

BHARATHIAR UNIVERSITY (CBCS PATTERN)
SCHEME OF EXAMINATION
M.A. BUSINESS ECONOMICS (CBCS PATTERN)

For the students admitted during the academic year 2011-2012 Batch onwards

Study Components / Course Title	Inst. Hours/ Week	Examination				Credit
		Duration	CIA@	Uni. Exam	Total	
Semester I						
Paper I - Advanced Micro Economics – I	6	3	25	75	100	4
Paper II - Economic Development and Policies	6	3	25	75	100	4
Paper III - Marketing Management	6	3	25	75	100	4
Paper IV - Research Methodology	6	3	25	75	100	4
Elective I	6	3	25	75	100	4
Semester II						
Paper V - Advanced Micro Economics II	6	3	25	75	100	4
Paper VI - Macro Economics	6	3	25	75	100	4
Paper VII - Financial Management	6	3	25	75	100	4
Paper VIII - Quantitative Techniques for Managerial Decisions	6	3	25	75	100	4
Elective II	6	3	25	75	100	4
Semester III						
Paper IX - Monetary Theory and Policies	5	3	25	75	100	4
Paper X - Econometrics	5	3	25	75	100	4
Paper XI - Computer Applications in Economics (theory)	5	3	25	75	100	4
Paper XII - Environmental Economics	5	3	25	75	100	4
Paper XIII - Economics of Insurance	5	3	20	55	75	3
Elective III	5	3	25	75	100	4
Semester IV						
Paper XIV - Public Economics	6	3	25	75	100	4
Paper XV - International Economics	6	3	25	75	100	4
Paper XVI - Industrial Economics	6	3	25	75	100	4
Paper XVII – Human Resource Management	6	3	20	55	75	3
Project Work (160 marks project & 40 marks viva-voce)	6	3	-	-	200	8
Elective IV	6	3	25	75	100	4
Total					2250	90

@ Includes 25/40% continuous internal assessment marks for theory and practical papers respectively.

Electives: **List of Group Elective papers (Colleges can choose any one of the Group papers as electives)**

	GROUP A	GROUP B	GROUP C
Paper I/ Sem I	Agricultural Economics	Principles of Management	Management Accounting
Paper II/ Sem II	Entrepreneur Development	Investment Management	Financial Marketing & Marketing of Securities
Paper III/ Sem III	Financial Marketing	Marketing	India's International Trade
Paper IV/ Sem IV	Export Procedure	International Business	Export Trade Procedure

PAPER – 1
ADVANCED MICRO ECONOMICS-I

OBJECTIVE

This paper analyses the economic behaviour of individuals, firms and markets. It is mainly concerned with the objective of equipping the students in a rigorous and comprehensive manner with the various aspects of consumer behaviour and demand analysis, production theory and behaviour of costs, the theory of traditional markets and equilibrium of firm in modern non-profit maximizing framework.

UNIT-I : DEMAND ANALYSIS

Theories of demand – utility; indifference curve - income and substitution effects, Slutsky theorem, compensated demand curve – Revealed preference theory; Revision of demand theory by Hicks.

UNIT – II: THEORY OF PRODUCTION AND COSTS

Production function – Multi Product firm; Elasticity of substitution; Euler's theorem; Technical progress and production function ; Cobb-Douglas and CES. Traditional and modern theories of costs – Derivation of cost functions from production functions.

UNIT – III: PRICE AND OUTPUT DETERMINATION

Marginal analysis - price and output determination; perfect competition – short run and long run equilibrium of the firm and industry, price and output determination, supply curve; Monopoly – short run and long run equilibrium, price discrimination, monopoly control and regulation; Monopolistic competition – general and Chamberlin approaches to equilibrium, equilibrium of the firm and the group with product differentiation and selling costs, excess capacity under monopolistic and imperfect competition, criticism of monopolistic competition;

UNIT – IV: PRICE AND OUTPUT DETERMINATION

Oligopoly – Non-collusive models – Cournot, Bertrand, Edgeworth, Chamberlin, kinked demand curve and Stackelberg's solution) and collusive models - Cartels and mergers, price leadership – price and output determination under monopsony and bilateral monopoly;

UNIT V: ALTERNATIVE THEORIES OF THE FIRM

Baumol's sales revenue maximization model; Williamson's model of managerial discretion; Marris model of managerial enterprise; Full cost pricing rule; Behavioural model of the firm (Cyert and March Model).

