

THIRUVALLUVAR UNIVERSITY
BACHELOR OF ARTS
DEGREE COURSE
B.A. ECONOMICS
UNDER CBCS

(with effect from 2008-2009)

The Course of Study and the Scheme of Examinations

Year / Semester	Part	Subject	Paper	Title of the Paper	Instructional hrs	Credit	Exam	Max. Marks		
								IA	Univ Exam	Total
I Year I Semester	I	Language	Paper I		6	3	3	25	75	100
	II	English	Paper I		6	3	3	25	75	100
	III	Core	Paper I	Micro Economics I	5	4	3	25	75	100
	III	Core	Paper II	Elementary Statistics for Economics I	6	4	3	25	75	100
	III	Allied	Paper I	(to choose 1 out of 4) 1. History of India I 2. Agricultural Marketing I 3. Basics of Computer Application I 4. Financial Accounting I	5	5	3	25	75	100
	IV			Environmental studies	2	2	3	25	75	100
I Year II Semester	I	Language	Paper II		6	3	3	25	75	100
	II	English	Paper II		6	3	3	25	75	100
	III	Core	Paper III	Micro Economics II	5	4	3	25	75	100
	III	Core	Paper IV	Elementary Statistics for Economics II	6	4	3	25	75	100
	III	Allied	Paper II	(to choose 1 out of 4) 1. History of India II 2. Agricultural Marketing II 3. Basics of Computer Application II 4. Financial Accounting II	5	5	3	25	75	100
	IV			Value Education	2	2	2	-	50	50
II Year III Semester	I	Language	Paper III		6	3	3	25	75	100
	II	English	Paper III		6	3	3	25	75	100
	III	Core	Paper V	Indian Economy I	4	4	3	25	75	100
	III	Core	Paper VI	Monetary Economics I	4	4	3	25	75	100

B.A. Economics: Syllabus (CBCS)

Year / Semester	Part	Subject	Paper	Title of the Paper	Instructional hrs	Credit	Exam	Max. Marks		
								IA	Univ Exam	Total
	III	Allied	Paper III	(to choose 1 out of 4) 1. Economics of Entrepreneurship I 2. Economic Development of Tamilnadu I 3. Women and the Economy I 4. Cost and Management Accounting I	5	5	3	25	75	100
	IV	Skill based Subject I		Marketing Communications & Advertisement I	3	3	3	25	75	100
	IV	Non Major Elective I		Fundamentals of Economics I	2	2	3	25	75	100
II Year IV Semester										
	I	Language	Paper IV		6	3	3	25	75	100
	II	English	Paper IV		6	3	3	25	75	100
	III	Core	Paper VII	Indian Economy II	4	4	3	25	75	100
	III	Core	Paper VIII	Monetary Economics II	4	4	3	25	75	100
	III	Allied	Paper IV	(to choose 1 out of 4) 1. Economics of Entrepreneurship II 2. Economic Development of Tamilnadu II 3. Women and Economy II 4. Cost and Management Accounting II	5	5	3	25	75	100
	IV	Skill based Subject II		Marketing Communications & Advertisement II	3	3	3	25	75	100
	IV	Non Major Elective II		Fundamentals of Economics II	2	2	3	25	75	100
III Year V Semester										
	III	Core	Paper IX	Macro Economics I	6	4	3	25	75	100
	III	Core	Paper X	Fiscal Economics I	6	4	3	25	75	100
	III	Core	Paper XI	History of Economic Thought I	5	4	3	25	75	100
	III	Core	Paper XII	Managerial Economics	5	4	3	25	75	100
	III	Elective I	Paper I	(to choose 1 out of 4) 1. Environmental Economics I 2. International Trade I 3. Industrial Organization I 4. Economics of Capital Market and Digital Economy I	5	5	3	25	75	100
	IV	Skill based Subject III		Energy Economics I	3	3	3	25	75	100

B.A. Economics: Syllabus (CBCS)

Year / Semester	Part	Subject	Paper	Title of the Paper	Instructional hrs	Credit	Exam	Max. Marks		
								IA	Univ Exam	Total
III Year VI Semester	III	Core	Paper XIII	Macro Economics II	6	4	3	25	75	100
	III	Core	Paper XIV	Fiscal Economics II	6	4	3	25	75	100
	III	Core	Paper XV	History of Economic Thought II	5	4	3	25	75	100
		Elective II	Paper II	(to choose 1 out of 4) 1. Environmental Economics II 2. International Trade II 3. Industrial Organization II 4. Economics of Capital Market and Digital Economy II	5	5	3	25	75	100
		Elective III	Paper III	(to chose 1 out of 4) 1. Labour Economics 2. Insurance & Economics 3. Economics of Fashion Industry 4. Human Resource Management	5	5	3	25	75	100
	IV	Skill based Subject IV		Energy Economics II	3	3	3	25	75	100
	V	Extension Activities			-	1	-	-	-	50
Total					180	140				3800

THIRUVALLUVAR UNIVERSITY

B.A. ECONOMICS

SYLLABUS

UNDER CBCS

(with effect from 2008-2009)

I SEMESTER

PAPER I

MICRO ECONOMICS I

Objective

To equip the students with micro economic theories with graphic illustrations. To develop the skills of analysis and application of the principles to the real world problems.

UNIT-I: Definition and Scope of Economics

Difference between Micro and Macro analysis - Economic analysis - Inductive and Deductive methods - Positive vs. Normative Static and Dynamic - Partial vs. General equilibrium.

UNIT-II: Consumption

Utility Analysis - Demand - Supply - Consumer's Equilibrium - Law of Equi Marginal Utility - Law of Diminishing Marginal utility - derivation of Demand and Supply curves from Utility Analysis - Elasticity - Consumer's surplus.

UNIT-III: Hicksian Analysis

Indifference Curve Analysis - properties, Income Effect, substitution Effect and Price Effect - Giffen's good - Samuelson's Revealed preference theory - Hicksian Analysis of Consumer Surplus.

UNIT-IV: Production

Theory of the firm, Time Element Analysis - Production Function - Neo-Classical and Leontif - (Law of variable proportions and returns to scale).

UNIT-V: Cost and Revenue Functions

Cost curves, short run and long run cost curves - Total Average and Marginal Cost and Revenue Curves - Derivation of Average Revenue and Marginal Revenue from Total Revenue Curves (graphical and algebraic) Elasticity - Derivation of a firms' supply curve from marginal cost curve.

PAPER II

ELEMENTARY STATISTICS FOR ECONOMICS I

Objective

To apply statistical tools for economic problems.

UNIT-I

Nature, Significance and Limitations of Statistics - Collection of data - Primary and Secondary Data - Methods of collecting Primary Data - Classification and Tabulation of Data.

UNIT-II

Diagrammatic and graphical representation of data - Bar diagrams - One dimensional and Two dimensional diagrams, Pictograms and Cartograms, Frequency Distribution - Univariate and Bivariate Frequency Distributions, Histogram, Frequency Curve, Ogive Curves.

UNIT-III

Measures of Central Tendency - Mean, Median and Mode - their Merits and Demerits.

UNIT-IV

Measures of Dispersion - Range, Mean deviation, Quartile Deviation, Standard Deviation and Lorenz Curve; Skewness - Karl Pearson's and Bowley's Coefficient of Skewness - Kurtosis.

UNIT-V

Simple Correlation - Karl Pearson's coefficient of correlation, Spearman's Rank Correlation - Regression - Regression Lines - Simple Problems.

ALLIED I

(to choose any 1 out of the given 4)

PAPER I.1

HISTORY OF INDIA I

(From 1885 to 1947 A.D.)

UNIT-I

The Rise and growth of Indian Nationalism - Birth of the Indian National Congress - The Programme and Activities of the Early Moderates (1885 - 1905) - Growth of Militant Nationalism (1905-1918) - Partition of Bengal (1905) - Swadeshi Movement - Surat Split (1907) - Birth of the Muslim League (1906) Growth of Revolutionary, Terrorists - Home Rule Movement - Lucknow Pact (1916) - Gandhiji and his ideas - Satyagraha - Rowlatt Act - Jallianwalabagh Massacre (1919).

UNIT-II

Indian Councils Act of 1892 - Development of Education - Lord Curzon - Raleigh Commission Indian Universities Act 1904 - Minto - Morley Reforms of 1909 - Growth of Public service. Mantagu - Chelms Ford Reforms 1919.

UNIT-III

Emergence of Gandhiji in Indian politics and his technique of mass mobilisation - Khilafat and Non-co-operation Movement (1919-1922) Swarajists - Boycott of the Simon Commission - From Dominion status to Poorna Swaraj.

UNIT-IV

Civil Disobedience Movement - The Round Table Conferences - Gandhi-Irwin Pact Communal Award - Poona Pact (1932) - Government of India Act, 1935 - Provisional Autonomy.

UNIT-V

The Congress Ministries and the Second World War Individual Satyagraha - League and Pakistan - Cripps Mission - Quit India Movement - Wavelplan - Indian National Army - Cabinet Mission - Mountbatten Plan - Partition of India - Indian Independence Act, 1947.

Books for Reference

1. Arjun Dev and Indira Arjun Dev : Modern India.
2. Bipan Chandra : Modern India
3. R.C. Majumdar & Others : An Advanced History of India
Part III - Modern India
4. Bipan Chandra & Others : India's Struggle for Independence
5. Sumit Sarker : Modern India (1885-1947)
6. Grover B.L. : Modern India.
7. Aggarwal R.C. : Constitutional Development and
National Movement of India
8. Spear, Percival : History of India - Volume II.

PAPER I.2
AGRICULTURAL MARKETING I

Objective

To provide a theoretical foundation for use in the analysis of Agricultural Economic problems, esp. in the marketing. Emphasis has to be placed upon recognition of agricultural problems and solving them through relevant agricultural policies.

UNIT-I

Socio Economic aspects of agricultural production - Unit and size of agricultural enterprise - Family Farm - Cooperative and collective farms.

UNIT-II

Nature of risk and uncertainty in agriculture - its effects on resource - supply and demand and investment - actor determining supply of agricultural products - relation of aggregate supply of farmers to crop planning marketable and marketed surplus.

UNIT-III

Nature and significance of marketing - basic concepts of marketing and classification - the marketing processes - concentration, dispersion and equalisation - Dumping.

