

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 – Characteristics, Factors influencing Economic Development – Economic Growth – Obstacles – Difference between Growth and Development.

UNIT II: DEMOGRAPHIC PROFILE

Human Resources and Economic Development – Population Growth – Composition of Population. Demographic Transition – Causes for Over Population – Consequences – Measures to Control Population – Population Policy.

UNIT III: ECONOMIC INDICATORS

National Income – Concepts – Methods of Measurement – Difficulties – Uses – Poverty – Causes – Anti Poverty Measures – MGNREGP – Human Development Index (HDI) – PQLI.

UNIT IV: FIVE YEAR PLANS

Economic Planning – Objectives and Strategies – Five Year Plans: objectives, Achievements and failures –NITI Ayog.

UNIT V: AGRICULTURAL PRODUCTIVITY

Agricultural Productivity – Causes for Low Productivity – Land Reforms – Objectives and Measure – Green Revolution – Merits and Problems – Food Security – Public Distribution System.

TEXT BOOKS:

DEWETT K.K., VARMA J.D. & SHARMA M.L. : Indian Economy
Dr. SANKARAN S : Indian Economy
,e;jpanghUshjhuk; : Nt.fypaKHj;jp

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

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 to Economic Thought – Definition – Meaning – Nature and Significance of History of Economic Thought – Research Methods in Economic Thought– Contribution of the Early Thinkers – Plato and Aristotle.

UNIT II: PRE–CLASSICAL ECONOMIC THOUGHT

Mercantalism – Basic Concepts – Important Mercantalists – Sir Thoms Mun– .Philip Van Hornigk–Antonio Serra– Physiocracy – Important Concepts –Important Physiocrates– Francols Quesney–Jacque Target.

UNIT III: CLASSICAL ECONOMISTS

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

UNIT IV: NEO–CLASSICISM

Contribution of Alfred Marshall and A. C. Pigou – General Equilibrium Economics – The Keynesian Economics, the General Theory of Employment, Interest and Money and Income – The Concept of Multiplier.

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

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.

UNIT II: STATISTICAL SURVEY

Survey : Meaning – Concepts – 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

Diagrams: Meaning – Rules for construction of diagrams – Types of diagrams: Bar and Pie diagrams, Pictographs and Cartograms – Merits and Demerits. Graphs: Meaning – Types: Histograms, Frequency Polygon, Frequency Curves and Ogives – Merits and Demerits – Difference between diagrams and graphs.

TEXT BOOKS:

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

REFERENCEBOOKS:

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

INTRODUCTION TO MARKETING MANAGEMENT

UNIT I

Meaning of marketing Management – Functions of Marketing Management – Difference between Marketing Management and Sales Management

UNIT II

Marketing manager's responsibility – marketing planning – need, importance and process of planning

UNIT III

Marketing organization – types of organization – committee type, product type, line, staff and staff organization – marketing decision making

UNIT IV

Marketing control and marketing audit – types and methods of conducting marketing audit – marketing risks – methods of dealing with marketing risks.

UNIT V

Advertising management – Need – Importance – Advertising Strategy – Advertisement Copy – Media Planning – Effectiveness of Advertisement

TEXT BOOKS RECOMMENDED:

1. Dr. N. Rajan Nair – Marketing.
2. R. S. N. Pillai and Bagavathi – Modern marketing. – S. Chand.
3. V. S. Ramasamy – Marketing Management.
4. C. B. Memoria – Marketing Management.
5. M. Govindarajan – Marketing Management – PHI.
6. Arun Kumar & N. Meenakshi – Marketing Management – Vikas
7. R. S. Rudani – Sales and Advertising Management – S, Chand.
8. Myres – Advertising Management.
9. Rathor R S, – Advertising Management.

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

Industrial Policy 1948, 1956 and New Industrial Policy 1991. Industrial Sickness – Definition – Causes – Rehabilitation of sick units.

UNIT II: INDUSTRIAL DEVELOPMENT

Small and Medium Enterprises: MSMES – Role of SSI in Economic Development – Problem – measures to solve the problems. Large scale Industry: Meaning and Definition – Problem and Prospects of Sugar, Iron and Steel Industry and Textile industries.

