**THIRUVALLUVAR UNIVERSITY**

**BACHELOR OF ARTS**

**B.A. CORPORATE ECONOMICS**

**DEGREE COURSE**

**CBCS PATTERN**

**(With effect from 2020 - 2021)**

**The Course of Study and the Scheme of Examinations**

| **S.NO.** | **Part** | **Study Components** | | **Ins. hrs /week** | **Credit** | **Title of the Paper** | **Maximum Marks** | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | | **CIA** | **Uni. Exam** | **Total** |
| **SEMESTER I** | | | | | |  |  |  |  |
| 1 | I | Language | Paper-1 | 6 | 4 | Tamil/Other Languages | 25 | 75 | 100 |
| 2 | II | English (CE) | Paper-1 | 6 | 4 | **Communicative English I** | 25 | 75 | 100 |
| 3 | III | Core Theory | Paper-1 | 5 | 3 | Micro Economics I | 25 | 75 | 100 |
| 4 | III | Core Theory | Paper-2 | 5 | 3 | Business Statistics | 25 | 75 | 100 |
| 5 | III | ALLIED -1 | Paper-1 | 6 | 3 | **(to choose 1 out of 4)**   1. Business Organisation 2. Financial Accounting I 3. Public Administration I 4. Agricultural Finance I | 25 | 75 | 100 |
| 6 | III | PE | Paper-1 | 6 | 3 | **Professional English I** | 25 | 75 | 100 |
| 7 | IV | Environmental Studies |  | 2 | 2 | Environmental Studies | 25 | 75 | 100 |
|  |  |  |  | **36** | **22** |  | **175** | **525** | **700** |
|  |  |  |  |  |  |  |  |  |  |
| **SEMESTER II** | | | | | |  | **CIA** | **Uni. Exam** | **Total** |
| 8 | I | Language | Paper-2 | 6 | 4 | Tamil/Other Languages | 25 | 75 | 100 |
| 9 | II | English | Paper-2 | 6 | 4 | **Communicative English II** | 25 | 75 | 100 |
| 10 | III | Core Theory | Paper-3 | 4 | 3 | Micro Economics II | 25 | 75 | 100 |
| 11 | III | Core Theory | Paper-4 | 4 | 3 | Economics of Corporate Sector | 25 | 75 | 100 |
| 12 | III | ALLIED-1 | Paper-2 | 6 | 5 | **(to choose 1 out of 4)**   1. Enterprise Resource Planning 2. Financial Accounting II 3. Public Administration II 4. Agricultural Finance II | 25 | 75 | 100 |
| 13 | III | PE | Paper-2 | 6 | 3 | **Professional English II** | 25 | 75 | 100 |
| 14 | IV | Value Education |  | 2 | 2 | Value Education | 25 | 75 | 100 |
| 15 | IV | Soft Skill |  | 2 | 1 | Soft Skill | 25 | 75 | 100 |
|  |  |  |  | **36** | **25** |  | **200** | **600** | **800** |
|  |  |  |  |  |  |  |  |  |  |

| **S.NO.** | **Part** | | **Study Components** | | **Ins. hrs /week** | **Credit** | **Title of the Paper** | **Maximum Marks** | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | | **CIA** | **Uni. Exam** | **Total** |
| **SEMESTER III** | | | | | | |  | **CIA** | **Uni. Exam** | **Total** |
|  | | I | Language | Paper-3 | 6 | 4 | Tamil / Other Languages | 25 | 75 | 100 |
|  | | II | English | Paper-3 | 6 | 4 | English | 25 | 75 | 100 |
|  | | III | Core Theory | Paper-5 | 3 | 3 | Indian Economic Development I | 25 | 75 | 100 |
|  | | III | Core Theory | Paper-6 | 3 | 3 | Monetary Economics | 25 | 75 | 100 |
|  | | III | ALLIED-2 | Paper-3 | 7 | 3 | **(to choose 1 out of 4)**   1. Mathematical Economics I 2. Cost Accounting 3. Labour Economics 4. Business Communication | 25 | 75 | 100 |
|  | | IV | Skill based Subject | Paper-1 | 3 | 2 | Personality Development | 25 | 75 | 100 |
|  | | IV | Non-major elective | Paper-1 | 2 | 2 | Fundamentals of Corporate Economics I | 25 | 75 | 100 |
|  | |  |  |  | **30** | **21** |  | **175** | **525** | **700** |
|  | |  |  |  |  |  |  |  |  |  |
| **SEMESTER IV** | | | | | | |  | **CIA** | **Uni. Exam** | **Total** |
|  | I | | Language | Paper-4 | 6 | 4 | Tamil/Other Languages | 25 | 75 | 100 |
|  | II | | English | Paper-4 | 6 | 4 | English | 25 | 75 | 100 |
|  | III | | Core Theory | Paper-7 | 3 | 3 | Indian Economic Development II | 25 | 75 | 100 |
|  | III | | Core Theory | Paper-8 | 3 | 3 | Modern Banking | 25 | 75 | 100 |
|  | III | | ALLIED-2 | Paper-4 | 7 | 5 | **(to choose 1 out of 4)**   1. Mathematical Economics II 2. Management Accounting 3. International Trade 4. Marketing Management | 25 | 75 | 100 |
|  | IV | | Skill based Subject | Paper-2 | 3 | 2 | Insurance Economics | 25 | 75 | 100 |
|  | IV | | Non-major elective | Paper-2 | 2 | 2 | Fundamentals of Corporate Economics II | 25 | 75 | 100 |
|  |  | |  |  | **30** | **23** |  | **175** | **525** | **700** |
|  |  | |  |  |  |  |  |  |  |  |
| **SEMESTER V** | | | | | | |  | **CIA** | **Uni. Exam** | **Total** |
|  | III | | Core Theory | Paper-9 | 6 | 5 | Macro Economics I | 25 | 75 | 100 |
|  | III | | Core Theory | Paper-10 | 6 | 5 | Fiscal Economics I | 25 | 75 | 100 |
|  | III | | Core Theory | Paper-11 | 6 | 4 | Entrepreneurial Development | 25 | 75 | 100 |
|  | III | | Core Theory | Paper-12 | 6 | 4 | Industrial Economics | 25 | 75 | 100 |
|  | III | | Elective | Paper-1 | 3 | 3 | **[to choose 1 out of 4 ]**   1. Financial Markets and Systems 2. Industrial Organization I 3. Corporate Social Responsibility 4. Computer Application for Economics (Theory) | 25 | 75 | 100 |
|  | IV | | Skill based Subject | Paper-3 | 3 | 2 | Introduction to Research Methodology | 25 | 75 | 100 |
|  |  | |  |  | **30** | **23** |  | **150** | **450** | **600** |
|  |  | |  |  |  |  |  |  |  |  |
| **SEMESTER VI** | | | | | | |  | **CIA** | **Uni. Exam** | **Total** |
|  | III | | Core Theory | Paper-13 | 6 | 4 | Macro Economics II | 25 | 75 | 100 |
|  | III | | Core Theory | Paper-14 | 6 | 4 | Public Finance | 25 | 75 | 100 |
|  | III | | Core Theory | Paper-15 | 5 | 4 | Environmental Economics | 25 | 75 | 100 |
|  | III | | Compulsory Project | Paper-16 | 5 | 5 | Group / Individual Project | 25 | 75 | 100 |
|  | III | | Elective | Paper-2 | 3 | 3 | **[to choose 1 out of 4 ]**   1. Coporate Governance and Business Ethics 2. Industrial Organization II 3. Development Economics   4.Pratical:Computer Application for Economics | 25 | 75 | 100 |
|  | III | | Elective | Paper-3 | 3 | 3 | **[to choose 1 out of 4 ]**   1. Economics for Human Resource Manage Management 2. Farm Management 3. Organisational Behaviour 4. Industrial Relations and Labour Laws | 25 | 75 | 100 |
|  | IV | | Skill based Subject | Paper-4 | 2 | 2 | Digital Economy | 25 | 75 | 100 |
|  | V | | Extension Activities |  | - | 1 |  | 100 | - | 100 |
|  |  | |  |  | **30** | **26** |  | **275** | **525** | **800** |
| **TOTAL** | | | |  |  | **140** |  |  |  | **4300** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Part** | **Subject** | **Papers** | **Credit** | **Total Credits** | **Marks** | **Total Marks** |
| Part I | Languages | 4 | 4 | 16 | 100 | 400 |
| Part II | Communicative English & English | 4 | 4 | 16 | 100 | 400 |
| Part III | Allied (Odd Semester) | 2 | 3 | 6 | 100 | 200 |
|  | Allied (Even Semester) | 2 | 5 | 10 | 100 | 200 |
|  | Electives | 3 | 3 | 9 | 100 | 300 |
|  | Core | 15 | (3-5) | 54 | 100 | 1500 |
|  | Professional English | 2 | 3 | 6 | 100 | 200 |
|  | Compulsory Project (Group/Individual Project) | 1 | 5 | 5 | 100 | 100 |
| Part IV | Environmental Science | 1 | 2 | 2 | 100 | 100 |
|  | Soft skill | 1 | 1 | 1 | 100 | 100 |
|  | Value Education | 1 | 2 | 2 | 100 | 100 |
|  | Lang. & Others /NME | 2 | 2 | 4 | 100 | 200 |
|  | Skill Based | 4 | 2 | 8 | 100 | 400 |
| Part V | Extension Activities | 1 | 1 | 1 | 100 | 100 |
|  | **Total** | **43** |  | **140** |  | **4300** |

