

**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI – 620 024**  
**B. A. ECONOMICS Programme COURSE STRUCTURE UNDER CBCS**  
**(applicable to the candidates admitted from the academic year 2010 -2011**  
**onwards)**

SEM	PART	COURSE TITLE	HRS/ WEEK	CRED IT	EXAM HRS	MARKS		TOTAL	
						INT	EXT		
I	I	Language Course – I (LC) – Tamil*/Other Language +#	6	3	3	25	75	100	
	II	English Language Course –I (ELC)	6	3	3	25	75	100	
	III	Core Course I (CC) Indian Economic Development		5	4	3	25	75	100
		Core Course II (CC) Tamil Nadu Economy		5	4	3	25	75	100
		First Allied Course I Principles of Commerce		5	3	3	25	75	100
		First Allied Course II Marketing		3	-	@	-	-	-
	Total			30	17				500
II	I	Language Course –II (LC) – Tamil*/Other Language +#	6	3	3	25	75	100	
	II	English Language Course –II (ELC)	6	3	3	25	75	100	
	III	Core Course III (CC) History of Economic Thought		6	4	3	25	75	100
		First Allied Course II Marketing		2	3	3	25	75	100
		First Allied Course III Business Organization		5	4	3	25	75	100
	IV	Environmental Studies		3	2	3	25	75	100
	IV	Value Education		2	2	3	25	75	100
	Total			30	21				700

III	I	Language Course –III (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –III (ELC)	6	3	3	25	75	100
	III	Core Course IV Micro Economics	6	5	3	25	75	100
		Second Allied Course I Economics Statistics	6	3	3	25	75	100
		Second Allied Course II Statistical Methods	4	-	@	-	-	-
	IV	Non-Major Elective – I for those who studied Tamil under Part I Advertisement Management a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 <sup>th</sup> +2 but opt for other languages in degree programme	2	2	3	25	75	100
	Total		30	16				500
IV	I	Language Course –IV (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –IV (ELC)	6	3	3	25	75	100
	III	Core Course V Monetary Economics	4	4	3	25	75	100
		Core Course VI Macro Economics	4	4	3	25	75	100
		Second Allied Course II Statistical Methods	2	3	3	25	75	100
		Second Allied Course III Indian Statistics	4	4	3	25	75	100
	IV	Non-Major Elective – II for those who studied Tamil under Part I Economics of Transportation a)Basic Tamil for other language students b)Special Tamil for those who studied Tamil upto 10 <sup>th</sup> +2 but opt for other languages in degree programme	2	2	3	25	75	100
	IV	Skill Based Elective – I	2	4	3	25	75	100
	Total		30	27				800

V	III	Core Course VII Fiscal Economics	6	5	3	25	75	100
		Core Course VIII International Economics	5	5	3	25	75	100
		Core Course IX Entrepreneurship Development	5	5	3	25	75	100
		Core Course X Environmics	5	5	3	25	75	100
		Major Based Elective – I Compute Application in Economics	5	5	3	25	75	100
	IV	Skill Based Elective – II	2	4	3	25	75	100
	IV	Skill Based Elective – III	2	4	3	25	75	100
	Total		30	33				700
VI	III	Core Course XI Agricultural Economics	6	5	3	25	75	100
		Core Course XII Capital Market/Investment polices	6	5	3	25	75	100
		Core Course XIII Personnel Management	6	5	3	25	75	100
		Major Based Elective – II Human Resource Management	5	5	3	25	75	100
		Major Based Elective – III Tourism Economics	6	4	3	25	75	100
	V	Extension Activities பாலின சமத்துவம்	- 1	1 1	- 3	- 25	- 75	- 100
	Total		30	26				600
<b>GRAND TOTAL</b>			<b>180</b>	<b>140</b>		<b>950</b>	<b>2850</b>	<b>3800</b>

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## CORE COURSE I - INDIAN ECONOMIC DEVELOPMENT

### Module I Economic Development and National Income :

Economic growth and development –determinants of economics growth – Features of Indian Economy – Economic and non-economic factors – Barriers to economic development – National Income – Methods of measuring National Product – trends – difficulties in measuring National Income – Social Accounting.

### Module II Population, Poverty and Unemployment

Population – growth – Age composition – occupational distribution – Demographic theory – causes, effects and remedial measures – Population policy – Poverty – rural and urban poverty – causes – poverty alleviation- programmes – Unemployment – types – causes and effects – Employment generation programmes.

### Module III Agriculture

Agriculture and its role – productivity – causes for Low productivity in Agriculture – land reforms – Govt. measures – Agricultural development under Five year plans.

### Module IV Industries

Role of Coffage, small and large scale industries – Industrial policies of 1948, 1956, 1991 and recent changes – Problems of rural industries – Govt. measures to remedy the problems – Industrial development under Five year plans – Globalisation.

### Module V Transport and Labour

Role of Transport in Economic Development – Transport coordination – Labour – causes for low productivity – labour unrest – Trade unionism – Labour problems – Govt. measures – wage policy – social security measures.

### Reference:

1. Agarwal, A.N. (2004) Indian Economy, Wishwa Prakashan, New Delhi.
2. Ahluwalia. I.J. and I.M.D. Little (eds.) (1999), India's Economic Reforms and Development (essays in honour of Manmohan Singh), Oxford University Press, New Delhi
3. Pantwala.S (1987), Dilemmas of Growth : Indian Experience, Sage Publications, New Delhi.
4. Dhringra.C (2003), The Indian Economy, Sultan & Chand, New Delhi.
5. Jalan.B (1992), The Indian Economy Problems and Prospects, Viking, New Delhi
6. Datt, Rudder and K.P.M. Sundharam (2002), Indian Economy, S.Chand & Co., New Delhi.

