

## Department of Economics

2014 Batch onwards - (UG)

Sem.	Courses	Course Code	Course Title	Nature of the course (Theory / Lab / Lab cum theory)	Hrs. /Wk.	Credits
I	Foundation in Major	ECO1302FM	ESSENTIAL CONCEPTS OF ECONOMICS	THEORY	4	3
	Core Course	ECO1501CM	MONEY AND BANKING	THEORY	5	4
	Support Courses	ECO1401AA	MATHEMATICAL METHODS	THEORY	5	4
	Core Communicative Skills	ECO1201FS	COMMUNICATION SKILLS FOR LEARNERS OF ECONOMICS - I	THEORY	2	2
II	Core Course	ECO2403CM	MICRO ECONOMICS- I	THEORY	4	4
		ECO2404CM	MATHEMATICAL ECONOMICS - I	THEORY	4	4
	Support Courses	ECO2401AT	STATISTICS - I	LAB CUM THEORY	3T + 2L	4
		ECO2403AA	BUSINESS ECONOMICS	THEORY	5	4
	Core Communicative Skills	ECO2201FS	COMMUNICATION SKILLS FOR LEARNERS OF ECONOMICS – II	THEORY	2	2
	Environmental Elective	ECO2201NI	ECONOMICS AND ENVIRONMENT	THEORY	2	2
	Self-Learning Courses	ECO0401CD	TAMIL NADU ECONOMY	THEORY	-	4
		ECO0402CD	RURAL DEVELOPMENT	THEORY	-	
III	Core Course	ECO3401CM	MICRO ECONOMICS- II	THEORY	4	4
		ECO3402CM	MATHEMATICAL ECONOMICS - II	THEORY	4	4
	Support Courses	ECO3401AT	STATISTICS - II	LAB CUM THEORY	3T + 2L	4
		ECO3401AA	BUSINESS MATHEMATICS	THEORY	5	4
	Non Major Elective	ECHI3201EI	INDIA AND THE WORLD	THEORY	2	2
		ECMA3201EI	BASICS OF PERSONAL FINANCE			
	Self-Learning Courses	ECO0401CD	TAMIL NADU ECONOMY	THEORY	-	4
		ECO0402CD	RURAL DEVELOPMENT MANAGEMENT	THEORY	-	
ECO0403CD		BIBLICAL PERSPECTIVES TO MONEY	THEORY	-		
IV	Core Course	ECO4502CT	ECONOMETRICS	LAB CUM THEORY	4T + 2L	5
		ECO4502CM	MACRO ECONOMICS	THEORY	6	5
	Non Major Elective	ECHI4201EI	ECONOMIC HISTORY OF INDIA	THEORY	2	2
		ECMA4201EI	LINEAR PROGRAMMING AND NETWORK ANALYSIS			
	Skill Based Subject	ECO4201SP	DIGITAL IMAGE MANIPULATION TECHNIQUES	LAB	2	2
		ECO4202SP	DATABASE APPLICATIONS FOR ECONOMISTS	LAB	2	
	Self-Learning Courses	ECO0402CD	RURAL DEVELOPMENT	THEORY	-	4
ECO0403CD		BIBLICAL PERSPECTIVES TO MONEY MANAGEMENT	THEORY	-		
V	Core Courses	ECO5503CM	INDIAN ECONOMY – I	THEORY	6	5
		ECO5502CM	PUBLIC FINANCE	THEORY	6	5
		ECO5504CM	DEVELOPMENT ECONOMICS	THEORY	6	5

	Interdisciplinary Courses	ECTA5401DM	ECONOMIC THOUGHT IN MODERN TAMIL LITERATURE	THEORY	4	4
		COEC5401DM	ENTREPRENEURSHIP DEVELOPMENT	THEORY	4	
	Introduction to Research Methodology	ECO5201CM	INTRODUCTION TO RESEARCH METHODOLOGY	THEORY	2	2
	Life Frontier Engagement	ECO0601LM	DEVELOPMENT ISSUES IN RURAL ECONOMY	THEORY	4	-
	Self-Learning Courses	ECO0408CD	HEALTH ECONOMICS	THEORY	-	4
ECO0409CD		CIVIC ECONOMICS	-			
VI	Core Courses	ECO6504CM	INDIAN ECONOMY – II	THEORY	5	5
		ECO6502CM	DEVELOPMENT OF ECONOMIC IDEAS	THEORY	6	5
		ECO6503CM	INTERNATIONAL ECONOMICS	THEORY	6	5
		ECO6401CM	ENVIRONMENTAL ECONOMICS	THEORY	4	4
	Interdisciplinary Course	ECTA6401DM	ECONOMIC IDEAS IN THIRUKKURAL	THEORY	4	4
		COEC6401DM	MARKETING MANAGEMENT	THEORY	4	
	Life Frontier Engagement	ECO0601LM	DEVELOPMENT ISSUES IN RURAL ECONOMY	THEORY	5	6
	Self-Learning Courses	ECO0405CD	HOUSEHOLD ECONOMICS	THEORY	-	4
ECO0406CD		DEMOGRAPHY	THEORY	-		

## **ECO1302FM ESSENTIAL CONCEPTS OF ECONOMICS (Theory)**

### **LEARNING OUTCOME :**

**4 Hrs./Wk.**

On successful completion of the course, the student will be able to

- understand the fundamental economic concepts
- apply economic reasoning to analysis of current events and case readings
- assess the significance of economic variables

### **COURSE OUTLINE :**

#### **UNIT-I : BASIC ECONOMIC QUESTIONS**

**5 Hrs.**

What to produce – How to produce – For whom to produce

#### **UNIT-II : BASIC KINDS OF ECONOMIC SYSTEMS**

**5 Hrs.**

Politics and Economics – Political Economy – Traditional Economies – Command Economies – Market Economies – Mixed Economies.

#### **UNIT-III : BASIC ECONOMIC MODELS**

**15 Hrs.**

Scientific method – role of assumptions – economic models: Circular-Flow model, Production Possibilities Frontier – micro vs. macro perspectives–positive vs. normative approach – role of economists in policy making – why economists disagree: differences in scientific judgments, different values – cause and effect – reverse causality.

#### **UNIT-IV : BASIC ECONOMIC PRINCIPLES**

**20 Hrs.**

Trade-offs – opportunity cost – thinking at the margin – incentives – comparative advantage.

#### **UNIT-V : BASIC ECONOMIC INTERACTIONS AND INTERVENTIONS** 15 Hrs.

Market forces – equilibrium – allocation and distribution of resources – interventions – role of government – standard of living and productivity – inflation – tradeoff between inflation and unemployment

### **REFERENCE BOOK(S)**

Mankiw, N. Gregory, **Principles of Economics**, 6th edition, USA, South-Western College Publishing, 2011.

Paul L. Heyne, Peter. J. Boettke, David. L. Prychitko, **The Economic Way of Thinking**, 12th edition, USA, Pearson Higher Ed, 2008.

Robert H. Frank & Ben S. Bernanke, **Principles of Microeconomics**, 2nd edition, New York, McGraw –Hill Inc., 2004.

Stonebraker, J. Robert, **The Joy of Economics: Making Sense out of Life.**

### **WEBSITE(S) :**

1. Economic Systems

(<http://www.tutor2u.net/blog/index.php/economics/comments/a-sweet-way-to-introduce-economics>)

2. Opportunity Cost: What is Economics really about?

([http://www.tutor2u.net/blog/images/uploads/Economics\\_1st\\_lesson.pdf](http://www.tutor2u.net/blog/images/uploads/Economics_1st_lesson.pdf))

What is the opportunity cost of attending class?

(<http://serc.carleton.edu/econ/demonstrations/examples/oppcostclass.html>)

3. Value of Exchange: Gains from trade

(<http://serc.carleton.edu/econ/experiments/examples/36305.html>)

Comparative Advantage: Stars and Triangles

(<http://www.bized.co.uk/educators/games/stars/index.htm>)

4. Externalities/Policy Recommendations: Energy and the Environment

(<http://serc.carleton.edu/econ/experiments/examples/energy.html>)

5. Public Goods/Role of Government: Voluntary Provision of a Public Good

(<http://www.economicsnetwork.ac.uk/archive/Bradford/Public%20goods/Public%20goods%20game.pdf>)

6. Time Perspective – Should we live for the moment or prepare for the future?

7. Markets, Value, Utility, Equilibrium, Consumer's Surplus: An Auction Experiment

([http://www.bized.co.uk/current/mind/2005\\_6/220506.htm](http://www.bized.co.uk/current/mind/2005_6/220506.htm))

8. Experiments in Elasticity

9. Taxes and Subsidies:

10. Building Economic Models

<http://faculty.winthrop.edu/stonebrakerr/book.htm>, Last modified 07/05/05

## **ECO1501CM MONEY AND BANKING (Theory)**

### **LEARNING OUTCOME :**

**5 Hrs./Wk.**

On successful completion of the course, the student will be able to

- understand the concepts, principles and trends.
- understand the working of monetary and banking systems.
- know the policies of the government and the Reserve Bank of India.

### **COURSE OUTLINE :**

#### **UNIT-I : EVOLUTION OF MONEY**

**15 Hrs.**

Money – Meaning and Definition – Evolution – Functions – Kinds - Quality, Paper Currency Standard – Methods of Note Issue – Components and Measurement of Money Supply in India.

#### **UNIT-II : THEORIES OF MONEY**

**20 Hrs.**

Fisherian Version of Cash Transaction Approach – Cambridge Version of Cash Balance Approach – Keynesian Theory of Money and Prices – Chicago Version of Quantity Theory of Money.

#### **UNIT-III : INFLATION, DEFLATION & RECESSION**

**15 Hrs.**

Meaning of Inflation, Deflation and Recession – Types of inflation – its Causes and Effects, Inflationary Gap – Measures to Control Inflation - Phillips Curve.

#### **UNIT-IV : BANKING**

**15 Hrs.**

Meaning and types – scheduled and non-scheduled banks– nationalization of banks - commercial banks – central bank and its function with reference to RBI, instruments of credit control – reforms in banking sector.

#### **UNIT-V : MONEY AND CAPITAL MARKETS**

**10 Hrs.**

Meaning – concepts – difference between money market and capital market – Components of Indian money market – defects. Capital market – Growth of capital market in India – reforms. Non-Banking Financial Intermediaries in India.

### **TEXT BOOK(S)**

M.L. Seth, **Money Banking and International Trade**, Agra, Lakshmi Narain Agarwal Educational Publishers, 2012.

### **REFERENCE BOOK(S)**

Mithani D.M., Money, **Banking, International Trade and Public Finance**, 16th edition, Mumbai, Himalaya Publishing House, 2012.

Sethi T.T., **Monetary Economics**, New Delhi, Sultan Chand & Sons, 1996.

Vaish M.C., **Monetary Theory**, Kanpur, Vilas Publishing House, 2010.

## **ECO1401AA MATHEMATICAL METHODS (Theory)**

### **LEARNING OUTCOME :**

**5 Hrs./Wk.**

On successful completion of the course, the student will be able to

- understand the basic mathematical concepts and tools.
- apply mathematical tools for decision making.

### **COURSE OUTLINE :**

#### **UNIT-I : BASIC ALGEBRA**

**20 Hrs.**

Theory of Indices – Algebraic Expressions (Basic Identities) Factorization – Algebraic Equations – Solution of linear and quadratic equations. Functions – Relation and Function, Types: Linear, Quadratic, Cubic, Logarithmic and exponential functions and their graphs. Slope of a line - Forms for obtaining the Equation of a straight line – (slope intercept form–Two - point form –Point slope form – intercepts form) – Parallel, Perpendicular and intersecting lines.

#### **UNIT-II : SET THEORY**

**10 Hrs.**

Meaning, Forms of sets, set Operations – Venn diagrams, Ordered pairs Cartesian Product of Two Sets.

#### **UNIT-III : MATRICES AND DETERMINANTS**

**15 Hrs.**

Definition – Types – Transpose of a matrix, properties of Transpose of a matrix – Matrix Operations (Addition, Subtraction and Multiplication) Determinant of a square Matrix - Cofactor and minor of a determinant – Methods for finding – solution of simultaneous linear equations – Matrix Method, Cramer's rule.

#### **UNIT-IV : DIFFERENTIAL CALCULUS- ONE VARIABLE CASE**

**15 Hrs.**

Limits and continuity of a function (only simple problems) – Meaning of First derivative – Rules of differentiation (addition, subtraction, Product and Quotient) function of a function rule - Derivatives of polynomial, logarithmic, Exponential, Composite & implicit functions – Second and higher order derivatives.

#### **UNIT-V : DIFFERENTIAL CALCULUS-TWO VARIABLES CASE**

**15 Hrs.**

Partial and total differentiation, Optimization Techniques: unconstrained and constrained optimization.

### **TEXT BOOK(S)**

Mehta and Madnani, **Mathematics for Economists**, New Delhi, Sultan Chand & Sons, 1973.

### **REFERENCE BOOK(S)**

Agarwal D.R, **Mathematics for Economists**, Vrinda Publications Pvt.Ltd, 2001.

Bose. D, **An Introduction to Mathematical Economics**, Himalaya Publishing House, 2000.

James M. Henderson and Richard E. Quandt,, **Micro Economic Theory, A Mathematical Approach**.

Sancheti and V.K. Kapoor, **Business Mathematics**, New Delhi, Sultan & Chand Sons, 2007.

Sundaresan. V and Jeyaseelan .S.D, **An Introduction to Business Mathematics**, New Delhi, S.Chand and Company Limited, 1993.

Vittal P.R., **Business Mathematics**, Chennai, Margham Publication, 2003.

Weber John. E, **Mathematical Analysis, Business and Economic Applications**, Fourth Edition, New Delhi, Harper and Row Publishers, 1982.

# ECO1201FS COMMUNICATION SKILLS FOR LEARNERS OF ECONOMICS I

(Theory)

## LEARNING OUTCOME :

2 Hrs./Wk.

On successful completion of the course, the student will be able to

- develop communication skills in reading, comprehending and writing
- gain insights into business news
- increase her vocabulary in everyday Economics
- be better equipped to use the newspaper as an important learning resource

## COURSE OUTLINE :

### UNIT-I : READING THE NEWSPAPER

10 Hrs.

Popular Newspapers – Headlines: First page, Last page, Regional News, National News, International News, Sports News – Photographs – Cartoons and Quips – Impact Factor

### UNIT-II : UNDERSTANDING BUSINESS NEWS REPORTS

10 Hrs.

Bullion Rates – Currency Exchange Rates – Stock Market – Advertisements

### UNIT-III : INTERACTIVE READERSHIP AND OPPORTUNITIES

10 Hrs.

Letters to the Editor – Editorial – Making Connections between News Items – Job Opportunities – Power of the Print Media

## REFERENCE BOOK(S)

Jose A. Carillo, **English Plain and Simple**, Ways to learn Today's Global Language, 2008.

Mandal S.K., **Effective Communication and Public Speaking**, Jaico Publishing House.

