

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

(With effect from 2020 - 2021)

The Course of Study and the Scheme of Examinations

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

S.NO .	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER III							CIA	Uni. Exam	Total
16.	I	Language	Paper-3	6	4	Tamil / Other Languages	25	75	100
17.	II	English	Paper-3	6	4	English	25	75	100
18.	III	Core Theory	Paper-5	3	3	Indian Economic Development I	25	75	100
19.	III	Core Theory	Paper-6	3	3	Monetary Economics	25	75	100
20.	III	ALLIED-2	Paper-3	7	3	(to choose 1 out of 4) 1. Mathematical Economics I 2. Cost Accounting 3. Labour Economics 4. Business Communication	25	75	100
21.	IV	Skill based Subject	Paper-1	3	2	Personality Development	25	75	100
22.	IV	Non-major elective	Paper-1	2	2	Fundamentals of Corporate Economics I	25	75	100
				30	21		175	525	700
SEMESTER IV							CIA	Uni. Exam	Total
23.	I	Language	Paper-4	6	4	Tamil/Other Languages	25	75	100
24.	II	English	Paper-4	6	4	English	25	75	100
25.	III	Core Theory	Paper-7	4	3	Indian Economic Development II	25	75	100
26.	III	Core Theory	Paper-8	3	3	Modern Banking	25	75	100
27.	III	ALLIED-2	Paper-4	7	5	(to choose 1 out of 4) 1. Mathematical Economics II 2. Management Accounting 3. International Trade 4. Marketing Management	25	75	100
28.	IV	NMSDC : Digital Skills for Employability	Paper-2	2	2	Office Fundamentals	25	75	100
29.	IV	Non-major elective	Paper-2	2	2	Fundamentals of Corporate Economics II	25	75	100
				30	23		175	525	700
SEMESTER V							CIA	Uni. Exam	Total
30.	III	Core Theory	Paper-9	6	5	Macro Economics I	25	75	100
31.	III	Core Theory	Paper-10	6	5	Fiscal Economics	25	75	100
32.	III	Core Theory	Paper-11	6	4	Entrepreneurial Development	25	75	100
33.	III	Core Theory	Paper-12	6	4	Industrial Economics	25	75	100
34.	III	Elective	Paper-1	3	3	[to choose 1 out of 4] 1. Financial Markets and Systems 2. Industrial Organization I 3. Corporate Social Responsibility	25	75	100

S.NO .	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
						4. Computer Application for Economics (Theory)			
35.	IV	Skill based Subject	Paper-3	3	2	Introduction to Research Methodology	25	75	100
				30	23		150	450	600
SEMESTER VI							CIA	Uni. Exam	Total
36.	III	Core Theory	Paper-13	6	4	Macro Economics II	25	75	100
37.	III	Core Theory	Paper-14	6	4	Public Finance	25	75	100
38.	III	Core Theory	Paper-15	5	4	Environmental Economics	25	75	100
39.	III	Compulsory Project	Paper-16	5	5	Group / Individual Project	25	75	100
40.	III	Elective	Paper-2	3	3	[to choose 1 out of 4] 1.Coporate Governance and Business Ethics 2.Industrial Organization II 3.Development Economics 4.Pratical:Computer Application for Economics	25	75	100
41.	III	Elective	Paper-3	3	3	[to choose 1 out of 4] 1. Economics for Human Resource Manage Management 2. Farm Management 3. Organisational Behaviour 4. Industrial Relations and Labour Laws	25	75	100
42.	IV	Skill based Subject	Paper-4	2	2	Digital Economy	25	75	100
43.	V	Extension Activities		-	1		100	-	100
44.		NMSDC : Employability Readiness				(choose any one) • Naandi • Unnati • Quest • Izpay • IBM Skills build			
				30	26		275	525	800
TOTAL					140				4300

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

**THIRUVALLUVAR UNIVERSITY
B.A. CORPORATE ECONOMICS
SYLLABUS**

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

SEMESTER III

CORE PAPER - 5

INDIAN ECONOMIC DEVELOPMENT I

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

BOOKS FOR REFERENCE:

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

CORE PAPER - 6

MONETARY ECONOMICS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

Factors influencing money supply - money supply and price level

UNIT - V

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

BOOKS FOR REFERENCE:

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

10. Hanson, J.L. : Monetary Theory and Practice, ELBS McDonald & Evans Ltd., London
11. Mithani, D.M. : Money, Public Finance and International Trade, Himalaya Publishing House.
12. 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-2

PAPER - 3

(To choose 1 out of the given 4)

1. MATHEMATICAL ECONOMICS I

UNIT - I

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

UNIT - II

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

UNIT - III

Input Output Analysis.

UNIT - IV

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

UNIT - V

Limits and continuing of functions.

