

THIRUVALLUVAR UNIVERSITY

BACHELOR OF ARTS

B.A. CORPORATE ECONOMICS

DEGREE COURSE

CBCS PATTERN

(With effect from 2017 - 2018)

The Course of Study and the Scheme of Examinations

S. NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER I									
1	I	Language	Paper-1	6	4	Tamil/Other Languages	25	75	100
2	II	English	Paper-1	6	4	English	25	75	100
3	III	Core Theory	Paper-1	5	3	Micro Economics I	25	75	100
4	III	Core Theory	Paper-2	4	3	Elementary Statistics for Economists I	25	75	100
5	III	ALLIED -1	Paper-1	7	4	[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	25	75	100
6	IV	Environ. Studies		2	2	Environmental Studies	25	75	100
				30	20		150	450	600
SEMESTER II									
7	I	Language	Paper-2	6	4	Tamil/Other Languages	25	75	100
8	II	English	Paper-2	4	4	English	25	75	100
9	III	Core Theory	Paper-3	4	3	Micro Economics II	25	75	100
10	III	Core Theory	Paper-4	5	3	Elementary Statistics for Economists II	25	75	100
11	III	ALLIED-1	Paper-2	7	6	[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	25	75	100

S. NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
12	IV	Value Education		2	2	Value Education	25	75	100
13	IV	Soft Skill		2	1	Soft Skill	25	75	100
				30	23		175	525	700
SEMESTER III							CIA	Uni. Exam	Total
14	I	Language	Paper-3	6	4	Tamil / Other Languages	25	75	100
15	II	English	Paper-3	6	4	English	25	75	100
16	III	Core Theory	Paper-5	3	3	Indian Economy and Reforms I	25	75	100
17	III	Core Theory	Paper-6	3	3	Monetary Economics I	25	75	100
18	III	ALLIED-2	Paper-3	7	4	[to choose 1 out of 4] 1. Managerial Economics I 2. Cost Accounting 3. International Economics I 4. Marketing I	25	75	100
19	IV	Skill based Subject	Paper-1	3	3	Agriculture Finance I	25	75	100
20	IV	Non-major elective	Paper-1	2	2	Fundamentals of Economics I	25	75	100
				30	23		175	525	700
SEMESTER IV							CIA	Uni. Exam	Total
21	I	Language	Paper-4	6	4	Tamil/Other Languages	25	75	100
22	II	English	Paper-4	6	4	English	25	75	100
23	III	Core Theory	Paper-7	3	3	Indian Economy and Reforms II	25	75	100
24	III	Core Theory	Paper-8	3	3	Monetary Economics II	25	75	100
25	III	ALLIED-2	Paper-4	7	6	[to choose 1 out of 4] 1. Managerial Economics II 2. Management Accounting 3. International Economics II 4. Marketing II	25	75	100
26	IV	Skill based Subject	Paper-2	3	3	Agriculture Finance II	25	75	100
27	IV	Non-major elective	Paper-2	2	2	Fundamentals of Economics II	25	75	100

			30	25			175	525	700
S. NO.	Part	Study Components	Ins.	Credit	Title of the Paper	Maximum Marks			
		Course Title	hrs /week						
SEMESTER V						CIA	Uni. Exam	Total	
28	III	Core Theory	Paper-9	6	4	Macro Economics I	25	75	100
29	III	Core Theory	Paper-10	6	4	Fiscal Economics I	25	75	100
30	III	Core Theory	Paper-11	6	5	Entrepreneurial Development and Strategic Management I	25	75	100
31	III	Core Theory	Paper-12	6	5	Principles and Practice of Management	25	75	100
32	III	Elective	Paper-1	3	3	[to choose 1 out of 4] 1. Financial Markets and Systems I 2. Industrial Organization I 3. Business Organization and Management I 4. Computer Application in Corporate Bodies I	25	75	100
33	IV	Skill based Subject	Paper-3	3	3	Economics of Human Resource Management I	25	75	100
				30	24		150	450	600
SEMESTER VI						CIA	Uni. Exam	Total	
34	III	Core Theory	Paper-13	7	5	Macro Economics II	25	75	100
35	III	Core Theory	Paper-14	7	5	Fiscal Economics II	25	75	100
36	III	Core Theory	Paper-15	7	5	Entrepreneurial Development and Strategic Management II	25	75	100
37	III	Elective	Paper-2	3	3	[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	25	75	100
38	III	Elective	Paper-3	3	3	[to choose 1 out of 4] 1. History of Economic Thought 2. Labour Economics 3. Insurance Economics 4. Business Communication	25	75	100
39	IV	Skill based Subject	Paper-4	3	3	Economics of Human Resource Management II	25	75	100