UNIT III: SERVICE SECTOR

Transport: Road, Rail, Water Ways and Air Ways – Economic Development – Present Policies on National Highways – Communication Revolution.

UNIT IV: LABOUR RELATIONS

Industrial Disputes: Meaning – causes – settlement of disputes. Trade Union: Meaning, Role of Trade Union in Industrial Peace – Labour Welfare Measures: minimum wages – compensation – retirement benefits.

UNIT V: TRADE POLICY

Foreign Trade: Meaning – Importance – India's Foreign Trade: Direction, Composition and Volume.

TEXT BOOKS:

| | |
|--------------------------------------|------------------|
| K.K.DEWETT, J.D .VARMA and ML SHARMA | : Indian Economy |
| Dr. S. SANKARAN | : Indian Economy |
| ,e;jpanghUshjhuk; | : Nt.fypaKHj;jp |

REFERENCEBOOKS

| | |
|------------------------------|--|
| 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 |

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, Geometric Mean & Harmonic Mean – 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 – Lorenze curve, 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) |

REFERENCEBOOKS:

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

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 – Weighted aggregative – Laspeyres – Paache’s – Bowley’s – Fishers index number – 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) |

REFERENCEBOOKS:

| | |
|-------------------|--|
| YAMANE T. | : Statistics for Economists. |
| MURRAY R. SPIEGEL | : Statistics, Schaum’s Outline Series. |

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 – Methods of Economic Analysis – Deductive and Inductive – Micro– Macro (concepts only)

UNIT II: CARDINAL UTILITY ANALYSIS

Cardinal Utility Analysis – Indifference Curve Analysis – Properties –Consumer Equilibrium– MRS– Superiority– criticism.

UNIT III: ORDINAL UTILITY ANALYSIS

Ordinal Utility – Meaning – Types of Ordinal Utility – Marshallan Total Utility and Marginal Utility – Law of Diminishing Marginal Utility – Law of Equi– marginal Utility – Consumer Surplus.

UNIT IV: DEMAND ANALYSIS

Law of demand– Definition– Types of Demands –Factors– Downward sloping demand curve –exceptional demand curves –extension and contraction of demand– increase and decrease in demand.

UNIT V: ELASTICITY OF DEMAND

Price elasticity of demand and its type– Income elasticity of demand and its type, cross elasticity of demand – Methods of measurement – Factors responsible for elasticity of demand

TEXT BOOKS

| | |
|-----------------|-------------------|
| SANKARAN | : Micro Economics |
| K.P.M. SUNDARAM | :Micro Economics |
| kh.gh.FUrhkp | :Ez;zpdnghUspay; |
| rPdpthrd; | :Ez;zpdnghUspay; |

Reference books:

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

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

Nature and scope and objective of rural development– Importance– Rural migration
Nature of rural migration– adverse effect– measures needed –Structure of Indian rural Labour.

UNIT II: Rural Indebtedness and Rural Credit

Sources of Agricultural credit –causes of rural indebtedness– consequences of rural indebtedness – ideal credit system – debt relief measure –Regulation of money lenders.

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 in Infrastructure

Rural Education– present position – measures needed– Rural Health – present position – Rural housing – present position – measures needed– Rural Sanitary – present position – measures needed.

UNIT V: Agricultural Price and Rural Development

Agricultural Price– Marketing of Agricultural produce – Agricultural inputs– Demand and Supply of Agricultural products –Pricing methods– Rural marketing –Importance –Defects of Agricultural Markets– Suggestion to Promote the rural market.

TEXT BOOKS:

- | | | |
|---------------------|---|---------------|
| 1.Rural Economics | – | C.Dhingra |
| 2.Indian Economy | – | Sankaran |
| 3.Cufg; nghUshjhuk; | – | Nt.fypaKHj;jp |

REFERENCE BOOK:

- | | | |
|----------------------|---|------------|
| 1. Tamilnadu Economy | – | S.Manickam |
|----------------------|---|------------|

Business Organization

OBJECTIVES:

1. To help the students to know about the Importance of business.
2. To know about the different from of Business and its role .

