

## **MICRO ECONOMICS - I**

### **OBJECTIVES:**

1. To give introduction and re-orientation on Economic Principles to the students of Economics.
2. To enable the students to understand the Consumption and Production Behaviour.

### **UNIT I: DEFINITION AND SCOPE OF ECONOMICS**

Nature and Scope of Economics - Definitions of Economics - Adam Smith - Alfred Marshall - Lionel Robbins - Paul Samuelson - Economic Laws - Methods of Economic Analysis - Static and Dynamic - Deductive and Inductive - Normative and Positive - Micro-Macro Analysis - Difference.

### **UNIT II: DEMAND ANALYSIS - I**

Utility - meaning - Total Utility and Marginal Utility. Cardinal Utility Analysis - Law of Diminishing Marginal Utility - Demand - Meaning - Factors determining demand - Law of Demand - Exceptional Demand Curve - Elasticity of Demand - Consumer Surplus - Law of Equi-marginal Utility.

### **UNIT III: DEMAND ANALYSIS - II**

Ordinal Utility Analysis-- Indifference Curve Analysis - Meaning - Properties - Price Effect - Substitution Effect - Marginal Rate of Substitution - Consumer Equilibrium – Critical Appraisal - Superiority of Indifference Curve Analysis over Marshallian Utility Analysis - Revealed Preference Theory.

### **UNIT IV: THEORY OF PRODUCTION - I**

Theory of Production - Production Function - Laws of Returns - Law of Diminishing Returns - Law of Variable Proportions.

### **UNIT V: THEORY OF PRODUCTION - II**

Returns to Scale - Producer's Equilibrium - Iso quants – Product Curves – Iso Cost Line – Cobb-Douglas Production Function.

### **TEXT BOOKS:**

H.L. AHUJA	: Advanced Economic Theory
ML. SETH	: Advanced Economic Theory
D.M. MITHANI	: Advanced Economic Theory
M.L. JHINGAN	: Advanced Economic Theory
SANKARAN	: Micro Economics

## INDIAN ECONOMIC DEVELOPMENT – I

### OBJECTIVES:

1. To help the students to know the features of Indian Economy.
2. To make the students familiar with the Demographic profile and Economic Indicators of the Economy.
3. To make the students understand the functioning of Five-Year Plans.
4. To make the students realize the importance of Agriculture.

### UNIT I: CONCEPTS OF ECONOMIC GROWTH DEVELOPMENT

Indian Economy – a developing economy, strategies of development and growth – Balanced verses unbalanced growth strategy – Industrial growth.

### UNIT II: DEMOGRAPHIC PROFILE

Human Resources and Economic Development - Population Growth - Age Composition, Occupational Distribution - Demographic Theory - Population Theory - Family Welfare Schemes.

### UNIT III: ECONOMIC INDICATORS

National Income -Trends -Difficulties in Estimation - Uses – Poverty and its measurement – Anti Poverty Measures - Provision of Urban Amenities to Rural Area – (PURA) – Urban Self Employment Programme (SEUP) – Human Development Index (HDI).

### UNIT IV: FIVE YEAR PLANS

Economic Planning - Objectives and Strategies - Five Year Plans - Appraisal - Current Plan in detail.

### UNIT V: AGRICULTURE SECTOR

Agriculture - Productivity - Land reforms - Green Revolution - Financial – Marketing and Pricing - Inputs - Crop pattern - Livestock - Mechanization - Price Policy - Co-operative Movement – Food Security - Public Distribution System.

### TEXT BOOKS:

DEWETT K.K., VARMA J.D. & SHARMA M.L.	:	Indian Economy
Dr. SANKARAN S	:	Indian Economy

### BOOKS FOR REFERENCE:

RUDDAR DUTT & SUNDARAM K.P.M.	:	Indian Economy
AGARWAL A.W.	:	Indian Economy
ALAK GHOSH	:	Indian Economy
MISRA AND PURI	:	Indian Economy
DHINGRA I.C.	:	Indian Economy
JAIN P.C.	:	Indian Economy
Dr. LOKANTHAN V.	:	Indian Economy

## **ECONOMIC STATISTICS- I**

**OBJECTIVE:** To impart a comprehensive knowledge on basics of Economic Statistics, particularly on collection, organization and presentation of statistical data.

### **UNIT I: NATURE AND SCOPE**

Meaning, Definition and Scope of Statistics - Functions, Uses and Limitations of Statistics - Need for and Uses of Statistics in Economics.

### **UNIT II: STATISTICAL SURVEY**

Statistical Survey - Planning Survey - Executing Survey - Important Concepts in Survey: Survey, Statistical Survey, Statistical Design, Population, Sample, Parameter, Sample Statistics, Estimation, Elementary Units, Statistical Unit, Sample Frame, Primary data, Secondary data, Time Series Data and Cross Section Data - Methods of survey: Census and Sampling.

### **UNIT III: METHODS OF DATA COLLECTION**

Primary and Secondary Data Collection - Primary Methods: Interviews, Questionnaire and Schedule, and through Correspondents - Sources of Secondary Data: Published, Unpublished and Electronic Sources.

### **UNIT IV: ORGANIZATION AND PRESENTATION OF DATA**

Classification of data - Meaning and Objectives - Types of Classification - Class intervals and Frequency distribution - Discrete and Continuous distribution - Tabulation of Data - Parts of Tables - General Rules of Tabulation - Types of Tables.

### **UNIT V: DIAGRAMMATICAL AND GRAPHICAL REPRESENTATION**

Significance of Diagrams and Graphs - Rules for construction of diagrams - Types of diagrams: Bar and Pie diagrams, Pictographs and Cartograms - Graphical Presentation: Histograms, Frequency Polygon, Frequency Curves and Ogives - Lorenz Curve.

