

THIRUVALLUVAR UNIVERSITY

BACHELOR OF ARTS

DEGREE COURSE

B.A. CORPORATE 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	Ins. Hrs/ Week	Credit	Exam hrs	Max.Marks		
								IA	Uni. 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 Economists I	6	4	3	25	75	100
	III	Allied	Paper I	(to choose 1 out of 4) 1. Mathematical Methods in Economics I 2. Financial Accounting I 3. Principles of Public Administration I 4. Financial Administration I	5	5	3	25	75	100
				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 Economists II	6	4	3	25	75	100
	III	Allied	Paper II	(to choose 1 out of 4) 1. Mathematical Methods in Economics II 2. Financial Accounting II 3. Principles of Public Administration II 4. Financial Administration II	5	5	3	25	75	100
				Value Education General Awareness	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 and Reforms I	4	4	3	25	75	100

B.A. Corporate Economics : Syllabus (CBCS)

Year / Semester	Part	Subject	Paper	Title of the Paper	Ins. Hrs/ Week	Credit	Exam hrs	Max.Marks		
								IA	Uni. Exam.	Total
	III	Core	Paper VI	Monetary Economics I	4	4	3	25	75	100
	III	Allied	Paper III	(to choose 1 out of 4) 1. Managerial Economics I 2. Cost Accounting 3. International Economics I 4. Marketing I	5	5	3	25	75	100
	IV	Skill based Subject I	Paper I	Agriculture Finance I	3	3	3	25	75	100
		Non-Major Elective I	Paper 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 and Reforms 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. Managerial Economics II 2. Management Accounting 3. International Economics II 4. Marketing II	5	5	3	25	75	100
	IV	Skill based Subject II	Paper II	Agriculture Finance II	3	3	3	25	75	100
			Non-Major Elective II	Paper II	Fundamentals of Economics II	2	2	3	25	75
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	Entrepreneurial Development and Strategic Management I	5	4	3	25	75	100
	III	Core	Paper XII	Principles and Practice of Management I	5	4	3	25	75	100
			Elective I	Paper I	(to choose 1 out of 4) 1. Financial Markets and Systems I 2. Industrial Organisation I 3. Business Organisation and Management I 4. Computer Application in Corporate Bodies I	5	5	3	25	75
	IV	Skill based Subject III	Paper III	Economics of Human Resource Management I	3	3	3	25	75	100
III Year VI Semester	III	Core	Paper XIII	Macro Economics II	6	4	3	25	75	100

B.A. Corporate Economics : Syllabus (CBCS)

Year / Semester	Part	Subject	Paper	Title of the Paper	Ins. Hrs/ Week	Credit	Exam hrs	Max.Marks		
								IA	Uni. Exam.	Total
	III	Core	Paper XIV	Fiscal Economics II	6	4	3	25	75	100
	III	Core	Paper XV	Entrepreneurial Development and Strategic Management II	5	4	3	25	75	100
		Elective II	Paper II	(to choose 1 out of 4) 1. Financial Markets and Systems II 2. Industrial Organisation II 3. Business Organisation and Management II 4. Computer Application in Corporate Bodies II	5	5	3	25	75	100
		Elective III	Paper III	(to choose 1 out of 4) 1. History of Economic Thought 2. Labour Economics 3. Insurance Economics 4. Business Communication	5	5	3	25	75	100
	IV	Skill based Subject IV	Paper IV	Economics of Human Resource Management II	3	3	3	25	75	100
	V	Extension Activities			-	1		-	-	50
				Total	180	140				3800

THIRUVALLUVAR UNIVERSITY

B.A. CORPORATE ECONOMICS

SYLLABUS

UNDER CBCS

[with effect from 2008-2009]

I SEMESTER

PAPER I

MICRO ECONOMICS I

UNIT-I

Definition and scope of Economics - Difference between Micro and Macro Economics - Inductive and Deductive Methods - Positive and Normative - Static and Dynamic - Partial and General Equilibrium.