UNIT-IV

Marketing functions - three classes of functions, functions of exchange, functions of physical supply and facilitation function - buying, assembling, selling, transporting, warehousing or storage - standardization and grading, financing, risk and market informations.

UNIT-V

Marketing of agricultural produce - marketing structure - regulated and organized markets - cooperative marketing bodies.

PAPER I.3
BASICS OF COMPUTER APPLICATION I

UNIT-I

Introduction to Computer Science :

History of Computers - Parts of a Computer - Sound and video - setting up the Computer - Buying a Computer - Starting the Computer - mouse and keyboard - monitor - disk drives - printer and scanner.

UNIT-II

Number systems - Binary, octal, decimal and hexadecimal number systems - conversion between number systems- binary coding - BCD - ASCII.

UNIT-III

Computer Architecture - CPU - memory - communication between various units of a Computer System - storage devices.

UNIT-IV

Input devices - Types - keyboard - mouse - Output devices - classifications of output - printers - monitors.

UNIT-V

Computer Program - developing a program - algorithm - flowchart - program testing and debugging - program documentation - Computer languages - Software.

Text Book

- 1. Learn, Computers step by step, Monica Disouza & Jude D'souza, Pearson education*
- 2. Introduction to computer science, IITL Education solutions limited , Pearson education*

PAPER I.4
FINANCIAL ACCOUNTING I

Objective for Financial Accounting and Cost and management accounting

To provide wide options for Economics students to enter into the fields like M.A. (Eco.) M.B.E., C.A., I.C.W.A., M.Com., M.B.F., M.I.B., and M.B.A. successfully. As per the University norms students who have studied two Accounts Papers alone are eligible to get admission in M.Com., During the present regime of Globalization to succeed in the business, Trade and in Entrepreneurial activities knowledge in Accounts are very much essential. To create manpower to cater to the needs of the emerging corporate sector.

UNIT-I

Introduction : Basic Accounting Concepts and Conventions - Groups interested in accounting - Accounting Equation - Journal - Ledger - Subsidiary Books - Trial Balance - Errors - Types - Rectification of Errors - Bank Reconciliation Statement.

UNIT-II

Final Accounts : Meaning - Preparation of Final Accounts - Trading Account - Profit and loss a/c Manufacturing a/c- Balance Sheet - Distinction between Trial Balance and Balance Sheet - Adjustment Entries.

UNIT-III

Depreciation Accounting : Meaning of Depreciation - Methods of Providing Depreciation - Fixed Percentage on Original Cost - Fixed Percentage on Diminishing Balance (including change in the method of depreciation).

UNIT-IV

Average Due Date : Meaning - Practical uses of average due date - basic problems in Average Due Date.

UNIT-V

Single Entry System : Definition - Salient features - Limitations - Differences between Single Entry System and Double Entry System - Methods.

ENVIRONMENTAL STUDIES

(For all UG Degree Courses)

UNIT-I: INTRODUCTION TO ENVIRONMENTAL SCIENCES: NATURAL RESOURCES :

Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies.

UNIT-II: ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION:

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem.

Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity - Insitu & Exsitu.

UNIT-III: ENVIRONMENTAL POLLUTION AND MANAGEMENT

Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Land slides. Role of individuals in prevention of pollution - pollution case studies.

UNIT-IV: SOCIAL ISSUES - HUMAN POPULATION

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental protection Act. 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

UNIT-V: FIELD WORK

Visit to a local area / local polluted site / local simple ecosystem - Report submission

REFERENCES

1. KUMARASAMY, K., A.ALAGAPPA MOSES AND M.VASANTHY, 2004.
ENVIRONMENTAL STUDIES, BHARATHIDSAN UNIVERSITY PUB, 1, TRICHY
2. RAJAMANNAR, 2004, ENVIRONEMNTAL STUDIES, EVR COLLEGE PUB, TRICHY
3. KALAVATHY,S. (ED.) 2004, ENVIRONMENTAL STUDIES, BISHOP HEBER COLLEGE PUB., TRICHY

II SEMESTER

PAPER III

MICRO ECONOMICS II

UNIT-I : Markets

Perfect competition, Monopoly, Discriminating Monopoly - (Pricing policies of public sector undertakings).

UNIT-II : Monopolistic Competition

Vs Imperfect competition (Oligopoly, Doupoly) wastes of Monopolistic Competition.

UNIT-III : Distribution

Distinction between personal and functional distribution - Theories of Distribution - distribution shares - Marginal Productivity theory - wages - theories - Real and Money wages - Trade Union and wages.

UNIT-IV

Rent - Ricardian Theory - Scarcity and differential rent - Modern theory of rent - Quasi and transfer earnings - Profits - Distinction between gross and net profits - theories of profits - Break even Analysis.

UNIT-V

Interest - Classical theories of Interest - Keynesian Criticism - Liquidity preference theory - Loanable funds theory - Demand for money, supply of money - IS and LM.

PAPER IV

ELEMENTARY STATISTICS FOR ECONOMICS II

UNIT-I

Index numbers - Introduction - uses of Index Numbers - Unweighted Index Numbers - Simple aggregate method and simple average of price relatives method - weighted Index Numbers - Laspyre's, Paache's, Dorbish and Bowley's, Fisher's and Marshall Edgeworth Index Numbers - Time reversal and Factor reversal test - Chain base and Fixed base index numbers - Consumer price Index Number - Wholesale Price Index Number.

UNIT-II

Time Series - Components of Time Series - Trend - seasonal, cyclical and irregular variations - Measurement of Trend - Seasonal variation by simple average method.

UNIT-III

Various Sampling Methods - Simple Random Sampling, Stratified Random Sampling & Systematic Sampling (concepts only)

UNIT-IV

Official Statistics - Various Official Statistical System - Labour Statistics, Agricultural Statistics, Vital Statistics and Population Statistics.

UNIT-V

Various Statistical Organization and its functions like NSSO, CSO, National Sample Surveys - Census in India from 1980 onwards.

ALLIED I

(to choose any 1 out of the given 4)

PAPER II.1

HISTORY OF INDIA II

(From 1947 to 2000 A.D.)

UNIT-I

Post Independent India - Making of the Constitution of the Indian Republic - Sardar Patel and the Integration of Princely States - Reorganisation of Indian States - Jawaharlal Nehru era - Growth of Economy, Planning, Science and Technology - Foreign policy - Panchsheel - Indo Chinese War 1962. Death of Nehru 1964.

UNIT-II

Kamaraj as the king maker - Lal Bahadur Shastri - Srimavo Shastri Accord - Indo - Pak war 1965 - Tashkant Declaration - Indira Gandhi - Elections of 1967 - Presidential Elections and the Congress split - 1969.

UNIT-III

Indira Gandhi - Domestic Policies - Green Revolution - Indo-Pak War 1971 - Indo Soviet Treaty of Friendship. Emergence of Bangladesh - Simla Agreement - India becomes a Nuclear power - Proclamation of Emergency - Total Revolution by Jayaprakash Narain - Emergence of the Janata Party rule and Morarji Desai 1977 - 80 - Chowdri Charansingh.

UNIT-IV

Indira Gandhi as PM for the Fourth time - crisis in the Punjab - Operation Blue Star - Assassination of Indira Gandhi and emergence of Rajiv Gandhi - New Domestic Foreign Policy and Development of Science and Technology. SAARC - Sri Lankan issue and Rajiv's assassination.

UNIT-V

Janata Dal rule under V.P. Singh - Mandal Commission Report - Chandrasekar P.V. Narashimha Rao - Panchayat Raj - New Economic Policy - Ayodya issue - Janata Dal – Deva Gowda and IK Gujral - Emergence of the BJP as the Ruling Party - Vajpayee as the Prime Minister - Growth of Science, Education, and Information Technology till 2000 A.D.

Books for Reference

1. Arjun Dev and Indira Arjun Dev : Modern India.
2. Bipan Chandra : Modern India
3. Keshwani K.B. : History of Modern India 1800-1984
4. Publication Division : Planning and Economic Policy in India.
5. D.R. Gadgil : Planning and Economic policy in India
6. C.D. Deshmuck : Economic Development of India 1946 - 56
7. Drier Berg and Saria Jagamohan : Emergency in India Delhi, 1975
8. G. Venkatesan : History of Contemporary India.

PAPER II.2

AGRICULTURAL MARKETING II

UNIT-I

Wholesalers and Retailers - basic wholesale distribution structure - functions and services of the wholesaler, role of middlemen and the millers, retailers.

UNIT-II

Importance of food grains among agricultural products - food grain transportation - food grain storage - food grain processing.

UNIT-III

Agricultural Prices – Agricultural prices Commission - Fluctuation in prices - seasonal, cyclical and secular - effects of price fluctuation on agricultural production – Buffer stock.

UNIT-IV

Techniques of agricultural prices analysis - price policies and price programmes - objectives of price stabilization policy - minimum price, parity price, forward price, and integrated policies. The effects of these policies on agricultural production - supply and income - State policies in agriculture.

UNIT-V

Marketing of agricultural and agro-based industrial products to international markets - export promotion measures.

PAPER II.3

BASICS OF COMPUTER APPLICATION II

UNIT-I

Information Technology Basics - Information definition - Prerequisites of Information - need for Information - components of information Technology - Role of Information Technology in Business.

UNIT-II

Word processing with MS Word : Starting MS Word - MS Word environment - working with word documents - working with text - working with tables - checking spelling and grammar - printing a document.

UNIT-III

Spreadsheets and MS Excel : Starting MS Excel - MS Excel environment - Working with Excel workbook - working with worksheet - Formulas and functions - Inserting charts - printing in Excel.

UNIT-IV

Making presentation with MS power point - starting MS power point - MS power point environment - working with power point - working with different views - designing presentation - printing in power point.

UNIT-V

Internet basics - Evolution - Basic Internet terms - Getting connected to Internet - Internet applications - Electronic mail - How email works - searching the web - Internet and viruses.

Text Book

Introduction to Information Technology, ITL ESL, Pearson Education.

PAPER II.4

FINANCIAL ACCOUNTING II

UNIT-I

Branch Accounts : Dependent Branches - Stock and Debtors System- Distinction between Wholesale Profit and Retail Profit - independent branch (foreign branches excluded).

