



THIRUVALLUVAR UNIVERSITY

SERKKADU, VELLORE-632115

B.A. CORPORATE ECONOMICS

SEMESTER - II

SYLLABUS

FROM THE ACADEMIC YEAR

2023 - 2024

S.No.	Part	Study Components		Ins. Hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER II									
1.	I	Language	Paper-2	6	3	Tamil/Other Languages	25	75	100
2.	II	English	Paper-2	4	3	English	25	75	100
3.	II	NMSDC: Language Proficiency for Employability	Paper-1	2	2	Overview of English Communication	25	75	100
4.	III	Core Course –CC III	Paper-2	5	5	Pricing Theory	25	75	100
5.	III	Core Course –CC IV	Paper -3	5	5	Economics of Money & Banking	25	75	100
6.	III	Elective II Generic/ Discipline Specific	Elective II	6	3	Statistics for Economics	25	75	100
7.	IV	Skill Enhancement Course SEC-2	Paper2	2	2	Economics of Corporate Sector	25	75	100
8.	IV	Skill Enhancement Course SEC-3 (Discipline Specific)	Paper 1	2	2	Insurance Economics	25	75	100
		Sem. Total		32	25		200	600	800

SEMESTER - II

**B.A. CORPORATE ECONOMICS
SEMESTER II**

COURSE NAME: PRICING THEORY

CREDITS:5

COURSE CODE:CCIII

INSTRUCTIONAL HRS:75

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Elaborate the students on perfect and imperfect market condition, oligopoly markets and determination of price and output under various markets.
2. Enable the student to develop ways and means by which various cost concepts and the relationship between cost and revenue can be assessed.
3. Highlight and explain theory of rent, wages and profit.

Unit-1

(10 Hrs)

Cost - Meaning – Definition – Money Cost – Real Cost – Opportunity cost – Short –run cost concepts – Average cost and Marginal cost – Relationship between AC and MC- Long-run cost curves – Revenue – Meaning - Total, Average and Marginal revenue – Relationship between total , average and marginal revenue.

Unit-2

(15 Hrs)

Market-Meaning – Definition - Perfect Competition – Meaning – Features of perfect competition – Short-run equilibrium of firm and industry under perfect competition – shut-down point – Long-run equilibrium of the firm and industry under perfect competition.

Unit-3

(20 Hrs)

Monopoly –Meaning – Definition - Features of Monopoly – Price and Output determination under monopoly – Price discrimination - Meaning – Types of Price discrimination - Degrees of price discrimination (1st degree, 2nd degree, 3rd degree) – Dumping – Meaning - Price Discrimination under ‘Dumping’.

Unit-4

(15 Hrs)

Monopolistic Competition –Meaning – Features of Monopolistic Competition – Price and Output determination under monopolistic competition, Equilibrium of the individual firm, Group Equilibrium in the long period - Oligopoly – Meaning – Characteristics of Oligopoly – Pricing under Oligopoly - Sweezy’s model of oligopoly (Kinked demand curve).

Unit-5

(15 Hrs)

Rent – Meaning – Ricardian Theory of rent - Assumptions – Graphical Illustration – Criticisms – Quasi Rent- Meaning– Wages – meaning - The wage fund theory- The Residual claimant theory - Profit – meaning- Knight’s Uncertainty Bearing theory- Schumpeter’s Innovation theory- Marginal Productivity Theory of Profit.

SELF STUDY / EXPERIENTIAL LEARNING

1. Discuss the nature of the short-run and long-run average cost curves. Why is the long-run cost curve flatter than the short-run cost curve?
2. Explain with the help of a diagram how price is determined in a Perfectly competitive market.
3. Explain discriminatory pricing under monopoly. Is price discrimination economically justifiable?
4. Can pure profits exist in the long-run under conditions of monopolistic competition?
5. Describe the effects of economic growth on rent.

TEXT BOOKS:

1. S.Sankaran, 2013, Micro Economics, VII Edition, Margham Publications.
2. M.L.Jhingan, 2015, Micro Economics, XII Edition, Vrindha Publications(P) Ltd.,

BOOK FOR REFERENCE:

1. A. Koutsayiannis , 2016, Modern Micro Economics, 2nd Edition, Palgrave (Macmilan Publishers).
2. Gregory Mankiw, Principles of Microeconomics, 2016, Cengage Learning India Pvt. Ltd
3. Robert Frank, Ben Bernanke, Principles of Microeconomics, 4th Edition, McGraw Hill.

