertising – Advertising and Buyer behaviour – Speed of response – Audience perception – perceptual mapping

**UNIT– V ADVERTISING STRATEGY PLANNING AND ORGANIZATION 6 hours**

Contribution of Advertising – Setting of Advertising objectives – Advertising strategy – Advertising Planning – Level of Decision making – Advertising situation – Factors influencing organizational features – organizational approach

**TEXT BOOK:**

Manendra Mohan – Advertising management concepts and cases.

Unit - I : Chapter: 1,2

Unit - II : Chapter: 3,4

Unit - III : Chapter: 5,6,7

Unit - IV : Chapter: 8,9

Unit - V : Chapter: 10,11,12

**SEMESTER – IV: EXTRA CREDIT – I  
ENVIRONMENTAL ECONOMICS**

**Course Code :14UEC4EC1**  
**Hours/Week : –**  
**Credit :4\***

**Max. Marks : 100\***  
**Internal Marks :–**  
**External Marks :100\***

**Objectives :**

1. To understand the relationship between Environment and Economics
2. To impart knowledge of Current Environmental Problems
3. To make an awareness in the Conservation of Economic Resources
4. To Analyse the Ways and Means to enhance the Environmental Quality

**UNIT - I BASICS OF ENVIRONMENTAL ECONOMICS**

Definition of Environmental Economics – Environment and Economics - Economic functions of Environment – Material Balance Principle – Limited assimilative capacity – Environmental pollution - Economic Growth and Environmental Quality – Scope of Environmental Economics

**UNIT - II ENVIRONMENTAL PROBLEMS**

Causes of Environmental Pollution: Urbanization and its impact on Environmental quality, Population and Environmental quality. Types of Pollution: Definitions of Air pollution, Water pollution, Noise pollution — Causes, Effects and controlling measures of Air, Water, Noise pollutions.

**UNIT - III GLOBAL ENVIRONMENTAL ISSUES**

Global Warming – Ozone Depletion – Green House Effect – Acid rain – Loss of Bio Diversity – Treaties and Agreements at Global level : Stockholm Conference – Rio Summit – Kyoto Protocol.

**UNIT– IV SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL PROTECTION**

Environmental Cost of Economic Growth – Limits to growth – Sustainable Development. Pollution control measures – Fiscal Techniques: Effluent Charges, Subsidies – Informal Regulation of Pollution Control.

**UNIT-V ENVIRONMENTAL MANAGEMENT**

Problems in Environmental Management – Components of Environmental Management: National Environmental Agency – Implementing Agency – Monitoring and Enforcing Agency – Technology and Legislations. Environmental Impact Assessment System: Definition – EIA process – Methodology of EIA.

**TEXT BOOKS:**

1. S.Sankaran : Environmental Economics
2. M.Karpagam : Environmental Economics

Unit – I : Text book -1 Chapter : 1,3

Unit – II : Text book - 1 Chapter : 16, 11, 12, 13

Unit – III: Text book - 2 Chapter :24

Unit – IV: Text book - 2 Chapter: 16

Unit – V : Text book -1 Chapter: 28

**BOOKS FOR REFERENCE:**

1. Pearce : Environmental Economics
2. Arun C. Vakil : Economics of pollution
3. Dr. H.S. Bhatia : Environmental pollution and control
4. G N Pandey : Environmental Management

**SEMESTER – IV: EXTRA CREDIT – II  
PRINCIPLES & PRACTICES OF INSURANCE**

**Course Code:**14UEC4EC2

**Max. Marks:** 100\*

**Hours/Week** : –

**Internal Marks** : –

**Credit** : 4\***External Marks** : 100\*

**OBJECTIVES:**

1. To know the basic ideas of economics of insurance.
2. To understand the concept and importance of insurance.
3. To enable the student to understand Insurance Policy.

**UNIT- I NATURE AND SCOPE OF INSURANCE**

Definitions - Nature - Different concepts -Functions of insurance - Limitations- Origin -Development - Role & significance of insurance- Nationalization of insurance- Economic liberalization and insurance sector. Life Insurance in India.

**UNIT– II PROCEDURE AND PROCESS OF LIFE INSURANCES**

Life insurance and its procedure – Meaning – Characteristics - Elements – Advantages - Procedure for effecting Life Insurance Policies (Schemes are excluded) Premium-Definition-Characteristics-Classification-Factors influencing premium rate - Methods of computing premium-Calculation-Loading-mortality table.

**UNIT– III OTHER INSURANCES – I**

Characteristics- group insurable- principles- advantages (Schemes are excluded) - Salary saving scheme- Features- Advantages-Execution General Insurance and its procedure- Role and functions of GIC - Non- medical insurance (Schemes are excluded)

**UNIT- IV OTHER INSURANCES – II**

Health insurance - Types of policy- Riders /Benefits. Types of ailments to cover risk-claim settlement-Fire, Property, Insurance against disaster.