UNIT-II

Utility analysis-Demand and Supply - Elasticity of Demand - Consumer's Surplus.

UNIT-III

Indifference Curve Analysis - Giffen goods-Revealed Preference Theory - Hicksian Analysis.

UNIT-IV

Theory of firm and Corporate firm - Production Function - Neo-Classical - Leontief - Law of Variable Proportions - Returns to scale.

UNIT-V

Cost Analysis - Revenue Analysis - Derivation of AR and MR from TR - Elasticity - Theories of price determination in Corporate firms.

PAPER II
ELEMENTARY STATISTICS FOR ECONOMISTS I

UNIT-I

Nature - Significance and Limitations of Statistics - Collection, Classification and Tabulation of Data.

UNIT-II

Diagrammatic and Graphic representation - Bar Diagrams - Pie Diagrams - Histograms - Pictograms - Cartograms - Frequency Distribution - Frequency Graphs - Ogives - Lorenz curve.

UNIT-III

Measures of Central Tendency - Arithmetic Mean - Media - Mode.

UNIT-IV

Measures of Dispersion - Range - Quartile Deviation - Mean Deviation - Standard Deviation - Coefficient of variation - Percentiles and Deciles.

UNIT-V

Skewness and Kurtosis' - Pearsanain and Bowley measures of skewness - kurtosis.

ALLIED I

(to choose any 1 out of the given 4)

PAPER I.1

MATHEMATICAL METHODS IN 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.

PAPER I.2

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.

PAPER I.3

PRINCIPLES OF PUBLIC ADMINISTRATION I

Objectives

This paper tries to:

1. Give an introduction to the discipline of Public Administration;
2. Sketch the theories and Principles of Administrative Organizations;
3. Describe the tasks of Management

UNIT-I: introduction

1. Nature, Scope and Importance of Public Administration
2. Evolution of Public Administration
3. Methodology of Public Administration
4. Public Administration and Social Sciences
5. Art and Science of Public Administration

UNIT-II: Organization - Theories

1. Classical Theory
2. Scientific Theory
3. Human Relation Theory
4. Bureaucratic Theory

UNIT-III: Organization - Principles

1. Hierarchy
2. Span of Control
3. Unity of Command
4. Centralization and De-centralization
5. Coordination

UNIT-IV: Line, Staff and Auxiliary Agencies

1. Meaning and Difference between the agencies
2. Independent Regulatory Commission
3. Public Corporations
4. Departmental Organization

UNIT-V: Management

1. Meaning, Scope and Task of Management
2. Motivation
3. Communication
4. Decision-Making
5. Leadership

PAPER I.4

FINANCIAL ADMINISTRATION I

UNIT-I

Meaning - Definitions & scope of finance functions - objectives and goals of finance management - Functions of finance and other functional areas - Profit maximization - Return of Investments and wealth maximization.

UNIT-II

Financial statements - Managerial uses - Importance of Ratio analysis - Types of ratios - Advantages and limitations of ratios.

UNIT-III

Management of working capital - Meaning of working capital - need for working capital - Types of working capital - Determinants of working capital - Sources.

UNIT-IV

Meaning of portfolio management - Importance - Investment criteria - Problems of Portfolio management - Principles.

UNIT-V

Sources of short term funds - meaning - need - Various Sources - Long term sources of funds - The need and sources.

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 production 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

Perfect Competition, Monopoly, Discriminating Monopoly - (Pricing policies of Public Sector Undertakings).

UNIT-II

Imperfect Competition - Oligopoly - Duopoly - Wastes of Monopolistic Competition.

UNIT-III

Distinction between Personal and Functional distribution - Theories of Distribution - Distribution shares - Marginal Productivity Theory - Wage 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 - Loan able funds theory.

PAPER IV

ELEMENTARY STATISTICS FOR ECONOMISTS II

UNIT-I

Sampling - population sample. Types of sampling - Simple - Random and stratified Random sampling Design of questionnaire - Sampling Errors - Sampling Design.