ONLINE RESOURCES

1. <https://courses.lumenlearning.com/boundless-economics/chapter/production-cost/>
2. <https://courses.lumenlearning.com/microeconomics/>
3. https://www.youtube.com/watch?v=cBpHD3q3g_8

COURSE OUTCOMES:

Upon completing the requirements for this course, the student will be able to:

CO No.	Course Outcome	Knowledge Level
CO1	Explain the concepts of cost incurred in the production of a commodity and differentiate between short run cost and long run cost curves.	K1, K2, K3
CO2	Illustrate the equilibrium of firm and Industry under Perfect Competition.	K2. K3
CO3	Demonstrate Price – output determination under Monopoly and giving knowledge on various pricing behavior of Producer.	K2, K3
CO4	Distinguish Pricing behaviour of Producer under Monopolistic	K2, K3, K4

	Competition and Oligopoly.	
CO5	Analyse the various theories of price paid to the factors of Production	K2, K3, K4
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Average	3	3	3	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Chalk and Talk, PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Quiz, and Group Discussions.

**B.A CORPORATE ECONOMICS
SEMESTER 2**

COURSE NAME: ECONOMICS OF MONEY & BANKING

CREDITS: 5

COURSE CODE: CCIVINSTRUCTIONAL HRS: 75

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Enable the students to learn the financial sectors which plays vital role in the development of the economy.
2. Equip the students to know about the unified factors of banking sectors.
3. Impart the recent trends in monetary sectors which can connect with the real world situation.

UNIT - 1

(15Hrs)

Financial Markets - Money market – meaning, functions, constituents of money market. Capital market – meaning, structure, functions, Introduction to Stock Exchange – SEBI

UNIT - 2

(15Hrs)

Commercial Banks - Definition- Functions of Commercial Banks (Accepting Deposit, advancing of loan, Credit creation, Promoting cheque system, Agency and General function) – Structure of Commercial Banks (Branch banking, Unit banking, Group Banking and Chain Banking) – Credit Creation.

UNIT - 3

(15Hrs)

Central Bank - Definition – Functions of Central Banks – Reserve Bank as Central Bank of India - Methods of Credit Control – Quantitative Method (Bank rate, Open market operation, Cash Reserve Ratio) -Qualitative methods (Marginal Requirements, Regulation of consumer Credits, Rationing of Credit, Moral suasion, Publicity and Direct action).

UNIT -4

(15Hrs)

Non-Banking Financial Institution - NBFCs – Meaning, Role of NBFCs, Distinguish between Banks and NBFCs, Regulation of NBFCs, Regulation over accepting Deposit other deposit.

UNIT 5

(15Hrs)

Recent Trends in Banking Sector :Internet Banking – Debit card & Credit card - meaning, difference – Phone banking, Digital Banking, Green Banking- meaning, Crypto currency.

SELF STUDY / EXPERIENTIAL LEARNING

- 1.Administration of Reserve Bank India
- 2.Development of Banking system in India
- 3.Impact of cashless economy.

TEXT BOOKS:

1. .R.R. Paul, Monetary Economics, 8th edition, Kalyani Publications, 2013.
2. M.L. Jhingan, Monetary Economics, 7th Edition, Vrindha Publications (P) Ltd, 2011.

REFERENCE BOOKS:

- 1.M.L.Seth, Monetary Economics, 19th edition, LaxmiNarainAgarwal& Co Ltd, 2016.
- 2.D.M.Mithani,Money, Banking, International Trade and Public Finance, 17th Revised Edition, Himalaya Publishing House, 2014.
- 3.JagdishHanda, Monetary Economics, 1st edition, Routledge Publisher 2000.