**UNIT-V PROCEDURE TO BECOME AN INSURANCE AGENT**

Agency - Regulation – Perquisites - Characteristics- disqualification-Kinds of agents- Duties & function - Rights- working systems Remuneration of Agents- other benefits- Position of insurance agent in India

**TEXT BOOKS:**

1. Mishra M.N & S.B. Misra : Insurance principles and practices
2. Dr. Periasamy : Principles and private of insurance

Unit - I : Text book -1 Chapter :1 - 4

Unit -II : Text book - 1 Chapter : 5 - 18

Unit - III: Text book - 1Chapter :34 - 39

Unit - IV: Text book - 2 Chapter: 24 - 32

Unit -V : Text book -2 Chapter: 18

**BOOKS FOR REFERENCE:**

1. Mishra. M.N. :Modern concepts of insurance
2. AnandGanguly :Insurance management
3. Srivatsava. C. :Indian Insurance Industry Transition and prospects
4. Maria A Moiso : A guide to Health Insurance Billings
5. Mathew M.J. :Insurance principles and practice



**BOOKS FOR REFERENCE:**

1. Macro Economic Analysis : Edward Shapiro
2. Macro Economics : Gardner Ackley
3. Macro Economic analysis : M.L.Seth
4. Macro Economics : Sankaran

**SEMESTER – V: CORE – VII  
FISCAL ECONOMICS – I**

**Course Code : 14UEC5C7**

**Hours/Week : 4**

**Credit : 4**

**Max. Marks : 100**

**Internal Marks : 40**

**External Marks : 60**

**Objectives:**

1. To provide a fundamental knowledge in public finance
2. To familiarize public revenue and expenditure

**UNIT- I PUBLIC FINANCE 12 hours**

Definition and Scope of Public Finance – Normative Aspects of Public Finance – Comparison of Public Finance and Private Finance – Principle of Maximum Social Advantage.

**UNIT - II PUBLIC EXPENDITURE 12 hours**

Meaning, nature and scope of Public Expenditure – Public and Private Expenditure comparison, Canons of Public Expenditure – Classification of Public Expenditure – Effects of Public Expenditure- on Production, on Distribution, on Economic Stability and on Economic Development and Growth.

**UNIT - III PUBLIC REVENUE 12 hours**

Meaning and Sources of Public Revenues – Classification of Public Revenue. Taxation- Objectives - Canons– Effects.

**UNIT - IV TAXABLE CAPACITY 12 hours**

Taxable Capacity: Measurement of Taxable Capacity, - Factors Determining the Taxable Capacity, Limit of Taxable Capacity – Types of Taxes: Direct and Indirect Taxes, Specific and ad valorem Duties, Progressive, Proportional, Regressive and # Degressive Taxes.#

**UNIT - V SHIFTING AND INCIDENCE OF TAXES 12 hours**

Meaning and Concepts by Dalton, Hicks and Musgrave. Theories- Concentration, Diffusion and Modern. Factors Affecting Incidence of Tax.

**# # Self Study Portion**

**TEXT BOOK:**

R. Cauvery & Sudha Nayak : Public Finance

Unit - I : Chapter: 1,2

Unit - II : Chapter: 4

Unit - III : Chapter: 5

Unit - IV : Chapter: 5

Unit - V : Chapter: 6

**BOOKS FOR REFERENCE:**

1. T.N. Hajela : Public Finance

2. M.L. Jhingan : Public Finance

**SEMESTER – V: CORE – VIII  
INTERNATIONAL ECONOMICS - I**

**Course Code : 14UEC5C8**

**Hours/Week : 4**

**Credit : 4**

**Max. Marks : 100**

**Internal Marks : 40**

**External Marks : 60**

**Objectives:**

1. To provide knowledge on international trade theories.
2. To impart understanding of in International trade policy
3. To recognize and appraise the International Monetary System

**UNIT - I THEORIES OF INTERNATIONAL TRADE I 12 hours**

Meaning of International Trade – # difference between inter-regional and international trade # – Classical theory of international trade- Smith and David Ricardo

**UNIT - II THEORIES OF INTERNATIONAL TRADE II 12 hours**

Heberler's theory of opportunity cost – Mill's Theory of reciprocal demand – Heckscher-Ohlin Theorem– Stolper-Samuelson Theorem.

**UNIT - III THEORIES OF INTERNATIONAL TRADE III 12 hours**

Leontief Paradox - The Rybczynski Theorem – Kravis Theory of availability – Linder's theory of volume of trade.

**UNIT - IV FREE TRADE AND PROTECTION 12 hours**

Free trade: Meaning, arguments for and against free trade, Protection: Meaning, arguments for and against free trade – Tariffs: meaning, types and effects – Import quotas: Meaning, types and effects- Dumping: Meaning, types, effects.

