

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

Semester – I

Code: S1EC1

MONETARY ECONOMICS

(For Students Admitted from 2018 Onwards)

Objectives:

- i.. To grasp the concept of money and the foundation of monetary theory, and
- ii. To study the role of various kinds of banks and financial markets.

UNIT I: Money Definition, Types and functions of money – The role of money in the modern economy.

UNIT II: Value of money Concepts and determinants of the demand and supply of money – changes in the value of money – Demonetisation during 2017-Effects on Indian economy.

UNIT III: Theories of Money Quantity theory of money: Classical transaction approach – Cambridge cash balance approach – Saving-Investment approach – Classical dichotomy and the neutrality of money - Keynesian integration of monetary and value theories

UNIT IV: Central bank: Traditional functions and promotional role, Instruments of credit control – their efficacy and limitations – The working of the RBI. Commercial banks: Functions – types – investment policy of commercial banks – development of commercial banks in India – The role of the State Bank of India and performance of commercial banks.

UNIT V: Financial Markets Financial markets: Money market – Meaning, constituents and functions – Money market in India – Capital market – Primary and Secondary markets (stock exchanges) – types of securities – Capital market in India.

Books for Study

Sethi, T.T., 2003, Monetary Economics,,: S. Chand and Co., New Delhi
Ghosh, B.N. and Rama Ghosh, 1989, Fundamentals of Monetary Economics, Himalaya Publishing House, Mumbai.

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 Qu (Either or type – Two question from each unit)

Part C 3x10=30 (Answer any three questions one question from each unit)

Signature of the HOD

Credit :5

Semester – I

Code: S1EC2

Hours / week :6

Medium of instruction: T/E

INDIAN ECONOMIC PLANNING AND POLICY – I

(For Students Admitted from 2018 Onwards)

Objectives:

- i.. To grasp the concept of Human resource and Economic development and
- ii. To study the role of agriculture in Economic development

Unit – I Indian as a developing Economy Economic 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 development – 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 – kinds of unemployment -causes – Remedial measures – various schemes to reduce unemployment.

Unit – V Globalization
Liberalization ,Privatisation, and Globalisation– Globalization and its impact in India – Privatization and New Economic Reforms.

References: Indian Economy – Ruddeer Dutt & KPM Sundaram
Economics Planning - 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 Qu (Either or type – Two question from each unit)

Part C 3x10=30 (Answer any three questions one question from each unit)

Signature of the HOD

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

Semester - II
Code:S2EC3

Code: S2EC3

INDIAN ECONOMIC PLANNING AND POLICY – II

Objectives:

- i.. To grasp the concept of planning and development.
- ii. To study the role of various small scale industries in economic development.

Unit – I Planning and Economic Development - Planning – Economic Planning – Objectives of Economic Planning – Strategy of Planning – Five years Plans(80’s) –

Unit – II Industrial Development; Role of Industrialisation in Indian Economy-Public sector private sector – joint sector – causes and Remedial measures for poor performance – Important 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 – Rail Road Co-ordination – water transport – recent civil aviation 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)

Signature of the HOD

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

Semester - III

Code: S3EC4

(For Students Admitted from 2018 Onwards)

MICRO ECONOMICS – I

OBJECTIVES:

To enable the students to understand the theory of Demand.

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 in terms 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 : Law of Variable Proportion – Diminishing Returns, Laws of Returns to Scale – Production Function – Definition. ISO quants, Assumption properties – ISO costline - 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)

Signature of the HOD

Credit;5

SEMESTER III

Hours / week;6

Medium of instruction: T/E

Code:S3EC5

HISTORY OF ECONOMIC THOUGHT

Objectives

1. To understand the evolution of modern economic thought and
2. To help the students forecast the future trends of economics.

UNIT – I: ANCIENT ECONOMIC THOUGHT Nature and Significance of Economic Thought – Hebrew Economic Thought – Greek Thought – Plato – Aristotle – Roman Thought – Ancient Economic Thought in India: Kautilyas’ Arthashastra – Economic Ideas of Thiruvalluvar

UNIT – II: MERCANTILISM AND PHYSIOCRACY Factor that Gave Rise to Mercantilism – General Outline of Mercantilism – Role of State, Money, Interest, Trade – Representative of Mercantilist – Decline of Mercantilism Factor that Gave Rise to Physiocrats – Main ideas Physiocrats – Representative of Physiocratic School

UNIT – III: CLASSICAL AND KEYNESIAN ECONOMICS Adam Smith – Thomas Robert Malthus – David Ricardo – J.B. Say - J.S.Mill - Alfred Marshall – Wiksell - J.B.Clark – Irving Fisher – Keynesian Revolution

UNIT – IV: SOCIALISM AND MARXISM Forms of Socialism – State socialism – Socialistic Pattern of Society – Christian Socialism – Marxian Socialism - Market Socialism

UNIT – V: INDIAN ECONOMIC THINKERS R.C.Dutt, DadabhaiNaoroji – Ranade – Gopal Krishna Gokhale – Gandhi – Nehru – J. C. Kumarappa - Dr.Ambedkhar - B.R.Bramanandha - A.K. Sen