**THIRUVALLUVAR UNIVERSITY**

**B.A. CORPORATE ECONOMICS**

**SYLLABUS**

**UNDER CBCS**

**(With effect from 2020 - 2021)**

**SEMESTER III**

**CORE PAPER - 5**

**INDIAN ECONOMIC DEVELOPMENT I**

**UNIT - I**

Features of less developed and developing Economics - Economic and non - Economic factors impeding economic development - Concept of growth and development - Indicators - Factors in economic development - Role of NGO’s in Economic development.

**UNIT - II**

Capital formation - Human and Physical, Savings and investment Pattern during the Plans - National Income - Methods, trends, limitation - Distribution - Recent trends in National Income.

**UNIT - III**

Human resources - Population growth as a retarding factor - Population Policy.

**UNIT - IV**

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 - V**

Role of industries in Economic development - Cottage, small scale and large scale (cotton, Iron and steel, Jute, Sugar and Tea) - Assessment of industrial Policy during the plan period - Public Sector - Privatization - Industrial Reforms.

**BOOKS FOR REFERENCE:**

1. Agrawal.A.N : Indian Economy, Vikas Publishing House, New Delhi.
2. Alak Ghosh : Indian Economy, The World Press, Kolkatta.
3. Arora, R.C : Integrated Rural Development, S. Chand & Co.,
4. Arthur Lewis : The Theory of Economic Growth.
5. Arun Ghosh : India in Transition, Economic Policy Options, S.Chand & Co.,
6. Bimal Jalan : India Economic Crisis, Oxford Univesity Press Chennai.
7. Bright Singh : Economics of Development.
8. Dewett, Verma & Sharma : Indian Economomics, S.Chand & Co.,
9. Dhingra, I.C. : Indian Economy, Sultan Chand & Co.,
10. Hajela & Goswami (E.D) : Economic Reforms and Employment, Indian Economic Association, New Delhi
11. Jhingan, M.L. : Economics of Development & Planning. Konark Publishers, New Delhi
12. Kanka, S.S : Human Resource Management, S.Chand & Co.,
13. Kindle berger : Economic Development.
14. Minhas : Plannig for the Poor.
15. Mongia, J.N.(Editor) : India’s Economic Policies, Allied Publishers
16. Pndey, B.N. : Role of Science & Technology in Rural and Economic Development of India, S.Chand & Co.,
17. Pramit Chaudhury : The Indian Economy, Poverty and Development, Vikas Publishing House, New Delhi.
18. Pramod Verma : labour Economics and Industrial Relation,s Tata McGraw Hill
19. Ray, S.K. : Economics of Development - Prentice Hall of India.
20. RBI Bulletin :
21. Rudar Datt & Sundaram : Indian Economy, S.Chand & Co.
22. Sankaran, S.Dr. : Indian Economy, Margham Publications, Chennai

**CORE PAPER - 6**

**MONETARY ECONOMICS**

**UNIT - I**

Money - Functions and Classification Gresham’s Law - Role of Money in Capitalist Socialist - and Mixed Economies

**UNIT - II**

Monetary Standards - Paper currency Systems of note issue - Indian Currency System Development and Problems.

**UNIT - III**

Value of Money Quantity of Money - Fisher’s Equation - Cambridge Equations - General evaluation of the Quantity Theory of Money.

**UNIT - IV**

Factors influencing money supply - money supply and price level

**UNIT - V**

Inflation Causes. Types and Remedies - Effects of Inflation of Different sections of the Economy – Deflation.

**BOOKS FOR REFERENCE:**

1. Basu, C.R. : Central banking in a Planned Economy
2. Chadler, L.V. : Economics of Money and Banking.
3. Cllwer (I ditor) : Monetary Theory
4. Dekoch, M.H. : Central Banking
5. Dimitris N Chorafas : Chaos Theory in the Financial Markets, S.Chand & Co.,
6. Ellsworth, P.T. : International Economics.
7. Goulbertson : Money and Banking.
8. Gupta, G.P. : Monetary Policy of the RBI
9. Halm, G.N. : Monetary Theory
10. Hanson, J.L. : Monetary Theory and Practice, ELBS McDonald & Evans Ltd., London
11. Mithani, D.M. : Money, Public Finance and International Trade, Himalaya Publishing House.
12. Newly & Bootle : Theory of Money - Clarendon Press, Oxford.
13. RBI Punblication : RBI Bulletin
14. Sankaran, S : Monetary Economics, Margham Pub.
15. Sethi, T.T : Monetary Economics, S.Chand & Co.,
16. Suraj, B.Gupta : Monetary Economics, S.Chand & Co.,
17. Wellons, Philip; : Banks and Specialised Financial Intermediaries Germidi’s and Glavanits : in Development, Oxford IBH Publishing Co.,

**ALLIED-2**

**PAPER - 3**

**(To choose 1 out of the given 4)**

**1. MATHEMATICAL ECONOMICS I**

**UNIT - I**

Vector and matrices - Addition and multiplication of Matrices - Linear independence and rank.

