

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - I

Code: RR1EC1

INDIAN ECONOMIC DEVELOPMENT – I

Unit – I Indian as a developing Economy Economics development – Economic Growth – Under development – Meaning – Characteristics of underdevelopment – Factor determining underdevelopment – India as a Developing economy

Unit – II Human Resource and Economic Development

Theory of Demographic Transition – size and growth rate of population in India – Causes for increasing birth rate – sex ratio – Density of population – Population growth as a retarding factor in eco dert – Remedial measures to reduce population growth – national population policy in India.

Unit – III Agriculture

Role of Agriculture in Indian Economy – Causes for low productivity – Remedial measures – land reforms – Green revolution – Agriculture Finance – Food Policy in India.

Unit – IV Unemployment

Unemployment – meaning – kids of unemployment causes – Remedial measures – various schemes to reduce unemployment.

Unit – V Globalization

Privatization, Globalization of meaning – Privatization, Globalization, Liberalization – Globalization and its impact in India – Privatization and new economic Reforms

Text Books:

1. Indian Economy – Ruddeer Dutt & KPM Sundaram
2. Economics Planning - M.L. Jhingan
3. Indian Economy - Alak Ghosh

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - I

Code: RR1EC2

INDIAN ECONOMIC DEVELOPMENT – II

- Unit – I** **Planning and Economic Development -** Planning – Economic Planning – Objectives of Economic Planning – Strategy of Planning – Five years Plans – current plan in details.
- Unit – II** **Industrial Development** Role of Industrial in Indian Economy – Public sector private sector – joint sector – causes and Remedial measures for public and private sectors – some large scale industries – iron & Steel , cotton, sugar and cement.
- Unit – III** **Small Scale Industries** Role of Small Scale industries in Indian Economy – case for and against – small scale industries industrial policy 1948, 1956, 1991.
- Unit – IV** **Poverty** – meaning – absolute and relative poverty – estimation of poverty – causes and remedial measures for poverty – Anti poverty programmes
- Unit – V** **Infrastructure** Role of Transport in Indian Economy – Kinds of Transport – Road transport in India – Rail transport – Road – Rail Co-ordination – water transport – civil availing in India.

Text Books:

1. Indian Economy - Ruddeer Dutt & KPM Sundaram
2. Economics Planning - M.L. Jhingan
3. Indian Economy - Alak Ghosh

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - II

Code: RR2ECE3

HISTORY OF ECONOMIC THOUGHT

- Unit – I Nature and importance of Economic thought – Approaches of Economic thought – Mercantilism – Thomas Mun – Physiocracy – Quesnay.
- Unit – II The classical school Adam Smith theory of Division of Labour theory of Value – Ricardo theory of Rent and Comparative Cost theory – J.B.Jay Stationary state – Malthus theory of population and theory of Gluts
- Unit – III Neo – classical Alfred Marshall – Utility Theory – Consumer’s surplus – Elasticity of Demand – concept of Representation firm – Welfare Economics – Pigou.
- Unit – IV Karl Marx – materialistic interpretation of history – class struggle – theory of surplus value – Keynesian revelation – theory of employments – Post Keynesians.
- Unit – V Indian Economic thought in Modern India – Dadabhai naoroji – Drain theory – Gohale’s ideas – M.K. Gandhi’s Economic ideas – Amartya Sen.

Text Books:

1. History of Economic thought : S.K. Srivastava
2. History of Economic thought : Gide Srist
3. History of Economic thought : Eric Roll

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - III

Code: RR3EC4

MICRO ECONOMICS – I

- Unit – I** Scope and Methodology: Definition of Economics – Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson. Nature of Economic Laws.
- Unit – II** Theory of Consumer Behaviour: Marginal Utility Analysis – Law of Diminishing Marginal utility law of substitution – consumer’s surplus – indifference curve analysis – consumer equilibrium interims of indifference curve – Price Effect, Income Effect, Substitution Effect.
- Unit – III** Theory of Demand: Law of Demand, Derivation of demand curve from D.M.U. – Expansion and Contraction of Demand: Changes in Demand, Elasticity of demand – Degrees of Elasticity and Measurement of Elasticity of Demand.
- Unit – IV** Theory of Population: Law of Variable Preparation – Diminishing Returns, Laws of Returns to Scale – Production Faction – Definition. ISO quants, Assumption properties – ISO – coastline - Equilibrium in terms of ISO quants, the least – cost combination with ISO – quants.
- Unit – V** Cost and Revenue Functions: Total, Average, Marginal cost and curve – Short run cost curve and long run cost curve, LAC, U shaped – Marginal and Average Revenue curves – Market Price, Normal Price and Time element.