Book for Study

1. Lokanathan, V., History of Economic Thought, S.Chand, New Delhi, 2006
 2. Charles and Charles Rist, History of Economic Doctrines, University of California Press, California , USA, 2007
 3. Paul R.R., History of Economic Thought, Kalayni Publishers, Punjab, 2007
- Book for References

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)

Signature of the HOD

Credits : 4
Hours / Week : 4
Medium of Instruction : English/Tamil

Code : S3ACE1

SEMESTER - III

(For Students Admitted from 2018 Onwards)

QUANTITATIVE TECHNIQUES FOR DECISION MAKING
(Allied for B.A. Economics Degree Course from commerce Department)

Unit 1:

Statistics – Definition, Scope, functions and characteristics – Collections of statistical Data – Primary and Secondary sources. Preparation of questionnaire and schedule, Classification and Tabulation – Diagram and Graphs.

Unit 2:

Measures of central tendency – Characteristics of a good measure of central tendency Mean, Median, Mode, Geometric mean, Harmonic Mean. (Simple problems)

Unit 3: Measures of Dispersion – Absolute and Relative measures based on Range, Quartile Deviation, Mean Deviation from Mean, Standard Deviation and Coefficient of variation – Definition, Merits and Demerits (Simple Problems)

Unit 4:

Concept of Time series analysis - component - Fitting a straight line by the method of least square- Moving averages. (Simple problems)

Unit 5:

Index numbers - weighted and unweighted - Price index numbers – Laspeyre’s, Paasche’s and Fisher index numbers - Time and Factor Reversal test - Cost of living index numbers (Simple problems)

(Problems 60% ; Theory 40%)

TEXT BOOK RECOMMENDED

1. Business Statistics-Pillai & Bagavathy, S Chand & Co. New /Delhi
2. Elements of Statistics – S.P. Gupta, Sulthan Chand & Co. New /Delhi
3. Business Statistics- PA. Navaneetham, Jai Publication, Trichy.

Question Paper Pattern

Exam Duration : 3 Hours

Maximum Marks:75

Part – A 10 x 2 = 20 Answer All Questions (Two questions from each unit)

Part – B 5 x 5 = 25 Answer All Questions (Either or type – Two questions from each unit)

Part – C 3 x 10 = 30 Answer Any THREE Questions (One question from each unit)

Signature of the HOD

Credits : 2
Hours / Week : 2
Medium of Instruction : English

Code : S3SB1H

SEMESTER – III

(For Students Admitted from 2018 Onwards)

INTRODUCTION TO MARKETING MANAGEMENT

(SKILL BASED ELECTIVE)

UNIT I

Meaning of marketing Management – Functions of Marketing Management –Difference between Marketing Management and Sales Management

UNIT II

Marketing manager's responsibility – marketing planning – need, importance and process of planning

UNIT III

Marketing organization – types of organization – committee type, product type, line, staff and staff organization – marketing decision making

UNIT IV

Marketing control and marketing audit – types and methods of conducting marketing audit – marketing risks – methods of dealing with marketing risks.

UNIT V

Advertising management – Need – Importance – Advertising Strategy – Advertisement Copy – Media Planning – Effectiveness of Advertisement

TEXT BOOKS RECOMMENDED:

- 1.Dr.N.Rajan Nair – Marketing.
- 2.R.S.N. Pillai and Bagavathi – Modern marketing. – S.Chand.
- 3.V.S.Ramasamy – Marketing Management.
- 4.C.B. Memoria – Marketing Management.

Question Paper Pattern

Exam Duration : 3 Hours

Maximum Marks:5

Signature of the HOD

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

Semester – IV

Code: S4EC6

MICROECONOMICS – II

Objectives

- i. to understand the concept used in factor pricing and
- ii. to introduce welfare and international trade

Unit – I: Theory of Factor Pricing: Factor Pricing under perfect competition – Marginal productivity theory – Demand for and supply of factors – Collective bargaining and wage determination – Factor pricing under imperfect competition – Monopsony.

Unit – II: Theory of Rent, Interest and Profit -Ricardian and Modern theories of rent – Real theories of interest –Risk, uncertainty and profit

Unit – III: Theory of Welfare Welfare analysis: Pareto criterion and Pareto optimality – utility possibility Frontier – Competitive equilibrium and Pareto optimality – Limitations of Pareto criterion.

Unit – IV :Internal and International Trade: Features and Determinants of International Trade – International Trade and Factor Prices – Free Trade and Protection – Gains from international trade –Optimum tariff.

Unit – V: Determination of prices in different economic systems Role of prices in different economic systems– Income distribution and price system

References:

H.L. Ahuja, 2004, Modern Micro Economics Theory and Practices, Ed.12, S.Chand, New Delhi.K.P.M.Sundaram, M.C.Vaish, 1997,

Micro Economic Theory, Ed.20, K.P.M. Sundaram Dominic Salvatore, 2003,

Microeconomics, Vignyan Books Chopra, P.N., 1975, Pricing, Distribution and Welfare, Kalyani Publishers, Delhi.

