

**A.VEERIYA VANDAYAR MEMORIAL SRI PUSHPAM COLLEGE
(AUTONOMOUS),
POONDI, THANJAVUR DIST.**

**Question Pattern for UG and PG Programmes for students to
be admitted during 2014 – 2015 and afterwards**

Total Marks: 75

QUESTIONS PATTERN

**SECTION – A
(Question 1 to 10)**

10 x 2 = 20 Marks

1. Short Answer Questions
2. Two Questions from each units (All are answerable)

**SECTION – B
(Question 11 to 15)**

5 x 5 = 25 Marks

1. 5 Paragraph type questions with "either / or" type choice.
2. One question from each unit of the Syllabus.
3. Answer all the questions.

**SECTION – C
(Question 16 to 20)**

3 x 10 = 30 Marks

1. 5 Essay type questions – any three are answerable.
2. One questions from each unit of the Syllabus.

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
I	14U1ECT1	$\sqrt{\mathfrak{R}} \mid \zeta \Gamma \sqrt{\Gamma} \mathfrak{R} \mid B \Delta$ $(\chi \mid \leftrightarrow \Sigma \mid f, E \rightarrow \mid \mid >, \Sigma \zeta f \mid \Delta,$ $\sqrt{\Gamma} \mathfrak{R} \mid B \kappa \leftrightarrow \mid \zeta \rightarrow)$	6	3

{→: 1 $\neg \otimes \Phi \infty \perp$

...Σ↔Δ: 18

1. $\sqrt{\leftrightarrow} \zeta \cdot \circ \equiv \mid \partial \mid \mid \zeta \Gamma \mid \square \mid \mid \kappa \mid \otimes \wp \zeta \square \mid \zeta \otimes E \heartsuit \neg \wp \mid \tau > \Delta$

($\mid \kappa \circ > \zeta B \Delta \xi \neg \kappa \mu \Delta$)

2. $\Sigma \zeta \cdot \wp \mid _ \mid \sigma \Theta \Gamma \mid \square > \tau \infty \uparrow \dots > \mid$

($\wp \mid \kappa \uparrow \mid \square > \lambda \mid E \oplus \heartsuit A$)

3. $\wp \zeta \leftrightarrow \mid B \zeta \Gamma \mid \square \bullet > \subseteq \mid \leftrightarrow \heartsuit \wp \zeta f _ \mid \perp$

($\bullet > \subseteq \mid \leftrightarrow \heartsuit \neg \wp \mid \mid \therefore \bullet > \subseteq \mid \leftrightarrow \heartsuit \wp \lambda \Gamma \bullet > \subseteq \mid \leftrightarrow \uparrow > \zeta \mid \Delta,$

$\bullet > \subseteq \mid \leftrightarrow \dots > \sigma \lambda \mid \mu$)

4. $\wp \zeta \leftrightarrow \mid > \zeta \otimes \mid \square \mid T \leftrightarrow \uparrow > \zeta \Phi$

5. $\wp \otimes \mid \mathfrak{R} \dots \mid \zeta \otimes \mid f _ \mid B \zeta \square \bullet \subseteq > \leftrightarrow \Delta \mid \Sigma \zeta \mid$

($\diamond \equiv \dots \mid \chi \mid \mid \therefore \diamond \mid \Sigma \zeta \dots f, \diamond \equiv \mid \perp \Sigma \zeta \mid (> \tau \infty \Sigma \zeta \mid, \gamma \subseteq \mid \leftrightarrow \zeta \Sigma \zeta \mid,$

$\mid \mid \spadesuit f \Sigma \zeta \mid, \therefore \mid \Gamma B \zeta \langle \Sigma \zeta \mid$)

6. $\mid \kappa \leftrightarrow \xi \uparrow \mu \mid \square \mid \sigma \leftrightarrow \zeta \leftrightarrow \mid \mid > \mid \zeta \nu \rightarrow \Delta \mid \sigma \Theta \angle \Delta \therefore \neg \heartsuit \wp _ \mid \Gamma$)

{→: 2 $\chi \mid \leftrightarrow \Sigma \mid f$

...Σ↔Δ: 18

1. $\dots \mid \otimes \mid \sigma \square \sqrt{\leftrightarrow} \zeta \mid \wp \zeta \kappa \Delta (1 \xi > _ 15 \kappa \mid \leftrightarrow)$

2. $\dots \mid \otimes \mid \sigma \square \wp B \square \equiv \mid \perp \neg > \zeta f \mid \Delta$

{→: 3 $E \rightarrow \mid \mid >$

...Σ↔Δ: 18

1. $\dots \mid \otimes \mid \sigma \square \zeta \leftrightarrow _ \neg \mid \zeta \mid \mathfrak{R} \zeta \Delta \kappa \zeta \spadesuit \Delta \wp \zeta \mid (1 \xi > _ 10 \kappa \mid \leftrightarrow)$

2. $\dots \mid \otimes \mid \sigma \square \therefore \dots \spadesuit \zeta \leftrightarrow \Rightarrow E > \Delta \xi \neg \kappa \mu \Delta$

$\{ \rightarrow: 4 \Sigma_{\zeta f} | \Delta$

$\dots \Sigma \leftrightarrow \Delta: 18$

$\zeta \rightarrow \kappa. \wp \zeta [\bullet \heartsuit \div \leftrightarrow \therefore \setminus B [\square \neg | \langle \rangle \therefore A \uparrow \rangle [$

$\{ \rightarrow: 5 \sqrt{\Re} | B \kappa \leftrightarrow [\zeta \rightarrow$

$\dots \Sigma \leftrightarrow \Delta: 18$

$E \rightarrow || \rangle, A] \spadesuit \Delta, \Sigma_{\zeta f} | \Delta, | \sigma | \rangle, \chi | \leftrightarrow \Sigma | f$

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
I	14U1ECE1	PROSE, POETRY AND COMMUNICATION SKILLS	6	3

Objective

- To initiate the Students to understand English through Prose, Poetry and Basic Communicative Grammar

Unit – I

- 1) The Running Rivulets of Man,
- 2) Parliament is Marking Time,
- 3) The Lady in Silver Coat,
- 4) Mr. Applebaum at Play.

Unit – II

- 1) The Feigning Brawl of an Imposter,
- 2) Thy Life Is My Lesson,
- 3) Solve The Gamble,
- 4) The Stoic Penalty.

Unit – III

- 1) Nobility In Reasoning,
- 2) Malu the Frivolous Freak,
- 3) Bharath! Gird Up Your Loins!
- 4) Honesty is the Cream Of Chastity

Unit – IV

- John Milton – On His Blindness.
Oliver Goldsmith – The Village Schoolmaster.
William Wordsworth – The Daffodils.
P.B.Shelley – Ozymandias.
Keats – La Belle Dame Sans Merci.
Hopkins – Thou Art Indeed, Just Lord.

Unit – V

- Parts of Speech, Nouns, Pronouns, Conjunctions, Adjectives, Articles, Verbs, Adverbs, Interjection – sentence.

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
I	14U1ECC1	History of Economic Thought – I	5	5

Objective:

- To make the students to understand about the track of development of economic theories in a chronological order.

Unit-I

Hrs 15

Ancient Economic thought - Hebrew – Greek – Plato - Aristotle - Economic thought in Ancient India-Kautilyas's Arthasastra - Economic ideas of Thiruvalluvar.

Unit-II

Hrs 15

Mercantilism- Physiocracy- Major contribution-Relevance Mercantilism to UDCs.

Unit-III

Hrs 15

Classical School- Features of Classical School- AdamSmith- T.R Malthus- David Ricardo-J.B.Say- J.S.Mill- Main contributions.

Unit-IV

Hrs 15

Historical School- Old and New Historical School-Essential Ideas-Socialism-Back ground –Forms of Socialism-Karl Marx-Main contributions.

Unit-V

Hrs 15

Marginal School - Essentials Ideas Gosse-Jevons - Menger - Walras.