#### **TEXT BOOKS:**

GUPTA S.P.	: Statistical Methods.
ELHANCE D.C.	: Fundamentals of Statistics.
SIVATHANUPILLAI	: Economics and Business Statistics.
GURUSAMY	: Statistics (Tamil)
DEVAIRAKKAM	: Statistics (Tamil)

#### **REFERENCE BOOKS:**

YAMANE, T.	: Statistics for Economists.
MURRAY R. SPIEGEL	: Statistics.

## **ECONOMIC STATISTICS – II**

**OBJECTIVE:** To impart knowledge on uni-variate and bi-variate techniques of data analysis to the students of economics.

### **UNIT I: MEASURES OF CENTRAL TENDENCY**

Measures of Central Tendency - Meaning - Various Measures: Mean, Median, Mode - Merits and Demerits - Related Positional Measures: Quartiles, Deciles and Percentiles.

### **UNIT II: MEASURES OF DISPERSION**

Measures of Dispersion - Meaning - Absolute and Relative Measures: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation - Skewness and Kurtosis: meaning and Methods (theory only).

### **UNIT III: CORRELATION ANALYSIS**

Meaning and Definition - Significance - Types - Methods of Measurement of Correlation: Scatter Diagram, Karl Pearson's Co-efficient of Correlation, and Spearman's Rank Correlation.

### **UNIT IV: REGRESSION ANALYSIS**

Meaning and Definition - significance - Difference between Correlation and Regression Analysis - Regression Equations and Lines - Estimation through the Method of Least Squares.

### **UNIT V: ASSOCIATION OF ATTRIBUTES**

Meaning - Difference between Correlation and Association - Contingency Tables - Methods of Studying Association: Yule's Co-efficient of Association, and Co-efficient of Colligation.

#### **TEXT BOOKS:**

GUPTAS.P.	: Statistical Methods
ELHANCE, D.C.	: Fundamentals of Statistics.
SIVATHANUPILLAI	: Economic and Business Statistics
GURUSAMY	: Statistics (Tamil)
DEVAIRAKKAM	: Statistics (Tamil)

#### **REFERENCE BOOKS:**

YAMENE T.	: Statistical for Economists.
MURRAY R. SPIEGEL	: Statistics, Schaum's Outline Series.

## INTRODUCTION TO OFFICE MANAGEMENT

**OBJECTIVE:** To provide knowledge on Office Management.

### UNIT I: BASIC CONCEPTS

Office management - Meaning - Elements of office management - Functions of office management.

### UNIT II: OFFICE ORGANIZATION

Office organization - Definition, Characteristics and Steps - Types of Organization - Functions of an Office administrator.

### UNIT III: OFFICE RECORD MANAGEMENT

Office record management - Importance - Filing essentials - Classification and arrangement of files - Modern methods of filing - Modern filing devices.

### UNIT IV: OFFICE COMMUNICATION

Office Communication - Correspondence and Report writing - Meaning of office communication and mailing.

### UNIT V: REPORT WRITING

Form letters -Meaning, Principles, and Factors to be considered in designing office forms - Types of report writing

### TEXT BOOKS:

J.P.Mahajan	: Fundamentals of office management
S.P.Arrora	: Office Management
R.S.N.Pillai & Bagavathi	: Office Management

## MICRO ECONOMICS - II

### OBJECTIVES:

1. To give introduction and re-orientation on Economic Principles to the students of Economics.
2. To enable the students to understand the Pricing and Distribution Theories.

### UNIT I: COST AND REVENUE

Theory of the Firm - Concept of Cost - Meaning - Types of Costs - Short-run and Long-run Cost - Total Cost - Marginal Cost and Average Cost - Fixed and Variable Cost - Opportunity Cost - Relationship between Average and Marginal Cost Curves - Concept of Revenue - Total Revenue - Marginal Revenue - Average Revenue - Relationship between Average and Marginal Revenues.

### UNIT II: PRODUCT PRICING I

Theory of Product Pricing - Market - Meaning - Types of Market - Time Element Theory - Equilibrium of Firm and Industry - Price and Output Determination - Perfect Competition - Monopoly - Price Discrimination.

### UNIT III: PRODUCT PRICING II

Monopolistic Competition - Selling Cost - Oligopoly - Meaning - Features - Collusive Oligopoly - Price Leadership - Kinked Demand Curve - Duopoly - Cournot Model - Edgeworth Model.

### UNIT IV: FACTOR PRICING I

Theory of Factor Pricing - Distribution - Marginal Productivity Theory of Distribution - Modern Theory of Distribution. - Theories of Rent - Ricardian Theory - Quasi - Rent - Modern Theory of Rent.

### UNIT V: FACTOR PRICING II

Theory of Factor Pricing - Theories of Wages - Subsistence Theory of Wages - Collective Bargaining - Wage Differentials. Theories of Interest - Classical - Neo-Classical - Keynes and Modern Theories of Interest. Theories of Profit - Risk-Uncertainty Bearing - Dynamic and Innovation Theories.

### TEXTBOOKS:

H.L. AHUJA	: Advanced Economic Theory
M.L. SETH	: Advanced Economic Theory
D.M. MITHANI	: Advanced Economic Theory
M.L. JHINGAN	: Advanced Economic Theory

## **ECONOMIC STATISTICS- III**

**OBJECTIVE:** To give knowledge on statistical techniques like time-series analysis and index numbers; provide basic knowledge on probability distribution; and train them to measure different kinds of vital statistics.

### **UNIT I: TIME SERIES ANALYSIS**

Meaning and Definition - Components of Time Series - Methods of Measurement of Trend: Graphic Method, Semi-Average Method, Moving-Average Method, Method of Least Squares.

### **UNIT II: INDEX NUMBERS**

Meaning and Definition - Construction of Index Numbers: Simple Aggregative Method and Simple Average of Relatives - Problems in Construction of Index Numbers – Uses of Index numbers.

### **UNIT III: PROBABILITY**

Meaning and Definition - Concepts - Sample Space and Event - Additive and Multiplicative Theorems of Probability - Simple Problems.