**UNIT - II**

Determinant of a Matrix - Solving a system of linear equations by Cramer’s Rule and Matrix inversion.

**UNIT - III**

Input Output Analysis.

**UNIT - IV**

Linear programming problems involving two choice variable - Graphical and algebraic solutions, relationship between primal and dual.

**UNIT - V**

Limits and continuing of functions.

**ALLIED-2**

**PAPER - 3**

**2. COST ACCOUNTING**

**UNIT - I**

Cost Accounting: Introduction - Objectives - Elements of cost accounting - Classification of Cost - Distinction between Cost Accounting and Financial Accounting

**UNIT - II**

Material Cost: - Meaning of Material - Methods of Pricing issue of materials-Methods - FlFO - LIFO - Simple average Methods and Weighted average Methods.

**UNIT - III**

Labour Cost: Meaning of labour- Casual workers and out workers - Methods of wage payment - Labour Turnover - Calculation of normal time and over time wages - Time rate system - piece rate system - Deferential piece rate system - Taylor system and Merrick’s multiple piece rate system - Halsey plan-Rowan plan.

**UNIT - IV**

Overhead: Classification of overheads - primary Distribution Overhead - secondary Distribution overhead - Direct distribution and Continued distribution methods.

**UNIT - V**

Methods of Costing: Preparation of Cost sheet and profit- Job costing - Contract Costing - Batch costing - Process costing-Techniques of costing Theory 25% problem 75%

**BOOKS FOR REFERENCE:**

1. Cost accounting - Reddy and Hariprasad Reddy- Margham publication.
2. Cost and Management Accounting - S.N. Maheswari - Sulthan Chand
3. Cost and Management Accounting - Reddy and Hariprasad Reddy- Margham publication.

**ALLIED-2**

**PAPER - 3**

**3. LABOUR ECONOMICS**

**UNIT - I**

Concept: Concept of Labour- Labour Economics and Labour problems- Factors responsible for labour problems - Characteristic features of Indian Labour.

**UNIT - II**

Collective Bargaining Power: Trade Union Movement in India-Meaning, Functions and role of trade Unions; Problems and Measurers to strengthen T.U.

**UNIT - III**

Industrial Disputes: Forms of Disputes - Meaning and causes, prevention methods: Joint

Management Council - Code of Discipline. Settlement of Disputes: Works Committee -

Conciliation Officer - Board of Conciliation - Court of Enquiry - Labour Court - Industrial

Tribunals.

**UNIT - IV**

Labour welfare: Labour Legislations: Social Security in India: Workmen’s Compensation - Sickness Benefits Maternity Benefits - Retirement Benefits - ESI Act.

**UNIT - V**

National Commission on labour: Recommendations ILO purpose and functions - India and ILO

**ALLIED-2**

**PAPER - 3**

**4. BUSINESS COMMUNICATION**

**Objective:**

To enable the students to know about the principles, objectives and importance of Communication in Commerce and Trade.

**UNIT - I**

Features of Business Communication - Importance of effective communication in Business - Classification of communication - Characteristics (7cs) and Guidelines of effective Business Communication.

**UNIT - II**

Analysis of Business Letters - Basic Principles in drafting - Appearance, Structure and Layout - Letter Styles.

**UNIT - III**

Various types of Business Letters - Letters of Enquiry - Offers, Quotations, Orders, Complaints and Settlement, Circular Letters, Status enquiry, Collection Letters, Application for jobs, CV, Resumes, Reference Letters.

**UNIT - IV**

Company correspondence - Correspondence with share Holders, Debenture & fixed Deposit Holders.

**UNIT - V**

Bank and Insurance Correspondence - Import & Export correspondence - Correspondence with Govt. Departments. Report Writing Format and Style.

[Problems: 80%, Theory: 20%]

**BOOKS FOR REFERENCES:**

1. Communication for Business – Shirley Taylor. Pearson Publication, New Delhi.
2. Business Communication Today – Bovee, Thill, Schatzman 7th Edition Pearson Publication, New Delhi.
3. Essentials of Business Communication – Rajendra Pal, J.S.Korlahalli.

**SKILL BASED SUBJECT**

**PAPER - 1**

**PERSONALITY DEVELOPMENT**

**Course Objectives:**

1) To help the students in building interpersonal skills.

2) To develop skill to communicate clearly.

3) To enhance team building and time management skills.

4) To learn active listening and responding skills.

**UNIT- I:**

Self Awareness & Self Development: Self Assessment -Self evaluation -Self discipline -Self Appraisal –Self-Awareness

**UNIT- II:**

Personal Success Factors: SWOT analysis -Handling Failure -Knowing yourself -Identifying one’s strength and failures- Importance of First Impression

**UNIT - III:**

Managing self: Emotions -Ego -Pride –Stress- Achievements -Confidence improvement- Johari’s Window -Complex problem solving and creativity -Recognition of one’s own limitations and deficiencies -Determining How Well You Perceive What's Going on around You - Interpersonal Skills And -Communication Skills -Learning About Commitment And - How To Move Things Forward -Making Key Decisions

**Text Books:**

1. Communication Skills by Sanjay Kumar and Pushpa Lata, Oxford University Press.

2. Developing Communication Skill by Krishna Mohan, Meera Banerji,

McMillan India Ltd.

3. English for Business Communication by Simon Sweeney, Cambridge University Press.

**Reference Books:**

1. Ethics in Engineering Practice and Research by Caroline & Whitbeck, Cambridge University Press.

2. NASSCOM-Global Business Foundation Skills: Accenture, Convergys, Dell et.al. Foundation Books: Cambridge University Press.

3. Thinks and Grow Rich by Napoleon Hill, Ebury Publishing, ISBN 9781407029252. 4. Awaken the Giant Within by Tony Robbins HarperCollins Publishers, ISBN139780743409384.

**NON–MAJOR ELECTIVE**

**PAPER - 1**

**FUNDAMENTALS OF CORPORATE ECONOMICS – I**

**UNIT - I**

Definitions, Meaning and Scope of Economics – Corporate Sector and Government

**UNIT - II**

Economic Systems - Capitalism - Socialism - Mixed Economy.

**UNIT - III**

Consumer’s behaviour - Utility Analysis - Demand: Meaning, Law - Exceptions.