UNIT-II

Departmental Accounts : Basis for allocation of expenses - Inter Departmental Transfer at cost or selling price - Treatment of expenses which cannot be allocated.

UNIT-III

Hire Purchase System : Meaning and Legal Position - Accounting aspects - Default and Repossession - Hire Purchase Trading account.

Installment Purchase System : Meaning and Legal Position - Distinction between Hire Purchase System and Installment Purchase System - Accounting Treatment.

UNIT-IV

Partnership Accounts : Admission of a partner - Retirement of a Partner - Death of a Partner - Dissolution of Partnership - Insolvency of a Partner - (Garner vs Murray) - Insolvency of all partners - gradual realisation of assets and piecemeal distribution.

UNIT-V

Mechanised System of Accounting : Advantages - Limitations - EDP.

VALUE EDUCATION
(For all UG Degree Courses)

UNIT-I

Value Education - Definition - relevance to present day - Concept of Human Values - self introspection - Self esteem.

UNIT-II

Family values - Components, structure and responsibilities of family - Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

UNIT-III

Ethical values - Professional ethics - Mass media ethics - Advertising ethics - Influence of ethics on family life - psychology of children and youth - Leadership qualities - Personality development.

UNIT-IV

Social values - Faith, service and secularism - Social sense and commitment - Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities - Redressal mechanisms.

UNIT-V

Effect of international affairs on values of life/ Issue of Globalization - Modern warfare - Terrorism. Environmental issues - mutual respect of different cultures, religions and their beliefs.

Reference Books

1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, Krisitu Jyoti Publications, Bangalore (1995)
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002.
3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002.
4. Daniel and Selvamony - Value Education Today, (Madras Christian College, Tambaram and ALACHE, New Delhi, 1990)
5. S. Ignacimuthu - Values for Life - Better Yourself Books, Mumbai, 1991.
6. M.M.M.Mascaronhas Centre for Research Education Science and Training for Family Life Promotion - Family Life Education, Bangalore, 1993.

WEBSITES AND e-LEARNING SOURCES:

[www.rkmissiondhe/.org/education.html/](http://www.rkmissiondhe.org/education.html/)

www.clallam.org/lifestyle/education.html/

www.sun.com/./edu/progrmws/star.html/

www.infoscouts.com

www.secretofsuccess.com

www.1millionpapers.com

<http://militaryfinance.umuc.edu/education/edu-network.html/>

III SEMESTER
PAPER V
INDIAN ECONOMY I

Objective

To acquire sufficient knowledge about India's Economic features; occupational structure and the relative shares of the different Sectors. Students should know that India is an emerging economic power in the World market.

UNIT-I

Features of less developed and developing Economies. - Economic and Non-Economic factors impeding Economic development - Black Money - Corruption - Cyber Crimes - Concept of growth and development - Indicators - Factors 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 - Human Resource Development - Population Policy.

UNIT-IV

Agriculture - Its Contribution to Economic Development - Food Problems - Methods of solving it - Measures to increase agricultural productivity - Land Reforms - Green Revolution

UNIT-V

Agricultural labour – Definition – Features- Problems – Remedies
Agricultural Credit - Grameen Bank – Inter state Water Disputes – Inter linking of rivers.

**PAPER VI
MONETARY ECONOMICS I**

Objective

The students should have a clear and critical understanding of Indian Monetary system and policies involved in money supply and demand.

The circulation of money; its effects on the general price level and the consequent various banking policies be made understood.

UNIT-I

Functions and forms of money.

UNIT-II

Value of money - Index Numbers - Fisher's equation - Cambridge equation - General evaluation of the quantity Theory of money.

UNIT-III

Monetary standards - Paper currency - Systems of note - issue - Gold standard - Indian Currency System - Development and Problems.

UNIT-IV

Factors influencing money supply - Money supply and price level - Keynesian approach.

UNIT-V

Neutrality of money - classical Dichotomy - Real Balance Effect - Friedman's Restatement of quantity Theory.

ALLIED II

(to choose 1 out of the given 4)

PAPER III.1

ECONOMICS OF ENTREPRENEURSHIP I

Objective

The twenty first century has dawned with entrepreneurship as a major force shaping the global economy. The future growth of this economy lies in the hands of men and women committed to achieving success through innovative customer focussed new products and services. Therefore it is high time that the students had a glimpse of a few aspects of entrepreneurship.

UNIT-I

Entrepreneurs - Concepts and qualities - Barriers - Structures - Definitions - Entrepreneur - Traits and types - Functions - Motivation - Project identification - Classification - Formulation of Network and Project Design - E-commerce and entrepreneurship.

UNIT-II

Steps for starting a small scale industry - selection of types of organisation - Export and Import - State Trading Corporation - Liberalisation - Privatisation - Small Scale Industry - Problems and sickness of small scale industry - Government Policy.

UNIT-III

Women Entrepreneur - Concept of women entrepreneur - Growth and Development of entrepreneurs - Functions - Rural women entrepreneurs - Problems of Women Entrepreneur - Role of Women's Association.

UNIT-IV

Financial Analysis - Social Cost and Benefit Analysis - Sources of Project Finance - Institutions helping entrepreneurs - Role of Commercial Banks - New Entrepreneurial Development Agencies - Entrepreneurs in Tamilnadu.

UNIT-V

Entrepreneurial Development Programme (EDP) - Indian EDP - Risk - Development Strategy - Backward Area Development - Accounting for small enterprises - International Business - Small Companies "going global"

PAPER III.2

ECONOMIC DEVELOPMENT OF TAMILNADU I

Objective

As a student of Economics, one should know the relevance of Regional Economics and its share in the National Economy. Tamilnadu is one of the industrialised States and a major economic power in South India. This paper will give an interesting analysis of the occupational structure, the relative shares of the different Sectors in the SDP and the future thrust areas of the State Plan.

UNIT-I

Relevance of Regional Economics - The place of Tamilnadu in the National Economy Scene - Basic characteristics : Size - Demography - Urbanization - Literacy - Resources Endowment, Land, Soil, Minerals, Water, Forests - Coast Line.

UNIT-II

Development experience of Tamilnadu - Trends in SDP - Per capita SDP - Composition of SDP - Sectoral Contribution - Inter-State Comparison - Sources of Data.

UNIT-III

Infrastructure : Transport - Railways, Roads - Nationalization of Road Transport - Performance of Roadways Corporations - Power - Trends in demand and supply - Rural electrification - Banking Coverage - Credit - Deposits and advances - Housing - Slum Improvement.

UNIT-IV

Development in agriculture - Changes in land use pattern, cropping pattern, and crop intensity.

UNIT-V

Index of Agricultural production - Green Revolution - Productivity and yield - Agricultural Marketing - Animal husbandry - Fishery - Sources of Data.

PAPER III.3

WOMEN AND THE ECONOMY I

Objective

Women constitute nearly half of the population but they could not contribute their due share in the economic progress. The students should know the factors which obscure their prowess, so that they can evolve practicable policies and schemes for a proper utilisation of women power in the task of building a powerful Nation.

UNIT-I

Women as Human Resource - Investment in Women - Human Capital Theory.

UNIT-II

Women and Economic Development in India before Independence - Role of Women in Indian Economy.

UNIT-III

Economic role of women in European, American, Asian, African Countries, Soviet Russia - Women in the Development of South East Asian Region.

UNIT-IV

Demographic and futurological Issues - Sex Ratio - Age Composition - Regional Difference - Rural, Urban - Tribal Women in India.

UNIT-V

Health and Education of women in India - Population Policy of women in India - International comparisons.

PAPER III.4

COST AND MANAGEMENT ACCOUNTING I

UNIT-I

Introduction : Cost Accounting - definition - Meaning and Objectives - Advantage and Importance - distinction between Cost Accounting and Financial Accounting.

UNIT-II

Elements of Cost : Material - Purchase Order - Goods Received Note - Bin Card - Stores Ledger - Purchase, Receipt and Inspection - Inventory Control - ABC Analysis - EOQ - Ordering Levels - Methods of Pricing Material Issues.

Labour - Methods of incentive (Bonus) Schemes - Treatment of Overtime and Idle time - Labour turnover.

Overheads - Classification - allocation and apportionment - redistribution of overheads including Machine Hour Rate.

UNIT-III

Cost Sheets : Preparation of Cost Sheets - Preparation of Tenders and Quotations.

UNIT-IV: MANAGEMENT ACCOUNTING

Introduction: Management Accounting - Definition - meaning and objectives -advantages and importance - distribution between Management Accounting and Cost Accounting - Tools and techniques of Management Accounting.

UNIT-V

Budgeting and Budgetary Control : Types of Budgets - Sale budget - Production Budget - Materials budget - Labour Budget - Overhead Budget - Cash Budget including Flexible Budget.

**SKILL BASED SUBJECT I
PAPER I**

MARKETING COMMUNICATIONS & ADVERTISEMENT I

UNIT-I

Communications in Marketing : Nature and Significance of Communications
- Communication process steps in promoting effective marketing communication.

UNIT-II

Methods of Marketing Communication: Personal selling - Public relations -
Sales promotion - Sales management - Advertisement.

UNIT-III

Advertisement: Meaning - Definition - features and importance in modern
marketing - Types of Advertisement - Setting up of targets - Strategies and
methods of achievements.

NON MAJOR ELECTIVE I
PAPER I
FUNDAMENTALS OF ECONOMICS I

UNIT-I

Definitions, Meaning and scope of Economics Nature of Economic Laws.

UNIT-II

Economics Systems - Capitalism - Socialism, and mixed Economy.

UNIT-III

Consumer's behaviour wants - Utility - Demand Meaning - Law - Exceptions.

IV SEMESTER
PAPER VII
INDIAN ECONOMY II

UNIT-I

Role of Technology - Information Technology BPO in India - their impact on Economic Development.

UNIT-II

Role of industries - Cottage & Small Scale industries - Some Large Scale industries (Cotton, Sugar, Iron & Steel, Tea & Petro Chemical) Industrial Policy - 1991 and after - Public sector Enterprises - Dis-investment and Privatisation.

UNIT-III

Transport - Importance of Transport (Roadways, Railways, Shipping and Civil Aviations) to Economic growth - Evaluation of Government in Policy in relation to privatisation policy - Transport Coordination.

