

**B.A. DEGREE COURSE IN BUSINESS ECONOMICS  
(with effect from 2012-2013)**

**I Year – I & II Semester**

<b>Paper</b>	<b>Title</b>	<b>Semester</b>	<b>Credit</b>
1.	Economics of Firm Strategy-I	I	4
2.	Economics of Money and Banking- I	I	4
3.	Economics of Firm Strategy - II	II	4
4.	Economics of Money and Banking - II	II	4

**ALLIED PAPERS  
Any two subjects**

<b>Paper</b>	<b>Title</b>	<b>Credit</b>
1.	Basic Financial Accounting	5
2.	Marketing – I	5
3.	Marketing - II	5
4.	Business Ethics & Values	5
5.	Financial Markets	5
6.	Managerial Economics	5
	<b>Total</b>	<b>20 Credit (4 x 5)</b>

**NON-MAJOR ELECTIVES**

1. B.A. Business Economics
2. B.A. Corporate Economics
3. B.A. Economics

**For all the above major subjects the following are the Non- Major Elective Subjects**

<b>I Semester</b>	<b>II Semester</b>
(Any one subject of the following Non Major Elective Chosen by the candidate)	(Any one subject of the following Non Major Elective chosen by the candidate)
1. Economics for Managers	1. Indian Economy for Competitive Examinations.
2. Economic Psychology	2. Development Economics
3. Basics of Cost & Management Accounting	3. Economic Sociology
4. Basics of Capital Markets	4. Financial Administration

### THIRD SEMESTER

Course Component	Subjects	Inst. Hrs	Credits	Exam Hrs.	Max. Marks		
					Ext. Marks	Int. marks	Total
Part I	Language Paper III	6	3	3	75	25	100
Part II	English Paper III	6	3	3	75	25	100
Part III Core courses	Paper V – Statistics for Business Analysis - I	5	4	3	75	25	100
	Paper VI – Entrepreneurial Development - I	5	4	3	75	25	100
Allied Subject II	Allied Paper – III	6	5	3	75	25	100
Part IV	Soft Skill - III		3	3	60	40	100
Part IV	Environmental Studies				<b>Examination will be held in IV semester</b>		

### FOURTH SEMESTER

Course Component	Subjects	Inst.Hrs	Credits	Exam Hrs	Max. Marks		
					Ext. Marks	Int. marks	Total
Part I	Language Paper IV	6	3	3	75	25	100
Part II	English Paper IV	6	3	3	75	25	100
Part III Core courses	Paper VII – Statistics for Business Analysis - II	5	4	3	75	25	100
	Paper VIII – Entrepreneurial Development - II	5	4	3	75	25	100
Allied Subject - II	Allied Paper – IV	6	5	3	75	25	100
Part IV	Soft Skill - IV		3	3	60	40	100
Part IV	Environmental Studies	2		3	75	25	100

### FIFTH SEMESTER

Course Component	Subjects	Inst.Hrs	Credits	Exam Hrs	Max. Marks		
					Ext. Marks	Int. marks	Total
Part III Core Courses	Paper - IX – Macro Economics - I	4	4	3	75	25	100
	Paper X – Fiscal Economics - I	4	4	3	75	25	100
	Paper XI – International Economics - I	5	4	3	75	25	100
	Paper XII – Indian Economy and Economic Reforms	5	4	3	75	25	100
	Elective Paper - I	6	5	3	75	25	100
Part IV	Value education						

### SIXTH SEMESTER

Course Component	Subjects	Inst. Hrs	Credits	Exam Hrs	Max. Marks		
					Ext. Marks	Int. marks	Total
Part III Core courses	Paper - X III–Macro Economics - II	4	4	3	75	25	100
	Paper XIV – Fiscal Economics - II	4	4	3	75	25	100
	Paper XV – International Economics - II	5	4	3	75	25	100
Project or Electives	Elective Paper - II	5	4	3	75	25	100
	Elective Paper – III	6	5	3	75	25	100
Part V	Extension Activities						