Reference:

1. A.Gray : The Development of Economic Doctrines
2. C.Gide & C.Rist : The Development of Economic Doctrines
3. Srivastava : History of Economic Thought
4. Cauvery and others : History of Economic Thought
5. Bhatiya : History of Economic Thought

Text:

1. V.Lokanathan : A History of Economic Thought

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
I	14U1ECC2	Core-Indian Economic Development	5	5

Objectives:

- To provide knowledge and to enable students to understand the basic characteristics of Indian economy, issues and measures.

Unit-I

Hrs 15

Economic growth and development-underdevelopment-features-developing and emerging economics-causes of underdevelopment-features of Indian economy- Indian economy as an emerging developing economy.

Unit-II

Hrs 15

Poverty-concepts-absolute and relative poverty-extent of poverty in india-headcount ratio-planning commission estimates-rural poverty-urban poverty-causes of poverty-measures to reduce povetyu- poverty and alleviation programmers-unemployment-causes of unemployment measures to reduce unemployment.

Unit-III

Hrs 15

National income-concepts-GDP-GNP-NDP-NNP-personal income- percapita income-importance of national income-inequalities in income distribution-measurement-Lorenz curve-Gini co-efficient-causes of inequality of income.

Unit-IV

Hrs 15

Agriculture – Role of Agriculture in Indian Economy – Productivity in Indian Agriculture – Causes for low Productivity – New Agricultural Strategy – Green Revolution – Machanisation of Agriculture – New Thrust Areas in Agriculture – Progress of Agriculture under Five Year Plan.

Unit-V

Hrs 15

Industrialisation and Economic Development – Factors affecting Industrialisation in Developing Countries – Phase of Industrial Development – Industrial Policy Resolution 1956-1977 – Industrial Licensing Policy – New Industrial Policy 1991 – Privatisation and Economic Reforms – LPG – Model Disinvestment – Rational and Critique.
(Whole Syllabusto be given – Elementary Treatment)

References:

1. Agarwal,A.N.(2004)Indian Economy,Wishwa Prakashan,New Delhi
2. Ahuwalia.I.J and I.M.D Little (eds)(1999),India's Economic Reforms and Development (Essays in honour of Manmohan Sing),Oxford University Press,New Delhi
3. Pantwala.S(1987),Dilemmas of Growth: Indian Experience, Sage Publication, New Delhi
4. Dhringra.C(2003),The Indian Economy,Sulthan&Chand, New Delhi.
5. Jalan.B(1992), The Indian Economy Problems and Prospects, Viking, New Delhi
6. Datt,Rudder and K.P.M.Sundaram (2002), Indian Economy,S.Chand & Co., New Delhi.

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
I	14U1ECA1	Allied – Economic Statistics – I	5	4

Objective:

- To study the nature scope, uses and limitations of statistics.
- To enable the students of Economics to know the various sources of data collection.
- To make the students to learn the basic and elementary tools in statistics such as averages dispersion etc.

Unit-I

Hrs 15

Definition, Nature and Scope of statistics – Functions – Limitations – Uses of statistics in economics – Census and sampling Methods – Merits and Demerits – Purpose of sampling, types of sampling – Random and Non-random sampling methods.

Unit-II

Hrs 15

Methods of Collection– Sources of data – Primary and Secondary –Mailed Questionnaire and Interview Schedule – Classification and Tabulation – Frequency distribution.

Unit-III

Hrs 20

Measures of central tendency – Arithmetic Mean, Median, Mode, Geometric and Harmonic means – Essential of a good average. (Simple Problems only)

Unit-IV

Hrs 20

Measures of Dispersion-Range, Inter quartile Range, Mean Deviation, Standard Deviation, co-efficient of variation –concept of Lorenz curve .(Simple Problems only)

Unit-V

Hrs 20

Skewness –measures of skewness –karl pearson, Bowley and Kelly – Moments - Kurtosis. (Theory only)

References:

1. S.P.Gupta : Fundamental of Statistics
2. Sivathanupillai : Economics and Business Statistics
3. D.H.Elhance : Elements of Statistics
4. Pillai and Bhagawati : Statistics

Text:

1. S.P.Gupta : Elementary Statistical Methods
- 2.Sanchetti & Kapoor : Statistical Methods

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
I & II	14U1ECA2	Allied – Principles of Business organization (NS)	3+3	-

Objectives:

- To know the basic nature, scope and branches of a business system.
- To enable the students to know the various forms of business organization.
- To study the joint stock companies, public enterprises and its forms.

Unit-I

Hrs 18

Definition & Concepts of business-Nature and Scope of business- branches of business – Business system-system – Objectives of modern business.

Unit-II

Hrs 18

Business organization- Forms of business organization Sole- trader, Partnership and Joint Hindu Family- Firm-Meaning Definition, Characteristics, Advantages and Disadvantages.

Unit-III

Hrs 18

Joint Stock company, cooperative organization-definition, Characteristics, type, difference between private and public company-merits and demerits co-operative and joint sector company.

Unit-IV

Hrs 18

Public enterprises and utilities-Characteristics- forms, departmental management, public corporation Govt. Company, Joint Sector- Govt. Polity, Rational, Limitations-problems of Public enterprises.

Unit-V.

Hrs 18

Business combinations and concentrations-meaning, causes of combination types of combinations, forms of combinations, consolidations, Amalgamation and Merger-control of Monopoly.

Reference:

1. Babu.C.R - Organization and Management S.Chand & Co., Delhi.
2. Herbet G.Hicks/C.Ray Gullet- Modern Business Management (Mc Graw Hill)

Text:

- 1.R.K.Sharma Shashi. K. Gupta- Business organization and Management.

Note:

Non semester paper-same syllabus for 14U1ECA2 (II semester)

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
II	14U2HYT2	$\forall f \mathcal{R} \zeta \sqrt{\mathcal{R}} B \Delta -$ $\wp B[\xi] \oplus \uparrow > \tau \alpha - \sqrt{\mathcal{R}} \square \kappa \leftrightarrow \zeta \rightarrow$	6	3

{→: 1

...Σ↔Δ: 18

1. $\int \ominus \zeta \spadesuit \otimes \Delta \wp \subseteq \int \square \dots > \kappa \zeta \leftrightarrow \Delta \square \dots | \zeta \langle \rightarrow \int \heartsuit \wp | \Delta$
2. $\int \Sigma \zeta \Upsilon \mathcal{R} | \leftrightarrow \otimes \int \square \dots > \kappa \zeta \leftrightarrow \Delta \square \wp \gamma \Delta \int \xi | \oplus \square \int \uparrow > \zeta \int f | \Delta \square$
 $\int \mathcal{R} | \int | \zeta \wp \int \wp | \Delta$
3. $\bullet \subseteq \leftrightarrow \int \square \dots > \kappa \zeta \leftrightarrow \Delta \square \int \kappa \zeta^{\text{TM}} \int \wp | \Delta (\forall \oplus | \dots \langle \zeta | | \otimes \subseteq \sqrt{[\wp \Delta \dots]})$
4. $\therefore \zeta \setminus \mathcal{R} | \kappa \zeta \otimes | \int \square \int \kappa \zeta \otimes | \Delta \square \partial \int \wp \uparrow \mu$

{→: 2

...Σ↔Δ: 18

1. $\neg \wp \setminus B \zeta \alpha \kappa \zeta | \square \int \neg \therefore \zeta \alpha \square$
2. $\Sigma \Delta \therefore \zeta \alpha \kappa \zeta | \square \int \kappa \zeta \Phi \neg \therefore \zeta \alpha \square$
 $(\chi B | \kappa \oplus \Upsilon B | \Sigma \int \Delta \dots \xi > _ 10 \wp \zeta f _ | \perp)$
3. $\gamma \int f \zeta \perp \square \int \heartsuit \wp \zeta | \kappa$
 $(\therefore \zeta | \alpha \uparrow \int \equiv | \perp \dots \xi > _ 10 \wp \zeta f _ | \perp)$
4. $\int \therefore \equiv | B \zeta \alpha \kappa \zeta | \square \neg \wp \setminus B \int \neg \therefore \zeta \alpha (\xi > _ 10 \wp \zeta f _ | \perp)$