ONLINE RESOURCES:

1. <https://www.sebi.gov.in/about-sebi.html>
2. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/financial-markets/>
3. <https://www.economicdiscussion.net/banks/central-bank/role-of-central-bank-in-developing-economy-countries/26117>
4. <https://www.rbi.org.in/Scripts/FAQView.aspx?Id=92>

COURSE OUTCOMES:

On the completion of the course, the students will be able to:

COs	Course Outcomes	Knowledge Level
CO1	Describe the financial market and explains with its functions	K1, K2
CO2	Explains the functions and structures of commercial bank and articulates the credit creation	K2, K3
CO3	Completely reveals the functions of Central banking system and its quantitative and qualitative methods of credit creations.	K2, K3
CO4	Explains the Non-Banking Financial Institution and it distinguish the between Bank and NBFI	K2, K4
CO5	Identifies the recent trends in monetary system.	K2
K1- Remember, K2- Understand, K3- Apply, K4- Analyze		

COs-PSOs MATRIX:

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	2	1	2	2
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Average	3	2.8	2.4	2.8	2.8
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Chalk and board, Assignment, Lecturing and Text, E-content Development – PPT, LMS– Google Classroom, Virtual Classroom – Google Meet, Classroom Discussion, PDF Files.

TEXT BOOKS:

1. R S N Pillai & Bagavathi: Statistics theory and practice, S.Chand Publications Edition 8th 2019.
2. S.P.Gupta : Statistical Methods, Sultan Chand and Sons, 41st Edition, 2011.

REFERENCE BOOKS:

1. Asim Kumar Manna: Business Mathematics and Statistics, McGraw Hill Education, 2018.
2. David R. Anderson Dennis J. Sweeney: Statistics for Business & Economics, Cengage Learning India, 13th Edition, 2018
3. S.C. Gupta: Fundamentals of Statistics, Himalaya Publishing House, 2018
4. B.L. Agarwal: Basic Statistics, New Age International Publishers, 4th Edition 2006.

ONLINE RESOURCES:

1. <https://www.statisticshowto.com/probability-and-statistics/correlation-coefficient-formula/>
2. <https://www.mygreatlearning.com/blog/what-is-regression/>
3. <http://dcac.du.ac.in/documents/E-Resource/2020/Metrial/23EthiJain2.pdf>

COURSE COUTOMES

On completion of the course, students will be able to:

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Explain and classify the sampling and its methods	K1,K2
CO2	Calculate the Karl Pearson and Rank Correlation Coefficient	K3
CO3	Illustrate and point out the cause and effect impact between variables	K3,K4
CO4	Classify and construct the index numbers	K3
CO5	Explain the time series and to calculate the trend analysis	K3
K1 – Knowledge, K2 – Understand, K3 – Apply, K4 – Analyze		

CO-PSO Mapping Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
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C01	3	3	1	1	1
C02	3	1	3	1	2
C03	3	1	3	1	1
C04	3	3	3	1	2
C05	3	3	3	1	2
Average	3	2.2	2.6	1	1.6
3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation					

METHODOLOGY OF TEACHING:

Lecture Method, Quiz, Lecture Videos, Seminar, Power Point Presentation, White Board Teaching.

COURSE OUTCOMES:

On completion of this course, the students will be able to

CO No.	Course Outcome	Knowledge Level
CO1	DiscribeTypes of Business and Profession	K1, K2
CO2	Explain and Analysis of Business Ethics and Values in Business	K2, K3, K4
CO3	Explain Corporate strategies	K2, K3
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
Average	3	3	2.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Chalk and Talk, PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Quiz and Group Discussion.

B.A. CORPORATE ECONOMICS

SEMESTER – II

SKILL ENHANCEMENT COURSE III

COURSE NAME: INSURANCE ECONOMICS CREDITS: 2

COURSE CODE: SEC3 INSTRUCTIONAL HOURS: 30

Course Objectives

1. Agricultural Finance addresses economics in insurance.
2. The course discusses sources of quest for Economic Security, Life Insurance contract and Insurance in Economic Development

Unit-1: (10 hrs)

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

Unit-2: (10 hrs)

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

Unit-3: (10hrs)

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

Text Books:

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

Reference Books:

1. Mishra, M.N.-Insurance: Principles and practice – s.chand&co.
2. Mishra, M.N Modern concepts of Insurance – S.chand&co. 7. IRD - AInsurance Development Authority - Regulations and Develop-New Delhi-Report.
3. Govt of India : Report on oldage and Income securtiy (Deva Committee Report)

COURSE OUTCOMES:

On completion of this course, the students will be able to

CO No.	Course Outcome	Knowledge Level
CO1	DiscribeClassification of Risks.	K1, K2

CO2	Explain and Analysis Life Insurance contract	K2, K3, K4
CO3	Explain Insurance in Economic Development	K2, K3
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
Average	3	3	2.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Chalk and Talk, PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Quiz and Group Discussion.