UNIT-II

Correlation - Limits of Co-efficient of correlation - calculation of co-efficient of correlation - Rank correlation - Co-efficient.

UNIT-III

Regression - Two valuable linear regression - Meaning - Regression lines and regression co-efficient.

UNIT-IV

Index Number - Methods - Unweighted indices and Weighted indices - Value Index Numbers.

UNIT-V

Analysis of Time Series - Four Components - Measurement of Secular Trend - Moving Average Methods and Methods of Least squares - Uses of Time series Analysis.

ALLIED I

(to choose any 1 out of the given 4)

PAPER II.1

MATHEMATICAL METHODS IN 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.

PAPER II.2

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 realization of assets and piecemeal distribution.

UNIT-V

Mechanized System of Accounting : Advantages - Limitations - EDP.

PAPER II.3

PRINCIPLES OF PUBLIC ADMINISTRATION II

Objectives

This paper tries to:

1. Sketch the evolution of Indian Administrative System prior to Independence;
2. Describe the Administrative Structure of the Indian Union;
3. Describe the Administrative Structure of the Indian States;
4. Describe the Administrative Structure of the Districts in India;
5. Describe the various Administrative Services of India.

UNIT-I: Introduction

1. Kautilya's Administrative State
2. Mughal Administration
3. Administration under British Rule

UNIT-II: Union Administration

1. President
2. Prime Minister's office
3. Cabinet Secretariat
4. Central Secretariat
5. Organization of Ministries

UNIT-III: State Administration

1. Governor
2. Chief Minister's office
3. Office of the Chief Secretary
4. State Secretariat
5. Organization of Ministries

UNIT-IV: District Administration

1. Collector
2. District Collect orate
3. District Superintendent of Police
4. Tahsildar
5. Block Development Officer

UNIT-V: All India Services

1. Indian Administrative Service
2. Indian Police Service
3. Indian Forest Service
4. Central Services
5. State Services

PAPER II.4

FINANCIAL ADMINISTRATION II

UNIT-I

Budget and budgetary control - Meaning and objectives - Fiscal federalism in India - Budget and plan coordination.

UNIT-II

Budget making - Its process - Pre budget exercise - Execution of Budget.

UNIT-III

Legislative approval of the budget - Estimates committee - Public Accounts committee - Controller and Auditor General of India - Appointment - Powers.

UNIT-IV

System of Government accounting - Standardized system of budget classification - Fiscal machinery in developing Countries.

UNIT-V

Public debt management - Debt of Union Government and State Government - Public debt and budget financing.

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/

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 AND REFORMS 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.

PAPER VI

MONETARY ECONOMICS I

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.

ALLIED II

(to choose 1 out of the given 4)

PAPER III.1

MANAGERIAL ECONOMICS I

Objectives

To Make the student understand the application of economic tools and tonic to business decision making, demand forecasting and pricing methods.

UNIT-I

Definition, Meaning, Nature and Scope of Managerial Economics - Economics & Managerial Economics - Role and Responsibilities of Managerial Economics.

UNIT-II : DEMAND ANALYSIS

Meaning, Demand Determinants, Law of Demand - Individual Demand & Market Demand, Demand Distinctions. Elasticity of Demand: Types and Importance of Elasticity of Demand - Advertising Elasticity of Demand.

UNIT-III : DEMAND FORECASTING

Meaning - Purpose of Demand Forecasting - Methods of Demand Forecasting - Demand Forecasting Methods for the new products - Criteria for good forecasting method.

UNIT-IV : PRODUCTION ANALYSIS

Production Functions - Law of variable proportions - Cobb - Douglas - Producers equilibrium - economics of scale - Cost concepts - Cost & Output relationship - Cost Control & Cost Reduction.

UNIT-V : BREAK - EVEN ANALYSIS

Meaning, determination of Break - Even Point - Usefulness & limitations of Break - Even Analysis - Linear Programming - Graphical methods.

PAPER III.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 - FIFO - 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%

PAPER III.3

INTERNATIONAL ECONOMICS I

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.