UNIT-IV

Planning in India - Strategy of Indian Planning - Resources for Financing Plan - Agriculture and Industrial Development - Planning techniques - Investment Priorities - Energy Resources including Fossil, Nuclear Energy - Economic Cooperation among SAARC Countries and China.

UNIT-V

Poverty in India - Poverty Eradication Programmes - Various Employment schemes - Role of Micro finance - (SHG, Cottage and Household Sector etc.,) - Regional Development Disparities - India's Foreign Trade and Balance of Payments.

PAPER VIII
MONETARY ECONOMICS II

UNIT-I

Inflation - causes - types and remedies - Inflationary Trend in India –Deflation
- Trade Cycles - General features - Theories - Measures to control

UNIT-II

Commercial Banking - Types and Functions - Balance Sheet - Creation of
Credit - Nationalisation of Banks' - Objectives and Performance.

UNIT-III

Progress of Indian Banking during post-Nationalization Period - Development
Banks and other term financing Institutions in India.

UNIT-IV

Central Banking - Nature and functions - Central Banking in the UK and the
USA - Instruments of credit control - its efficiency and limitations.

UNIT-V

Functions of the RBI - It's role in Agricultural and Industrial Development -
RBI and credit control - Objectives and Limitations - RBI and Monetary
Policy.

ALLIED II

(to choose 1 out of the given 4)

PAPER IV.1

ECONOMICS OF ENTREPRENEURSHIP II

UNIT-I

Entrepreneurship and Economic Development - Economic Development and Industrialisation - Entrepreneurship in economic theory - Entrepreneurship under planning - Sources of entrepreneurship in India - Causes of slow growth - Behavioural pattern of entrepreneurs.

UNIT-II

Entrepreneurship and Environment - Dimensions of Business environment - Socio-economic origins of entrepreneurs - Environmental factors affecting entrepreneurship - Social and Psychological factors in entrepreneurship - Environment in developing countries.

UNIT-III

Entrepreneurial Theories and Management - Characteristics - conceptual model of entrepreneurship - Theories of entrepreneurship - Entrepreneurial policies - Structures and staffing - Entrepreneurial strategy - Sources of innovation - Problems faced by the entrepreneurs.

UNIT-IV

Central and State Incentives and subsidies - Meaning - Need and Problems - Scheme of incentives - Subsidised consultancy services - Incentives for SSI - Industrial Licencing - Taxation - Self Help Groups.

UNIT-V

Promoting an enterprise - Meaning of Promotion - stages in Promotion - Registration of a company - Partnership - Joint Stock Company - Stock Exchange Regulations - Building, buying or leasing a building - merits and demerits.

PAPER IV.2

ECONOMIC DEVELOPMENT OF TAMILNADU II

UNIT-I

Industrial Development : Major Industries - Cotton, Textiles, Sugar, Cement, IT - Automobiles - Leather Processing - Small Scale Industries - Cottage Industries - Light Engineering Goods.

UNIT-II

Index of Industrial Production - Change in the industrial structure - Investment - Export value added - Employment - Number of registered factories - State aid to industrial development - State sponsored Corporations - sources of Data.

UNIT-III

Social inputs in developmental efforts - Education - Health - Nutrition - Water Supply - Environmental improvement - Natural Disaster Management.

UNIT-IV

Planning - Objectives - Targets - Sectoral allocation - Performance - Problems of poverty and unemployment. State Finance - Sources of Finances - Pattern of expenditure - Central assistance.

UNIT-V

Welfare Measures : Various schemes of TN Govt. - impact on the society.

PAPER IV.3

WOMEN AND THE ECONOMY II

UNIT-I

Historical review of the economic role of Women - Women's work, household Economy and measurement.

UNIT-II

Structure of female employment in contemporary Society - Problems of Unorganized Sectors - Employment Policies and Wage Discrimination.

UNIT-III

Labour market theories - Segmented Labour Market - Determinants of Women's Employment - Occupational pattern of women in India - State Comparisons - Contribution of Women to GNP in India.

UNIT-IV

Job Security - Equal pay - Problems and Working Conditions of Indian Women. Sex discrimination - Social and economic barriers - Leisure time Activities - National Commission for Women.

UNIT-V

Women and Economic Development - A modern approach.

PAPER IV.4

COST AND MANAGEMENT ACCOUNTING II

UNIT-I

Methods of Costing : Unit Costing - Job Costing - Process Costing
(Excluding equivalent production and interprocess profits) (Simple problems only)

UNIT-II

Analysis of Financial Statements : type of Financial Analysis - Techniques – Limitations.

UNIT-III

Ratio Analysis - Meaning – Classification – Advantages - Limitations.

UNIT-IV

Funds Flow and Cash Flow Analysis: Schedule of Changes in Working Capital - Preparation of Funds Flow Statement - Preparation of Cash Flow Statement - Importance of Cash Flow and Funds Flow Analysis - Difference between funds flow statement and cash flow statement. (Simple Problems)

UNIT-V

Management Reporting : Management Reporting System - Essentials of Good System - Modes of Reporting - Requisites of a Good Report - Steps for Effective Reporting - Kinds of Reports.

SKILL BASED SUBJECT II

PAPER II

MARKETTING COMMUNICATIONS & ADVERTISEMENT II

UNIT-I

Advertisement Media :

- (i) Print Media : News papers, Magazines, Trade, Journals, etc.,
- (ii) Out door media, Posters - Neon Signs - Vehicular Publicity - Sky advertisement - Sandwich men etc.,
- (iii) Other media : Electronic media - Direct mail etc Their merits and limitations.

UNIT-II

Media scene in India - Problems of reaching rural audience & Markets - Exhibitions and Mela press conference

UNIT-III

Media planning: Selection of Media category - Their reach, frequency & Impact. Media scheduling. Evaluation of Advertising Effectiveness. Advertising Agencies - their role Regulation of Advertising; Misleading advertising and false claims.

**NON MAJOR ELECTIVE II
FUNDAMENTALS OF ECONOMICS II**

UNIT-I

Government and the Economy planning - Meaning - India's Five year plans.

UNIT-II

National Income: Meaning - Methods of Calculating National Income - Difficulties and methods to overcome the difficulties - Recent trends in India's National Income and Percapita income.

UNIT-III

New Economic Policy - Liberalisation - Privatisation and Globalisation - impact in India.

V SEMESTER

PAPER IX

MACRO ECONOMICS I

Objective

To make the students understand the important macro economic concepts like employment, income, interest money, SDR, etc., and their mutual dependence in achieving the National goal.

UNIT-I

Nature of Macro Economics - Circular flow models.

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.

PAPER X

FISCAL ECONOMICS I

Objective

Everybody takes an inquisitive interest in the core functions of our Govt. viz. taxation, development expenditures and loans. This paper will enable the students to gain deeper and wider knowledge of the Indian Fiscal Tools and policies as well as tax structure and reforms. Centre State financial relationship is another sensitive area which students of economics are entitled to appreciate the problem and come out with amicable policies.

UNIT-I

Definition; Nature and Scope of Public Finance - Distinction between private and public finance - The principle of Maximum Social Advantage.

UNIT-II

Need for Government activity - Growth of public sectors and its limits.

UNIT-III

Public Revenue: (a) Sources and main heads - distinction between tax and other sources - Canons of taxation (b) Theories of taxation - cost of service, benefit and ability theories - objectives of taxation (c) Impact, shifting and incidence of taxation (d) Effect of taxation on production and distribution - Other effects. (e) Taxable capacity : Absolute and Relative taxable capacity. Factor determining taxable capacity - limits to taxable capacity - Measurement (Taxable capacity with reference to India) (f) Individual taxes (with special reference to India) - Income tax, expenditure tax, wealth tax, Property tax, Estate duty, Gift tax, capital gain tax, Death duty, Agricultural Income tax, Corporation Income tax, Customs Duties, Excise Duties, Sales tax, Value added tax, Modified Value Added Tax - Land Revenue - Service Tax, Education Cess (g) Non-tax Revenue (h) Sources of Revenue for Central and State Government in India.

UNIT-IV

Budgeting and financial administration.

UNIT-V

Deficit financing - Meaning - Objectives - Role of deficit financing in Indian Planning for Development - Effect on prices, production and distribution.

PAPER XI

HISTORY OF ECONOMIC THOUGHT I

Objective

The Genesis and evolution of Economic Thought through the ages reveals social life of the people and their values in life. Understanding the Thought is a pre-requisite to understand the science of Economics and to analyse the principles, Doctrines, Laws and Policies.

UNIT-I

Nature and Significance of the History of Economic thought - a brief outline of Mercantilism and Physiocracy.

UNIT-II

Classical School - Adam Smith - Malthus - David Ricardo - J.B.Say - J.S.Mill

UNIT-III

Karl Marx - Early Socialistic Critics

UNIT-IV

Veblen and Institutional School - Schmoller and Historical school - Marginal School and Austrians.

UNIT-V

Alfred Marshall - Schumpeter.

PAPER XII

MANAGERIAL ECONOMICS

Objective

To make the students understand the application of economic tools and logic to business decision making; demand forecasting and pricing methods.

UNIT-I

Definition, Meaning, Nature and Scope of Managerial Economics - Economics and Managerial Economics - Role and Responsibilities of Managerial Economics. Demand Fore-Casting : Meaning - Purpose & methods - Criteria for good fore - Casting.

UNIT-II

Managerial Decision Making : Risk and Uncertainty - Elements of Decision Theory - Classification of Managerial Problem - Decision taking under certainty and uncertainty - Cost control & Cost Reduction.

UNIT-III

Pricing Methods - Full cost Pricing, target pricing, Going rate pricing - customary pricing, differential pricing - Specific pricing methods - pricing a new product - pricing over the life cycle of a product - product line pricing - mark up and mark down pricing by retailers - Resale price maintenance - Duel pricing - Brand Value.

UNIT-IV

Profit and Profit Management - Accounting profit and Economic profit - Theories of profit.

UNIT-V

Capital Budgeting : Need for Capital Budgeting - forms of capital Budgeting - Nature of Capital budgeting problem - project profitability : Methods of Appraising project Profitability

ELECTIVE I

(to choose 1 out of the given 4)

PAPER I.1

ENVIRONMENTAL ECONOMICS I

Objective

Economic development and general welfare of a society largely depend upon a pollution free environment. This bond between Environment and Economics is sure to motivate the future generation to undertake environment friendly economic activities.