Unit– 1: Business and Its Nature

Origin of Business – Meaning and definition– Characteristics – Nature – Scope– Components – Trade – Meaning – Types of Trade – Objectives of modern Business.

Unit– 2: Business organization

Meaning and definition of Business Organization– Basic principle of organization – Essentials of Successful Business– Qualities of a successful Business man– Development of Business Organization

Unit– 3: Forms of Organization

Introduction – Non– Corporate enterprises – Sole Trading concern – Partnership firm – Joint Hindu Family System –Features – merits and Demerits – corporate enterprises – Joint Stock company – Meaning and Definition of a Company – Characteristics – Advantages & disadvantages.

Unit – IV: Plant Location

Meaning of Location– Ideal location– Factors influencing Location– theories of location– Weber’s theories – Sargent Florence Theory.

Unit– V: Business Ethics

Meaning – definition – Ethics for a Business man– Need for Business ethics – Principle of Business Ethics– Business Ethics and Social response – Principle of moral value– managing ethics in their work place.

Text Books:

- | | | |
|-------------------------|---|---------------|
| 1.Business Organization | : | Y.K.Bhushan |
| 2.tzpf mikg;GKiw | : | fjpNurd; uhjh |
| 3.tzpf mikg;GKiw | : | rINfhgd; |

REFERENCEBOOKS:

1. **Business Environment and Management** – **Dr.C.B.Gupta**
2. **Business Environment** – **S.Sankaran**

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, Water and Monsoon – Population – Growth – Demographic Trends – 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

Cropping pattern – Productivity and yield of major crops – Sources of irrigation – Agricultural marketing – Regulated Markets – 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 Water. Energy generation: Hydro, thermal and nuclear. Other Infrastructure: Banking – Housing – Education and health – Social Welfare – Programmes of the State Government.

TEXT BOOK:

Leonard A.G. : TamilNadu Economy, Macmillan, New Delhi, 2006.

REFERENCEBOOKS:

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 TamilNadu in Perspective.

SALES MANAGEMENT

UNIT I

Sales Management – meaning and scope – functions of sales management –
Sales policy – selling process – responsibilities of sales manager

UNIT II

AIDA Formula– Need for sales force – recruitment and selection of sales force –
Training of salesman – qualities of a good salesman

UNIT III

Sales office functions – interviews – receiving of orders – handling mails – filing
– Record keeping – sales bulletin.

UNIT IV

Sales promotion – Dealer & Consumer sales promotion tools – Sales Planning –
Budgeting & Evaluation

UNIT V

Distribution functions – distribution policy – components of physical
distribution

TEXT BOOKS RECOMMENDED:

- 1.Salesmanship and Advertising – Davar.
- 2.Salesmanship – RSN Pillai and Bagavathi.
- 3.Salesmanship and Publicity – JSK Patel.
- 4.Sales Management – Richard R. Still.
- 5.Modern Marketing R.S.N. Pillai and Bagavathi – S.Chand.

INTRODUCTORY ECONOMETRICS

OBJECTIVE: To give a new insight to students on statistical techniques like correlation, regression, sampling and inferential statistics, 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 of econometrics – divisions of econometrics – methodology of econometrics.

UNIT II: A Re-visit 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- co linearity 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

REFERENCEBOOKS:

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

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: THEORY OF PRODUCTION – I

Law of Diminishing Returns –definition – Assumption– why it appears to agriculture– Increasing returns– constant returns– Law of variable Proposition – Returns to Scale.

UNIT II: PRODUCERS EQUILIBRIM

ISO quant– Meaning Properties of Iso quant –ISO Cost– Meaning ISO Cost Curves– Principles of MRTS– Producers equilibrium Meaning –Assumption –Least cost Combination.

UNIT III: COST AND REVENUE

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 IV: PRODUCT PRICING

Market: Meaning – Equilibrium of Firm and Industry – Perfect Competition – Characteristic, Price and Output Determination –Monopoly – Characteristic, Price and Output Determination, Monopolistic Competition– Characteristic, Price and Output Determination – Duopoly and oligopoly – Characteristic only.