{→: 3

...Σ↔Δ: 18

1. $\int \wp \int \int \therefore \subseteq \int \leftrightarrow \Delta \square (\xi > _ > \subseteq \int \leftrightarrow \Delta \square | _ \sigma: 10 \wp \zeta f _ | \perp)$
2. $\zeta \therefore \leftrightarrow \zeta \int \wp \leftrightarrow \int \square * \spadesuit \zeta \otimes E B \Delta \therefore \div \perp | \langle \uparrow > \tau \alpha (\xi \neg \kappa \mu \Delta)$
3. $\int \wp \int f \leftrightarrow \zeta \otimes \heartsuit \wp \mathcal{R} | \sigma \leftrightarrow \zeta B | \square \zeta \upsilon \oplus \zeta \int \mathcal{R} \zeta \oplus \kappa \Rightarrow E \square \Sigma \zeta \otimes | \kappa \langle \Delta$
4. $T \leftrightarrow \therefore \zeta \xi M \kappa | \square \int \mathcal{R} | \zeta \kappa \wedge | \int \Delta \wp | \Delta \square A B \kappa \zeta \heartsuit A$
5. $\zeta \square \equiv \zeta | \therefore \int > \zeta [\otimes \zeta] A \square \xi | \psi [\otimes > | \Delta (1 \xi > _ 4 \wp \zeta f _ | \perp)$

{→: 4 $\wp B[\xi] \oplus \uparrow > \tau \alpha$

...Σ↔Δ: 18

$\kappa \zeta \mathcal{R} \setminus B \partial \therefore \heartsuit A \square A \square \int \downarrow E \kappa | | \perp \square \kappa \otimes \zeta \Delta, \kappa \otimes \tau | \zeta \sqrt{f \equiv | \perp \square \spadesuit \uparrow \mu \heartsuit \div | \omega \mathcal{N} \mathcal{R} |}$
 $\Delta \int \leftrightarrow, \langle | \leftrightarrow, \omega | \leftrightarrow \dots \kappa \rightarrow \wp \zeta | \perp \square \neg \otimes \zeta \upsilon | | \langle \heartsuit \div \uparrow \mu \heartsuit \neg \wp \zeta \int \perp | \zeta \beta \Delta \xi | \oplus \square \Omega \rightarrow \uparrow > \upsilon$
 $\zeta \Xi | \perp \square \otimes \setminus B \zeta \spadesuit > \tau \alpha \kappa | \kappa \Delta \partial > _.$
 $\neg \otimes \zeta _ \otimes B _ \square \neg \otimes \zeta _ \kappa | \square \sqrt{\mathcal{R}} | \square \kappa | \square \sqrt{\mathcal{R}} \setminus B \kappa | \square \neg \wp B | \downarrow \neg \otimes \zeta _ \square \sqrt{\zeta} \square |$
 $\zeta \leftrightarrow \square \Delta \square \partial \rightarrow \neg \wp \zeta \int \otimes \neg \wp B | (\neg \wp \zeta \int \perp, \sqrt{f \Delta}, | \zeta \int \Delta, E | \spadesuit, \zeta \square \Delta, \neg > \zeta \alpha _) \square \sigma \spadesuit \downarrow \neg \otimes \zeta _ \square$
 $\sqrt{f \downarrow \neg \otimes \zeta _ \square \chi} \downarrow \neg \otimes \zeta _ \square \xi \upsilon \rightarrow \square \spadesuit \downarrow \otimes \Delta \square \sigma \zeta | \perp \square \sqrt{f \Omega} | \int \square > [\sigma \spadesuit \square \div \oplus \sigma \spadesuit \square \neg$
 $> \setminus \Omega | \int \sigma \spadesuit \square \zeta \heartsuit A \sigma \spadesuit \square \kappa \neg \kappa | \therefore] .$

$\{ \rightarrow: 5 \quad \sqrt{\mathfrak{R}} | \square \kappa \leftrightarrow \Gamma \zeta \rightarrow$

$\dots \Sigma \leftrightarrow \Delta: 18$

$\sqrt{\mathfrak{R}} | \square \kappa \leftrightarrow \Gamma \zeta \rightarrow \square > \tau \alpha \uparrow \mu | \oplus \neg \kappa \neq \Xi |.$

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
II	14U2ENE2	PART – II ENGLISH EXTENSIVE READERS AND COMMUNICATIVE SKILLS	6	3

Objective

- To impart language and communicative skills through short stories, one act plays and communicative grammar

Unit – I

K.A.Abbas – The Sparrows
O’Henry – The Cop and the Anthem.
Guy de Maupassant – The Necklace.
R.K.Narayan – Engine Trouble.

Unit – II

Anton Chekov – The Proposal
O’Henry – While the Auto Watts

Unit - III

Saki – The Death Trap
Mahesh Dattani –The Girl who touched the stars
Claudia I.Haas – The Cellphone Epidemic

Unit – IV

Tense, Question Tag, Dialogue Writing, Paragraph Writing, Adjectives, Adverb

Unit – V

Voices, Degress of Comparison, Direct and Indirect

Book Prescribed:

Unit IV & V – Communicative grammar by the Department of English

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
II	14U2ECC3	Core- HISTORY OF ECONOMIC THOUGHT-II	5	3

Objective:

- To make the students to understand about the track of development of economic theories and recent contribution by the Noble Economics

Unit-I

Hrs 12

Neo-classical school-Alfred Marshall-Main contribution-Neo-classical-Wicksell-J.B.Clark-Fisher contribution

Unit-II

Hrs 12

The Institutional School-Essential ideas-Veblen-Mitchell-J.A.Schumpeter.J.K. Galbrath, Gunnar Myrdal.

Unit-III

Hrs 12

Keynesian Economics- Keynes Vs Classical-Keynesian revolution-Theory of Employment MPC-MEC Investment Multiplier-A Note on Post-Keynesian Economics.

Unit-IV

Hrs 12

Welfare economics-Bentham,Hobson-Pigou-Pareto-J.R.Hicks

Unit-V

Hrs 12

Indian Economic Thought-R.C.Dutt-Naoroji-Rande-Gokale-P.R.Prammananda Gandhi-Nehru-A.K.Sen

Reference:

1. A.Gray - The Development of Economic Doctrine
2. C.Cide & C.Rist - The Development of Economic Doctrines
3. Srivasta - History of Economic Thought
4. Cauvery and others - History of Economic Thought
5. Bhatia - History of Economic Thought

Text:

1. V.Lokanathan - A History of Economic Thought

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
II	14U2ECC4	Core-TAMIL NADU ECONOMY	5	5

Objectives:

- To know the features of Tamilnadu Economy.
- To compare the Tamilnadu Economy with other states in terms of HDI.

UNIT-I

Hrs 15

Tamilnadu- features- total land area-land use pattern-Population of Tamilnadu- Demographic structure of Tamilnadu- Human Resources- HDI ranks- comparison with other states of India.

UNIT-II

Hrs 15

Agriculture- importance of agriculture- -Cropping Pattern- Principal Commodities- New Agricultural Strategy Rainbow Revolution- Impact of Rainbow Revolution.

UNIT-III

Hrs 15

Major industries- Automobiles, Leather, Cotton, Sugar, Cement, Software- Small scale industries-Cottage industries- ancillary industries- handloom industries-sources of industrial finance-TIIC,SIDCO,SIPCOT,DIC, SPZ and EPZ (Special Processing zone and Export Processing Zone).

UNIT-IV

Hrs 15

Economic Overheads- Road, Transport, power, communication and Banking- Social Overheads- Education, health, sanitation. (Elementary treatment only)

UNIT-V

Hrs 15

Tamilnadu vision 2020-Science and Technology- Tourism Development in Tamilnadu-Ports- Trade and commerce.

References

1. Rajalakshmi (2000), Tamilnadu Economy, Sultan Chand and Sons, Educational Publishers, New Dehli.
2. Perumalsamy (2000), Tamilnadu Economy, Sultan Chand and Sons, New Dehli.
3. Manorama Year Book Recent Issueus.
4. I.C.Dhingra (2000), Indian Economy, Sultan Chand and Sons, Educational Publishers, New Dehli.