**UNIT - V BALANCE OF PAYMENTS 12 hours**

Balance of payments: meaning, structure and components- balance of trade – disequilibrium in balance of payments – # measures to correct disequilibrium in balance of payments.#

**# # Self Study Portion**

**TEXT BOOK:**

International Economics : M.L. Jhingan

Unit - I : Chapter: 1, 3

Unit - II : Chapters: 6, 7, 8, 10

Unit - III : Chapters: 11, 13

Unit - IV : Chapter: 19, 20, 23, 24

Unit - V : Chapter: 30

**BOOKS FOR REFERENCE:**

1. International Economics : D.M. Mithani

2. International Economics : Sankaran

3. International Economics : Rana and Verma

**SEMESTER – V: CORE – IX  
ECONOMICS OF GROWTH AND DEVELOPMENT – I**

**Course Code : 14UEC5C9**  
**Hours/Week : 4**  
**Credit : 4**

**Max. Marks : 100**  
**Internal Marks : 40**  
**External Marks : 60**

**Objectives :**

1. To provide knowledge on economic growth and economic development
2. To impart knowledge on the theories of development models of economic growth.

**UNIT - I ECONOMIC DEVELOPMENT AND GROWTH 12 hours**

Meaning and features of Economic Development-Difference between economic growth and development-Characteristics of an underdeveloped economy - Determinants of economic development - # Obstacles to economic development.#

**UNIT - II MEASUREMENT OF ECONOMIC DEVELOPMENT 12 hours**

Measurement of Economic Development: GNP method, Per Capita measurement Method, Economic welfare method and social indicators – PQLI-HDI - Sustainable Development: Meaning, Objectives -#Characteristics of modern Economic Growth.#

**UNIT - III DOMESTIC MEASURES FOR ECONOMIC DEVELOPMENT 12 hours**

Role of Agriculture in Economic Development - Role of Industries in Economic Development - Capital formation and Economic Development - Role of State in Economic Development.

**UNIT -IV THEORIES OF ECONOMIC DEVELOPMENT 12 hours**

Adam smith's theory -Ricardian theory - Marxian theory - Schumpeterian theory - Keynesian Theory.

**UNIT - V THEORIES OF ECONOMIC GROWTH 12 hours**

Harrod-Domar Models -Kaldor Model of distribution -Pasinetti model of profit and growth- Joan Robinson's model of capital accumulation.

**# # Self Study Portion****TEXT BOOKS:**

1. Economics of Development and Planning : M.L. Jhinga
  2. Economics of Development and Planning :S.K.Misra&V.K.Puri
  3. Economics of Development and Planning :Taneja Myer
- Unit – I : Text book -1Chapter: 1, 2, 3 Text book – 2 Chapter: 6  
Unit – II : Text book - 1 Chapter: 1B Text book – 3 Chapter: 5  
Unit – III: Text book -1Chapter: 38, 37, 46  
Unit – IV: Text book -1Chapter: 6, 7, 8, 12, 13  
Unit – V : Text book - 1Chapter: 25, 26, 27, 28

**BOOKS FOR REFERENCE:**

1. Economics of Development and Planning : R.K. Lekhi
2. Economics of Development and Planning :R.C.Agarwal

**SEMESTER – V: CORE – X  
INDUSTRIAL ECONOMICS**

**Course Code : 14UEC5C10**

**Hours/Week : 4**

**Credit : 4**

**Max. Marks : 100**

**Internal Marks : 40**

**External Marks : 60**

**Objectives:**

1. To provide knowledge on the importance of industrialization
2. To make students understand theories of industrial growth pattern and location
3. To familiarize the industrialization initiatives of government of India through

**UNIT – I INDUSTRY 12 hours**

Meaning of Industry - Types of Industries – Small Scale Industry – Role And Importance – Problems of Small Scale Industries.

**UNIT – II INDUSTRIALIZATION 12 hours**

Meaning of industrialization – characteristics – Role of industrialization – factors promoting – factors affecting – industrialization and economic development.

**UNIT – III INDUSTRIAL PRODUCTIVITY 12 hours**

Industrial productivity – Tools of productivity – Factors Influencing Industrial Productivity – Defects In Measurement of Productivity – Industrial Technology.

**UNIT – IV INDUSTRIAL LOCATION 12 hours**

Industrial Location – Factors Affecting industrial Location – Weber's Theory of location – Sargent Florence's Theories of Location.

**UNIT – V MULTINATIONAL CORPORATION 12 hours**

Role Of Multinational Corporation – Classification Of MNC - Features – Role – Characteristics Of MNC - Importance – # Demerits Of MNC's.#

**# # Self Study Portion**

**TEXT BOOK:**

Industrial Economics :Ranjana Seth

Unit - I : Chapter: 1

Unit - II : Chapters: 4, 5, 6, 7, 8

Unit - III : Chapter: 9

Unit - IV : Chapter: 3

Unit - V : Chapter: 12

**BOOKS FOR REFERENCE:**

1. Industrial Economics :A.K.Sharma

2. Industrial Economics :R.R.Barthwal

**SEMESTER – V: CORE – XI  
HISTORY OF ECONOMIC THOUGHT**

**Course Code : 14UEC5C11**

**Hours/Week :4**

**Credit :4**

**Max.Marks : 100**

**Internal Marks :40**

**External Marks : 60**

**Objectives:**

1. To Study the chronological development of economic ideas.
2. To understand the origin of the economic theories.
3. To evaluate the interrelations of various economic doctrines.