Sean MC Pheat, **Advanced Communication Skills**, MTD Training and Ventus Publishing ApS, 2010.

## WEBSITE(S) :

e-Book, BookBooN.com (<http://promeng.eu/downloads/training-materials/ebooks/softskills/advanced-communication-skills.pdf>)

## **ECO2403CM MICRO ECONOMICS I (Theory)**

### **LEARNING OUTCOME :**

**4 Hrs./Wk.**

On successful completion of the course, the student will be able to

- know the significance of basic concepts and principles
- interpret the theories of microeconomics
- apply concepts and theories to real world situations.

### **COURSE OUTLINE :**

#### **UNIT-I : CONCEPT OF DEMAND**

**12 Hrs.**

Determinants – Law of Demand – Exception – Shifts in Demand – Extension and Contraction – Increase and Decrease in Demand – Consumer's Surplus.

#### **UNIT-II : ELASTICITY OF DEMAND**

**12 Hrs.**

Types – Determinants – Measurement: Total Outlay, Point and Arc Methods – Application.

#### **UNIT-III : CARDINAL UTILITY ANALYSIS**

**12 Hrs.**

Marginal Utility Analysis – Law of Diminishing Marginal Utility – Law of Equi – Marginal Utility.

#### **UNIT-IV : ORDINAL UTILITY ANALYSIS**

**12 Hrs.**

Indifference Curve – Marginal Rate of Substitution – Properties – Consumer's Equilibrium – Income, Substitution and Price Effect.

#### **UNIT-V : PRODUCTION ANALYSIS**

**12 Hrs.**

Production Function – Law of Variable Proportion – Returns to scale – Iso quant – Marginal Rate of Technical Substitution (MRTS) - Properties – Producer's Equilibrium.

### **TEXT BOOK(S)**

Robert H. Frank & Ben S. Bernanke, **Principles of Microeconomics**, 2nd edition, New York, McGraw –Hill Inc., 2004.

### **REFERENCE BOOK(S)**

Ahuja H.L., **Modern Microeconomics**, New Delhi, S.Chand&Co Ltd, 2005.

David E O'Connor, **The Basics of Economics**, Chennai, Greenwood Press, Westport, Connecticut, London, Printed by Myltivista Global Ltd, 2005.

Dominick Salvatore & Eugene A. Diulio, **Microeconomic Theory**, New Delhi, Tata McGraw –Hill Publishing Co Ltd, 2004.

Koutsoyiannis A., **Modern Microeconomics**, India, Replika Press Ltd, 2009.

Paul L, Heyne, Peter. J. Boettke, David. L. Prychitko, **The Economic Way of Thinking**, 12th edition, USA, Pearson Higher Ed, 2008.

Pippa Riley, **Economics**, New Delhi, Viva Books Pvt Ltd, 2011.

Robert J. Carbough, **Contemporary Economics**, Chennai, Yes Dee Publishing Pvt Ltd, 2011.

## **ECO2404CM MATHEMATICAL ECONOMICS I (Theory)**

### **LEARNING OUTCOME :**

**4 Hrs./Wk.**

On successful completion of the course, the student will be able to

- understand basic mathematical techniques in algebra and calculus
- use mathematical statements to represent economic relationship
- apply mathematical methods to solve economic problems

### **COURSE OUTLINE :**

#### **UNIT-I : NATURE AND SCOPE OF MATHEMATICAL ECONOMICS      5 Hrs.**

Introduction – Meaning – Nature – Scope – Role of Mathematics in Economics – Difference between Mathematical Economics, Economics, Statistics and Econometrics

#### **UNIT-II : MATHEMATICAL REPRESENTATION OF FUNCTIONS      5 Hrs.**

Utility, consumption, demand, supply, cost, revenue, profit and production functions.

#### **UNIT-III : OPTIMIZATION OF DEMAND, COST, REVENUE AND PROFIT FUNCTIONS      25 Hrs.**

Demand – point elasticity of demand – total, average and marginal cost functions – relationship between AC and MC – minimum average cost – total, average, and marginal revenue curves – relationship between AR and MR curves – revenue and profit maximization.

#### **UNIT-IV : CONSTRAINED OPTIMIZATION IN CONSUMER BEHAVIOUR 15 Hrs.**

Utility Function – Properties of Indifference Curve – Utility Maximization – Partial Elasticities of Demand and Nature of Goods.

#### **UNIT-V : INPUT- OUTPUT ANALYSIS      10 Hrs.**

Input – Output Analysis (2 Sector Model) – Assumptions – Technical Coefficient Matrix – Closed and open Model – Hawkins-Simon Conditions – Determination of Equilibrium Output of a Closed Model.

### **TEXT BOOK(S)**

Mehta B.C. and Madnani G.M.K., **Mathematics for Economists**, New Delhi, Sultan Chand & Sons, 2013.

### **REFERENCE BOOK(S)**

Chiang Alpha C., **Fundamental Methods of Mathematical Economics**, Singapore, McGraw Hill Book Company, 1987.

Henderson James & Richard E. Quandt, **Micro Economic Theory, A Mathematical Approach**, New Delhi, McGraw Hill Kogakusha Ltd., 1971.

Weber Jean E., **Mathematical Analysis – Business and Economic Applications**, New York, Harper International Edition, 1982.

# ECO2401AT STATISTICS I

## (Lab cum Theory)

### LEARNING OUTCOME :

3T + 2L Hrs./Wk.

On successful completion of the course, the student will be able to

- acquire knowledge and understanding of statistical concepts, methods and techniques.
- conduct statistical investigation.
- develop the skill of applying statistical tools for analysis of data using software packages and to draw inferences.

### COURSE OUTLINE :

#### UNIT-I : INTRODUCTION

12T + 5L Hrs.

Introduction - Meaning of Statistics – Definition – Functions, Scope and Limitation - Statistical Concepts: Population and Sample, Descriptive and Inferential Statistics, Parameter and Statistic. Types of Data: Primary and Secondary, Cross section, Time-series, and Panel data. Scales of Measurement: Nominal scale – Ordinal scale – Interval scale – Ratio scale Primary data: Methods of Collecting Primary data – Secondary Data: published, unpublished, e-sources. – Coding and decoding data in Excel.

#### UNIT-II : STATISTICAL INVESTIGATION

12T + 4L Hrs.

Sampling and Sampling Distribution: Meaning – Principles - Importance, Characteristics of a good sample -Sampling Distribution – Central Limit Theorem. Sampling methods: Random Sampling: Simple – Random number generation – Stratified – Cluster – Systematic – Multistage. Non-random sampling methods: Quota- Convenience – Judgment – Snowball. Sampling and non-sampling errors. Planning the survey – Drafting the questionnaire - Executing the survey

#### UNIT-III : CLASSIFICATION AND TABULATION OF DATA

7T + 7L Hrs.

Classification: Meaning – Types: Geographical – Chronological – Qualitative - Quantitative - Tabulation: Parts of table, General rules of tabulation – Types of tables - Frequency distributions

#### UNIT-IV : DIAGRAMMATIC REPRESENTATION

7T + 7L Hrs.

Diagrams: Importance – Parts of a diagram – Rules – Limitations– Types – One-dimensional: Line – Bar: Simple – Horizontal - Vertical – Multiple - Sub-divided – Percentage – Deviation – Broken. Two-dimensional: Rectangle – Square – Pie. Three dimensional: Square – Circle- Rectangle- Pictogram– Cartogram – Selection of a diagram.

#### UNIT-V : GRAPHIC REPRESENTATION

7T + 7L Hrs.

Graphs: Advantages – Construction of a graph – Rules – Graphs of Frequency Distribution: Histogram – Frequency polygon – Frequency curve – Ogives. Graph of time series: Histogram – Net balance graph – Variation graph – Band Graph – Z curve – Selection of a graph

### TEXT BOOK(S)

Naval Bajpai, **Business Statistics**, New Delhi, Pearson, 2013.

S. P. Gupta, **Statistical Methods**, New Delhi, Sultan Chand & Sons, 2011.

### REFERENCE BOOK(S)

David R. Anderson, Dennis J. Sweeney, Thomas A. Willams, **Statistics for Business and Economics**, 11 edition, South-Western College Pub, 2011.

R.S.N. Pillai and V. Bhagavathi, **Statistics**, S.Chand & Company Limited, 2008.

S.C. Gupta, **Fundamentals of Statistics**, New Delhi, Himalaya.

## ECO2403AA BUSINESS ECONOMICS

(Theory)

### LEARNING OUTCOME :

5 Hrs./Wk.

On successful completion of the course, the student will be able to

- understand basic economic concepts used in business situations.
- compare the different business situations
- apply the concepts and principles in decision-making and choice.

### COURSE OUTLINE :

#### UNIT-I : INTRODUCTION

10 Hrs.

Meaning - Nature and scope of Business Economics – economic tools applied to business .

#### UNIT-II : DEMAND ANALYSIS

10 Hrs.

Demand determinants - elasticity of demand-price, income, cross and promotional - Demand forecasting -purposes – methods - criteria for a good forecasting method

#### UNIT-III : COST AND PRODUCTION ANALYSIS

20 Hrs.

Cost: Concepts-cost-output relationship in the short run and long run - economies and diseconomies of scale - Production function – Meaning – Law of Variable Proportions, Cost control - Importance-areas of cost control.

#### UNIT-IV : PRICE ANALYSIS

25 Hrs.

Market forms - Equilibrium of the firm and industry - Pricing under various market conditions - perfect competition, monopoly, monopolistic competition, oligopoly - Pricing policies: General consideration – objectives-role of cost-demand -consumer psychology - Pricing methods. Pricing policy for a new product - mature product - multi product firm – differential and product line pricing. Price forecasting - Nature of the commodity and its market - data and commodity stock - prospective demand and supply in characteristic price changes.

#### UNIT-V : PROFIT MANAGEMENT AND BREAK-EVEN ANALYSIS

10 Hrs.

Meaning – aims – profit forecasting – Break Even Analysis - Assumptions – uses - methods of finding break - even point – importance and limitations.

### TEXT BOOK(S)

Varshney R.L & Maheswai.K.L., **Managerial economics**, New Delhi, Sultan Chand &sons, 2008.

### REFERENCE BOOK(S)

Dharmaraj E, **Business Economics**, Chennai, Scitech Publications Pvt., Ltd, 2005.

Jhingan M.L & Stephen J.K., **Managerial economics**, Delhi, Vrinda Publications, 2005.

Mankar V.G., **Business Economics**, Macmillan India Ltd, 2004.

Mehta P.L., **Managerial economics**, New Delhi, Sultan Chand &sons, 2004.

# **ECO2201FS COMMUNICATION SKILLS FOR LEARNERS OF ECONOMICS II**

(Theory)

## **LEARNING OUTCOME :**

**2 Hrs./Wk.**

On successful completion of the course, the student will be able to

- develop verbal and non-verbal communication skills
- understand the dynamics (economics) of successful visual news presentations
- identify and use appropriate e-learning resources in Economics
- create an e-publication

## **COURSE OUTLINE :**

### **UNIT-I : INTRODUCTION TO NEWS AND VIEWS IN THE VISUAL MEDIA**

**10 Hrs.**

News Anchor, Flash News, News Bias, Popular News Channels, Popular Talk Shows (Social Issues)

### **UNIT-II : LEARNING POPULAR ECONOMICS USING INTERNET RESOURCES**

**10 Hrs.**

Online Resources for Economics: an Overview, Advantages, Limitations, Online Journals, e - Newspapers, e-Magazines, Archives, Blogs The Power of Social Networks: Twitter, Facebook and other Online Communities – Advantages, Limitations Wikipedia and Wikimedia: Making Citations – Editing Content

### **UNIT-III : CREATING A SIMPLE e-BOOK/e-NEWSLETTER FOR EVERYDAY ECONOMICS (CLASS PROJECT)**

**10 Hrs.**

Planning (hierarchical order) – Creating Content – Design (attractive layout)

## **WEBSITE(S) :**

Creating E-Books and E-Journals <http://www.mch.mii.lt/UNESCOeducation/chapters/chapter3.pdf>

JEP: The Journal of Electronic Publishing <http://www.press.umich.edu/jep>

The Write Market <http://www.thewritemarket.com/>

Create Your Own e-Book [http://www.prosperitypoint.com/free/create\\_free\\_ebook.html](http://www.prosperitypoint.com/free/create_free_ebook.html)

Purdue Online Writing Lab <http://owl.english.purdue.edu/owl/resource/679/01/>

## **ECO2201NI ECONOMICS AND ENVIRONMENT (Theory)**

### **LEARNING OUTCOME :**

**2 Hrs./Wk.**

On successful completion of the course, the student will be able to

- understand the relation between environment and economic development.
- identify the prevalence of externalities and market failure
- develop proper attitude towards the values of better environment and conservation of resources.

### **COURSE OUTLINE :**

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

**10 Hrs.**

Ecology – Ecosystem – Economics and Environment – Scope and significance of Environmental Economics – Integration of conservation and development – Material Balance Approach.

#### **UNIT-II : ENVIRONMENTAL ECONOMIC THEORY**

**8 Hrs.**

Market failure – externality – tragedy of the commons – private and social cost – technology versus environment – Property rights and environment.

#### **UNIT-III : ECONOMIC SOLUTION TO ENVIRONMENTAL PROBLEMS**

**7 Hrs.**

Control of Environmental problems – direct regulation emission tax – subsidies, tradable permits deposit refund system – participatory and voluntary agreements – Kolstad model of liability.

#### **UNIT-IV : INTERNATIONAL EFFORTS**

**5 Hrs.**

Brundtland Commission Earth summits – Kyoto Protocol – Global issues Kudankulam.

### **TEXT BOOK(S)**

Subhashini Muthukrishnan, **Economics of Environment**, New Delhi, PHI Learning, 2010.

### **REFERENCE BOOK(S)**

Arun Kumar, **Environmental Problems Protection and Control**, New Delhi, Anmol Publications Private Ltd., 1999.

Jhinghan, M.L., Chandar K. Sharma, **Environmental Economics, Theory Management and Policy**, New Delhi, Vrinda Publication, 2007.

Karpagam M, **Environmental Economics**, New Delhi, Sterling Pub. Private Ltd, 1993.

Rao M.N.C., Rao H.V.N, **Air Pollution**, New Delhi, Tata McGraw Hill Publishing Company Ltd, 1997.

Sankaran, **Environmental Economics**, Chennai, Margham Publications, 2004.

## **ECO3401CM MICRO ECONOMICS II (Theory)**

### **LEARNING OUTCOME :**

**4 Hrs./Wk.**

On successful completion of the course, the student will be able to

- understand the basic concepts principles, and theories.
- apply concepts and theories to real world situations.

### **COURSE OUTLINE :**

#### **UNIT-I : COST AND REVENUE**

**12 Hrs.**

Types of cost – Short and long run cost curves - Relationship between AC and MC - Revenue curves- Relationship between AR, MR and elasticity of demand.

