

**St. PETER'S INSTITUTE OF HIGHER EDUCATION  
AND RESEARCH**

(Deemed to be University U/S 3 of the UGC Act, 1956)  
Avadi, Chennai – 600 054.



**B.A. (ECONOMICS) DEGREE PROGRAMME**

(I to VI SEMESTERS)

**REGULATIONS AND SYLLABI**

**REGULATIONS – 2016**

**(Effective from the Academic Year 2016-'17)**

# B.A (ECONOMICS) DEGREE PROGRAMME

Regulations – 2016

(Effective from the Academic Year 2016-'2017)

## 1. Eligibility:

Candidates who have passed Higher Secondary Examinations conducted by the Government of Tamil Nadu or an Examinations accepted by the Institute are eligible for admission to three year B.A (Economics) Degree Programme.

## 2. Duration:

Three years comprising 6 Semesters. Each semester has a minimum of 90 working days with a minimum of 5 hours a day.

## 3. Medium:

English is the medium of instruction and examinations except for the language subject.

## 4. Eligibility for the Award of Degree:

A candidate shall be eligible for the award of degree only if he/she has undergone the prescribed course of study in the University for a period of not less than three academic years (6 semesters), passed the examinations of all the six semesters prescribed carrying 139 credits and also fulfilled such conditions as have been prescribed thereof.

## 5. Choice Based Credit System:

Choice Based Credit System is followed with one credit equivalent to one hour for theory paper and two hours for a practical work per week in a cycle of 18 weeks (that is, one credit is equal to 18 hours for each theory paper and one credit is equal to 36 hours for a practical work in a semester in the Time Table. The total credit for the B.A (Economics) Degree Programme (6 semesters) is 139 Credits.

## 6. Weightage for a Continuous and End Assessment:

The weightage for Continuous Assessment (CA) and End Assessment (EA) is 25:75 unless the ratio is specifically mentioned in the Scheme of Examinations. The question paper is set for a minimum of 100 marks.

## 7. Course of Study and Scheme of Examinations:

### I Semester

Code No.	Course Title	Credits	CA	EA	Total
116UTMT01 / UTET01 / UHIT01/116UFRT01	<b>Part I :</b> Language -I (Tamil -I / Telugu -I / Hindi-I /French-I)	3	25	75	100
116UEHT02	<b>Part II :</b> English -I	3	25	75	100
116UECT03	<b>Part III</b> Indian Economics Development - I	4	25	75	100
116UECT04	<b>Core Sub:</b> Statistical Methods - I	4	25	75	100
116UECT05	<b>Allied -I</b>	5	25	75	100
116UECT06	<b>Non Major Elective -I:</b>	2	25	75	100
<b>116UCCT01</b>	Soft Skills (Common to all UG Branches)	2	50	50	100
	<b>Total</b>	<b>23</b>	<b>200</b>	<b>500</b>	<b>700</b>

### ALLIED SUBJECT:

1. Principles of Commerce - I
2. Industrial Organization

**Non major Elective:**

1. Economics for Managers
2. Economic Psychology
3. Basics of Cost & Management Accounting
4. Basics of Capital Markets

**II Semester**

Code No.	Course Title	Credits	Marks		
			CA	EA	Total
<b>Theory</b>					
216UTMT01/ UTET01/UHIT01 /216UFRT01	<b>Part I:</b> Language -II (Tamil -II / Telugu -II/ Hindi-II / French-II)	3	25	75	100
216UEHT02	<b>Part II:</b> English -II	3	25	75	100
216UECT03	<b>Core Sub:</b> Indian Economic Development - II	4	25	75	100
216UECT04		Statistical Methods - II	4	25	75
216UECT05	<b>Allied -II :</b>	5	25	75	100
216UECT06	<b>Non Major Elective II :</b>	2	25	75	100
<b>216UCCT02</b>	Soft Skills (Common to all UG Branches)	2	50	50	100
<b>Total</b>		<b>23</b>	<b>200</b>	<b>500</b>	<b>700</b>

**Allied Paper:**

1. Principles of Commerce – II
2. Entrepreneurial Development

**Non Major Elective:**

1. Indian Economy for Competitive Examinations.
2. Development Economics
3. Economic Sociology
4. Financial Administration

**III Semester**

Code No.	Course Title	Credits	CA	EA	Total
316UTMT01/ UTET01/UHIT01/ 316UFRT01	<b>Part I:</b> Language Paper III (Tamil - III / Telugu - III / Hindi- III / French-III)	3	25	75	100
316UEHT02	<b>Part II:</b> English III	3	25	75	100
316UECT03	<b>Core Subject:</b> Micro Economics – I	4	25	75	100
316UECT04		Monetary Economics – I	4	25	75
316UECT05	<b>Allied - III:</b>	5	25	75	100
<b>316UCCT03</b>	Soft Skills (Common to all UG Branches)	2	50	50	100
<b>Total</b>		<b>21</b>	<b>175</b>	<b>425</b>	<b>600</b>

**IV Semester**

Code No.	Course Title	Credits	CA	EA	Total
416UTMT01/ UTET01/UHIT01 / 416UFRT01	<b>Part I:</b> Language Paper IV (Tamil - IV / Telugu- IV / Hindi- IV / French-IV)	3	25	75	100
416UEHT02	<b>Part II:</b> English IV	3	25	75	100
416UECT03	<b>Core Subject:</b> Paper VII – Micro Economics – II	4	25	75	100
416UECT04		Paper VIII – Monetary Economics – II	4	25	75
416UECT05	<b>Allied - IV:</b>	5	25	75	100
<b>416UCCT04</b>	Soft Skills (Common to all UG Branches)	2	50	50	100
<b>416UECT01</b>	Environmental Studies (Common to all UG Branches)	2	25	75	100
<b>Total</b>		<b>23</b>	<b>200</b>	<b>500</b>	<b>700</b>

## ALLIED PAPERS

(Any One set of courses to be offered for Third and Fourth semesters respectively)

### Set I

1. Principles of management.
2. Business Organization

### Set II

1. History of India (1857-1964)
2. Economics of Tourism

### Set III

1. Marketing I
2. Marketing II

### Set IV

1. Rural Banking – I
2. Rural Banking – II

### Set V

1. Computer and its Applications – I
2. Computer and its Applications – II

## V Semester

Code No.	Course Title	Credits	CA	EA	Total	
516UECT01	<b>Core Sub:</b>	Macro Economics – I	4	25	75	100
516UECT02		Fiscal Economics – I	4	25	75	100
516UECT03		International Economics – I	4	25	75	100
516UECT04		History of Economic Thought	4	25	75	100
516UECT05	<b>Elective I:</b>	6	25	75	100	
<b>516UVET01</b>	<b>Part IV : Value Education (Common to all UG Branches)</b>	2	25	75	100	
<b>Total</b>		<b>24</b>	<b>150</b>	<b>450</b>	<b>600</b>	

## VI Semester

Code No.	Course Title	Credits	CA	EA	Total	
616UECT01	<b>Core Sub:</b>	Macro Economics – II	4	25	75	100
616UECT02		Fiscal Economics – II	4	25	75	100
616UECT03		International Economics – II	4	25	75	100
616UECT07	<b>Elective II:</b>	6	25	75	100	
616UECT08	<b>Elective III:</b>	6	25	75	100	
<b>616UEAT01</b>	<b>Part IV : Extension Activity (Common to all UG Branches)</b>	1	-	-	-	
<b>Total</b>		<b>25</b>	<b>125</b>	<b>375</b>	<b>500</b>	

### List of Elective Paper Elective – I (Semester V)

Course Code	Course Title	Credits
516UECT05	Managerial Economics	6
516UECT06	Economics of Planning	6
516UECT07	Urban Economics	6

### Elective – II & III (Semester VI)

Course Code	Course Title	Credits
616UECT04	Tamil Nadu Economy	6
616UECT05	Environmental Economics	6
616UECT06	Financial Markets	6
616UECT07	Human Resource Development	6
616UECT08	Industrial Economics	6
616UECT09	Agricultural Economics	6

**8. Passing Requirements:** The minimum pass mark (raw score) be 40% in End Assessment (EA) and 40% in Continuous Assessment (CA) and End Assessment (EA) put together. No minimum mark (raw score) in Continuous Assessment (CA) is prescribed unless it is specifically mentioned in the Scheme of Examinations.

**9. CLASSIFICATION OF SUCCESSFUL CANDIDATES:**

**PART – I TAMIL/OTHER LANGUAGES:**

TAMIL/OTHER LANGUAGES OTIIER THAN ENGLISH: Successful candidates passing the examinations for the Language and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

**PART – II ENGLISH:**

ENGLISH: Successful candidates passing the examinations for English and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

**PART - III CORE SUBJECTS, ALLIED SUBJECTS, AND PROJECT/ELECTIVES :**

Successful candidates passing the examinations for Part-III Courses together and securing the marks (i),60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Part-III Courses together shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examinations in the THIRD Class. .

**PART-IV:** Passing requirement as given in para 8 is applicable for EVS and Value Education but there is no classification of successful candidates. Extension Activity is rated as satisfactory by the Head of the Department as requirement for the award of degree.

**10. Grading System:** Grading System on a 10 Point Scale is followed with 1 mark = 0.1 Grade point to successful candidates as given below.