7. Alagh. Y.K. (1995), Indian Development Planning and Policy, Vikas, New Delhi.

### **CORE COURSE II - TAMILNADU ECONOMY**

Module I A Profile of the economy of Tamil Nadu

Tamil Nadu – Salient Features Land Area – Distribution of occupational structure in Tamil Nadu population TN – Land use – Live Stock – Forest resources – Human Resources – Infrastructure : Rural - Urban Education – Health, Banking, Power, Transport and Communication.

Module II Agricultural Development

Agriculture – Land use – Cropping pattern – Principle Commodities – Irrigation - Green Revolution, Blue and White Revolution – Agricultural Marketing – Defects, remedial measures - – Animal husbandry and fisheries – Agricultural Finance – Agencies – Govt. role – Help groups and Microfinance.

Module III Industrial Development

Major Industries – Automobile, leather, cotton, sugar, cement, software - Small scale industries, Cottage industries - Ancillary industries – Hand loom industries – Tamil Nadu Govt's role in industrial development – Industrial Finance – Agencies TIIC, SIDCO, SIPCOT, Industrial Estate, DIC, EPZ, SPZ (Export Processing Zone, Special Processing Zone).

Module IV State Finance & Development Programmes

State Finance – Revenue and Expenditure of the State – TamilNadu's Recent Budget - Poverty Alleviation Programmes in Tamil Nadu – Health Care and other Govt Schemes – Unemployment Problem – Women Development programmer.

Module V General Performance of the State

Tourism Development in Tamil Nadu – Ports - Trade – Commerce – Role of Local bodies – Industrial sector and its role – Science & Technology – Environmental Protective measures in Tamil Nadu.

Reference:

1. RajaLakshmi, (2000) - Tamil Nadu Economy, Sultan Chand & Sons, Educational Publishers, New Delhi – 2.
2. Perumalsamy (2000), Tamil Nadu Economy, Sultan Chand & So., New Delhi
3. Kurien. CT. (1996), Economics Changes in Tamil Nadu, Orient Publishing, House.
4. Manorama Year Book – Recent – issues – 2004.
5. I.C. Dhingra, (2000), Indian Economy – Sultan Chand & Sons, Educational Publishers, New Delhi – 2.
6. MIDS – Tamil Nadu Economy – Performance and issues.
7. Tamil Nadu – An Economic Appraisal, Directorate of Resolution of Applied Research, Kuralagam, Chennai - 600 108.

## **FIRST ALLIED COURSE I - PRINCIPLES OF COMMERCE**

### Module I

Fundamentals of commerce – Forms of Business Organizations – Sole Proprietorship, partnership, company, cooperative, public and joint enterprises – Business combinations – Types – causes and control of Monopoly combinations.

### Module II

Banks – kinds – RBI – Structure – Objectives – functions – management – evaluation – SBI – functions – Cooperative Banks – Other Banks – Insurance – Fire – Marine – Deposit insurance – Insurance against theft and loss of profit.

### Module III

Advertisement – importance – Media – Merits and demerits of media – wholesale and retail business – General and Special shops – Chain Stores – Multiple shops – Main Order sales – Department stores – super market – A to Z shops – Transport – role of transport in Business development.

### Module IV

Business Finance – Working Capital and Fixed Capital – Shares and Debentures – Public Deposits – Ploughing backprofits – location of industries – balanced regional development.

### Module V

Scientific management – Management Process – Planning – organization – Staffing – direction – coordination – control – professionalisation of management in India.

### Study Materials:

1. OR Kishnasamy – Essentials of Commerce
2. Bhushan – Business Organisation
3. Kathiresan and Radha – Business Organisation
4. Sherlakar SA-Modern Business Organisation and Management.

## **FIRST ALLIED COURSE II - MARKETING**

## Module I

Marketing management – Marketing Planning – Planning process – Marketing objectives – Marketing strategy – Marketing organization – merits of sales organization – marketing risk.

## Module II

Function of marketing – concentration – dispersion – buying and assembling – selling – transportation – storage – standardization – grading – Agmark – ISI – ISO Certification.

## Module III

Marketing Information System – meaning and definition – characteristics – need – uses – components – marketing research – need – scope – kinds – procedure for marketing research.

## Module IV

State and marketing in India-State Trading-benefits-pricing policies-factors influencing price – marketable and marketed surplus – methods of sales promotion.

## Module V

Commodity exchange – regulated markets – meaning – functions of organization working of commodity exchange methods of trading – organization of marketing unit.

### Study Materials:

1. Amarchand D and Varadharajan B – Introduction to Marketing
2. Rajan Nair – Marketing
3. Vasudevan – Marketing
4. Phillip Kotlar – Marketing Management.

## **CORE COURSE III - HISTORY OF ECONOMIC THOUGHT**

Module – I Preclassical and Classical Thought :

Mercantilism – Physiocracy – Classical school – Smith, J.B. Say, Bentham, Ricards, Malthus and H.S. Mill – Classical model – New classical school – Marshall.

Module – II Austrian and Institutional School :

Austrian school – Marginalism – Gossen, Jevons, Walras, Karl Menger and Von Wieser – Institutional school – Veblen, Commons, Mitchell.

Module – III

State Socialism and Marxian Thought – State Socialisms – Saint Simon, Sismondi – Utopian Socialisms – Robert Owen – Scientific socialism – Karl Marx and Engels.

Module – IV Historical, Keynesian and welfare schools :

Historical school – Roscher, Hildebrand and Schomoller – Keynesian school – J.M. Keynes – Welfare School – Pigore, Hobson and Pareto.

Module – V Indian Economic Thought

Thiruvalluvar – Gokale – Nauroje – Ranade – Nehru – Gandhi – E.V. Ramasamy – Amartya Sen.

Reference:

1. Desai and Nirmal Bhalerao (1999), Economic History of Indian, Himalaya Publishing House, New Delhi
2. Girija and Manimekalai, (1998), History of Economic Thought, Virinda Publications, New Delhi.
3. Hagela, (2000), History of Economic Thought, Konark Publications, New Delhi.
4. Lionel Robbins, (2000), A History of Economic Thought, Oxford University Press, Chennai.
5. Loganathan. V. (1998), History of Economic thought, S.Chand & Co., New Delhi.
6. Mittal Sanjay and Prakash Sharma (1999), Economic thought – then and new., RBSA Publications, Jaipur.
7. Sankaran.S. (2000), History of Economic Thought, Margham Publications, Chennai.