REFERENCES

1. Baumol. W.J. (1982) Economic Theory and Operations Analysis. Prentice Hall of India, New Delhi.
2. Hirshleifer, J and A. Glazer (1997) Price Theory and Applications, Prentice Hall of India, New Delhi.
3. Henderson, J.M. and R.E. Quandt (1980) Microeconomic Theory; A Mathematical Approach, McGraw Hill, New Delhi
4. Koutsoyannis, A (1979) Modern Microeconomics, Macmillan Press, London.
5. HL AHUJA (2009) Advanced Economic Theory S.Chand & Co, New Delhi.

Paper II

ECONOMIC DEVELOPMENT AND POLICIES

Subject Description:

This course will enable the students to acquire advanced knowledge as to how policies facilitate the economic growth and development in advanced countries.

Goals:

To equip students with strong economic fundamental governance and the process of economic development.

Objectives:

To familiarise economic theories and growth models.

To provide a strong knowledge base on India's economy both during pre and post reform periods.

To develop a critical study on recent development in the Indian Economy in the context of the world economic scenario.

Contents:

Unit – I

Economic Development :Measurement of Economic Development- Schumpeter's theory of Development-Keynes-Rostow's stages of Economic Growth-Big Bush theory.

Unit – II

Doctrine of balanced growth-Concept of unbalanced growth-Growth Models-Harod-Domar – Joan Robinson’s model of capital accumulation-Meade’s neo-classical model-Solow Model of Long Run Growth-Kaldor’s model of growth.

Unit – III

Size and Growth rate of population in India-Human Resource Development-Measurement of Poverty-Poverty Eradication Programmes.

Unit - IV

Economic planning-Planning process in a mixed economy - Need for Foreign Capital-Forms of Foreign Capital-Multinational Corporations and foreign collaborations – India’s Balance of Payments-Export Promotion Policies.

Unit – V

Current Economic Issues- New Economic Policies since 1980-Privatization: Policies and practices-Deregulations and Delicensing – Globalisation – Public Sector Disinvestments- Liberal foreign trade regime – New EXIM Policies-Structural adjustments in the Indian Economy – Budgetary policies and control.

Reference Book:

1. S.M.Meier: “Leading Issues in Economic Development” Oxford University Press, New York.
2. Kindleberger: Economic Development Mc Graw Hill, New York.
3. Indian Economic Survey for Different Years
4. Human Development Report for Different Years: Published for the United Nations Development Programme (UNDP), Oxford University Press.
5. Survey of the Environment for different years: Published by The Hindu.
6. Indian Development Report for different years: Indira Gandhi Institute of Development Research, Oxford University Press.
7. Economic Development in India-Achievements and Challenges: A World Bank Study.

PAPER-III

Marketing Management

Subject Description:

This course is primarily aim at introducing principles of market management, sales promotion, pricing models and laws relating to protecting consumers interest.

Goals:

To impart basic theoretical skills in several functional areas to understand market behaviour and skills to manage emerging trends in the market.

Objectives:

To understand consumer behaviour in the context of market segmentation.

To provide exposure to product promotion branding and pricing techniques in the context advertising and sales promotion.

To equip students on product distribution channel warehousing and inventory control.

To gain knowledge on marketing strategies which enable them to understand the legislative measures of India in protecting consumer rights.

Contents:

Unit: I

Marketing: Meaning of Market and Marketing-Goals or objective of Marketing-Marketing functions. Marketing Management: Meaning, philosophies: production, product, selling and marketing concept. Marketing planning – Marketing Environment-Market Segmentation-Consumer Behaviour: Types of buying situations, participants factors, buying process.

Unit: II

Marketing Mix: Concepts, components: Product mix, price mix, promotion mix and place mix. Product: Meaning, product planning, product positioning, New product development - product life cycle- Branding- Packaging- Labeling- Pricing: pricing objectives- Factors-Methods and procedures.

Unit: III

Promotion: Meaning of promotion mix-Components of promotion mix- Advertising: Message, advertisement budgeting-Sales promotion, personal selling and publicity.

Unit: IV

Distribution: Channels of Distribution-Need, functions, types, evaluating the channel alternatives- Physical Distribution: Objectives, order processing, transport, storages and warehousing, inventory control.

Unit: V

Competitive marketing Strategies: Leaders – Challengers – Followers – Nichers – Marketing control: Meaning, types, steps essentials of effective marketing control – Consumer protection: Needs – Methods of consumer protection - Consumer protection in India.

References Books:

1. Philip Kotler: : Principles of Marketing-Prentice of India Private Limited. New Delhi
2. S.M.Jha & : Marketing Management in Indian

S.P.Singh
3. R.S.Davar

Perspective - Himalaya Publishing House. Delhi.
: Modern Marketing Management –
Progressive Corporation, Bombay.