**UNIT - I MERCANTILISM**

**12 hours**

Nature and Importance of Economic Thought – Significance of History of Economic Thought. Mercantilism : Factors responsible for the rise of Mercantilism – Salient features of Mercantilism – Thomas Mun – Decline of Mercantilism.

**UNIT -II PHYSIOCRACY**

**12 hours**

Physiocracy: Factors that gave rise to Physiocracy – Main ideas of Physiocrats – Quesnay – Tableau Economique – Critical Estimate of Physiocrats.

**UNIT - III CLASSICAL SCHOOL**

**12 hours**

Classical ideas: Features of classical school – Adam Smith's contributions – Division of Labour – Value Theory – Wages – Role of Money – Laissez faire – Canons of Taxation. Malthusian Theory of Population and Theory of Glut - David Ricardo: Theory of Rent – Theory of Stationary State – Comparative Cost. Contributions of J.B. Say and J.S. Mill.

**UNIT - IV EVOLUTION OF SOCIAL THOUGHT**

**12 hours**

St. Simon – Sismondi – Karl Marx: Materialistic Interpretation of History, Labour theory of value, Surplus value – concentration of capital – falling rate of profit – Industrial reserve army – Decay of capitalism.

**UNIT - V MARGINAL SCHOOL**

**12 hours**

Marginal school – Alfred Marshall's Contributions – Economic Laws – Marginal Utility and Demand – Consumer Surplus – Elasticity of Demand – Marshallian theory of Value and Time Element Law of Returns – Quasi Rent.

**TEXT BOOK:**

1.V.Lokanathan : A History of Economic Thought

Unit - I : Chapter: 1,5

Unit - II : Chapter: 6

Unit - III : Chapters: 7, 9, 10, 11, 14

Unit - IV : Chapter: 17, 18, 19

Unit - V : Chapter: 23

**BOOKS FOR REFERENCE:**

1. T.N. Hajela : History of Economic Thought
2. Srivastava : History of Economic Thought
3. B.W. Ganguli : Economic Theory
4. H.L. Bhatia : History of Economic Thought
5. Sankaran : History of Economic Thought

**SEMESTER – V: MAJOR BASED ELECTIVE – IV  
PRINCIPLES OF MARKETING**

**Course Code : 14UEC5M4**  
**Hours/Week : 3**  
**Credit : 3**

**Max. Marks : 100**  
**Internal Marks : 40**  
**External Marks : 60**

**UNIT- I INTRODUCTION**

**9 hours**

Marketing : meaning – definitions – evolution of marketing concept – changing concepts of marketing – consumer orientation – features of marketing – role of marketing in economic development.

**UNIT - II MARKETING FUNCTIONS – I**

**9 hours**

Functions of marketing – functions of exchange – Buying: meaning, kinds of buyers, element of buying, problems of buying. – Assembling: Advantages and problems

**UNIT–III MARKETING FUNCTIONS – II**

**9 hours**

Selling: meaning, elements of selling – functions of physical distribution: storage and transport – facilitating functions: finance, risk bearing standardization, market information and promotion.

**UNIT– IV PRODUCT PLANNING**

**9 hours**

Product – meaning – product planning: Meaning, significance – Product item – product line – product mix- factors influencing product mix – process in new product development.

**UNIT - V SALES PROMOTION**

**9 hours**

Sales promotion: meaning, objective, importance, advantages and limitations. Kinds of sales promotion: consumer sales promotion, dealers sales promotion and sales force sales promotion.

**TEXT BOOK:**

1. R.S.N. Pillai and Bhagavathi : Modern Marketing

Unit - I : Chapter: 1

Unit - II : Chapters: 3, 4

Unit - III : Chapters: 3, 4

Unit - IV : Chapter: 16

Unit - V : Chapter: 25

**BOOKS FOR REFERENCE:**

1. Sherlaker : Principles of Marketing

2. Philip Kotlar : Marketing

3. Dr. C. B. Gupta & Dr. Rajan Nair : Marketing Management

2. R.C. Agarwal : Marketing Management.

**SEMESTER – V: SKILL BASED ELECTIVE – III**  
**ACCOUNTING PACKAGE - THEORY**

**Course Code : 14UEC5S3Max. Marks : 100**

**Hours/Week : 2**

**Internal Marks :40**

**Credit : 2**

**External Marks :60**

**Objectives:**

1. To teach the basic theoretical concepts relating to tally.
2. To enable the student in preparing company profile and transactions.
3. To train the student in the preparation of trial balance, ledger and balance sheet of a company.

**UNIT - I**

**6 hours**

Meaning of Accountancy and Tally – objectives and types of accounting – conventions and concepts of accountancy.