### **FIRST ALLIED COURSE III - BUSINESS ORGANIZATION**

Module I

Nature and scope of business organization – Essentials of Successful business – Social responsibilities of Business – How to fulfill social responsibility? Objects of entering business – Factors influencing the selection of business – Business location factors.

## Module II

Forms of organization – Corporate and Non-corporate private sector – merits and demerits – Corporate Sector – Joint Stock Companies – Characteristics – Public enterprises – evaluation – No profit no loss pricing – importance of business environment – components – Advantages of Business environmental analysis.

## Module III

Marketing – Marketing starts and ends with consumer – meaning of marketing – modern approach – consumer orientation – functions of marketing – classification – channels of distribution – importance role of middlemen – merits and demerits of wholesale and retail business – services of consumers.

## Module IV

Foreign trade – advantages – disadvantages – problems – difference between home and foreign trade- meaning, functions – objectives of advertisement – objectives of salesmanship – uses of sales salesmanship – insurance in business – benefits – kinds of insurance.

## Module V

Functions of Business Finance – Objectives of Financial Planning – Kinds of shares – advantages of preference share and equity shares – meaning, definition – characteristics and functions of stock exchanges – Securities and Exchange Board of India – powers and functions of SEBI-achievement.

### Study Materials:

1. Bhustan – Business organization
2. Sherlarkar SN – Modern Business Organization and Management.
3. Krishnamurthy OR – Essentials of Commerce
4. Kathiresan and Radha – Business Organization
5. Francis Cherunilamk - Business Environment and Policy
6. Acharya & Goverkar – Business Policy and Administration.

## **CORE COURSE – IV MICRO ECONOMICS**

### Module – I Introduction and Consumption

Definition - scope of Micro Economics - Static and Dynamic Analysis – Inductive and Deductive analysis – Positive and normative economics – Law of demand – Elasticity of Demand – Diminishing Marginal utility – Law of Equi Marginal utility – Indifference curve Analysis – Price, Income and Substitution Effects – consumer's equilibrium – consumer's surplus.

## Module – II Production, revenue and Cost

Factors of Production - Production Function – Law of Variable Proportions – Isoquant – producer's equilibrium – Cost function – Traditional cost analysis – short-term and long run cost curve - opportunity cost – imputed cost - Revenue Curves – Relationship between AR and MR – Product exhaustion theorem.

## Module – III Market and Competition

Market structure – Time Element – Equilibrium of Firm and Industry – Price and output determination under perfect Competition – Monopoly and its types – price and output determination under monopoly – Price discrimination – discriminative monopoly – monopolistic competition - Selling Cost – price and output determination under monopolistic competition – duopoly – price and output determination under oligopoly.

## Module – IV Distribution

Theories of Distribution – Theories of Rent – Ricardian and modern – Quasi-rent- Theories of wages – Real and money wage - Theories of profit – interest theories – classical, Keynesian and Modern theory of L M – I S framework – Marginal Productivity theories.

## Module – V General Equilibrium and Welfare Economics

General equilibrium – the Walrasian system – Existence, uniqueness and stability of an equilibrium – static properties of a general equilibrium state – welfare economics – growth of GNP criterion – Bentham's criterion – a Cardinalist criterion – The Pareto – optimality criterion.

### Reference:

1. Ahuja H.C., (1991) Advanced Economic Theory, S.Chand & Co., New Delhi
2. Kreps, David M. (1990), A Course in Microeconomic Theory, Princeton University Press, Princeton.
3. Koutsoyiannis, A. (1979), Modern Microeconomics, (2<sup>nd</sup> Edition), Macmillan Press, London.
4. Layard, P.R.G. and A.W. Walters (1978), Microeconomic Theory, McGraw Hill, New York.
5. Sen, A. (1999), Microeconomics : Theory and Applications, Oxford University Press, New Delhi.
6. Stigler, G. (1996), Theory of price, (4<sup>th</sup> Edition), Prentice Hall of India, New Delhi.
7. Varian, H. (2000), Microeconomic Analysis, W.W.Norton, New York.
8. Baumol, W.J. (1982), Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
9. Da Costa, G.C. (1980), Production, Prices and Distribution, Tata McGraw Hill, New Delhi
10. Salvatore, Dominic (1991), Microeconomic Theory, 3<sup>rd</sup> Edition, McGraw Hill, New Delhi.

## **SECOND ALLIED COURSE I – ECONOMIC STATISTICS**

### **Module I Introduction and Sampling**

Statistics – Nature and Scope – its relations with other sciences – Limitation – collection of data – primary and secondary sources – essentials of sampling – probability and non-probability sampling methods – Merits and limitations of sampling.

### **Module II Tabulation of data and Diagrammatic representation**

Frequency distribution – its formation – types of tables – Types of Diagram – bar and pie diagrams – Pictographs – graphs – Range chart and Ratio charts – Histogram – Frequency polygon – problems – limitations of diagrams and graphs.

### **Module III Measures of Central Value**

Characteristics of a good average – Arithmetic mean for raw data and frequency distribution – Limitations – Mode and its limitations – Median and its limitations – Quartile deviation – properties of Geometric mean – Harmonic mean – simple problems.

### **Module IV Measures of dispersion**

Properties of a Good measure of variation – Range – the Mean deviation and its limitations – standard deviation – its merits and demerits – simple problems – Lorenz curve.

### **Module V Skewness and Kurtosis**

Difference between dispersion and skewness – Pearson Bowley and Kelly's measures of skewness – Kurtosis – Measures of Kurtosis – simple problems.