Text:

1. Rev.Fr.Leonard : Tamilnadu economy

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
I & II	14U1ECA2	Allied – Principles of Business organization (NS)	3+3	3

Objectives:

- To know the basic nature, scope and branches of a business system.
- To enable the students to know the various forms of business organization.
- To study the joint stock companies, public enterprises and its forms.

Unit-I

Hrs 18

Definition & Concepts of business-Nature and Scope of business- branches of business – Business system-system – Objectives of modern business.

Unit-II

Hrs 18

Business organization- Forms of business organization Sole- trader, Partnership and Joint Hindu Family- Firm-Meaning Definition, Characteristics, Advantages and Disadvantages.

Unit-III

Hrs 18

Joint Stock company, cooperative organization-definition, Characteristics, type, difference between private and public company-merits and demerits co-operative and joint sector company.

Unit-IV

Hrs 18

Public enterprises and utilities-Characteristics- forms, departmental management, public corporation Govt. Company, Joint Sector- Govt. Polity, Rational, Limitations-problems of Public enterprises.

Unit-V.

Hrs 18

Business combinations and concentrations-meaning, causes of combination types of combinations, forms of combinations, consolidations, Amalgamation and Merger-control of Monopoly.

Reference:

1. Babu.C.R - Organization and Management S.Chand & Co., Delhi.
2. Herbet G.Hicks/C.Ray Gullet- Modern Business Management (Mc Graw Hill)

Text:

- 1.R.K.Sharma Shashi. K. Gupta- Business organization and Management.

Note:

Non semester paper-same syllabus for 14U1ECA2 (II semester)

Semester	Subject code	Title of paper	Hours of Teaching / Week	No. of Credit
II	14U2ECA3	Allied- ECONOMIC STATISTICS-II	5	4

Objectives:

- To make the students to study the trends in economic Variables
- To know about the Index numbers and its constructions statistically
- To study the relationship between the economic variables statistically and Thus makes possible the estimation and to know the methods of obtaining some vital statistics.

Unit I Hrs 15

Time Series- Components – Trend, Seasonal, Cyclical and irregular variations – methods of measuring Trend – graphic, Semi-average and moving average.

Unit-II Hrs 15

Correlation-Meaning, uses and types of correlation-methods of studying correlation- Scatter diagram& Graphical Methods-Karl Pearson and Rank Correlation(excluding equal ranks and grouped data)

Unit-III Hrs 15

Regression Analysis-Meaning and uses-difference between correlation and Regression- - Regression lines- Regression Equations two variables.

Unit-IV Hrs 15

Index Number –Uses, Problems of Construction-methods of construction- simple and weighted index - Laspeyre, Paasche’s and Fisher’s Index –Cost of living index number

Unit-V Hrs 15

Vital statistics-uses-methods of obtaining vital statistics-crude Birth Rate-Crude Death Rate- infant mortality rate-CSO-NSSO. Population statistics and National income Statistics.

References:

1. Pillai and Bhagawati - Statistics
2. S.P.Gupta - Fundamentals of Statistics
3. Sivathanupillai - Economics and Business Statistics
4. D.H.Elhance - Elements of Statistics

Text: 1. S.P.Gupta - Elementary Statistical Methods

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
III	14U3ECT3	$ \zeta \heartsuit \div B \equiv \perp, \textcircled{R} \leftrightarrow \perp,$ $\sqrt{ \mathcal{R} } B \kappa \leftrightarrow \zeta \rightarrow$	6	3

$\{ \rightarrow : 1 \quad | \zeta \heartsuit \div B \equiv | \perp \quad 1$

... $\Sigma \leftrightarrow \Delta : 18$

1. $E [\heartsuit \wp] | \zeta \leftrightarrow \Delta \square A | \zeta (\mathcal{R} | \zeta) f \Delta \square | \zeta \spadesuit _ \kappa)$
2. $\therefore \setminus \dots \therefore || \Gamma \square \therefore \Gamma (\kappa \spadesuit \Delta A \mathcal{R} | | \zeta | >$
3. $(\kappa | E \subseteq \zeta \therefore \setminus \square \sigma \therefore | \Gamma B | \sqrt{ \Delta \wp | \Delta$
4. $| \Delta \wp \leftrightarrow \zeta \therefore \zeta B \square \Delta \square \bullet \subseteq \leftrightarrow | \zeta | f \Delta \square (f \zeta \therefore \setminus \heartsuit \wp f \Delta (84 \wp \zeta f _ | \perp)$

$\{ \rightarrow : 2 \quad | \zeta \heartsuit \div B \equiv | \perp \quad 2$

... $\Sigma \leftrightarrow \Delta : 18$

1. $\neg \wp \setminus B A \leftrightarrow \zeta \square \Delta \square \sqrt{ | \langle B \zeta [\zeta | \therefore \zeta \oplus \Sigma \zeta B \spadesuit \zeta | A \leftrightarrow \zeta \square \Delta (27 \wp \zeta f _ | \perp)$
2. $\Sigma (\neg \kappa \setminus \wp \zeta \square \bullet B \Delta \kappa \leftrightarrow | \zeta | f \Delta (\xi > _ 20 \wp \zeta f _ | \perp)$
3. $\dots > \Delta \wp \zeta \kappa \setminus \square \Sigma \zeta \textcircled{R} | \heartsuit \wp f \Delta (\xi > _ 10 \wp \zeta f _ | \perp)$
4. $(\oplus \zeta \heartsuit A \leftrightarrow \zeta \square \Delta \square \sigma \Gamma \zeta > \uparrow \mu \mathcal{R} | \zeta | f \Delta \square \Sigma \div \partial \kappa > \zeta \leftrightarrow \heartsuit \wp f \Delta (\xi > _ 10 \wp \zeta f _ | \perp)$

$\{ \rightarrow : 3 \quad | \textcircled{R} | \leftrightarrow \uparrow \neg > \zeta \zeta \heartsuit A$

... $\Sigma \leftrightarrow \Delta : 18$

$| \textcircled{R} | \leftrightarrow \uparrow \neg > \zeta \zeta \heartsuit A \square > \tau \alpha \uparrow \mu | \oplus \neg \kappa \neq E |$

$\{ \rightarrow : 4 \quad \neg \wp \zeta \mu \mathcal{R} | \textcircled{R} | \leftrightarrow, \neg \therefore \zeta \alpha \neg \wp B | \heartsuit A \heartsuit \wp \lambda \nu E$

... $\Sigma \leftrightarrow \Delta : 18$

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Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
III	14U3ECE3	PART – II ENGLISH SHAKESPEARE, EXTENSIVE READERS AND COMMUNICATIVE SKILLS	6	3

Objective

- To introduce the language of the world renowned dramatist and novelist to enhance the vocabulary and communicative skills of the learners.

Unit – I

Funeral Oration – Julius Caesar

Trial for a Pound of Flesh – The Merchant of Venice

Unit – II

He Kills Sleep – Macbeth

A Real Love at First Sight – Twelfth Night

Unit – III

When the Moor Kills, "So Good a wife" – Othello

In Love is a "Midsummer Madness" – Tempest

Unit – IV

The Mayor of Casterbridge (Abridged) – Thomas Hardy

Unit – V

Note making, Hints Developing, Expansion of Ideas and Proverbs, Sequence of Sentences Synonyms, Antonyms.

Book Prescribed:

Unit-I : II & III: Selected scenes from Shakespeare.

Unit IV: The Mayor of Casterbridge Abridged by E.F.Dodd

Unit V : Communicative Grammar.

Semester	Subject	Title of the Paper	Hours of Teaching/ Week	No. of Credits
III	14U3ECC5	Core–MICRO ECONOMICS– I	5	5

Objectives:

- To learn the basic foundation of Micro Economics.
- To enable the students to study about the basic theories of consumer behaviour, law of demand, production, cost and revenue functions.

Unit – I

Hrs 15

Definition of Economics – Adam Smith, Alfred Marshal, Lionel Robbins and Samuelson-Approach to Economics-Deductive and Inductive-Static and Dynamic- Nature of Economic Laws -Positive and Normative Approach.