**BOOKS FOR REFERENCE:**

1. Ahuja H.L. - Advanced Economic Theory .
2. Dewett K.K - Modern Economic Theroy.
3. Sankaran S - Micro Economics.
4. Agarwal A.N - Indian Economy.
5. Dutt and Sundaram – Indian Economy.
6. Sankaran S - Indian Economy.

**SEMESTER IV**

**CORE PAPER – 7**

**INDIAN ECONOMIC DEVELOPMENT II**

**UNIT - I**

Role of Technology - Its impact on Economic Development.

**UNIT - II**

Agricultural Labour and Industrial, Labour - Trade Unions and Labour unrest - Industrial Relations, Social security schemes - Unemployment and Employment Policy - Evaluation of Government Policy.

**UNIT - III**

Transport - Importance of transport (Road, Railways, Shipping and Civil Aviation) to Economic growth - Evaluation of Government Policy - Transport Co-ordination - Reforms of the Infrastructure sector.

**UNIT - IV**

Planning in India - Strategy of Indian Planning - Resources for Financing Plan - Agriculture and Industrial Development - Planning Techniques - Investment Priorities - Fiscal Reforms, Monetary Reforms.

**UNIT - V**

Poverty in India - Poverty Eradication Programmes - Role of Micro Credit - Regional Development disparities - Economic Development and Social changes - India’s Foreign Trade and Balance of Payments.

**CORE PAPER - 8**

**MODERN BANKING**

**UNIT - I**

Commercial Banking - Types Functions Credit Creations - Purpose and limitations Balance Sheet.

**UNIT - II**

Nationalization of Banks - Progress of Commercial Banking after Nationalization - Recent reforms in banking sector in India.

**UNIT - III**

Central Banking Functions of a Central Bank - Quantitative and Qualitative methods of Credit Control - Efficiency and limitations.

**UNIT - IV**

Reserve Bank of India and its functions RBI and Credit Control - Objectives and limitations - RBI and Monetary Policy.

**UNIT - V**

E-Banking: Meaning, Features, Importance- E-Banking services.

**ALLIED - 2**

**PAPER -4**

**(To choose 1 out of the given 4)**

**1. MATHMETICAL ECONOMICS II**

**UNIT - I**

Derivatives and their interpretation - Derivatives of power, Exponential and logarithmic functions.

**UNIT - II**

Partial derivatives - fFunctions of two or more variables.

**Unit - III**

Economic application of partial derivatives - Convex and concave functions.

**Unit - IV**

Conditions for Maximum and Minimum of functions involving one and two independent variables.

**UNIT - V**

Economic application, monopoly equilibrium, profit maximization input choice for competitive firms.

**ALLIED - 2**

**PAPER -4**

**2. MANAGEMENT ACCOUNTING**

**UNIT - I**

Introduction: Management Accounting: Scope - Tools of Management Accounting - Disadvantages - Distinction between Cost Accounting and Management Accounting.

**UNIT - II**

Ratio Analysis: Profitability Ratio - Turnover Ratio - Solvency Ratio.

**UNIT - III**

Fund Flow statement: Meaning – Uses of Fund Flow Statement – Schedule of Changes in Working Capital – Funds Flow Statement – Cash Flow Statement – Meaning – Uses – Difference between Fund Flow Statement and Cash Flow Statement.

**UNIT - IV**

Budget And Budgetary Control: Meaning of Budget and Budgetary Control; Advantages and Disadvantages –Sales Budget- Production Budget – Cash Budget – Flexible Budget

**UNIT - V**

Marginal Costing: Marginal Cost Statement – Cost Volume Profit Analysis – Break Even Analysis

– Managerial Application of Marginal Costing. Theory 25% Problem 75%

**BOOKS FOR REFERENCE:**

1. Cost and Management Accounting: - Reddy and Hariprasand Reddy.
2. Management Accounting: - Reddy and Hariprasand Reddy.
3. Cost and Management Accounting: - Dr.S.N.Maheswari.

**ALLIED - 2**

**PAPER -4**

**3. INTERNATIONAL TRADE**

**UNIT - I**

Definition and Scope of International Economics.

**UNIT - II**

The Classical theory of International Trade.

**UNIT - III**

Modern theory of International Trade.

**UNIT - IV**

Gains from International Trade.

**UNIT - V**

Terms of trade.

|  |  |  |  |
| --- | --- | --- | --- |
| **BOOKS FOR REFERENCE:** | | | |
| 1. | Agarwala, P.N. | : India’s Export Strategy, Vikas Publishing House. | |
| 2. | Albaum | : International Marketing & Export Management, Pearson | |
|  |  |  | Education. |
| 3. | Chaudhuri, B.K., | : Finance of Foreign Trade and Foreign Exchange, Himalaya | |
|  |  |  | Publishing House. |
| 4. | Ellsworth, P.T. | : | International Economics |
| 5. | Hander; Ashok,K, | : | Devaluation Policy of the Indian Economy, S.Chand & Co., |
|  | Jagdish & Nigam |  |  |
| 6. | Jain | : Managing Global Competition, Achieving World Class | |
|  |  |  | Performance, S.Chand & Co., |
| 7. | Kenan, P.B. | : The International Economy, Prentice Hall of India Pvt., Ltd. | |

**ALLIED - 2**

**PAPER -4**

**4. MARKETING MANAGEMENT**

**UNIT - I**

Introduction to Marketing Management: Introduction, Market and Marketing, the Exchange Process, Core Concepts of Marketing, Functions of Marketing, Importance of Marketing, Marketing Orientations

**UNIT - II**

The marketing process: Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix- The Additional 3Ps, Developing an Effective Marketing Mix, Marketing Planning, Marketing Implementation and Control,

**UNIT - III**

Marketing Environment: Introduction, Environmental Scanning, Analysing the Organization’s Micro Environment, Company’s Macro Environment, Differences between Micro and Macro Environment, Techniques of Environment Scanning,

**UNIT - IV**

Understanding the Marketing-Information Systems (MIS): Introduction, Characteristics of MIS, Benefits, Types, Components, Marketing Research

**UNIT - V**

Consumer buying behavior: Introduction, Characteristics, Types of Buying Decision Behaviour: Henry Assael Model, Consumer Buying Decision Process, Buyer Decision Process for New Products, Buying Motives, Buyer Behaviour Models

**SKILL BASED SUBJECT**

**PAPER- 2**

**INSURANCE ECONOMICS**

**UNIT - I**

The quest for Economic Security - Classification of Risks - Demand for Insurance. Definition and Nature - Evolution and Importance of Insurance.

**UNIT - II**

Life Insurance contract: Nature and classification of Policies - selection of Risk - Calculation of Premium - Investment of funds - surrender value.

**UNIT - III**

Insurance in Economic Development: Insurance and mobilization of savings - Insurance Institutions as Investment Institutions and their role in capital market.

**BOOKS FOR REFERENCES:**

1.Black ,K and Skipper,H.D - Life and Health Insurance-prentice Hall.

2.Bodla ,Gary & K.P.singh - Insurance: Fundamentals, Environment and procedure.Tamil Nadu BookHouse.