### **Reference:**

1. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi
2. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi.
3. Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London.
4. Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.
5. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi
6. Nagar, A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi
7. Salvatore, Dominick (1982), Statistics and Economics, McGraw Hill, New Delhi.

## **SECOND ALLIED COURSE II – STATISTICAL METHODS**

## Module I Correlation Analysis

Types of correlation – scatter diagram – Graphic method – Pearson’s coefficient of correlation – Direct method – deviations method – Coefficient of determination – Spearman’s rank correlation – correction factor – tied ranks – problems.

## Module II Regression Analysis

Difference between correlation and regression Analysis – Two Regression lines – Regression coefficients – calculation of correlation coefficient from regression coefficients – problems.

## Module III Index Numbers

Uses of Index numbers – Problems in the construction of index numbers – quantity index numbers – Laspeyres, Paasche & Fisher’s formula – value index numbers – The chain index numbers – Methods of constructing chain index number – consumer price index number – Method of constructing it – problems.

## Module IV Analysis of Time Series

Components of Time series analysis – Trend Average Projection – Graphic method – Semi Averages method – Moving Average Method – Merits and limitations – Measurement of cyclical and irregular variations – Problems.

## Module V Probability and Testing of Hypothesis

Probability – Addition and Multiplication theorem – Null hypothesis – level of significance – Two tailed and one tailed test – t distribution – its properties – testing the significance of the mean of a random sample – Testing difference between the means of two samples.

### Reference:

1. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi
2. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi
3. Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London
4. Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.
5. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi.
6. Nagar. A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi.
7. Salvatore, Dominick (1982), Statistics and Econometrics, McGraw Hill, New Delhi.

## **CORE COURSE V - MONETARY ECONOMICS**

### Module –I

Quantity Theory - Evolution and Functions of Money – Forms of Money – Money and Near Money – Supply of Money (M1, M2, M3 and M4) – Value of Money – Quantity Theory of Money – Fisher’s version – Cambridge version.

#### Module – II

Demand for Money – Keynes’s theory of Demand for money Friedman’s restatement of the quantity theory of money – Patinkins Real Balance Effect – Tobin’s portfolio selection theory.

#### Module – III

Commercial and Central Banking – Commercial Banking Functions – Balance Sheet – Credit Creation – Central banking Functions – Nationalization of Banks – Performance of Public Sector Banks in India – RBI Functions – Concept of Money Market – Characteristics and Constituents of Indian Money Market.

#### Module – IV

Trade Cycles – Phases of Trade Cycles – Theories of Trade Cycles – Schumpeter – Hawtrey - Hicky and Samuelson.

#### Module – V

Economics of Inflation – Meaning – Types – Causes and Measures – Theories : Demand – Pull, Cost-Push, and Structural Inflation – Phillips Curve – Stagflation.

#### Reference:

1. Dillard, Dudley, (1977), The Economics of John Maynard Keynes, Vikas Publishing Company, New Delhi.
2. Dwivedi, D.N., (2005), Macro Economics : Theory and Policy, Tata McGraw Hill Publishing Company Ltd., New Delhi
3. Ghosh, B.N., and Rama Ghosh, (1989), Fundamentals of Monetary Economics, Himalaya Publishing Company, Bombay.
4. Jhingan, M.L., (2003), Monetary Economics, Vrinda Publications (p) Ltd., Delhi.
5. Kaufman, George, G., (1977), Money, The Financial System and The Economy, Rand McNally College Publishing Company, Chicago.
6. Mithani, D.M., (1997), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, Bombay.

### **CORE COURSE VI - MACRO ECONOMICS**

#### Module – I

Introduction - Nature and Scope of Macro Economics – Macro and Micro Economics – Macro-statics – Comparative statics and Dynamics – Macro Economic Variables – Stocks and Flows – Macro Economic Models.

#### Module – II

National Income – Concepts – Meaning, Measurement, Importance and limitations – Circular Flow of Income – Social Accounting – Growth of Income of India under Five-year plans.

#### Module – III

Consumption and Investment – Keynes consumption Function – Assumptions, Propositions – Implication – Factors Influencing – Keynes' Investment Function – Autonomous and Induced – MEC and the rate of interest – Multiplier and Accelerator.

#### Module – IV

Employment Theory – Say's Law and classical Theory of Employment – Principles of Aggregate Supply and Demand – Keynesian Theory of Employment.

#### Module – V

General Equilibrium : Hicks – Hansen Analysis – Derivation of IS – LM Curves – Keynes effect and Pigou effect – IS – LM Equilibrium – Objectives of Macro Economic Policy – Monetary and Fiscal Policy Measures.

#### Reference:

1. Dhingra, I.C., (2002), Objective Type Questions in Macro Economics, Sultan Chand, New Delhi.
2. Dillard, Dudley, (1977), The Economics of John Maynard Keynes, Vikas Publishing Company, New Delhi.
3. Dwivedi, D.N., (2005), Macro Economics : Theory and Policy, Tata McGraw Hill Publishing Company Ltd., New Delhi.
4. Eugene A. Diulio, (1974), Macroeconomic Theory, Schaum's outline in Economics, McGraw Hill Book Company, New York.
5. Ghosh, B.N., and Rama Ghosh, (1989), Fundamentals of Monetary Economics, Himalaya Publishing Company, Bombay.
6. Harold R. Williams, (1978), Macroeconomics : Problems, Concepts and Self-tests, W.W. Norton & Company. Inc. New York.
7. Jhingan, M.L., (2003), Macro Economic Theory, Vani Educational Books (or) Konark Publisher Pvt. Ltd., New Delhi.
8. Kaufman, George, G., (1977), Money, The Financial System and The Economy, Rand McNally College Publishing Company, Chicago.
9. Mithani, D.M., (1997), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, Bombay.

## **SECOND ALLIED COURSE III - INDIAN STATISTICS**

### Module I

Usages of tables, charts, pictograms and other statistical tools in Indian context-Classification and tabulation of data – Objectives – types of classification – tabulation – types – differences between classification and tabulation in census study – NSS Rounds – Quinquennial surveys – merits, demerits and applications and methods of statistical tools.