#### **UNIT-II : PERFECT COMPETITION & MONOPOLY**

**12 Hrs.**

Perfect competition – Features – Price and output determination.

Monopoly - Features – Price and output determination - Discriminating monopoly –Types and degrees.

#### **UNIT-III : MONOPOLISTIC COMPETITION & OLIGOPOLY**

**12 Hrs.**

Monopolistic Competition – Features – Price and output determination- excess capacity.

Oligopoly – Features - Kinked demand curve – Price leadership, cartel – A note on Duopoly.

#### **UNIT-IV : THEORIES OF RENT & WAGES**

**12 Hrs.**

General theory of distribution

Rent - Ricardo's Theory of rent – Quasi rent

Wages - Subsistence theory – Wage Fund Theory

#### **UNIT-V : THEOREIS OF INTEREST AND PROFIT**

**12 Hrs.**

Gross and Net Interest – Keynes' Liquidity Preference Theory.

Gross and Net Profit – Innovation Theory – Uncertainty Theory – Dynamic Theory.

### **TEXT BOOK(S)**

Dewett K.K. &Navalur M.H., **Modern Economic Theory**, New Delhi, S.Chand &Co Ltd, 2010.

### **REFERENCE BOOK(S)**

Ahuja H.L., **Modern Microeconomics**, New Delhi, S.Chand &Co Ltd, 2005.

David E O'Connor, **The Basics of Economics**, Greenwood Press, Westport, Connecticut, London, (Printed by Myltivista Global Ltd, Chennai), 2005.

Dominick Salvatore & Eugene A. Diulio, **Microeconomic Theory**, New Delhi, Tata McGraw –Hill Publishing Co Ltd, 2004.

Koutsoyiannis A., **Modern Microeconomics**, India, Replika Press Ltd, 2009.

Pippa Riley, **Economics**, New Delhi, Viva Books Pvt Ltd, 2011.

Robert J. Carbough, **Contemporary Economics**, Chennai, Yes Dee Publishing Pvt Ltd, 2011.

## ECO3402CM MATHEMATICAL ECONOMICS II

(Theory)

### LEARNING OUTCOME :

4 Hrs./Wk.

On successful completion of the course, the student will be able to

- exhibit a sound understanding of mathematical techniques most commonly used in Economic theory
- formulate economic problems in mathematical terms
- apply the relevant tools for analysing economic problems

### COURSE OUTLINE :

#### UNIT-I : PRODUCTION FUNCTION

10 Hrs.

Production function – homogeneous production function –linear homogeneous production function –Cobb-Douglas production function – properties

#### UNIT-II : EQUILIBRIUM OF THE FIRM

10 Hrs.

Optimal combination of factors of production – constrained cost minimization and constrained profit maximization

#### UNIT-III : MARKET EQUILIBRIUM

15 Hrs.

Price and output determination under perfect competition, monopoly and discriminating monopoly

#### UNIT-IV : CONSUMER'S AND PRODUCER'S SURPLUS

10 Hrs.

Area between curves – consumer's surplus and producer's surplus.

#### UNIT-V : LINEAR PROGRAMMING

15 Hrs.

Introduction – general format of Linear Programming Problem – Formulation of LPP – graphical method – dual problem.

### TEXT BOOK(S)

Mehta, B., and G. Madhani. *Mathematics for Economists*. New Delhi: Sultan Chand & Sons, 2014. Print.

### REFERENCE BOOK(S)

Chiang, A. C., and K. Wainwright. *Fundamental Methods of Mathematical Economics*. 4th edition. Noida: McGraw Hill Education (India) Private Limited, 2013. Print.

Geoff, Renshaw. *Maths for Economics*, New York: Oxford University Press, 2005. Print.

Henderson, J. M., and R.E. Quandt. *Microeconomic Theory: A Mathematical Approach*. Noida: McGraw Hill Education (India) Private Limited, 2003. Print.

Weber, J. E. *Mathematical Analysis: Business and Economic Applications*. New York: Harper and Row, 1982. Print.

## ECO3401AT STATISTICS II (Lab cum Theory)

### LEARNING OUTCOME :

3T + 2L Hrs./Wk.

On successful completion of the course, the student will be able to

- understand the meaning of commonly used statistical measures
- apply statistical tools for analysis of data using software packages and draw inferences
- assess the implication of statistical data

### COURSE OUTLINE :

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

10T + 5L Hrs.

Objectives – Requisites of an ideal measure of central tendency – **Mathematical average:** Arithmetic mean – properties – Merits and Demerits – Weighted Arithmetic mean – Geometric mean – Importance – merits and demerits – Harmonic mean – importance – merits and demerits – Relationship between AM, GM and HM – Uses of AM, GM, HM. Positional Average: Median – Mode – merits and demerits – Relationship between Mean, Median and Mode. **Partition Values:** Quartiles – Deciles – Percentiles – merits and demerits – Choice of a measure of central tendency.

#### UNIT-II : MEASURES OF DISPERSION

10T + 5L Hrs.

**Dispersion:** Definition – Significance – Absolute and Relative measure – Properties of a good measure of dispersion. **Methods of Dispersion – Absolute and Relative measures:** Range – Inter quartile range – Quartile deviation – Mean deviation – Standard deviation – Variance – Lorenz curve – Choice of measure of dispersion – Merits and Demerits of measures of dispersion.

#### UNIT-III : SKEWNESS, KURTOSIS AND MOMENTS

5T + 5L Hrs.

**Skewness:** Definition – meaning – measures of skewness: Karl Pearson's, Bowley's and Kelly's Co-efficient. **Kurtosis:** Definition – meaning – measures of kurtosis. **Moments:** Definition – meaning – measures – Box-and-Whisker Plot Construction.

#### UNIT-IV : MEASURES OF ASSOCIATION

10T + 10L Hrs.

**Correlation:** Definition – Usefulness – Types – Methods: Graphical and Mathematical methods – Graphical method: Scatter diagram – Correlogram – Mathematical method: Karl Pearson's Coefficient – Spearman's Rank Correlation coefficient – Bi-variate correlation – Concurrent deviation – Multiple Correlation – Partial Correlation. **Association of Attributes:** Difference between correlation and association of attributes – Consistency of data – Association and Disassociation – Yule's coefficient.

#### UNIT-V : INDEX NUMBERS

10T + 5L Hrs.

Meaning – Definition – Characteristics – Uses- types – Problems in construction – methods – **unweighted index numbers:** simple aggregate – simple average of price relative method – **weighted index numbers:** Laspeyre – Paasche – Fisher – Marshall-Edgeworth. **Test of consistency:** Time reversal test – factor reversal test. **Chain base method:** Construction – Conversion of chain index to fixed index – Base shifting – splicing – deflating – **Consumer Price Index:** Meaning – uses – construction – Methods: Aggregate and Family Budget method – Limitations.

### TEXT BOOK(S)

Naval Bajpai, **Business Statistics**, New Delhi, Pearson Education, 2013.  
S. P. Gupta, **Statistical Methods**, New Delhi, Sultan Chand & Sons, 2011.

### REFERENCE BOOK(S)

David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, **Statistics for Business and Economics**, 11th edition, Ohio, USA, South-Western College Publication, 2011.  
S.C. Gupta, **Fundamentals of Statistics**, New Delhi, Himalaya Publishing House Pvt. Ltd, 2013.

## ECO2402AA BUSINESS MATHEMATICS

### LEARNING OUTCOME:

5 hrs / wk

On successful completion of the course, the student will be able to

- understand the basic mathematical concepts.
- apply mathematical tools for decision making in business.

### COURSE OUTLINE:

#### UNIT I: ELEMENTARY ALGEBRA:

25 hrs

Theory of Indices - Basic identities - Rules of logarithm – Progressions - Arithmetic and Geometric Progressions - Functions And Their Graphic Representation – Function – Meaning – Types – Linear and Quadratic functions – solution - Equation of a straight line - Different forms - Parallel and Perpendicular lines – Point of intersection of two lines – Solving simultaneous linear equations -Application of straight lines - Demand and supply functions - Market equilibrium – Break - even analysis.

#### UNIT II: MATRIX ALGEBRA:

10 hrs

Definition – types – operation on matrices – determinants – evaluation – inverse of a matrix – solving a system of linear equations – Matrix inversion method and Cramer's rule – Input - Output model (2 Sectors)

#### UNIT III: DIFFERENTIAL CALCULUS:

20 hrs

Meaning of first derivative-Rules of differentiation- Addition, Multiplication Quotient, Function of a function, Inverse function, Composite function and Implicit function rules – Higher order derivatives- Maxima, Minima and Point of inflexion of a function of one variable-Elasticity of demand – MC&MR Functions, Profit maximization and cost minimization.

#### UNIT IV: INTEGRAL CALCULUS:

15 hrs

Meaning- Rules of integration - Definite and indefinite integrals- Methods of integration- Substitution and Partial fraction methods – application to consumer surplus and producer surplus.

#### UNIT V: PERMUTATION AND COMBINATION.

5 hrs

### TEXT BOOK:

Singh.J.K, **Business Mathematics**, Himalaya Publishing House, First Edition, 2007.

### REFERENCE BOOKS:

Agarwal, D.R, **Mathematics for Economists**, Vrinda Publications, New Delhi, 2002.

Mehta.B.C & G.M.K. Madhani, **Mathematics for Economists**, S. Chand & Sons, Delhi, 1997.

Ranganath G.K, Santangiram, Rajaram Y., **Business Mathematics**, Himalaya Publishing House, Delhi, 2007.

Sancheti, D.C. and Kapoor, **Business Mathematics**, S.Chand & Company Pvt Ltd, New Delhi, 1988.

Sundaresan.V& Jeyaseelan S.D., **An Introduction to Business Mathematics**, S.Chand & Company Pvt Ltd, New Delhi, 1988.

Weber, Jean E., **Mathematical Analysis: Business and Economic Applications**, Harper International Edition, 1967.

## **ECHI3201EI INDIA AND THE WORLD** (Theory)

### **LEARNING OUTCOME :**

**2 Hrs./Wk.**

On successful completion of the course, the student will be able to

- identify India's position in the global level.
- know India's conflicts and co-operation with its neighbouring countries.
- comprehend the necessity for strengthening its relations with both developed and underdeveloped countries.

### **COURSE OUTLINE :**

#### **UNIT-I : INDIA'S GEOGRAPHY AND POLITY**

**8 Hrs.**

India's location – political background – post World War II scenario – bipolar to unipolar – power centers.

#### **UNIT-II : INDIA'S ECONOMY**

**7 Hrs.**

Indian economy – Pre Globalization and post Globalization – its impact – Trading relations with the world.

#### **UNIT-III : INDIA'S ROLE IN INTERNATIONAL ORGANIZATIONS**

**7 Hrs.**

UNO, WTO

#### **UNIT-IV : INDIA'S RELATION WITH UNDER DEVELOPED COUNTRIES**

**8 Hrs.**

G11 countries – SAARC, ASEAN, BRICS.

### **TEXT BOOK(S)**

Bipan Chandra & Others, **India since Independence 1947 – 2000**, New Delhi, Penguin Books, 2000.

### **REFERENCE BOOK(S)**

Dutt Gaurav & Mahajan Ashwani, **Indian Economy**, New Delhi, S.Chand & Company Ltd, 2011.

Dutt V.P, **India's foreign Policy**, Sahibabad, Vikas Publishing House, 1984.

eepashree, **Indian Economy – Performance and Practice**, New Delhi, Anu Books Pvt. Ltd, 2011.

Frederic S. Pearson and J. Martin Rochester, **International Relations**, USA, Addison – Wesley Publishing Company, 1984.

Garmora.J.L, **Indian Economy and Global Recession**, Jaipur, Vital Publications, 2010.

Jegadish Gandhi.P, **Globalised Indian Economy – Contemporary Issues and Perspectives**, NewDelhi, Deep & Deep Publication Pvt Ltd, 2003.

Khanna Kewal & Khanna Pramila, **Indian Economy towards Globalisation**, Jaipur, Raj PublishingHouse, 2001.

Norman D. Palmer, Howard C. Perkins, **International Relations**, New Delhi, A.I.T.B.S. Publishers, 1997.

Peu Ghosh, **International Relations**, New Delhi, PHI Learning Private Limited, 2009.

Prakash Chandar & Prem Arora, **Comparative Politics and International Relations**, New Delhi, Cosmos Bookhive, 2002.

Sailendra Nath Sen, **An Advanced History of Modern India**, New Delhi, Macmillan Publishers, 2010.

## **ECMA3201EI BASICS OF PERSONAL FINANCE (Theory)**

### **LEARNING OUTCOME :**

**2 Hrs./Wk.**

On successful completion of the course, the student will be able to

- acquire knowledge of the various investment avenues and sources of loans
- take rational decisions on personal savings and loans
- plan their finances in a comprehensive manner in real life situations

### **COURSE OUTLINE :**

#### **UNIT-I : FINANCIAL MARKETS AND STOCK MARKETS**

**7 Hrs.**

Money – Kinds – Value of money – Fluctuations – Business Cycle – Phases – Financial Market – Stock Market – SENSEX – NIFTY, BSE, NSE.

#### **UNIT-II : PERSONAL FINANCE**

**8 Hrs.**

- a. Savings: Fixed Deposits, Recurring Deposits, Savings Bank Deposits , Post Office Savings, Public Provident Fund – Gold – Mutual Funds, Shares – Insurance: Health and Life – Real Estate
- b. Loans: Education, Housing and Personal loans.

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

**7 Hrs.**

Simple Interest – Compound Interest – Annuities.

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

**8 Hrs.**

Application – Rate of interest – Continuous compounding – Value of Money – Amount of annuity – EMI.

### **TEXT BOOK(S)**

Amar Pandit, **Financial Planning Book**, New Delhi, Network 18 publications private limited, 2012, Chapters: Unit-II-Chapters 9, 10 and 11.

Harvinder Kaur, **Stock Market Volatility in India**, New Delhi, Deep & Deep publications Pvt., Ltd., 2002, Chapters: Stock Market -Pages 195 - 225..

Petr Zima, Robert. L. Brown,, **Schaum outlines - Mathematics of Finance**, 2nd edition, USA, McGrawHill company Inc., 1996.

Sankaran.S, **Money Banking and International Trade**, Chennai, Margham Publications, 2010.

### **REFERENCE BOOK(S)**

Chauhan Manish, **16 Personal Finance Principles Every Investor Should Know**, New Delhi, NetworkPublications, 2013.

Janeka Ane Madisyn, **National Stock Exchange of India**, Plic press, 2011.

Jean Soper, **Mathematics for Economics and Business**, New Delhi, Atlantic Publishers, 2002.

Rakesh Shahani, **Financial Market in India**, New Delhi, Anambika publishers, 2008, Chapters: Pages:1 - 17.

Sukhani Sudarshan, **Trading the Markets**, New Delhi, Vision Books, 2013.