UNIT V: FACTOR PRICING

Distribution – Marginal Productivity Theory of Distribution. Rent :–Meaning – Ricardian Theory of Rent Quasi Rent –Wages: Meaning – Subsistence Theory of Wages– Wage fund theory. Interest –Meaning – Keynes Liquidity Theory. Profit :Meaning – Risk and Uncertainty – 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 |

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 |

REFERENCEBOOKS:

| | |
|-------------------|-----------------------------|
| Metha and Madhani | : Mathematics for Economics |
|-------------------|-----------------------------|

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, National Income – Definition – Concepts – Measurements.

UNIT II: DEMAND AND MARKET

Demand – Elasticity of demand – Different types of Markets Perfect Competition, Monopoly and Monopolistic Competition (Features only).

UNIT III: MONEY

Definition of Money – Functions – Kinds – Functions of commercial Bank – RBI and its functions – inflation – types – causes – deflation.

UNIT IV: INTERNATIONAL TRADE

International Trade – Importance – Balance of Trade – Balance of Payments – Meaning – Causes for Dis equilibrium in Bop – Measures to correct disequilibrium.

UNIT V: INDIAN STATISTICAL SYSTEM & VITAL STATISTICS

Indian Statistical System, Central Statistical Organization and National Sample Survey.

REFERENCEBOOKS:

- 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 variables (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.

UNIT III: Classical Theory of Employment

Unemployment: Meaning and types. Full Employment: Meaning J.B. Say’s law of Market – Assumptions, Propositions and Criticisms. Classical Theory of Employment: Assumptions – Saving– Investment 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. Role of Interest – 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 Hypotheses.

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 – Principle and Type of Note issue – Role of Money in Capitalist and Socialist Economy.

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 .

UNIT III: Money Supply and Price Level

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

UNIT IV: Quantity Theories of Money

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

UNIT V: Business Cycle

Definition of Business Cycle – Characteristics – Phases of Business cycle – Types – Theories of Business Cycle: Sunspot, Psychological and Monetary : Hawtry & Hicks .Control of Business Cycle.

TEXT BOOKS:

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

REFERENCEBOOKS:

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 – Function of Government – Public Finance and Private Finance – Principles of Maximum Social Advantage .

UNIT II: PUBLIC REVENUE

Principle of Taxation –Ability to pay– Progressive – Regressive and Proportional Taxation, Degressive Tax Revenue – Direct and Indirect Taxes – Shifting of Tax Burden – Non– Tax Revenue.

UNIT III: PUBLIC EXPENDITURE AND PUBLIC DEBT

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

UNIT IV: BUDGET

Budget – Types – Performance of Budget – Deficit Budget – Surplus Budget – Current Budget – Deficit Financing – Zero – Budgetary Procedures –Fiscal Policy– Fiscal Responsibility of Budget Management.

UNIT V: FEDERAL FINANCE

Federal Finance – Meaning of Federal Finance – Finance Commissions – 14th Finance Commission Report – Local Finance –Balwantaraj Committee

TEXT BOOKS:

| | |
|---------------------------------|-------------------------------------|
| K.P.M. SUNDARAM | : Fiscal Economics |
| V. LOKANATHAN | : Fiscal Economics |
| K. SANKARAN | : Fiscal Economics |
| D.Bose, S.Ganesan & A.Manimuthu | : An introduction to Public Finance |

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 – Hecksher– 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 – Case for and against Protection – Tariff – Meaning and Types – Quotas : Meaning and Types – Quotas vs. Tariff – Dumping : Meaning – 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 . Disequilibrium: causes – measures for removal of Disequilibrium 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 – Bretton woods Agreements – International liquidity – IBRD – WTO – IMF – Asian Development Bank.

TEXT BOOKS:

CHERUNILAM
D.M. MITHANI

: International Economics
: International Economics

REFERENCEBOOKS:

K.R GUPTA
MANNUR

: International Trade
: 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 – Incremental concepts– The concepts of time perspective, The discounting principle, The concept of opportunity cost– Equi– marginal principle.