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)

Signature of the HOD

Credits : 4
Hours/Week : 5
Medium of Instruction : English/Tamil

Code: S4ACE2

SEMESTER – IV S4ACE2
BUSINESS ORGANIZATION AND MANAGEMENT
(Allied for B.A. Economics Degree Course)

Objectives:

1. To familiarize with modern forms of organisation and
2. To introduce the primary functions of management

Unit – I

Definition of Business – Objectives of Modern Business- Essential Characteristics of Business – Qualities of a Successful Businessman – Promotion of a business Enterprise – Stages in Promotion – Problem in Promotion.

Unit – II

Modern Forms of Business Organisation – Sole Trader – Partnership – Joint Stock Companies– Co-operatives Societies-

Unit - III

Location of Industries – Factors influencing location – Primary factors – Secondary factors – Measurement of size of Business units – Factors influencing the size – Economics of Large scale business – Optimum firm.

Unit – IV

Management – Meaning-Importance- Levels of management- Administration vs. Management- Evolution of Management thought - Henry Fayol- FW Taylor –Elton Mayo- Peter F Drucker

Unit – V

Functions of Management – Planning -Organising – Staffing, Directing, Controlling – Features, Steps, Types and Importance

Reference; 1.Business Organisation and Management Y.K.Bhusan
2.Business Organisation - C.B. Gupta

Question Paper Pattern; Exam Duration : 3 Hours Maximum Marks:75

Part – A 10 x 2 = 20 Answer All Questions (Two questions from each unit)

Part – B 5 x 5 = 25 Answer All Questions (Either or type – Two questions from each unit)

Part – C 3 x 10 = 30 Answer Any THREE Questions (One question from each unit)

Signature of the HOD

Credits : 4 Code: S4ACE3
Hours/Week : 5
Medium of Instruction : English/Tamil

SEMESTER – IV

(For Students Admitted from 2018 Onwards)

MODERN MARKETING
(Allied for B.A. Economics Degree Course)

Objectives:

1. To familiarize with the modern concepts of marketing
2. To have hands on experience in online marketing

Unit – I

Definition of Marketing – Modern Concept of Marketing – marketing and Selling – Marketing Functions – Buying – Transportation Warehousing – standardization – Grading – Packaging.

Unit – II

Buyer's Behaviour – Buying Motive – Market Segmentation – Market Strategies – Product Development, Introduction of New Product – Branding – Packaging Brand Loyalty.

Unit - III

Product – Features – Classification – Product Policy – Product life Cycle – Pricing – Kinds of Pricing.

Unit – IV

Sales Promotion – Promotional Methods – Advertising – Personal Selling

Unit – V

Marketing Research – Importance in Marketing Decisions – Marketing of Industrial products – Marketing of Consumer Products Marketing of Agriculture Products- e-marketing- (A practical session on on-line marketing)

REFERENCES;

1. Marketing By Rajan Nair-Sultan Chand & Sons
2. Marketing Management By Sherleka
3. Modern Marketing Principles and Practise by Pillai & Bagavathi.S, Chand & Co
New /Delhi

Question Paper Pattern

Exam Duration : 3 Hours

Maximum Marks:75

Part – A 10 x 2 = 20 Answer All Questions (Two questions from each unit)

Part – B 5 x 5 = 25 Answer All Questions (Either or type – Two questions from each unit)

Part – C 3 x 10 = 30 Answer Any THREE Questions (One question from each unit)

Signature of the HOD

Credits : 2
Hours / Week : 2
Medium of Instruction : English

Code : S4SB2H

SEMESTER - IV
(For Students Admitted from 2018 Onwards)

SALES MANAGEMENT

(SKILL BASED ELECTIVE)

UNIT I

Sales Management - meaning and scope - functions of sales management – sales policy – selling process – responsibilities of sales manager

UNIT II

AIDA Formula- Need for sales force – recruitment and selection of sales force – training of salesman – qualities of a good salesman

UNIT III

Sales office functions – interviews – receiving of orders – handling mails – filing – record keeping – sales bulletin.

UNIT IV

Sales promotion – Dealer & Consumer sales promotion tools – Sales Planning – Budgeting & Evaluation

UNIT V

Distribution functions – distribution policy – components of physical distribution

References 1.Salesmanship and Advertising – Davar.

2.Salesmanship – RSN Pillai and Bagavathi.

3.Salesmanship and Publicity – JSK Patel.

Question Paper Pattern

Exam Duration : 3 Hours

Maximum Marks:50

Signature of the HOD

Credits : 5 Code: S5EC7
Hours/Week : 5
Medium of Instruction : English/Tamil

SEMESTER – V

(For Students Admitted from 2018 Onwards)

MACROECONOMICS – I

Objectives

- i. to indicate the forces behind income generation; and
- ii. to interpret the forces that cause fluctuations in income

Unit – I: Introduction Nature and scope of Macro Economics – Micro and Macro Economics – Basic concepts in Macro economics: Equations, stocks and flows; Static, comparative static and dynamic analysis; ex post and ex ante

Unit – II: National Income Estimation National income and Social Accounting – The circular flow of income and expenditure

Unit – III: Classical Theory of Income Determination - Classical theory of income and employment determination with and without saving

Unit – IV: Keynesian Theory of Income Determination: Concepts of aggregate demand and aggregate supply – the consumption function and multiplier process – The investment function: Marginal Efficiency of Capital – Liquidity preference and rate of interest.