**UNIT–II**

**6 hours**

Rule of accountancy – personal account – real account – nominal account, Recording transactions.

**UNIT–III**

**6 hours**

Journalizing transactions – ledger posting – Preparation of trial balance.

**UNIT–IV**

**6 hours**

Preparation of trading and profit and loss account and balance sheet of a sole trading concern.

**UNIT–V**

**6 hours**

Computer and accountancy – difference between manual and computerized accounting (tally).

**# Self-study portion**

**TEXT BOOK:**

Grewal : Introduction to Accountancy

S.Palanivel : Tally Accounting Software

Unit - I : Text Book 1 Chapter:1Text Book 2 Chapter:1

Unit - II :Text Book 2 Chapter:2

Unit - III :Text Book 2 Chapter:4

Unit - IV :Text Book 2 Chapter: 8

Unit - V :Text Book 1 Chapter:1

**BOOKS FOR REFERENCE:**

Saini A.K. : Computer applications in Management (Tally)

A.K. Nadhani& K.K. Nadhani : Implementing tally

**SEMESTER – V: EXTRA CREDIT– III  
LABOUR ECONOMICS**

**Course Code : 14UEC5EC3 Max. Marks : 100\***

**Hours/Week : –**

**Internal Marks : –**

**Credit : 4\*External Marks : 100\***

**Objective:**

To develop the analytical skills of the students in identifying the problems of labour.

**UNIT - I LABOUR MARKET**

Dynamics of labour market - Dualism in labour market in less developed economies - labour market in India - Supply of Labour and Demand for Labour- Theory of demand for Labour.

**UNIT- II INDIAN'S LABOUR POLICY AND WAGE POLICY**

An overview of labour policy - Post independence period 1947-2000 - Period of structural adjustment 1991 onwards - minimum wages for agricultural labour - minimum wage Act 1948.

**UNIT- III RURAL AND AGRICULTURAL LABOUR IN INDIA**

Definition - causes of growth in the number of agricultural labourers - conditions of agricultural labourers- Women and child labour in India.

**UNIT- IV SOCIAL SECURITY IN INDIA**

Meaning, Need for social security - ILO and social security - Worker's compensation Act, Maternity benefits, ESI, EPF - Compensation for layoff or retrenchment - Family pension Scheme.

**UNIT- V LABOUR LAWS**

Industrial revolution and the need for labour legislation - Main ingredients of labour legislation - Origin of labour legislation - Objectives of labour legislations - Classification of labour legislation.

**TEXT BOOKS :**

1. P.K.Gupta : Labour Economics
2. A.K.Sharma : Labour Economics

Unit – I : Text book -1 Chapter: 1, 2, 3

Unit – II : Text book - 2 Chapter: 2, 3

Unit – III: Text book - 2 Chapter: 13

Unit – IV: Text book - 1 Chapter: 18

Unit – V : Text book - 1 Chapter: 25

**BOOKS FORREFERENCES:**

1. McCormick, B. and Smith, Eds. : The LabourMarket
2. McConnerll, C.R. and S.L Brue : Contemporary Labour Economics
3. Lester, R.A. : Economics of Labour

**SEMESTER – VI: CORE – XII  
MACRO ECONOMICS - II**

**Course Code : 14UEC6C12Max. Marks: 100**

**Hours/Week :5**

**Credit :4**

**Internal Marks :40**

**External Marks :60**

**Objectives:**

1. To Understand the Investment Function and Multiplier.
2. To Gain Knowledge about General Equilibrium Model.
3. To Understand the Importance of Macro Economic Policies.

**UNIT - I CONSUMPTION FUNCTION 15 hours**

Consumption function - average propensity to consume, marginal propensity to consume and significance of MPC - factors influencing consumption function -measures to increase consumption function - Keynes psychological law of consumption

**UNIT-II INVESTMENT FUNCTION 15 hours**

Investment Function - Meaning, Types of Investment – Determinants of Investment- Marginal Efficiency of Capital- Relationship between MEC and Investment- Relationship between MEC and rate of interest - Factors Influencing MEC- # Measures to Promote Investment.#

**UNIT-III MULTIPLIER 15 hours**

Investment Multiplier: Meaning - Working of Multiplier - Importance- Leakages- Principle of Accelerator – Limitations – # Brief note on Super Multiplier.#

**UNIT-IV GENERAL EQUILIBRIUM ANALYSIS 15 hours**

IS-LM Model - Goods Market and Derivations of IS Curve - Money Market - Derivation of LM Curve - Equilibrium in goods and money markets.

**UNIT-V MACRO ECONOMIC POLICY 15 hours**

Macro Economic Policy – Objectives - Instruments - Monetary Policy: Instruments- Fiscal Policy: Instruments.