#### List of Elective:

1. Human Resource Development-I
2. Human Resource Development-II
3. Environmental Economics
4. Organizational Behaviour
5. Fundamentals of Operational Research
6. Principles of Management

#### List of Allied Subject:

1. Basic Financial Accounting
2. Marketing-I
3. Marketing-II
4. Business Ethics and Values
5. Financial Markets
6. Managerial Economics

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# SYLLABUS

## 02. B.A. DEGREE COURSE IN BUSINESS ECONOMICS

### I SEMESTER

#### **Core Paper :I ECONOMICS OF FIRM STRATEGY - I**

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

Economic problems – Scarcity and choice - Definition of Economics – Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson

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

Basic concepts of Micro economics - Concept of utility – Utility analysis – Total and Marginal Utility - Demand analysis – Indifference curve analysis – Revealed Preference hypothesis (concept only)

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

Supply and production decisions – Supply and Law of Supply – Production function - Short and Long run production function – Traditional and modern approach – Leontief - Cobb-Douglas production function

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

Theory of cost - Cost functions and its derivation from Production function – Short and long run costs

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

Revenue concepts – Total Revenue, Average revenue and Marginal revenue – Relationship between AR, MR and elasticity - Nature of AR and MR under different Market structures

#### **Core Paper : II ECONOMICS OF MONEY AND BANKING I**

## UNIT - I

Introduction to Money – Evolution and functions of money – Forms of money – Value of money – Determination of relationship between Value of money and prices

## UNIT - II

Quantity theory of money – Fisher's Equation of Exchange – Cash Balance approach - Keynes Saving – Investment theory - Keynes' theory of Money and Prices - Re-statement of Quantity Theory of Money – Milton Friedman

## UNIT - III

Real and monetary sectors – Linkages between Real and monetary sector – Dichotomy between Real and monetary sectors – Neutrality of money – Real Balance effect

## UNIT - IV

Money supply – Components of money supply – Money Multiplier – System of Note issue – Money supply in India

## UNIT - V

Inflation and deflation –Recent trends in inflation Causes, effects and remedies - Trade Cycles – Theories of Trade cycles.

**ALLIED SUBJECT**  
**[Any FOUR subjects to be offered in I and II year]**

**Core Paper : 1      BASIC FINANCIAL ACCOUNTING**  
**UNIT - I**

Accounting – Principles – Concepts and conventions - Double entry system of accounting

**UNIT - II**

Introduction to basic books of accounts of sole proprietary concern – Closing of books of accounts and preparation of Trial Balance

**UNIT - III**

Preparation of Financial accounts : Trading, Profit and Loss Account – Balance sheet

**UNIT - IV**

Introduction to Company Final Accounts

**UNIT - V**

Methods of depreciation Accounting - Inventory valuations

**Study Material :**

- |                                |                        |
|--------------------------------|------------------------|
| 1. Gupa, T.L. & Radhaswamy, M. | - Advanced Accounting  |
| 2. Shukla & Grewal             | - Advanced Accounting  |
| 3. Maheswari, S.N.             | - Financial Accounting |
| 4. Jain, S.P. & Narang, K.L    | - Advanced Accounting  |

**Core Paper : 2      MARKETING - I**

***UNIT - I***

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

***UNIT - II***

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

***UNIT - III***

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

***UNIT - IV***

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

***UNIT - V***

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

## **Paper : 3    MARKETING - II**

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

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

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

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

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

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

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

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

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

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

### **Study Material :**

- |                               |   |
|-------------------------------|---|
| 1. Ramaswamy & Ramakumari     | - Marketing Management                          |
| 2. Nag                        | - Marketing Strategy                            |
| 3. Converse, Huegym, Mitchell | - Elements of Marketing                         |
| 4. Mamoria & Joshi            | - Principles and practice of Marketing in India |
| 5. Moore, Joshi & Khusro      | - Indian Food grain Marketing                   |
| 6. Saxena & Nigam             | - A study of Marketing in India                 |
| 7. J.C. Sinha                 | - Principles of marketing and Salesmanship      |
| 8. Tousely, Clark & Clark     | - Principles of Marketing                       |
| 9. William J. Stanton         | - Fundamentals of Marketing                     |