Sundaram K.P.M., **Money, Banking and International Trade**, New Delhi, Sultan Chand & Sons, 2010.

Teresa Bradley & Paul Patton, **Essential Mathematics for Economics and Business**, New Delhi, Wiley India, 2008.

### **WEBSITE(S) :**

<http://www.mywealthguide.com>

## **ECO4502CT ECONOMETRICS** (Lab cum Theory)

### **LEARNING OUTCOME :**

**4T + 2L Hrs./Wk.**

On successful completion of the course, the student will be able to

- know the stochastic nature of economic relationships
- deal with issues arising from violation of the Ordinary Least Square assumptions
- develop econometric models from real life situations

### **COURSE OUTLINE :**

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

**5T Hrs./Wk.**

Definition and scope of Econometrics – relationship between Econometrics, Mathematical Economics and Statistics – goals of Econometrics – methodology of Econometrics.

#### **UNIT -II : SIMPLE LINEAR REGRESSION MODEL**

**15T + 10L Hrs.**

Introduction– stochastic and non-stochastic relations– inclusion of random variable– OLS assumptions – estimation of parameters by OLS – standard error and properties of OLS estimators– The Gauss-Markov Theorem– $R^2$  – estimation of  $\sigma^2$  – construction confidence interval and hypothesis testing of parameters– testing the overall significance of a regression using ANOVA– interpretation of regression results

#### **UNIT-III : MULTIPLE REGRESSION MODEL AND FUNCTIONAL FORMS**

**10T + 10L Hrs.**

Model with two explanatory variables – assumptions – OLS estimators (without derivation) – test of significance of the parameter estimates – confidence intervals –  $R^2$  and  $\sigma^2$ – semi-log linear, log linear, Cobb-Douglas production function

#### **UNIT-IV : VIOLATION OF ASSUMPTIONS OF OLS (without derivation)**

**15T + 5L Hrs.**

**Auto-Correlation:** Sources – consequences – Durbin Watson Test – Solutions for Auto-Correlation

**Heteroscedasticity:** Sources – Consequences – Spearman Rank Correlation test – Solutions for Heteroscedasticity

**Multicollinearity:** Sources – consequences – solutions for multicollinearity

#### **UNIT-V : DUMMY VARIABLE REGRESSION MODEL**

**15T + 5L Hrs.**

Meaning – ANOVA and ANCOVA models – Dummy variable trap – uses in measuring shift and change in the slope of a function over time – comparing means of subgroups – Seasonal analysis – Dummy dependent variable model – Logit model – Use of software for estimation of dummy variable model and interpretation of results

### **TEXT BOOK(S)**

Madnani, G. *Introduction to Econometrics: Principles and Applications*. New Delhi: Oxford and IBH Publishing Company Private Limited, 2008. Print.

### **REFERENCE BOOK(S)**

Gujarati, D. N., D. C. Porter, and S. Gunasekar. *Basic Econometrics*. 5th ed. New Delhi: McGraw Hill Education (India) Private Limited, 2011. Print.

Koutsoyiannis, A. *Theory of Econometrics*. 2nd ed. London: Palgrave Macmillan, 2001. Print.

## **ECO4502CM MACRO ECONOMICS (Theory)**

### **LEARNING OUTCOME :**

**6 Hrs./Wk.**

On successful completion of the course, the student will be able to

- know the significance of macroeconomic concepts and indicators
- comprehend macroeconomic models and analytical techniques
- develop a critical perspective of the functioning of economies

### **COURSE OUTLINE :**

#### **UNIT – I : NATIONAL INCOME AND SOCIAL ACCOUNTING 20 Hrs.**

Concepts – GNP, NNP, NIPI, DPI– Measurement–Significance– Difficulties in measurement. Social accounting and private accounting – Importance – Items included in open economy in various sectors –Uses– Problems

#### **UNIT- II : THEORIES OF EMPLOYMENT 20 Hrs.**

Meaning of full employment – types of unemployment - determinants of employment – Say"s Law of Market – Classical Theory of Employment – Pigou"s version – criticism of Classical Theory of Employment– effective demand – determinants – ADF and ASF – Keynes notion of underemployment equilibrium – importance of effective demand– money illusion

#### **UNIT- III : CONSUMPTION FUNCTION 15 Hrs.**

Meaning– APC and MPC –factors determining consumption function– criticism of consumption function – Keynes Psychological Law of Consumption – implications

#### **UNIT- IV : THE MULTIPLIER AND THE ACCELERATOR 15 Hrs.**

Meaning – MPC and the multiplier – multiplier process– working of the multiplier – leakages – significance– criticism; accelerator – meaning– operation of accelerator –significance –limitations– distinction between multiplier and accelerator – super multiplier

#### **UNIT- V : INVESTMENT FUNCTION 20 Hrs.**

Meaning of investment – types– MEC and rate of interest – investment decision – factors affecting MEC – criticism – IS–LM framework for determination of equilibrium employment.

### **TEXT BOOK(S)**

Dewett, K. and M.Navalur. *Modern Economic Theory*. New Delhi: S. Chand, 2010.Print.  
Kennedy, M. J.*Macroeconomics*.New Delhi: PHI Learning Private Ltd., 2012.Print.

### **REFERENCE BOOK(S)**

Dornbusch, R., S.Fischer, and R.Startz. *Macroeconomics*. New Delhi:Tata McGraw Hill Education (India) Private Limited, 2012.Print.  
Dwivedi, D.*Macroeconomic Theory and Policy*. New Delhi:Tata McGraw Hill Education (India) Private Limited, 2012.Print.  
Glahe, F. R.*Macroeconomics: Theory and Policy*. Javanovich: Harcourt Brace, 2005.Print.  
Gregory, Mankiw.*Macroeconomics*. 8th ed.New Delhi: Worth Publications, 2012.Print.  
Jhingan, M.*Macroeconomics*. New Delhi:Vrinda Publications, 2010.Print.  
Vaish, M. C.*Macroeconomic Theory*. 14th ed.New Delhi:Vikas Publishing House Pvt. Ltd., 2010.Print.

## **ECHI4201EI ECONOMIC HISTORY OF INDIA (Theory)**

### **LEARNING OUTCOME :**

**2 Hrs./Wk.**

On successful completion of the course, the student will be able to

- recognise the historical factors which played a significant role in shaping the Indian economy
- understand the economic activities that have influenced the Indian history
- analyse and comprehend the relevance of economic and historical changes in Indian society

### **COURSE OUTLINE :**

#### **UNIT-I : INDUS VALLEY CIVILIZATION TO EUROPEAN COLONIZATION**

**10 Hrs.**

Prehistoric period – Indus valley Civilization – Vedic Age – Mauryas – Guptas – Harsha – Rajputs – Early Kingdoms of South India – Delhi Sultanate and Mughal Rule – Advent of the Europeans – British rule in India.

#### **UNIT-II : ECONOMIC FEATURES OF PRE-INDEPENDENT INDIA**

**7 Hrs.**

Physical features of India – natural resources – agriculture – land and revenue – industry – trade – coinage – commodities – infrastructure – GDP estimates – Economic consequences of the British Raj.

#### **UNIT-III : INDIA SINCE INDEPENDENCE**

**5 Hrs.**

Congress Rule – Janata Government – Other Major National Parties – Regional Parties – Coalition Governments.

#### **UNIT-IV : ECONOMIC TRANSITION IN INDIA**

**8 Hrs.**

Achievements and Failures of Five Year Plans – Green Revolution – Indicators of development: GDP, HDI, GDI – Economic Reforms – Emergence of the Service Sector – Foreign Direct Investment – foreign exchange issues.

### **TEXT BOOK(S)**

Arun Bhattacharjee, **History of Ancient India**, New Delhi, Sterling Publishers, 1982.

Bipan Chandra & Others, **India since Independence: 1947-2000**, New Delhi, Penguin Books, 2000.

Tirthankar Roy, **The Economic History of India, 1857-1947**, USA, OUP, 2011.

Uma Kapila, **Indian Economy: Performance and Policies**, Academic Foundation, 2011.

Venkataramanappa, M.N., **Outlines of South Indian History**, New Delhi, Vikas Publishing House, 1977.

Venkatesan, G., **History of Contemporary India**, Madurai, J.J.Publications, 2001.

### **REFERENCE BOOK(S)**

Bhasham, A. L., **Wonder that was India**, 3rd edition, New Delhi, Picador India publishers, 2004.

Dutt, Romesh C., **The Economic History of India under early British Rule**, Great Britain, Routledge publication, 2001.

Romila Thapar., **History of India**, Vol .I., New Delhi, Penguin Books, 2003.

Sailendra Nath Sen, **An Advanced History of Modern India**, New Delhi, Macmillan Publication, 2010.

Stanley Wolpert, **A New History of India**, Fourth Edition, New York, Oxford University Press, 1993.

# ECMA4201EI LINEAR PROGRAMMING AND NETWORK ANALYSIS (Theory)

## LEARNING OUTCOME :

2 Hrs./Wk.

On successful completion of the course, the student will be able to

- analyze and formulate the linear programming problem
- solve the linear programming problem using graphical method
- construct network diagrams and solve problems using PERT and CPM

## COURSE OUTLINE :

### UNIT-I :

7 Hrs.

Linear Programming : Basic assumptions, components – general form of a LPP – mathematical formulation of a LPP –primal and dual – Economic interpretation of duality.

### UNIT-II :

8 Hrs.

Revenue maximization and cost minimization by graphical method – applications – limitations of linear programming approach.

### UNIT-III :

7 Hrs.

Basic components of network, logical sequencing, rules of network construction

### UNIT-IV :

8 Hrs.

Critical path analysis, probability consideration in PERT.

## TEXT BOOK(S)

Man Mohan, Kanti Swarup and P.K. Gupta, **Operations Research**, New Delhi, Sultan Chand and sons, 2006, Chapters: 25 (25.1-25.8).

Mehta B.C & Madnani G.M, **Mathematics for Economists**, New Delhi, Sultan Chand & Sons, 2007, Chapters: 18 (pp. 604 – 618).

## REFERENCE BOOK(S)

Gupta, M.P. and J.K. Sharma, **Operations Research for Management**, New Delhi, National PublishingHouse, 1984.

Himer Frederick S. and Gerald .J. Lieberman, **Introduction to Operations Research**, New York, McGraw Hill Publishing Company, 1990.

Mustafi C.K, **Operations Research**, Methods and Practice, 3/e, New Delhi, New Age International (P) Limited, Publishers, 2011.

Shenoy G.V, U.K. Srivastavaand S.C. Sharma, **Operations Research for Management**, New Delhi,Wiley Eastern Limited, 1991.

Teresa Bradley Paul Patton, **Essential Mathematics for Economics and Business**, New Delhi, Johnwiley & Sons Ltd, 2008.

Weber E. Jean, **Mathematical Analysis: Business and Economic Applications**, 4 th, New York,Harper & Row, Publishers, 1982.

## **ECO4201SP DIGITAL IMAGE MANIPULATION TECHNIQUES**

**(Lab)**

### **LEARNING OUTCOME :**

**2 Hrs./Wk.**

On successful completion of the course, the student will be able to

- understand the usage of workspace in photo-editing software
- recognise the effectiveness of visual communication
- create attractive layouts that communicate messages effectively

### **COURSE OUTLINE :**

#### **EXPERIMENTS / LAB :**

**30 Hrs.**

#### **UNIT – I: INTRODUCTION TO PHOTO EDITING:**

**8 hrs.**

Navigating the Workspace – Menu Bar – Status Bar – Toolbox – Palettes – Designing Concepts – Compositions – Designing for print media – Designing for web.

#### **UNIT – II: BASIC EFFECTS:**

**8 hrs.**

Layer Basics – Masks and Channels – Retouching and Repairing – Painting and Editing – Basic Pen Tool Techniques – Vector Masks, Paths, and Shapes – Advanced Layer – Techniques.

#### **UNIT – III: CREATING SPECIAL EFFECTS**

**6 hrs.**

Preparing Images for Two-Color Printing – Video Colorize – Video Effects & Liquefy – Video Clone Stamp Tool.

#### **UNIT – IV: ENHANCING IMAGES WITH SPECIAL TEXT EFFECTS:**

**8 hrs.**

Simple 3D Acrylic Text – Colorful Sparkling Text – Elegant Glossy Gold Text – Flower Blossom Typography – Striped Road-Inspired Text – Vintage 3D Text – Computer Chip Text.

#### **WEBSITE(S) :**

<http://nostarch.com/gimp>

[http://www.gimp.org/tutorials/GIMP\\_Quickies/](http://www.gimp.org/tutorials/GIMP_Quickies/)

# ECO4202SP DATABASE APPLICATIONS FOR ECONOMISTS

(Lab)

## LEARNING OUTCOME :

2 Hrs./Wk.

On successful completion of the course, the student will be able to

- understand the database concepts
- recognize the difference between database and spreadsheet
- relate tables together in a database

## COURSE OUTLINE :

### EXPERIMENTS / LAB :

30 Hrs.

#### UNIT – I: INTRODUCTION TO DATABASE:

8 hrs

- a) Structure of a database (outline) – Components (fields, records, files) – Objects.
- b) Database versus Spreadsheet – Examples – Primary key – Foreign key – Parent table – Child table.

#### UNIT – II: CREATING A DATABASE:

8 hrs

- a) Data inputs using tables: data types – input mask – data validation – Tables: sort, search, filter – Records: edit, update, append, delete – Relationship between tables: one to many, many to many, one to one.
- b) Data inputs using forms: creating forms, design view, using wizards – design – control – properties.
- c) Accessing external databases: Link – Import.

#### UNIT – III: QUERIES:

6 hrs

Query design, using functions, use of parameters in queries – Sub queries – Summarizing data with queries.

#### UNIT – IV: REPORTS:

8 hrs

Creating reports using report builder – Special properties of graphical controls – Incorporating charts – Entering formula – Conditional formatting.

#### WEBSITE(S) :

<http://www.libreoffice.org/get-help/documentation,dated:22.01.2014>

## ECO5503CM INDIAN ECONOMY – I

( Theory)

### LEARNING OUTCOME:

6 hrs/wk

On successful completion of the course, the student will be able to

- appreciate the process of growth of the economy
- know about the issue related to Human Resource Development
- understand the working of the economic policies

### COURSE CONTENT:

#### UNIT I: ECONOMIC DEVELOPMENT SINCE INDEPENDENCE:

20 hrs

State Dominated Development model – Nationalization of industries and financial Institutions – Import Substitution and Protection – Planning In India – Growth of the economy during 1950-1990 – New Economic Policy Reforms of 1991 – Liberalization, Privatization and Globalization – Structural changes in Indian economy – Sectoral Composition of NI

#### UNIT II: POVERTY, ILLITERACY AND HUMAN DEVELOPMENT:

15 hrs

Introduction of Concept and Measurement of Poverty –Estimates of inequality and poverty measures for India – Education – Problem of illiteracy – Government measures for eradicating poverty and illiteracy and their Appraisal – Concept and Measurement of Human Development – India's human development record in global perspective.