UNIT-I

Theory and Concepts : Definition - Environment inter-linkages - Identification of the basic issue in preserving environmental quality - Tragedy of commons - Pollution as an externality - Material balance approach - Components of the Environment - Environmental quality as a Public Good.

UNIT-II

Environmental issues in Indian Economy : Environmental Pollution - Air Pollution, Water Pollution, Land Pollution, Marine Pollution, Noise Pollution - Role of an individual in prevention of pollution.

UNIT-III

Welfare Economics and Environmental Economics - Pareto optimality - Cost Benefit analysis - Private cost - Social cost, Pollution Cost - Pollution Control Cost -Evaluation of Environmental Benefit.

UNIT-IV

Population and Environmental Problems : Trends in global and National population levels - Consequences on environmental quality - problems of urbanization and Environmental quality in India - Environment and human health.

UNIT-V

Economic Growth vs. Environmental Quality - Problems of Environmental Quality global level - Problems of Environmental Quality in developed economies - Problems of Environmental Quality in developing economies - Nature of Environmental Problems in India.

PAPER I.2

INTERNATIONAL TRADE I

Objective

To familiarise the students with the postulates of trade theories and international institutions. To develop the analytical skill of the students for identifying international economic problems and relations and the complexities in foreign trade especially during the present day WTO regime, where the main thrust is towards Globalisation.

UNIT-I

Nature and importance of International Trade - Theories of Foreign Trade - Adam Smith, Ricardo, Haberler's and Heckscher - Ohlin - Comparative Cost Theory - Absolute cost Theory.

UNIT-II

Free Trade Vs. Protection - Cases for and Against - transfers - Meaning and types - Effects of Tariffs - Using partial and General Equilibrium - Quotas - Meaning, types - Effects of quotas on Imports - Dumping - Antidumping measures.

UNIT-III

Facets of Globalisation, Liberalisation and privatization and their impact on Indian Economy MNCs, TNCs.

UNIT-IV

Foreign Exchange - Exchange rate - Meaning - Demand and supply of Foreign Exchange - Foreign Exchange Market - Functions.

UNIT-V

Purchasing power Parity Theory - Fixed and Floating Exchange Rates - Devaluation - Convertibility - Euro - dollar.

PAPER I.3
INDUSTRIAL ORGANISATION I

Objective

Management is an offshoot of Economics. Principles of organization, management, labour cooperation and participation in management are some areas of interest to students of Economics. This will infuse a sense of leadership into them.

UNIT-I

Industrial Management - Principles of organization - Organizational Process, Delegation and Decentralization forms of Internal Organization. Industrial Productivity and efficiency.

UNIT-II

Scientific Management - Standardization - Rationalization - automation.

UNIT-III

Capital structure - Over Capitalization, under - Capitalization trading on equity, watered capita.

UNIT-IV

Theories of Location, Factors, Government Policies - Layout measuring, Plant, Process.

UNIT-V

Production Management - Planning Control, Quality Control, Inspection.

PAPER I.4

ECONOMICS OF CAPITAL MARKET AND DIGITAL ECONOMY I

Objective

India has emerged as a “Thought Leader” in several areas of information technology (I.T.). It is now the opportunities for economist to get actively involved into this - study of Economics of Capital Market and Digital Economy and actively contribute to this emerging area. It will pave way for exploration of new thought and ideas in generating employment as well as getting to know about how the financial markets are functioning in this changing circumstances. This will make our student to become highly competitive in the financial market, labour market as well as in invention of new branch of knowledge.

UNIT-I

Capital Market - Definition - Growth - Tasks - Structure - Role of Commercial Banks.

UNIT-II

Short Term and Long Term Finance - Interest Free Financial Products and its sources - Financial Institutions - LIC - UTI - IDBI - IFCI - ICICI - Public Deposit - Corporate ploughing back of profits - Mutual Funds - open ended and close ended mutual funds.

UNIT-III

Corporate securities - Equity Shares - Preference Shares - Debentures and bonds - convertible and non-convertible debentures - fully and partly convertible debentures - Global depository receipts.

UNIT-IV

Stock exchanges - functions services - Listing of securities - Dealers in stock exchanges - Role of Securities and Exchange Board of India (SEBI) in regulating the share market - D-mat Account - Opening and Operation.

UNIT-V

Public Issue of Shares - Primary Market and Secondary Market - Issue of Shares at par and at premium - Right issue of shares - Issue of bonus shares - underwriting of shares - Merchant banks - Foreign Institutional Investors.

SKILL BASED SUBJECT III

PAPER III

ENERGY ECONOMICS I

UNIT-I

Prelude: Natural Resources - Classification & Importance Energy Resources - Types and classification - Emergence of Energy Economics - Its nature & scope.

UNIT-II

Development Role of Energy in Economic Development Energy intensity and Elasticity - National and International Comparison . Role of Institutions like ONGC, OPEC, OAPEC, IEA and World Bank.

UNIT-III

Environment Energy Crisis: causes - Consequences and Remedial Measures. Environmental Crisis: Causes - Consequences - Impact of Energy consumption on production and on Environment.

VI SEMESTER

PAPER XIII

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.

UNIT-III

Keynesian Revolution and its application to less developed countries.

UNIT-IV

Monetary Theory in relation to under employment and full employment.

UNIT-V

Post Keynesian Macro Analysis - General Equilibrium of monetary and real sector - contribution of Hicks, Hanson - ISLM - diagram.

PAPER XIV
FISCAL ECONOMICS II

UNIT-I

Public Expenditure : Main heads of public expenditure - Growth of public expenditure - Effect of public expenditure on production and distribution and other effect (with reference to India).

UNIT-II

Public Debt. : Need - Classification and burden of Public Debt. - Methods of repayment (Management of Public Debt).

UNIT-III

Objectives and instruments of fiscal policy in a developing economy with reference to India.

UNIT-IV

Federal Finance - Principles - Financial relations between the Centre and states in India - Brief review of earlier nine finance Commissions Details of X, XI, XII Finance Commissions and their recommendation. Centre-State conflict of finances.

UNIT-V

Local Finance - Sources of finance to local bodies.

PAPER XV

HISTORY OF ECONOMIC THOUGHT II

UNIT-I

Keynes and Keynesian Revolution; limitations.

UNIT-II

Welfare Economics - Pigou - Hicks - pareto

UNIT-III

Noble Laureates Since 1985

UNIT-IV

Indian Economic Thought R.C.Dutt; D.Naoroji; Ranade, Gakhale; M.K.Gandhi; Dr.B.R.ambedkar.

UNIT-V

Indian Economic Thought - Rajaji; Nehru; V.K.R.V.Rao; Gadgil; Indira Gandhi
- Recent Trends.

ELECTIVE II

(to choose 1 out of the given 4)

PAPER II.1

ENVIRONMENTAL ECONOMICS II

UNIT-I

Energy Economics : Energy Sources - renewable and non-renewable energy - sources of Energy - Changing pattern of world energy consumption - Energy scenario in India - Energy Policy and Environmental Quality.

UNIT-II

Resource Economics : Classification of Resources - Forest Resources - Deforestation - optimum resource use - conservation of natural resources - water resources - mineral resources - food resources.

UNIT-III

Environmental Education :Solid waste management - Human rights - value education - Environmental Awareness HIV / AIDS - Women and Child Welfare - Family Planning.

UNIT-IV

Measures to Protect Environment : i) (a) Regulation (or) Direct Control (b) Fiscal Tools - taxes - subsidies - pollution permits, (c) Definition of property rights, (d) Government Investment Programme (ii) Regulation vs. Tax - a comparison (iii) Environmental Legislation and Laws.

UNIT-V

Environmental Problems in the global set up - critical issues - Global Warming - Ozone Depletion - acid rain - soil erosion - rain water harvesting.

PAPER II.2

INTERNATIONAL TRADE II

UNIT-I

International Monetary System and Liquidity - IMF - IBRD, ADB, IFC, International Capital Flows - FDI, GATT and WTO - Functions; Uruguay Round and WTO Agreements - TRIPS and TRIMS GATS [General Agreement on Trade in service] UNCTAD, UNIDO, ITC

UNIT-II

Balance of payments and Balance of Trade - Concepts and structure - Disequilibrium - Causes and Measures to remove disequilibrium.

UNIT-III

Analysis of India's Foreign Trade - Growth trends - Composition and Direction.

UNIT-IV

India's BOP including invisibles - Assessment of prospects - Markets and products.

UNIT-V

Salient features of India's Export and Import Policies - Export Assistance Measures - Free trade Zones - State Trading in India, Indian Trade Agreements.

PAPER II.3
INDUSTRIAL ORGANISATION II

UNIT-I

Materials Management - Storing, Inventory, Inventory Control.

UNIT-II

Personnel Management - Personnel Planning and Selection - Human Resource Development - Personnel Problem - Compensation to employee, Worker's Participation in Management.

UNIT-III

Labour Legislation - Union and Management, Leadership, Morale, Communication.

UNIT-IV

Sales Management - Sales Policy, Planning Price Fixation, Advertising Salesmanship.

UNIT-V

Controlling - Budgetary Control - Reporting - Statistical reports.

PAPER II.4

**ECONOMICS OF CAPITAL MARKET AND
DIGITAL ECONOMY II**

UNIT-I : Data Base Analysis

Emerging Cyber Economy - Opportunities and Challenges offered by internet - generic business models on the net - types and technology and economic changes.

UNIT-II : Intra Business Applications

Intra business applications: Online sales force automation, online customer service & support, virtual organization, logistics management.

UNIT-III : Marketing Through The Internet

Marketing through the internet: Advertising and marketing on the internet - Analysis of markets - Building of electronic market place of buyers and sellers, E-intermediaries, mercantile models Consumers and Merchants perspective. E-Commerce and retailing. case studies of products and services marketed on the Internet.

UNIT-IV : Electronic Payment Systems

Electronic payment systems and electronic cash E-Commerce and Banking. Internet monetary payment and security requirements - confidentiality of payment information, payment information integrity, Electronic payment, schemes - digital cash, credit cards, internet cheque, debit card, smart cards.