## **Paper : 4 BUSINESS ETHICS AND VALUES**

### **UNIT - I**

Role and importance of Business Ethics and Values in Business - Definition of Business Ethics - Impact on business policy and business strategy – Role of CEO - Impact on the business culture

### **UNIT - II**

Types of Ethical issues - Bribes – Coercion – Deception – Theft – Unfair Discrimination

### **UNIT - III**

Ethics Internal - Hiring employees – Promotions – Discipline – Wages – Job Description – Exploitation of employees - Ethics External – Consumers - Fair Prices – False Claim Advertisements

### **UNIT - IV**

Ethics External – Environment protection - Natural – Physical – Society – Relationship of Values and Ethics - Indian Ethos – Impact on the performance

### **UNIT - V**

Social Responsibilities of Business towards Share holders - Employees – Customers – Dealer - Vendors – government – Social Audit

### **Study Material :**

1. Mamoria & Mamoria - Business Policy
2. William H. Shaw - Business Ethics
3. David J. Fritzche - Business Ethics
4. Peter Madsen & Jay M. Shafritz – Essentials of Business Ethics

## **Paper : 5 FINANCIAL MARKETS**

### **UNIT - I**

Structure of Indian Capital market – Primary market – Secondary market - Financial institutions – basic infrastructure - Types of Financial markets - Non banking financial companies – new financial institutions – Mutual funds – Venture capital – Credit rating agencies

### **UNIT - II**

Working of Stock exchanges - Bombay stock exchange – national stock exchange – OTCEI - Types of issue – Debt instruments – Short term – Innovative instruments – Derivatives – Global Depository Receipts – Intermediaries – SEBI regulations

### **UNIT - III**

Regulatory environment in India - Securities market regulation – Capital issues control Act 1947 - Securities Contracts Regulation Act 1956 – SEBI Act, 1992 - Regulation of OTCEI - National Depositories ordinance

### **UNIT - IV**

Indian Financial system – Capital formation – Hindrances – need for Financial intermediaries - Direct versus Indirect finance – Evolution of Indian Financial System

### **UNIT - V**

Mutual funds – concept and nature – Types of schemes – Asset management companies - SEBI guidelines on mutual funds – Investment pattern and performance of mutual funds

### **Study Material :**

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

## **Paper : 6 MANAGERIAL ECONOMICS**

### **UNIT - I**

Nature and scope of managerial economics - Role and responsibilities of Managerial economists  
– Demand Analysis – Elasticity of demand - Demand Forecasting : meaning and methods.

### **UNIT - II**

Cost Analysis - Cost-output relationship - Cost control – Cost reduction – Production function

### **UNIT - III**

Market structures – Price and output determination under perfect competition, Monopoly, Monopolistic Competition, Oligopoly – Price Leadership – Models – Price Rigidity (Kinked Demand Curve).

Market structures – Price and output determination under perfect competition, Monopoly, Monopolistic Competition

### **UNIT - IV**

Pricing methods – pricing of new product – Price regulation – Profit and profit Management – Profit planning and Profit forecasting – Break-even analysis.

### **UNIT - V**

Capital budgeting – Cost of capital – Capital management – Project profitability – Methods of appraising Project profitability

#### **Study Material :**

1. Varshney, R.L. & Maheswari, K.L. - Managerial Economics
2. Baumol William, J - Economic Theory and Operation Analysis
3. Dean, Joel - Managerial Economics
4. Hague, D.C. - Managerial Economics
5. Mote, Paul & Gupta - Managerial Economics – Concepts & Cases
6. Savage & Small - Introduction to Managerial Economics
7. Spencer, M.H. - Managerial Economics–Text,Problems,short cases
8. Salvatore & Srivastava - Managerial Economics (Oxford publications)

## **Non-Major Elective Papers**

### **FIRST SEMESTER**

#### **ECONOMICS FOR MANAGERS**

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

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

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

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

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

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

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

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

#### **STUDY MATERIAL**

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

# **ECONOMIC PSYCHOLOGY**

## **UNIT - I**

Definition of Psychology - Aims of Psychology - Humanistic Psychology.