**# # Self Study Portion**

**TEXT BOOK:**

Macro Economic Theory : M.L.Jhingan

Unit - I : Chapter: 9

Unit - II : Chapter: 11

Unit - III : Chapters: 12, 15

Unit - IV : Chapter: 51

Unit - V : Chapters: 45, 46, 49

**BOOKS FOR REFERENCE:**

1. Macro Economic Analysis : Edward Shapiro
2. Macro Economics : Gardner Ackley
3. Macro Economic analysis : M.L.Seth

**SEMESTER – VI: CORE – XIII  
FISCAL ECONOMICS - II**

**Course Code : 14UEC6C13 Max.Marks : 100**

**Hours/Week :5**

**Credit :4**

**Internal Marks :40**

**External Marks : 60**

**Objectives:**

1. To provide a empirical knowledge in public finance
2. To familiarize the Indian public finance

**UNIT – I FISCAL POLICY 15 hours**

Fiscal Policy- Meaning, Instruments, Objectives-Usefulness and limitations.

**UNIT – II PUBLIC DEBT AND DEFICIT FINANCING 15 hours**

Public Debt- Meaning Causes, Classification and Effects of Public Debt – Measurement of Burden of Public Debt – Deficit Financing-meaning-methods-effects-limits

**UNIT – III FEDERAL FINANCE AND BUDGETING 15 hours**

Federal Finance – Meaning, Problems and Principles.Budget-Principles of budgeting-Objectives,–Types. Budgetary Procedure

**UNIT – IV INDIAN PUBLIC FINANCE – I 15 hours**

Indian Federal Finance – Finance Commissions and Their Recommendations (Latest only) – Review of Centre-State Financial Relations in India – Public Expenditure in India –# Public Debt of India.#

**UNIT – V INDIAN PUBLIC FINANCE – II 15 hours**

Deficit Financing in India– Fiscal Policy in India.-Problems of Local Finance in India.Indian Tax System-Salient features and shortcomings of tax structure.

**# # Self Study Portion**

**TEXT BOOK:**

R.Cauvery&SudhaNayak : Public Finance

Unit - I : Chapter: 13

Unit - II : Chapter: 8

Unit - III : Chapter: 11

Unit - IV : Chapter: 11

Unit - V : Chapter: 12

**BOOKS FOR REFERENCE:**

1. Musgrave and Musgrave : Public Finance in Theory and Practice
2. Musgrave : The Theory of Public Finance
3. B.P. Tyagi : Public Finance
- 4.T.N. Hajela : Public Finance

**SEMESTER – VI: CORE – XIV  
INTERNATIONAL ECONOMICS - II**

**Course Code : 14UEC6C14**

**Hours/Week :5**

**Credit :4**

**Max. Marks :100**

**Internal Marks :40**

**External Marks :60**

**Objectives:**

1. To provide knowledge on international trade theories.
2. To impart understanding of in International trade policy
3. To recognize and appraise the International Monetary System

**UNIT- I EXCHANGE RATE SYSTEM**

**15 hours**

Foreign exchange market: Meaning – functions- fixed exchange rate – flexible exchange rate –merits and demerits. Purchasing Power Parity Theory

**UNIT- II ECONOMIC INTEGRATION**

**15 hours**

EconomicIntegration–Meaning-Benefits-Forms-Problems, European Union – Objectives -Organisation-Achievements. SAARC- Objectives-Organisation- Principles.

**UNIT - III INTERNATIONAL INSTITUTIONS**

**15 hours**

Objectives and functions - IMF,IBRD, GATT, WTO: UNCTAD and NIEO

**UNIT-IV INTERNATIONAL CAPITAL MOVEMENTS**

**15 hours**

International Capital Movements – Meaning – Classification-Influencing Factors – Benefits-Dangers.Foreign Direct Investment-Case for and against.Foreign Portfolio Investment- Case for and against.

**UNIT-V FOREIGN TRADE AND BALANCE OF PAYMENT OF INDIA**

**15 hours**

Foreign Trade and Balance of Payment of India-Before and After 1991.Trade in Services-Trade Reforms in India-# Impact of Trade Reforms # -Globalisation – Meaning- Positive and Negative Effects on India.

**# # Self Study Portion**

**TEXT BOOK:**

International Economics : K.C.Rana and K.N.Verma

Unit - I : Chapter: 22

Unit - II : Chapter: 18

Unit - III : Chapters: 27, 28, 30, 31, 32, 33

Unit - IV : Chapter: 24

Unit - V : Chapter: 35

**BOOKS FOR REFERENCE:**

1. International Economics : D.M. Mithani
2. International Economics : Sankaran
3. International Economics : M.L. Jhingan

**SEMESTER – VI: CORE – XV  
ECONOMICS OF GROWTH AND DEVELOPMENT - II**

**Course Code : 14UEC6C15 Max.Marks :100**

**Hours/Week: 4**

**Credit :4**

**Internal Marks :40**

**External Marks :60**

**Objectives :**

1. To provide an understanding the theories of development.
2. To impart knowledge on the models of economic growth.

**UNIT - I ECONOMIC PLANNING**

**12 hours**

Meaning, need, process, objectives, requisites, types and limitation of planning - Manpower planning - Education and development planning - Human capital formation - Goals and strategy of Indian planning.