Unit – V: Keynesian-Classical Synthesis IS-LM analysis – A comparison of Classical and Keynesian views on the determination of income, employment and output

References:

Ahuja, H.L., 2005, Macro Economics Theory and Policies Advanced Analysis, Ed. 10, Indiana Books and Journals, Chennai. Vaish, M.C., 1999, Macro Economics, Vikas Publishing House Pvt Ltd, Mumbai
MontechAhluwalia, 2002, Macroeconomics and Monetary Policy, T.R. Publications, New Delhi.

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)

Signature of the HOD

Credits : 4
Hours/Week : 5
Medium of Instruction : English/Tamil

Code: S5EC8

SEMESTER – V
(For Students Admitted from 2018 Onwards)
TAMIL NADU ECONOMY

Objective : To expose the students to the basics of Tamil Nadu economy.

Unit I : A Profile of the Tamil Nadu Economy Tamil Nadu – Salient Features- Land Area – Distribution of occupational structure in Tamil Nadu – population of Tamil Nadu – Land use – Livestock – Forest resources – Human Resources .

Unit II : Agricultural Development Agriculture – Land use – Cropping pattern – Principal Commodities – Irrigation – Green Revolution, Blue and White Revolution – Agricultural Marketing – Defects, remedial measures – uzhavar santhai-Animal husbandry and fisheries – Agricultural Finance – Agencies – Government role – Self Help Groups and Microfinance.

Unit III : Industrial Development; Major Industries – Automobile, leather, cotton, sugar, cement, software – MSME, Cottage industries – Handloom industries – Tamil Nadu Government’s role in industrial development – Industrial Financial Institutions – TIIC, SIDCO, SIPCOT, Industrial Estate, DIC, EPZ, SPZ, SEZ (Export Processing Zone, Special Processing Zone, Special Economic Zone).

Unit-IV : State Finance & Development Programmes State Finance – Revenue and Expenditure of the State – Tamil Nadu’s Recent Budget– Impact of GST on Tamilnadu Economy- Poverty Alleviation Programmes in Tamil Nadu – Effect of freebies like free laptop-Healthcare and other Government Schemes special reference to women health .

Unit V : General Performance of the State Tourism Development in Tamil Nadu – Promotional measures taken by the Government – Trade – Medical tourism- pilgrimage tourism- Employment oppurtunities

References

1. Leonard(2006), Tamil Nadu Economy, Macmillian, New Delhi.
2. Rajalakshmi, N.(1999), Tamil Nadu Economy, Business Publishers, Mumbai
3. Perumalsamy, S.(1990), Economic Development of Tamil Nadu, S.Chand&Co. Ltd, New Delhi

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)

Signature of the HOD

Credit :4
Hours / week :5
Medium of instruction: T/E

Semester – V

Code: S5EC9

ENVIRONOMICS

(For Students Admitted from 2018 Onwards)

Objective : To expose the students to the Economic Development and Quality of Environment

Unit – I Definition and Scope of Environomics – Concept and theories – Relationship with other – sciences – problems of Pollution – Approaches in Environomics – Environment and Economics – Nature Resources – Conservation of Nature Resources – Green House Effect – Ozone Depletion – Acid rain.

Unit – II Welfare Economics and Environomics – Pareto theory – other effect – Environomics 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.

References

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)

Signature of the HOD

Credits : 4
Hours/Week : 4
Medium of Instruction : English/Tamil

Code: S5ECEL 1A

SEMESTER – V

(For Students Admitted from 2018 Onwards)

URBAN ECONOMICS

Objective: To understand the causes and consequences of urban growth and economic issues in the provision of urban amenities.

UNIT – I: URBAN SYSTEM Structure of Human settlement - Spatial economic organization Urban system - Functional dependencies between human settlements of different sizes.

UNIT – II: ECONOMICS OF LOCATION- Economics of city size - Agglomeration economics - Economics of location - City size distribution – Satellite Town.

UNIT – III: URBAN INFRASTRUCTURE- Urban infrastructure - Land use pattern – Land Market - Urban housing - Slum renewal and upgradation - Urban crimes.

UNIT – IV: URBAN PLANNING- Urban environmental planning – Transport - MRTS - Metro Industrial Complex - Energy use – Urban water supply.

UNIT – V: URBAN FINANCE- Financing Urban Infrastructure - Different Methods - Federal Finance -Local Public Finance - Municipal Administration - Urban Planning and Policy - Private Sector Participation - PPP. Case study:-Evaluate the Thanjavur Corporation, urban water, demand and supply.