40	V	Extension Activities		-	1		100	-	100
		TOTAL		30	25		250	450	700

Part	Subject	Papers	Credit	Total credits	Marks	Total Marks
Part I	Languages	4	4	16	100	400
Part II	English	4	4	16	100	400
Part III	Allied (Odd Semester)	2	4	8	100	200
	Allied (Even Semester)	2	6	12	100	200
	Electives	3	3	9	100	300
	Core	15	(3-7)	57	100	1500
Part IV	Environmental Science	1	2	2	100	100
	Soft skill	1	1	1	100	100
	Value Education	1	2	2	100	100
	Lang. & Others/NME	2	2	4	100	200
	Skill Based	4	3	12	100	400
Part V	Extension	1	1	1	100	100
	Total	40		140		4000

THIRUVALLUVAR UNIVERSITY
B.A. CORPORATE ECONOMICS
SYLLABUS

UNDER CBCS
(With effect from 2017 - 2018)

SEMESTER I
PAPER - 1

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.

BOOKS FOR REFERENCE:

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. 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.
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 Publication.
19. Stonier & Hague : Text Book of Economic Theory
20. Watson, D.S : Price Theory and its uses.

PAPER - 2

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

Skew ness and Kurtosis' - Pearsanain and Bowley measures of skewness - kurtosis.

BOOKS FOR REFERENCE :

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.
7. Schum Seues : Statistics

ALLIED - 1

(To choose any 1 out of the given 4)

PAPER - 1

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 - 1

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.

BOOKS FOR REFERENCE:

1. Grewal, T.S. : Principles of Accountancy, S.Chand & Co.,
2. Gupta R.L.& : Financial Accounting, Cultan Chand & Sons.Gupta, V.K.
- 3.Gupta, R.L.& : Advance Accountancy, Sultan Chand & Sons. Radhaswamy
4. Jain & Naurang : Advance Accounts, kalyani Publishers.
5. Shukla & Grewal : Advance Accounts Vol.I, S.Chand & Co.,

PAPER – 1

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 - 1

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.

SEMESTER II

PAPER - 3

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 – 4

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 1

(To choose any 1 out of the given 4)

PAPER – 2

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 – 2

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 – 2

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 - 2

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.

SEMESTER III

PAPER - 5

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.

BOOKS FOR REFERENCE:

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

PAPER – 6

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.

BOOKS FOR REFERENCE:

1. Basu, C.R. : Central banking in a Planned Economy
2. Chadler, L.V. : Economics of Money and Banking.
3. Cllwer (I ditor) : Monetary Theory
4. Dekoch, M.H. : Central Banking
5. Dimitris N Chorafas : Chaos Theory in the Financial Markets, S.Chand & Co.,
6. Ellsworth, P.T. : International Economics.
7. Goulbertson : Money and Banking.
8. Gupta, G.P. : Monetary Policy of the RBI

9. Halm, G.N. : Monetary Theory
10. Hanson, J.L. : Monetary Theory and Practice, ELBS McDonald & Evans Ltd., London
11. Mithani, D.M. : Money, Public Finance and International Trade, Himalaya Publishing House.
12. Newly & Bootle : Theory of Money - Clarendon Press, Oxford.
13. RBI 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; : Banks and Specialised Financial Intermediaries Germidi's and Glavanits : in Development, Oxford IBH Publishing Co.,

ALLIED II

(To choose 1 out of the given 4)

PAPER - 3

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.