**UNIT - II THEORIES OF ECONOMIC DEVELOPMENT – I**

**12 hours**

Rostow's stages of economics growth - Theory of balanced growth - Theory of unbalanced Growth - Rosenstein Rodan's big push theory - Theory of Critical minimum effort.

**UNIT - III THEORIES OF ECONOMIC DEVELOPMENT – II**

**12 hours**

Nelson's theory of low level equilibrium trap - Utilization of surplus man power theories : Lewis theory, Fei-Ranis theory - Harris-Todaro model of rural and urban migration.

**UNIT - IV THEORIES OF ECONOMIC GROWTH – I**

**12 hours**

Mahalanobis model of growth - Meade's Steady Growth Model - Solow Model - Swan Model of Accumulation.

**UNIT- V MODELS OF ECONOMIC GROWTH – II**

**12 hours**

Kaldor Model of distribution - Romer's endogenous growth model - Jorgenson model - Tobin's dynamic aggregative model.

**# # Self Study Portion**

**TEXT BOOKS:**

1. Economics of Development and Planning - M.L.Taneja and R.M.Myer
2. Economics of Development and Planning - M.L. Jhingan

Unit - I : Text book -1 Chapters: 54, 55, 68, 69, 70

Unit -II : Text book - 2 Chapters: 14, 21, 22, 20, 18

Unit - III: Text book - 2 Chapters: 19, 16, 17, 17B

Unit - IV: Text book - 2 Chapters: 35, 29, 30, 33C

Unit -V : Text book - 1 Chapters: 26, 29, 34

**BOOKS FOR REFERENCE:**

1. Economics of Development and Planning - R.K.Lekhi
2. Economics of Development and Planning - R.C.Agarwal
3. Economics of Development and Planning : S.K.Misra&V.K.Puri

**Course Code : 14UEC6C16**

**Hours/Week :4**

**Credit :4**

**Max. Marks : 100**

**Internal Marks :40**

**External Marks :60**

**Objectives:**

1. To introduced the basic concepts in entrepreneurial development
2. To create am awareness an EDPs and institutional support
3. To recognize the significance of rural entrepreneurship for Indian economy

**UNIT - I ENTREPRENEURSHIP**

**12 hours**

Concept of Entrepreneur – Characteristics – Functions – Types of Entrepreneur – Entrepreneurial Traits – Entrepreneurial Mobility – Entrepreneurial Systems.

**UNIT - II ENTREPRENEUR DEVELOPMENT**

**PROGRAMMES (EDPS)**

**12 hours**

Need for EDPs – objectives – Phases of EDPs – Evaluation of EDPs – Motivation – Motivating Factors – Achievement Motivation – Entrepreneurial training – objectives – Importance – Methods.

**UNIT - III PROJECT**

**12 hours**

Meaning of Project – Project Identification –Project Selection – Prefect Classification – Project Formation –Project Report – Significance of Project Report – Project Appraisal.

**UNIT - IV INSTITUTIONAL FINANCE TO ENTREPRENEUR**

**12 hours**

Financial Institutions IDBI - ICICI- IFCI - IRBI - SFC - SIDCO - SIDBI - SIPCOT - DIC - TIIC.

**UNIT - V RURAL ENTREPRENEURSHIP**

**12 hours**

Meaning – Need Problems of Rural Entrepreneurship – Factors Affecting Entrepreneurial Growth – Economic and Non-Economic Factors – Women – Entrepreneur – Concept – Functions – Problems – # Growth of Women Entrepreneurship.#

**# # Self Study Portion**

**TEXT BOOK:**

Entrepreneurial Development : S.S. Khanka

Unit - I : Chapter: 1,7, 8

Unit - II : Chapter: 4, 9

Unit - III : Chapter: 11, 12, 13

Unit - IV : Chapter: 16

Unit - V : Chapter: 3,4

**BOOKS FOR REFERENCE:**

1. Dynamics of Entrepreneurial Development and Management: Vasant Desai
2. Entrepreneurial Development : Radha
3. Entrepreneurial Development : C.B. Gupta & N.P. Srinivasan

**Course Code : 14UEC6C17 Max.Marks : 100**

**Hours/Week :4**

**Credit :4**

**Internal Marks : 40**

**External Marks : 60**

**Objectives:**

1. To introduce the concepts in Economics required for Managers
2. To provide an understanding of Managerial models
3. To make the student learn about locating an industry and its structure

**UNIT - I NATURE AND SCOPE OF MANAGERIAL ECONOMICS 12 hours**

Meaning and nature of managerial economics-chief characteristics-significance-scope of managerial economics - Role of a managerial economist-Responsibility of a managerial economist

**UNIT- II DEMAND FORECASTING 12 hours**

Introduction-purpose of Forecasting demand-steps involved in Forecasting-determining scope of Forecasting exercise-determinates of demand Forecasting-methods of demand Forecasting-criteria for the choice at a good Forecasting method-case study.