Unit – II

Hrs 20

Theory of consumer Behaviour –Cardinal utility Analysis -Ordinal utility Analysis – Consumer’s Equilibrium – Price effect, Income Effect and substitution effect – Derivation of Demand curve – Consumer’s surplus

Unit – III

Hrs 20

Theory of Demand – Law of demand –types of Demand- Elasticity of Demand-Types of elasticity demand- Measurement

Unit – IV

Hrs 20

Theory of production – Law of variable proportion – Returns to scale – Cobb-Douglas production function – Iso quant, Iso cost– properties – Equilibrium in terms of Iso- Quants.-Least cost combination.

Unit – V

Hrs 15

Cost and Revenue functions – TC, AC, MC and cost relationships – short run and Long run cost curves – LAC – U – Shaped – TR,AR and MR and its relationship

References:

1. Donald.S.Watson - Price Theory and its uses (Second Edition)
- 2.Stonier and Hague - A Text Book of Economic Theory
3. Bell and Todaro - Economic Theory
4. M.L.Seth - Principles of Economics

Text:

1. S.Sankaran - Micro Economics
2. R.Cauvery and others - Micro Economic Theory

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
III	14U3ECC6	Core –MACRO ECONOMICS-I	4	5

Objectives:

- To make the students to know about the nature and the methods of macro economics.
- To study about the nature and importance of some Macro Economic variables.

Unit –I

Hrs 15

Nature and Scope of Macro Economics-meaning-Relationship between Macro and micro Economics- importance –Methods- macro Statics, Comparative Statics and macro dynamics.

Unit- II

Hrs 20

National income-Definition, Concept and components Measurements- Difficulties of Measurement-Importance of National Income –Flow of Fund Analysis-Two sector Economy-Three sector Economy.

Unit –III

Hrs 20

The Classical Theory of Employment –Features, Say’s Law of market-classical-S and I Equality –Criticism of the Classical theory – Pigou’s Wage-cut policy- Full Employment.

Unit -IV

Hrs 20

Keynesian theory of employment – Aggregate supply-Aggregate demand - Effective demand,- under employment equilibrium – comparison and contrast between classical and Keynesian system.

Unit –V

Hrs 15

Consumption Function –Meaning – Keynes’ psychological law of consumption- the propensity to consume – the APC and MPC – factors determining consumption function.

Reference :

1. K.R.Gupta - Macro Economics
- 2.R.Cauvery - Macro Economics
- 3.E.S.Srinivasan - Macro Economics
- 4.H.L.Ahuja - Macro Economics
- 5.G.Ackley - Macro Economics

Text:

- 1.S.Sankaran - Macro Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
III	14U3ECA4	Allied – MARKETING MANAGEMENT	5	3

Unit – I Introduction

Marketing– Definition– Concept– Traditional and Modern Concept– Functions– Marketing Environment – Marketing Strategies – Marketing Segmentation.

Unit – II Consumer Behaviour

Marketing Mix – Consumer Market – Concept Factors Influencing Consumer Behavior.

Unit – III Product Planning & Development

Product Planning and Development – Product Life Cycle – New Product Development – Branding and Packaging.

Unit – IV Promotion Mix

Promotion – Promotion Mix – Promotion Strategies – Kind of Advertising – Sales Process.

Unit – V Physical Distribution

Distribution – Selection of Channel of Distribution – Sales Force Decisions – Sales Forecasting.

Text Book

1. J.Jayasankar Marketing Management, Margham Publications.
2. Rajan Neir – Marketing Management, Sultan Chand and Sons.

References

1. Marketing Management by Phillip Kolter, Prentice Hall of India.
2. Fundamental of Marketing by William J.Stanton, Michel, Bruce J.Walker, McGraw Hill.

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
III & IV	14U4ECA5	Allied- AGRICULTURAL ECONOMICS (NS)	3+3	-

Objectives:

- To enable the students to know the significance of farm Management Techniques, Agricultural policies, Credit and Market Structure.

Unit-I

Hrs 18

Agricultural development- Role of agriculture in Indian Economy-Productivity in agriculture-Causes for low productivity-Measures- Share of agriculture in National Income.

Unit-II

Hrs 18

Farm size and efficiency-land reforms-New agricultural strategy (Green Revolution)-New economic policy and agriculture- Mechanization-advantages and limitations.

Unit-III

Hrs 18

Agriculture finance and agencies-Capital formation in agriculture- magnitude and causes of rural indebtedness- Debt relief and regulation of money lending acts-Role of rural credit institutions-co-operative and commercial banks-Refinance institutions-NABARD-RRBs.

Unit-IV

Hrs 18

Agricultural markets-Marketable surplus- Marketed surplus-Agricultural Price policy-Procurement and public distribution-Subsidies components.

Unit-V

Hrs 18

Agricultural Labour- Causes and growth of agricultural labour under poor economic conditions-Problems of unemployment and underemployment – Government measures for assistance.

References:

1. Bishop & Toussanit -Introduction to Agricultural Economics
2. Dhingra I.G -Indian Economy
3. Mellor J.W -The Economics of Agriculture
4. Memoria - Agricultural Problems of India

Note:

Syllabus for 14U3ECA6 (III semester) and 14U4ECA8 (IV semester)

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
IV	14U4ECT4	$\otimes \equiv \sqrt{\mathfrak{R}} B \Delta - \partial \otimes \sqrt{\mathfrak{R}} B \Delta -$ $\neg \otimes \Delta \neg \therefore \zeta \alpha - \sqrt{\mathfrak{R}} B \kappa \leftrightarrow \Gamma \zeta \rightarrow$	6	3

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Semester	Subject Code	Title of The Paper	Hours of Teaching/Week	No. of Credits
IV	14U4ECE4	PART – II ENGLISH ENGLISH FOR COMPETITIVE EXAMINATIONS	6	3

Objective

- To prepare the learners for competitive examinations and to know the fundamentals of practical communication.

Unit – I

Grammar – Number, Subject, Verb, Agreement, Articles, Sequence of Tenses, Common Errors.

Unit – II

Word Power - Idioms & Phrases, one word substitutes, Synonyms, Antonyms, Words we often confuse, foreign words & phrases, spelling.

Unit – III

Reading & Reasoning – Comprehension, Jumbled Sentences.

Unit - IV

Writing Skills – Paragraph, Precis Writing, Expansion of an idea, Report Writing, Essay, Letters, Reviews (Film & Book)

Unit – V

Speaking- Public speaking, Group Discussion, Interview, Spoken English.

Prescribed Text:

1. V.Saraswathi, English for Competitive Examinations, Chennai, Emerald Publishers, 2000

Semester	Subject	Title of the Paper	Hours of Teaching/ Week	No. of Credits
IV	14U4ECC7	Core–MICRO ECONOMICS– II	4	5

Objectives:

- To enable the students to know about the various forms of market structure and its price determination.
- To study theories of distribution and the factor rewards.
- To know about the basic concepts of welfare economics.

Unit - I

Hrs 20

Pricing under perfect competition –Features-short run and long run equilibrium of firm and industry - Monopoly pricing – Definition of monopoly – Monopoly price in the short run and long run – price discrimination – Degrees of Price Discrimination.

Unit - II

Hrs 20

Pricing under imperfect competition: Monopolistic competition – features, Chamberlin's 'Group' Equilibrium – A Note on selling cost – pricing under oligopoly – Features –Kinked Demand Curve model -Duopoly (only elementary treatment).

Unit - III

Hrs 20

Pricing of Factors of production: Functional Vs personal distribution, Marginal productivity theory of Distribution. Theories of Rent and Wages.

Unit - IV

Hrs 15

Theories of interest and profit – Partial Equilibrium and General Equilibrium – Meaning and Definition.

Unit - V

Hrs 15

Welfare Economics: Old and New welfare Economics – Differences – Old welfare Economics – Smith and Pigou. New welfare Economics – Pareto's Unanimity Rule. (Excluding pareto optimality condition)

Reference:

1. P.N.Chopra - Pricing, Distribution and Welfare
2. M.L.Jinghan - Advanced Economic Theory
3. Todaro - Economic Theory

Text

1. S.Sankaran - Pricing, Distribution and Welfare
- 2.R.Cauvery and Others - Micro Economic Theory

Semester	Subject	Title of the Paper	Hours of Teaching/ Week	No. of Credits
IV	14U4ECC8	Core –MACRO ECONOMICS II	5	5

Objectives:

- To enable the students to study about the basic Macro economic variables, Macro Economic policies and Macro Economic tools applied.
- To know about the aspects of trade cycles and its various theories.