ALLIED-2

PAPER - 3

2. COST ACCOUNTING

UNIT - I

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

UNIT - II

Material Cost: - Meaning of Material - Methods of Pricing issue of materials-Methods - 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 - Differential piece rate system - Taylor system and Merrick's multiple piece rate system - Halsey plan-Rowan plan.

UNIT - IV

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

UNIT - V

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

BOOKS FOR REFERENCE:

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

ALLIED-2

PAPER - 3

3. LABOUR ECONOMICS

UNIT - I

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

UNIT - II

Collective Bargaining Power: Trade Union Movement in India-Meaning, Functions and role of trade Unions; Problems and 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

ALLIED-2

PAPER - 3

4. BUSINESS COMMUNICATION

Objective:

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

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

BOOKS FOR REFERENCES:

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

SKILL BASED SUBJECT

PAPER - 1

PERSONALITY DEVELOPMENT

Course Objectives:

- 1) To help the students in building interpersonal skills.
- 2) To develop skill to communicate clearly.
- 3) To enhance team building and time management skills.
- 4) To learn active listening and responding skills.

UNIT- I:

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

UNIT- II:

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

UNIT - III:

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

Text Books:

1. Communication Skills by Sanjay Kumar and Pushpa Lata, Oxford University Press.
2. Developing Communication Skill by Krishna Mohan, Meera Banerji, McMillan India Ltd.
3. English for Business Communication by Simon Sweeney, Cambridge University Press.

Reference Books:

1. Ethics in Engineering Practice and Research by Caroline & Whitbeck, Cambridge University Press.
2. NASSCOM-Global Business Foundation Skills: Accenture, Convergys, Dell et.al. Foundation Books: Cambridge University Press.
3. Thinks and Grow Rich by Napoleon Hill, Ebury Publishing, ISBN 9781407029252.
4. Awaken the Giant Within by Tony Robbins HarperCollins Publishers, ISBN139780743409384.

NON-MAJOR ELECTIVE

PAPER - 1

FUNDAMENTALS OF CORPORATE ECONOMICS – I

UNIT - I

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

UNIT - II

Economic Systems - Capitalism - Socialism - Mixed Economy.

UNIT - III

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

BOOKS FOR REFERENCE:

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

SEMESTER IV

CORE PAPER – 7

INDIAN ECONOMIC DEVELOPMENT II

UNIT - I

Role of Technology - Its impact on Economic Development.

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

CORE PAPER - 8

MODERN BANKING

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

ALLIED - 2

PAPER -4

(To choose 1 out of the given 4)

1. MATHEMATICAL ECONOMICS II

UNIT - I

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

UNIT - II

Partial derivatives - Functions of two or more variables.

Unit - III

Economic application of partial derivatives - Convex and concave functions.

Unit - IV

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

UNIT - V

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

ALLIED - 2

PAPER -4

2. MANAGEMENT ACCOUNTING

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

BOOKS FOR REFERENCE:

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

ALLIED - 2

PAPER -4

3. INTERNATIONAL TRADE

UNIT - I

Definition and Scope of International Economics.

UNIT - II

The Classical theory of International Trade.

UNIT - III

Modern theory of International Trade.

UNIT - IV

Gains from International Trade.

UNIT - V

Terms of trade.

BOOKS FOR REFERENCE:

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

ALLIED - 2

PAPER -4

4. MARKETING MANAGEMENT

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

SKILL BASED SUBJECT

PAPER- 2

INSURANCE ECONOMICS

UNIT - I

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

UNIT - II

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

UNIT - III

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

BOOKS FOR REFERENCES:

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

NON-MAJOR ELECTIVE

PAPER – 2

FUNDAMENDALS OF CORPORATE ECONOMICS II

UNIT - I

Corporate Business Process- Corporate Planning- Corporate Decisions

UNIT - II

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

UNIT - III

New Economic Policy – Liberalisation, Privatisation, and Globalisation

BOOKS FOR REFERENCE:

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

SEMESTER V

CORE PAPER - 9

MACRO ECONOMICS I

UNIT - I

Nature of Macro Economics - Circular flow model.

UNIT - II

National Income Measurement and uses of National Income analysis.

UNIT - III

Macro Economic Techniques and Instruments.

UNIT - IV

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

UNIT - V

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

BOOKS FOR REFERENCE:

1. Ahuja, H.L., : Macro Economics, Theory and Policy, S.Chand & Co.,
2. Amit Bhaduri : Macro Economics, Macmillan Co,
3. Barro, Robert .J. : Macro Economics, John 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

CORE PAPER - 10

FISCAL ECONOMICS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

Fiscal Policy: Meaning and Objectives- Instruments of Fiscal Policy- Fiscal Policy for Economic Growth and Development.