PAPER III.4

MARKETING I

UNIT-I

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

UNIT-II

Functions of marketing - Function of exchange - Functions of physical distribution - Storage and warehousing - Transportation - Different modes of transport - Roadways, Railways Water ways and Airways - Choice of transport.

UNIT-III

Facilitating function - Grading and standardization - Branding packaging and labeling - Marketing information system - Marketing research - Marketing risk - Marketing finance.

UNIT-IV

Product - New product - Product planning and development - Product - Product life cycle - Marketing of manufactured goods - Manufactured consumer goods - Manufactured industrial goods - Their classification - Characteristics and channels of distribution

UNIT-V

Marketing of agricultural products - regulated and organized market - Co-Operative marketing bodies.

SKILL BASED SUBJECT I

PAPER I

AGRICULTURAL FINANCE I

UNIT-I

Role of credit in Agriculture: Essential Features of Agricultural Credit Systems - Credit needs - Classification of Credit - Period wise, purpose wise, security wise and Creditor and Debtor Wise. Sources of credit.

UNIT-II

Non-Institutional Sources: Moneylenders - Landlords - Traders and Commission Agents - Relatives and Friends - Advantages of Moneylenders - Defects and Malpractices of Moneylenders - Regulation of Moneylenders.

UNIT-III

Institutional Sources: Co-operatives - Primary Agricultural Credit Societies - Farmers Service Societies - Central co-operative Bank - Land Development Banks - Problems of Co-operative Banks.

NON - MAJOR ELECTIVE I

PAPER I

FUNDAMENTALS OF ECONOMICS - I

UNIT-I

Definitions, Meaning and Scope of Economics - Nature of Economics Laws.

UNIT-II

Economic Systems - Capitalism - Socialism - Mixed Economy.

UNIT-III

Consumer's behavior - Utility Analysis - Demand: Meaning, Law - Exceptions.

IV SEMESTER

PAPER VII

INDIAN ECONOMY AND REFORMS 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.

PAPAR VIII

MONETARY ECONOMICS II

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

Trade cycles - Meaning - Explanation at various phases - Causes and Control.

ALLIED II

(to choose 1 out of the given 4)

PAPER IV.1

MANAGERIAL ECONOMICS II

UNIT-I

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 & mark down pricing by retailers - resale price maintenance - dual pricing.

UNIT-II

Profit & Profit Management - Accounting profit and economic profit - Theories of Profit.

UNIT-III : CAPITAL BUDGETING

Need for capital budgeting - forms of capital budgeting - Nature of capital budgeting problem - project profitability : Methods of Appraising Project Profitability.

UNIT-IV

Managerial Decision Making : Risk & Uncertainty - Elements of Decision Theory - Classification of Managerial Problems - Decision taking under certainty & uncertainty.

UNIT-V : GAME THEORY

Definition - Zero Sum two persons game - Maximini & Minimax Strategies - Equilibrium (Saddle Point)

PAPER IV.1

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%

PAPER IV.3

INTERNATIONAL ECONOMICS II

UNIT-I

The Rate of Exchange.

UNIT-II

The Balance of Payments

UNIT-III

International Capital Movements

UNIT-IV

Tariffs, Import Quotas, Exchange control

UNIT-V

International monetary fund, International Financial Institutions.

PAPER IV.4

MARKETING II

UNIT-I

Consumer and marketing - Consumer movement - Consumerism - Consumer Co-operatives and consumer councils.

UNIT-II

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

UNIT-III

Marketing structure- Wholesalers and retailers- Basic wholesale distribution structure - Functions and services of wholesalers - Retail distribution - Basic retail structure-Large - Medium and small scale retails institutions - Super markets - Departmental and chain stores.

UNIT-IV

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

UNIT-V

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

SKILL BASED SUBJECT II

PAPER II

AGRICULTURAL FINANCE II

UNIT-I

Commercial Banks and Agricultural Credit - Rural Orientation of Commercial Banks - Specialized Agricultural Branches - Village Adoption Schemes - Lead Bank Schemes - Regional Rural Banks.