Unit- I

Hrs 18

Investment function – Meaning – Induced and Autonomous investment – determinates of investment – factors influencing MEC – MEC and investment – MEC and rate of interest.

Unit- II

Hrs 18

Multiplier –concept, Employment and Investment multiplier of Keynes – derivation of multiplier – working of multiplier – dynamic multiplier – acceleration principle – super multiplier.

Unit- III

Hrs 18

Trade cycle – Features – phases – Theories of trade cycle- Non-Monetary theory (Sun-spot Theory, Under consumption and over investment theory (Haw trey’s theory)-Control of trade cycle.

Unit –IV

Hrs 18

General equilibrium – Real and, monetary sectors – product market equilibrium (IS) – Money market equilibrium (LM) – Hicks and Hansen- synthesis.

Unit –V

Hrs 18

Macro economic policy – the primary objectives and the secondary objectives – Instruments – monetary and fiscal policy-Limitations.

References:

- 1.K.R. Gupta : Macro Economics
- 2.R.Cavery and others : Macro Economics
- 3.E.S.Srinivasan : Macro Economics
- 4.H.I.Ahuja : Macro Economics
- 5.G.Ackley : Macro Economics

Text:

- 1.S.Sankaran : Macro Economics

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
III & IV	14U4ECA5	Allied- AGRICULTURAL ECONOMICS (NS)	3+3	3

Objectives:

- To enable the students to know the significance of farm Management Techniques, Agricultural policies, Credit and Market Structure.

Unit-I

Hrs 18

Agricultural development- Role of agriculture in Indian Economy-Productivity in agriculture-Causes for low productivity-Measures- Share of agriculture in National Income.

Unit-II

Hrs 18

Farm size and efficiency-land reforms-New agricultural strategy (Green Revolution)-New economic policy and agriculture- Mechanization-advantages and limitations.

Unit-III

Hrs 18

Agriculture finance and agencies-Capital formation in agriculture- magnitude and causes of rural indebtedness- Debt relief and regulation of money lending acts-Role of rural credit institutions-co-operative and commercial banks-Refinance institutions-NABARD-RRBs.

Unit-IV

Hrs 18

Agricultural markets-Marketable surplus- Marketed surplus-Agricultural Price policy-Procurement and public distribution-Subsidies components.

Unit-V

Hrs 18

Agricultural Labour- Causes and growth of agricultural labour under poor economic conditions-Problems of unemployment and underemployment – Government measures for assistance.

References:

1. Bishop & Toussanit -Introduction to Agricultural Economics
2. Dhingra I.G -Indian Economy
3. Mellor J.W -The Economics of Agriculture
4. Memoria - Agricultural Problems of India

Note:

Syllabus for 14U3ECA5 (III semester) and 14U4ECA8 (IV semester)

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
IV	14U4ECA6	Allied – WORKING OF INDIAN CONSTITUTION	5	3

Unit I

Hrs 15

Historical Background – Growth of Legislature from 1861 to 1892–Minto Morley Reforms of 1909–Montague-Chelmsford reform of 1919–Govt. of India Act 1935. The Indian Independence Act 1947–Constituent Assembly–Salient features of the constitution – Nature of Federal system

Unit II

Hrs 15

Union– President-Election- Legislative -Executive–Judiciary powers- Prime Minister- Election -and his powers- council of Ministers Parliament – Lok Sabha-Rajya Sabha -Functions and their powers-Process of Law making legislations– Ordinary Bills– Money bills– Private bills.

Unit III

Hrs 15

Relationship between Centre and States – Provincial Autonomy – Inter – State Relationship – River Water dispute – Judiciary-Supreme court-High Court.

Unit IV

Hrs 15

State government–Governor- Chief- Minister and Council of Ministers – Special Status of Jammu and Kashmir.

Unit-V

Hrs15

Constitutional Debates -Policy of reservation – Fundamental Rights – Directive principles of State policy – Fundamental duties – Amendments of the constitution.

References

1. Sapre, B.G. The Growth of the Indian Constitution and Administration.
2. Sharma, Sriram Supreme Court in the Indian Constitution.
3. Chintamani, C.Y. & Masani, M.R. India's Constitution at Work.
4. Hari Chand The Amending Process in the Indian Constitution.

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
V	14U5ECC9	Core – MONETARY ECONOMICS	6	5

Objectives

- To enable the student to know the basic concepts in money and monetary standards.
- To study the classical, Neo-classical, Keynesian and post Keynesian
- To analyze the causes and effects of inflation and deflation.

Unit- I

Hrs 15

Barter Economy-Evolution of Money-Definition of money –functions-forms of money- components of money-M1,M2,M3,M4. Role of money in a capitalist and socialist Economy –Monetary Standards-Gold, Silver and Paper Currency -Evils of money

Unit- II

Hrs 20

Value of money –Demand for and the supply of money. Theories of money – classical Fisher’s Quantity theory of money-Neo classical –Cambridge Cash balance Approaches.

Unit- III

Hrs 20

Keynesian theory of money and prices- the Post-Keynesian theory – Friedman’s Restatement of the Quantity theory of Money.

Unit- IV

Hrs 20

Inflation and deflation – Types, Cause, Effects and Control inflationary gap – Stagflation.

Unit- V

Hrs 15

Monetary policy – objectives and instruments- Quantitative and Qualitative-Limitations- Indian currency – Reforms – Monetary policy in India.

Reference:

- 1.G.Crowther - An outline of money
- 2.R.S.Sayers - Modern Banking
- 3.Decock - Central Banking
- 4.D.S.Mithani - Monetary Theory
- 5.M.L.Jhingam - Monetary Economics

Text:

1. Dr. S. Sankaran - Monetary Economics.
2. R. Cauvery and others - Monetary Economics.

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
V	14U5ECC10	Core –FISCAL ECONOMICS-I	6	5

Objectives:

- To Study about the nature and scope of Public finance.
- To analyze the causes and growth of public Expenditure
- To know about the sources of revenue – tax and non-tax, principles of taxation and its classification

Unit- I

Hrs 15

Meaning and Definition of public finance- Nature and scope – public and private finance – Theories of Public Finance- Classical, Keynes and Musgrave.

Unit- II

Hrs 20

Public expenditure - Public Expenditure and Private Expenditure –causes for the growth of public expenditure – Classification –Principles – effects – Wagner’s Law of Public Expenditure.

Unit –III

Hrs 20

Sources of Public Revenue – Tax Revenue and Non-Tax Revenues –Direct and indirect taxes – income tax and sales tax, VAT,custom and excise duties- Deficit Financing.

Unit –IV

Hrs 20

Principles of taxation – Benefit – cost of service – ability to pay theory – taxable capacity – absolute and relative Taxable capacity in India – Effects of Taxation on production and Distribution.

Unit-V

Hrs 15

Impact- Shifting –Incidence of taxation – concepts – traditional view-Musgravian view -incidence under different market conditions.

References:

1. H.Dalton - Principles of public finance
2. B.P.Tyagi - Public Finance
3. Cauvery R.and others - Public Finance

Text:

1. S.Sankaran - Fiscal Economics

Semester	Subject code	Title of the paper	Hours of Teaching / Week	No. of Credit
V	14U5ECC11	Core - INTERNATIONAL ECONOMICS	6	5

Objective:

- To enable the students to understand the basic premises of international Trade with reference to India.

Unit I

Hrs 12

International Trade- features of International Trade –Difference between Internal and International Trade-Theories of International Trade-Adam Smith- Ricardo-H-O Theory.

Unit-II

Hrs 12

Balance of Payments- Components- Balance of trade and Balance of Payments- Disequilibrium in the Balance of Payments-Measures- Methods of Correcting Disequilibrium.