### CONVERSION TABLE

(1 mark = 0.1 Grade Point on a 10 Point Scale)

Range of Marks	Grade Point	Letter Grade	Classification
90 to 100	9.0 to 10.0	O	First Class
80 to 89	8.0 to 8.9	A	First Class
70 to 79	7.0 to 7.9	B	First Class
60 to 69	6.0 to 6.9	C	First Class
50 to 59	5.0 to 5.9	D	Second Class
40 to 49	4.0 to 4.9	E	Third Class
0 to 39	0 to 3.9	F	Reappearance

### Procedure for Calculation

Cumulative Grade Point Average (CGPA)	=	$\frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}}$
	=	$\frac{\sum (CA+EA) C}{\sum C}$
Where Weighted Grade Points in each Course	=	Grade Points (CA+EA) multiplied by Credits
	=	(CA+EA)C
Weighted Cumulative Percentage of Marks(WCPM)	=	CGPAx10

C- Credit,

CA-Continuous Assessment,

EA- End Assessment

**11. Effective Period of Operation for the Arrear Candidates:** Two Year grace period is provided for the candidates to complete the arrear examination, if any.

**12. National Academic Depository (NAD):** All the academic awards (Grade Sheets, Consolidated Grade Sheet, Provisional Certificate, Degree Certificate (Diploma) and Transfer Certificate) are lodged in a digital format in National Academic Depository organized by Ministry of Human Resource Development (MHRD) and University Grants Commission (UGC). NAD is a 24x7 online mode for making available academic awards and helps in validating its authenticity, safe storage and easy retrieval.

**Registrar**

**13. Syllabus**

## **I SEMESTER**

### **116UECT03 - INDIAN ECONOMIC DEVELOPMENT – I**

#### **UNIT - I**

Concept of Economic growth and economic development – Factors determining economic development – Economic and non-economic factors impeding economic development – Features of Indian economy.

#### **UNIT - II**

Capital formation – Savings and investment pattern – Indian national income – Sectoral contributions since independence – Trends in per capita income.

#### **UNIT - III**

Concept of human resources – Role of human capital – Population policy

#### **UNIT – IV**

Agriculture – its contribution to economic development – Land reforms – Food problem – methods of solving it – Agricultural inputs and agricultural credit

#### **UNIT - V**

Role technology – Green revolution – agricultural productivity – measures to increase agricultural productivity – Agricultural policy since 1991.

## **116UECT04 - STATISTICAL METHODS - I**

### **UNIT - I**

Nature, significance and limitations of statistics – Collection, Classification and Tabulation of data.

### **UNIT - II**

Diagrammatic and graphic representation – Bar diagrams – Pie diagrams – Histograms – Pictograms – Cartograms – Frequency distribution – Frequency graphs – Ogives – Lorenz Curve.

### **UNIT - III**

Measures of central tendency – Arithmetic Mean, Median and Mode.

### **UNIT - IV**

Measures of Dispersion – Absolute and relative dispersion – Range – Quartile deviation – Mean deviation – Standard deviation – Co-efficient of variation – Percentiles and Deciles.

### **UNIT - V**

Skewness and Kurtosis – Pearsonian measure of skewness – Bowley's measure of skewness – Kurtosis



**ALLIED – I**

**116UECT05**

**PRINCIPLES OF COMMERCE - I**

**UNIT - I**

Economic basis of commerce – Types of business organizations – Sole trader concern – Features, merits and demerits – Partnership firm – Formation – Rights, duties, liabilities of partners and termination of partnership – Merits and demerits of partnership firms.

**UNIT - II**

Joint stock companies – Features – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital and its classification – Shares and debentures – Directors – Duties, rights and liabilities – Private Limited Companies.

**UNIT - III**

Means of payment – Special instruments of credit and their features and uses – Cheques, drafts, promissory notes, Bills of Exchange, Credit cards and Bill of lading.

**UNIT - IV**

Functions of banks – Commercial banks – Central bank – Development financial institutions – Non-banking financial institutions – Financial requirements of large and small scale industrial units – Long term capital – Working capital – Sources of finance

**UNIT - V**

Office organization and methods – Office equipment – Filing and indexing – Computerization.

## **INDUSTRIAL ORGANIZATION**

### **UNIT - I**

Industrial Management - Planning – Organization – Organization process - Delegation and Decentralization - Forms of internal organization – Industrial productivity and efficiency

### **UNIT - II**

Scientific Management - Standardization - Rationalization – Automation

### **UNIT - III**

Theories of Location - Factors - Government policies - Lay out

### **UNIT - IV**

Production Management – Planning control - Quality control – Inspection

### **UNIT - V**

Materials Management – Planning control - Quality control - Inspection

### **Study Material :**

- |                      |   |
|----------------------|---|
| 1. Kimball & Kimball | - Fundamentals of Industrial Organization             |
| 2. Elbourne          | - Fundamentals of Industrial Organization             |
| 3. J. Batty          | - Industrial Administration and Management            |
| 4. Naw Nihal Singh   | - Scientific Management of small scale Industries     |
| 5. D. Needham        | - Reading in the Economics of Industrial Organization |
| 6. Joan Woodward     | - Industrial Organization : Theory & Practice         |

## **NON MAJOR ELECTIVES - I**

### **116UECT06**

#### **1. ECONOMICS FOR MANAGERS**

##### **UNIT - I**

**Basic Micro and Macro Economic Concepts :** Demand and supply - Elasticity of Demand - Demand Forecasting - Factors affecting supply.

##### **UNIT - II**

**Competition:** Classification of Market Structure - perfect competition monopoly - monopolistic competition - Oligopoly.

##### **UNIT - III**

**Monetary Theory :** Nature and Definition of money - Definitions of money supply - Creation of credit - Meaning, causes and control of inflation.

##### **UNIT - IV**

**Theories of Business cycles :** Meaning types and phases of business cycle - Schumpeter's and Keynesian Theories of Trade Cycle.

##### **STUDY MATERIAL**

1. Jhingan, M.L - Macro Economic Theory.
2. Apte, P.G - Economics for Managers
3. Ahuja, H.L - Advanced Economic Theory
4. Agor.R - Engineering Management.

## **2. ECONOMIC PSYCHOLOGY**

### **UNIT - I**

Definition of Psychology - Aims of Psychology - Humanistic Psychology.

### **UNIT - II**

Applications of Psychology - Psychology in Industry - Psychology in community - Psychology in family - Psychology in education.

### **UNIT - III**

Social and Community Psychology - population problem - problem of unemployment - Mental health and Mental health services in India.

### **UNIT - IV**

Industrial psychology - Changing occupational structure Meaning of industrial relations - Industrial unrest - Machinery for industrial relations.

### **STUDY MATERIAL**

1. Clifford, H.E - General Psychology.
2. Kuppusamy, B - An Introduction to Social Psychology.
3. Shanmugam T.E - Community Psychology.
4. Ghosh, P.K. & Ghorpade, M.B - Industrial Psychology.
5. Agarwal, A.N. - Indian Economy

### **3. BASICS OF COST AND MANAGEMENT ACCOUNTING**

#### **UNIT - I**

Cost Accounts - meaning scope and objectives of Cost Accounting.

#### **UNIT - II**

Different types of costs - Material costs - Labour costs and Overheads.

#### **UNIT - III**

Management Accounting - Definition - Scope and objectives - Distinction between financial cost and Management Accounting.

#### **UNIT - IV**

Cost - Volume - Profit Relationship - Break even Analysis - Graphical Representation.

#### **STUDY MATERIAL**

1. Shukla and Grewal - Cost Accounts Text and problems
2. Maheswari and Mittal - Cost Accounting.
3. Gupta, S.P. - Management Accounting
4. Manmohan and Goyal - Management Accounting.

## **4. BASICS OF CAPITAL MARKETS**

### **UNIT - I**

Capital Market - Definition - Growth of Capital Markets - Functions - Structure of Capital Market.

### **UNIT - II**

Long Term finance - sources - Financial Institutions - LIC - UTI - IDBI - ICICI - Mutual funds.

### **UNIT - III**

Corporate Securities - Equity Shares - Preference shares - Debentures and Bonds - Global Depository Receipts.

### **UNIT - IV**

Public Issue of Shares - Primary market - Secondary market - Issue of shares at par and at Premium - Functions of Stock Exchanges - Role of Securities and Stock Exchange Board of India (SEBI)

### **STUDY MATERIAL**

1. Kuchal S.C -Corporate Finance
2. Chandru - Financial Management
3. Varma & Agarwal - Corporation Finance
4. Agarwal, A.N. - Indian Economy

## **116UCCT01 - SOFT SKILLS (COMMON TO ALL UG BRANCHES)**

### **Semester-I-. Essentials of Language and Communication – Level I**

#### **Unit I**

Recap of Language Skills – Speech, Grammar, Vocabulary, Phrase, clause, sentence, Punctuation.

#### **Unit II**

Fluency building

What is fluency – Why is fluency important – Types of fluency – Oral fluency – Reading fluency – Writing fluency – Barriers of fluency – How to develop fluency.

#### **Unit III**

Principles of communication: LSRW in communication.

What is meant by LSRW Skills – Why it is important – How it is useful – How to develop the skills?

Oral – Speaking words, articulation, speaking clearly.

Written communication – Generating ideas/ gathering data organizing ideas, Setting goals, Note taking, Outlining, Drafting, Revising, Editing and Proof reading.

Non verbal communication – Body language, Signs and symbols, Territory/Zone, Object language.

#### **Recommended Texts:**

1. Hewing, Martin. 1999. Advanced English Grammar: A Self-study Reference and practice Book for South Asian Students. Reprint 2003. Cambridge University Press. New Delhi.
2. Lewis, Norman. 1991. Word Power Made Easy. Pocket Books.
3. Hall and Shepherd. The Anti-Grammar Book: Discovery Activities for Grammar Teaching Longman.
4. Powell. In Company. MacMillan.
5. Cotton, et al. Market Lader. Longman.