### Module II

Price statistics – Kinds – Uses – Limitations – Industrial statistics – CMI-SSMI-ASI-Monthly Abstract – Statistical Abstracts – Trade statistics – Financial Statistics – Labour Statistics – Time Series Models – Additive and Multiplicative models – secular trend models – measurement and illustration – Methods of seasonal variations.

### Module III

Origin and growth of statistics – Census study – functions of Central Statistical Organization – National sample survey Organisation - Decisions – Procedures for collection of information.

### Module IV

Agricultural Statistics – Agricultural Planning – Cattle statistics – Sources – Uses – Industrial statistics – sources – uses – population statistics – sources and uses- National Income & Accounting statistics – sources and uses.

### Module V

Vital Statistics – Relevance of Census in India – importance- types – standard birthrate –standard death rate – Mortality rate – crude birth rate – Uses in Economics – Critical appraisal of Indian Statistics.

### Study Materials:

1. Sp Gupta-Statistical Methods
2. Dnl Hance-Fundamental of Statistics
3. Pillai RSN & V.Bagavathi-Statistics
4. Reports of NSS Rounds
5. Annual Reports of CSO
6. Reports From Statistical Departments

## **CORE COURSE – VII – FISCAL ECONOMICS**

## Module I Introduction

Public Finance – Its meaning and Scope – Uses and Role of Public Finance in the Economy – Public Finance and private Finance – The principles of maximum social advantage.

## Module II Public Expenditure & Public Revenue

Sources of revenue of the centre and states – Recent trends – Tax Revenues – Non-tax Revenues – Recent trends – Role of Direct taxes – Income Tax – Corporate Tax – Excise duty and customs duty – Wealth Tax – Capital gains Tax – Death duty, gift Tax – Public Expenditure – general growth of public expenditure – causes, effects and control of expenditure.

## Module III Taxation – Principles and Kinds

Principles of taxation – The cost of Service – The benefit – The ability to pay – The progressive and proportional Taxation – Direct and Indirect Taxes – Merits and demerits – VAT – shifting of tax burden – effects of Taxation.

## Module IV Public Debt

Need for Public debt – Public debt and private debt – causes and effects of public – debt – public debt redemption – Public debt – recent trends – Public debt of the State Govts.

## Module V Federal Finance

Evolution – Central – State Financial Relationship – Finance Commissions – The Recent Finance Commission and its report – Local Finance – Its trend in India – Fiscal policy – Objectives, uses, limitations – Fiscal policy in India – functional finance of A.P.Lerner.

### Books for Reference:

1. Bright Singh. D., (1993), Fiscal Economics, Emerald Publishers 135 Annasalai – Ms 2.
2. Finance Commission Report – Govt of India – 2001.
3. Ganguli – NN., (1998) Public Finance, Sultan Chand Publication, New Delhi – 2.
4. Andley Sundaram, (1995), Public Economics and Public Finance – Sultan Chand Publishers. New Delhi – 2.
5. Loganathan. P., (2000), Public Finance, Emerald publishers. 135.Annasalai – Madras – 2.
6. Lakdawala – D.T., (2001) Central State Financial Relationships, Sultan Chand & Sons, Publishers, New Delhi – 2.
7. Richard A.Musgrave R.Beggy B.Musgrave, (1995) Mc.Graw Hill Book Company, New York.
8. Mathew T. (1996), Economics of Public Expenditure, Sultan Chand & Sons Publishers, New Delhi – 2.
9. Sankaran K. (2002), Kamala Publication, Madras – 2.
10. Sundaram. KPM. Fiscal Economics, Sultan Chand Educational Publishers – New Delhi – 2.

11. Ved Gandhi. (2000), Some Aspects of India's Tax – Structure, Sultan Chand Publication – New Delhi – 2.
12. Thiyaagi B.P. (1998), Public Finance, Sultan Chand Publications, New Delhi – 2.

## **CORE COURSE VIII – INTERNATIONAL ECONOMICS**

### Module – I Features of Theories

Need for separate study – Distinction between internal and international trade – Classical Theory of International trade – David Ricardo's Comparative Cost Theory – Heberler's Opportunity Cost Theory – Modern Theory – Hecksher – Ohlin Theorem.

### Module – II Free Trade Versus Protection

Case for against free trade and protection – Protective Tariffs – Meaning – Types – Effects – Quotas – Meaning – Types – Effects – Dumping – preconditions for dumping – effects – anti – dumping measures.

### Module – III Balance of Payments

Concept – importance – structure – distinction between balance of trade and balance of payments – Disequilibrium in the balance of payments – short run and long run – causes – measures for removal of disequilibrium.

### Module - IV Foreign Exchange

Meaning - Importance – Demand for Foreign exchange - Supply of Foreign exchange – equilibrium rate of Foreign exchange – Fund for Foreign exchange - Purchase Power Parity Theory – Stable and Flexible Foreign Exchange Rate.

### Module – V International Monetary System

International Liquidity IMF – IBRD – Asian Development Bank – SAARC – WTO and India.

### Reference:

1. Jhingan, M.L., (2003), International Economics, Vani Educational Books (or) Viranda / Konark Publishers Pvt. Ltd., Delhi.
2. Mithani, D.M., (1997), Money, Banking International Trade and Public Finance, Himalaya Publishing House, Bombay.
3. Francis Cherunilam, International Economics
4. Gupta, K.R., International Trade
5. Mannur, H.G., International Economics

## **CORE COURSE IX - ENTREPRENEURSHIP DEVELOPMENT**

### Module – I

Definition – Scope – Significance of Entrepreneurship – Functions of an entrepreneur – Theories of Entrepreneurship.

### Module – II

Small Scale Industries and their significance – Problems of Small Scale Industries – Small Scale Industries in Tamil Nadu – Industrial Policy on Small Scale Industries – Women Entrepreneurship Concept – Growth – Problems – Prospects and Development Scheme – SHGs and Micro Finance.