## **UNIT - II**

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

## **UNIT - III**

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

## **UNIT - IV**

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

## **STUDY MATERIAL**

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

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

### **UNIT - I**

Cost Accounts - meaning scope and objectives of Cost Accounting.

### **UNIT - II**

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

### **UNIT - III**

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

### **UNIT - IV**

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

## **STUDY MATERIAL**

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

## **BASICS OF CAPITAL MARKET**

### **UNIT - I**

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

### **UNIT - II**

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

### **UNIT - III**

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

### **UNIT - IV**

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

### **STUDY MATERIAL**

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

## SECOND SEMESTER

### Core Paper : III ECONOMICS OF FIRM STRATEGY - II

#### UNIT - I

Definition of Business Economics - nature and scope - Demand forecasting (only Concept) and Demand distinctions

#### UNIT - II

Producer's equilibrium - Iso-quants – Iso-cost - Least cost combination – Multi-product firm and equilibrium

#### UNIT - III

Firm's strategy and Policy - Strategy – Missions – Objectives and goals – Profit maximization – Baumol's Sales Maximization theory – Utility Maximization theory – Entry preventing theory (Limit Pricing Theory of Bains)

#### UNIT - IV

Fundamental of Pricing strategies and Policy - Price and output decisions of firms under Perfect competition, Monopoly, Monopolistic and Oligopoly market structures

#### UNIT - V

SWOT analysis of a firm - Social responsibility of Indian businessmen – Hurdles in the fulfillment of social responsibility – Remedial measures for improving the image of business

#### Study Material :

- |                                      |                            |
|--------------------------------------|----------------------------|
| 1. Dewett, K.K.                      | - Modern Economic Theory   |
| 2. Dwivedi, D.N                      | - Principles of Economics  |
| 3. Jhingan, M.L.                     | - Advanced Economic Theory |
| 4. Sankaran, S                       | - Economic Analysis        |
| 5. Seth, M.L.                        | - Principles of Economics  |
| 6. Sundharam, K.P.M.& Sundharam E.N. | - Economic Analysis        |
| 7. K.Jothisivagnanam & R.Srinivasan  | - Business Economics       |



## **Core Paper : IV ECONOMICS OF MONEY AND BANKING II**

### **UNIT - I**

Money market – Structure of the Money Market - Organized and unorganized market - Indian Money Market

### **UNIT - II**

Central Banking – Evolution of Central banking – Functions – Methods of Credit control - Monetary planning and policy with reference to India

### **UNIT - III**

Commercial Banking – Types of banking – Functions – Liquidity creation of Money by banks – Balance Sheet of Commercial Banks – Portfolio of Commercial Banks

### **UNIT - IV**

Banking sector Reforms since 1991 – Narasimham Committee Recommendation - Securitization Act Capital Adequacy norms.

### **UNIT - V**

Financial Services – Merchant banking – Mergers and Acquisitions – Mutual Funds - Capital Markets - {Primary and Secondary Market – Stock Exchange indices – Demat of Securities – SEBI

### **Study Material :**

1. Balu, V - Banking and financial System
2. Seth, M.L. - Monetary Economics
3. Sundaram, K.P.M. - Monetary Theory and Practice
4. Suraj B. Gupta - Monetary Economics - Institutions, Theory and Policy
5. Vaish, M.C. - Monetary Economics
6. Vaish, M.C. - Money, Banking, Trade and Public Finance