Text Books:

1. Micro Economics : M.L. Jhingan
2. Principles of Economics : M.L. Seth
3. Economic Theory : Bell and Todaro

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - III

Code: RR3EC5

MONETARY ECONOMICS

Unit – I Money – definition – Functions – Kinds of Money – dualities of good money – significance of money – the demand for money – classical view – Keynesian and modern approach. Supply of Money – changes in Money supply – velocity of circulation.

Unit – II Value of Money – Cash – transactions version of the quantity theory cash balance version of the quantity theory – the Income theory of the value of Money – Milton Frieman’s Re-statement of the quantity theory of Money.

Unit – III Inflation – Meaning and Kinds of Inflation – causes of Inflation – Inflationary Gap – Effects of Inflation – Control of Inflation. Deflation – Meaning – Effect of Deflation – Modern of Control.

Unit – IV Commercial Banks – Function – Balance Sheet – creation of credit – Central Banking – Functions – Methods of Credit control.

Unit – V Monetary Policy – Meaning – Objectives – Limitations – Monetary Policy in India – Money Market – India Money Market – structure and Composition – Importance Defects.

Text Books:

1. Economics of Money and Banking : Chandler L.V
2. The Demand for Money : Laidler David
3. Monetary Economics : M.L. Jhingan

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - IV

Code: RR4EC6

MICRO ECONOMICS - II

- Unit – I Pricing under perfect competition – Short run and long run equilibrium firm and industry.
- Unit – II Monopoly pricing – Definition of Monopoly – monopoly price in the short run and long run – Price discrimination – three degree of Price Discrimination.
- Unit – III Pricing under imperfect competition: Monopolistic Competition – features. Chamberlain’s “Group” Equilibrium – A Note on selling cost – pricing under oligopoly – Features and Kinked demand curve model.
- Unit – IV Pricing of Factors of Production: Marginal Productivity Theory of Distribution. Theories of Rent and Wages.
- Unit – V Theories of interest and profit – partial Equilibrium and General Equilibrium – Meaning and Definition.

Text Books:

1. Micro Economics - M.L. Jhingan
2. Principles of Economics - M.L. Seth
3. Economic Theory - Bell and Todaro

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - V

Code: RR5EC7

MACRO ECONOMICS – I

- Unit – I** Nature of Scope of Macro Economics – Meaning – Relationship between Macro Economics and Micro Economics – Importance – Methods – Macro Static's, Comparative Static's and Macro dynamics.
- Unit – II** National Income – Definition: Concept and components – measurements – difficulties of measurement – importance of National Income flow of fund analysis two sector Economy.
- Unit – III** The Classical theory of Employment – Features: Say's law of Market – S and I Equality – Criticism of the Classical theory – Pigou's wage – cut policy full employments.
- Unit – IV** Keynesian theory of employment – aggregate Supply – aggregate demand – effective demand, under employment equilibrium – comparison and contrast between classical and Keynesian system
- Unit – V** Consumption Function – Meaning – Keynes' psychological law of consumption – the propensity to consume – the APC and MPC – factors determining consumption function.

Text Books:

1. Macro Economic : K.R. Gupta
2. Macro Economics : M.L. Jhingan
3. Macro Economics : H,L Ahuja

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - V

Code: RR5EC8

INTERNATIONAL ECONOMICS

- Unit – I Salient Features of International Economics – Difference between domestic and international Trade – Advantages and Disadvantages of International trade Ricardo’s comparative cost theory – Haberler’s theory opportunity cost – Heckscher – online theory
- Unit – II Free trade vs Protection – Case for and against free trade – Protection – case for and against protection – Tariffs – Meaning and types – Effects – Quotes – Meaning – Types and effects – Dumping – Anti – Dumping Measures.
- Unit – III Balance of Payment – Meaning – Importance – Distinction between Balance of trades and Balance of Payment – Disequilibrium – Causes – Measures for removal of disequilibrium in Balance of Payments.
- Unit – IV Foreign Exchange – Importance – Demand and Supply – Functions of Foreign exchange Market – determination of Equilibrium Foreign Exchange Rate – Purchasing power parity theory – Stable and Flexible Exchange Rates – Devaluation – Partial and Full Convertibility of Indian Rupees.
- Unit – V International Monetary System – IMF – IBRD – GATT – UNCTED – WTO – SAARC – Dunkel Committee – International Liquidity Problems.