## II SEMESTER

### 216UECT03 - INDIAN ECONOMIC DEVELOPMENT – II

#### UNIT – I

Role of industries in economic development – Concept of cottage, small scale and large scale industries – Problems of Cotton, Iron and Steel, Sugar and Tea industries – Industrial policy – 1948, 1956 and 1991 – Privatization – Industrial finance – Development banking – IDBI, IFC, SFC and SIDBI

#### UNIT - II

Characteristics of agricultural and industrial labour – Industrial relations – Trade unions and labour unrest – Social security schemes – Unemployment and employment policy – Rural unemployment – Poverty and poverty eradication programme

#### UNIT - III

Transport – Role of transport in economic development – Roadways, railways, shipping and airways – Transport co-ordination

#### UNIT - IV

Planning in India – A brief resume of India's Five Year Plans – Growth rate targets – Financing of Five Year plans – role of foreign aid in India's economic development – Problems of foreign aid – XI Five Year Plan – Concept of inclusive growth.

#### UNIT - V

India's foreign trade and balance of payments - 12<sup>th</sup> Finance Commission report – WTO and India

#### STUDY MATERIAL

1. Dhingara, I.C. - Indian economy
2. Dutt and Sundaram - Indian economy
3. Jhingan, M.L. - Economics of Development and Planning
4. Sankaran, S. - Indian Economy
5. Kaliyamoorthy, V. - Indian Economy
6. Five Year Plan Report - Government of India publications
7. Economic Survey - Government of India



## 216UECT04 - STATISTICAL METHODS - II

### UNIT - I

Sampling – population and sample - Types of sampling - Simple, random and stratified random sampling – Sampling errors – Sampling design – Design of questionnaire.

### UNIT - II

Correlation – Limits of co-efficient of correlation – Calculation of co-efficient of correlation – Rank correlation co-efficient.

### UNIT - III

Regression – Two variable linear regression – Meaning – Regression lines and regression co-efficients.

### UNIT - IV

Index numbers – Simple and weighted index numbers – Laspeyer's and Paache's index numbers – Fisher's Ideal index number – Marshall – Edgeworth's index numbers – Construction – Tests to be satisfied by an ideal index number – Uses of index number – Wholesale price index and consumer price index – Index of Industrial production

### UNIT - V

Analysis of time series – Four components of time series – Measurement of secular Trend – Moving average method and Method of least squares – Uses of Time series analysis.

### STUDY MATERIAL

1. D. H. ELHANCE - Fundamentals of Statistics
2. S.P. Gupta - Statistical Methods
3. R.S.N. Pillai and V. Bhagavati - Statistics
4. R.G.D. Allen - Statistics for Economists - Macmillan India
5. Crompton, F.B., & Coden, D.J. - Applied General Statistics
6. Hooda, R.P. - Introduction to Statistics
7. Hooda, R.P. - Statistics for Business and Economics - Macmillan India

## **ALLIED – II**

### **216UECT05**

#### **PRINCIPLES OF COMMERCE - II**

##### **UNIT - I**

Home trade – Retail and wholesale trade – Functions and services - Hire purchase and Instalments system - Leasing

##### **UNIT - II**

Foreign Trade – Import and export trade procedures and documents used - Shipping and Insurance services – Chamber of commerce – Export promotion councils – Commodity boards – Indian Institute of Packaging and Indian Institute of Foreign Trade.

##### **UNIT - III**

Agency – Types of Agents - Rights, duties and liabilities of agents – Termination of Agency – Factors – Functions of factors.

##### **UNIT - IV**

Advertisement and salesmanship – Merits and criticism of advertising – Types of advertising – Media for advertising and their relative merits and demerits - Essential of salesmanship – Distinction between selling and marketing.

##### **UNIT - V**

Chief means of transport – Air Transport – Sea and Inland waterways – Rail and Road transport – Relative merits and demerits - Common carriers – Duties, rights and liabilities.

##### **REFERENCE BOOKS**

1. Evelyn Thomas - Theory and practice of Commerce
2. Stephenson - Theory and Practices of Commerce
3. J.C. Mitra - Business Organization
4. O. R. Krishnaswami - Essentials of Commerce
5. Tulsion - Business organization and Management
6. Y. K. Bhushan - Fundamentals of Business organization and Management

## **ENTREPRENEURIAL DEVELOPMENT**

### **UNIT - I**

Meaning of entrepreneur – Theories – Classical – Neo Classical – Schumpeter’s innovations theory

### **UNIT - II**

Role and importance of Entrepreneurship – Character of entrepreneur – Relationship between entrepreneur, Entrepreneurial and Entrepreneurship - Functions of entrepreneur – Types of entrepreneurs – Classification of entrepreneur

### **UNIT - III**

Evolution of Indian entrepreneurship – Ideology of Mahatma Gandhi on entrepreneurship – Role of entrepreneurship in Economic development - Role of Government and non-government organization policies and programmes on entrepreneur development – Industrial policy

### **UNIT - IV**

Small scale entrepreneurs – Small scale industries and Indian economic development – Small scale industries and entrepreneurial development – Concessions – Incentives and subsidies to Small scale industries – SIDBI

### **UNIT - V**

Project appraisal – Classification of projects – Project appraisal – Formation of business idea - Contents of Project Report.

### **Study Material :**

1. Bhattacharya, H - Entrepreneurial Development
2. Gupta, C.B. & Srinivasan, N. P - Entrepreneurship Development in India
3. Jayashree Suresh - Entrepreneurial Development
4. Kuldeep Mathus, A.P. - Entrepreneurship Development under TRYSEM
5. Misra, P.N. - Development Bank and new entrepreneurship in India.
6. Rao, S.K. - Entrepreneurial Development in India
7. Saravanavel - Entrepreneurial development
8. Tandon, B.C. - Environment and Entrepreneur
9. Cassion Mark - The Entrepreneur
10. Heggade D Odeyar - Women and economic development
11. Shirty Dev - Women’s Occupational Mobility
12. Taut P Richard and Dorisl Taut - Entrepreneurship in India’s small scale industries

## **NON MAJOR ELECTIVES II**

### **216UECT06**

#### **1. INDIAN ECONOMY FOR COMPETITIVE EXAMINATIONS**

##### **UNIT - I**

Economic Development - Measurement of Development - Cause of under development - Development and the New Economic Policy - Development and the environment.

##### **UNIT - II**

Population - population growth - Age Composition of population - Population policy.

##### **UNIT - III**

Poverty - Measurement of Poverty - Poverty line - Policies for poverty Alleviation - Poverty and Regional Disparity.

##### **UNIT - IV**

Price policy and Inflation - History to Price rise in India - causes of inflation - Inflation and price control in the post - reform period - Monetary and fiscal policies.

##### **STUDY MATERIALS**

1. Ruddar Datt and Sundaram K.P.M. - Indian Economy
2. Jhingan, M.L. The Economic of Development & Planning.
3. Ahuja, H.L. Economic Environment of Business, Macro Economic Analysis.
4. General Studies manual for the UPSC Civil Services Preliminary Examination (Latest Edition)
5. Indian Economy Exam Oriented Series - Pratiyogita Darpan

## **2. DEVELOPMENT ECONOMICS**

### **UNIT - I**

**Developing Nations :** Structure and Common Characteristics - Meaning of Development and Growth - Obstacles To Economic Development.

### **UNIT - II**

**Theories of Economic Development:** Adam Smith's theory - Malthusian Theory - Marxian Theory, The Big - Push theory.

### **UNIT - III**

**Domestic Measures for Economic Development :** Capital Formation and Economic Development - Monetary and Fiscal Policies in Economic Development - Human Capital formation and Manpower planning.

### **UNIT - IV**

**International Measures for Economic Development:** Role of foreign trade in economic development - Commercial policy and economic development. Private foreign investment and multinationals - Foreign capital and Economic Development.

### **STUDY MATERIALS**

1. Jhingan, M.L, The Economics of Development and Planning.
2. Mishra, S.K. and Puri V.K, Development and Planning.
3. Metha, J.K - Economics of Growth.
4. Agarwal, A.N. - Indian Economy.

### **3. ECONOMIC SOCIOLOGY**

#### **UNIT - I**

Origin and Development of Sociology - Sociology as a Science - Uses of Sociology - Characteristics of sociology.

#### **UNIT - II**

Castes and Classes in India - Theories and Origin of Castes - The changing Caste system - Problems and future of scheduled castes - Changing profile of agrarian class.

#### **UNIT - III**

Masters of Sociological Thought - August Comte - Karl Marx - Emile Durkheim - Max Weber.

#### **UNIT - IV**

Social Problems - Nature of social Problems - Meaning, Causes and Prevention of Juvenile Delinquency - Definition, cause, control and Prevention of Prostitution - problems and Responses to the Problems of the Aged.

#### **STUDY MATERIAL**

1. Bhattacharya, D.C - Sociology.
2. Agor. R - Society and Environment.
3. Mukhi - Society and Environment

## **4. FINANCIAL ADMINISTRATION**

### **UNIT - I**

Meaning - Definitions and scope of financial functions - Objectives and goals of financial management - Functions of finance and other financial areas.

### **UNIT - II**

Financial Statements - Managerial uses - Importance of Ratio Analysis - Types of Ratios - Advantages and Limitations of Ratios

### **UNIT - III**

Budget and Budgetary Control - Meaning and Objectives - Fiscal Federalism in India - Budget and Plan Coordination.

### **UNIT - IV**

Legislative Approval of the Budget - Estimates Committee - Public Accounts Committee - Comptroller and Auditor General of India - Appointment powers.

### **STUDY MATERIAL**

1. Pandey I.M - Financial Management
2. Thavaraj M.J.K. - Financial Administration of India.
3. Kutchal S.C - Corporation Finance
4. Premachand.A - Control of Public Money, Fiscal Machinery in Developing Countries.