### **UNIT IV: THEORITICAL DISTRIBUTIONS**

Introduction - Binomial distribution - Poisson Distribution - Normal Distribution (theory only: introduction, properties and importance).

### **UNIT V: VITAL STATISTICS**

Introduction - Uses of Vital Statistics - Methods of Obtaining: Registration, Census Enumeration and Analytical Method - Measurement: Crude Birth Rate, Fertility Rate, Reproduction Rate and Mortality Rate.

#### **TEXT BOOKS:**

GUPTA S.P.	: Statistical Methods.
ELHANCE D.C.	: Fundamentals of Statistics
SIVATHANUPILLAI	: Economic and Business Statistics.
GURUSAMY	: Statistics (Tamil)
DEVAIRAKKAM	: Statistics (Tamil)

#### **REFERENCE BOOKS:**

YAMANE T.	: Statistics for Economists.
MURRAY R. SPIEGEL	: Statistics, Schaum's Outline Series.

## INDIAN ECONOMIC DEVELOPMENT II

### OBJECTIVES:

1. To help the students to know about the Features of Indian Economy.
2. To familiarize with the pattern of growth of Indian Industries, Transport and Trade.

### UNIT I: INDUSTRIAL POLICY

Industry -Industrial Policy 1948, 1956, and 1991-Industrial Finance, Cottage and Small - Scale Industries, Large Scale Industries - Iron and Steel Industry - Sugar Industry - Role of District Industries Centre- Industrial Promotional Agency.

### UNIT II: INDUSTRIAL DEVELOPMENT

Public, Private and Joint Sectors - Industrial Sickness - Industrial development under the Plans - BIFR (Board for Industrial and Financial Reconstruction).

### UNIT III: SERVICE SECTOR: BANKING

Transport - Road, Rail, Water Ways and Air Ways - Economic Development - Present Policies on NH – Communication Revolution.

### UNIT IV: LABOUR RELATIONS

Trade Union - Labour and Policy - Brief notes on Labour Legislation- Minimum Wage Act 1933 – Factories Act :1947 - Provident Fund Act 1952 - Workmen Compensation Act 1924 - Role of Trade Union in Industrial Peace.

### UNIT V: TRADE POLICY

Trade and Policy of India's Foreign Trade - Features - Import and Export Trends – Ex1. No. Policy.

### TEXT BOOKS:

K.K.DEWETT, J.D .VARMA and ML SHARMA : Indian Economy  
Dr. S. SANKARAN : Indian Economy

### REFERENCE BOOKS:

RUDDAR DUTT &K.P.M. SUNDARAM : Indian Economy  
A.W. AGARWAL : Indian Economy  
ALAK GHOSH : Indian Economy its nature and problems  
MISRA AND PURI : Indian Economy  
I.C. DHINGRA : Indian Economy  
P.C.JAIN : Studies in Indian Economic Development  
DR.V.LOKAIMTHAN : Essays in Economic Development



## **HISTORY OF ECONOMIC THOUGHT**

**OBJECTIVES:** To teach the Origin and development of Economic Ideas of different Schools with special reference to India.

### **UNIT I: ANCIENT ECONOMIC THOUGHT**

Introduction- contribution of the early thinkers -The Hebrews - Economic thought of Hebrews, Characteristics of Hebrews Economic thought - Economic thought of Plato and Aristotle.

### **UNIT II: PRE - CLASSICAL ECONOMIC THOUGHT**

Mercantalism – Physiocracy – Important Concepts – Important Physiocrate – Basic Concepts – Important Mercantalists.

### **UNIT III: CLASSICAL ECONOMISTS**

Adam smith - Robert Malthus - J.B.Say - J.S.Mill - David Ricardo.

### **UNIT IV: NEO – CLASSICISM**

Alfred Marshall - J. Hobson and A.C.Pigou - General Equilibrium Economics - The Keynesian Economics, the General Theory of Employment, Interest and Money, the concept of Multiplier, theory of prices, Keynes achievements and short comings – Karl Marx.

### **UNIT V: INDIAN ECONOMIC THOUGHT**

Modern Economic Thought, Gandhi, Nehru, Naoroji, G.k. Gokhale, Periyar, Nobel Laureates in Economics – A.K. Sen.

#### **TEXT BOOKS:**

HAJELA T.N. : History of Economic thought

#### **REFERENCE BOOKS:**

LOKANATHAN V. : History of Economic thought

BLACK-HOUSE R. : A History of Modern Economic Analysis

GANDHI M.K. : India of my dreams

## **MARKETING**

**OBJECTIVE:** To give knowledge about concepts, functions, planning on marketing.

### **UNIT I: INTRODUCTION**

Marketing -Definition and Meaning - Marketing Concepts- approaches to the study of marketing - Marketing and economic development.

### **UNIT II: FUNCTIONS OF MARKETING**

Functions of Marketing - Concentration, Dispersion, Buying, Assembling, Selling, Transportation, Storage, Standardization and Grading - AGMARK, ISI - Financing and Risk-bearing.

### **UNIT III: MARKETING MANAGEMENT**

Marketing Management – Meaning, Evolution of Marketing, Management Mix – Department of Marketing Unit – Functions of Marketing Management – Organization of Marketing Unit – Functions of Marketing Executives – Problems of Marketing Management.

### **UNIT IV: MARKETING INFORMATION SYSTEM**

Marketing Information System – Meaning and Definitions – Characteristics of Marketing Information System – Need – Uses – Components of Marketing Information System.

### **UNIT V : MARKETING RESEARCH**

Marketing Research – Need for Marketing Research – Scope of Marketing research – Kinds of marketing research – Procedure for conducting marketing research.