References:

- 1.Arthur.O’Sullivan, Urban Economics, McGrawHill Education group, UK, 7th edition, 2008.
2. Diamon, Tolley, The Economics of Urban Amenities, Academic Press, New York, 1982. .Richardson, Urban Economics, Penguin, Harmondsworth, 1971.
- 3.Sivarmakrishnan, The Economic Development & Green Metropolitan Management, Institute of the World Bank, OUP, 19

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)

Signature of the HOD

Credit :4
Hours / week :4
Medium of instruction: T/E

Semester – V

Code: S5ECEL 1B

PUBLIC ECONOMICS

Objective : To expose the students to the various concepts of Public Revenue, Public Expenditure and Public Debt.

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: Public Finance in Theory : Musgrave
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)

Signature of the HOD

Credits : 4
Hours/Week : 4
Medium of Instruction : English/Tamil

Code: S5ECEL 1C

SEMESTER – V

(For Students Admitted from 2018 Onwards)

ADVERTISEMENT MANAGEMENT

- Unit – I** Meaning of Advertising – Development and Professionalism of modern advertising – Common myths about evils of advertising – objective 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.

References:

1. Advertisement Management – 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)

Signature of the HOD

Credit :4
Hours / week :4
Medium of instruction: T/E

Semester – V

Code: S5ECEL2A

CAPITAL MARKET

(For Students Admitted from 2018 Onwards)

Objective : To expose the students to the capital market and its functions .

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)

Signature of the HOD

Credit :4
Hours / week :4
Medium of instruction: T/E

Semester – V

Code: S5ECEL2B

LABOUR ECONOMICS

(For Students Admitted from 2018 Onwards)

Objectives

• To understand labour as a unique factor of production, and • To observe the nature of industrial relations in India.

Unit – I: Introduction Labour as a unique factor of production: Labour market – Demand for and supply of labour.

Unit – II: Employee compensation Employee remuneration: wage structure and wage differentials – wage structure in India – payment of wages Act, 1936 – Minimum Wages Act 1948 – Bonus and Fringe Benefits Payment of Bonus Act, 1965 and amendments.

Unit – III: Trade Union Trade unionism – The present position of Trade Unions in India – Collective Bargaining

Unit – IV: Industrial Relations Industrial conflicts – Industrial Disputes Act, 1947 and amendments – workers' participation in management – Preventive and Settlement measures for labour disputes

Unit – V: Welfare Measures Labour Welfare: Social Security Measures in India – Employees State Insurance Act, 1948, Employees Provident Fund Act, 1952 – Public Provident Fund Act, 1968. (8 hours)

Reference:

Mittal (A.C); Sharmar (S.P), 2002, Labour Economics – RBSA Publishers, Jaipur Singh (Jiwitesh Kumar), 1998, Labour Economics - Deep & Deep Publishers, New Delhi Tyagi, B.P., 2003, Labour Economics and Social Welfare – Jai PrakashNath& Co., Meerut

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)

Signature of the HOD

Credit :4
Hours / week :4

Semester – V

Code: S5ECEL2C

Medium of instruction: T/E

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, TIIIC, 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.

References:

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)

Signature of the HOD

Credits : 4
Hours/Week : 4
Medium of Instruction : English/Tamil

Code: NMEC1
S5COEL01

SEMESTER – V
(For Students Admitted from 2018 Onwards)

PRINCIPLES OF INSURANCE

Objective: This course attempts to give a fairly comprehensive view of the insurance to the undergraduate students in Economics.

Unit I: Introduction to Insurance: Meaning and Definition of Insurance- Features of Insurance -Functions of insurance – Types of Insurance –Fundamental Principles of Insurance -Importance of Insurance - Profile of Insurance Companies in India.

Unit II : Life Insurance and Health Insurance: Meaning and Definition of Life insurance and Health Insurance- Types of Health Insurance Policies – Health Insurance schemes in India - Features of Life Insurance – Advantages of Life Insurance and Health Insurance.

Unit III : Introduction to Risk Management :Definition of Risk – Selection of Risk or Underwriting of Risk - Classification of risk - Tools of the Risk - Risk Management Process- Determination of Objectives - Identifying Risk exposures .

Unit IV: Legal Dimensions of Insurance and Growth of Insurance Business in India Introduction- The Insurance Act, 1938 – Life Insurance Corporation Act , 1956 – General Insurance Business (Nationalisation) Act,1972 – Consumer Protection Act,1986 – Insurance Regulation and Development Authority(IRDA) .

Unit V : Insurance Marketing: Introduction - Concept of Insurance Marketing- Marketing Strategies of Insurance Companies - Benefits of Bank Assurance – Benefits of Bank Assurance – Steps in Personal Selling.

References

1. Periyasamy, P. (2005), Principles and Practice of Insurance, Himalaya Publishing House, Mumbai.
2. Bodla, B.S., Garg,M.C.and Singh K.R. (2004), Insurance, Fundamentals, Environment, Procedures , Deep and Deep Publications Pvt Limited, New Delhi.
3. JyotsnaSethi and Nishwan Bhatia, (2008), Elements of Banking and Insurance, PHI Learning Pvt Limited, New Delhi.