UNIT-II

RBI and Agricultural Finance - Agricultural Finance Corporation - Agricultural Re-finance and Development Co-operation - National Bank for Agricultural and Rural Development.

UNIT-III

Financing of Bio Gas Plants - Financing of Poultry Development - Financing of dairy Development - Financing of Minor Irrigation - Recent Financial Programs of Government of India - Loan Waiver, Lowering of rate of interest, Easing Credit Policies.

NON - MAJOR ELECTIVE II

FUNDAMENDALS OF ECONOMICS II

UNIT-I

Government and Economy: Planning - Meaning - 5 Years Plans.

UNIT-II

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

UNIT-III

New Economic Policy - LPG.

V SEMESTER

PAPER IX

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.

PAPER X

FISCAL ECONOMICS I

UNIT-I

Meaning and scope of Public Finance - Distinction between Private and Public Finance - Public goods, Private Goods - Principle of Maximum Social Advantage - Modern theory of public Finance.

UNIT-II

Public Expenditure - Classification - Wagner's Law - Causes and Effects of Public Expenditure with reference to India.

UNIT-III

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-IV

Individual Taxes - (with reference to India) Income Tax - Expenditure Tax - Wealth Tax - Property Tax - Estate duty - Gift Tax - Death duty - Customs duty - Excise Duty - Sales Tax - Value added Tax.

UNIT-V

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

PAPER XI

**ENTREPRENEURIAL DEVELOPMENT AND
STRATEGIC MANAGEMENT I**

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

Meaning of Strategy - Corporate Strategy - Missions - Goals - Factors Objectives and Goals - strategic Management process - Corporate planning - Competitive analysis - Competitive advantages - Internal Corporate Analysis.

PAPER XII

PRINCIPLES AND PRACTICE OF MANAGEMENT I

UNIT-I

Business concepts and Different Forms of Business organization - The Society - Economics of Business - Business and Management - Role of Business and its concern of Society.

UNIT-II

Management Meaning - Nature and Scope of Management Process - Management Art or Science - Management and Administration Development of Scientific Management - Schools of Thought - Taylor, Payroll, Drucker and others.

UNIT-III : PRINCIPLES OF MANAGEMENT - PLANNING

The meaning and purpose of planning - Steps in Planning - Goal Setting - Types of Plan Concept of MBO - Policies - Procedures and Methods - Evaluating of Success of plans.

UNIT-IV

Organization Fundamentals of organization - Types of Organization structure - Line. Functional, Line as staff - committee organization span of control - Authority and responsibility - Delegation of Authority - Departmentation Decentralization - Formal and Informal.

UNIT-V

Staffing and controlling. Nature and Importance - Selection of Training - Motivation and Behavior - Formal and Informal leaders - Leadership Theories and styles - Communication. Process and Network - Grapevine - Controlling Process - Effect of control on employee behavior - Employee Motivations

ELECTIVE I

(to choose 1 out of the given 4)

PAPER I.1

FINANCIAL MARKETS AND SYSTEMS I

UNIT-I

Structure of Indian Capital Market - 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.

PAPER I.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.

PAPER I.3

BUSINESS ORGANISATION AND MANAGEMENT I

UNIT-I

Business Concepts and Different forms of Business Organizations - Nature and Scope of Business - Forms of Business Organization - Sole proprietorship Partnership, Companies, Co-operatives, Hindu Undivided family, Joint Stock Companies - Public Utility Services and State enterprises - Company Organization and Management - Types of Companies : Their Formation, Incorporation and Commencement of Business, Memorandum of Association and Articles of Association, Prospectus, Shares and Debentures, Board of Director and Statutory and General meetings.

UNIT-II

Principles of Management - Nature of Management - Development of Management thought - Functions of Management - Management Planning - Organization - Staffing and Directing - Controlling - Scientific Management.

UNIT-III

Production Function of management - Plant location - Production Planning and Control - Material Management.