## **NON MAJOR ELECTIVE PAPER**

### **INDIAN ECONOMY FOR COMPETITIVE EXAMINATIONS**

#### **UNIT - I**

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

#### **UNIT - II**

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

#### **UNIT - III**

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

#### **UNIT - IV**

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

#### **STUDY MATERIALS**

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

## **DEVELOPMENT ECONOMICS**

### **UNIT - I**

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

### **UNIT - II**

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

### **UNIT - III**

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

### **UNIT - IV**

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

### **STUDY MATERIALS**

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

## **ECONOMIC SOCIOLOGY**

### **UNIT - I**

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

### **UNIT - II**

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

### **UNIT - III**

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

### **UNIT - IV**

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

### **STUDY MATERIAL**

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

## **FINANCIAL ADMINISTRATION**

### **UNIT - I**

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

### **UNIT - II**

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

### **UNIT - III**

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

### **UNIT - IV**

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

## **STUDY MATERIAL**

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

## **SEMESTER- III**

### **CORE PAPER: V: STATISTICS FOR BUSINESS ANALYSIS - I**

#### **UNIT - I**

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

#### **UNIT - II**

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

#### **UNIT - III**

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

#### **UNIT – IV**

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

#### **UNIT - V**

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

## **CORE PAPER VI: ENTREPRENEURIAL DEVELOPMENT - I**

### **UNIT - I**

Meaning of entrepreneur - theories - Classical - Neo Classical - Schumpeter's innovations Theory - Other Modern Theories.

### **UNIT - II**

Role and importance of Entrepreneurship - Characteristics of an Entrepreneur - Relationship between entrepreneur, Entrepreneurial and Entrepreneurship - Functions of entrepreneur - Types of Entrepreneurs - Classification of entrepreneurs.

### **UNIT - III**

Evolution of Indian Entrepreneurship - Role of Entrepreneurship in Economic Development - Role of Government and Non Government Organisation - Policies and Programmes of Entrepreneur Development - Industry Policy.

### **UNIT - IV**

Small Scale Entrepreneurs - Small Scale Industries and Indian Economic Development - Small Scale Industries and Entrepreneurs Development - Concessions - Incentives and subsidies to small scale industries - SIDBI.

### **UNIT - V**

Project Appraisal - Classification of Project - Appraisal - Formation of Business Idea - Contents of Project Report.

## **IV SEMESTER**

### **CORE PAPER VII: STATISTICS FOR BUSINESS ANALYSIS - II**

#### **UNIT - I**

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

#### **UNIT – II**

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

#### **UNIT - III**

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

#### **UNIT - IV**

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

#### **UNIT - V**

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

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

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



## **CORE PAPER VIII: ENTREPRENEURIAL DEVELOPMENT - II**

### **UNIT - I**

Women Entrepreneurs - Definition - Problems of Women Entrepreneurs - Opportunities of Women Entrepreneurs - Future of Women Entrepreneurs - Rural Entrepreneurship - Definition - Problems - remedies - marketing- future of rural enterprises.

### **UNIT - II**

Management - Business Analysis - evaluation of Marketing- Forecasting Techniques - market Structure - Classification of goods and services - Inventory Management.

### **UNIT - III**

Financial Analysis - Break - Even Analysis - Sources of Finance - Financial Institutions - Problems and remedies - Role of Commercial Banks.

### **UNIT - IV**

Entrepreneurial Development Programmes in India - EDP Cell, DICs, KVIC, DRPA, JRY, SISI, SIDCs-Other national, State and District Level Development Programmes.

### **UNIT - V**

Entrepreneurial Development in Tamil Nadu - State Financial Corporation - SIPCOT - ITCOT - SIDC's SIETI Etc. - Industrial Policy and Entrepreneur Development - Tamil Nadu Economic Development - Various Programmes

### **Books for Reference:**

1. Ajay Lakhanpal : Entrepreneurial Development An Institutional Approach, Commonwealth Publishers.
2. Bhattacharya. H : Entrepreneurial Development
3. Gupta G.B. & Srinivasan N.P.: Entrepreneurial Development Sultant & Chand Co.
4. Jayashree Suresh : Entrepreneurial Development
5. Rao S.K. : Entrepreneurial Development in India
6. Saravanavel : Entrepreneurial Development
7. Cassion Mark : The Entrepreneur
8. Misra P.N. : Development Bank and New Entrepreneurial in India
9. Tandon B.C : Environment and Entrepreneurial
10. Tommy Reid & Thomas F Reid : Ethics, Excellence & Economics, Keys to Entrepreneurial Devt, Harrison House, New York.