**UNIT - III MANAGERIAL MODELS 12 hours**

Objectives of business firms- Managerial theories of firms-Baumols sales revenue maximizing models-Morris models of Managerial enterprise - O.Williamson's model's of Managerial discretion - Behavioral theories of the firm-Simon satisfying model - Cyert and March's Behavioral Theories of the firm.

**UNIT- IV PRICING METHODS 12 hours**

Peak load pricing- pricing over the life cycle of a product-pioneer pricing-skimming pricing, penetration price-multi-product pricing-transfer pricing-product line pricing-Dual pricing concept only.

**UNIT- V PROFIT AND CAPITAL MANAGEMENT 12 hours**

Profit policy-planning-control and forecasting-capital budgeting – evaluatory investment proposals-cost of capital-investment decision under risk.

**TEXT BOOK:**

P.L. Metha : Managerial Economics

Unit - I : Chapter: 1

Unit - II : Chapter: 7, 8

Unit - III : Chapter: 3

Unit - IV : Chapter: 15, 16

Unit - V : Chapter: 19, 20

**BOOKS FOR REFERENCE:**

1.Varshaney&Maheswari : Managerial Economics

- 2.M.L.Jhingan : Managerial Economics  
3. S.Sankaran : Managerial Economics

**Course Code : 14UEC6S4P**

**Hours/Week : 2**

**Credit : 2**

**Max. Marks : 100**

**Internal Marks : 40**

**External Marks : 60**

**UNIT - I TALLY AND COMPANY CREATION**

**6 hours**

1. Company creation: Data directory, name, mailing name, address, Financial year and Book beginning data.
2. Working with multiple companies.
3. Alteration of Company.
4. Deletion of company.

**UNIT- II GROUPS**

**6 hours**

1. Groups creation : Single and Multiple Groups.
2. Groups alteration.
3. Groups deletion.
4. Account groups– Reserved account groups – creation – alteration – deletion

**UNIT–III LEDGERS**

**6 hours**

1. Ledger creation : Single and Multiple Ledger.
2. Ledger alteration.
3. Ledger deletion.

**UNIT- IV VOUCHER ENTRIES**

**6 hours**

1. Payment Voucher.
2. Receipt Voucher.
3. Purchase Voucher.
4. Sales Voucher.
5. Contra Voucher.
6. Journal Voucher.

**UNIT- V OUTPUT GENERATION**

**6 hours**

1. Output Generation: Condensed and detailed display of trading account.
2. Profit and loss account.
3. Balance sheet.
4. Day book, Cash book etc.
5. # Exporting output #

**# # Self Study Portion**

**TEXT BOOK:**

S.Palanivel : Tally Accounting Software

Unit - I : Chapter: 3  
Unit - II : Chapter: 4  
Unit - III : Chapter: 4  
Unit - IV : Chapter: 5  
Unit - V : Chapter: 4, 5

**BOOKS FOR REFERENCE:**

Saini A.K. : Computer applications in Management (Tally)  
Grewal : Introduction to Accountancy  
A.K. Nadhani & K.K. Nadhani : Implementing tally

**Course Code: 14UEC6EC4Max. Marks : 100**

**Hours/Week : –**

**Credit : 4**

**Internal Marks : –**

**External Marks :100**

**Objectives:-**

1. To provide fundamental understanding of retail marketing
2. To impart knowledge of various types of retailers
3. To familiarize the trend in retailing
4. To enable students in understanding the retail merchandising and research

**UNIT-I RETAILING**

Retailer: Meaning- Importance- services- Essential Requisites- Types of Retailer

**UNIT - II LARGE SCALE STORES**

Characteristics, Organization, Advantages, Disadvantages

**UNIT - III TRENDS IN RETAILING**

Global Overview- Growth of Organized Retailing - Projected Trend in Retailing.

**UNIT- IV RETAILING IN INDIA**

Key Drivers of Retailing in India- Four Gear Path of Growth of Retailing: Stages of Infancy- Period of Growth, Period Efficiency and Period of Consolidation

**UNIT - V RETAIL RESEARCH**

Retail Research: Meaning- Quantitative Survey- Quantitative Research- Shopper Observation- Key Attributes in Shopper Observation.

**# # Self Study Portion**

**TEXT BOOKS:**

1. Gibson G. Vedamani :Retail Management

2. R.S.N. Pillai&Bhagavathi : Modern Marketing

Unit - I : Text Book 1 Chapter: 1

Unit - II :Text Book 2 Chapter: 34

Unit - III :Text Book 1 Chapter: 2

Unit - IV :Text Book 1 Chapter: 2

Unit - V :Text Book 1 Chapter: 16

**BOOKS FOR REFERENCE :**

Philip Kotler : Marketing

David Walters : Retail Marketing Management

David Gilbert : Retail Marketing Management

Nicholas Alexander : Retail Marketing