BOOKS FOR REFERENCE:

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 Economics, Prentice Hall
6. Maheshwari : managerial Economics, Prentice Hall of India.
7. Mote; Samuel Paul and : Managerial Economice, Concepts & Cases, Tata G.S.Gupta McGraw Hill
8. Naylor, Vernon and Wertz : managerial Economics, McGraw Hill
9. Peterson & Lewis : Managerial Economics, Pearson Education.
10. Pylee; Sankaranarayanan : Managerial Economics, S.Chand & Co., and Payyappilly
11. Randolph & Posner : Effective Project Planning and Management, Getting the Job Done, Prentice Hall
12. Sankaran, S : Managerial Economicsm, Margham Publications
13. Savage and Small : Introduction to Managerial Economics
14. Spencer, M.H. : Managerial Economics, Text, Problems, Short Cases

PAPER – 3

2. COST ACCOUNTING

UNIT - I

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

UNIT - II

Material Cost: - Meaning of Material - Methods of Pricing issue of materials-Methods - 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%

BOOKS FOR REFERENCE:

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

PAPER - 3

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.

**BOOKS FOR
REFERENCE:**

1. Agarwala, P.N. : India's Export Strategy, Vikas Publishing House.
2. Albaum : International Marketing & Export Management, Pearson Education.
3. Chaudhuri, B.K., : Finance of Foreign Trade and Foreign Exchange, Himalaya Publishing House.
4. Ellsworth, P.T. : International Economics
5. Hander; Ashok,K, : Devaluation Policy of the Indian Economy, S.Chand & Co., Jagdish & Nigam
6. Jain : Managing Global Competition, Achieving World Class Performance, S.Chand & Co., : The International Economy, Prentice Hall of India Pvt., Ltd.,
7. Kenan, P.B. 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. Salvatore, D.L., : International Economics Theory & Problems, McGraw Hill
 14. Sawyer & Sprinkle : International Economics, Prentice Hall of India.
 15. Sharan : International Business, Pearson Education.
 16. Shiva Ramu : Globalisation The Indian Scenario, S.Chand & Co.,
 18. Sodersten, B.O. : International Economics
 19. Velayutham : Foreign Trade, Theory and Practice, S.Chand & Co.,

PAPER – 3

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

PAPER - 1

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.

BOOKS FOR REFERENCE:

1. Indian Economy – Dutt and Sundaram.
2. Indian Economy – Sankaran.S.
3. Agricultural Finance – J.P.Jain.
4. Rural Banking – I.C.Dingra.
5. Money, Banking and International Trade – K.P.M.sundaram.

NON-MAJOR ELECTIVE

PAPER - 1

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.

BOOKS FOR REFERENCE:

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

SEMESTER IV

PAPER – 7

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 – 8

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 - 2

(To choose 1 out of the given 4)

PAPER -4

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 – 4

2. MANAGEMENT ACCOUNTING

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

Marginal Costing: Marginal Cost Statement – Cost Volume Profit Analysis – Break Even Analysis
– Managerial Application of Marginal Costing. Theory 25% Problem 75%

BOOKS FOR REFERENCE:

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

PAPER - 4

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 – 4

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

PAPER- 2

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

PAPER – 2

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.

BOOKS FOR REFERENCE:

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

SEMESTER V

PAPER – 9

MACRO ECONOMICS I

UNIT - I

Nature of Macro Economics - Circular flow model.

UNIT - II

National Income Measurement and uses of National Income analysis.

UNIT - III

Macro Economic Techniques and Instruments.

UNIT - IV

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

UNIT - V

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

BOOKS FOR REFERENCE:

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

PAPER - 10

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.

BOOKS FOR REFERENCE:

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

8. Govt. of India : Reports of Finance Commissions
9. Hicks, U.K. : Public Finance
10. Musgrave and Musgrave : Public Finance in Theory and Practice, Mcdraw 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 : Public Finance Theory and Practice, Andley K.K. S.Chand & Co.,
17. Lekhi R.N. : Public Finance.

PAPER - 11

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.

BOOKS FOR REFERENCE:

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

PAPER – 12

PRINCIPLES AND PRACTICE OF MANAGEMENT

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

BOOKS FOR REFERENCE:

- 1.Bhusan . Y.K – business Organization
- 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.Tripahty .P.C – Principles of Management - TMH

ELECTIVE I
(To choose 1 out of the given 4)

PAPER - 1

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 versus 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 – 1

2. INDUSTRIAL ORGANISATION I

UNIT - I

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

UNIT - II

Joint sector management contribution and participation.