### **REFERENCE BOOKS:**

AMARCHAND. D & VARADHARAJAN. B	: An Introduction to Marketing
RAJAN NAIR	: Marketing
MEMORIA C.B & SATISH MEMORIA	: Marketing Management
VASUDEVAN	: Marketing
PHILIP KOTLER	: Marketing Management

## **RURAL ECONOMICS**

### **OBJECTIVES:**

1. To grasp the characteristics of rural economics; and
2. To analyze how the rural economy contributes to the Indian economy.

### **UNIT I: Rural Development: Nature and scope**

Importance, Nature and scope and objective of rural development: future task. Rural migration nature of rural migration- adverse effect- measures needed.

### **UNIT II: Rural Indebtedness and Rural Credit**

Magnitude of rural credit – Institutional credit gap – causes of rural indebtedness- consequences of rural indebtedness – ideal credit system – debt relief and regulation of money lending acts – multi-agency approach to rural credit.

### **UNIT III: Role of Voluntary Agencies**

Importance and changing role – superiority of voluntary agencies – limitations of voluntarism – strengthening of voluntary agencies.

### **UNIT IV: Role of Government**

Rural housing – present position – measures needed- rural health- present position – rural education- present position – measures needed- rural water supply - present position – measures needed-rural roads- present position – measures needed – conclusions.

### **UNIT V: Agricultural and Rural Development**

Role of agriculture in economic development – agricultural strategies - agricultural taxation - crop insurance - relation between agriculture and other sector of the economy – human resource in agriculture.

### **REFERENCE BOOKS:**

Dr. Satya Sundaram	: Rural Development
B.L. Mathur	: Rural Development
R.G. Desai	: Agricultural Economics

## **TAMILNADU ECONOMY**

**OBJECTIVE:** To highlight the characteristics of Tamil Nadu and to focus the development issues of Tamilnadu.

### **UNIT I: BASIC CHARACTERISTICS OF TAMILNADU**

Resource endowment - Land, Minerals, Forests and Monsoon - Population – Growth –Demographic Trends – National Family Health Survey – Human Development India Index – Gender Development Index.

### **UNIT II: PERFORMANCE OF TAMIL NADU ECONOMY**

Trends in State income - Structural growth before and after reforms - Dynamism of the economy - State Planning Commission - Targets and Achievements - Financing of plans: Revenue, expenditure, debt – Current year Budget.

### **UNIT III: AGRICULTURAL SECTOR**

Sources of irrigation - Cropping pattern - Productivity and yield of major crops - Agricultural marketing - Regulated Markets - Uzhavar Sandhai – Agricultural finance – Livestock.

### **UNIT IV: INDUSTRIAL SECTOR**

Trends and patterns in industrial growth - Large scale and small scale industries - Industrial Estate – KVIC and DIC - Labour Welfare measures.

### **UNIT V: INFRASTRUCTURE**

Transport: road, rail, air and sea - Energy generation: Hydro, thermal and nuclear power systems - Banking – Housing - Social Welfare - Programmes of the State Government - Education and health - ICDS - Unemployment – Anti-poverty strategies – PDS - Women Development.

#### **TEXT BOOK:**

Leonard A.G. : Tamil Nadu Economy, Macmillan, New Delhi, 2006.

#### **REFERENCE BOOKS:**

MIDS	: Tamil Nadu Economy - Performance and Issues
Rajalakshmi	: Tamil Nadu Economy, Business Publishers
Perumalsamy.S.	: Economic Development of Tamil Nadu
Perumalsamy. S	: Tamil Nadu Economy Performance and Issues
Veeramani A.R,	: Tamil Nadu Agricultural Economy.
Manickam. S	: Economic Development of Tamil Nadu in Perspective.

## **OFFICE MANAGEMENT TOOLS**

**OBJECTIVE:** To impart the knowledge on Office Management Tools.

### **UNIT I: Computer Fundamentals**

Computer and Operating system Fundamentals - Components of a computer system  
- Input and Output devices - Memory Handling -Storage Devices.

### **UNIT II: MS -Word**

Introduction to MS- Word and User Utilities - Exploring Template and  
Formation of Documents - Table handling -Mail Merge and Print Process.

### **UNIT III: MS -Excel**

Spreadsheet -workbook window -Formatting Cells / Worksheet - Working with  
Formula, Function and Charts - Filtering data and Printing a Presentation.

### **UNIT IV: MS - Power Point**

Introduction to MS -Power Point -Creating Templates - Font and color editing -  
Adding - Multimedia effects - Consolidating using MS-Power Point.

### **UNIT V: Office Appliances**

Accounting machine - Addressing machine - Envelope Sealing machine -Franking  
machine & other modern office gadgets.

### **TEXT BOOKS:**

Dr.S.V.Srinivasa Vallabhan	: Computer Applications in Business
Alexis Leon	: MS-Office and Internet
K.Mohan Kumar & Dr.S.Rajkumar	: Computer Application in Business
V.Rajaraman	: Computer Basics
R.S.N.Pillai & Bagavathi	: Office Management

## INTRODUCTORY ECONOMETRICS

**OBJECTIVE:** To give a new insight to students on statistical techniques like correlation, regression, sampling and inferential statics, and make easy the students to enter in the realm of econometrics; and to provide a comprehensive introduction to basic econometric concepts and techniques to the beginners.

### **UNIT I: Nature and Scope of Econometrics**

Meaning – definition – necessity of separate subject of econometrics – scope econometrics – divisions of econometrics - methodology of econometrics.

### **UNIT II: A Revisit of Statistics**

Types of Data: cross section and time series; quantitative and qualitative data; nominal, ordinal, interval and ratio data - Understanding of Correlation Analysis, Regression Analysis - Sampling Theories – Inferential Statistics and Test of Significance: t-test and F-test.

### **UNIT III: Simple Regression Analysis and OLS Method**

Simple Regression Analysis – Properties of Estimators - Fitting of Regression Line – Method of Least Squares – Assumptions of OLS Method – Testing of Parameters Estimated.