UNIT II : Demand forecasting

Demand forecasting: Meaning– Types – Short– term and Long– term – Objectives and Purpose of forecasting – methods – Survey method – Statistical method – Demand forecasting for new product – Features of good forecasting method.

UNIT III : COST AND COST CONTROL

Cost classification :– Meaning and Definition – Economic and Accounting cost– Opportunity cost vs. Outlay cost– Past cost vs. Future cost– Traceable Vs Common costs– Out of pocket Vs Book Costs– Incremental cost Vs Sunk Cost – Escapable Vs Unavoidable cost– Shutdown and Abandonment costs– Urgent and Postponables cost– Controllable and Non controllable cost– Replace Vs Historical cost– Private and social cost. Break Even Analysis – Meaning – Determination – Uses – Limitations – Cost control: Important Techniques.

UNIT IV : Pricing Policies and Strategies

Meaning – Objectives of pricing policy – Factors influencing pricing policy – Pricing strategies. Price Control: Methods of price control.

UNIT V : Profit management and capital budgeting

Profit – Meaning – Measurements of profit – Capital budgeting: Meaning – Importance – Steps involved in capital budget – Forms of capital budgeting – Techniques – Payback – Accounting Rate of Return (merits and demerits only) – Profit policy – Profit planning and forecasting.

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.

REFERENCEBOOKS:

| | |
|-----------------|------------------|
| 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. Types: Static, Dynamic employment multiplier and Foreign trade multiplier.

UNIT III: The Principle of Acceleration & the Super Multiplier

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

UNIT IV: General Equilibrium

Goods Market: Meaning, Equilibrium –Derivation of IS curve. Money Market: Meaning, Equilibrium– Derivation of LM curve. Equilibrium of the Goods Market and Money Market.

UNIT V: Business cycle and Macro Economics policy

Business Cycle: Meaning, phases and Theories (Hayek's and Keynes'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 Central Bank – Central Bank and Economic Growth – Credit Control – Non– Banking Financial Institutions.

UNIT III: Inflation, Deflation and Stagflation

Inflation : Meaning and Definition – Types of Inflation – Inflationary Gap – Causes and Effects of Inflation – Measures to control Inflation . Deflation: Meaning – Causes– 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 Suggestions 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. FUrhp : gzk; tq;fpapay;

REFERENCEBOOKS:

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 – Nature– Characteristics and Importance– Growth of Indian Capital Market –Major Issues –Measures to Remove Deficiency –Role of Commercial Banks in Capital Markets.

UNIT II: Stock Exchange

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

UNIT III: Stock Exchange Board of India

SEBI– 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: Public Issues of Shares

New Issue Market – Types of shares and Debentures – Issues of Shares– Procedure for Issuing of Shares– Allotment of Shares– Provisions Relating to allotment of Shares– Procedure of Allotment –Issue of Share certificate

REFERENCEBOOKS:

S.SURUSAMY : Capital Market

V.A.AVADHANI : Capital 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 regulation 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.

UNIT V: TECHNIQUES

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

REFERENCEBOOKS:

| | |
|-----------------------------|----------------------------|
| 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 |

RETAIL MANAGEMENT

UNIT I

Retail Management – Meaning – Characteristics of retailing – Retailing principles – Reasons for retail growth – Emerging trends in retailing.

UNIT II

Store Location – Importance – Urban Vs Rural location – Consumer Behaviour – Determinants – Customer service strategies.

UNIT III

Stores layout and design – objectives – factors – display

UNIT IV

Inventory Management in Retailing – Material Handling – Principles and purpose of material handling – Symptoms of poor material handling

UNIT V

Retail formats – Store Based Retail format – Non store board retail format – other emerging retail formats.

TEXT BOOKS RECOMMENDED:

1. Retail Management – Dr.Harjit Singh – S,Chand& Co.
2. Retail Management – Balraj Tuli Srivatsava.
3. Retail Marketing – Dr.L.Natarajan –Marghum
Retailing Management – AnsuyaAngadi – S.chand& Co.