- Text Books:
1. Micro Economics : M.L. Jhingan
 2. Principles of Economics : M.L. Seth

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - V

Code: RR5EC9

FISCAL ECONOMIKCS

- Unit – I** Public Finance – Definition – Main sub divisions – Public Finance and Private Finance – Principles of maximum social advantages – Dalton and Musgrave.
- Unit – II** Public Revenue – Sources – Tax and non – Tax revenue sources – Direct Taxes – Indirect Taxes – Proportional – Progressive Taxation – Merits – Demerits Effects
- Unit – III** Public Expenditure – Classification – Effects on Production and employments – Causes for the growth of Public Expenditure in India – Control of Public Expenditure.
- Unit – IV** Public Debt – Forms of Public debt – The Burden of Public Debt – Redemption of Public debt causes for the growth of Public debt in India – budget – Deficit Financing..
- Unit – V** Fiscal Policy – Objectives – Fiscal Policy in a developing economy – Finance commission Federal Finance – Principles – Centre State Financial relationship.

- Text Books:**
1. Public Finance in Theory : Musgrave
 2. Public Finance : K.P.M. Sundaram

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - V

Code: RR5ECEL1

ENVIRONMICS

- Unit – I Definition and Scope of Enviro0mics – Concept and theories – Relationship with other – sciences – problems of Pollution – Approaches in Environmics – Environment and Economics – Nature Resources – Conservation of Nature Resources – Green House Effect – Ozone Depletion – Acid rain.
- Unit – II Welfare Economics and Environmics – Pareto theory – other effect – Environmics quality as a public good – optimum theory – Private and Social cost – Problem of Second best – Population menace and degradation of Environmental quality Urbanization – Land use – Air and water Pollution – Noise Pollution..
- Unit – III Economic Development and Quality of Environment and Environmental Issue in Developed and Developing Countries – Uses of Resources – Environmental Protection Laws – Environmental Education in Curriculum.
- Unit – IV Cost Benefit analysis – Environmental costs of Economics Growth – Limits to Growth – Pollution Cost Distribution Effect – Plans – Total and Marginal Benefits of Pollution – Control – Instrumental of Pollution control – Pollution Control Boards.
- Unit – V Measures of Pollution Control – Fiscal and direct control measures – Taxes and Subsidies – Pollution Control Methods – Global Issues in Environmental Quality – Role of Government, Voluntary Organizations – Treaties and Agreements at Global Level.

Text Books:

1. Environmental Economics : S. Sankaran
2. Environmental Economics ; Karpagam. M
3. Environmental Economics ; Varadharajan. S

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - V

Code: RR5ECEL2

ADVERTISEMENT MANAGEMENT

- Unit – I Meaning of Adverting – Development and Professionalism of modern advertising – Common myths about evils of advertising – objectivise and role of advertising – Marketing Mix – Process – Role of Mass Media and Personal contact.
- Unit – II Creativity – Meaning and Sources – Development of creative strategy – Trends in Creative Communication n- Contemporary advertising – Government Regulation Restrictions.
- Unit – III Media Planning – Meaning – data base – Actual Planning Process – Development of Computerized Models.
- Unit – IV Advertising Budget – Advertising as Investment – Advertisement Budget Making process – Advertisement Appropriation practices – Advertising Research – fundamentals – Qualities and Quantitative Research.
- Unit – V Future trends of Advertisement – Role of Advertising Agents – Competition among agencies – Ethics and Morale of Advertisement – Role of Technology in Advertising.

Text Books:

1. Advertisement Managment – Aaker

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - VI

Code: RR6EC10

MACRO ECONOMICS II

- Unit – I Investment function – Meaning – Induced and Autonomous investment – Determinants of Investment – factors influencing MEC – MEC and investment – MEC and rate of Interest.
- Unit – II Multiplier – concept: Investment Multiplier of Keynes – deviation of Multiplier – working of Multiplier – dynamic Multiplier – Acceleration principle – Super Multiplier. .
- Unit – III Trade cycles – feature – phases – theories of trade cycles non-monetary theory – Monetary theory – control of trade cycle. .
- Unit – IV General equilibrium – Real and Monetary sectors – Product Market Equilibrium (IS) Money Market Equilibrium (LM) – Hicks and Hansen IS and LM analysis.
- Unit – V Macro Economic Policy – the Primary objectives and the Secondary objectives – instruments – monetary and Fiscal.

Text Books:

1. Macro Economic - K.R. Gupta
2. Macro Economic - M.L. Jhingan
3. Macro Economic - H,L Ahuja

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - VI

Code: RR6EC11

CAPITAL MARKET

- Unit – I** Capital Market – Definition – Growth – Concept – Functions – Structure.
- Unit – II** Public Issue of Share – Primary Market – Secondary Market – Issue of Share at Par and at Premium – Right Issue of Share – Issue of Bonds Shares – Underwriting of Share – Merchant Banks – Foreign Institutional Investors.
- Unit – III** Corporate Securities – Equity Shares – PText Books:Shares – Debentures and Bonds – Convertible Debentures – Full and Party Convertible debentures – Global Depository receipts.
- Unit – IV** Long terms Finance – Sources – Financial Institution – LIC – UTI –IDBI – ICICI – Public Deposits – Mutual Funds.
- Unit – V** Stock Exchange – Functions – Listing of Certificate – Dealers in Stock Exchange – Role of Securities and Stock Exchange Bank of India (SEBI) in the regulation of Share market operations.