### **UNIT IV: Problems in Regression Analysis**

Violation of Assumptions of OLS Method – Problems of Heteroscedasticity, Autocorrelation, and Multi-collinearity and Specification Error: Nature, causes and Effects.

### **UNIT V: Qualitative Variables and Regression Analysis.**

Qualitative and Quantitative Variables – Qualitative Variables in Regression Model – Dummy Variables – Dummy independent variables – Dummy dependent Variables – Uses of Dummy Variables.

#### **TEXT BOOKS:**

Domodar N. Gujarati	: Basic Econometrics
Koutsoyiannis. A	: Theory of Econometrics

#### **REFERENCE BOOKS:**

Greene	: Econometric Analysis
Gouldberger. A.S	: Introductory Econometrics
Johnston. J	: Econometric Methods
Maddala. G.S.	: Econometric Methods and Application

## **BASIC MATHEMATICS FOR ECONOMICS**

**OBJECTIVE:** To impart knowledge on basic mathematical concepts, functions, set theory, geometry, differential calculus, matrices and determinants and their application in economics.

### **UNIT I: Basic Concepts and Number System**

Relationship between mathematics and economics – need for the mathematical tools in economic analysis. Number system: natural numbers, integers, rational, irrational, real imaginary complex prime numbers and proportion.

### **UNIT II: Function and Set theory Function**

Meaning and example in economics linear, forms set operations and Venn diagrams.

### **UNIT III: Analytical Geometry of Two Dimensions and Equations**

Analytical geometry of two dimensions; distance between two points, slope of a straight line, intercepts. Equation: linear and quadratic equations. Applications in Economics: linear demand and supply equations – Market Equilibrium.

### **UNIT IV: Differential calculus and application in economics differential calculus**

Meaning - Rules (except logarithmic function trigonometric function) - I order and II order differentiation - maxima and minima of one variable. Application in Economics: Mathematical relationship between TR, AR, MR and elasticity of demand - relationship between average and marginal costs.

### **UNIT V: Matrices and Determinants**

Matrices: Meaning, order of the matrix types operations and transpose of a matrix - Determinants: meaning, order matrix, inverse of the matrix and Cramer's rule.

#### **TEXT BOOKS:**

Bose D.	: An introduction to mathematical methods
Aggarwal C. S. & Joshi R. C .	: Mathematic for students of economics
Srinivasan T. M. & Perumalsamy S.	: Elements of quantitative techniques

#### **REFERENCE BOOKS:**

Metha and Madnani	: Mathematics for Economics
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**ECONOMICS FOR COMPETITIVE EXAMINATIONS**  
(Offering paper)

**OBJECTIVES:**

1. To make the non-economic students to know about the importance of economics.
2. To give familiarity on the concepts of Economics, particularly in the areas of Micro, Macro, Monetary, International Economics and Economic Statistics.
3. To prepare the non-economic students who opt Economics as one of the subjects in their Competitive Examinations.

**UNIT I: INTRODUCTION TO ECONOMICS**

Economics - Definition, Scope, National Income - Definition - Concepts - Measurements.

**UNIT II: DEMAND AND MARKET**

Demand - Elasticity of demand - Agents of Production, Market Structure and Determination of Prices under Perfect Competition, Monopoly and Monopolistic Competition (Meaning and Features alone).

**UNIT III: MONEY**

Definition of Money - Functions - Kinds - Inflation and Deflation.

**UNIT IV: INTERNATIONAL TRADE**

International Trade -Free trade vs. Protection - Balance of Payments - Meaning - Measures to correct disequilibrium - IMF, World Bank, WTO.

**UNIT V: INDIAN STATISTICAL SYSTEM & VITAL STATISTICS**

Indian Statistical System - Department of Economics and Statistics, Central Statistical Organisation and National Sample Survey - Vital Statistics - Birth Rate, Death rate, Infant Mortality Rate and related Concepts.

**REFERENCE BOOKS:**

H.L AHUJA	: Modern Economics.
SAMPATH MUKHERJI	: Modern Economics.
S.P.GUPTA	: Statistical Methods.

Macmillan's Economics for UPSC Civil Services preliminary Examinations.  
Association of Indian Universities - Question Bank Book Series -Economics.



## **MACRO ECONOMICS – I**

**OBJECTIVES:** To provide knowledge on basic macro economics theories and concepts.

### **UNIT I: Nature and Scope of Macro Economics**

Macro Economics – Meaning - difference between Micro and Macro Economics – Nature – scope – Importance – Limitations – Macro Economics variable (stock and flow concepts) – Macro Static simple and Macro Dynamics (concepts).

### **UNIT II: Circular flow and National Income**

Circular flow of Income Meaning –two sector Model – National Income – Meaning – Definition – Concepts. Measurement of National income: Methods Difficulties and importance. Social Accounting - meaning.

### **UNIT III: Classical Theory of Employment**

Unemployment: Meaning and types. Full Employment: Meaning J.B. Say's law of Market - Assumption, Proposition and Criticisms. Markets - Classical theory of Employment: Assumptions - Savings-Investments Equality (Graphical Illustration) - Pigou's wage-cut Theory (simple treatment).

### **UNIT IV: Keynesian Theory of Employment**

Effective Demand: Meaning and Determinant. Marginal Efficiency of Capital: Meaning and Determinant. Under Employment Equilibrium – Features of Keynesian Economics.

### **UNIT V: Consumption Functions**

Consumption Function - Meaning MPC and APC (Illustration) - Keynes's Psychological Law of Consumption Function – determinants of consumption function. Modern Theories - Absolute and Relative Income Hypothesis.

### **TEXT BOOKS:**

SANKARAN	:Macro economics
AHUJA	:Macro economics
SETH M.L.	:Macro economics

## MONETARY ECONOMICS – I

**OBJECTIVE:** To impart knowledge on the role of money, different approaches to demand and supply of money and functionalities of money supply.