**V SEMESTER**  
**CORE PAPER IX: MACRO ECONOMICS - I**

**UNIT - I**

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

**UNIT - II**

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

**UNIT - III**

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

**UNIT - IV**

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

**UNIT - V**

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

## **CORE PAPER X: FISCAL ECONOMICS - I**

### **UNIT - I**

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

### **UNIT - II**

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

### **UNIT - III**

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

### **UNIT - IV**

Individual taxes - (with reference to India) Income Tax Expenditure tax - Wealth tax - Property tax - Estate duty - Gift tax - Death duty - Customs duty - Excise duty Sales tax - Value added tax – Rationale of Goods and Services Tax (GST).

### **UNIT - V**

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

## **CORE PAPER XI: INTERNATIONAL ECONOMICS - I**

### **UNIT – I**

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

### **UNIT – II**

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

### **UNIT - III**

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

### **UNIT - IV**

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

### **UNIT – V**

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

## CORE PAPER XII: INDIAN ECONOMY AND ECONOMIC REFORMS

### UNIT - I

Features of less developed and developing Economies Economic and non-Economic factors impending economic development - Capital formation - Human and Physical, Savings and investment Pattern during the plans- X and XI Five Year Plans.

### UNIT - II

Agriculture - Its contribution to Economic development Food problems - Methods of solving - Measures to increase agricultural Productivity - Land reforms - Green revolution - Agricultural Inputs and Agricultural Credit - Evaluation of Agricultural Policy during the plan Period - Reforms in Agricultural sector.

### UNIT - III

Role of industries in Economic development - Cottage, small scale and large scale (cotton, iron and steel, jute, sugar and tea) - Assessment of industrial Policy – measures since 1991- Public Sector - Privatization Industrial reforms.

### UNIT - IV

Transport - Importance of transport (Road, Railways, Shipping and civil Aviation) to Economic growth - Evaluation of Government Policy - Transport Co-ordination - Reforms, Monetary Reforms.

### UNIT - V

Poverty in India – Absolute and Relative poverty measures – Multi dimensional poverty- Poverty eradication programmes - Regional Development Disparities - Economic development and Social Changes India's foreign trade – concepts of BOP and recent trends in balance of Payment.

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

1. Dhingara : Indian Economy
2. Datt & Sundaram : Indian Economy
3. Jhingan : Economics of development and planning
4. Sanakaran S. : Indian Economy
5. A.N.Agarwal : Indian Economy
6. Alak Ghosh : Indian Economy
7. Government of India : Five Year plan reports

**VI SEMESTER**  
**CORE PAPER XIII: MACRO ECONOMICS - II**

**UNIT - I**

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

**UNIT - II**

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

**UNIT - III**

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

**UNIT - IV**

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

**UNIT - V**

Objectives and importance of Macro Economic policy.

**Books for Reference:**

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

## **Core Paper XIV: FISCAL ECONOMICS - II**

### **UNIT - I**

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

### **UNIT - II**

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

### **UNIT - III**

Federal finance - Principles - Analysis of division of revenue, expenditure and other powers between union, State and local Governments - Finance commission - Analysis of latest finance commission recommendation – 12th & 13th Finance Commission.

### **UNIT - IV**

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

### **UNIT - V**

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

### **Books for Reference:**

1. Sankaran .S. - Fiscal Economics
2. Sundaram K.P.M. - Fiscal Economics
3. K.P.M.Sundaram and K.K.Andley- Public Finance Theory and practice.
4. Cauvery and Others - Fiscal Economics
5. Bhargava R.N. - Indian public finance.
6. Bhatia - Public finance
7. Musgrave and Musgrave - Theory and practice of public finance

## **Core Paper XV: INTERNATIONAL ECONOMICS – II**

### **UNIT – I**

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

### **Unit –II**

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

### **Unit –III**

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

### **Unit –IV**

International Monetary System – IMF – SDR – International Liquidity.