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)

Signature of the HOD

Credits : 2
Hours / Week : 1
Medium of Instruction : English SB3

Code : S5SB3H

SEMESTER - V
(For Students Admitted from 2018 Onwards)

RETAIL MANAGEMENT
(SKILL BASED ELECTIVE)

UNIT I

Retail Management – Meaning – Characteristics of retailing – Retailing principles – Reasons for retail growth – Emerging trends in retailing.

UNIT II

Store Location – Importance – Urban vs Rural location – Consumer Behaviour – Determinants - Customer service strategies.

UNIT III

Stores layout and design – objectives – factors – display

UNIT IV

Inventory Management in Retailing - Material Handling – Principles and purpose of material handling – Symptoms of poor material handling

UNIT V

Retail formats – Store Based Retail format – Non store board retail format – other emerging retail formats.

TEXT BOOKS RECOMMENDED:

1. Retail Management – Dr.Harjit Singh – S,Chand & Co.
2. Retail Management – Balraj Tuli Srivatsava.
3. Retail Marketing – Dr.L.Natarajan –Marghum
- 4.Retailing Management – Ansuya Angadi – S.chand

Signature of the HOD

Credits : 5
Hours/Week : 5
Medium of Instruction : English/Tamil

Code: S6EC10

SEMESTER – V I

(For Students Admitted from 2018 Onwards)

MACROECONOMICS – II

Objectives

- i. to understand the theories of trade cycle and
- ii. to understand income stabilization policies

Unit – I: Post-Keynesian Consumption Functions Absolute Income Hypothesis, Relative Income Hypothesis and Permanent Income Hypothesis.

Unit – II: Theories of Trade Cycle Contribution by Hawtrey, Hayek and Joseph A Schumpeter - Multiplier and Accelerator Interaction model by Paul Antony Samuelson and J.R. Hicks.–Kaldor’s theory of trade cycle

Unit – III: Theories of Price Level Determinants of General Price Level – Inflation: Types of Inflation, causes and effects of inflation and remedial measures

Unit – IV: Models of Growth Harrod-Domar Growth Model – Theory of income distribution: Kaldors’s Model of income determination through differential saving

Unit – V: Theory of Income Stabilization Role of Monetary and Fiscal Policies in maintaining real economic growth with stability.

References:

Ahuja, H.L., 2005, Macro Economics Theory and Policies Advanced Analysis, Ed. 10, Indiana Books and Journals, Chennai. Vaish, M.C., 1999, Macro Economics, Vikas Publishing House Pvt Ltd, Mumbai MontechAhluwalia, 2002, Macroeconomics and Monetary Policy, T.R. Publications, New Delhi.

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)

Signature of the HOD

Credits : 4
Hours/Week : 5
Medium of Instruction : English/Tamil

Code: S6EC11

SEMESTER – VI
(For Students Admitted from 2018 Onwards)

FISCAL ECONOMICS

OBJECTIVES :

1. To help the students to know the revenue and expenditure of the government.
2. To make the students to analyse the budget of the government.

UNIT I : NATURE AND SCOPE : Meaning and definition of Fiscal Economics – Nature and Scope – Private and public finance – Principles of Taxation – Benefit and cost of service theory – Ability to pay – Taxable capacity – Meaning – Types – Factors determining Taxable Capacity .

UNIT II : PUBLIC REVENUE : Public Revenue – Meaning – Classification – Canons – Revenues of centre and states – Non-tax revenue – Direct and Indirect Taxes – Income tax – Expenditure Tax – Capital gain tax – Commodity taxes – Import and Export duty – VAT – Excise duty-GST.

UNIT III : PUBLIC EXPENDITURE : Public Expenditure – Meaning of Public and Private Expenditure – Canons – Growth – Effects – Control of public expenditure.

UNIT IV : PUBLIC DEBT AND FINANCE COMMISSION : Public debt – Meaning – Classification – Redemption of public debt – causes – Federal finance – Meaning and principles – Finance commission – State finance commission – Local finance.

UNIT V : BUDGET : Analysis of current year budget State / Central – Budget – Meaning – Performance budgeting – Deficit budget – Surplus budget .

TEXT BOOK : Sankaran. S. “Fiscal Economics” An introduction to Public Finance, Margham Publishers, Chennai.

REFERENCES : 1. Tyagi B.P. (1994), “Public Finance”, Jai Prakash Publishers, Meerut. 2. Sankaran S. (2001), “Fiscal Economics”, An Introduction to Public Finance, Margham Publishers, Chennai. 3. Vaish M.C. (1984), “Public Finance”, Allied Publishers, New Delhi. 4. Bright Singh. D. (2000), “Fiscal Economics”, HigginBothams Publishers, New Delhi.

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)

Signature of the HOD

Credits : 4
Hours/Week : 5
Medium of Instruction : English/Tamil

Code: S6EC12

SEMESTER – VI
(For Students Admitted from 2018 Onwards)
INDUSTRIAL ECONOMICS

Objectives

1. To understand the evolution of modern Industrial Economics and
2. To help the students to forecast the future trends of India's industrial sector.