### **UNIT I: Evolution, Types and Functions of Money**

Meaning and definition of Money – Barter System – Evolution of Money – Types of Money – Functions of Money – Role of Money in Capitalist and Socialist Economy – an outline on Monetary Standards.

### **UNIT II: Demand for and Supply of Money**

The demand for Money – Classical view of Demand for Money – Keynesian view: Transaction Motive, Precautionary Motive and Speculative Motive – Supply of Money – Components of Money Supply – Velocity of Money – Neutrality of Money – Elasticity of Money Supply - Agencies created Money: Central Bank, Commercial Bank and Government .

### **UNIT IV: Quantity Theories of Money**

Irving Fisher's Transaction Approach – Criticism – Cash Balance Approach – Superiority of Cash Balance Approach - Milton Friedman's Restatement of Quantity Theory of Money – Real Balance Effect.

### **UNIT III: Money Supply and Price Level**

Income Theory of Prices – Classical Model – Defects of Classical Model – Keynesian Approach of Money and Prices – Criticism – Classical Dichotomy - Patinkin's Theory and Real Balance Effect.

### **UNIT V: Business Cycle**

Definition of Business Cycle – Characteristics – Phases of Business – Types – Outline of Theories of Business Cycle: Sunspot, Psychological and Monetary – Control of Business Cycle.

#### **TEXT BOOKS:**

S. SANKARAN : Monetary Economics  
kh.g. FURHKP : gzk; tq;fpapay;

#### **REFERENCE BOOKS:**

M.L. JHINGAN : Monetary Economics  
CROWTHER : An outline of Money  
M.L. SETH : Monetary Economics  
MILTON FRIEDMAN : Studies in Quantity  
M.C. VAISH : Monetary Economics  
P.D. HAJELA : Problems of Monetary Policy of under Developed Economy  
R.D. GUPTA : Keynes, Post-Keynesian Economics

## **FISCAL ECONOMICS**

**OBJECTIVES:** To provide knowledge on various Taxes, Expenditure Methods, structure of Federal Finance and Budget.

### **UNIT I: INTRODUCTION TO FISCAL ECONOMICS**

Nature and Scope of Fiscal Economics - Public Finance and Private Finance - Principles of Taxation - Benefit - Cost of Service - Ability to pay - Principles of Maximum Social Advantage - Progressive - Regressive and Proportional Taxation.

### **UNIT II: PUBLIC REVENUE**

Tax Revenue - Direct and Indirect Taxes – Shifting of Tax Burden – Non-Tax Revenue: Excise Duty, Customs Duty, Non-tax Revenue – VAT.

### **UNIT III: PUBLIC EXPENDITURE AND PUBLIC DEBT**

Public Expenditure, Wagner's Theorem of Public Expenditure - Growth of Public Expenditure - Control of Public Expenditure - Public Debt – Types, Causes, Effects, Burden and Redemption of Public Debt.

### **UNIT IV: FEDERAL FINANCE**

Federal Finance - Meaning of Federal Finance - Finance Commissions – 14<sup>th</sup> Finance Commission Report - Local Finance.

### **UNIT V: BUDGET**

Budget - Types - Performance Budget - Deficit Budget - Surplus Budget – Current Budget – Deficit Financing-Zero – Budgeting - Fiscal Policy.

### **TEXT BOOKS:**

K.P.M. SUNDARAM	: Fiscal Economics
V. LOKANATHAN	: Fiscal Economics
K. SANKARAN	: Fiscal Economics

## INTERNATIONAL ECONOMICS

### OBJECTIVES:

1. To give knowledge on basic Theories of International Trade.
2. To teach the students on international trade related issues; and functioning of International Monetary Institutions.

### UNIT I: THEORIES OF INTERNATIONAL ECONOMICS

Salient Features and Need for a separate Theory of International Trade - Interdependence of International and Domestic Trade - Advantages and Disadvantages of Internal Trade- The Classical Theory of International Trade-Ricardo's Comparative Cost Smith Theory- Applicability of the Classical Theory of International Trade to Under-developed Countries - Haberler's Theory of Opportunity Cost - Heckscher- Ohlin Theory - it's superiority over the Classical Theory.

### UNIT II: FREE TRADE AND PROTECTION

Free Trade vs. Protection - Case for and against Free Trade - Protection - Case for and against Protection - Tariff - Meaning and Types - Effects of a Tariff under - Quotas - Meaning and Types - Effects - Quotas vs. Tariff - Dumping - Conditions for Dumping - Effects of Dumping on Importing and Exporting Countries - Anti-Dumping Measures.

### UNIT III: BALANCE OF PAYMENTS

Balance of Payments - Concepts and Importance of Balance of Payments -Distinction between Balance of Trade and Balance of Payments - Dis-equilibrium - causes -measures for removal of Dis -equilibrium in the Balance of Payments.

### UNIT IV: FOREIGN EXCHANGE

Meaning of Foreign Exchange- Importance of Foreign Exchange - Demand and Supply of Foreign Exchange - Equilibrium Rate of Foreign Exchange - Purchasing Power Parity Theory - Critical Evaluation - Stable and Flexible Exchange Rates – Devaluation.

### UNIT V: INTERNATIONAL MONETARY SYSTEMS

International Monetary System - Brettonwoods Agreements - International liquidity - IBRD - WTO - IMF - Asian Development Bank.

### TEXT BOOKS:

CHERUNILAM	: International Economics
D.M. MITHANI	: International Economics

### REFERENCE BOOKS:

K.R GUPTA	: International Trade
MANNUR	: International Trade

## **MANAGERIAL ECONOMICS**

### **OBJECTIVES**

1. To understand the basic concepts of Managerial Economics.
2. To know the application of economic theories into the business decision - making.

### **UNIT I: INTRODUCTION TO MANAGERIAL ECONOMICS**

Definition- Nature and scope of Managerial Economics- Fundamental concepts- Role and responsibilities of a manager.