#### UNIT III: AGRICULTURE AND RURAL DEVELOPMENT:

20 hrs

Role of Agriculture in Indian Economy–issues relating to fertilizer subsidy – capital formation in agricultural sector – role of public and private sectors– the trend in Minimum Support Price system– food production and food security. Rural development – Rural development programmes including poverty alleviation, development of economic and social infrastructure – Rural Employment Guarantee Scheme.

#### UNIT IV: URBANISATION AND INDUSTRIALISATION:

20 hrs

Urbanisation in India–Problems of Urbanisation – providing urban amenities – housing – drinking water-sanitation- Government Schemes for Urban Development. Role of Industry in Indian Economy – Industrialization in India – Economic reforms and industrial licensing – Industrial Policy Reforms – Competition policy – Sources of industrial finances – role of globalization – FDI – its impact – trends in industrial production – Micro, Small and Medium Industry – Make in India

#### UNIT V: LABOUR:

15 hrs

Employment – unemployment and under – employment – industrial relations and labour welfare – strategies for employment generation – Urban labour market and informal sector employment – Report of National Commission on Labour – Social issues relating to labour e.g. Child Labour, Bonded Labour – International Labour Standard and its impact.

### TEXT BOOK:

Dutt, R., & Sundharam, K. *Indian Economy*. New Delhi: S. Chand & Company Ltd, 2013 Print

### REFERENCES:

Ahluwalia, I. J. and IMD Little. *India's Economic Reforms and Development*, Oxford University Press, New Delhi.Eds. 1998

Ashima Goyal(ed.) *The Oxford Handbook of the Indian Economy in the 21<sup>st</sup> Century: Understanding the Inherent Dynamism*, Oxford University Press.

Articles from *Economic and Political weekly*.

Byres, T.J. *The State, Development Planning and Liberalization in India*, Oxford University Press, New Delhi. Ed. 1997

Byres, T.J. *The Indian Economy: Major Debates Since Independence*, Oxford University Press, New Delhi. Ed. 1998,

Government of India, *Economic Survey (Annual issues)*. Ministry of Finance, New Delhi.

Kausik Basu, *Oxford Companion to Indian Economy*, 3<sup>rd</sup> Edition, OUP, New Delhi. ed. 2012

Uma Kapila, *Indian Economy Since Independence*, Academic Foundation, New Delhi. ed. 25<sup>th</sup> Edition

## **ECO5502CM PUBLIC FINANCE (Theory)**

### **LEARNING OUTCOME :**

**6 Hrs./Wk.**

On successful completion of the course, the student will be able to

- comprehend basic concepts and the working of the principles of Public Finance
- apply the concepts and principles for analyzing the budgetary allotments
- critically evaluate the policy decisions taken by the fiscal authorities

### **COURSE OUTLINE :**

#### **UNIT- I : NATURE AND SCOPE OF PUBLIC FINANCE**

**15 Hrs.**

Meaning and scope of public finance – distinction between private and public finance– principle of maximum social advantage (Dalton and Musgrave)

#### **UNIT- II : PUBLIC EXPENDITURE**

**10 Hrs.**

Meaning – classification of public expenditure – Nicholson and economic classification – Wagner's Law – canons and effects of public expenditure on production, distribution and economic stability – trends, causes for the growth of public expenditure in India

#### **UNIT- III : PUBLIC REVENUE**

**25 Hrs.**

Meaning – sources, canons of taxation – classification of taxes – direct and indirect, specific and advalorem, proportionate, progressive, regressive and degressive – theories of taxation– Benefit theory, Cost of Service theory and Ability-to-Pay Theory (Subjective and Objective approaches) – shifting and incidence of taxation – Modern Theory of Incidence – income tax, customs duties, excise duties, sales tax and VAT

#### **UNIT- IV : PUBLIC DEBT AND FINANCIAL ADMINISTRATION**

**20 Hrs.**

Meaning and sources of Public Debt – classification of Public Debt – debt redemption: methods – growth of India's Public Debt – FRBM – budget– meaning, types – qualities of a good budget – preparation and passing of budget in India – discussion on current central and state budgets

#### **UNIT- V : FEDERAL FINANCE AND FISCAL POLICY**

**20 Hrs.**

Meaning of federal finance– financial relations between the centre and state – current Finance Commission– local finance – structure – functions and resources– functional finance – recent developments in fiscal policy

### **TEXT BOOK(S)**

Tyagi, B. P. *Public Finance*. Meerut: Jai Prakash Nath Co., 2013. Print.

### **REFERENCE BOOK(S)**

Amaresh Bagchi. *Readings in Public Finance*. New Delhi: Oxford UP, 2005. Print.

Bhatia, H. *Public Finance*. 27th ed. New Delhi: Vikas Publishing House Pvt. Ltd, 2012. Print.

Boadway, R. and D. Wildasin. *Public Sector Economics*. London: Cambridge UP, 1984. Print.

Chelliah, R. *Towards Sustainable Growth: Essays in Fiscal and Financial Sector Reforms in India*. New Delhi: Oxford UP, 1996. Print.

Hillman, A. *Public Finance and Public Policy*. London: Cambridge UP, 2003. Print.

John Cullis and Philip Jones. *Public Finance and Public Choice, Analytical Perspectives*. 3rd Ed. New Delhi: Oxford UP, 2009. Print.

Musgrave, R. A. and P.B. Musgrave. *Public Finance in Theory and Practice*. 5th ed. New Delhi: Tata McGraw Hill Education, 2004. Print.

## **ECO5504CM DEVELOPMENT ECONOMICS (Theory)**

### **LEARNING OUTCOME :**

**6 Hrs./Wk.**

On successful completion of the course, the student will be able to

- understand the concepts and the process of economic development
- describe the theories of growth and development
- analyse developmental issues

### **COURSE OUTLINE :**

#### **UNIT-I : ECONOMICS OF DEVELOPMENT: CONCEPTS AND APPROACHES**

**18 Hrs.**

Introduction – Economic Development and Economic Growth - characteristics – indicators, factors of economic growth – economic and non-economic factors – obstacles – Sustainable Development.

#### **UNIT-II : THEORIES OF GROWTH AND DEVELOPMENT**

**18 Hrs.**

Classical theory – Harrod-Domar Model, Rostow Growth Theory – Nurkse Theory of Disguised Unemployment.

#### **UNIT-III : STRATEGIES OF ECONOMIC DEVELOPMENT**

**18 Hrs.**

Lewis theory of unlimited supplies of labour – Doctrine of balanced growth and unbalanced growth – Big Push Theory.

#### **UNIT-IV : DOMESTIC MEASURES FOR ECONOMIC DEVELOPMENT**

**18 Hrs.**

Capital formation – Role of Agriculture, Industry and Service sectors in economic development – human capital formation and economic development.

#### **UNIT-V : INTERNATIONAL MEASURES FOR ECONOMIC DEVELOPMENT**

**18 Hrs.**

Foreign Capital and Aid, Private foreign investment and multinationals, New International Economic Order – need and issues.

### **TEXT BOOK(S)**

Jhingan M.L., **Economics of Development and Planning**, New Delhi, Vrinda Publications Pvt. Ltd, 2012.

### **REFERENCE BOOK(S)**

Gerald M. Meier, **Leading issues in Economic Development**, London, Oxford University Press, 1999.

Hayami., **Development Economics**, New Delhi, Oxford University Press, 2006.

Michael Todaro, **Economics of Development**, United Kingdom, Longmen Group, 2006.

Taneja.M.L., R.M. Myer., **Economics of Development and Planning**, Jalandhar : ShobanlalNaginChand & Co., 2011.

Thirlwall A.P., **Economics of Development**, 9th edition, Palgrave Macmillan, 2011, Chapters: World Development Reports..

Thirlwall A.P., **Growth and Development with Special Reference to Developing Economics**, New York, Palgrave Macmillan, 2003.

# ECTA5401DM –ECONOMIC THOUGHT IN MODERN TAMIL LITERATURE

(,f;fhy ,yf;fpaq;fspy; nghUspay; rpe;jidfs;)  
(Theory)

## LEARNING OUTCOME :-

4 Hrs. / Wk.

,g;ghlj;ij KOikahff; fw;wgpD; khztpah; ngWk; jpwd;fs; :-

- ,f;fhy ,yf;fpaq;fspy; nghUspay; rpe;jidg; gjpTfis mwpe;J nfhs;sy;.
- nghUspay; Nehf;fpy; ,yf;fpaq;fisr; Ritj;jy;.
- ,yf;fpaq; gilg;Gfspy; nghUspay; rpe;jidfis; jpwdha;T nra;jy;.

**UNIT –I:** ,yf;fpaq;fspy; nghUspay; rpe;jidfs;

10 Hrs.

ngUspD; ,d;wpaikahik – jkpo; ,yf;fpa tifikfspy; nghUspay;  
rpe;jidfs; - nghUsPI;ba KiwfSk; nghUshjhu tsh;r;rpAk;.

**UNIT –II:** kuGf;ftpjifspy; nghUspay; rpe;jid

10 Hrs.

njhopyhsh; epiy - ehkf;fy; ftpQh; - Gjpa rKjhak; -  
tprhaj; njhopyhsh; epiy - gl;Lf;Nfhl;il fy;ahzRe;judhh; - Rk;kh nfle;j  
epj;jif; nfhj;jp -  
gfph;T – nghJTilik - eh.fhkuhrd; - rgjk; - [Pth - %yjdk; nghJ –

**UNIT –III:** GJf;ftpjifspy; nghUspay; rpe;jid

10 Hrs.

tWik - K.Nkj;jh – tpopfis; jpwf;Fk; tpwFfs; ituKj;J - \$L  
njhopy; jfuhW - njhopw;rq;fk; - \$I;L Nguk; - ftpkzp Njrpf tpehafk; gps;is  
– njhopyhspfsd; KiwaPL  
ciog;gpd; kfj;Jtk; - kjpg;G - jzpfir; nry;td; - mw;Gjf;fuq;fs;

**UNIT –IV:** rpWfijfspy; nghUspay; rpe;jid

15 Hrs.

epy mikg;G Kiw – epyTilik - Fj;jif Kiwfs; - Ntshz;  
cw;gj;jpj;jpwd;NguwpQh; mz;zh – nrt;thio -  
Ntshz; fld; kw;Wk; Ntshz; mq;fhhfs;  
njhopy; ghJfhg;G - fhg;gPL - njhopyhsh; eyj;jpl;lq;fs; Nkyhz;ik  
nghd;Dr;rhkp – khakhd; - r.jkpo;r;nry;td; - Fuy;fs;

**UNIT – V:** GjpdKk; nghUspay; rpe;jidAk;

15 Hrs.

gy;NtW nghUspay; mikg;Gfspy; kiytho; kf;fspd; epiy -  
cyfkakhjYf;Fg; gpd; kiytho; kf;fspd; epiy - F.rpd;dg;g ghujp – rq;fk;

## TEXT BOOK

rpD;dg;g ghujp> F.>– rq;fk;> rptfq;if> nry;kh> 1985.

## REFERENCE BOOK(S)

fbfhryk;> e.>jkpOk; gpwJiwfSk;> nrd;id> cyfj;jkpohuha;r;rp> 1994.  
rPdpthrd;> e.>Ez;zpag; nghUspay; I> kJiu> kPdhl;rp gjpg;gfk;> 2007.  
rPdpthrd;> e.>ciog;Gg; nghUshjhuk; I> kJiu> kPdhl;rp gjpg;gfk;> 2008.  
rPdpthrd;> e.>ciog;Gg; nghUshjhuk; II> kJiu> kPdhl;rp gjpg;gfk;> 2008.  
khijad;> ng.>rq;f ,yf;fpaj;jpy; Ntshz; rKjhak;> nrd;id> epA+ nrQ;rhp  
Gf; `T];(gp) ypl;> 2004.

# COEC5401DM ENTREPRENEURSHIP DEVELOPMENT (Theory)

## LEARNING OUTCOME :

4 Hrs./Wk.

On successful completion of the course, the student will be able to

- know the process involved in the setting up of a small business
- understand the economic principles specific to the management of small business units
- imbibe the entrepreneurial culture

## COURSE OUTLINE :

### UNIT-I : ENTREPRENEUR AND ENTREPRENEURSHIP

12 Hrs.

Definition - classification and types of entrepreneurs - essential qualities of a successful entrepreneur - entrepreneurship in India- case histories of some successful entrepreneurs – women entrepreneurs - areas of opportunities in small business for women – role of entrepreneurship in economic development – Schumpeter Theory

### UNIT-II : MICRO SMALL AND MEDIUM ENTERPRISE

12 Hrs.

Concepts - its significance in the Indian economy – sources of business ideas - planning for small business – project - market survey – planning - appraisal and feasibility study – legal formalities in starting a new venture - location and site

### UNIT-III : FINANCIAL INSTITUTIONS

12 Hrs.

Source of finance - commercial bank and RRBs – Micro finance - government assistance – DIC - monetary and non-monetary incentive - industrial estates - training programmes - SISI – NEY

### UNIT-IV : SMALL BUSINESS MANAGEMENT

12 Hrs.

Consideration - profit planning - growth strategy and diversification - advertising and promotions - working capital management - personnel management - marketing of small scale industrial products

### UNIT-V : INTELLECTUAL PROPERTY RIGHTS AND CRISIS AREAS 12 Hrs.

Intellectual Property Rights – patent – trademarks – copyrights – trade secrets – licensing – franchising - crisis areas for small business - success and failure factors - industrial sickness – solution

## TEXT BOOK(S)

Badi, R., & Badi, N. *Entrepreneurship*. New Delhi: Vrinda Publications (P) Ltd, 2005. Print.

Banga, T. *Project Planning and Entrepreneurship Development*, New Delhi: S. Chand & Co, 2000. Print.

Dailey, C. *Entrepreneurial Management*. New Delhi: S. Chand & Co, 2000. Print.

Khanka S. *Entrepreneurial Development*. New Delhi: S. Chand & Co, 2013. Print.

## REFERENCE BOOK(S)

Gordon E. and Natarajan K. *Entrepreneurship Development*. New Delhi: Himalaya Publishing House, 2011. Print.

Robert T. Kiyosaki. *Rich Dad, Poor Dad*. New Delhi: Perseus Books Group, Plata Publication, 2011. Print.