BOOKS FOR REFERENCE:

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

CORE PAPER - 11

ENTERPRENEURIAL DEVELOPMENT

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

BOOKS FOR REFERENCE:

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

CORE PAPER – 12

INDUSTRIAL ECONOMICS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

Books for References

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

INTERNAL ELECTIVE

PAPER - 1

(To choose 1 out of the given 4)

1. FINANCIAL MARKETS AND SYSTEMS

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.

INTERNAL ELECTIVE

PAPER - 1

2. INDUSTRIAL ORGANISATION I

UNIT - I

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

UNIT - II

Joint sector management contribution and participation.

UNIT - III

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

UNIT - IV

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

UNIT - V

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

**BOOKS FOR
REFERENCE:**

1. Bathy, S : Fundamentals of Industrial Organisation.
2. Chatterjee : Modern Business.
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.,
13. Tirole, Jean : The Theory of Industrial Orgnaisation, Prentice Hall

INTERNAL ELECTIVE

PAPER - 1

3. CORPORATE SOCIAL RESPONSIBILITY

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

Reference Books:

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

INTERNAL ELECTIVE

PAPER - 1

4. COMPUTER APPLICATION FOR ECONOMISTS (THEORY)

UNIT - I

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

UNIT – II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

BOOKS FOR REFERENCE:

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

SKILL BASED SUBJECT

PAPER - 3

INTRODUCTION TO RESEARCH METHODOLOGY

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

Reference Books:

1. OR Krishnaswami and Rangantham - Methodology of Research HPH
2. Donald Cooper and Pamela Schindler Business Research Methods THM
3. Dipak Kumar Bhattacharyya , Research Methodology EB
4. Danial Riordan and Steven Pauley , Technical Report Writing Today, Biztantra
5. Statistics for Management - Richard I Levin and David S Ruben - Prentice Hall of Indian Pvt. Ltd
6. SC Gupta Business Statistics Himalya Pub House

SEMESTER VI

CORE PAPER – 13

MACRO ECONOMICS II

UNIT - I

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

UNIT - II

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

UNIT - III

Monetary Theory in Relation to under employment and full employment.

UNIT - IV

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

UNIT - V

Theories of International Trade

Books for reference:

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

CORE PAPER – 14

PUBLIC FINANCE

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

Books for Reference:

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

CORE PAPER - 15

ENVIRONMENTAL ECONOMICS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

Books for reference

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

INTERNAL ELECTIVE

PAPER – 2

(To choose 1 out of the given 4)

1. CORPORATE GOVERNANCE AND BUSINESS ETHICS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

INTERNAL ELECTIVE

PAPER – 2

2. INDUSTRIAL ORGANIZATION II

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

INTERNAL ELECTIVE

PAPER – 2

3. DEVELOPMENT ECONOMICS

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

Reference Books:

1. Economic. Development. ELEVENTH EDITION. Michael P. Todaro
2. Banker to the Poor: Micro-Lending and the Battle Against World Poverty by Muhammad Yunus, Alan Jolis
3. Economic Development by Michael P. Todaro, Stephen C. Smith - Addison Wesley Publishing Company
4. Good To Great: by JIM Collins
5. The Rise of the creative class by Richard Florida

INTERNAL ELECTIVE

PAPER – 2

4. PRACTICAL: COMPUTER APPLICATION FOR ECONOMISTS

MS - WORD

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

MS - EXCEL

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

MS - POWER POINT

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

(Internal Marks 25 and Practical Marks 75)

INTERNAL ELECTIVE

PAPER – 3

(To choose 1 out of the given 4)

1. ECONOMICS OF HUMAN RESOURCE MANAGEMENT

UNIT - I

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

UNIT - II

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

UNIT - III

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

BOOKS FOR REFERENCE:

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

INTERNAL ELECTIVE

PAPER - 3

2. FARM MANAGEMENT

UNIT - I

Introduction: Decision - making process; Occupation of Farming.

UNIT - II

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

UNIT - III

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

Text and Reference Book:

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

INTERNAL ELECTIVE

PAPER – 3

3. ORGANISATIONAL BEHAVIOUR

UNIT - I

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

UNIT - II

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

UNIT - III

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

Text and Reference Books:

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

INTERNAL ELECTIVE

PAPER – 3

4. INDUSTRIAL RELATIONS AND LABOUR LAWS

UNIT - I

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

UNIT - II

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

UNIT - III

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

Reference Book:

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

SKILL BASED SUBJECT

PAPER – 4

DIGITAL ECONOMY

Objectives:

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

Learning outcomes:

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

UNIT - I

Nature and Scope of Digital Economy-Cashless Society.

UNIT - II

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

UNIT - III

Digital Business models and Markets Model

COMPULSORY PROJECT WORK

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

The structure of project report as follows:

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