## **216UCCT02 - SOFT SKILLS (COMMON TO ALL UG BRANCHES)**

### **Semester-II- Essentials of Language and Communication – Level – II**

#### **Unit-I**

Speaking Skills

Formal and Informal Conversation – Conversation in the work place – Interviews – Public Speech – Lectures.

#### **Unit – II**

Listening Skill

Comprehending – Retaining – Responding – Tactics – Barriers to Listening – Overcoming listening barriers – Misconception about listening.

#### **Unit – III**

Reading Skill

Acquiring reading – Reading Development – methods teaching – Reading difficulties.

#### **Unit – IV**

Writing skill

Note-making – CV's – Report writing, copy writing, Agenda – Minutes – Circular – Essay writing on any current issues – paragraph – Essay writing, Writing Research papers – Dissertation.

#### **Unit- V**

Business Correspondence

Meaning of Business correspondence – Importance of Business Correspondence essential qualities of a business letters. Different types of business letters – cover letter, thank you letters, message through email and Fax, Acceptance letters, rejection letters, and withdrawal letters.

#### **Recommended Texts:**

1. Minippally, Methukutty. M. 2001. Business Communication Strategies. 11<sup>th</sup> Reprint. Tata McGraw – Hill. New Delhi.
2. SasiKumar. V and P.V. Dharmija. 1993. Spoken English: A Self-Learning Guide Conversation Practice. 34<sup>th</sup> reprint. Tata McGraw – Hill. New Delhi.
3. Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting
4. Through to Family, Friends and Business Associates. Prentice Hall Press. New York.
5. John, Seely The Oxford guide to writing and speaking. Oxford U P, 1998, Delhi.
6. The Process of Writing: Planning and Research, Writing, Drafting and Revising.



### **III Semester**

#### **316UECT03 - MICRO ECONOMICS - I**

##### **UNIT - I**

Definitions: Adam Smith, Marshall, Lionel Robins, Samuelson.- Nature and scope of Micro Economic - Micro Economics Vs Macro Economics - Inductive Method Vs Deductive Method - Positive vs Normative - Partial Vs General equilibrium.

##### **UNIT - II**

Consumer behaviour - Cardinal & Ordinal utility - Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility Demand - Demand schedule - Drawing demand curve from demand schedule - Determinants of demand - Causes of downward sloping demand curve.

##### **UNIT - III**

Hick's indifference curve analysis - Consumer equilibrium using indifference curve analysis - Income and substitution effect - Derivation of demand curve using Marshall's & Hick's approach -Consumer surplus: Marshall's and Hick's approach.

##### **UNIT - IV**

Elasticity of demand - Definition and Types of Elasticity of Demand -Measurement of Price Elasticity of Demand: Total outlay, Arc and Point method - Determinants of price elasticity of demand - Supply - Supply schedule - Drawing supply curve from supply schedule - Demand and supply equilibrium - Graphical representation.

##### **UNIT - V**

Factors of production - Production Function - Short run and long run production function- Law of variable proportions - Laws of returns - Producer's equilibrium.

## **316UECT04 - MONETARY ECONOMICS - I**

### **UNIT - I**

Money - Functions and classification - Role of money in capitalist, Socialist and mixed economies.

### **UNIT - II**

Value of money - Fishers equation - Cambridge equation - Superiority of Cambridge equation over Cash Transaction.

### **UNIT - III**

Monetary standards - Paper currency - Systems of note issue - Indian currency system - Development and problems.

### **UNIT - IV**

Factors influencing money supply - Money supply and price level - Keynesian approach - Neutrality of money - Real balance effect - Patinkin - Friedman's Restatement of quantity theory of Money.

### **UNIT - V**

Business Cycles - Phases, types and Theories - Inflation - Causes, types and remedies - Effects of inflation on Production, Consumption and distribution - Deflation - effects and control.

## **ALLIED PAPERS FOR THIRD AND FOURTH SEMESTER**

### **PRINCIPLES OF MANAGEMENT**

#### **UNIT I**

Management defined-basic principles of management. The evolution of management science

#### **UNIT II**

Planning: planning - first step in the process of management cycle-basic techniques of planning - Basic factors involved in planning- Key planning points-psychological hazards to rational planning – strategic consideration in planning.

#### **UNIT III**

Need of organization – organizational hierarchy in large concerns – top management organization – staff units and committee - factors to be considered in the establishment of an organization

#### **UNIT IV**

Authority relationship- line function and staff – basics of delegation of responsibility and authority. Centralization and decentralization of authority and the pros and cons of each.

#### **UNIT V**

Span of control – Pros and cons of narrow and wide spans of control – optimum spans

#### **Books for Reference:**

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi &P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Gupta.R.N – Principles of Management
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.
7. Harold Koontz, Cyril O &Donnell(1968) : Principles of Management
8. Wehrich and Koontz, Management – A Global Perspective

### **BUSINESS ORGANISATION**

**UNIT I**

Meaning and definition of business – essential characteristics of business – types of business – nature and scope of business – objectives of modern business – essentials of a successful business – meaning of business organization.

**UNIT II**

Forms of Business Organizations – Sole Trader, Partnership Firm, Joint Hindu Family Firm, Joint Stock Companies, Co-operative Undertakings, Public Utilities, Public Enterprises.

**UNIT III**

Capital raising for corporate sector – need and importance – methods of raising finance – issue of shares, debentures – assistance from industrial financial institutions.

**UNIT IV**

Business Combination: Meaning, objects, causes, types and forms of combination – combination in India – Control of combination – Rationalisation.

**UNIT V**

Business Environment – meaning, significance, elements of business environment – (Political, economic, social and legal environments) Factors influencing location of industry, size of business units, optimum firm & industrial estates.

**Books for Reference:**

1. S.A.Sherikar -Modern Business Organization and Management.
2. Y.K. Bhushan - Business Organization and Management
3. Reddy, P.N and Gulshan. S.S. - Principles of Business Organization and Management
4. Vinayagamand Vasudevan. V.A Text Book of Business Organization -

## **HISTORY OF INDIA (1857 – 1964)**

### **UNIT - I**

Growth of Representative Institutions : The Councils Act, 1861 - The India Councils Act, 1892 - The Government of India Act, 1909.

### **UNIT - II**

Indian National congress – Early Nationalists and Extremists - The advent of Mahatma Gandhi – Non-Co-operation Movement.

### **UNIT - III**

The Government of India Act, 1919 - Working of Dyarchy – Government of India Act, 1935 - Provincial Autonomy.

### **UNIT - IV**

Civil Disobedience Movement - Quit India Movement - Developments leading to the end of the British Empire – Muslim League and the Communal Representation – Partition of India.

### **UNIT - V**

Free India - Integration of Indian States - From Dominion to Public – Dr. B.R. Ambedkar – Nehru's role in India's development.

### **Books for Reference:**

1. Majumdar, R.C. & others - An Advanced History of India
2. Smith, V.A. - The Oxford History of India
3. Percival Spear - The History of India - Vol. 2 (Penguin)
4. Bipin Chandra & Others - India's struggle for Independence, Vol. 1
5. Bipin Chandra - India after Independence, Vol. II
6. Gopal, S. - Jawaharlal Nehru – A Biography (Vols. I, II & III)
7. Agarwal, R. C. - Constitutional History of India and National Movement

## **ECONOMICS OF TOURISM**

### **UNIT - I: INTRODUCTION:**

History of Tourism - The Introduction of Annual Holidays - Paid Holidays and Mass Tourism - Basic Travel Motivators - Factors Influencing Growth of Tourism - Different Types of Tourism.

### **UNIT - II: ECONOMIC SIGNIFICANCE OF TOURISM**

Tourism and Foreign Exchange earnings - Tourism and Employment - Tourism and Labour - Capital Ratio - Tourism and Regional Development - Tourism and National Income - Tourism and Tax Revenues.

### **UNIT - III: TOURISM PROMOTION**

Origin of Advertising - Selection of Advertising Agency - Public Relation Techniques - Tourism Publicity - Modern Information Techniques in Tourism.

### **UNIT - IV: SUSTAINABLE TOURISM**

Sustainable Tourism Development - Indicator of Sustainability - The concept of rural Tourism - Rural Tourism and Sustainability - Local Participation and Tourism Development.

### **UNIT - V: TOURISM AND THE STATE**

Tourism Promotion and the Role of State - MANILA Declaration on Domestic Tourism - World Tourism Organization (WTO) - India Tourism Development Corporation (ITDC) - Tamil Nadu Tourism Development Corporation (TTDC)

### **Books for Reference:**

1. A.K. Bhatia - Tourism Development – Principles & Practices
2. A. K. Bhatia - International tourism
3. Pushpinder S. Gill - Dynamics of Tourism
4. Bezbaruah, M.P. - Frontiers of New Tourism
5. Ghosh, B - Tourism and Travel Management
6. Malhotra - Growth and Development of Tourism

## **MARKETING - I**

### **UNIT - I**

Nature, scope and significance of marketing – Evolution of marketing – Basic concepts of marketing - Different types of markets - Modern marketing - Marketing environment

### **UNIT - II**

Functions of marketing – function of exchange – Function of physical distribution – Storage and warehousing – Transportation – Different modes of transport – Roadways, railways, waterways and airways – Choice of transport.

### **UNIT - III**

Facilitating function – Grading and Standardization - Branding, packaging and labeling – Marketing information system - Marketing research – Marketing risk - Marketing finance.

### **UNIT - IV**

Product – New product – Product planning and development – Product Life Cycle - Marketing of manufactured goods – Manufactured consumer goods – Manufactured industrial goods – Their classification – Characteristics and channels of distribution.

### **UNIT - V**

Marketing of agricultural products - Regulated and organized market – Co-operative marketing bodies.

## **MARKETING – II**

### **UNIT - I**

Consumer and marketing – Consumer movement – Consumerism – Consumer co-operatives and Consumer councils.