### Module – III

Promotional Agencies – NSIC, TIIC, SIDCO, SIPCOT, District Industrial Centres – Industrial Estates – Industrial Service Institute.

### Module – IV

Cost and Price – Methods of Cost Estimation – Cost Control – Pricing Methods; Pricing Policy – Full Cost Pricing – Legislative Control over prices; Packaged Commodities Regulation Act.

### Module – V

Project Preparation and Evaluation – Break Even Analysis : Concept – Features – Assumptions – Graphical Analysis – Importance and Limitations.

### Reference:

1. Holt, David H., (1998), Entrepreneurship – New Venture Creation, Prentice – Hall of India, New Delhi
2. Gupta, C.B. and N.P. Srinivasan, (1993), Entrepreneurial Development, Sultan Chand, New Delhi
3. Rao, N.Gangadara., Entrepreneurship and growth of enterprise in Industrial Estate – Deep & Deep Publications.
4. Bisht, Narendra S., Ramesh C. Mishra, and Anil K Srivastava., (Eds.), (1989), Entrepreneurship – Reflection and Investigations, Chugh Publications, Allahabad.
5. Uddin Sami, Mehfoozur Rehman, Z U Khairoowala, and Hifzur Rahman, (1990), Entrepreneurial Development in India, Mittal Publications, New Delhi.
6. Rao, P. Subba, and M. Sundaram., (1993), Economics of Entrepreneurial Development, Kanishka Publishers Distributors, Delhi.
7. Chandra, Shanta Kohli, (1991), Development of Women Entrepreneurship in India, Mittal Publications, New Delhi.

8. Rajagopal, (1992), Entrepreneurship and Rural Markets, Rawat Publications, Jaipur.

## **CORE COURSE X - ENVIRONOMICS**

### **Module – I**

Definition and scope of Environmics – Concepts and other Theories – Relationship with other sciences – Problems in pollution – Approaches in Environmics – Environment and Economics – Natural Resources – Conservation of Natural Resources – Green House Effect – Ozone Depletion – Acid Rain – Tragedy of Commons.

### **Module – II**

Welfare Economics and Environmics – pareto Theory – Other effects – Environment quality as a public good – Optimum Theory – Private and Social cost – Problem of second cost – Population menace and degradation of Environments Quality – Urbanization – Land use – Air and Water pollution – Noise Pollution.

### **Module – III**

Economic Development – Quality of Environment – Environmental Issues in developed and developing countries – uses of Resources – Environmental Protection laws – Environmental Education in curriculum.

### **Module – IV**

Cost Benefit analysis – Environmental costs of Economic growth –Limits to growth – Pollution cost distribution – Effects – Plans – Total and Marginal Benefits of pollution control – Efficiency in pollution control – Pollution control Boards.

### **Module – V**

Measures of Pollution control – Fiscal and Direct control measures – Taxes and subsidies – Pollution control Methods – Government Investment programmes – pollution permits – Global issues in Environmental Quality – Pole of Government Voluntary and consumer organization – Treaties and Agreements at Global level.

### **STUDY MATERIALS:**

Sankaran S  
Karpagam M

- Environmental Economics  
- Environmental Economics

Varadharajan S - Environmental Economics  
 Victor PA - Pollution, Economy & Environment  
 Vakil Aram C - Economics of Pollution  
 Pearce DO - Environmental Economics  
 Joseph Senace & Michael K.Taussig - Environmental Economics

The state of India's Environment 1982- Centre for Science and Environment.

## **CORE COURSE XI – AGRICULTURAL ECONOMICS**

### Module I Nature and Scope of Economics

Agricultural development – A prelude to industrialization – Role of agriculture in Indian Economy – Agricultural development under Five year plans – Productivity in agriculture – causes for low productivity.

### Module II Structural and Institutional changes in agriculture

New agriculture strategy – New Economic policy and agriculture – Mechanization – Advantages and Limitations - Farm size and efficiency – Land Reforms – Measures – Progress – Suggestions for improvement.

### Module III Agricultural Finance and Agencies

Capital formation in agriculture – Sources of agricultural Finance – Rural indebtedness – Causes – Debt relief activities – Role of Rural credit institutions.

### Module IV Agricultural Marketing

Present state of agricultural Marketing – Role and Functions of efficient marketing system – Marketable surplus – Agricultural Price policy – Regulated Markets – Co-operative marketing – Procurement and public distribution.

### Module V Agricultural Labour

Problem of Agricultural Labour – causes for poor conditions of agricultural Labour – Problem of Unemployment and under employment – Government measures.

### Study Materials:

- |                       |                                     |                      |
|-----------------------|-------------------------------------|----------------------|
| 1. Bishop & Toussanit | - Introduction to Age Eco Analysis  | Toppan Company Ltd., |
| 2. Dhingra I.G.       | - Indian Economy                    | S.Chand & Com        |
| 3. Mellor J.W.        | - The Eco Agricultural Eco Analysis | Toppan Co.Ltd.,      |
| 4. Memoria            | - Agricultural problem of India     | Kitab Mabul          |

5. Sadhu & Singh - Fundamentals in Agriculture

Journals:

1. Economic and Political Weekly
2. Indian Economic Journal.
3. Kurukshetra – Rural Development Department
4. Statistical outline of India Tata services Ltd., Bombay
5. Yojana.

## **CORE COURSE XII - CAPITAL MARKET/INVESTMENT POLICIES**

### **Module – I**

Capital market – Definition – Growth – Concepts – Functions – Structure.

### **Module – II**

Long Term Finance – Sources – Financial Institution – LIC – UTI- IDBI – ICICI – Public deposit – Mutual Funds.

### **Module – III**

Corporate securities – Equality shares – Preference shares – Debentures and Bonds – Convertible and Non-convertible debentures – Full and Partly convertible debentures – Global depository receipts.