### **UNIT – V**

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

### **Books for reference:**

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



## **ELECTIVES**

**[Any THREE subjects to be offered in III Year Fifth and Sixth Semester]**

### **Paper : 1 HUMAN RESOURCE DEVELOPMENT - I**

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

Human Resource Management : The philosophy of Management concepts – Objectives – Functions – Evolution of Management – Development theory and Management.

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

Job Analysis Design and Evaluation : Concepts – Methods of Job Analysis – Job Description – Specialization - Job Design – Job Enlargement – Job Enrichment – Job Evaluation

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

Recruitment and Selection : Concepts - Sources of Recruitment – Methods of Recruitment

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

Selection : Concepts - Selection process – Selection Tools – Application blank

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

Training and Development : Concepts – Ascertaining Training methods - Methods of Training and Development.

## **Paper : 2 HUMAN RESOURCE DEVELOPMENT - II**

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

Promotion and Career Planning : Concepts – Criteria for Promotion – Demotion.

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

Career Planning : Concepts - Stages in Career planning – Specific problems and solutions thereof.

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

Human Resources and Productivity: Factors of productivity – Role of the Management in increasing productivity - Organization for Productivity – Motivation for productivity - Sharing productivity gains

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

Building up Morale - Preparing People for Change - Worker's Participation in Management

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

Motivation : Concepts - Theories of Motivation – Maslow's Hierarchy of needs - Motivation techniques.

### **Books for Reference:**

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

## **Paper : 3 ENVIRONMENTAL ECONOMICS**

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

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

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

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

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

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

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

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

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

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

### **Books for Reference:**

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

## **Paper : 4 ORGANIZATIONAL BEHAVIOUR**

### **UNIT I**

Introduction to Organizational Behaviour – Foundations of Individual Behaviour – Personality – Perception – Learning - Values and Attitudes.

### **UNIT II**

Motivation – Early Theories – Contemporary Theories – Motivation at work – Designing, Motivating Jobs

### **UNIT III**

Group Dynamics – Group Behaviour – Communication and Group Decision Making – Inter-group Relations.

### **UNIT IV**

Leadership – Traits – Behavioral and Contingency theories – Power and Politics – Transactional Analysis – Work Stress

### **UNIT V**

Organisational structure and Design – Organisational Change and Development – Organisational Culture and Climate – Organizational Conflict – Causes – Types of Conflict – Management Conflict.

### **Books for Reference:**

1. Fred Luthens : Organisational Behaviour.
2. Stephen Robbins : Organisational Behaviour.
3. Khanka : Organisational Behaviour
4. Stephen Robbins : Organisational Behaviour.
5. Jit. S. Chandran : Organisational Behaviour.

## **Paper : 5 FUNDAMENTALS OF OPERATIONAL RESEARCH**

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

Operations research - Introduction - Definition and Characteristics of Operations research - Deductive and Inductive approaches - Operations research methodology - Operations research technique

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

Linear Programming - basic concepts - Formulation of models - Limitations of linear programming - Graphical method

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

Linear Programming - Simplex method

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

Linear Programming - Transportation model

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

Network Techniques - PERT and CPM - Evolution of network model - Network construction – Probability and PERT Network

### **Books for Reference:**

1. Chiang, A.C. - Fundamental methods of Mathematical Economics
2. Dorfman, R., Samuelson, P & Solow, R - Linear Programming and Economic analysis
3. Levin, R. I. & Kirkpatrick, C.A. - Quantitative approaches to Management
4. Mehta, P.L. - Managerial Economics
5. Kharidehal Venkata Rao - Management Science

## 6. PRINCIPLES OF MANAGEMENT

### UNIT I

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

### UNIT II

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

### UNIT III

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

### UNIT IV

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

### UNIT V

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

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

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Weihrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

Harold Koontz, Cyril O &Donnell(1968) : Principles of Management,

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