UNIT-IV

Financing of business - Financial Plan - Methods of raising Finance - Institutional Financing of Industries - Stock exchange.

UNIT-V

Personnel Function of Management - Personnel Selection - Employee remuneration and Development.

PAPER I.4

COMPUTER APPLICATIONS IN CORPORATE BODIES I

UNIT-I

Introduction to Computers - History of Computers - Characteristics of Computer -Applications- Classification of Computers - Basic anatomy of the Computer - Arithmetic and Logic unit - Memory unit - Control Unit.

UNIT-II

Computer Accessories : Hardware - Software - System Software , Application Software - Storage Device - Input Device - Output Device, Data Representation : Number System - Computer Languages : Low / Machine level language - Assembly Language - High Level language

UNIT-III

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- IV

MS - Word : Introduction to MS - Word - Features - Components of MS - Word - Word Basics : Creating, Opening, Saving and Closing document - Formatting tool Bar - Font, Bullets and Numbering - Border Shading - Text Manipulation - Text Formatting - Creating Table - Table Manipulation - Mail Merge Concepts

UNIT-V

MS - Excel : Introduction to MS - Excel - Features - Components of MS - Excel - Excel Basics :Working with worksheet - inserting and deleting of cells, rows and columns - switching between worksheet - moving, copying, inserting and deleting worksheets - charts - Types of charts - Functions in excel : Sum - Average - Abs - Sqrt - Count - Max - Min - Round - Now - Upper - Lower.

Theory 50 marks Practical – 25 marks

V SEMESTER

PRACTICAL I

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
6. Mail Merge Concept
7. Creation of Table and Formatting tables.

MS – EXCEL

1. Creation of worksheet and Entering Information
2. Aligning , Editing data in Cell
3. Excel Functions
4. Changing column width and row height
5. Moving, Copying, Inserting and Deleting Rows and Columns
6. Drawing borders around cells
7. Creation of Charts

SKILL BASED SUBJECT III

PAPER III

ECONOMICS OF HUMAN RESOURCE MANAGEMENT I

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. Placement: Meaning And Principles. Placement policy. Induction: Meaning And Objective.

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.

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, 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.

PAPER XIV

FISCAL ECONOMICS II

UNIT-I

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

UNIT-II

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

UNIT-III

Federal Finance - Principles - Center 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

Fiscal Policy - objectives and instruments of fiscal policy in a developing economy reference to India. Budgeting in India.

PAPER XV

**ENTREPRENEURIAL DEVELOPMENT AND
STRATEGIC MANAGEMENT II**

UNIT-I

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

UNIT-II

How to start Enterprise? Role of Entrepreneur in Business Formation and Development - Forms of ownership - Franchising and Acquisition - Product Strategies - Pricing Strategies - Distribution Strategies - Promotional Strategies.

UNIT-III

Economic Development and Industrial Decision - Role of Entrepreneurship - Problems of Entrepreneurship - Strategies and Government policies - Indian Industries 21 st Century.

UNIT-IV

Business combination - Types Forms - Mergers and Acquisition - Amalgamations - Absorptions - Re-constructions - Holding Companies - Associations - Pools and Cartels - Chambers of Commerce.

UNIT-V

Long range Planning - Strength and Weakness - Synergy - SWOT Analysis.

ELECTIVE II

(to choose 1 out of the given 4)

PAPER II.1

FINANCIAL MARKETS AND SYSTEMS II

UNIT-I

Development Banking - Financial requirement of the Industry - Origin and growth of Development Banking - Role of Development Banks - IDBI -IFCI - ICICI - SFCs - EXIM Bank.

UNIT-II

Commercial Banking and Industrial Finance - Term Lending Project Finance - Financing SSI Unit - Direct and indirect participation - Bridge Loan - Working capital finance - Fund based and non fund based schemes.

UNIT-III

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

UNIT-IV

International Financial Institutions - Role of World Bank - IDA - IFC - ADB.

UNIT-V

Capital market Development - Trade Agreements GATT - Regional Trade Blocks.

PAPER II.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.