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## PAPER IV RESEARCH METHODOLOGY

### **Subject Description:**

This subjects presents the basics of research, explains the process of carrying out research and the techniques of presentation of research report.

### **Goals:**

To prepare students for carrying out research projects.

### **Objectives:**

To impart knowledge on formulation of research problem, objectives of research and framing of hypothesis.

To develop the skill in the collection of data and its analysis.

To enable the student to acquire the knowledge on interpretation of results and making research report.

### **Contents:**

Unit I:

Meaning of Research – objective of Research – formulating of Research problem – formulation of hypothesis – Research Design: Pure, Applied, Action and Evaluation Research.

Unit II:

Sources of data: Primary and Secondary sources-methods of Data collection: census and sample survey – Data collection instruments: observation, Interview, schedules and Questionnaires – Sampling Design: Probability and non-probability sampling methods. Secondary data sources in India.

Unit III:

Analysis of Data: Measures of central tendency: Mean Median and Mode – Measures of Dispersion: Range, mean deviation, standard deviation variance, coefficient of variation - Economics Applications.

Unit IV:

Testing of hypothesis: Parametric and non-parametric tests –Standard test of hypothesis: ‘Z’ test, ‘t’ test, ‘F’ test and ANOVA, Chi square test - Association of Attributes.

Unit V:

Presenting results: written and oral reports –stages in drafting – written researches report – Layout of research report – Footnotes and Bibliography

### **References Books**

1. C.R.Kothari- Research Methodology, Methods and Techniques – Willey Eastern Ltd., 1988.
2. B.N.Gosh – Scientific Method and Social Research – Sterling Publishers (P) Ltd., 1992.
3. A.N.Sadhu Research Methodology and Social sciences – Himalaya Amarjit Singh Publishing House.1996.
4. W.J.Goode and P.K.Hatt,” Methods in Social Research”, Mc Graw Hill International Edition.

## **PAPER-V ADVANCED MICRO ECONOMICS-II**

### **OBJECTIVE**

This paper deals with the welfare economics, general equilibrium in closed and open systems and analysis of economic behaviour under uncertainty.

### **UNIT – I: DISTRIBUTION**

Neo-classical approach – Marginal productivity theory; Product exhaustion theorem; Elasticity of technical substitution, technical progress and factor shares; Theory of distribution in imperfect product and factor markets; Macro theories of distribution – Ricardian, Marxian, Kalecki and Kaldor's.

### **UNIT – II: WELFARE ECONOMICS**

Pigovian welfare economics; Pareto optimal conditions; Value judgement; Social welfare function; Compensation principle; Theory of Second Best – Arrow's impossibility theorem.

### **UNIT – III: GENERAL EQUILIBRIUM**

Partial and general equilibrium, Walrasian excess demand and input – output approaches to general equilibrium, monopolies; two sector model, relationship between relative commodity and factor prices.

### **UNIT – IV: ECONOMICS OF RISK**

Individual behaviour towards risk, expected utility and certainty equivalence approaches, risk and risk aversion – cost and risk, risk pooling and risk spreading, mean-variance analysis and portfolio selection.



## **UNIT – V: ECONOMICS OF UNCERTAINTY**

Optimal consumption under uncertainty, competitive firm under uncertainty, factor demand under price uncertainty, the economics of search – different models, the efficient market hypothesis, stochastic models in inventory demand;

### **REFERENCES**

1. Baumol. W.J. (1982) Economic Theory and Operations Analysis. Prentice Hall of India, New Delhi.
2. Hirshleifer, J and A. Glazer (1997) Price Theory and Applications, Prentice Hall of India, New Delhi.
3. Henderson, J.M. and R.E. Quandt (1980) Microeconomic Theory; A Mathematical Approach, McGraw Hill, New Delhi
4. Koutsoyannis, A (1979) Modern Microeconomics, Macmillan Press, London.
5. Stigler, G. (1996) Theory of Price, Prentice Hall of India, New Delhi.
6. Sen, A (1999) Microeconomics: Theory and Applications. Oxford University Press, New Delhi.

## **PAPER – VI Macro Economics**

### **Subject Description:**

This course aims at students to gain strong fundamentals of macro economic theories policies and models in a historical prospective.

### **Goals:**

To enable students to develop knowledge on theories models and policies which governed the functioning of the different domains of the macro economic system.

### **Objectives:**

To introduce the students on the sectoral flow of national income, its accounting and factors influencing income at current and constant prices.

To enable students develop a critical insight on classical keynesian macro economic models and a functioning at four different market conditions.