Text Books:

1. Corporate Finance : Kuchal SC
2. Finance Management : Kuchal SC
3. Finance Management : Chandru

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - VI

Code: RR6EC12

PERSONAL MANAGEMENT

- Unit – I Personal Management – Meaning – Scope – Importance – Characteristic – Objectives – Functional – Classification.
- Unit – II Functional Areas – Personal Policy Procedure and Programmes – Organizational Structure of Personal Development – Types – Small Organization and Big Organization.
- Unit – III Human Resources Planning – Recruitment and Selection Procedure – Psychological Testing – Interview – Placement and induction – Promotion – Demotion – Transfer – Separation – Absenteeism – Turnover – Training – on the job – Off the job Techniques.
- Unit – IV Job Evolution – Objectives – Principles – Basic Procedure – Advantages – Limitation – Job Evolution methods – salary administration – Purpose – Rules – Influencing Factors – Wages and salary – Principles of idea wages Plan – Wages Differentials – rewards and Incentives – types and Features – Short run and long term wages – Employee benefits and Services.
- Unit – V Meaning and types of human need – Objectives of Motivation – Job Security – Job Loading – Job Enrichment – Quality of work – Guidelines for motivating employees and managers – Objectives of Communication – Functions and responsibility of a leader – Need for grievance Procedure – Aims of Disciplinary action – Guidelines of a Disciplinary action – Role of Trade unions – Dispute settlement Programmes.

Text Books:

1. Personal Management : Memoria C.B
2. Personal Management : Bhushan
3. Personal Management : Agarwal

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - VI

Code: RR6EC13

ENTREPRENEURIAL DEVELOPMENT

- Unit – I** Definition Distinctive attributes of Entrepreneur – need and scope of Entrepreneurship – Meaning of Entrepreneur – Difference between Entrepreneur and Entrepreneurship – Traits and types – Functions. .
- Unit – II** Selection of types of organization – steps for starting a small industry – Subsidies – Incentives offered by the Government to Small Scale Industry (SSI) Registration benefits, sales tax, Excise duty, power concession, export incentive..
- Unit – III** Financial Analysis – Sources of Project Financial Intuitions – SIPCOT, IFCI, IDBI, SISI, DIC, TIIC, MSIDBI, - Role of Commercial Bank – Social Cost – Benefits Analysis.
- Unit – IV** Woman Entrepreneurs – Problems of woman Entrepreneurs – Strategies for development woman Entrepreneur – Rural Entrepreneur problem of rural Entrepreneur .
- Unit – V** Entrepreneurial Development Programmes (EDP) - .Objectives and Stages – Identification of Potential Entrepreneur – Training and Market Survey – Project counselling – selection of Project – Report Preparation – Project Finance for setting up of the unit EDP Programmes in India.

Text Books:

1. Entrepreneurial Development : Dr. V. Balu
2. Entrepreneurial Development ; P. Saravanavel
3. Entrepreneurial Development ; Rao. SK

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5
Hours / week :6
Medium of instruction: T/E

Semester - VI

Code: RR6ECEL3

TAMILNADU ECONOMY

- Unit – I Features of Tamilnadu – Area – Population – Land use – Live Stock – Forests – Economic Development of the State – Resource Endowment – Human Resources Infrastructure - Rural and Urban – Education – Banking – Power Transport and Communication.
- Unit – II Agriculture – Land use – Cropping pattern – Principal commodities Irrigation – Green Revolution – Blue & White Revolution – Agricultural Marketing – Recent development in Agriculture Marketing – Annual Husbandry and Fisheries Agricultural Finance.
- Unit – III Industries – Major Industries – Automobile – Leather – cotton sugar Cement – Small Scale – Cottage , Ancillary - Industries – Handloom Industries – Governments role in Industrial development – Industrial Finance – DIC, THC, SIDCO, SPCO, Industrial Estate, Epz, Spz. .
- Unit – IV State Finance – Revenue Expenditure – Tamilnadu Budget – Poverty Analysis Anti Poverty Strategies – Health Programmes, Employment Generations Programmes in Tamilnadu.
- Unit – V Potentials of Tourism Development – Marine Resources – Ports – Trade – Commerce –m Resources Endowment – Role of Local Bodies – Woman Development Informal sector – Service and Technology – Environmental Improvement of the state – Roadways - Education.

Text Books:

1. Tamilnadu Economy : Raja Lakshmi
2. Tamilnadu Economy : Velappan
3. Tamilnadu Economy : Nagarajan and Veerasekaran

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
Part B 3x10=30 (Answer any three questions one question from each unit)