UNIT-V: Emerging Trends

Emerging Trends : Cyber communities - new communication paradigm, building infrastructure, gaining access, multi-sensory communications, mass markets / verticals / affinity groups, e-governance. Legal and regulatory issues, global learning infrastructure, computer based education and training, digital copyrights.

ELECTIVE III

(to choose 1 out of the given 4)

PAPER III.1

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 Measures 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

PAPER III.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

Fire Insurance : Nature and uses - Kinds of Policies - Policy Conditions - Rate Fixation - Payment of claim - Motor Insurance - Personal Accident - Health and Medical Insurance

UNIT-IV

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

UNIT-V

Insurance as social welfare and security : Insurance - an Investment - Tax and Non - Tax Advantages - Retirement Planning - pension plans - Insurance Regulation and Development Authority (IRDA)

PAPER III.3

ECONOMICS OF "FASHION" INDUSTRY

UNIT-I

Introduction to fashion Industry - Historical Context - National and International opportunities Travel and city influences.

UNIT-II

The Economy - GDP - Govt Action - Economic issues affecting Fashion Industry - Inflation / Deflation Retail Sales figures - Employment figures.

UNIT-III

Govt and Indian Fashion Industry - The creative economy - Creative Indian Strategy - The sector compact - Ethical trading - Sustainability - Clothing and Road map - Govt. Departments and Fashion industry responsibilities

UNIT-IV

Challenges - Skills gap - Finance Avenues - Future Fashion trends - Ethical Trading (Related to Garments) Environmental issues - Consolidation - Export, Import Statistics

UNIT-V

Field visits and project Reports.

PAPER III.4

HUMAN RESOURCE MANAGEMENT

UNIT-I

Meaning and Scope : Functions and objectives of HRM HR Planning - Job design and job analysis

UNIT-II

Recruitment Definition Process and screening selection: definition - process and new Methods.

UNIT-III

Training and Development Nature and Importance Impediments and Effective Training - Performance Appraisal.

UNIT-IV

Remuneration: Theories Ideal Remuneration: Factor influencing Remuneration: Types of Incentive Schemes.

UNIT-V

Types of Benefits and services - Fringes principle quality work life welfare Measurers : Merits and Demerits Need for Safety and health: Business Ethics

SKILL BASED SUBJECT IV

PAPER IV

ENERGY ECONOMICS II

UNIT-I

Energy Planning and conservation: Meaning and objective - Energy management - Meaning and objective Energy pricing and taxes.

UNIT-II

Indian Energy Sector: Organisational structure - Energy Supply (Coal & Lignite, Oil & Gas, Hydro, Thermal, Nuclear) Energy Demand (From Agri. Industry, Transport, Domestic etc.)

UNIT-III

Renewable Energy sources (solar Wind, Tidal wave, Bio-gas, Biomass, Hydrogen etc) Renewable Energy Programmes under 5 year plans - Energy issues and Policy options for India. Field visit - Project report.

BOOKS FOR REFERENCE

MICRO ECONOMICS - CORE SUBJECT

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Ahuja, H.L.	: Advanced Economic Theory - S.Chand & Co.,
2. Ashimakopoulos, A.	: An Introduction to Economic Theory : Micro Economics.
3. Bell & Todaro	: Economic Theory - Oxford University Press.
4. Dewett, K.K.	: Modern Economic Theory
5. Dwivedi	: Micro Economics, Pearson Education.
6. Hutchinson	: Economics - ACCA Series, London.
7. Joan Robinson & Eatwell	: Introduction to Economic Theory
8. Koutsoyiannis, A	: Modern Micro Economics - ELBS
9. Leftwitch	: Price System and Resource Allocation
10. Lipsey	: An Introduction to Positive Economics - ELBS
11. Lipsey & Steiner	: Economics
12. Maddala	: Micro Economics : Theory and Applications - McGraw Hill.
13. Maurice Dobb	: Theories of Value and Distribution since Adam Smith - Vikas Publishing House, New Delhi.
14. Pindyck & Rubinfeld	: Micro Economics - Pearson Education.
15. Salvatore Diulio	: Principles of Economics - Schaum Series
16. Salvatore, Dominick	: Micro Economics - Schaum Series.
17. Samuelson, Paul	: Economics - McGraw Hill Kogakusha Ltd., London
18. Sankaran, S	: Micro Economics - Margham Publications.
19. Stonier & Hague	: Text Book of Economic Theory
20. Watson, D.S.	: Price Theory and its uses

ELEMENTARY STATISTICS FOR ECONOMICS - CORE SUBJECT

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Agarwal	: Basic Statistics, New Age International
2. Elhance, D.N.	: Fundamentals of Statistics
3. Gupta, S.P.	: Statistical Methods
4. Hooda, R.P.	: Statistics for Economics, Macmillan
5. Paden, D.W., & Lindquist, E.L	: Statistics for Economics and Business
6. Pillai, R.S.N. & Bagavathi, V	: Statistics
7. Sweeney, Anderson and Williams	: Statistics for Economics and Business, Thomson Publication.

INDIAN ECONOMY - CORE & ALLIED SUBJECTS

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
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	: Indian Economic Crisis, Oxford University Press, Chennai.
7. Bright Singh	: Economics of Development.
8. Dewett, Verma & Sharma	: Indian Economics, 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	: Planning 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. Prमित Chaudhury	: The Indian Economy, Poverty and Development, Vikas Publishing House, New Delhi.
18. Pramod Verma	: Labour Economics and Industrial Relations, 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.
23. Seth, M.L. : Theory and Practice of Economic Planning, S.Chand & Co.,
24. Shiva Ramu : Globalisation, The Indian Scenario, S.Chand & Co.,
25. Sivayya,K.V.& V.B.M.Das : Indian Industrial Economy, S.Chand & Co.,
26. Uppal : Indian Economic Planning, Macmillan India Pvt. Ltd.,
27. Velayutham : Foreign Trade, Theory & Practice, S.Chand & Co.,
28. V.Kaliyamoorthy : Indian Economy (In Tamil) Sudaroli Pathipakam, Chennai -106

MONETARY ECONOMICS - CORE

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Basu, C.R.	: Central Banking in a Planned Economy
2. Chadler, L.V.	: Economics of Money and Banking.
3. Clower (Editor)	: 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. Newlyn & Bootle	: Theory of Money - Clarendon Press, Oxford.
13. RBI Publication	: 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; Germidi's and Glavanis	: Banks and Specialised Financial Intermediaries in Development, Oxford IBH Publishing Co.,

MACRO ECONOMICS - CORE

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
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 Wiley and Sons, NewYork
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, McGraw Hill Book Company
10. George Leland Bach	: Macro Economics: Analysis, Decision Making and Policy, Prentice Hall
11. John Evans & Pritchard	: Macro Economics, Macmillan
12. Lindaver	: Macro Economics
13. Michl	: Macro Economic Theory, Prentice Hall
14. Raghbendra Jha	: Contemporary Macro Economic Theory & Policy, Wiley Eastern Ltd.,
15. Sankaran, S	: Macro Economics, Margham Publications.
16. Shapiro, E	: Macro Economic Analysis
17. Turnovsky	: Methods of Macro Economic Dynamics, Prentice Hall.

FISCAL ECONOMICS - CORE

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Baidyanath Misra	: Economics of Public Finance, S.Chand & Co.,
2. Bhargava, R.N.	: Indian Public 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
9. Hicks, U.K.	: Public Finance
10. Musgrave and Musgrave	: Public Finance in Theory and Practice, McGraw Hill
11. Prest, A.R.	: Public Finance in Under Developed Countries
12. Sankaran, S	: Fiscal Economics, Margham Publications.
13. Saxena & Mathur	: Public Finance, K.Nath & Co.,
14. Shoup, Carl	: Public Finance
15. Singh, S.K.	: Public Finance in Theory and Practice, S.Chand & Co
16. Sundaram, K.P.M and Andley, K.K.	: Public Finance Theory and Practice, S.Chand & Co.,

ECONOMIC THOUGHT CORE

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Alexander Grey	: Development of Economic Doctrines.
2. Ambedkar, B.R.	: History of Indian Currency and Banking.
3. Ambedkar, B.R.	: Problem of Rupee
4. Ambedkar, B.R.	: Provincial Finance in British India.
5. Eric Roll	: History of Economic Thought
6. Ganguli, B.W.	: Indian Economic Thought
7. Gide & Rist	: History of Economic Doctrines, Oxford University Press
8. Haney, L.H.	: History of Economic Thought
9. Hecksher, Eli	: Mercantilism, Macmillan
10. Keynes, J.M.	: General Theory of Employment, Interest and Money.
11. Lekachman, R	: A History of Economic Ideas, VBS Publishers, New Delhi
12. Loganathan, V.	: A History of Economic Thought
13. Melvin W.Reder	: Studies in the Theory of Welfare Economics.
14. Newman, P.C.	: Development of Economic Thought
15. Sankaran. S	: History of Economic Thought, Margham Publications
16. Schampeter, J.A.	: History of Economic Analysis, Oxford.
17. Shanmugasundaram	: Indian Economic Thought, Development and Policies
18. Spiegel, H.W.	: The Development of Economic Thought.
19. Srivastava	: History of Economic Thought

MANAGERIAL ECONOMICS - CORE

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Boumal, William,J.	: Economic Theory and Operation Analysis.
2. Cauvery.R	: Managerial Economics, S.Chand & Co.,
3. Davies & Hughes	: Managerial Economics
4. Hague, D.C.	: Managerial Economics
5. Joel Dean	: Managerial Economies, Prentice Hall
6. Maheshwari	: Managerial Economics, Prentice Hall of India.
7. Mote; Samuel Paul and G.S.Gupta	: Managerial Economics, Concepts & Cases, Tata McGraw Hill
8. Naylor, Vernon and Wertz	: Managerial Economics, McGraw Hill
9. Peterson & Lewis	: Managerial Economics, Pearson Education.
10. Pylee; Sankaranarayanan and Payyappilly	: Managerial Economics, S.Chand & Co.,
11. Randolph & Posner	: Effective Project Planning and Management, Getting the Job Done, Prentice Hall
12. Sankaran, S	: Managerial Economics, Margham Publications.
13. Savage and Small	: Introduction to Managerial Economics
14. Spencer, M.H.	: Managerial Economics, Text, Problems, Short Cases