3.Dionne & Harington - Foundations of Insurance Economics-Kluwer Academic Publishers-Boston.

4.Insurance Institute of India - General Insurance Ic – 340 mumbai

5.Mishra, M.N.-Insurance: Principles and practice – s.chand &co.

6.- Mishra, M.N Modern concepts of Insurance – S.chand &co. 7. IRD - AInsurance Development Authority - Regulations and Develop-New Delhi-Report.

8. Govt of India : Report on oldage and Income securtiy ( Deva Committee Report )

**NON–MAJOR ELECTIVE**

**PAPER – 2**

**FUNDAMENDALS OF CORPORATE ECONOMICS II**

**UNIT - I**

Corporate Business Process- Corporate Planning- Corporate Decisions

**UNIT - II**

National Income and Corporate Sector - Meaning - Methods of Calculation - Recent trends in National income and Per capita income.

**UNIT - III**

New Economic Policy – Liberalisation, Privatisation, and Globalisation

**BOOKS FOR REFERENCE:**

1. Agrawal.A.N: Indian Economy, Vikas Publishing House, New Delhi.
2. Alak Ghosh: Indian Economy, The World Press, Kolkatta.
3. Bimal Jalan: India Economic Crisis, Oxford Univesity Press Chennai.
4. Dewett, Verma & Sharma : Indian Economomics, S.Chand & Co.,
5. Dhingra, I.C. : Indian Economy, Sultan Chand & Co.,
6. Hajela & Goswami (E.D) : Economic Reforms and Employment, Indian Economic Association, New Delhi
7. Jhingan, M.L.: Economics of Development & Planning. Konark Publishers, New Delhi
8. Ahuja, H.L., : Macro Economics, Theory and Policy, S.Chand & Co.,
9. Sankaran, S : Macro Economics, Margham Publications.

**SEMESTER V**

**CORE PAPER - 9**

**MACRO ECONOMICS I**

**UNIT - I**

Nature of Macro Economics - Circular flow model.

**UNIT - II**

National Income Measurement and uses of National Income analysis.

**UNIT - III**

Macro Economic Techniques and Instruments.

**UNIT - IV**

Classical Theory of Output and Employment - Say’s Law.

**UNIT - V**

Keynesian Macro Analysis - Consumption function and its attributes - Investment function and M.E.C. - Simple Keynesian model of income and employment determination.

**BOOKS FOR REFERENCE:**

1. Ahuja, H.L., : Macro Economics, Theory and Policy, S.Chand & Co.,
2. Amit Bhaduri : Macro Economics, Macmillan Co,
3. Barro, Robert .J. : Macro Economics, John Wilely and Sons, New York
4. Brooman : Macro Economics
5. Crouch : Macro Economics
6. Dernberg & McDougal : Macro Economics
7. Dillard, D : Economics of J.M.Keynes
8. Duesen berry, James.S : Business Cycles and Economic Growth, McGraw Hill
9. Eugene A Diulio : Macro Economic Theory - Schaum Series, McGrow Hill Book Company

**CORE PAPER - 10**

**FISCAL ECONOMICS**

**UNIT - I**

Meaning and scope of Fiscal Economics -Distinction between Private and Public Finance - Public goods, Private Goods and Merit Goods- Need for Public Sector.

**UNIT - II**

Principle of Maximum Social Advantage –Musgrave’s views- Condition necessary for Maximum social Advantage- Objective tests of Social Advantage- Mrs. Hick’s optima of public policy.

**UNIT - III**

Public Expenditure: Meaning and Classification - Pure theories of Public Expenditure- General theories of Public Expenditure

**UNIT - IV**

Growth, Causes and Effects of Public Expenditure with reference to India.

**UNIT - V**

Fiscal Policy: Meaning and Objectives- Instruments of Fiscal Policy- Fiscal Policy for

Economic Growth and Development.

**BOOKS FOR REFERENCE:**

1. Baidyanath Misra : Economics of Public Finance, S.Chand & Co.,
2. Bhargavam, R.N. : Indian Publics Finance
3. Bhatia : Public Finance
4. Cauvery, Sudha Nayak : Public Finance, S.Chand & Co.,
5. Chelliah, R : Fiscal Policy in Under Developed Countries
6. Dalton, H : Principles of Public Finance
7. Dhingra, I.C. : Indian Economy (Environment Policy) Sultan Chand.
8. Govt. of India : Reports of Finance Commissions

**CORE PAPER - 11**

**ENTERPRENEURIAL DEVELOPMENT**

**UNIT - I**

Introduction Meaning - Types of entrepreneurs - characteristics and qualities of an Entrepreneur - Functions of Entrepreneurs - View: Peter Drucker - Schumpeter - Walker - Factors influencing Entrepreneurship.

**UNIT - II**

Women Entrepreneurs - Concepts - Problems - Prospects and Empowerment - Functions - Role - Characteristics Rural Entrepreneurs - Development of Women Entrepreneurs Types of Business/Industries and Women Entrepreneurs.

**UNIT - III**

Entrepreneurial Growth - Role Played by Government and Non-Government agencies - EDP’s - TIIC - SIDBI, PIPDIC - IDBI - IFCI etc.

**UNIT - IV**

How to enter into Market? Business Idea Generation Techniques - Marketing Feasibility - Financial Feasibility - Technical Legal - Managerial and Location Feasibility.

**UNIT - V**

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report - Feasibility - Project Life Cycle.

**BOOKS FOR REFERENCE:**

1. Kasmi – Business Policy and Strategic Management – TMH
2. AzharKasmi – Business Policy
3. Batachariya S T – Strategic Management and Cases – S.Chand
4. Dr. Sankaran – Strategic Management – Margham Publication
5. Jay.Shree Suresh - Entrepreneural Development – Margham Pub. 6.Gupta C. B – Entrepreneural Development

**CORE PAPER – 12**

**INDUSTRIAL ECONOMICS**

**UNIT - I**

Concept and Organization of a firm – ownership, control and objectives of the firm; Growth of the firm – Size and growth of a firm, growth and profitability, constraints on growth;

**UNIT - II**

Productivity, efficiency – concept and measurement; Indian situation. Theories of industrial location – Weber and Sargent theories, Factors affecting location.

**UNIT - III**

Sellers’ concentration; Economies of Scale; Market structure and profitability; Market structure and innovation; Product pricing – theories and evidence;

**UNIT - IV**

Methods of Project evaluation; Ranking of Projects – NPV and IRR; Social cost-benefit Analysis; Theories and empirical evidence on Mergers and Acquisitions (M & A’s) and diversification.

**UNIT - V**

Industrial policy in India – Classification of industries, Role of public and private sectors; Competition Act, 2002; MNCs and transfer of technology.