### **Module – IV**

Stock Exchange – Functions – Listing of Certificate – Dealers in stock Exchanges – Role of securities and stock Exchange Board of India (SEBI) in the Regulation of share market operations.

### **Module - V**

Public issues of shares – Primary Market – Secondary market – issues of shares at par and at premium – Right issues of shares – Issues of Bonus shares – underwriting of shares - Merchant banks – Foreign Institutional Investors.

## **STUDY MATERIALS:**

Kunchal Sc

- Corporate Finance

Kunchal Sc	- Financial Management
Chandru	- Financial Management
Varma and Agarwal	- corporation finance
Khan and Jain	- Corporation Finance
Ishwar C Dwgva	- Indian Economic Development.

## **CORE COURSE XIII - PERSONNEL MANAGEMENT**

### **Module – I**

Personnel Management – Meaning – Scope Importance – Characteristics – objectives – Prerequisites – Tools and Techniques functions – Classification – Functional Areas – Personal Policy procedure and programmes – organizational structure – Personnel records – Reports – Audit and Research.

### **Module – II**

Human Resource planning – Recruitment and selection procedure – Psychological testing – Interviews – Placement and Induction promotion – Demotion – transfer – separation – Absenteeism – Turnover – training – on the job – off the job techniques.

### **Module – III**

Job Evaluation – objectives – principles – Basic procedure – Advantages – Limitations – Job Evaluation Methods – Salary administration – Purpose – Rules – Influencing factors – Wage and salary – Good wage plan – Wage Differentials – Rewards and Incentives – Types and Features – Short run and Long term wages – Employee Benefits and services.

### **Module – IV**

Functions of group Dynamics – Types of Groups – Characteristics – Functions and Goals – Meaning and types of Human needs – Objectives of motivation – Job security – Job loading – Job enrichment – Quality of work – Guidelines for motivating employees and managers – Objectives of communication – Functions and responsibility of a Leader – need for Grievance – Procedure Aims of disciplinary Action – Guidelines of a disciplinary action.

## **Module – V**

Causes and procedure for dispute settlement – Objectives of industrial relations – Role and objectives of Trade union – Essentials of a successful Trade Union – Industrial Accidents – Industrial Health – IL o's Model of Employees safety.

### **STUDY MATERIALS:**

Mamoria CB and Udai Pareek	- Personnel Management
Dale	- Personnel Management
Pavar	- Personnel Management
Bhushan	- Business Management
Agarwal RD	- Dynamics of Personnel Management in India
Ghosh S	- Personnel Management Text & Cases.

## **MAJOR BASED ELECTIVE I – COMPUTER APPLICATION IN ECONOMICS**

### **Module I:**

Introduction to Computers – Evolution, Generations and Classifications of Computers – Hardware and Software – CPU and functions – Input and Output devices – Application of Computers in Economics and Business.

### **Module II:**

Operating Systems – Simple DOS Commands – fundamentals of window operating

### **Module III:**

Word Processing – Word basics – formatting text and document – working with headers, footers and footnote tabs, tables and sorting – working with graphics – Templates and wizards

### **Module IV:**

Spread sheets and Statistical Packages – Excel basic – Arranging Work Sheets – functions – Chart and its features – graphics - Comma Macros – Worksheet as database – 8 PSS – operation regressions – ANOVA

### **Module V:**

World Wide WEB – Internet basics – Browsing Internet using search engines - opening E – mail ID sending and checking E- mail – downloading text from Internet.

Reference:

1. Samders D.H. (1988) Computers Today MC Graw Hill (3<sup>rd</sup> edition) New York
2. Sinha (1992) Computer Fundamentals BPB publications, New Delhi
3. Rajaraman V. (1996) Fundamentals of Computers (Prentice Hall of India, New Delhi
4. Lipschutz M.M. and S Lipschutz (1982)
5. Schaum's Outline Series Mc. Graw Hill New Delhi
6. Leon and Leon Internet Basics

## MAJOR BASED ELECTIVE COURSE II - HUMAN RESOURCE MANAGEMENT

### Module – I – APPROACHES TO HUMAN CAPITAL

Evolution of the Concept of Human Capital – Meaning – Nature – Significance – Schultz's Approach – Becker's Theory.

### Module – II - METHODS OF HUMAN CAPITAL FORMATION

Education and Economic Growth – Health and Nutrition – Information about Job Market – Elimination of Social Discrimination – Brain Drain Development Indicators

### Module – III - HUMAN RESOURCE PLANNING

Meaning – Objectives – Need – Process – Benefits – Problems.

### Module – IV – GENDER ISSUES

Role of Women in Economic Development – Gender and Inequality – Gender Disparities in Education, Occupation and Earnings – Development of Women Entrepreneurship in India.

### Module – V - POPULATION AND DEVELOPMENT

Work Participation Rate – Male & Female Work Participation Rate – Decadal Variations – Human Development Index in India.

### **Books for Reference:**

1. Frederick Harbison and Charles A. Myers, Education Manpower and Economic Growth, New Delhi, Oxford & IBH Publishing Co. 1974
2. Dharma Vira Aggarwala, Manpower Planning, Selection, Training & Development, New Delhi, Deep & Deep Publications, 1987

3. Ashok Kumar and R.P. Mangai (ed.) Manpower Planning in India, New Delhi, Criterion Publications, 1989.
4. M. Kutumba Rao and P. Perraaju Sharma, Human Resource Development for Rural Development, Bombay, Himalaya Publishing House 1989.

### **Books for Study**

1. V.P. Batra, The Economy and Human Resources, New Delhi, B.R. Publishing Corporation, 1978
2. B.L. Mathur (ed.) Human Resource Management, Jaipur, Arihant Publishing House, 1994
3. R. Jayagopal, Human Resource Development – Conceptual Analysis and Strategies, New Delhi, Sterling Publishers Private Limited 1993.