Unit-III

Hrs 12

Definitions of Foreign Exchange - Foreign Exchange markets –functions- Foreign Exchange rates- types-Fixed, Flexible and Pegged Foreign Exchange rates- merits and demerits.

Unit-IV

Hrs 12

International Trade and Financial Institutions-GATT-WTO-EEC-SAARC-IMF-IBRD.

Unit-V

Hrs 12

India's Foreign Trade- Foreign Trade and Economic Development- composition- direction-trends- Foreign Trade policy- Foreign investment and Economic Development- FDI and FII.

References:

- 1.P.T.Ellesworth, International Economics.
- 2.Harry G. Johnson International Trade and Economic Policy.
- 3.Sydney J. Wells, International Economics.
4. Mithani D.N. , International Economics.
5. Cherunilam F., International Economics.

Semester	Subject code	Title of Paper	Hours of Teaching / Week	No. of Credits
V	14U5ECEL1A	Major Elective – CAPITAL MARKET	4	4

Objectives:

- To make the students of economics to know the overview of capital market structure with a special reference to India.
- To enable the students to study about the capital market reforms introduced in India.
- To understand the operation of stock market in INDIA –NSE and BSE.

Unit- I

Hrs 12

Capital Market – Definition – Structure – players in the market – Intermediaries – Instrument of Issue / Trading – New instruments – Indian Capital market – Developments – Recent trends – National Market system.

Unit-II

Hrs12

Capital market structure – Development and investment Institution – UTI – IDBI – ICIC-IFCI – IRBI –IIBI – insurance Companies – LIC-GIC-public Sector Mutual Funds – SFCS/SIDCS-SHCIL-CRISIL.

Unit- III

Hrs 12

New issue market –Meaning-function- –methods of floatation – Rights issue – Bonus issue – debt Vs equity – Underwriting Activity – problems of New issue market – SEBI – objectives – Guidelines.

Unit- IV

Hrs 12

Stock Market in India – Introduction – Regulation – licensed Dealers –Scrip less Trading – Demat form of share – Transfer of Shared membership – Organization – Governing body - function – NSE, BSE– Measures to promote healthy markets.

Unit-V

Hrs 12

Capital Market Reforms –Primary market reforms –Secondary market reforms– Narasimhan Committee - Bhagawati committee Reports.

References:

1.V.A.Avadhani – Investment Management.

Text:

1.V.K.Bhalla – Investment Management Security Analysis and Portfolio management.

2.S.Gurusamy- Capital Market.

3.Shanthanam- Financial Services.

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
V	14U5ECEL1B	Major Elective- FINANCIAL INSTITUTIONS	4	4

Objective:

- To enable to students to understand the basic structure of a financial system and its working with reference to economic development.

Unit- I

Hrs12

Money and Finance-Money and near money-Financial Intermediation and Financial intermediaries-The structure of the financial systems-Functions of the financial Sector.

Unit- II

Hrs12

Financial System and Economic Development-Indicators of Financial Development-Criteria to evaluate assets; Risk and financial assets, types of risk, return on assets, risk - return trade off-Valuation of securities.

Unit-III

Hrs12

Function of the Central Bank, Credit Creation and its control, Profitability and efficiency of banks; Development banks-Role and functions; investment banking and merchant banking; financial sector in India - Proliferation of banking and non-banking financial intermediaries.

Unit-IV

Hrs12

Theories of Interest rate determination - level of interest rates - long period and short period rates - Term structure of Interest rates-Spread between lending and deposit rates-Administered interest rates-Appropriate interest rate policy.

Unit-IV

Hrs12

The Aims and Objectives of the Monetary Policy in developed; and developing countries-Instruments of monetary policy-Effectiveness of monetary policy.

References:

1. Bhole, L.M. (1999), Financial Institutions and Markets; Tata McGraw Hill Company Ltd., New Delhi.
2. Bhol, L.M. (2000), Indian Financial Systems, Chugh Publications, Allahabad.
- Edminister, R.O. (1986), Financial Institutions, Markets and Managements, McGraw Hill, New York.
3. Goldsmith, R.W.(19 (39), Financial Structure and Development, Yale, London.
- Hanson, J.A. and S.Kathuria (Eds.)(1999), India : A financial Sector for the Twenty-First Century, Oxford University, Press, New Delhi.
4. Johnson, H.S.(1993), Financial Institutions and Markets,Tata McGraw Hill, New Delhi
5. Machi Raju, M.R. (1999), Indian Financial Systems, Vikas Publishing, New Delhi.

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
V	14U5ECEL2A	Major Elective- ENVIRONMENTAL ECONOMICS	4	3

Objectives:

- To impart the students about the significance of Environment.
- To make the students to understand the link between Economics, Environment and Economic development.
- To make the students to know the global environmental issues.

Unit – I

Hrs 12

Environmental Ecology – biotic and abiotic and Ecosystem – Limiting factors and law of Tolerance. Economics, Environment and Ecology – inter – linkages – Material Balance Model.

Unit - II

Hrs 12

Basic concepts in Environmental Economics – market failure – Externality – Environmental Quality – Tragedy of Commons.

Unit – III

Hrs 12

Environmental pollution – Air, water and Noise pollution – urbanization and its impact on Environment.

Unit – IV

Hrs 12

Economic growth and Environment quality – Environmental problems in Developed and Developing countries – sustainable (Economics) development.

Unit – V

Hrs 12

Global environmental Issues – global warming – ozone depletion – acid rain – deforestation and bio-diversity (genetic loss) – Stockholm and RIO summit.

Reference:

- Karpagam – M - Environmental Economics – A Text Book, sterling Publishers private Limited, New Delhi, 2001 Edition.
- Dr.Sankaran – S - Environmental Economics.

Semester	Subject Code	Title of the Paper	Hours of Teaching / week	No. of Credits
V	14U5ECEL2B	Allied- MANAGERIAL ECONOMICS	4	3

Objective:

- To provide managerial application of Economics to decision making and forward planning.

Unit-I **Hrs12**

Nature and scope of managerial Economics- Role of managerial Economics

Unit-II **Hrs12**

Demand Forecasting-Types-Purposes – Criteria of a good forecasting method – Methods – opinion survey, Delphi method, Expert opinion and collective opinion.

Unit-III **Hrs12**

Cost concepts and classifications – Actual and opportunity costs, Incremental cost and sunk costs, fixed and variable cost – cost relationship.

Unit – IV **Hrs12**

Pricing method – cost plus, rate of return, marginal cost pricing, going rate pricing, customary prices – dual pricing and administered pricing.

Unit –V **Hrs12**

Profit planning and forecasting – Break Even Analysis – Need for capital budgeting – Appraising project profitability (Elementary treatment).

References:

Managerial Economics – D.M.Mithani

Managerial Economics - R.L.Varshney and K.L Maheswari

Text :

Managerial Economics - Cauvery. R – and others.

Semester	Subject Code	Title of the Paper	Hours of Teaching/ Week	No. of Credits
VI	14U6ECC12	Core – BANKING THEORY AND PRACTICE	6	5

Objectives:

- To know the origin of banking and the procedures of operations in banks.
- To enable the students to understand the basic concepts of banking, bank and its products, instruments and operational system of banks.

Unit –I

Hrs 15

Origin of Banking – Growth and Structure of Banking in India – Central banking (RBI) – Functions – Commercial banks – functions – difference between Central Bank and Commercial Bank.

Unit –II

Hrs 20

Banker and Customer – Definitions – General relationship – Special relationship – subsidiary services rendered by banker – Agency services and general utility – services.

Unit –III

Hrs 18

Opening of new Accounts – Procedure for opening, Conducting and closing of Accounts of Customer-types of accounts-Saving Account, Current Account, Recurring Account – Fixed Account – precautions to be taken before opening a new Account.

Unit- IV

Hrs 20

Special Types of Customers –Minor, illiterate persons – married women – lunatics – drunkard – Joint stock companies – Non-trading associations – Phone Banking – Internet Banking – Mobile Banking – anywhere banking – ATM cum Debit and Credit Card.