**Books for References**

1. Ahluwalia, I.J. (1985), Industrial Growth in India, Oxford University Press, New Delhi.
2. Barthwal, R.R. (1985), Industrial Economics, Wiley Eastern Ltd. New Delhi.
3. Cherunilam, F. (1994), Industrial Economics: Indian Perspective (3rd Edition), Himalaya Publishing House, Mumbai.
4. Desai, B. (1999), Industrial Economy in India (3rd Edition), Himalaya Publishing House, Mumbai
5. Divine, P.J. and R.M. Jones et. al. (1976), An Introduction to Industrial Economics, George Allen and Unwin Ltd., London.
6. Government of India, Economic Survey (Annual).
7. Hay, D. and D.J. Moris (1979), Industrial Economics: Theory and Evidence, Oxford University Press, New Delhi.

**INTERNAL ELECTIVE**

**PAPER - 1**

**(To choose 1 out of the given 4)**

**1. FINANCIAL MARKETS AND SYSTMES**

**UNIT - I**

Structure of Indian Capital Marker - Primary market - Secondary market - Financial Institutions - Basic - Infrastructure - Types of Financial markets - NBFC - 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 - Intermediaries SEBI Regulation.

**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 formulation - Hindrances - Need for Financial Intermediaries - Direct verses Indirect Finance - Evolution of Indian Financial System.

**UNIT - V**

RBI and monetary policy - Regulatory role - Economic Policy - Monetary policy of the RBI - objectives - Regulation - Credit control instruments - Interest rate policy Rationalization measures.

**INTERNAL ELECTIVE**

**PAPER - 1**

**2. INDUSTRIAL ORGANISATION I**

**UNIT - I**

Introductions- Various types of Business organizations - Sole Trading - Partnership - Joint stock companies - Cooperatives - Advantages and disadvantages of various forms.

**UNIT - II**

Joint sector management contribution and participation.

**UNIT - III**

Nature, Scope and functions of management- Planning - Organizations- Direction - Control - Principles and concepts - Communication - Leadership styles - Motivation Delegation and decentralization.

**UNIT - IV**

Introduction - Nature and challenge of personnel Management - Personnel management functions - Job Analysis - Recruitment.

**UNIT - V**

Training - Performance Appraisal Methods - Methods of wages and incentive Payment - Collective Bargaining.

|  |  |  |  |
| --- | --- | --- | --- |
| **BOOKS FOR REFERENCE:** | |  |  |
| 1. | Bathy, S | : | Fundamentals of Industrial Organisation. |
| 2. | Chatterjee | : | Modern Business. |

1. Donald A.Hay & : Industrial Economics : Theory and Evidence - Oxford   
    Press. Derek J.Morris

|  |  |  |  |
| --- | --- | --- | --- |
| 4. | Elbourne | : | Fundamentals of Industrial Organisation. |
| 5. | Jain & Narang | : | Cost Accounting |
| 6. | John Woodward | : | Industrial Organisation: Theory and Practice. |

1. Kanka, S.S. : Organisational Behaviour, S.Chand & Co.,

|  |  |  |  |
| --- | --- | --- | --- |
| 8. | Kimball & Kimball | : Fundamentals of Industrial Organisation | |
|  |  |  | |
| 9. | Needham, D | : Readings in The Economics of Industrial Organisation | |
| 10. | Rao, V.S.P. and | : | Principles and Practice of Management. |
|  | Narayan,P.S. |  |  |
| 11. | Sherlekar & | : | Modern Business Organisation and Management |
|  | Sherlekar |  |  |
| 12. | Sivayya, K.V. & | : | Indian Industrial Economy, S.Chand & Co., |
|  | Das,V.B.M. |  |  |
| 13. | Tirole, Jean | : | The Theory of Industrial Orgnaisation, Prentice Hall |

**INTERNAL ELECTIVE**

**PAPER - 1**

**3. CORPORATE SOCIAL RESPONSIBILITY**

**UNIT - I**

Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

**UNIT - II**

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs.United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights.OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.

**UNIT - III**

CSR-Legislation In India & the world. Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit’s Implementing Process in India.

**UNIT - IV**

The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism.

**UNIT - V**

Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit &Local SelfGovernance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact SelfAssessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations.

**Reference Books:**

1. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
2. Corporate Social Responsibility in India - Sanjay K Agarwal
3. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad

**INTERNAL ELECTIVE**

**PAPER - 1**

**4. COMPUTER APPLICATION FOR ECONOMISTS (THEORY)**

**UNIT - I**

Introduction to Computers - History of Computers - Characteristics of Computer - Classification of Computers - Basic anatomy of the Computer.

**UNIT – II**

Application of Computer in different fields: Business, Banking sector, Government Department, and Education Department.

**UNIT - III**

Computer Accessories : Hardware - Software - System Software , Application Software – Storage Device - Input Device - Output Device.

**UNIT - IV**

Microcomputer - Basic Structure - Microprocessor Unit - Memory - RAM - ROM - PROM - EPROM - Human / Computer interface, Data Communication - Computer Networks - Types of Networks: Local Area Networks, Metropolitan Area Networks, Wide Area Networks

**UNIT - V**

MS - Word : Introduction to MS - Word - Features - Components of MS Word – MS - Excel : Introduction to MS - Excel - Features - Components of MS - Excel - Excel Basics :Working with worksheet- MS - Power Point : Introduction to Power Point - Features - Basic Power point

**BOOKS FOR REFERENCE:**

1. Roger Hunt, John Shelley : Computers and Commonsense, Fourth Edition – Prenice Hall of India. (Unit – I, II & III )
2. Sanjay Saxena, MS – Office 2000 for every one, Vikhas Publishing Hosue Pvt Ltd, New Delhi. (Unit – IV & V )

**SKILL BASED SUBJECT**

**PAPER - 3**

**INTRODUCTION TO RESEARCH METHODOLOGY**

**UNIT - I**

Meaning and Scope of Research- Objectives of Social Science Research, Criteria for Good Research, Types of Research.

**UNIT - II**

Research Process: Problem Formulation-Review of Literature: Need for Reviewing- Research Design

**UNIT - III**

Sampling Techniques – Steps, Size, Errors, and Scaling- Methods of Sampling- Sources of Data, Observation, Survey Method, Questionnaire and Interview.

**UNIT - IV**

Hypothesis: Meaning and types, Need for a Hypothesis, Characteristics of Hypothesis, Test of Hypothesis.

**UNIT - V**

Report writing: Types, Report Writing Process, Pre Research Proposals, Progress Report and Final Report, Research Report Format, Project Writing, Report Writing, Presentation.

**Reference Books:**

1. OR Krishnaswami and Rangantham - Methodology of Research HPH

2. Donald Cooper and Pamela Schindler Business Research Methods THM

3. Dipak Kumar Bhattacharyya , Research Methodology EB

4. Danial Riordan and Steven Pauley , Technical Report Writing Today, Biztantra

5. Statistics for Management - Richard I Levin and David S Ruben - Prentice Hall of

Indian Pvt. Ltd 6. SC Gupta Business Statistics Himalya Pub House

**SEMESTER VI**

**CORE PAPER – 13**

**MACRO ECONOMICS II**

**UNIT - I**

Theory underlying the multiplier - Induced investment and Accelerator - The interaction Principle and modern approaches to business cycle theory.