### **UNIT - II**

Price – Pricing objectives and price determination – Basic methods of setting prices – Pricing strategies and policies – Pricing strategy of new products.

### **UNIT - III**

Marketing structure – Wholesalers and retailers – Basic wholesaler distribution structure – Functions and services of wholesalers – Retail distribution – Basic retail structure - Large, Medium and Small scale retail institutions – Super markets – Departmental and chin stores.

### **UNIT - IV**

Promotional programme - Promotional mix - Advertising and other sales promotion efforts – Social and economic effects of advertising – Planning and knowledge of advertisements – Advertising media and agencies - Advertising budget.

### **UNIT - V**

Personal selling – Salesmanship – nature and functions of salesman – Recruitment and training of salesman – Advertisement and salesmanship - Sales force management – Evaluation of salesmanship - Sales organization and selling methods.

### **Books for Reference:**

1. Ramaswamy and Ramakumari - Marketing Management.
2. Converse, Huegym , Mitchell - Elements of marketing.
3. Mamoria and Joshi - Principles of practice of Marketing in India.
4. Moore Joshi and Khusro - Indian Food grain Marketing.
5. Saxena and Nigam - A study of Marketing in India.
6. J.C.Sinna - Principles of marketing and salesmanship
7. Tousley, Clark and Clark - Principles of marketing
8. Pillai Bagavathi - Modern Marketing
9. WillaimJ.Stantion - Fundamentals of Marketing.



## **RURAL BANKING – I**

### **UNIT - I**

Features of Rural Economy in India and Tamil Nadu - Size - Structure and issues - Relative importance of agriculture, Industry, trade and other activities.

### **UNIT - II**

Backwardness of Indian agriculture - Production pattern in villages - Land tenure and methods of production - Low yield per acre - Cause for Backwardness - Effects of Backwardness - Suggestions.

### **UNIT - III**

Rural poverty - Meaning - Extent of rural poverty - Causes and consequences - Eradication of poverty - Remedies - Eradication of rural poverty during five year plans.

### **UNIT - IV**

Rural indebtedness - Causes - Consequences - Suggestions to solve the problem of rural indebtedness - Steps taken to solve the problem.

### **UNIT - V**

Saving pattern in rural India - Causes for low saving in rural sector - Measures to promote rural savings - Mode of savings in rural India.

## **RURAL BANKING – II**

### **UNIT - I**

Sources of rural credit - Non-Institutional sources - Money-lending - Friends and relatives - Government sources.

### **UNIT - II**

Institutional sources - Co-operative credit Agencies - Structure of co-operative credit in India - Weakness of co-operative credit agencies - Taccavi loans - Need for transfer of taccavi funds to co-operatives - Suggestions to improve the working of co-operative credit agencies.

### **UNIT - III**

State Bank of India - Before and after nationalization - Commercial Bank and agriculture finance - Weakness - Land development Bank - Lead Bank scheme.

### **UNIT - IV**

Agricultural Refinance Corporation - Origin and structure - Management - Critical appraisal - Reserve Bank of India - Its role as an apex body - Agriculture credit department - Direct and indirect lending approvals.

### **UNIT - V**

Measures taken under 20 points Programme in rural Banking - Recent trends in Rural Banking.

### **Books for Reference:**

1. S.N.Ghosal - Agricultural financing in India
2. Dr.S.G.Jain - Indian Rural Economics.
3. Dr.S.G.Jain - Economic Institutions of Rural uplift.
4. Mamoriah - Agricultural problems of India.
5. All India Rural Credit Survey Committee Report
6. All India Rural Credit Review Committee Report.
7. John. W.Meller - The Economics of Agricultural Developmento

## **COMPUTER AND ITS APPLICATIONS – I**

### **UNIT - I**

Computer Fundamentals - Organization and Components of a computer - Computer Hardware - CPU - Memory - Disk drive input and output - Devices - Keyboard - Mouse and VDU - Computer Peripherals like Printer, Scanner, Digitizer etc., Computer Software - Operating Systems application Software and packages.

### **UNIT - II**

Number system - Memory units - Introduction to Data base management systems.

### **UNIT - III**

Windows 98 - Features of Windows 98 - Creating a documents - Template - Mail Merge.

### **UNIT - IV**

Software packages - Operative familiarization with Ms-Word.

### **UNIT - V**

Basis of Database - Table - Records and Fields - Data entry and query processing - Operative principles of Ms-Access.

### **Books for Reference:**

1. PC Complete BPB
2. Computer Fundamentals By P.K.Sinha, BPB
3. The Essential 2000 by Bill Bruck, BPB.
4. Computer Applications in Business & Management by AnanthiSheshasaayee.

## **COMPUTER AND ITS APPLICATIONS – II**

### **UNIT - I**

Introduction to Excel - Data sort - Data filters - Valid criteria - Invalid Criteria - Redundant criteria - Functions, operations and use of Ms-Excel.

### **UNIT - II**

Working with Power point - Parts of Power Point Window - Various Tool Bars - Slide Manipulation - Fonts - Graph - Table - Templates - Document formulation and presentation through MS Power point.

### **UNIT - III**

Introduction to Tele Communication Text and Mail communication using Computers - E-mail, Chat, Voice mail - Document transfer and delivery.

### **UNIT - IV**

Internet - WWW and use for Business and Commercial Activities Like E-Business and E-Commerce -Electronic stock market and Exchanges.

### **UNIT - V**

Basics of Statistical Functions and Analysis - Mean, Median, Mode, Standard Deviation - Statistical Package handling and Command description for SPSS: Regression, Correlation, Covariance.

### **Books for Reference:**

1. Students Guide to the Internet by David Clark
2. The ABC's of the Internet by Christian Crumlish
3. The Essential 2000 by Bill Bruck,
4. Starting an E-commerce Business by Gred Holder.

## 316UCCT03 - SOFT SKILLS (COMMON TO ALL UG BRANCHES)

### Semester- III- COMPUTING SKILLS – LEVEL - I

#### Objective:

The major objective in introducing the course is to impart hands on training to students in Microsoft Office essentials like MS Word, MS Excel and MS Access. The course is basic course offered at two levels exclusively meant for students who have no computer knowledge. Course is designed as a practical oriented course and not for chalk and board teaching.

**Pre- requisite :** NIL

**Unit 1 :** Introduction to computers – classification of computers; Computers inside – Hardware (processing, memory i/o, storage etc), Software ( Systems, application); Operating Systems – DOS, LINUX, UNIX, Windows ; Programming – Overview, need and skills; Networking Basics; Virus; Hacking.

**Unit 2 :** Word processing - Operating of word documents like open, close, save, print ; Editing Text – tools, formatting , bullets, layout ; Navigating word – Keyword, mouse, document formatting ; paragraph alignment - indentation, headers, footers, numbering; printing – preview, options.

**Unit 3 :** File Management – Importance of file management, backing of files, files and folders- editing, deleting, retrieving, renaming, subfolders; Manipulating windows – minimize, maximize; power point basics- terminology- templates, viewing.

**Unit 4 :** Spreadsheets – MS Excel – opening, entering text and data, formatting, navigating; Formulas- entering, handling and copying; charts- creating, formatting and printing, header and footer, centering of data; printing.

**Unit 5 :** Networking - Internet explorer; www – working, browsing, searching, saving; bookmark – features, favorite, create, delete ; printing webpage; email – creating, receiving, reading and sending messages

**Note** – Unit 2 -5 are to be taught as practical with hands on experience

#### References :

Introduction to Computers – Peter Norton, Tata McGraw-Hill, India

1. Microsoft 2003 – Jennifer Ackerman Kettel et al., Tata Mc-Graw Hill, India
2. Working In Microsoft office 2006– Ron Mansfield , Tata Mc-Graw Hill, India

#### Examinations :

1. Sessional tests could be based on Theory and practical 2. End semester is based on practical examination only 3.

## IV SEMESTER

### 416UECT03 - MICRO ECONOMICS - II

#### UNIT - I

Cost - types - Accounting and Economic costs - Opportunity cost - Cost functions - Short run cost Curves - Long run cost Curves - Construction of cost curves - Revenue curves - Total, average, marginal revenue curves under different market conditions - Conditions for equilibrium of firm - Relationship between AR and MR.

#### UNIT - II

Market Structure - Perfect competition - Characteristics - Price and output determination - Monopoly - Characteristics - equilibrium of firm - Price discrimination.

#### UNIT - III

Monopolistic competition - Characteristics - Group equilibrium - Price and output determination Oligopoly - Features - Types - Price Leadership - Kinked demand curve.

#### UNIT - IV

Functional and personal distribution of income - Marginal productivity theory of factor pricing - Wages - Real and nominal - Modern theories of wages - Trade Union and collective bargaining. Rent: Ricardian, Marshall and Modern theories of rent

#### UNIT - V

Interest: Loanable fund theory - Keynes' liquidity preference theory - IS - LM Model of interest determination - Profit: Modern theories of profit - Innovation - Risk and Uncertainty bearing.

#### Books for Reference:

- |                         |   |                                 |
|-------------------------|---|---------------------------------|
| 1. H.L.Ahuja            | - | Principle of Micro Economics    |
| 2. S.Sankaran           | - | Micro Economics                 |
| 3. H.S.Agarwall         | - | Micro Economics                 |
| 4. M.L.Seth             | - | Principle of Economics          |
| 5. Storvier and Hanguie | - | A text book of Economics Theory |
| 6. Watson D.S           | - | Price theory and It's uses      |
| 7. PrichardA.Prilas     | - | Micro Economics theory          |
| 8. Cauvery & Others     | - | Micro Economic Theorey          |
| 9. Mithani.D.M          | - | Micro Economics                 |

## **416UECT04 - MONETARY ECONOMICS - II**

### **UNIT - I**

Commercial Banking – Structure and Functions - Credit creation – Balance sheet of a Bank.