INTERNATIONAL TRADE - ELECTIVE

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
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, Jagdish & Nigam	: Devaluation Policy of the Indian Economy, S.Chand & Co.,
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., New Delhi.
8. Kindleberger, C.P.	: International Economics
9. Krugman, P.R. & Obstgold	: International Economics
10. Maurice Levi	: International Finance, McGraw Hill Publications.
11. Meier, Gerald, M	: International Economics, The Theory of Policy, Oxford University Press.
12. Ramappa	: Intellectual Property Rights, S.Chand & Co.,
13. Raymon Vermon & Louis T, Wells,J.R.	: Manager in the International Economy, Prentice Hall of India Pvt. Ltd.,
14. Salvatore, D.L.,	: International Economics Theory & Problems, McGraw Hill
15. Sawyer & Sprinkle	: International Economics, Prentice Hall of India.
16. Sharan	: International Business, Pearson Education.
17. Shiva Ramu	: Globalisation The Indian Scenario, S.Chand & Co.,
18. Snider, Delbert, A	: Introduction to International Economics, Surjeet Publications.
19. Sodersten, B.O.	: International Economics
20 Velayutham	: Foreign Trade, Theory and Practice, S.Chand & Co.,
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ENVIRONMENTAL ECONOMICS ELECTIVE

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Baumol, William, J	: Economics, Environmental Policy and Quality and Wallace E.Oates of Life (Prentice Hall)
2. Burraus Paul	: The Economic Theory of Pollution Control (Martin Robertson)
3. Chatterji	: Energy & Environment in the Developing Countries (John Wiley & Sons, NY)
4. Jayant Babdhopadhyay	: India's Environment Crisis & Responses (Natraj Publishers)
5. Joseph J.Sereca and Micheal. K. Taussi. G	: Environmental Economics (Prentice Hall)
6. Karpagam, M	: Environmental Economics, A Text Book (Sterling, New Delhi)
7. Kneese, A.V.	: Economics & Environment (Penguin Books)
8. Mahajan, V.S.	: Energy Development in India, Issues, Trends & Alternative Sources (New Delhi, Deep & Deep Publishers)
9. Pearce, D.W.	: Environmental Economics (MacMillan)
10. Robert Dorfman & Nancy S.Dorfman	: Economics of Environment (W.W.Northan & Company, NY)

INDUSTRIAL ORGANISATION ELECTIVE

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Bathy, S	: Fundamentals of Industrial Organisation.
2. Chatterjee	: Modern Business.
3. Donald A.Hay & Derek J.Morris	: Industrial Economics : Theory and Evidence - Oxford Press.
4. Elbourne	: Fundamentals of Industrial Organisation.
5. Jain & Narang	: Cost Accounting
6. John Woodward	: Industrial Organisation : Theory and Practice.
7. 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 Narayan,P.S.	: Principles and Practice of Management.
11. Sherlekar & Sherlekar	: Modern Business Organisation and Management
12. Sivayya, K.V. & Das,V.B.M.	: Indian Industrial Economy, S.Chand & Co.,
13. Tirole, Jean	: The Theory of Industrial Orgnaisation, Prentice Hall

ECONOMICS OF CAPITAL MARKET & DIGITAL ECONOMY ELECTIVE

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Bukley	: Multi National Finance, Prentice Hall, New Delhi
2. David Kosiur	: Understanding Electronic Commerce, Microsoft Press, Prentice Hall of India.
3. Don Tapscott	: Growing up Digital, The Rise of the New Generation Oakton, Vs United States.
4. Don Tapscott	: Digital Capital : Harnessing The Power of Business Webs.
5. Indian Tax Foundation	: Financial Sector Reforms in India, 1991-2001.
6. John, D Finnerty	: Corporate Financial Analysis, McGraw Hill, Book Company, ISBN 0-07-021040-3
7. Kamalesh, K Bajaj & Debjani Nag	: E-commerce, The Cutting Edge of Business, TATA McGraw Hill Publishing Limited Co., New Delhi.
8. Khan	: Financial Services, TATA McGraw Hill Publishing Limited Co., New Delhi
9. Khan & Jain	: Corporation Finance, TATA MacGraw Hill.
10. Kuchhal, S.C.	: Corporate Finance, Chaitinya Publishing House, University Road, Allahabad.
11. Manual of SEBI	: A Nabhi Publications, New Delhi.
12. Meir Kohn	: Financial Institutions and Markets, TATA McGraw Hill Publishing Limited Co., New Delhi.
13. Muddrick & Ross	: Information System & Modern Management, Prentice Hall, New Delhi
14. Raghunathan, V	: Stock Exchange and Investment, TATA McGraw Hill Publishing Limited Co., New Delhi.
15. Ravi Kalakota & Andrew, B	: Whinston Electronic Commerce, A Manager's Guide, Addition Wesley, USA
16. Richard Pike & Bill Neale	: Corporate Finance & Investment, Prentice Hall, New Delhi.
17. Saeed, M	: Corporate Financial Reporting, Anmol Publications, New Delhi.
18. Sahad	: India's Digital Economy, Business Standard, Apr. 2006
19. Varshney, P.N. & Mittal, D.K.	: Indian Financial System, Sultan Chand & Sons, New Delhi.
20. Visvanath, S.R.	: Corporate Finance, Theory and Practice, Response Books, New Delhi.

LABOUR ECONOMICS ELECTIVE III

AUTHORS

BOOKS

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| 1. | Abhyanker, N.G., | : | Industrial Labour and social Security |
| 2. | Agarwala, A.N., | : | Labour problems in India |
| 3. | Ahmed, Mukhtan | : | Trade Union and Labour Disputes in India. |
| 4. | Bhir, B.S | : | Dimensions of Industrial Relations in India. |
| 5. | Fonseca A.J. | : | Wage Determination and organised Labour in India. |
| 6. | Gadgil, D.R. | : | Regulation of wages and other Problems of Industrial Labour. |
| 7. | Giri , V.V. | : | Labour problems in Indian Industry. |
| 8. | Jain, P.C. | : | Industry and labour in India. |
| 9. | Joshi. N.M | : | Trade Union Movement in India |
| 10. | Karnik V.B., | : | Indian Labour Problems and prospects of Labour in India. |
| 11. | Malhotra, P.C | : | Labour Movement in India. |
| 12. | Mathur, A.S. & Mathur, J.S., | : | Trade Union Movement in India |
| 13. | Mehrotra S.N., | : | Labour Problems in India |
| 14. | Saxena, R.C. & Saxena S.R. | : | Labour problems and social welfare |
| 15. | Sharma, N.A. | : | Social Security |
| 16. | Subramaniam K.N., | : | Labour Management Relations in India |
| 17. | Sultan, P. | : | Labour Economics |
| 18. | Yoder, D. | : | Labour Economics and Labour Problems |
| 19. | Report of the Royal Commission on Labour - 1931 | | |
| 20. | Report of the National Commission on Labour – 1969. | | |

SKILL BASED SUBJECT - I & II
MARKETING COMMUNICATIONS & ADVERTISEMENT

	Authors		Books
1.	Ampler	:	Marketing from Advertising to Zen
2.	Barthwal R.R.	:	Industrial Economics – New Age. International.
3.	Belch	:	Advertising and promotion Tata MC Graw Hill.
4.	Chandran J.S., Jagjit singh and P.N.Malhan	:	Essential of Advertising Oxford and IBH Publishing
5.	Chunnawala, & K.C. Setnia	:	Foundations of Advertising – Theory and practice
6.	David J.Luck & O.C. Ferrell	:	Marketing Strategy and plans prentice hall of India.
7.	Frank Jerkins	:	Advertising made simple. Rupa & Co, New Delhi,
8.	Jefkins	:	Advertising.
9.	Olto Kuppnar	:	Advertising procedure prentice Hall.
10.	Phillip Kotler	:	Marketing Management – Analysis planning and control prentice Hall.
11.	Rustom Davar, Sohrab Davar & Nusli Davar	:	Salesmanship and Advertising Progressive Corpn Bombay
12.	William J.Stanton	:	Fundamentals of Marketing MC Graw Hill.

**ECONOMICS OF FASHION INDUSTRY ELECTIVE III
SOURCES OF INFORMATION (FOR REFERENCE)**

1. Indian Fashion Reports
2. NIFT Reports
3. WGSN US Fashion Reports(Website)
4. WGSN UK Fashion Reports(Website)
5. WGSN Creative China Fashion Reports (Website)
6. WGSN Japan Fashion Reports (Website)
7. [http://Fashion News Articles.Com/](http://FashionNewsArticles.Com/)
8. Apparel search.Com
9. Fashion Industry network
10. Fashion News Paper.Com
11. Cosmopolitan Magazine
12. Vogue Magazine
13. In style magazine
14. Dickerson : Inside the Fashion Business – Pearson Education.
15. Frings : Fashion From Concept to Consumer – Pearson Education.
16. Solomon : Consumer Behaviour in Fashion Pearson Education

**HUMAN RESOURCE MANAGEMENT
ELECTIVE – III**

AUTHOR	BOOKS
1. Aswathappa	Human Resources and Personnel Management – Tata MC Graw Hill
2. John Storey	Human Resource Management Rutledge.
3. R.D. Agarwal	Dynamics of Personal Management in India.
4. Terry; L. Leap & M.D. Crino	Personnel/Human Resource Management Macmillan
5. C.S. Venkataratnam & B.K. Srivastav	Personal Management & Human Resources Tata Mc. Graw Hill..