UNIT – I: INTRODUCTION TO INDUSTRIAL ECONOMICS Meaning – Scope– Need for industrialization – Factors hampering industrial development of India – Problems of Industrialization – Role of Public Sector in Industrial Development

UNIT – II: THEORIES OF INDUSTRIAL LOCATION AND STRATEGIES ; Concept of 'Optimum Firm' – Factors Determining 'Optimum Size of Firm' – Alfred Weber's Theory of Industrial Location – Sargant Florence's Theory of Industrial Location –

UNIT – III: INDUSTRIAL PRODUCTIVITY Industrial Productivity - Meaning– Importance of Productivity Analysis – Distinction between 'Productivity' and 'Production' – Factors Influencing Industrial Productivity – Productivity Trends in India

UNIT – IV: INDUSTRIAL POLICY AND INDUSTRIAL SICKNESS Independent India's First Industrial Policy – Industrial Policy after 1991 - Meaning and Definition of Industrial Sickness – Extent of Industrial Sickness in India – Causes of Industrial Sickness – Government Policy in Regard to Industrial Sickness

UNIT V: SCIENTIFIC MANAGEMENT Scientific Management - Features of Scientific Management – Differences Between Traditional and Scientific Management — Rationalisation .

References: 1. Desai. S.S.M and Bhalerao. N, Industrial Economy of India, Himalaya Publication House, Mumbai, 2010. 2. Barthwal,R.R, Industrial Economics :An Introductory Text Book, Wiley Eastern Ltd. New Delhi, 2010 3.Churunilam, F, Industrial Economics: Indian Perspective, (3rd Edition), Himalaya Publishing House, Mumbai, 1989

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)

Signature of the HOD

Credits : 4
Hours/Week : 5
Medium of Instruction : English/Tamil

Code: S6EC13

SEMESTER – VI
(For Students Admitted from 2018 Onwards)
INTERNATIONAL ECONOMICS

OBJECTIVES :

1. To make the students understand the basic concepts of international trade.
2. To make the student understand the need for international cooperation.

UNIT I : INTRODUCTION : Salient features of international economics – Differences between internal trade and international trade – Current trends in international trade – Ricardian theory of comparative costs – Haberler’s theory of opportunity cost – Heckscher – Ohlin theory.

UNIT II : FREE TRADE AND TRADE PROTECTION : Cases for and against free trade – Cases for and against trade protection – Forms of trade protection – Tariffs – Meaning – Types – Quotas – Objectives – Types – Importance .

UNIT III : DUMPING AND BALANCE OF PAYMENT : Meaning of dumping – Objectives – Anti dumping measures balance of payment – Meaning and importance – distinction between balance of payment and balance of trade – causes for disequilibrium in balance of payment – measures to remove disequilibrium in balance of payment.

UNIT IV : EXCHANGE RATE SYSTEMS : Fixed exchange rate – meaning – Cases for and against – Flexible exchange rate – cases for and against – Hybrid system of exchange rates – Devaluation – meaning and importance – Partial and full convertibility of Indian rupee.

UNIT V : INTERNATIONAL MONETARY SYSTEMS : International Monetary fund – Origin – Objectives – International liquidity – World Bank – Origin – Objectives – Lending activities of World Bank – India and the World Bank – GATT and WTO – Objectives and functions of WTO – Differences between – GATT and WTO – evaluation of WTO – SAARC – objectives and functions.

BOOK FOR STUDY : Jhingian M.L. (2009), “International Economics”, Sixth edition, Virinda Publications, New Delhi.

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)

Signature of the HOD

Credits : 4
Hours/Week : 4
Medium of Instruction : English/Tamil

Code: S6ECEL 3A

SEMESTER – VI

(For Students Admitted from 2018 Onwards)

PRINCIPLES OF MANAGEMENT

OBJECTIVES:

To expose the various concepts in business management.

To provide the knowledge of planning

Unit I Business – Nature and Scope – Profession – features of profession – employment – Difference between Business, profession and Employment –Objectives of modern Business – Scope of business – Industry – types –Trade and Aids to Trade. Management: Definition – Evolution of Management thought – Nature Scope.Management Vs Administration.

Unit II Planning : Nature-Scope – Purpose – Process of planning- Types of planning- Merits and Demerits – planning premises-MBO

Unit III Organising: Nature – Types – Departmentation – Span of control – Delegation of Authority – centralization – Decentralization.- committee form of organization.

Unit IV Staffing : Nature – Elements – importance of staffing – Techniques. Directing:communication-Elements of communication process-Barriers to communication – how to overcome barriers- Leadership-Meaning-Styles. Motivation – Theories.(Maslow's,Herzberg's, McGregor's ,Vroom's)

Unit V Coordination: Nature of coordination – Problems of Coordination – Effective Coordination. Controlling: Process – Fixation of Standards – Measurement of performance.