### **UNIT - II**

Nationalisation of banks - A Critical appraisal of the progress of commercial banking after nationalization - Recent reforms in banking sector in India.

### **UNIT - III**

Central Banking - Functions of a central bank - Quantitative and qualitative methods of credit control - Efficiency and limitations.

### **UNIT - IV**

Functions of Reserve Bank of India - Its role in agricultural and Industrial development - RBI and credit control - Monetary policy - Objectives - RBI and monetary policy.

### **UNIT - V**

Euro currency - Important features of the market - An evaluation of the currency – IMF – Role, objectives – SDR scheme – India and World Bank.

### **Books for Reference:**

1. Jhingan M.L - Monetary Economics
2. Sankaran. S. - Monetary Economics
3. Seth M.L. - Money, Banking and International trade
4. Vaish M.C. - Monetary Theory.
5. Cauvery and Others - Monetary Economics
6. Gupta S.B. - Monetary Economics
7. Sethi, T.T. - Monetary Economics
8. Kishore, G. Kulkarni - Modern Monetary Theory
9. Gupta G.P. - Monetary policy of the Reserve Bank of India
10. Mithani, D.M - Money, Banking, International trade & Public finance

## 416UCCT04 - SOFT SKILLS (COMMON TO ALL UG BRANCHES)

### COMPUTING SKILLS – LEVEL II

#### Objective:

The major objective in introducing the course is to impart hands on training to students in Microsoft Office essentials like MS Word, MS Excel and MS Access. The course is basic course offered at two levels exclusively meant for students with no computer knowledge. Course is designed as a practical oriented course and not for chalk and board teaching.

**Pre- requisite :** Essentials of Microsoft office as given in Level I

**Unit 1 :** Word processing - Auto formatting; Paragraph and character styles – creating , modifying and using styles; Templates – modifying, attaching and controlling; Tables and columns - creating, manipulating and formulating; mail merge; labels- creating

**Unit 2 :** Data Management – MS Access - Introduction, concepts and terms; database and tables- creating, data types, editing fields, renaming, resizing of fields, finding, sorting and displaying of data –printing

**Unit 3 :** Spreadsheets – MS Excel – Worksheets – moving, copying, sorting, inserting of cells, rows, columns; Charts – creating, editing, adding, rotating, printing, deleting and controlling; graphics- creating and placing, drawing lines and shapes; using multiple worksheets ; printing

**Unit 4 :** Presentations – Power point- starting, browsing and saving, creating, editing, formatting of text and paragraphs, inserting tables and charts; Presentation through slides, handouts and printing.

**Unit 5 :** Graphics and Multimedia - Clip art – create and insert; shapes- draw, insert and copy; create a flow

*Note – Unit 1 -5 are to be taught as practical with hands on experience*

#### References :

1. Introduction to Computers – Peter Norton, Tata McGraw-Hill, India
2. Microsoft 2003 – Jennifer Ackerman Kettel et al., Tata Mc-Graw Hill, India
3. Working In Microsoft office 2006– Ron Mansfield , Tata Mc-Graw Hill, India

#### Examinations :

1. Sessional tests could be based on Theory and practical.
2. End semester is based on practical examination only.



## **416UECT01 - ENVIRONMENTAL STUDIES ( COMMON TO ALL UG BRANCHES)**

### **CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES FOR UNDER GRADUATE COURSES OF ALL BRANCHES OF HIGHER EDUCATION**

#### **Vision**

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forest, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. The United Nations Conference on Environment and Development held in Rio de Janeiro in 1992 and world Summit on Sustainable Development at Johannesburg in 2002 have drawn the attention of people around the globe to the deteriorating condition of our environment. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important.

Human beings have been interested in ecology since the beginning of civilization. Even our ancient scriptures have emphasized about practices and values of environmental conservation. It is now even more critical than ever before for mankind as a whole to have a clear understanding of environmental concerns and to follow sustainable development practices. India is rich in biodiversity, which provides various resources for people. It is also basis for biotechnology. Only about 1.7 million living organisms have been described and named globally. Still many more remain to be identified and described. Attempts are made to conserve them in ex-situ and in-situ situations. Intellectual property rights (IPRs) have become important in a biodiversity-rich country like India to protect microbes, plants and animals that have useful genetic properties. Destruction of habitats, over-use of energy resource and environmental pollution have been found to be responsible for the loss of a large number of life-forms. It is feared that a large proportion of life on earth may get wiped out in the near future.

In spite of the deteriorating status of the environment, study of environment has so far not received adequate attention in our academic programmes. Recognizing this, the Hon'ble Supreme Court directed the UGC to introduce a basic course on environment at every level in college education. Accordingly, the matter was considered by UGC and it was decided that a six months compulsory core module course in environmental studies may be prepared and compulsorily implemented in all the University/Colleges of India. The experts committee appointed by the UGC has looked into all the pertinent questions, issues and other relevant matters. This was followed by framing of the core module syllabus for environmental studies for undergraduate courses of all branches of Higher Education. We are deeply conscious that there are bound to be gaps between the ideal and real. Genuine endeavour is required to minimize the gaps by intellectual and material inputs. The success of this course will depend on the initiative and drive of the teachers and the receptive students.

#### **SYLLABUS**

##### **Unit 1 : Multidisciplinary nature of environmental studies**

Definition, scope and importance, need for public awareness. (2 lectures)

## **Unit 2 : Natural Resources :**

### **Renewable and non-renewable resources :**

Natural resources and associated problems.

- a. Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
  - b. Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
  - c. Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
  - d. Food resources : World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
  - e. Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
  - f. Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
  - Equitable use of resources for sustainable lifestyles. (8 lectures)

## **Unit 3 : Ecosystems**

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystems :-
  - (a) Forest ecosystem
  - (b) Grassland ecosystem
  - (c) Desert ecosystem
  - (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (6 lectures)

## **Unit 4 : Biodiversity and its conservation (8 lectures)**

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

## **Unit 5 : Environmental Pollution (8 lectures)**

Definition

- Cause, effects and control measures of :-
  - a. Air pollution
  - b. Water pollution
  - c. Soil pollution
  - d. Marine pollution
  - e. Noise pollution
  - f. Thermal pollution
  - g. Nuclear hazards
- Solid waste Management : Causes, effects and control measures of urban and

- industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management : floods, earthquake, cyclone and landslides.

#### **Unit 6 : Social Issues and the Environment (7 lectures)**

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics : Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

#### **Unit 7 : Human Population and the Environment (6 lectures)**

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- VII
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.

#### **Unit 8 : Field Work**

- Visit to a local area to document environmental assets rivers/forest/grassland/hill/mountain.
- Visit to a local polluted site – urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond,river,hill slopes,ect. (Field work Equal to 5 lecture hours)

## **V SEMESTER**

### **516UECT01 - MACRO ECONOMICS - I**

#### **UNIT - I**

Nature and scope of macro Economics - Micro and Macro economics - circular flow of income - Two sector model.

#### **UNIT - II**

National income - GNP - NNP - Personal Income - Disposable Income - Real Income - Per capita Income - Measurement - Uses - Social Accounting.

#### **UNIT - III**

Classical Theory of Employment and Income - Say's Law of market.

#### **UNIT - IV**

Consumption Function - Meaning - Keynes's Psychological Law of consumption (Determination, measures to raise consumption function) - Theories of Consumption function.

#### **UNIT - V**

Investment Function - Meaning - Types - Determinants of Investment - MEC - MEI- Simple Keynesian model of income and employment determination.

## **516UECT02 - FISCAL ECONOMICS - I**

### **UNIT - I**

Meaning and scope of public finance - Distinction between private and public finance - Role of government - Need for Government activity - Principle of maximum social advantage.

### **UNIT - II**

Principles of public expenditure - Classification - Causes and effects of public expenditure with reference to India.

### **UNIT - III**

Public revenue sources - Distinction between tax revenue and non tax Revenue - Taxation - Meaning - Sources of taxation - Classification of taxes - Canons of taxation - Theories of taxation - Impact and incidence of taxation - Effects of taxation.

### **UNIT - IV**

Individual taxes - (with reference to India) Income Tax - Expenditure tax - Wealth tax - Property tax - Estate duty - Gift tax - Death duty - Customs duty - Excise duty - Sales tax - Value added tax.

### **UNIT - V**

Characteristics of a good tax system - Taxable capacity - Factors determining taxable capacity - Limits - Measurements of taxable capacity.

## **516UECT03 - INTERNATIONAL ECONOMICS - I**

### **Unit – I**

Foreign Trade – Need, Inter Regional and International Trade, Theories of International Trade – Adam Smith - Ricardo, Haberler and Heckscher – Ohlin Theory

### **Unit – II**

Terms of Trade – different Concepts of Terms of trade – Determinants of Terms of trade – static and Dynamic gains from trade – capital saving and labour saving technologies and its impact on terms of trade.

### **Unit - III**

Gains from trade – Trade Policy – Free Trade: Meaning - Case for and against Free Trade. Protection: Meaning - Arguments for and Against Protection.

### **Unit IV**

Tariff: Meaning and types - Effects of Tariff. Quotas: Meaning and Types - Effects of quotas on imports.

### **Unit – V**

Balance of Payment - Meaning - Structure - Balance of Payment and Balance of Trade - Disequilibrium in BOP & BOT -Causes for disequilibrium in BOP - Measures for correcting disequilibrium.

## 516UECT04 - HISTORY OF ECONOMIC THOUGHT

### UNIT – I

Economic Thoughts of Mercantalism – Physiocracy - Adam Smith – T.R.Malthus – David Ricardo.