UNIT - III

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

UNIT - IV

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

UNIT - V

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

**BOOKS FOR
REFERENCE:**

1. Bathy, S : Fundamentals of Industrial Organisation.
2. Chatterjee : Modern Business.
3. Donald A.Hay & : Industrial Economics : Theory and Evidence - Oxford Press. Derek J.Morris
4. Elbourne : Fundamentals of Industrial Organisation.
5. Jain & Narang : Cost Accounting
Industrial Organisation: Theory and
6. John Woodward : 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.,
The Theory of Industrial Orgnaisation, Prentice
13. Tirole, Jean : Hall

PAPER – 1

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 – 1

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

BOOKS FOR REFERENCE:

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

SEMESTER V

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

PAPER - 3

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.

BOOKS FOR REFERENCE:

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

SEMESTER VI

PAPER – 13

MACRO ECONOMICS II

UNIT - I

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

UNIT - II

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

UNIT - III

Monetary Theory in Relation to under employment and full employment.

UNIT - IV

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

UNIT - V

Theories of International Trade.

PAPER – 14

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 - 15

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 21st 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

(To choose 1 out of the given 4)

PAPER – 2

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 – 2

2. INDUSTRIAL ORGANIZATION II

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

PAPER – 2

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 – 2

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

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

UNIT - III

Modem - (EDI) - Electronic Payment System - Cyber Crime - Cyber 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 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

BOOKS FOR REFERENCE:

1. Roger Hunt, John Shelley : Computers and Commonsense, Fourth Edition – Prentice Hall of India. (Unit – I & II)
2. Sanjay Saxena, MS – Office 2000 for every one, Vikhas Publishing Hosue Pvt Ltd, New Delhi. (Unit – IV & V)
3. R.Kalakota and A.B Whinston, Readings in Electronic Commerce, Addison Wesley,1997 (Unit – III)

**SEMESTER VI
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
(To Choose 1 out of 4)

PAPER - 3

1. 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.

BOOKS FOR REFERENCES:

1. History of Economic Thought – Eric Roll.
2. Indian Economic Thought – Ganguli.B.W
3. History of Economic Thought – Srivastava.
4. History of Economic thought – Sankaran .S.
5. A History of Economic thought – Laganathan.V.

PAPER – 3

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

BOOKS FOR REFERENCES:

1. Abhyanker.N.G – Industrial labour and Social Security
2. Agarwal .A.N – Labour Problems in India
3. Ahmed Muqthar – Trade Union and Labour and disputes in India.
4. Bhir B.S – Dimensions of Industrial relations in Inida,
5. Fonseca A J – Wage determination and Organized labour in India.
6. Gadgil D R – Regulations of wages and other problems of Industrial Labour
7. Giri V. V – Labour problems in Industries.
8. jain .P.C – Industry and Labour in India
9. Reprt of Royal commission on Labour – 1931
- 10.Report of national Commission on labour – 1969.

PAPER - 3

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

BOOKS FOR REFERENCES:

- 1.Black ,K and Skipper,H.D - Life and Health Insurance-prentice Hall.
- 2.Bodla ,Gary & K.P.singh - Insurance: Fundamentals, Environment and procedure.Tamil Nadu BookHouse.
- 3.Dionne & Harington - Foundations of Insurance Economics-Kluwer Academic Publishers-Boston.
- 4.Insurance Institute of India - General Insurance Ic – 340 mumbai
- 5.Mishra, M.N.-Insurance: Principles and practice – s.chand &co.
- 6.- Mishra, M.N Modern concepts of Insurance – S.chand &co. 7. IRD - AInsurance Development Authority - Regulations and Develop-New Delhi-Report.
8. Govt of India : Report on oldage and Income securtiy (Deva Committee Report)

PAPER – 3

4. BUSINESS COMMUNICATION

Objective:

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

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

Bank and Insurance Correspondence - Import & Export correspondence - Correspondence with Govt. Departments. Report Writing Format and Style.
[Problems: 80%, Theory: 20%]

BOOKS FOR REFERENCES:

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

SKILL BASED SUBJECT

PAPER – 4

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.