**UNIT - II**

Money in the Keynesian model - Demand for money in the Keynesian Theory - Integration of monetary and output theories - Patinkin, Keynesian Revolution and its application to less developed countries.

**UNIT - III**

Monetary Theory in Relation to under employment and full employment.

**UNIT - IV**

Post Keynesian Macro Analysis - General Equilibrium of Monetary and real sector - Contribution of Hicks, ISLM - Diagram.

**UNIT - V**

Theories of International Trade

**Books for reference:**

1. George Leland Bach : Macro Economics: Analysis, Decision Making and Policy, Prentice Hall
2. John Evans & Pritchard : Macro economics, Macmillan
3. Lindaver : Macro Economics
4. Michl : Macro economics Theory, Prentice Hall
5. Raghbendra JHa : Contemporary Macro Economic Theory & Policy Wiley Eastern Ltd.,
6. Sankaran, S : Macro Economics, Margham Publications.
7. Shapiro, E : Macro Economic Analysis
8. Turnovsky : Methods of Macro Economic Dynamics, Prentice Hall

**CORE PAPER – 14**

**PUBLIC FINANCE**

**UNIT - I**

Public Revenue - Sources - Distinction between Tax Revenue and Non-Tax Revenue - Taxation - Classification - Canons - Theories of Taxation - Impact and incidence of Taxation - Effects of Taxation.

**UNIT - II**

Public Debt: Sources - Effects of Public debt - Public Debt in India. Redemption and Management of Public Dept.

**UNIT - III**

Federal Finance - Principles - Centre and state Financial Relationship - Finance Commissions - Analysis of latest Finance - Commission - Recommendations.

**UNIT - IV**

Local Finance - Sources of finance - Financial Administration of Local bodies.

**UNIT - V**

Deficit financing - Meaning - objectives - Role of Deficit Financing in India - Its effects.

**Books for Reference:**

1. Hicks, U.K. : Public Finance
2. Musgrave and Musgrave : Public Finance in Theory and Practice, Mcdraw Hill
3. Prest, A.R : Public Finance in Under Developed Countries.
4. Sankaran, S : Fiscal Economics, Margham Publications.
5. Saxena & Mathur : Public Finance, K.Nath & Co.,
6. Shoup, Carl : Public Finance
7. Singh, S.K. : Public Finance in Theory and Practice, S.Chand & Co.,
8. Sundaram K.P.M. and : Public Finance Theory and Practice, Andley K.K. S.Chand & Co.,
9. Lekhi R.N. : Public Finance

**CORE PAPER - 15**

**ENVIRONMENTAL ECONOMICS**

**UNIT - I**

Nature and scope of Environmental Economics-Inter-linkage between the economy and environment- Sustainable Development.

**UNIT - II**

Natural resources: Meaning and types- Economy, ecology and equity; Economic reforms and ecological refurbishment; environment and energy; water resource planning; Resettlement and rehabilitation of the displaced.

**UNIT - III**

Water and air pollution - existing pollution control mechanisms; Land and forest degradation and the strategy for regeneration; Wetlands – policy briefs; Role of the state in forest resource management in India;

**UNIT - IV**

Environmental legislation and implementation in India- Institutions for environmental protection in India- Environment Federalism.

**UNIT - V**

Global Environment Problems- Global Warming- Causes and effects- Climate Change- causes and effects.

**Books for reference**

1. Kostald Charles D, Environmental Economics, Oxford University Press
2. Hanley, N., J.F. Shogern and B. White (1997), Environmental Economics in Theory and Practice, Macmillan.
3. Chary, S.N. and Vyasulu, Vinod (2000), Environmental Management - an Indian Perspective, Macmillan, New Delhi.

**INTERNAL ELECTIVE**

**PAPER – 2**

**(To choose 1 out of the given 4)**

1. **CORPORATE GOVERNANCE AND BUSINESS ETHICS**

**UNIT - I**

Meaning and Definitions of Ethics. Nature of business ethics; the relationship between business ethics, corporate governance and ethical leadership; Kohlberg’s six stages of moral development; levels of ethical analysis; concept of corporate integrity.

**UNIT - II**

Definition - Historical perspective of corporate governance and Issues in corporate governance - Theoretical basis of corporate governance – mechanism - corporate governance systems - Indian model of governance - What is good corporate governance - obligations towards society and stake holders. Theories underlying Corporate Governance (Stake holder’s theory and Stewardship theory, Agency theory, Separation of ownership and control, corporate Governance Mechanism: Anglo‐American Model, German Model, Japanese Model, Indian Model, OECD, emphasis on Corporate governance, Ethics and Governance, Process and Corporate Governance (Transparency Accountability and Empowerment).

**UNIT - III**

Ethical decision making: Decision making (Normal Dilemmas and Problems): Application of Ethical theories in Business (i) Utilitarianism (J.Bentham and J.S. Mill), (ii) Deontology (I. Kant) Virtue Ethics (Aristotle). Economic Justice: Distributive Justice, John Rawls Libertarian Justice (Robest Nozick) Ethical Issues in Functional Areas of Business. Marketing: Characteristics of Free and Perfect competitive market, Monopoly oligopoly, Ethics in Advertising (Truth in Advertising). Finance: Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Golden parachute. HR: Workers Right and Duties: Work place safeties, sexual harassment, whistle Blowing.

**UNIT - IV**

Role Players. Role of Board of Directors and Board Structure, Role of Board of Directors, Role of the Non‐ executive Director, Role of Auditors, SEBI Growth of Corporate Governance. Role of Government, Corporate governance in India, Kumaramangalam Birla Committee, CII, Report, Cadbury Committee.

**UNIT - V**

Accounting Standards and Accounting disclosures. Finance Reporting and Corporate Governance, Non Accounting Regulations in Corporate Governance, Corporate Governance & CSR

**INTERNAL ELECTIVE**

**PAPER – 2**

**2. INDUSTRIAL ORGANIZATION II**

**UNIT - I**

Introduction - Scope, Objectives and Functions of Finance - Financial Planning Capital Budgeting - Source of Finance.

**UNIT - II**

Institutions of Industrial Finance - Working Capital Management - Securities market.

**UNIT - III**

Production Planning and control - Inventory control techniques - Purchasing and stores keeping.

**UNIT - IV**

Introduction - Marketing and its functions - Marketing Mix - Marketing Research

**UNIT - V**

Advertising and sales promotion - Sales Management - Sales policy - Sales Planning.

**INTERNAL ELECTIVE**

**PAPER – 2**

**3. DEVELOPMENT ECONOMICS**

**UNIT - I**

Income & growth - Underdevelopment, Human Development, Index of Human Development, Per Capita Income, Structural features - Demographic Characteristics, Rural-Urban Migration, Economic Growth

**UNIT - II**

New Growth Theories, Model of deliberate Technical Progress, Externalities, Total factor productivity, Complementarities, QWERTY, Coordination failure, Linkages & Policy, Economic Inequality and its Measuring, The Lorenz curve

**UNIT - III**

Inequality and Development, The Inverted-U hypothesis, Poverty and under nutrition, Rural and Urban: Overview, Rural--urban interaction, Rural--urban migration.