PAPER II.3

BUSINESS ORGANISATION AND MANAGEMENT II

UNIT-I

Marketing - Advertising - Advertising Media - Home trade and channel of distribution - Wholesalers and retailers - Procedure for Import and Export Trade.

UNIT-II

Business combination - Business combination 1 & 2 - Feasibility of business.

UNIT-III

Government and Business.

UNIT-IV

Forms of organization in public enterprises.

UNIT-V

Public Utilities.

PAPER II.4

COMPUTER APPLICATIONS IN CORPORATE BODIES II

UNIT-I

Computer Application in Business - payroll and personnel records - Office automation - word processing - Desktop publishing - Electronic Office - Stock control and sales - Banking - Insurance and stock broking

UNIT-II

Application in different fields : Electricity - Steel - Printing and paper Engineering design - Local Authorities - Central Government - Public Utilities-Telephones - Medicine - Law and order - Libraries and museums - Education - Information System

UNIT- III

Modem - Internet - Advantages - Web Browsers - Search Engine - URL - Web pages- Web site - World Wide Web(WWW) - E - mail - Functions

E - Commerce - Introduction - Definition - Classification of E- Commerce - Electronic Data Interchange [EDI] - Electronic Payment System - Cyber Crime - Cyber Resource

UNIT-IV

MS - Power Point : Introduction to Power Point - Features - Basic Power point - Creating new presentation - Inserting, Copying and Deleting a Slide - Inserting pictures -Organization Charts - Usage of design template - Using headers and footers - Inserting sound from file - Inserting movies from file

UNIT-V

MS - Access - Introduction To Access - Features - Parts of an Access window : Starting Microsoft Access - Creating Tables - Creating Queries - Creating Forms - Creating Reports - Exporting data into excel.

Theory 50 marks, Practical - 25 marks

VI SEMESTER

PRACTICAL II

MS - POWER POINT

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

MS – ACCESS

1. Creating Table
2. Creating Forms
3. Creating Queries
4. Creating Reports
5. Exporting data into excel

ELECTIVE III

PAPER III.1

(To Choose 1 out of 4)

HISTORY OF ECONOMIC THOUGHT

UNIT-I

Introduction - Definition and Nature of the Subject - Scope and Classification
- Significance of the Study of Economic thought.

UNIT-II

Mercantilism:- Chief Elements of Mercantilist Thought - Views of Mercantilists on Economic Subjects - Mercantilists in State Policies - Important Mercantilist - Criticism of Mercantilism.

Physiocracy: - Factors Responsible for rise of Physiocracy - Physiocratic Doctrines - Contribution of Physiocrats to Economics - Criticism of Physiocracy - The Physiocratic School.

UNIT-III

Classical School:- Founders and Followers What is Classicism - Adam Smith - Philosophy - Naturalism and Optimism - Importance of Labour and Division of Labour - Views on some Important Subjects - Criticism of Wealth of Nations.

The Followers of Smith: Robert Malthus - Theory of Population - Criticism, David Ricardo - Theories of Rent, Wages, Profit and Interest - Criticism - Theory of Comparative Cost J.B.Say - Economic Ideas and Law of Market J.S.Mill - Principles of Political Economy - The Dynamics of Economics.

UNIT-IV

Neo - classicism: Karl Marx - Chief Tenets of Marxian Thought - The Labour Theory of Value - Theory of Surplus value- Law of Concentration of Capital.- Alfred Marshall - His Principle of Economics - Definition, Methods and Laws of Economics - Utility and Demand analysis - Consumer Surplus - Elasticity of Demand - Values, Demand and Supply Criticism.

UNIT-V

New Economics and Indian Economic thought: J. M. Keynes - Keynesian Economics - Concept of Consumption function - Equality of savings and Investments - Induced and Autonomous investments - Rate of Interest - Concept of Multipliers - Theory of Prices - Criticism of Keynesian General Theory.