### **Books/Journals/Reports for Reference**

:

1. Michael P., Todaro Economic Development in the Third World, New York, Longman, 1986.
2. Gerald M. Meier, Leading Issues in Economic Development, New Delhi, Oxford University Press 1989.
3. M. Blaug, An Introduction to Economics of Education UK, Penguin Books 1972.
4. G.S. Becker, Human Capital, New York, NBER, 1964
5. G.S. Becker, The Economics of Discrimination, Chicago, The University of Chicago Press, 1957.
6. Arnartya Sen, Growth Economics, Penguin Books England 1970.
7. Arnartya Sen, Inequality Recommended, New Delhi, Oxford University Press 1999.
8. J Vaizy, The Cost of Education London, Allen and Unwin 1958.
9. Vidyut Joshi (ed.) Migrant Labour and Related Issues, New Delhi, Oxford & IBH Publishing Co, 1987.
10. T.W. Schultz, Investment in Human Capital American Economic Review I.I. March 1961
11. G.J. Stigler, Information in the Labour Market, Journal of Political Economy, October 1962
12. Artha Vijnana Vol. XXXIX No. 1 March 1997 – Special Issue on Women in the Indian Working Force Trends and Differentials.
13. Kirit s. Parich and R. radhakrishan (ed.) India Development Report 2002 Oxford University Press, New Delhi 2002.
14. Planning Commission, Government of India, INDIA, National Human Development Report 2001, Oxford University Press New Delhi 2002

## **MAJOR BASED ELECTIVE III – TOURISM ECONOMICS**

### **Module I Importance of Tourism**

Definition – scope – importance of Tourism the global context – challenges : growing terrorism, HIV, Tsunami and unfavourable political climate – classification of Tourists – Translational and domestic tourism - socio – economic benefits – values and merits of Tourism.

## Module II      Types and instruments of Tourism

Social tourism – mass tourism – group tourism – independent tourism – need for infrastructure – tourism demand and supply – tourism multiplier – tourism product marketing methods – visual presentation – folders – media advertisement – Image building methods – Internet.

## Module III      Tourism Management

Safe and rapid transport system – quality restaurants and holiday inns – Tourist Guides – Tourism industry and employment opportunities – need for private entrepreneurship.

## Module IV      Tourism Promotion

State and Central governmental measures – tourism development during five year plans – Ministry of Tourism – India Tourism Development Corporation – Tamilnadu Tourism Development Corporation – Tourism administration – Tourism policy.

## Module V      Regional Tourism

Selective tourist centers in and around Tiruchirappalli – prospects of Tourism in the region.

### Reference:

1. Bhatia A.K. (2001) – International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi
2. Vishwanath Ghosh (2000) – Tourism and Travel Management, Vikas Publishing House, Pvt., Ltd., New Delhi
3. John M. Bryder (1973) – Tourism and Development, Cambridge University Press, London.
4. Michael Peters (1969) – International Tourism, Hutchinson, London.
5. Rajasekara Thangaman (2003) – Tourism Development, Madras art printers, Chennai.

## **NON MAJOR ELECTIVE I - ADVERTISEMENT MANAGEMENT**

### Module I     Introductory aspects of Advertisement

Meaning of advertising – Purpose and functions – Objectives and role

### Module II     Creativity and its role

Creativity – Meaning and sources – Development of creative strategy – Government Regulation – Restrictions.

Module III     Advertising strategy & Planning and Organization – Contribution of advertising - Strategy – Level of decision making – Factors influencing organizational features .

### Module IV     Advertising Budget and Research

Advertising budget – Advertisement as Investment – Advertisement Budget Making process

### Module V     Future trend in advertisement

Role of Advertising Agents – Competition among Agencies – Ethics and Morale of advertisement

Reference:

1. Bastia, G.R., & N.R. Sharma, (1996), Effecting Advertising Marketing and Sales Management, Mangal Deep Publication, Jaipur.
2. Kumar, K.J., K.C., Sethia, G.V. Subramanian and V.G. Suchank, (1999), Advertising Theory and Practice, Himalaya Publishing House, Mumbai.
3. Mathur, U.C., (2002), Advertising Management, New Age International Publishers, New Delhi.
4. Patel, J.S.K., (1988), Salesmanship & Publicity, Sultan Chand & Sons, New Delhi.
5. Sontakki, C.N., (1989), Advertising, Kalyani Publishers, Ludhiana.

## **NON MAJOR ELECTIVE II - ECONOMICS OF TRANSPORTATION**

### **Module I:**

Meaning and classification of transports – Land – Water – Air and other modes of transports – Economic. Political, Social, Cultural significances and drawbacks.

### **Module II**

Railways – Features – Monopoly – Public Utility – Large Scale operation – Railway Development in Five year Plans – Route length – Goods Traffic – Productivity – Railway Finance – Administration – Railway Research – Training of Staff – Consultancy – rates and fares – Administrative control – Problems of railways.

### **Module III**

Road Transport – roads – vehicles – significance – characteristics – competition – Monopoly – Nationalization – Road, Development during Plans – Road Finance – Regulation – taxation – current problems of motor transport.

### **Module IV**

Water Transport – advantages – limitations – problems and prospects – features of shipping policy – competition – ports and harbors –current problems – inland water transportation.

### **Module V**

Air Transportation – Nature and significance – Revenue and expenditure – rates and fares – competition and monopoly –state Regulation – recent developments – Transport Policy – Transport competition and Coordination – Methods of coordination – co-ordination in India

#### **STUDY MATERIALS:**

1. Jain JK – Transport Economics
2. Bigham and Roberts – Transportation
3. Tandon – Principles and problems of Transport Economics
4. Bonavia MR-Economics of Transport
5. Ramanathan VV-Road Transport in India.
6. Eaton RJ – Elements of Transport
7. Miller SL – Railway Transportation
8. Burner CT – Problems of Motor Transport
9. Hazi SN – Economics of shipping
10. Wilson Bryan – Air Transport
11. Indian Transport Economics – Govt. of India Reports
12. Hindu Survey Reports.

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