# ECO5201CM INTRODUCTION TO RESEARCH METHODOLOGY (Theory)

## LEARNING OUTCOME:

2 Hrs./Wk.

On successful completion of the course, the student will be able to

- comprehend and apply critical thinking techniques and analysis to economic problems
- analyze problems from an economic perspective
- plan, organize and execute a writing assignment using word processing software

## COURSE OUTLINE :

### UNIT – I : INTRODUCTION TO RESEARCH AND CHOICE OF THE PROBLEM

8 Hrs.

Meaning – objectives and motives – ethics– Identification – selection and formulation of a research problem – Defining the Problem– Delimiting the problem – Types of research – descriptive and analytical study – experimental and exploratory study – research process

### UNIT– II : RESEARCH DESIGN

5 Hrs.

Meaning – components

### UNIT– III : METHODS OF RESEARCH

5 Hrs.

Historical method – Case Study method and Survey method

### UNIT– IV : HYPOTHESIS

6 Hrs.

Meaning – functions – conditions for a valid hypothesis – types – verification of hypothesis

### UNIT– V : WRITING THE REPORT

6 Hrs.

General format: introduction – body – conclusion – use of quotations – footnotes – endnotes – review and reference using word processing software – styles – appendix – use of quotation - citation

## TEXT BOOK(S)

Kothari, C. *Research Methodology: Methods and Techniques*. Bangalore: Wiley Eastern Ltd, 2010. Print.

## REFERENCE BOOK(S)

Anderson. *Thesis and Assignment Writing*. New Delhi: Wiley Eastern Limited, 1991. Print.

Ghosh, B. *Scientific Methods and Social Research*. New Delhi: Sterling Publishers Pvt. Ltd, 2009. Print.

Saunders, M. P. Lewis, and A. Thornhill. *Research Methods for Business Students*. Singapore: Pearson Education Pvt. Ltd, 2003. Print.

Sharma, B., D. Ravindra Prasad, and P. Satyanarayana. *Research Methods in Social Sciences*, New Delhi: Sterling Publisher Pvt. Ltd, 1983. Print.

# ECO0601LM DEVELOPMENT ISSUES IN RURAL ECONOMY

4 Hrs./Wk.+ 5 Hrs./Wk.

## OBJECTIVES :

- To facilitate students to appreciate her academic learning through experiential learning by disciplinary and interdisciplinary community engagements thereby enhancing their civic responsibilities in society.
- To empower students with appropriate academic strategies and innovative assessment and evaluation criteria to facilitate experiential learning for students to discover real life values.
- To transform each student to be productive caring citizens of our global society through the vibrant, community- based action research programme.

## SECTION I- COMMON UNIT

15hrs

Understanding Life Frontier Engagement –

- a) Service-Learning and Life Frontier Engagement
- b) Principles – engagement, reflection, reciprocity, public dissemination
- c) Meaning of community and understanding of community dynamics
- d) Programme planning in Life Frontier Engagement – stages: Need analysis, Problem identification, Goal setting, Concept finalization, planning for stages of research, research and analysis, reflection and dissemination of results.
- e) Ethical concerns in Life Frontier Engagement – Confidentiality, Conflict of interest, Informed consent.

## ACTIVITY MODULE FOR SECTION I:

- a) (i) Making students understand the concept of Service-Learning and Life Frontier Engagement based on the information in the reading material given using student centered learning activities.  
(ii) Interaction with any local group in a nearby community(Example: Children, adolescents, adults within or outside college) and identifying community dynamics.  
(iii) Need based analysis done on the community by framing a questionnaire for base line socio economic survey.
- b) (i) Asking students to prepare a programme plan based on the sub -themes and target group identified by the department.  
(ii) Presentation by teams by refining the ideas of students based on program planning stages.
- c) Activity based on case studies relevant to ethical issues in community engagement.

## LEARNING OUTCOME:

On successful completion of the course, the student will be able to

- understand the economic and social status of a rural community
- contextually analyse problems from micro and macro perspectives
- interact with local communities and engage in research-oriented learning

## PROJECTED BENEFITS OF COMMUNITY PARTNERS:

- access the welfare schemes of the Government
- resolve local issues through negotiations facilitated with other stakeholders

## SECTION II –THEMATIC CONCEPTS

15 Hrs.

### Concepts (General Introduction)

- Health
- Poverty
- Resource

### Concept I: Health

#### Classification concepts of Health:

- Demand factors for health care - health seeking behaviour
- Supply factors of health care – service providers with competitive efficiency-market failure- Role of Government-PHC-AYUSH

#### Correlational concepts:

##### Demand factors-

Health seeking behavior local dynamics of the community

Health seeking behaviour and education levels

Health seeking behaviour and income levels

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Health seeking behaviour and culture

Health seeking behaviour and gender differentials

### **Supply factors—**

- formal medical services providers
  - medical facilities available in PHCs - qualified doctors and trained nurses –availability of medicines, surgical instruments, other infrastructure facilities like Beds, Toilet, Water etc., - these are under non competitive subsidized pricing category.
  - Competitive pricing in the market - private clinics, hospitals – Laboratories including scan, Xray etc.,
- Informal medical services available
  - Alternate systems available
  - Mid-wives
  - Quack (Doctors and Nurses)
  - Traditional medical strategy
  - across a counter purchase of medicines

#### ***Theoretical concepts:***

- Public integrated model on health care systems

This model combines budget financing of health care provision with hospital service providers that are part of the government sector. These systems are organised and operated like any other government department. Staffs are mostly public-sector employees and salaried class.

- The private provider model

Private sector operates independently and is voluntary. The pricing in this sector is competitive and profit motivated.

### **Concept II: Poverty**

#### **Classification concept of Poverty:**

##### **Absolute poverty**

- physical health
- personal autonomy (capabilities deprivation )
- Social participation(social exclusion of marginalized people)

##### **Relative poverty**

- income inequality
- BPL
- Incidence of poverty among marginalized groups(ST, SC, and women)

#### ***Correlational concepts:***

##### **Determinants of Poverty**

- Income and economic assets
- Level of Education and skills
- Level of income
- Size of the family
- Occupational Structure

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- Agricultural productivity
- Availability of common property resource
- Access to welfare measures

#### ***Theoretical concepts:***

1. **Cultural theory-** It emphasizes valuational, attitudinal and behavioral patterns of the poor which prevents their upward social and economic mobility
2. **Structural theory-** It explains poverty in terms of the conditions under which the poor live, i.e unemployment, under employment, poor education and poor health and other structural factors

### **Concept III: Resource**

#### ***Classification concept of Resource:***

##### **Common Property Resources**

Resources accessible to and collectively owned\held\managed by an identifiable community and on which no individual has exclusive property rights are called common property resources.

##### **Individual resources**

Resources owned or held by an individual or a family. They have exclusive property rights

#### ***Correlational concepts:***

##### **Common Property Resources**

- *Common Village Land*
  - Village Panchayat grazing land / pasture land
  - Village forest & woodlot
  - Village sites and threshing floor
- *Common water resources*

- Domestic purpose (drinking, bathing, washing, etc.)
- Agricultural purpose (irrigation)
- Live stock purpose (fishing and other livestock needs)
- *Institutional resources(provided by the Government)*

Schools, Banks, Post Office, Primary Health Centre etc.,

Individual resources:

- Land use
- Housing
- Agriculture and allied activities
- Live stock
- Other resources owned

#### **Theoretical concepts:**

- Theory of Public good

Public good is “a commodity or service which if supplied to one person can be made available to others at no extra cost”. A “pure” public good is one that the producer cannot exclude anyone from consuming. Thus a pure public good demonstrates both non-rival consumption and nonexcludability.

- Theory of Private good

The owners or sellers of private goods exercise private property rights over them. Generally, the market will efficiently allocate resources for the production of private goods.

### **ACTIVITY MODULE:**

#### **1. Health**

##### **Health seeking behavior**

**Activity:** Brain Storming

**Expected outcome:** Students will be come out with the factors influencing health seeking behavior of ruralcommunity.

**Methodology:**The facilitator will pose leading questions and invite students to respond. All the students will be encouraged to give their views. The facilitator will record all the responses on the black board. The factors influencing health seeking behaviour will be analysed and a list of factors will be finalized.

##### **Supply factors**

**Activity** -Group discussion

**Expected outcome:** The students will able to identify formal and informal health providers that are available.

**Methodology:** The students will be divided into groups. Each group will consist of five students. They will discuss the various health providers. The groups will make their presentations from which the facilitator will summarize the presentation.

##### **Theoretical concept**

**Activity:Interactive sessions.**

**Expected outcome:** The students will understand the theory base for Economics of Health.

**Methodology:** The facilitator will give overview of the theory. This will be followed by open discussion based on the experience of the students and previous learning.

#### **2. Poverty**

##### **Classification concepts**

**Activity:** *Group Discussion*

**Expected outcome:** Students will be able to differentiate between Absolute and Relative Poverty and their components.

**Methodology:** students will be divided into groups to discuss the components of absolute and relative poverty. The groups will then make their presentations using charts / PPT.

##### **Determinants of poverty**

**Activity:** *Panel Discussion*

**Expected outcome:** Students will be able to identify the various causes of poverty.

**Methodology:** Five panelists and one moderator will be selected among the students. The moderator willgive an introduction to the topic and initiate the discussion. The panelists will make a short presentation. This will be followed by discussion among the panelist. Time will be allocated for interaction and questioning for the student body. Towards the end various causes of poverty will be identified.

##### **Theoretical concepts**

**Activity:Interactive sessions.**

**Expected outcome:** The students will understand the structural and cultural base for existence of poverty.

**Methodology:** The facilitator will give overview of the theory. This will be followed by open discussion based on theexperience of the students and previous learning.

#### **3. Resources**

### **Classificational and correlational concepts**

**Activity:** *Mind Map*

**Expected outcome:** The students will be able to know various types of Common Property of Resources available in a village.

**Methodology:** Common Property Resources will be the central idea for mind mapping. The students will draw branches and put down their ideas.

### **Theoretical concepts**

**Activity:** *Interactive session*

**Expected outcome:** The students will understand the difference between public and private good

**Methodology:** The facilitator will give overview of the theory. This will be followed by open discussion based on the experience of the students and previous learning.

### **SECTION III - COMMUNITY ENGAGEMENT PROCESS -**

**105 Hrs.**

The Department of Economics will conduct its LFE program in a Village. Initially students will visit the study area and interact with the various stake-holders to understand the rural life and pave the way for future research. They will collect secondary information like population, major occupation and other details from the Panchayat Office. This will be followed by pilot study. For the primary information census method will be adopted. Structured questionnaire will be prepared by the students. Data will be collected from all the households with regard to poverty, health status and resources. Data will be coded and entered in the excel data editor. From this, sub-tables and diagrams will be prepared. Appropriate Statistical and econometric tools will be applied to analyze qualitative and quantitative data. Based on the results of the study, the students will identify the major issues in the village. The entire study will be documented in detail. The final presentation will be done in the presence of all the stakeholders including community, government officials and NGOs working in that village. This will be followed by an interactive session, where in, the issues identified from the study will be discussed and appropriate interventions and remedies will also be discussed. The students will play an important role linking the community with the relevant government departments and NGOs. The recommendations finalized by the stake holders and students will be send to the relevant departments for further action.

## ECO6504CM INDIAN ECONOMY II

### LEARNING OUTCOME:

5 hrs/wk

On successful completion of the course, the student will be able to

- analyse the diverse economic issues facing the economy
- know about the reforms in various sectors
- to evaluate the effects of various policies

### COURSE CONTENT:

#### UNIT I: SERVICE AND SOCIAL SECTOR:

10 hrs

Education – health – transport and communication: roadways, railways, waterways, airways – power – ITCS – trends and direction.

#### UNIT II: FOREIGN TRADE:

15 hrs

Role of trade in Indian Economy –Salient features of India's foreign trade, composition, direction and organization of trade, recent changes in trade policy, balance of payments, tariff policy, exchange rate, India and WTO requirements.

#### UNIT III: MONEY AND BANKING:

20 hrs

Financial sector reforms – Organisation of India's money market – commercial banks, development finance institutions, foreign banks and non-banking financial institutions, Indian capital market and SEBI – RBI and Banking Sector Reforms – NPA and capital adequacy – BASEL norms for banks – Financial inclusion – rural banking and micro finance.

#### UNIT IV: INFLATION AND MONETARY POLICY:

15 hrs

Inflation Definition, trends, estimates, consequences and remedies (control): Wholesale Price Index, Consumer Price Index: components and trends – Monetary Policy – Objectives, Policy Instruments and Effectiveness.

#### UNIT V: BUDGETING AND FISCAL POLICY:

15hrs

Objectives and Instruments of Fiscal policy – Concept of Budgetary Deficits Revenue, Primary and Fiscal Deficits – Fiscal policy for Economic stability and growth– Effectiveness of fiscal policy – Tax Reforms – VAT and GST – Fiscal Responsibility and Budget Management (FRBM) Act

### TEXT BOOK:

Dutt, R., & Sundharam, K. *Indian Economy*. New Delhi: S. Chand & Company Ltd, 2013 Print

### REFERENCES:

Ahluwalia, I. J. and IMD Little. *India's Economic Reforms and Development*, Oxford University Press, New Delhi.(Eds.) 1998

Ashima Goyal(ed.) *The Oxford Handbook of the Indian Economy in the 21<sup>st</sup> Century: Understanding the Inherent Dynamism*, Oxford University Press.

Articles from *Economic and Political weekly*.

Byres, T.J. *The State, Development Planning and Liberalization in India*, Oxford University Press, New Delhi.(Ed.) (1997),

Byres, T.J. *The Indian Economy: Major Debates Since Independence*, Oxford University Press, New Delhi. (Ed.) (1998),

Government of India, *Economic Survey (Annual issues)*. Ministry of Finance, New Delhi.

Kausik Basu, *Oxford Companion to Indian Economy*, 3<sup>rd</sup> Edition, OUP, New Delhi.(ed.) (2012)

Uma Kapila, *Indian Economy Since Independence*, Academic Foundation, New Delhi.(ed.) 25<sup>th</sup> Edition

## **ECO6502CM DEVELOPMENT OF ECONOMIC IDEAS (Theory)**

### **LEARNING OUTCOME :**

**6 Hrs./Wk.**

On successful completion of the course, the student will be able to

- know the significant contributions made by economists
- comprehend the evolution of economic thought and, specifically, changing perspectives on the role of markets and the state in the economy
- assess the limitations of traditional theories in a dynamic world

### **COURSE OUTLINE :**

#### **UNIT- I : EVOLUTION OF EARLY ECONOMIC IDEAS 20 Hrs.**

Nature and significance of the subject – mercantilism – physiocracy– classical school – Adam Smith: division of labour – theory of value-capital accumulation – distribution – role of state – David Ricardo – value – theory of rent – distribution – ideas on economic development – international trade – Thomas Robert Malthus – theory of population – theory of glut – J.S.Mill – stationary state – value – production – distribution.

#### **UNIT-II : ALTERNATIVE TO CLASSICAL ECONOMICS 15 Hrs.**

Karl Marx – Marxian philosophy – surplus theory of value-Historical School –Institutional School – Thornstein Veblen.