Unit –V

Hrs 20

Pass Book and Issue of duplicate pass book – cheques – definitions of a cheque – Requisition of a Cheque – drawing of a cheque – types of cheques – crossing of a cheque- Endorsement – kinds of endorsements.

Reference:

1. K.P.M. Sundaram and Varshney : Banking Theory Law & Practice
2. S.S. Gulshan and Kapoor : Banking Law and Practice
3. S.M.Sundaram : Banking Theory Law and Practice
4. E.Gordon and K.Natarajan : Banking Theory Law and Practice

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No. of Credits
VI	14U6ECC13	Core- FISCAL ECONOMICS II	6	5

Objectives:

- To make the students to understand fiscal policy and its instruments.
- To enable the students to financial administration with reference to India.

Unit- I **Hrs 15**

Fiscal Policy–Meaning-Objectives – Instruments – Role of fiscal policy in UDCS.

Unit-II **Hrs 20**

Public Debt- public and private debt-causes-classification-effect-burden-management-redemption-public debt in India.

Unit- III **Hrs 15**

Federal Finance-principles-problems of centre- state relations-finance commission -report of latest two commission-12th and 13th commissions-local finance (elementary level).

Unit –IV **Hrs 15**

Financial Administration – Meaning – Principles – Instruments – Budget – Control and Execution-performance budgeting

Unit-V **Hrs 20**

Budget – Meaning – Principles – Objectives, Preparation of Budget – Types of Budget – Concepts of Fiscal Deficit and Budget Deficit – Analysis of latest Budget of the Union Government

References:

1. Raja. J. Chelliah : Fiscal policy in UDCS
2. H.Dalton : Principles of Public Finance
3. B.P. Tyagi : Public Finance
4. Cauvery R. and others : Public Finance

Text:

1. Sankaran S. : Fiscal Economics

Semester	Subject Code	Title of the Paper	Hours of Teaching/ week	No .of Credits
VI	14U6ECC14	Core – GROWTH ECONOMICS	6	5

Objectives:

- To enable the students to study about the basic concepts of growth and developments, factors which influencing it.
- To study the classical, Neo-classical, Keynesian and Post Keynesian Theories of growth Models.

Unit-I

Hrs 18

Economic Growth and Economic development – Meaning and distinction – criterion of economic development – per capita income and national income – features of developed and underdeveloped Economies- factors affecting Economic growth - Vicious circle of poverty.

Unit-II

Hrs 18

Theories of Economic Growth-Classical theories- Adam smith and Ricardo- Marxian theory of economic growth – Schumpeter’s theory of growth.

Unit-III

Hrs 18

Simple exposition of Neoclassical theory of growth - Meade – Keynesian theory of economic development – Elementary analysis of post-Keynesian theory of growth – Harrod and Domar Models.

Unit-IV

Hrs 18

Stages of Economic Growth – Rostow- Balanced Growth; Nurkse- Unbalanced Growth :Hirschman- Big Push; Rosenstein Rodan.

Unit-V

Hrs 18

Polices for economic development – Fiscal and Monetary policies – Foreign trade and economic development – foreign aid and economic development.

Reference:

1. B.Higgins - Economic Development
2. Meir and Baldwin - Economic Development

Text:

1. K.K.Dewett and Satish Wadhawani - Economics of Growth and Development.

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
VI	14U6ECEL3A	Major Elective-III ECONOMICS OF SOCIAL SECTOR	5	4

Objectives:

- To understand the components of Social sector and its contribution to economic development
- To enable the students to learn the basic trends of Social sector
- To create awareness on the importance of social sector and its impact on welfare and Human Resource Development

Unit-I

Hrs 12

Social Sector- Components – Education, Health and Environmental Sanitation – definitions of basic concepts-Public goods, Private good and Merit good- characteristics.

Unit-II

Hrs 18

Education and Economic development-Types of Education - MDG and Education- Note on SSA- Trends in higher and Technical education.

Unit-III

Hrs 18

Health-Definition-Importance in economic development- Health indicator BR,DR,IMR, Under 5 Mortality, MMR and Life Expectancy at birth-causes for low level of health status.

Unit-IV

Hrs 18

Health care preventive, promotive and curative-health for all, Primary Health care (PHC)-Achievement in India health system.

Unit-V

Hrs 18

Policies and Management- National Education Policy, Health policy, Water and Sanitation for All- Bhore committee (1946) Mudaliar Committee.

References:

1. S.K.Misra and V.K.Puri : Indian economy its Development Experience
2. Rudder Dalt and K.P.M sundaram : Indian Economy
3. K.Park : preventive and social medicine
5. M.Karpagam : Environmental Economics
6. M.Blaug : Introduction to economics of Education
7. Kenneth Lee and Anne Mills : The economics of Health in Developing countries
8. UNDP : Human Development Report-2003
9. Great Meir : Leading Issues in Economic Development
10. UNICEF : UNICEF- Report-2010

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
VI	14U6ECEL3B	Major Elective -III HUMAN RESOURCE MANAGEMENT	5	4

Objective:

- To provide basic knowledge in Human Resource Management and its concepts.

Unit-I

Hrs 15

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

Unit-II

Hrs 15

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

Unit-III

Hrs 15

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

Unit-IV

Hrs 15

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

Unit-V

Hrs 15

Types of Benefits and services - Fringe principle- quality work life welfare Measurers: Merits and Demerits Need for Safety and health.

References:

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

Semester	Subject code	Title of the paper	Hours of Teaching / Week	No. of Credit
VI	14U6ECEL4A	Major Elective-IV Computer Application in Economics	5	3

Objective:

- To make the students to understand the basic concepts used in computer and its applications to Economics.

Unit I

Hrs 12

Evolution, generations and classification of computers-hardware and software-CPU and its functions-input and output devices-applications of computers in Economics and business.

Unit-II

Hrs 12

Simple DOS commands- Fundamentals of window operating-Desk Top Publishing (DTP)-page maker, Photoshop-Corel draw

Unit-III

Hrs 12

Word basics-formatting text and document-working with headers, footers and footnotes- tabs, tables and sorting-working with graphics-templates and wizards

Unit-IV

Hrs 12

Excel basic-arranging worksheet-functions-chart and its features-graphics-command macros-worksheet as data base-what if project-SPSS-Regression-ANOVA.

Unit-V

Hrs 12

Internet basic-browsing internet-using search engines-opening E-Mail ID, sending and checking E-Mail-downloading text from internet.

Reference:

1. Sander,DH (1998),computers today, McGraw Hill(3rd edition), Newyork.
2. Sinha (1992), computers fundamentals, BPB publications New Delhi.
3. RajaRaman V.(1996) fundamentals of computers, prentice of India, New Delhi
4. Leon and Leon, Internet Basics.

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No. Of Credits
VI	14U6ECEL4B	Major Elective-IV INDUSTRIAL ECONOMICS	5	3

Objective:

- To impart knowledge about the basic premises of industrial Economics and its relevance to industrial development.

Unit-I

Hrs 15

Concept and Organisation of Firm-Optimum Firm-Factors Influencing Optimum Firm. Ownership, Control and Objectives of the Firm-Passive and Active Behaviour of the Firm.

Unit-II

Hrs 15

Sellers Concentration-Product Differentiation-Entry Conditions-Economics of Scale. Theories of Industrial Location-Weber and Sargent Florence-Factors Affecting Location.

Unit-III

Hrs 15

Product Pricing –Theories and Evidence-Marginal Cost Vs Full Cost Pricing - 'U' shaped and 'L' shaped cost curves.

Unit-IV

Hrs 15

Growth of the Firm Size and Growth of a Firm-Growth and Profitability of the firm Constraints on Growth Productivity, Efficiency (Capacity Utilization).

Unit-V

Hrs 15

Concept Reasons for Concentration-Measures of Monopoly and Concentration-Remedial Measures.

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. Hay, D. and D.J. Moris (1979): Industrial Economics, theory and Evidence; Oxford University Press, New Delhi.
6. Kuchhal, S.C. (1980): Industrial Economy of India (5th Edition), Chaitanya Publishing House, Allahabad.
7. Sai Singh, A. and A.N.Sadhu (1988): Industrial Economics, Himalaya Publishing