### **UNIT II: DEMAND ANALYSIS**

Demand forecasting- meaning-types- forecasting techniques- forward planning and Decision making.

### **UNIT III: RISK AND UNCERTAINTY ANALYSIS**

Uncertainty- meaning-sources of uncertainty- Factors Determining uncertainty. Risk – meaning- types-measurement- Investment Decision under risk.

### **UNIT IV: PRICING POLICIES AND STRATEGIES**

Meaning- Objectives of Pricing policy-Factors influencing pricing policy- pricing strategies.

### **UNIT V: PROFIT MANAGEMENT AND CAPITAL MANAGEMENT**

Nature and theories of profits-Break even analysis-Capital budgeting-concept-need-pre-requisites and strategies.

#### **TEXT BOOKS:**

S. SANKARAN : Managerial Economics

#### **REFERENCE BOOKS:**

JOEL DEAN : Managerial Economics

VARSHNEY & MAHESWARI : Managerial Economics

SAMUEL WEBB : Managerial Economics

MUKNERJEE & MUKHOPATHAY : Managerial Economics

HOLTON WILSON&STEPHEN DARR : Managerial Economics

MOTE, PAUL & GUPTA : Managerial Economics

MARRIS : Managerial Economics

## INDIAN ECONOMY

### (Offering Paper)

#### OBJECTIVES:

1. To make the students to know about the concept of Growth Development and relate it with Indian conditions.
2. To help the students to know about the role of agriculture, industry and to enlighten the students on the important problems like population and unemployment.

#### UNIT I: ECONOMIC GROWTH AND DEVELOPMENT

Economic Development - Meaning – Under-development - Meaning - features of under-developed countries with reference to India – Factors inhibiting economic growth.

#### UNIT II: AGRICULTURE

Features of Indian Agriculture - Role of Agriculture in Indian Economic Development - Low Productivity in Agriculture - Causes - Measures to increase productivity.

#### UNIT III: INDUSTRY

Role of Industries in Economic Development - Small-scale Industries - importance and problems – Large Scale Industries – Merits and demerits.

#### UNIT IV: SERVICE SECTOR

The development of banking, transport and communication – Achievements of IT Sector.

#### UNIT V: PROBLEMS

Population - trends - causes - remedial measures - unemployment - causes and measures to reduce unemployment.

#### REFERENCE BOOKS:

DUTT & SUNDARAM	: Indian Economy
MISRA & PURI	: Indian Economy
DHINGRA I.C.	: Indian Economy
SANKARAN.S	: Indian Economy

## MACRO ECONOMICS –II

**OBJECTIVES:** To provide knowledge on multiplier and accelerator concepts, general equilibrium and macroeconomic policies.

### **UNIT I: The Investment function and MEC**

Investment: Meaning, Types and Determinants. Marginal Efficiency of capital: Meaning and determinant.

### **UNIT II: The Concepts of Multiplier**

Multiplier: Meaning, working Assumption, Importance, Leakage and Criticisms. Foreign trade multiplier - Types: static, Dynamic and employment multiplier.

### **UNIT III: The Principle of Acceleration & the Super Multiplier**

Acceleration: Meaning, Operation of the Principle of Acceleration, Assumptions & Criticisms. Super Multiplier: Meaning, Operation, Criticisms and uses.

### **UNIT IV: General Equilibrium**

Goods Market: Meaning, Equilibrium –Derivation of IS curve-Reasons for the sloping of IS Curve Money Market: Meaning, Equilibrium- Derivation of LM curve-slope of LM curve Simultaneous Equilibrium of the Goods Market and Money Market.

### **UNIT V: Business cycle and Macro Economics policy**

Business Cycle: Meaning, phases and Theories (Hawtrey's, Hayek's, Keynes's and Hick's Theories) - Macro Economics Policy: Meaning and objectives.

### **TEXT BOOKS:**

SANKARAN	: Macro economics
AHUJA	: Macro economics
SETH M.L.	: Macro economics

## MONETARY ECONOMICS – II

**OBJECTIVES:** To provide knowledge on functioning of commercial banks and central banks, money market and monetary policy.

### UNIT I: Commercial Banks

Definition of Commercial Bank – Functions of Commercial Bank: Banking Function – Agency Functions and General Utility Services – Credit Creation – Process of Credit Creation – Limitations of Credit Creation – Importance and Role of Commercial Banks in the Economy.

### UNIT II: Central Bank

Nature and Principles of Central Banking – Functions of the Central Bank – Central Bank and Economic Growth – Credit Control – Non-Banking Financial Institutions.

### UNIT III: Inflation, Deflation and Stagflation

Meaning and Definition of Inflation – Types of Inflation – Inflationary Gap – Causes and Effects of Inflation – Measures to control Inflation - Deflation Causes of Deflation – Effects of Deflation – Control of Deflation – Stagflation.

### UNIT IV: Money Market

Meaning and nature of Money Market – Functions of Indian Money Market – Money Market with special reference to India: Constituents of Indian Money Market, Defects and Suggestion to improve Indian Money Market.

### UNIT V: Monetary Policy

Meaning and Purpose of Monetary Policy – Objectives - Instruments of Monetary Policy: Qualitative and Quantitative Measures – Limitations of Monetary Policy.

#### TEXT BOOKS:

S. SANKARAN : Monetary Economics  
kh.g. FURhkp : gzk; tq;fpapay;

#### REFERENCE BOOKS:

M.L. JHINGAN : Monetary Economics  
CROWTHER : An outline of Money  
M.L. SETH : Monetary Economics  
MILTON FRIEDMAN : Studies in Quantity  
M.C. VAISH : Monetary Economics  
P.D. HAJELA : Problems of Monetary Policy of under Developed Economy  
R.D. GUPTA : Keynes, Post-Keynesian Economics.