#### **UNIT- III : THE MARGINAL REVOLUTION 20 Hrs.**

Marginalist School – features – economic doctrines of Gossen and Menger – Pigou's Welfare Economics – Schumpeter – role of entrepreneur and innovations – Neo-Classical Economics – Marshallian synthesis

#### **UNIT-IV : MODERN DEVELOPMENTS IN ECONOMICS AND INDIAN ECONOMIC THOUGHT 25 Hrs.**

Keynesian revolution– main contributions– alternative approach– rational expectations – efficient markets – market clearing mechanism –Milton Friedman–economic ideas of Dadabai Navroji and M.K. Gandhi – village and swadeshi – place of machinery and labour – cottage industries – trusteeship – approaches to planning (Nehru and Mahalanobis):Applied Welfare Economics – Amartya Sen

#### **UNIT- V : WOMEN ECONOMISTS 10 Hrs.**

Joan Robinson–Ursula Hicks–Anna Koutsoyiannis– Robin Wells – Jayathi Ghosh –Devaki Jain– Bina Agarwal

### **TEXT BOOK(S)**

Balasubramanyam, V. *Conversation with Indian Economists*. Delhi: Macmillan, 2001. Print.  
Hajela, T. *History of Economic Thought*. New Delhi: Konark Publishers Pvt. Ltd., 2010. Print.

### **REFERENCE BOOK(S)**

Blackhouse, R. *A History of Modern Economic Analysis*. Oxford UP.; Basil Blackwell., 1985. Print.  
Gandhi, M. *India Of My Dream*. Ahmedabad: Navajivan Publishing House, 1947. Print.  
Ganguli, B. *Indian Economic Thought: A 19th Century Perspective*. New Delhi: Tata McGraw Hill (India) Private Ltd., 1977. Print.  
Gide, A., and A. Thomson. *The Development of Economic Doctrine*. London: Longman Group., 1980. Print.  
Marx, K. *The Communist Manifesto*. London: Penguin Classics., 2002. Print.  
Roll, E. *History of Economic Thought*. London: Faber and Faber, 1973. Print.  
Schumpeter, J. *Ten Great Economists*. New York: Oxford UP, 1957. Print.

## **ECO6503CM INTERNATIONAL ECONOMICS (Theory)**

### **LEARNING OUTCOME :**

**6 Hrs./Wk.**

On successful completion of the course, the student will be able to

- comprehend the basic concepts of international trade
- apply the concepts and principles in the Indian context
- infer the need for international co-operation

### **COURSE OUTLINE :**

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

**15 Hrs.**

Meaning – nature and content of International Economics – importance of the study of International Economics – features – difference between internal and international trade – gains from international trade – criteria for measuring gains from international trade

#### **UNIT-II : THEORIES OF INTERNATIONAL TRADE**

**15 Hrs.**

Absolute Cost theory – Comparative Cost Advantage theory – Reciprocal Demand theory – Heckscher–Ohlin theory

#### **UNIT-III : TERMS OF TRADE AND FREE TRADE AND PROTECTION** 20 Hrs.

Meaning – types – factors affecting terms of trade – effect of tariff and devaluation on terms of trade – underdeveloped countries and terms of trade – concepts – case for free trade – case for protection – fallacious argument – economic argument – non-economic argument

#### **UNIT-IV : FOREIGN EXCHANGE AND EXCHANGE CONTROL**

**20 Hrs.**

Meaning – importance of foreign exchange rate – determination of foreign exchange rate – Mint Parity theory – Purchasing Power Parity theory – criticisms – Balance of Payments theory – stable exchange rate– flexible exchange rate – spot and forward exchange rate – arbitrage – Balance of Trade and Balance of Payments – adjustment mechanism – disequilibrium – types – causes of disequilibrium – methods of correcting disequilibrium: export promotion, import substitution and exchange control– meaning and features – objectives – methods – direct and indirect methods – protection: tariff – quota

#### **UNIT-V : INTERNATIONAL INSTITUTIONS**

**20 Hrs.**

International Monetary Fund – International Bank for Reconstruction and Development – International Development Agency – Asian Development Bank–EEC – SAARC – WTO – functions – objectives – structure – WTO and developing countries

### **TEXT BOOK(S)**

Jhingan, M. *International Economics*. New Delhi: Vrinda Publications Pvt. Ltd., 2012. Print.

### **REFERENCE BOOK(S)**

Bo Sodersten, and Geoffrey Reed. *International Economics*. 3rd Rev ed. New Delhi: Palgrave Macmillan, 1994. Print.

Cheruniliam, F. *International Economics*. 2nd ed. New Delhi: Tata McGraw Hill Education (India), 1997. Print.

Mannur, H. *International Economics*. New Delhi: Vikas Publishing House Pvt. Ltd., 1998. Print.

Mittani, D. *International Economics*. New Delhi: Himalaya Publishers House, 1998. Print.

Velaiyutham, T. *Foreign Trade, Theory and Practice*. New Delhi: Wheeler Publishing House, 1998. Print.

## **ECO6401CM ENVIRONMENTAL ECONOMICS (Theory)**

### **LEARNING OUTCOME :**

**4 Hrs./Wk.**

On successful completion of the course, the student will be able to

- understand the linkages between the environment and the economy
- identify environmental valuation techniques in practice
- deduce the need for environmental legislation

### **COURSE OUTLINE :**

#### **UNIT-I : INTRODUCTION TO ENVIRONMENTAL ECONOMICS 10 Hrs.**

Definition – nature and scope – functions – interaction between environment and economy – Material Balance model – economic nature of environmental issues – social decision-making and Welfare Economics.

#### **UNIT-II : MARKET AND ENVIRONMENTAL RESOURCES 15 Hrs.**

Tragedy of commons – market failure – externality – public goods, private goods, common resources, natural monopolies – property rights – pollution charges – Pigouvian tax – pollution abatement – Coase"s Theorem.

#### **UNIT-III : POPULATION AND POVERTY ENVIRONMENT 10 Hrs.**

Theories of population – Malthusian, limits to growth, optimists, demographic transition – environment, poverty and income distribution – development strategies: trickle-down approach vs. bottom-up approach.

#### **UNIT-IV : ENVIRONMENTAL VALUATION AND TECHNIQUES 15 Hrs.**

Need for environmental valuation – Environmental Impact Assessment – Total Economic Value – Cost-Benefit Analysis – WTP versus WTA – Methods of Economic Valuation: Market-based surrogate and simulated market – regulatory tools – limitations.

#### **UNIT-V : SUSTAINABLE DEVELOPMENT 10 Hrs.**

Brundtland Report – Approaches: Hartwick rule, London School, Safe Minimum Standards (SMS), Holling – sustainability, Social perspective – Indicators – Green Accounting – Environmental Kuznets Curve – international efforts – Indian environmental legislations and issues.

### **TEXT BOOK(S)**

MuthukrishnanSubhashini, **Economics of Environment**, New Delhi, PHI Learning Private Limited, 2010.

### **REFERENCE BOOK(S)**

Jhingan M.L. & Chandar K. Sharma, **Environmental Economics: Theory, Management and Policy**, New Delhi, Vrinda Publications (P) Ltd., 2007.

Thomas Janet M. & Scott J. Callan, **Environmental Economics**, New Delhi, Cengage Learning India Private Limited, 2009.

# ECTA 6401DM - ECONOMIC IDEAS IN THIRUKKURAL

jpUf;Fwspy; nghUshjhur; rpe;jidfs;  
(Theory)

## LEARNING OUTCOME :

4Hrs./Wk.

,g;ghlj;ij KOikahff; fw;wgpd; khztpah; ngWk; jpwd;fs; :-

- goe;jkpohpd; nghUshjhu Nkd;ikia czh;jy;.
- nghUspay; Fwpj;j EZf;fkhd nra;jpfisj; jpUf;Fwspd;top Ritj;jy;.
- ts;Sthpd; nghUspay; rpe;jidfis tho;tpaYld; xg;G Nehf;fy;.

## COURSE OUTLINE :

**UNIT I** :-nghUSk; kdpj tho;f;ifAk; **12 Hrs.**  
nghUspd; Njit - tho;f;if tl;lk; - kd kfpo;r;rp - Kaw;rp - nghUsPl;Lk;  
newpKiwfs; - mUSk; nghUSk;..

**UNIT II** :- kidj;Jiwig; nghUshl;rp **12 Hrs.**  
kidj;Jiw tpsf;fk; - ,y;tho;f;if - kidkhl;rp - tpUe;Njkh;gy; - Ja;j;jy; -  
tuT nryTj;jpl;lg; gq;fPLfs; - tUtha;f;NfhL - rpf;fdk; - Nrkgp;G.

**UNIT III** :- CUK; nghUSk; **12 Hrs.**  
jdpf;nfhil - xg;GuT - nghJtho;Tk; ,aw;ifia; NgzYk; - eilKiw;rp;  
rpf;fy;fSk; jPh;TfSk;

**UNIT IV** :- muRk; nghUs; Nkyhz;ikAk; **12 Hrs.**  
,iw khl;rp - muRk; nghUspaYk; - FLk;gKk; muRk; - nghJepjpAk; nghUs;  
gFg;Gk;

**UNIT V** :- ts;StUk; cyfkakhjYk; **12 Hrs.**  
eilKiw tho;Tld; xg;gply; - czT - jfty; njhlh;Gr; rhjdq;fs; -  
nghOJNghf;F - rKjhag; gz;ghl;L khw;wq;fs; - ts;Sthpd; tho;tpay;  
rpe;jidfs;

## TEXT BOOK(S) :

ghpNkyofh; (c.M.)>jpUf;Fws;> godpag;gh gpujh;];> nrd;id> 2007.  
KUfd;> g.>jpUts;Sthpd; nghUspay; rpe;jidfs;> epA+ nrQ;Rhp Gf; `T];>  
kJiu>1994.

## REFERENCE BOOK(S) :

nrshpuhrd;> nghd;.>jpUf;Fwspy; nghJepiy cj;jpfs;> nrd;id>  
cyfj;jkpohuha;r;rp epWtdk;> 2005.  
nja;tePjp>Nah.>jpUf;Fws; fhL;Lk; nghUshl;rp> jpUtz;zhkiy> thy;fh tNdrh  
gjpg;gfk;> 2001.  
FUrhhp>kh.gh.>nghUspaypd; fij> nrd;id> jpUney;Ntyp njd;dpe;jpa irt  
rpj;jhe;j E}w;gjpg;Gf; fofk;> 1975.  
me;Njhzp ,Ujajhrd;>nghUspay; nfhs;iffs; Xh; Ma;T> jpUr;nre;J}h;>  
jkpoha;T kd;wk;> 1999.  
Nkhfd;> jp.rp.> mG+h;trhkp>vk;.>nghUshjhuk; Xh; mwpKfk;> jkpo;ehL> jkpo;  
ntspaPl;Lf; fofk;> 1964.  
gukrptd;> njh.> gz;ghl;L mirTfs;>ehfh;Nfhpty;> fhyr;RtL gjpg;gfk;>2010.

# COEC6401DM MARKETING MANAGEMENT (Theory)

## LEARNING OUTCOME :

4 Hrs./Wk.

On successful completion of the course, the student will be able to

- recognise the economic concepts and theories in marketing
- develop effective marketing strategies to achieve organizational objectives
- critically assess contemporary issues in marketing

## COURSE OUTLINE :

### UNIT-I : INTRODUCTION TO MARKETING MANAGEMENT 12 Hrs.

Origin of marketing – management process – opportunities for marketing success – responsibilities of marketing manager – new concepts of marketing – mass marketing – niche marketing – strategic marketing – marketing management and its environment: internal forces – external uncontrollable forces – technological change and marketing – trends in marketing environment.

### UNIT-II : BUYER BEHAVIOUR 12 Hrs.

Determinants of buyer behaviour – consumer buying process: economic model – psychological model – Howard–Sheth model – psychographics – social and cultural influences on buyer behaviour – stages of buying process – need recognition – product awareness – interest – organisational buyer behaviour.

### UNIT-III : MARKETING MIX 12 Hrs.

Product mix– product planning and development: new product planning process –management of product life cycle– product related strategy: branding, labeling, packaging – pricing: meaning, importance, objectives, factors affecting pricing decisions, methods – channels of distribution: meaning, functions, types of channels – promotion mix – publicity, advertising, personal selling and sales promotion.

### UNIT-IV : SALES MANAGEMENT 12 Hrs.

Introduction – role of sales management in marketing – functions and problems of sales management – sales force management: recruitment, selection and training– control of sales force: methods of control, remuneration and motivation of salesmen – sales manager qualities, duties and responsibilities – kinds of sales manager.

### UNIT-V : RECENT ISSUES AND DEVELOPMENTS IN MARKETING 12 Hrs.

**Global Marketing:** Country-wise Marketing Strategies – Global Marketing Environment – Market Segmentation on a Global Scale – Standardisation vs Adaptation – Major Global Marketing Decisions.

**Rural Marketing:** Significance – Rural Marketing Environment – Rural Marketing Opportunities – Structure and Characteristics – Problems – Developing Market Mix for Rural Markets

**Green Marketing:** Objectives – importance – Problems

**Online Marketing:** Meaning, delivery methods, benefits and concerns

**Multilevel Marketing:** Meaning, process, criticisms Tele Marketing: Meaning, process, criticisms, robotic telemarketing, regulation of telemarketing

#### TEXT BOOK(S)

Sherlekar S. *Marketing Management*. Mumbai: Himalaya Publishing House Pvt. Ltd., 2011. Print.

#### REFERENCE BOOK(S)

Cherunilam F. *International Marketing*. Delhi: Himalaya Publishing House, 2006. Print.

Gupta, C., & Nair, N. R. *Marketing Management*. New Delhi: Sultan Chand & Sons, 2011. Print.

Kotler P. *Marketing Management*. 12th edition. New Delhi: Prentice Hall, 2005. Print.

Lamb, C. W., Hair, J. F., & McDaniel, C. *Marketing*. United Kingdom: South Western College Publishing, 2000.

Print.

Palmer A. *Introduction to Marketing*. New York: Oxford University Press, 2007. Print.

## **ECO0401CD TAMIL NADU ECONOMY**

**(Self-Learning - Theory)**

**(offered to II and III Semesters)**

### **LEARNING OUTCOME :**

On successful completion of the course, the student will be able to

- understand the process of growth in Tamil Nadu economy
- comprehend the specific economic issues pertaining to the region

### **COURSE OUTLINE :**

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

Place of Tamil Nadu in the national economic scene – natural resources – human resources – health and education - population and human development – regional development .

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

State income – net state domestic product – growth rate – trends – sectoral growth rates – limitations of the estimation of the NSDP data.

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

Agriculture and allied activities: share of agriculture in NSDP – major agricultural crops – productivity - agricultural finance - agricultural prices – public distribution system.

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

Industry – share of industry and service sector in NSDP– industry and plans – performance – large scale – small-scale – financial institutions in TN – foreign direct investment – service sector.

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

Concerning issues – poverty – unemployment – urbanisation – housing – public distribution system.

### **TEXT BOOK(S)**

Leonard, A.J., **Tamil Nadu Economy**, Macmillan India Ltd, 2006.

### **REFERENCE BOOK(S)**

Dhingra, I.C., **Indian Economy with special reference to Tamil Nadu**, New Delhi, Sultan chand and Co, 1995.