ELECTIVE - III
INSURANCE & ECONOMICS

	Authors		Books
1.	Mishra, M.N.	:	Insurance : Principles and Practice S.Chand & Co
2.	-Do-	:	Modern Concepts of Insurance S. Chand & Co
2.	Black K and Skipper H.D.,	:	Life and Health Insurance Prentice Hall, New Jersey
3.	Dionne & Harrington	:	Foundations of Insurance Economics - Kluwer Academic Publisher, Bostom.
4.	Insurance Institute of India.	:	General Insurance I.C. 340, Mumbai
5.	IRDA	:	Insurance Regulations and Development Authority Regualtions New Delhi.
6.	Govt of India	:	Old age and Income Security Report (Dave Committee Report) Govt of India, New Delhi

ENERGY ECONOMICS SKILL BASED SUBJECT

Recommended / Reference Books

1. Agarwal, M.C., and Mongo, J.R. – Economic and Commercial Geography (National Publishing House, New Delhi 1992)
2. Agarwal, S.K. – Environment and Natural Resources Economics (Scott Foresman & Co., London 1985)
3. Common, M. Environmental and Resource Economics (Longman, London 1996)
4. David Pearct et al – Sustainable Development – Economics and Environment in the Third world (Earths can Publications, London , 1990)
5. Deoffrey Kirk – Schemacher on Energy, Abacus, London 1982,
6. Government of India: Tenth Five year plan (Planning commission, New Delhi , 2002)
7. Hemalatha Rao – Rural Energy Crises : A Diagnostic Analysis (Ashisi publishing House, New Delhi, 1990)
8. Karpagam, M Environmental economics (Sterling, New Delhi 1991)
9. Kneese. A.C. and Sweeny, J.L. Handbook of Natural resource and Enery Economics (North Holland, 1993)
10. Munasinghe,M and Meier P. Energy Policy and Modeling (Cambridge University press, UK 1993)
11. Paul stevens (Ed) The economics of Energy, Vol 1 and II (Edward Elgar 2000)
12. Raikhy P.S. and Parminder Singh, Energy Consumption in India – Patter and Determinants (Deep and Deep, New Delhi 1990)
13. Richard Eden – Energy Economics – Growth, Resources and Policies (Cambridge University Press, London 1981)
14. Sankar U, Public Sector pricing, Theory and Applications (IEA Trust for Research and Development 1992)
15. TERI – Teri Energy Data Directory and year Book 2005 – 2006 (The Energy Research Institute 2005)
16. William Burch (Ed.,) Readings in Ecology, Energy and human society: Contemporary Perspectives (Harper and Row, New York 1997)
17. World Bank – World Development Report 1992 (Oxford University Press, China, 1992)

**NON MAJOR - ELECTIVE
FUNDAMENTALS OF ECONOMICS**

Authors		Books
1.	Ahuja, H.L.	: Advanced Economic Theory S.Chand & Co
2.	Dewett K.K	: Modern Economics Theory
3.	Lipsey and Steiner	: Economics
4.	Sankaran.S.	: Micro Economics Margham Publications.
5.	Agrawal, A.N.	: Indian Economy – Vikas Publishing House.
6.	Dewett, Verma, Sharma	: Indian Economy – S.Chand & Co
7.	Rudar Datt & Sundaram	: Indian Economy – S.Chand & Co
8.	Sankaran.S.	: Indian Economy - Margham Publications

ALLIED - AGRICULTURAL MARKETING

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Benjamin, Hariroran & Karunagaran	: Economics of Agriculture, S.Chand & Co.,
2. Bhattachargee, J.B.	: Studies in Indian Agricultural Economics
3. Coben, R.C.	: Economics of Agriculture, Cambridge University Press.
4. Datt & Sundaram	: Indian Economy, S. Chand & C.,
5. Govt. of India.	: Agricultural Marketing Reports, Govt. Publication.
6. Johnson, D.G.	: Forward Prices in Agriculture, University of Chicago Press
7. Kohls & Uhl	: Marketing of Agricultural Products, Prentice Hall of India.

8. Moore John and Khusro : Indian Food Grain Marketing.
9. Schultz, T.W. : Economic Organisation of Agriculture, McGraw Hill
10. Sethuraman, K : Agricultural Marketing, Margham Publications.
11. Sivaramaprasad : Agricultural Marketing - Mittal Publishers, TriNagar, Delhi.
12. Snodgrass, M & Walact,L.T. : Agricultural Economics and Resource Management
13. Vasant Desai : A Study of Rural Economics

ALLIED - FINANCIAL ACCOUNTING

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Grewal, T.S.	: Principles of Accountancy, S.Chand & Co,
2. Gupta R.L. & Gupta,V.K.	: Financial Accounting, Sultan Chand & Sons.
3. Gupta, R.L. & Radhaswamy	: Advanced Accountancy, Sultan Chand & Sons.
4. Jain & Naurang	: Advanced Accounts, Kalyani Publishers.
5. Shukla & Grewal	: Advanced Accounts Vol.I, S.Chand & Co.,

ALLIED - COST AND MANAGEMENT ACCOUNTING

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Batty, J.	: Management Accountancy, ELBS Edition
2. Brown & Howard	: Managerial Accounting & Finance, ELBS Edition
3. Maheshwari, S.N.	: Principles of Management Accounting, Sultan Chand & Son.,
4. Ravi, Kishore,M	: Cost and Management Accounting, Taxmann, New Delhi
5. Sexena, V.K. & Vashist,C.D.	: Cost and Management Accounting, Sultan hand & Sons,

ALLIED - COST AND MANAGEMENT ACCOUNTING

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Batty, J.	: Management Accountancy, ELBS
2. Brown & Howard	: Managerial Accounting & Finance, ELBS.
3. Mahedhwari, S.N.	: Principles of Management Accounting, Sultan Chand
4. Ravi, Kishore, M	: Cost and Management Accounting, Taxmann, New Delhi
5. Saxena, V.K. & Vashist, C.D.	: Cost and Management Accounting, Sultan Chand

ALLIED - ECONOMICS OF ENTREPRENEURSHIP

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Bhaltha Charjee	: Entrepreneurial Development, Himalaya Publications
2. Coulter	: Entrepreneurship in action, Prentice Hall of India.
3. Edward F Marvicka, Jr.	: The Rational Investor, S.Chand & Co.,
4. Gupta & Srinivasan,N.P.	: Entrepreneurial Development, S.Chand & Co,
5. Jayashree Suresh	: Entrepreneurial Development, Margham Publications.
6. Khanka	: Entrepreneurial Development, S.Chand & Co.,
7. Lankan Pal	: Entrepreneurial Development
8. Manimala	: Entrepreneurship Theory at Cross Roads, S.Chand & Co.,
9. Nandan	: Fundamentals of Entrepreneurship, Prentice Hall
10. Rastogi	: Reengineering and Re-inventing the enterprise, S.Chand & Co.,
11. Robert D.Hisrich & Michael P.Peters	: Entrepreneurship, Tata McGraw Hill
12. Saini	: Entrepreneurship, Theory and Practice, S.Chand & Co.,

13. Saravanavel : Entrepreneurial Development.
14. Uddin, S : Entrepreneurial Development., S.Chand & Co.,

ALLIED - ECONOMIC DEVELOPMENT OF TAMIL NADU

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Department of Statistics	: Statistical Abstract of TamilNadu
2. Department of Evaluation and Applied Research of Tamil Nadu, Tamil Nadu -	: An Economic Appraisal Annual Issues
3. Finance Department of T.N. Govt.	: Public Enterprises in TamilNadu
4. Government of India,	: India - A Reference Manual
5. Govt. of T.N.	: Tamilnadu Budget Documents
6. Govt. of T.N.	: Hand Book of Statistics Tamil Nadu
7. Govt. of T.N.	: State Five Year Documents
8. Govt. of T.N.	: The Perspective Plan for Tamil Nadu
9. Perumalswamy	: Economic Development of Tamil Nadu
10. Rajalakshmi	: Economic Development of Tamil Nadu
11.	: Tamilnadu, An Economic Appraised (Annual Issues)
12. Fr. Leonard	: Tamil Nadu Economy, St. Joseph's College, Tiruchy.

ALLIED - WOMEN AND THE ECONOMY

<u>AUTHOR</u>	<u>TITLE OF THE BOOKS & PUBLISHERS</u>
1. Boserop	: Women's Role in Economic Development
2. Gosh, S.K.	: Women in a Changing Society, Asia Publishing House.
3. Jain Devaki	: Women in a Developing Economy
4. Kapur Promila	: Changing status of the working women in India, Vikas
5. Ranade, S.N. & Ramachandran.P	: Women and Employment
6. Srinivasa, M.N.	: Status of Women, Oxford University Press.

ALLIED - BUSINESS ECONOMICS / MANAGERIAL ECONOMICS

<u>AUTHOR</u>	<u>TITLE OF THE BOOKS & PUBLISHERS</u>
1. Ahuja, H.L.	: Business Economics, Margham Publications
2. Dwivedi	: Micro Economics, Pearson Education.
3. Hague, D.C.	: Managerial Economics
4. Joel Dean	: Managerial Economics, Prentice Hall
5. Lipsey	: An Introduction to Positive Economics, ELBS.
6. Mankar & Pillai	: Business and Managerial Economics, Himalaya Publishing House.
7. Peterson & Lewis	: Managerial Economics.
8. Pindyck & Rubinfeld	: Micro Economics, Pearson, Education
9. Sankaran, S	: Business Economics, Margham Publications.
10. Sankaran, S	: Managerial Economics, Margham Publication
11. Savage & Small	: Introduction to Managerial Economics.
12. Stonier & Hague	: Text Book of Economic Theory
13. V. Kaliyamoorthy	: Business Economics (in Tamil) Sudaroli Pathippagam Chennai - 106

ALLIED - PRINCIPLES OF ECONOMICS

AUTHOR	TITLE OF THE BOOKS & PUBLISHERS
1. Ahuja, H.L.	: Modern Economics
2. Cauvery, Sudha Nayak	: Public Finance, S.Chand & Co.,
3. Dalton, H	: Principles of Public Finance
4. Dewett, K.K.	: Modern Economic Theory, S.Chand & Co.,
5. Hanson	: Text Book of Economics
6. Kindleberger, C.P.	: International Economics
7. Meier, Gerald, M	: International Economics, Oxford University Press
8. Ryan, W.J.L.	: Price Theory, Macmillan
9. Sankaran, S	: Business Economics, Margham Publications.
10. Seth, M.L.	: Principles of Economics
11. Shiva Ramu	: Globalisation, The Indian Scenario, S.Chand & Co.,
12. Stonier & Hague	: Text Book of Economic Theory, ELBS Edition.
13. Sundaram & Sundaram	: Economic Analysis
14. Velayutham	: Foreign Trade, Theory and Practice, S.Chand & Co.,