### UNIT – II

Economic Ideas of Alfred Marshall – J.A.Schumpeter – Pigou.

### UNIT - III

Economic Ideas of Karl Marx – Veblen.

### UNIT – IV

Nobel Laureates – Paul A.Samuelson, Hicks, Friedman, Amarthya Sen.

### UNIT - V

Indian Economic thought – D.Naoroji – M.K.Gandhi – B.R.Ambedhkar – Nehru - E.V.R.Periyar.

### Books for Reference:

- |                           |  |
|---------------------------|--|
| 1. E. Roll                | - History of Economic Thought                      |
| 2. Lokanathan, V.         | - History of Economic Thought                      |
| 3. T.N.Hajela             | - History of Economic Thought                      |
| 4. Sankaran.S             | - A History of Economic Thought                    |
| 5. A.Grey                 | - Development of Economic Doctrines.               |
| 6. L.H.Haney              | - History of Economic Thought.                     |
| 7. Dr.V.Shanmuga Sundaram | -Indian Economic Thought Development and policies. |
| 8. V.B.Singh              | - From Naoroji to Nehru.                           |
| 9. Srivatsava             | -History of Economic Thought                       |

## **ELECTIVE – I**

### **516UECT05 - MANAGERIAL ECONOMICS**

#### **UNIT - I**

Nature and scope of managerial economics - Managerial economists - role and responsibilities - Demand Analysis - Elasticity of Demand - Demand Forecasting.

#### **UNIT - II**

Cost Analysis - Costs - Output Relationship - Cost Control - Cost Reduction - Production Function: Law of variable Proportions – Laws of returns to Scale.

#### **UNIT - III**

Market Structures – Perfect Competition – Monopoly - Monopolistic Competition- Price and Output determination under different market conditions.

#### **UNIT - IV**

Pricing methods - Pricing new product - Profit and profit Management - Profit planning and forecasting - BEP.

#### **UNIT - V**

Capital Budgeting - Cost of Capital - Capital Management - Project Profitability - Methods of appraising Project Profitability.

#### **Books for Reference:**

- Varshney, R.L. &Maheswari, K.L. - Managerial Economics
- Baumol William, J - Economic Theory and Operation Analysis
- Dean, Joel - Managerial Economics
- Hague, D.C. - Managerial Economics
- Mote, Paul &Gupta - Managerial Economics – Concepts & Cases
- Savage & Small - Introduction to Managerial Economics
- Sankaran, S. - Managerial Economics
- Mehta, P.L. - Business and Managerial Economics
- Cauvery and Others - Managerial Economics
- Mithani.D.M - Managerial Economics
- Ahuja.H.L - Managerial Economics



## **516UECT06 - ECONOMICS OF PLANNING**

### **UNIT - I**

Definition - Nature and scope of Economics planning - Need for planning - Objectives of planning.

### **UNIT - II**

Economics planning under mixed Economy - Planning in India - Characteristics of Indian planning - problems of Indian Planning - Role of private sector.

### **UNIT - III**

Types of planning - Long term and short term - fixed and rolling - Sectoral and area planning centralised and decentralised.

### **UNIT - IV**

Structural planning - Indicative planning - Planning by inducement - direction - Regional planning.

### **UNIT - V**

Indian Five year plans - Ninth Five year plan - Strategy and policy - Priorities.

### **Books for Reference:**

1. Seth M.L. and Singh S.P. - Economic planning Theory and practice
2. Ragnar Nurkse - Problems of capital formation in underdeveloped countries.
3. Alvin Mayne - Formulating a Development plan
4. Economic Survey of India

## 516UECT07 - URBAN ECONOMICS

### UNIT - I

Definition of Urban and Rural - Statistical definitions of Metropolitan area – Historical growth of Indian cities - Macro Economic Policies that stimulates urban growth.

### UNIT - II

Urban land market - Urban rent and land use – Location theories - Models of Urban structure – Models of Urban development

### UNIT - III

Urbanization processes in the Third World - Growth of Slum and Squatter settlement in Indian Cities – Housing policies – Sites and services – Slum upgrading – Housing Corporation

### UNIT - IV

Demand for transportation – Modes of transports – Congestion and Social effects – Pricing policies – Mass Transit alternatives in Indian cities.

### UNIT - V

Industrial pollution – Waste water disposal – Solid waste collection and disposal – Noise pollution – Sanitation – Environmental Management in Urban areas.

### Books for Reference:

1. Mills, E.S. - Urban Economics, London.
2. Richardson, H.W. - Urban Economics.
3. Berry, Brian, T.L. - The Human Consequences of Urbanisation, London
4. Burns, Leland, S. and Grebler, (1977)- The Housing of Nations.
5. Bhide, A.D. and - Solid Waste Management in
6. Sundaraesan, B.B. (1987) - Developing Countries.
7. Bourne, Larry, S. (Ed.) (1971) - Internal Structure of the City.
8. Bennet, R.J. (1981) - The Geography of Public Finance.

## **516UVET01 - VALUE EDUCATION (COMMON TO ALL UG BRANCHES)**

### **PART- IV VALUE EDUCATION - III YEAR – FIFTH SEMESTER**

**Objective :** Values are socially accepted norms to evaluate objects, persons, and situations that form part and parcel of sociality. A value system is a set of consistent values and measures. Knowledge of the values are inculcated through education. It contributes in forming true human being, who are able to face life and make it meaningful. There are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. There are representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

**Unit I:** Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.

**Unit II :** Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

**Unit III :** Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam's ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

**Unit IV:** Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

**Unit V :** Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women- How to tackle them.

#### **Books for Reference:**

1. M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003

## VI SEMESTER

### 616UECT01 - MACRO ECONOMICS - II

#### UNIT - I

Multiplier - Static and dynamic multipliers - Induced investment and accelerator The interaction principle - Basics of income and Employment multiplier.

#### UNIT - II

Money in the Keynesian Model - Demand for money in the Keynesian theory - Liquidity trap - Keynesian Revolution and its application to less developed countries.

#### UNIT - III

Monetary theory in relation to underemployment and full employment - Integration of monetary and output theories - Patinkin.

#### UNIT - IV

Post Keynesian macro analysis - General equilibrium of monetary and real sector - Contribution of Hicks, Hanson - IS and LM - Diagram.

#### UNIT - V

Objectives and importance of Macro Economic policy.

#### Books for Reference:

- |                           |   |  |
|---------------------------|---|--|
| 1. Jhingan M.L.           | - | Macro Economics Theory                   |
| 2. Vaish M.C              | - | Macro Economics Theory                   |
| 3. Sankaran S.            | - | Macro Economics                          |
| 4. Broo man               | - | Macro Economics                          |
| 5. Derberg and Mc. Dougal | - | Macro Economics                          |
| 6. Dillard D.             | - | Macro Economics                          |
| 7. Shapiro .E             | - | Macro Economics Analysis                 |
| 8. Gupta .R.D             | - | Introduction to post Keynesian Economics |
| 9. Mithani.D.M            | - | Macro Economics                          |
| 10.Ahuja.H.L              | - | Macro Economics                          |

**UNIT - I**

Public Debt - Sources Public debt – Types of Public debt - Effects of public debt - Repayment of Public debt - Management of public debt.

**UNIT - II**

Deficit financing - Meaning - Objectives - Role of deficit financing in India - Effects on prices, production and distribution.

**UNIT - III**

Federal finance - Principles - Analysis of division of revenue, expenditure and other powers between union, State and local Governments - Finance commissions - Analysis of latest finance commission recommendation.

**UNIT - IV**

Fiscal policy - Objectives and instruments of fiscal policy – Role of Fiscal Policy in a developing economy with reference to India.

**UNIT - V**

Local finance –Functions - Sources of finance to local bodies – Village Panchayat-Municipalities – Corporation – Problems of Local Finance.

**Books for Reference:**

- |                                  |   |   |
|----------------------------------|---|---|
| <b>1.</b> Tyagi, B.P.            | - | Public Finance                              |
| <b>2.</b> Sankaran .S.           | - | Fiscal Economics                            |
| <b>3.</b> Sundaram K.P.M.        | - | Fiscal Economics                            |
| <b>4.</b> Cauvery and Others     | - | Fiscal Economics                            |
| <b>5.</b> Bhargava R.N.          | - | Indian public finance                       |
| <b>6.</b> Mithani.D.M            | - | Public finance                              |
| <b>7.</b> Bhatia                 | - | Public finance                              |
| <b>8.</b> Chellaih.R.            | - | Fiscal policy in under developed countries. |
| <b>9.</b> Dalton.H               | - | Principles of public finance.               |
| <b>10.</b> U.R..Hicks            | - | Public finance                              |
| <b>11.</b> Musgrave and Musgrave | - | Theory and practice of public finance       |

## 616UECT03 - INTERNATIONAL ECONOMICS - II

### UNIT – I

Exchange Rate: Meaning - Determination of Equilibrium of exchange rate - Fixed and Flexible Exchange Rate.

### Unit –II

Foreign Exchange Market: Functions - Transfer function - Credit Function - Hedging Function. Theories of Exchange Rate: Mint theory - Purchasing power parity theory - Balance of Payment Theory.

### Unit –III

Role of foreign capital in economic development – issues in foreign capital in economic development – theory of direct investment – issues in foreign direct investment – Multinational Corporations - Foreign aid.

### Unit –IV

International Monetary System – IMF – SDR – International Liquidity.

### Unit – V

Trade and Development – Economic Integration, Meaning, Types – World Bank, GATT, WTO. Structure, Objectives, Functions and Working.