**UNIT - IV**

Markets in Agriculture, Land, Labor, Capital, Credit & Theories, Interlinked Transactions, Alternative credit policies, Insurance & Models.

**UNIT - V**

International Trade, Trading Patterns, Trade Policy & Gains, Losses from Trade, Trade policy, Multilateral Approaches to Trade Policy, Restricted Trade, Issues in trade liberalization, Multilateralism and Regionalism.

**Reference Books:**

1. Economic. Development. ELEVENTH EDITION. Michael P. Todaro

2. Banker to the Poor: Micro-Lending and the Battle Against World Poverty by Muhammad

Yunus, Alan Jolis

3. Economic Development by Michael P. Todaro, Stephen C. Smith - Addison Wesley

Publishing Company

4. Good To Great: by JIM Collins

5. The Rise of the creative class by Richard Florida

**INTERNAL ELECTIVE**

**PAPER – 2**

**4. PRACTICAL: COMPUTER APPLICATION FOR ECONOMISTS**

**MS - WORD**

1. Text Manipulation
2. Usage of Numbering, Bullets, Headers and Footers
3. Usage of Spell Check and Find and Replace
4. Text Formatting
5. Picture Insertion

**MS - EXCEL**

1. Creation of worksheet and Entering Information
2. Excel Functions
3. Moving, Copying, Inserting and Deleting Rows and Columns
4. Drawing borders around cells
5. Creation of Chart

**MS - POWER POINT**

1. Creating, saving, closing presentation
2. Inserting clip art
3. Applying Transition and animation effects
4. Run and Slide show
5. Prepare at least five slides to five introduction about your college.

**(Internal Marks 25 and Practical Marks 75)**

**INTERNAL ELECTIVE**

**PAPER – 3**

**(To choose 1 out of the given 4)**

1. **ECONOMICS OF HUMAN RESOURCE MANAGEMENT**

**UNIT - I**

Human Resource Management: Meaning - Objective - Nature - Scope - Importance - Problems - Functions - Personnel Mgt v/s H R M. Qualities And Qualifications of Human Resource Managers.

**UNIT - II**

Human Resource Planning: Meaning - Need - Importance - Objectives - Process -Responsibility. Recruitment: Meaning - Factors Influencing Recruitment - Recruitment Policy - Problems -Sources of Recruitment. Selection: Meaning - Factors Affecting Selection Decisions – Selection Policy - Steps In Selection - Techniques Of Selection.

**UNIT - III**

Human Resource Development: Training Meaning - Need and Importance - Objectives - Types - Steps In Training Programme - Organization Of Training Programmes - Methods of Training - Concept Of Management Development Programmes - Essentials Of Management Development Programmes. Career development: benefits - career problems.

**BOOKS FOR REFERENCE:**

1. Devadi R.S - Human Relations and Organization Behavior
2. Aswathappa K - Human Resource and Personal management
3. Subba Rao P - Human resource Management and Industrial Relations
4. J.jayashanker - Human Resource Management - Margham Publications
5. Prasad - Getting the right people - MacMillan Ltd
6. Saiyadan Mirza - Human Resource Management - TMH
7. Daver - Personnal Management

**INTERNAL ELECTIVE**

**PAPER - 3**

1. **FARM MANAGEMENT**

**UNIT - I**

Introduction: Decision - making process; Occupation of Farming.

**UNIT - II**

Tools of Decision Making: Economic Principles and farm Management - co-operatives in farming - Farm records - purposes and description - Income and net worth Statements - Analysis of Records - Farm Budget - Risk and Uncertainty in Farming.

**UNIT - III**

Managing the organized farm: Crop Management - soil and water management - live stock management - management of labor - Management of Machinery - Farm Buildings Management and Farm layout - income tax Management - credit management.

**Text and Reference Book:**

1. Emery N. Castle Manning H. Beckor “Farm Business Management” Macmillan Company Fundamental of Farm Business Management by S.S. Johi and T.R. Kapur Kalyani Publishers, Ludhiana.

**INTERNAL ELECTIVE**

**PAPER – 3**

1. **ORGANISATIONAL BEHAVIOUR**

**UNIT - I**

Organizational behavior - meaning - importance - historical development of organizational behavior - organization as a social system - socio-technical system - open system - factors influencing organizational behavior - environmental factors - constraints over organization and managerial performance**.**

**UNIT - II**

Organizational culture, conflict and effectiveness: organizational culture - concept - distinction between organizational culture and organizational climate - factors influencing organizational culture

**UNIT - III**

Morale - concept and types - managing conflict - organizational effectiveness - indicators of organizational effectiveness - achieving organizational effectiveness.

**Text and Reference Books:**

* Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
* Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
* Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
* Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
* Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.

**INTERNAL ELECTIVE**

**PAPER – 3**

1. **INDUSTRIAL RELATIONS AND LABOUR LAWS**

**UNIT - I**

Industrial Relations - Role - Importance - Trade Unions - Industrial disputes and their Resolutions.

**UNIT - II**

Industrial unrest - employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

**UNIT - III**

Labour Laws in India- Scope of Protection, Job Security, Employment Contracts, Wage Regulations, and Health & Safety.

**Reference Book:**

* Michael V Industrial Relations in India and Workers Involvement in Management Cowling - Essence of Personnel Management and Industrial Relations - Prentice - Hall of India.

**SKILL BASED SUBJECT**

**PAPER – 4**

**DIGITAL ECONOMY**

**Objectives:**

The digitization of the economy is one of the most critical issues of our time. Digital technologies have transformed businesses and peoples life, and will continue to do so in the future. This course is about digital economics and how the digital economy influences markets, the society and organizations. We learn about how the Internet, mobile communications, the sharing economy, social media, and crypto currencies impact global businesses.

**Learning outcomes:**  
1) To get broad knowledge in digital economics.  
2) To get broad knowledge on how the digital economy impacts its surroundings.  
3) To perform network effect analysis of a value network.  
4) To analysis and construct a business model.

**UNIT - I**

Nature and Scope of Digital Economy-Cashless Society.

**UNIT - II**

Digital economy influences societies, environment, regulations, privacy, strategy, and financial operations.

**UNIT - III**

Digital Business models and Markets Model

**COMPULSORY PROJECT WORK**

As part of the curriculum during the last semester, students are required to take up project work. This project will be assessed on the submission of the soft copy of project report as well as presentation and the viva. The project work will carry **100 marks**. The minimum for passing will be **40 per cent** for the project work. The number of pages in any project work should be restricted to **25 pages only**.

The structure of project report as follows:

* Summarize main points of the project work
* Review the existing literature (5 to 10 reviews)
* Compare and contrast knowledge, ideas, or theories
* Findings and recommendations
* Conclusion
* References

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