To make students to understand roll of expectation uncertainty and the relationship between inflation and employment by providing exposure to the contributions of friedman and Phelps and Phillips.

## **Contents:**

### **Unit: I**

Flow of Funds in National Economy – National Products and Related Concepts – Sectoral Accounts – Measurements and Problems in National Income Accounting – Use of Current and Constant Price indices – Basic Concepts.

### **Unit: II**

Basic Equilibrium in Classical Model – Basic Keynesian Model – Equilibrium in the Product and Money Markets – Balanced Budget Multiplier – Full Employment Budget Surplus – The Liquidity Trap – Employment and Wage Rigidity – General Equilibrium in Goods and Bond Markets.

### **Unit: III**

Consumption Function – Keynes Absolute Income Hypothesis – The Relative Income Hypothesis – Permanent Income Hypothesis – The Life Cycle Hypothesis – Wealth Effect.

### **Unit: IV**

Investment Demand – Keynesian Approach – Accelerator – Multiplier – The Post-Keynesian Approach - The Neo- Keynesian Approach – Lags in Investment Demand – Stability and Slope of the IS Curve and Policy Consequences.

### **Unit: V**

Role of Expectation – Uncertainty and Economics and Policy – The Phillips Curve and the Aggregate Supply Curve – Expectation in Short-run Phillips Curves – The Friedman and Phelps Argument – The shifting of Short-run Phillips Curve – The Long-run Phillips Curve.

## **References Books**

1. Blaug M. (1970), "Economic Theory in Retrospect", Heinemann, London.
2. Boland D. (1982), "The foundations of Economic Method", George Allen and Unwin, London.
3. Branson W.H. (1972), "Macro Economic Theory & Policy", Harper & Row, New York.
4. Chakravathy S (1965), "Report of the RBI Committee to review the Monetary System", RBI, Bombay.
5. Dobb M. (1973), "Theories of Values & Distribution since Adam Smith", Cambridge University Press, Cambridge.
6. Dornbner T (1985), "Macro Economics", 7ed, Mc Graw Hill, Tokyo.
7. Edward Shapiro, "Macro Economics".

8. Evans M.K. (1969), "Macro Economic Activity" Harper & Row, New York.
9. Garner Ackely, "Macro Economics".
10. Gupta S.B. (1983), "Monetary Economics", S.Chand Co., Delhi.
11. Hanson B. (1970) "A Survey of General Equilibrium Systems" Mc Graw Hill, New York.
12. Harcourt G.C. (1972), "Some Cambridge Controversies in the Theory of Capital, Cambridge University Press, Cambridge.
13. McConnell C.R. & Gupta H.C. (1987) "Introduction to Macro Economics", Tata Mc Graw Hill Delhi.
14. Patinkin D (1965), "Money, Interest & Prices", 2ed Macmillan, London.
15. Surrey M.J.C., ed (1976), "Macro Economic Themes", Oxford University Press Oxford.
16. Thirwall A.P. (1978), "Growth & Development", 2ed Macmillan, London.
17. Weintraub E.R (1974), "General Equilibrium Theory", Macmillan, London.

## **PAPER – VII**

### **Financial Management**

#### **Subject Description:**

This course aims at developing management of financial instrument in different market condition viz. short term and long term financial markets.

#### **Goals:**

To enable students learn financial system in India viz. money and capital markets. Also develop skills and financial statement analysis management of inventory capital control and inflation management.

#### **Objectives:**

To develop sound knowledge on the nature and scope of Indian financial systems. Scope and functions of financial management.

To develop skills to make financial statement analysis and understand the implications financial and making functions of corporate management.

To develop skills to manage long term capital, inventory and investment in primary and secondary capital markets.

To appreciate methods of financial management in public and private sector enterprises.

#### **Contents:**

##### ***Unit-I***

Finance – Nature and scope of finance. Finance function- Financial Management- Scope and functions and financial management - Financial Management and Economics- Accounting – Sources of financial information – Indian financial system- Time value of money.

### **Unit-II**

Financial statement analysis – Fund flow analysis – Ratio analysis – Leverage Ratios – Liquidity Ratios – Profitability Ratios – Activity Ratios – Cost Volume Profit analysis.

### Unit-III

Measurement of working capital – Components of working capital – Determinants of working capital – Cash Management – Inventory management – Sources of working capital- Sources of long -term finance – Stock market – Shares - Debentures – Warrants.

### Unit-IV

Meaning – Principles – Characteristics of Capital Budgeting – Components – Kinds of Capital budgeting proposals – Budgeting proposals – Methods and Techniques of capital budgeting - Cost of capital – Capital structure – Dividend Policies.