Indian Economic Thought - Economic Ideas and Contribution of Dadabhai Naoroji - R.C.Dutt - G.K.Gokhale - M.K.Gandhi - Jawaharlal Nehru - V.K.R.V.Rao and P.C.Mahalanobis and Dr.B.R.Ambedkar.

PAPER III.2

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.3

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 mobilization 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] - Project Report

PAPER III.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%]

SKILL BASED SUBJECT IV

PAPER IV

ECONOMICS OF HUMAN RESOURCE MANAGEMENT II

UNIT-I

Transfer: Objective - Policy - Types. Promotion: Purpose - Promotion Policy - demotion. Discipline: Meaning - Positive And Negative Aspects Of Discipline - Causes Of Indiscipline - Disciplinary Procedure - Maintaining Discipline.

UNIT-II

Performance Appraisal: Meaning - Need - Importance - Objectives - Problems - Factors Influencing Performance Appraisal - Responsibility - Techniques Of Performance Appraisal - Traditional Techniques - Modern Techniques Of Performance Appraisal.

UNIT-III

Compensation: Objective - Principles - Factors - Influencing Wage And Salary - Executive Compensation Plans - Benefits And Employee Services - Fringe Benefits. Motivation: Meaning - Features - Techniques - Importance - Theories Of Motivation.

BOOKS FOR REFERENCE

MICRO ECONOMICS - CORE SUBJECT

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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. Dwicedi : 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. Leftwich : Price System and Resource Allocation
10. Lipsey : An Introduction to Positive Economics – ELBS
11. Lipsey & Steiner : Economics
12. Maddala :Micro Economics : Theory and Applications – Mc Graw Hill
13. Maurice Dobb :Theories of Value and Distribution since Adam Smit- Vikas Publishing House, New Delhi.
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19. Stonier & Hague : Text Book of Economic Theory
20. Watson, D.S : Price Theory and its uses.
21. Faridi F.R. 1991 :Essays in Islamic Economic Analysis

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1. Agrawal : Basic Statistics, New Age International Elhance, D.N : fundamentals of Statistics
2. Gupta, S.P. : Statistical Methods
3. Hooda, R.P. : Statistics for Economics, Macmillan
4. Paden, D.W., & Lindquist,E.L : Statistics for Economics and Business
5. Pillai, R.S.N. & Bagavathi,V : Statistics
6. Sweeney, Anderson and Statistics for Economics and Business, Williams : Thomson Publication.
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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.
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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
23. Seth, M.L. : Theory and Practice of Economic Planning, S.Chand & Co.,
24. Shiva Ramu : Globalisation, The Indian Scenorio, S.Chand & Co.,
25. Sivayya, K.V. & V.B.M.Das : Indian Industrail Economy, S.Chand & Co.,
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MONETARY ECONOMICS – CORE

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.
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12. Newly & Bootle : Theory of Money - Clarendon Press, Oxford.
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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.,
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2. Amit Bhaduri : Macro Economics, Macmillan Co,
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4. Brooman : Macro Economics
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13. Michl : Macro economics Theory, Prentice Hall
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15. Sankaran, S : Macro Economics, Margham Publications.
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10. Musgrave and Musgrave : Public Finance in Theory and Practice, Mcdraw Hill
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**ENTREPRENEURIAL DEVELOPMENT
AND STRATEGIC MANAGEMENT – I & II**

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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 - Entrepreneurial Development – Margham Pub.
6. Gupta C. B – Entrepreneurial Development
7. Saini – Entrepreneurship

PRINCIPLES AND PRACTICE OF MANAGEMENT

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2. Prakash Jagadeesh – Business Organization management
3. Reddy P.N & Gulshan – Principles of Business Organization and Management
4. Shukla M. C – Business Organization and Management.
5. J. Jayashankar – Principles of Management – Margham Publication
6. Prasad L.M - Principles and Practice of Management
7. Tripathy .P.C – Principles of Management - TMH

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2. Cauvery, R. : Managerial Economics, S.Chand & Co.,
3. Davies & Hughes : Managerial Economics
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5. Joel Dean : Managerial Economics, Prentice Hall
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