BOOK FOR STUDY :

C.B. Gupta - Business Management

REFERENCE:

Peter F Drucker – Essence of Management

P.C.Tulsian and Vishal Pandey– Business organization and management

L.M. Prasad - Principles of management

M.C.Shukla -Business Organisation and Management

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)

Signature of the HOD

Credits : 4
Hours/Week : 4
Medium of Instruction : English/Tamil

Code: S6ECEL3B

SEMESTER – VI

(For Students Admitted from 2018 Onwards)MEC3

HUMAN RESOURCE MANAGEMENT

OBJECTIVES

At the end of the course, students shall be able to appreciate the role of Management in personnel functions and in maintenance of personnel of an Organization.

Unit I Human Resource management – Definition– Personnel principles and policies.

Unit II Human resource Planning – Characteristics – Need for Planning – HRP process – Job Analysis - Job Design – Job Description – Job Specification.

Unit III The selection process – Placement and Induction – Training and Development – Promotion – Demotions – Transfers – Separation – Attrition.

Unit IV Compensation Management – Fringe Benefits – Job Evaluation Systems.

Unit V Employee maintenance and integration – Welfare and Safety – Accident Prevention – Employee Motivation – Morale – Need and Measures Industrial social work.

Book for Study:

Khanka - Human Resource Management

References

Edwin Flippo - Personnel Management Biswanath Ghosh - Human Resource Development and Management ,

Vikas C.S. Venkatraman and Srivatsava – Personnel Management and Human Resources. Dale Yoder and Paul Standohar – Personnel Management and Industrial relations.

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)

Signature of the HOD

Credits : 4
Hours/Week : 4
Medium of Instruction : English/Tamil

Code: S6ECEL3C

SEMESTER – V I

(For Students Admitted from 2018 Onwards)

COMPUTER APPLICATIONS IN ECONOMICS

UNIT – I : Introduction – Computer – Anatomy of a computer system – Functional Components of a computer – Input Devices and out devices – Data storage – Main memory and Secondary Memory.

UNIT – II : Windows – Fundamentals – Managing the file system – Printing in windows – windows accessories – MS-Word – Introduction – Tool Bars – Page Setup – Page view – Formatting – Auto correct and Auto Text – Mail Merge.

UNIT – III : MS-Excel – Introduction – The Excel Application Window, Work books and worksheets – Working with charts – Pie charts – Line and Area charts – Column and Bar Charts.

UNIT – IV : MS-Powerpoint – Introduction – Powerpoint Features – Objectives – Powerpoint Presentation – Using the Auto content Wizard – Statistical tools like mean, median, mode and regression, file attachment and folder.

UNIT – V : E-mail and Browsing – Forming Individual and Group e-mail.

REFERENCES :

1. Lonnie E. Moseley (1997), „Mastering Microsoft Office „97“, BPB, New Delhi.
2. Russell A. Stultz (1977), „Learn Microsoft Office „97“, BPB, New Delhi.
3. Jennifer Fulton (2000), Microsoft Office 2000 Cheat Sheet, Prentice Hall, New Delhi.
4. John R. Leveion and etc. (Multi Author) (1996), Internet Email for Dummies, Comdex, New Delhi.

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)

Signature of the HOD

Credits : 4
Hours/Week : 4
Medium of Instruction : English/Tamil

Code: S6 ECELO2

SEMESTER – VI

(For Students Admitted from 2018 Onwards) N MEC2

ECONOMICS FOR COMPETITIVE EXAMINATIONS

OBJECTIVES :1. The basic objective of this paper is to introduce various economic concepts to the students of non-major Economic students.

2. Due to lack of knowledge for the preparation of competitive examinations, this paper aims to enable the students to have the preliminary ideas in Economics to face the competitive examinations with confidence.

UNIT – I : ECONOMICS : Meaning – Definition of Economics – Adam Smith, Alfred Marshall and Lionel Robins. Law of Demand – Price elasticity of demand – Income elasticity of demand – Cross elasticity of demand – Factors influencing demand – Law of diminishing marginal utility – Indifference curve analysis – Law of supply.

UNIT – II : NATIONAL INCOME : Meaning of National Income – Percapita income – Calculation of National Income – GDP, GNP, NNP, NDP, Savings. Investment, Growth concept, prices and inflation, causes of inflation – Remedial measures.

UNIT – III : BANKING : Meaning – List of Nationalized Banks, History, Growth and functions of Reserve Bank of India – Repo-rate and Reverse repo rate of RBI – its recent Trend. Non-Banking Financial Institutions.

UNIT – IV : STOCK MARKET IN INDIA : Growth & origin of stock market – List of stock markets in India – Primary & secondary market – Listing of securities – Mutual funds – Meaning of Shares, debentures, share certificates, bonds, stocks – SEBI and its Functions – Prime lending rate.

UNIT – V : PUBLIC FINANCE : Meaning – Tax – Types – Tax revenue – Nontax Revenue – Plan Expenditure and Non-plan Expenditure – Budget at a glance – Meaning of surplus budget – deficit budget.

BOOK FOR STUDYGauravDatt&AshwaniMahajan, Indian Economy (2013), S. Chand & Company Ltd., New Delhi – 110 0 55.

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)

Signature of the HOD