### Books for reference:

1. Mithani, D.M. - International Economics
2. Jhingan, M.L. - International Economics
3. Sankaran, S. - International Economics
4. Sodersten, B.O. - International Economics
5. Vaish, M.C. - International Economics
6. Cherunilam Francis - International Economics
7. Mannur, H.G. - International Economics
8. Ellsworth, P.T. - International Economics

## **ELECTIVE II & III**

### **616UECT04 - TAMILNADU ECONOMY**

#### **UNIT - I**

Natural resources of Tamil Nadu - Demographic trends – Urbanization – Literacy.

#### **UNIT - II**

Agriculture - Agricultural marketing – Regulated markets and UzhavarSandhai.

#### **UNIT - III**

Industrial development - Diversification of industries - Major industries in Tamil Nadu – IT sector – Special Economic Zone, SIDCO and SIPCOT - Infrastructure – Transport – Road – Power.

#### **UNIT - IV**

State Finance - Revenue – Expenditure – Debt – Tamil Nadu budget [Current]

#### **UNIT - V**

Social Welfare – Expenditure – Programmes of State government – Education – Health – Nutrition – Programmes for Women, Children and oppressed classes.

#### **Books for Reference:**

1. Prof. M. Naganathan [Ed]: Tamil Nadu Economy
2. Prof. Rajalakshmi : Tamil Nadu Economy
3. Kurien, C. T. : Economic change in Tamil Nadu
4. Prof. Nagarajan, M.R. &  
Prof. Veerasekaran, R : Tamil Nadu Economy
5. Prof. Permalsamy : Tamil Nadu Economy
6. Madras Institute of Developmental Studies : Tamil Nadu Economy – performance and issues

## 616UECT05 - ENVIRONMENTAL ECONOMICS

### UNIT - I

Economics and Environment - Definition and role of Environmental Economics - Scope and significance of Environmental economics - Ecology and Ecosystem - Relationship between the environment and the Economic system - Environment as a Resource - Environmental Quality.

### UNIT - II

Resources - Concepts and definition - Classification of Resources - Renewable and non-renewable resources - Definition and meaning of Conservation of Resources - Material Substitution - Product Life Extension - Recycling - Waste reduction.

### UNIT - III

Energy - Definition - Sources of Energy and their classification - Renewable and Non-renewable sources of energy - Conventional and non-conventional energy resources - Direct and Indirect energy - Atomic Energy - Energy Scenario in India.

### UNIT - IV

Pollution as an Economic problem - Pollution control - Optimum Level - Moral suasion - Direct control - Regulation - Fiscal technique - Effluent Charges and subsidies compared.

### UNIT - V

International Environmental Policy - Transfrontier pollution - International Agreements - Stockholm Conference on Human Environment - Recommendations - United Nations Conference on Environment and Development at Rio-De Janeiro (Agenda 21, June, 1992) - An assessment

### Books for Reference:

1. Pearce, G.W. - Environmental Economics
2. Joseph J. Sereca&Micheal K. Taussig - Environmental Economics
3. Kneese, A. V. - Economics of Environment
4. KristerHigalthe,  
Karl Lidgren&Ingenar Stand - Environmental Policy and Welfare Economics
5. Burrows Paul - The Economics Theory of Pollution Control
6. Jayant Bandhopadhyay - India's Environmental Crisis and responses
7. Karpagam, M. - Environmental Economics - A text book
8. S. Sankaran - Environmental Economics



## **616UECT06 - FINANCIAL MARKETS**

### **UNIT – I**

Money market – Banks – Regulation of Working Capital Finance

### **UNIT – II**

Capital Market – Structure – Characteristics – Primary, Secondary Market – Market Intermediaries, Stock Brokers, Underwriters, Depositories Credit Rating Agencies.

### **UNIT – III**

Stock Market System – Trading, Listing , Regulation of Stock Market – Market Efficiency – NSE –OTC- Online Trading System – SEBI – Guidelines for Capital Issues – Pricing – Insider in India – Investor protection.

### **UNIT –IV**

Derivative markets – Options and Futures – Trading System – Pricing Derivatives - Derivative Market in India – Its Regulations - Trends.

### **UNIT – V**

An Overview of Financial market – Legal and Regulatory Framework – Financial Sector Reforms – SEBI – SCRA – Various Segments of Financial markets – Venture Capital Financing, Mutual Funds – Finance Information System (FIS)

### **Books for Reference:**

1. Khan, M.Y. - Indian Financial systems theory and practice
2. Srivasthava, R.M. - Management of Indian Financial Institutions
3. Avadhani, V.A. - Investment and securities markets in India
4. Srinivasan, N.P. & Saravanel, P - Development banking in India and abroad
5. Devi Singh - Economics of Exchange Rate Management
6. Machiraju H.R, Indian Financial System.

## **616UECT07 - HUMAN RESOURCES DEVELOPMENT**

### **UNIT - I**

Human Resource Management: The philosophy of Management Concepts - objectives - Functions - Evolution of Management- Development Theory and Management.

### **UNIT - II**

Job Analysis Design and Evaluation : Concepts - Methods of job Analysis - Job Description - Specialisation - job Design - Job Enlargement - Job Enrichment. Job Evaluation.

### **UNIT - III**

Recruitment and Selection: Concepts - Sources of Recruitment - Methods of Recruitment. Selection: Concepts - Selection Process - Selection Tools - Application Bank. Training and Development: Concepts - Ascertaining Training Methods - Methods of Training and Development.

### **UNIT - IV**

Promotion and Career Planning: Concepts - criteria for promotion - Demotion.  
Career Planning: Concepts - stages in career - planning - specific problems and solutions thereof.

### **UNIT - V**

Human Resources and Productivity: Factors of Productivity - Role of the Management in increasing productivity - organisation for productivity - Motivation: Concepts - Theories of Motivation - Motivation techniques.

### **Books for Reference:**

1. Dwivedi, R.S. - Human Resource / Personnel management in Indian enterprises
2. Memoria, C. B - Personnel Management
3. Ramaswamy, E. A. - A Question of Balance of Labour Management in practice
4. Venkatarathnam, C. S. & Srivastava, B. K. - Personnel Management and Human Resources
5. Subba Rao, P. - Essentials of Human Resource Management & Industrial Relations.

## **616UECT08 - INDUSTRIAL ECONOMICS**

### **UNIT – I**

Meaning of Industrialisation- The role of Industry in Economic Development – Theories of Industry – Hoffman – Chenery and Gerschenkron.

### **UNIT – II**

Concept and Organisation of a Firm – Market Structure – Sellers Concentration – Product Differentiation – Entry Conditions – Economics of Scale – Profitability and Innovation.

### **UNIT – III**

Theories of Industrial Location – Weber – Sargant Florence - Hirschman - Factors Affecting Location.

### **UNIT – IV**

Growth of the Firm – Size and Growth – Growth and Profitability of the Firm – Constraints on Growth – Productivity – Efficiency – Capacity Utilisation – Concept – Measurement.

### **UNIT – V**

Classification of Industries – Use Based – Resource Based – Industrial Policy in India – Role Of Public and Private Sectors – Recent Trends in Industrial Growth – MNCs - Transfer of Technology – Liberalisation – Privatisation.

### **Books for Reference:**

- Ahulwalia, I.J.. - Industrial Growth in India, OxfordUniversity Press, New Delhi.  
Chernuliam, F. - Industrial economics; Indian Perspective,Himalaya Publishing House,  
Desai, B. - Industrial Economy in India (3<sup>rd</sup> Ed.) HPH, Mumbai.  
Kuchhal, S.C. - Industrial Economy of India (5<sup>th</sup> Edition), Chaitanya Publishing House,  
Sing, A and A.N. Sadhu -Industrial Economics, Himalaya Publishing House, Mumbai.  
Government of India, Economic Survey (Annual)

## **616UECT09 - AGRICULTURAL ECONOMICS**

### **UNIT – I**

Nature and Scope of Agricultural and Rural Economics – Traditional Agricultural and Modernization – Role of Agriculture in Economic Development – Interdependence between Agriculture and Industry – Issues and Problems in Rural.

### **UNIT – II**

Use of Land – Water - Energy – Rural Transport – Communication – Banking – Extension Service – Rural Electrification – Rural Social Infrastructure.

### **UNIT – III**

Principles of Land Utilization – Distribution - Land Tenures and Farming Systems – Land Reform Measures – Problems of Marginal and Small Farmers.

### **UNIT - IV**

Rural Labour Supply – Nature – Extent - Trends in Rural Unemployment – Agricultural Wages in India – Non-Agricultural Rural Employment.

### **UNIT – V**

Agriculture Marketing– Marketing Structure- Regulated and Organised Markets- Co-Operative Marketing Bodies - Agricultural Policy in India

### **Books for Reference:**

Bilgrami, S.A.R. - Agricultural Economics, Himalaya Publishing House, Delhi.  
Dantwala M.L. Et al, - India Agricultural Development Since Independence, Oxford & IBH.  
Gulati, A. and t. Kelly - Trade Liberalisation and Indian Agriculture, OxfordUniversity Press.  
Rudra, A - Indian Agricultural Economics- Myths and Reality, Allied Publishers.  
Kaliyamurthy.V. – Agricultural Economics

## **616UEAT01 - EXTENSION ACTIVITY (COMMON TO ALL UG BRANCHES)**

A candidate shall be awarded a maximum of 1 Credits for Complusory Extension Service.

All the Students shall have to enrol for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red cross or any other service organizations in the college and shall have to put in Complusory minimum attendance of 40 hours which shall be duly certified by the Principal of the college before 31<sup>st</sup> March in a year. If a student LACKS 40 HOURS ATTENDANCE in the First year, he/she shall have to compensate the same during the subsequent years.

Students those who complete minimum attendance of 40 hours in One year will get HALF A CREDIT and those who complete the attendance of 80 or more hours in Two Years will ONE CREDIT.

Literacy and population Education Field Work shall be compulsory components in the above extension service activities.

**Registrar**