Perumalsamy. S., **Tamil Nadu Economy Performance & Issues**, Oxford & India Book House, 1998.

Rajalakshmi. N, **Economic Development of Tamil Nadu**, S. Chand & Co., 1995.

Tamil Nadu Development Report, **GOVERNMENT OF INDIA**, series of 2000, New Delhi, Published by Academic Foundation PLANNING COMMISSION.

Tamil Nadu Economic Appraisals, **published by Government of Tamil Nadu**, Series of 2000.

Veeramani, A.R., **TN Agricultural Economy**, Divyasre Pub, 2005.

**ECO0402CD RURAL DEVELOPMENT**  
**(Self-Learning - Theory)**  
**(offered to II, III and IV Semesters)**

**LEARNING OUTCOME :**

On successful completion of the course, the student will be able to

- gain insight into the socio-economic structure of rural India
- understand the prospects and problems of rural development in India

**COURSE OUTLINE:**

**UNIT-I : RURAL DEVELOPMENT**

Meaning – socio-economic structure of rural India - issues in rural development.

**UNIT-II : APPROACHES TO RURAL DEVELOPMENT**

Agriculture and rural development – Imperatives for water management – energy management – modern agricultural technology – social forestry – rural industrialization – approaches to rural marketing- land reforms and rural development - rural infrastructure – rural urban connectivity.

**UNIT-III : PRESENT RURAL DEVELOPMENT PROGRAMMES**

Wage employment, self-employment and entrepreneurship development – special area development – national social assistance – housing – rural water supply – rural sanitation 'PURA'.

**UNIT-IV : FINANCING RURAL DEVELOPMENT**

Credit needs of the rural poor - role of NABARD – nationalized banks-techniques of lending to agriculture – decentralized credit planning – Micro finance.

**UNIT-V : RURAL MANAGEMENT**

Voluntary agencies – panchayats – training for rural people – Self Help Groups

**TEXT BOOK(S)**

Vasant Desai, **Rural Development in India**, Mumbai, Himalaya Publishing House, 2005.

**REFERENCE BOOK(S)**

Gangaiah, **Rural Housing Schemes and Policies: A study**, New Delhi, Serials Publications, 2012.

Kulwant Raj Gupta, **Rural Development in India**, New Delhi, Atlantic Publishers, 2004.

Patil, Jayant., **Agricultural and Rural Reconstruction**, New Delhi, Concept Publishing Co, 1998.

Prasad, R.R. and Rajinikanth, G., **(Edited) Rural Development and Social Change**, Vol I & II, National Institute of Rural Development, Hyderabad, 2006.

# **ECO0403CD BIBLICAL PERSPECTIVES TO MONEY MANAGEMENT**

## **(Self-Learning - Theory)**

### **(offered to III and IV Semesters)**

#### **LEARNING OUTCOME :**

On successful completion of the course, the student will be able to

- learn what the Bible teaches about handling wealth – earning, budgeting (spending, saving, investing), giving, debt management, crisis handling and training children
- integrate principles of Economics and Biblical perspectives in the control of finances
- inculcate a spirit of stewardship in resource management

#### **COURSE OUTLINE :**

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

- a. Introduction: Financial Challenges – Materialism – Importance given to Money and Possessions in the Bible – Contentment
- b. Understanding God's part: Ownership, Control and Provision
- c. Preparing a Personal Financial Statement: Assets, Liabilities, Net Worth, Monthly Budget

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

- a. Our Part: Stewardship – Parable of the Talents
- b. Preparing Financial Goals: Giving Goals, Debt Repayment Goals, Educational Goals, Lifestyle Goals, Saving and Investment Goals, Goals for the year – Prioritising – Identifying God's Part and Our Part for Each Goal

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

- a. Debt: Biblical Perspectives vs. Modern Economy – the Debt Trap – Seeking Counsel
- b. Honesty: Bribes – Restitution
- c. Preparing a Debt List, Debt Repayment Schedule, Listing Variable Expenses, Estimated Budget – Percentage Guide and Percentage Budget to Determine Spending Under Various Categories

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

- a. Giving: Tithes – Giving to Others – God's Directions for Giving – Giving Attitude
- b. Working: God's Involvement in Our Work – for whom do you really work? – Working Hard – Rest From Work – Overwork – Working Women – Work Partnerships – Retirement
- c. Investing: Savings – Parable of The RICH Fool – Investment Principles – Material Inheritance Gambling
- d. Organising One's Estate: Will, Income Benefits, Family Information, Funeral Instructions

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

- a. Training Children to Manage Money and to be Good Stewards: Preparation of an Organising Schedule
- b. Crisis and Perspective: Lack of Financial Prosperity, Prosperity of The Wicked, Paying Taxes, Partiality to The Wealthy, Choosing an Appropriate Lifestyle
- c. Eternity: Identity on Earth and In Heaven – Impact on Investment on Time and Spending of Money – Short Term and Long Term Perspectives – Final Judgment

#### **TEXT BOOK:**

Dayton, Howard. *Your Money Counts*. Indian Revised Ed. Madurai: Compass Ministries, 2011.Print.

#### **WORK BOOK:**

*Compass India: Navigating Your Finances God's Way*. Indian Revised Ed. Madurai: Compass Ministries, 2011.Print.

#### **REFERENCES BOOK(S):**

The Holy Bible Peter, D. Schiff, and Andrew J. Schiff. *How an Economy Grows and Why It Crashes*. Hoboken, New Jersey: John Wiley and Sons, 2010.Print.

Samuelson, Paul A. William D Nordhaus.Economics, New Delhi:McGrawHill, 2010.Print.

**ECO0409CD CIVIC ECONOMICS**  
**(Self-Learning - Theory)**  
**(Offered to V Semester)**

**LEARNING OUTCOME:**

On successful completion of the course, the student will be able to

- familiarize with political, economic and social developments that have taken place in India since Independence.
- develop a perspective on the functioning of democracy and institutions in India
- understand the emerging trends in the economy in the context of globalization and the dynamics of the Indian society.

**COURSE OUTLINE:**

**UNIT I: FUNDAMENTAL RIGHTS AND DUTIES:**

New Institutional Economics – Law and Economics –Fundamental Rights– Right to Equality – Freedom – Right Against Exploitation–Freedom of Religion–Cultural and Educational Rights– Right to Constitutional Remedies– Directive Principles of State Policy– Fundamental Duties – Human Rights perspective – Right to Information, Right to Education.

**UNIT II: ADMINISTRATIVE SYSTEM IN INDIA:**

Existing administrative system in India – Administrative structure of the Government of India – Administrative structure of the State Governments – District Administration – Local self governments (Urban) – Local self governments (Rural) The Panchayats – State Vs Local bodies

**UNIT III: DEMOCRACY AND ECONOMIC RESPONSIBILITY IN INDIA:**

Directive Principles of Comparative Democratic Practices in World – Contemporary Democracies in the world (America & Australia) – Democracy in India – nature and functioning – Parliamentary System its achievements and problems – Socio-economic dimensions of democracy

**UNIT IV: GOVERNANCE AND SOCIAL ACCOUNTABILITY:**

Meaning of Governance – Role of governance – Need for governance – Changing character of Public Administration – corporate governance in India – Social Audit with case study – Business ethics – Corporate Social Responsibility

**UNIT V: INDIA AND THE WORLD:**

Contemporary Dimensions – Liberalisation and Globalisation – Major concepts: Geo-politics, national interest, National power and ideology – Conflicts – Evolving Inter-State System: Nation – State and Non – State Actors – Non-Alignment: Crisis of relevance – Conflict resolution: Institutions (World Trade Organisation, Free Trade Agreement)

**TEXT BOOK**

Vora, R. and S. Palsikar, (eds), *Indian Democracy: Meanings and Practices*, Delhi: Sage. 2004 print

**REFERENCES BOOK(S):**

Bardhan and Pranab, *The Political Economy of Development in India*, New Delhi: Oxford University Press. 1999 print

Chatterjee, and Partha, *Possible India*, New Delhi:Oxford University Press, 1998 print

Frankel, Francine, *Transforming India, Social and Political Dynamics of Democracy*, New Delhi: Oxford University Press. 2002 print

Jalan, Bimal, *India's Economy in the Millennium Selected Essays*, Delhi: UBS Publisher. 2002 print

Kaviraj, Sudipta (ed.) *Politics in India*, New Delhi: Oxford University Press. 1998 print

Khilnani, Sunil, *The Idea of India*, London: Farrar Straus and Giroux. 1999 print

**ECO0408CD HEALTH ECONOMICS**  
**(Self-Learning - Theory)**  
**(Offered to V Semester)**

**LEARNING OUTCOMES**

On successful completion of the course the students will be able to

- apply theories of consumer behavior to the demand for Health and Medical Care services
- explain the availability and accessibility of public and private health care services
- analyse Health policy and Health Insurance schemes in India

**COURSE CONTENT**

**UNIT I: INTRODUCTION:**

Health Economics –Meaning, Definition-Concepts – Determinants of Health – Measures of Health status (BMI, IMR, CMR, MMR) –Morbidity – Nutrition- PQLI and HDI Relevance of Economics in Health Care.

**UNIT II: DEMAND FOR HEALTH CARE:**

Demand for Health Services – Demand for Medical Care Services – Cost of Health Services – Classification of Cost by inputs – Medical Care Markets- Markets for Hospital Services.

**UNIT III: HEALTH CARE SERVICES:**

Preventive, Curative, Promotional and Rehabilitative Health Care – Health as a commodity – Government interventions in Health care – Pricing of Health Care services – Private, Public and Public – Private Partnership Health Care in India – The role of NGO's in Health Care – Health Care Policy and Programmes in India

**UNIT IV: ECONOMIC EVALUATION OF HEALTH CARE SERVICES:**

Meaning, importance and types of Evaluation- Cost – Risk – Benefit Analysis –Alternative Health care Services – Measuring Benefits – Discounting Costs and Benefits – Cost Effectiveness Analysis – Measuring Health outcomes.

**UNIT V: HEALTH INSURANCE:**

Meaning – Types of Insurance – Individual Insurance Plan – Group Insurance plan – Floater Insurance Plan – The theory of Risk Insurance – Health Insurance and Market Failure – The Provision of Health Insurance in India

**TEXT BOOKS:**

James W.Henderson, *Health Economics and Policy*, Third Edition, South – Western, Cengage Learning, 2005 print

Sundar, I. *Principles of Health Economics*. New Delhi: Sarup book publishers Pvt, Ltd. 2009 Print.

**REFERENCE BOOKS:**

Rajiv Misra, *India Health Report*, Oxford: Oxford University Press, 2003 Print.

Vora Rajshree, *Challenges in Health Management*, New Delhi: Akhand Publishing, 2010 Print.**ECO0406CD**

**ECO0405CD HOUSEHOLD ECONOMICS**  
**(Self-Learning - Theory)**  
**(Offered to VI Semester)**

**LEARNING OUTCOME:**

On successful completion of the course, the student will be able to

- to create an awareness among the students for the need to plan their household expenses systematically.
- to understand and systematically plan their daily requirements.
- to help them view advertisements objectively and to make the right choice.
- to expose them to the institutions which deal with consumer rights.

**COURSE CONTENT:**

**UNIT I: CONSUMER:**

Human wants – utility – satisfaction – consumer equilibrium.

**UNIT II: BUDGET:**

Meaning – need for budgeting –types – budget preparation – methods – learning through practice – balanced diet – economic usage of goods and services – nutritious food at low costs

**UNIT III: THEORIES OF CONSUMER BEHAVIOUR:**

Psychological theories – Psychoanalytical theories – Social psychological theories

**UNIT IV: CONSUMER CHOICE**

Advertisement – effects of advertisement in consumption – gathering information about the sources of prices – availability of goods and services in the market.

**UNIT V: CONSUMERISM AND CONSUMER PROTECTION**

concepts – consumer rights – awareness – advertising Legislation – women and media – present state of affairs – types of appeals used to lure womenfolk – specific consumer defenses against advertising – Consumer Protection Act – consumer protection councils – framework – functions – role of the public – participation – effectiveness.

**REFERENCE BOOKS:**

Tim Hardford, *The Undercover Economist*, London: Little, Brown Book Group., 2013 print

Paul Ormerod , *Butterfly Economics : A New General Theory of Social and Economic Behaviour*, Newyork: Basic books., 2001 print

*Friedman, Thomas L, The World Is Flat: A Brief History of the Twenty-first Century*. New York: Farrar, Straus and Giroux. , 2005 print.

*Home Economics*, New York : Macmillan Publishing Co., 1983 Print.

Pillai R.S.N. & Bagavathi, *Modern Marketing*, New Delhi: S.Chand & Company Ltd., 2001 Print.

Ramaswamy M.S, *Marketing Salesmanship and Advertising*, New Delhi : Sterling Publishing Private Ltd., 1991 Print.

Sanjay Kaptan & Akhilest Acharya, *Advertisement in Print Media*, Jaipur Book Enclave, 2001 Print.

**ECO0406CD - DEMOGRAPHY**  
**(Self-Learning - Theory)**  
**(Offered to VI Semester)**

**LEARNING OUTCOME:**

On successful completion of the course, the student will be able to

- understand the basic principles, concepts and theories of population studies
- recognize the problems related to population growth
- know the policy framework and its performance in India.

**COURSE CONTENT:**

**UNIT I: INTRODUCTION:**

Definition – nature and scope – historical background – significance of population studies.

**UNIT II: CONCEPTS:**

**FERTILITY:**

Fertility and fecundity – factors affecting fertility – birth rate – crude and standard birth rates – vital statistics.

**DEATH RATE:** Mortality and Morbidity - Crude and standard death rates – infant mortality – maternal mortality – age specific death rates – factors affecting mortality rate.

**MIGRATION:** Kinds of migration – factors affecting migration – effects of migration.

**LIFE EXPECTANCY:** Meaning – life table – life expectancy in developed and developing countries.

**UNIT III: COMPOSITION OF POPULATION:**

Age and sex composition – population pyramids – dependency load. Urban and rural composition. Sectoral composition.

**UNIT IV: THEORIES OF POPULATION:**

Malthusian theory – Dalton's Optimum theory – Demographic transition.

**UNIT V: POPULATION SCENARIO IN INDIA:**

World population trends - population explosion – population of India – causes – population policy – family planning and family welfare programmes – achievements and fallouts-HDI, UNDP and CPI.

**TEXT BOOK:**

Bhende, Asha & kanitkar, Tara, *Principles of Population Studies*, Mumbai : Himalaya Publishing House, 2000 Print.

**REFERENCE BOOKS:**

Chaubey, P.K., *Population Policy for India*, New Delhi: Kanishka Publishers, 2001 Print.

Hansraj, *Fundamentals of Demography*, New Delhi : Surjit Publications, 1988 Print.

Prasad, B. K., *Population and Family Life Education*, Anmol Publications Pvt. Ltd., 2004 Print