## ENVIRONMENTAL ECONOMICS

### OBJECTIVES:

1. To impart knowledge on interaction between Economy and Environment; and, different types of Pollution.
2. To teach the Economic Principles, Theories and Tools used for Environmental Management.

### UNIT I: INTRODUCTION TO ENVIRONMENT

Environment - Meaning and Definition - Services of Environment - Environment and its inter-relationship with other Sciences - Economics and Environment - Nature and Scope of Environmental Economics.

### UNIT II: BASIC CONCEPTS

Public good - Characteristics of Public good - Environment as a Public good; Externality and Market Failure - Pollution Externality and Economic Efficiency.

### UNIT III: NATURAL RESOURCES

Natural Resources: Land, Water, Atmosphere, Energy, Forests and Wildlife - Causes for depletion of the resources - Conservation of resources: Meaning and Methods of Conservation.

### UNIT IV: ENVIRONMENTAL POLLUTION

Pollution - Meaning - Types of Pollution: Air, Water, Solid Waste etc. - Causes - Implications on Human health, Animals and Vegetation - Green House Effect - Acid Rain - Measures to Control Pollution.

### UNIT V: LAW AND ENVIRONMENTAL PROTECTION

Environmental Protection - Environmental Policy (National and International) - Role of Official and Voluntary Agencies - National and State Pollution Control Boards - Environmental Education.

### TEXT BOOKS:

SANKARAN, S.	: Environmental Economics
KARPAGAM, M.	: Environmental Economics
VARADARAJAN, S.	: Environmental Economics

### REFERENCE BOOKS:

VICTOR A.	: Pollution, Economy and Environment.
DORFMEN R. & DORFMAN N.S.	: Economics of Environment.
AVAN C. VAKIL	: Economics of Pollution.
SOUTHWICK, C.H.	: Ecology and Quality of Environment.
STRABLE, A.N. & STRAHIER, A.M.	: Introduction to Environmental Sciences.

## CAPITAL MARKET

### OBJECTIVES:

1. To provide the knowledge to the students on the basic issues of capital market.
2. To provide a thorough knowledge about the economics of capital market.

### UNIT I : Capital Market Instruments

Capital market- meaning – types – preference shares – equity shares - debentures and bonds - Indian capital market-major issues.

### UNIT II: Stock Exchange

Stock exchange - history of stock exchange – meaning - definition-functions/ services/features/role-regulation of stock exchange - recent developments.

### UNIT III: Stock Exchange Board of India

SEB I- functions and working – objectives – management - powers and functions - regulatory role - role and relevance.

### UNIT IV: Non-Life and Life Insurance

History of insurance – origin and growth of non-life insurance in India – History of life insurance – LIC of India – development of insurance organizations – insurance organizations in India.

### UNIT V: Securities Listing

Lining-surety listing - stock exchange - recognized stock exchange - legal provisions - steps - debt market – advantages - risks on debt – types - role of bond market - price determination factors-yield of bond-secondary debt market.

### REFERENCE BOOKS:

- |              |                             |
|--------------|-----------------------------|
| S.SURUSAMY   | : Capital Market            |
| V.A.AVADHANI | : Captial Market Management |

## **PERSONNEL MANAGEMENT**

**OBJECTIVE:** To give the knowledge on personnel management to the students.

### **UNIT I: INTRODUCTION TO PERSONNEL MANAGEMENT**

Definition of Personnel Management -its nature, significance and challenge of modern Personnel Management - functions of a Personnel department.

### **UNIT II: RECRUITMENT PROCESS**

Recruitment Process - Laws and regulations regarding reservations for SC and ST Candidates, Women, Minorities, Handicapped - Job Analysis - Sources of Recruitment - Selection Process and employment -Tests and induction.

### **UNIT III: PERSONALITY DEVELOPMENT**

Development of Employee's abilities - determination of training, needs, different types of training and management programme - Promotions and Transfers.

### **UNIT IV: THEORIES OF HUMAN NEEDS**

Nature of human needs - Maslow's Theory - Mc. Gregoris Theory - Need for and overcoming barriers –Safety- Meaning – Components – Safety Training – Safety Education – Safety Publicity. Health services-Bad Health – Causes – Industrial Health Programme. Absenteeism- Meaning – Features – Causes – Effects – Measures to Control Labour. Turnover– Retirement – Layoff and Discharge.

### **UNITV: TECHNIQUES**

Directing - Motivating - Leadership - Break-even Analysis, PERT (Programme Evaluation and Review Technique), CPM (Critical Path Method).

### **REFERENCE BOOKS:**

DEVAN R.S.	: Principles of Management
MATHUR J.S. AND MITTAL S.K	: Personnel Management
MEMORIA C.B. AND MEMORIA S.	: Marketing Management
MEMORIA C.B	: Personnel Management

## **COMMUNICATION AND INTERPERSONAL SKILLS**

**OBJECTIVE:** To provide knowledge on Communication and Interpersonal Skills.

### **UNIT I: Basic Communication**

Communication - Meaning and Definition - Medium of Communication -Barriers to Communication.

### **UNIT II: Listening**

Needs and Advantages of Listening - Active - Elements of active listening with reading - coherence of listening with reading and Speaking.

### **UNIT III: Speaking**

Features of effective speech - Role play-Conversation building -Topic presentation - Group Discussions.

### **UNIT IV: Reading**

Comprehensive of Technical and Non- Technical Material - Skimming Scanning - inferring Guessing.

### **UNIT V: Writing**

Writing Effective Sentences - Cohesive writing - Clarity and Conciseness in writing - Resumes and job applications.

### **TEXT BOOKS:**

Kiranmani Dutt and Geetha Rajeevan	: Basic Communication Skills
Heidi Schuttz Ph.D.	: Business Scenarios
Asha Kaul - PHI.	: Business Communication
Sathya Swaroop Debasish & Bhagaban Das	: Business Communication
NS Raghunathan & Santhanam	: Business Communication