### Unit-V

Corporate restructuring –Financial management in public sector enterprises – Corporate financial models – Inflation and Financial Management - Financial Management of sick units.

**Note: Problems need not be asked.**

### **Reference:**

1. I.M.Pandey: Financial Management.
2. R.P.Rustagi : “Financial Management-Theory concepts and Problems (2001) Galgotia Publishing Company New Delhi.
3. Prasanna Chandra: “Financial Management: Theory and Practice, (1996), Tata Mc Graw Hill Publishing Company Ltd., New Delhi.
4. Khan and Jain: Financial Management – Tata McGraw Hill , Delhi.
5. Sharma and Gupta: Financial Management

## **PAPER – VIII**

### **QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS**

### **Subject Description:**

This course deals with the basic knowledge relating to set theory, relation and functions, derivations, optimisation problems and matrix algebra and their applications in economics.

### **Goals:**

To enable students acquire knowledge on fundamentals of mathematical economics.

### **Objectives:**

To impart various mathematical and statistical methods

To apply quantitative techniques in managerial practices.

### **Contents:**

Unit: I

Set Theory: Operations on sets and Law of set operations – Properties of real number – solutions of Quadratic equations – Solution of Linear Equations in two variables.

Unit: II

Relations and Functions: Functions of one variable – straight line, parabola, rectangular hyperbola Exponential and logarithmic functions. Concave and Convex functions – Applications in business Economics.

Unit: III

Derivatives and their interpretation and techniques of derivatives. Relationships among Total, Average, and Marginal of Revenue and Cost and Elasticity of Function. Functions of two variables – Partial derivatives and their applications in Economics

Unit: IV

Optimisation problems involving one or two variables - – Applications in Economics – Homogeneous function and their properties, Euler's Theorem, Cobb-Douglas and CES Production Function and their properties.

Unit: V

Matrix Algebra – Determinants and properties, Types of Determinants – Matrix, Null Matrix, Unit Matrix, Multiplication and Scaler Matrix, Operations – Addition and Subtraction of Matrix, Multiplication – Transpose of a Matrix and Inverse of Matrix. Solutions for simultaneous equations – Cramer's Rule.

### **References Books**

1. Alpha C Chiang, "Fundamental methods of Mathematical Economics" 3ed Mc Graw Hill, New York.
2. Tara Yamne, "Mathematics for Economics", 2<sup>nd</sup> ed. Engle wood Cliffs, New Jercey.
3. Draper, Jean.E, Lingman.K, Jane.S, "Mathematical Analysis-Business and Economic Applications", Harper International ed., New York.
4. Mabbett A.J., "Workout Mathematics for Economists", ELBS, Macmillan.
5. Medha and Madhnani, "Mathematics for Economics", Sultan Chand, New Delhi.

## **PAPER – IX**

### **Monetary Theory and Polices**

#### **Subject Description :**

This course will enable the students to acquire advanced knowledge on Monetary Theory and Polices.

#### **Goals :**

To equip students to understand basic concepts, theories, role of central Banks and Monetary Polices for economic development.

#### **Objectives :**

To gain sound knowledge in monetary theories and banking practices.

To provide a strong knowledge base on India's monetary problems.

To develop a critical study on recent development in the monetary economics.

#### **Contents :**

Unit - I Monetary Theories :

Concepts – The Role Money in a Economy – Fisher's Quantity Theory - Cambridge Cash Balance Approach - Keynesian Theory - Modern Quantity Theory ; Friedman's Approach – Don Patinkin's Theory – Tobin's Portfolio Analysis - Inventory Theory of Money (Baumol)

Unit – II Theory of Money Supply :

High Power Money – Money Multiplier Process - Determinants of Money Multiplier - Factors Affecting – Credit Creation by Commercial Banks – NBFI.

Unit – III Central Banking System :

Role of Central Banks - Development and Promotional – Functions - Credit control Methods – RBI : Role and Functions Central Banks in UK and USA.

Unit – IV Money and Capital Markets :

Characteristics of Developed and Underdeveloped Money market - The Indian Money market - Capital Market ; Primary and Secondary Market - Stock Exchange: role and its Functions, Capital issue control and its aim - SEBI.

Unit – V Monetary Policy :

Role of Monetary Policy in Economic Development - Goals, Targets and Indicators of Monetary Policy - Lags in monetary Policy - Inflation - phillps Curve - Narasimhan Committee report.

#### **Text Books**

- 1.Chandler,L.V., Economics of Money and banking (UBS) Revised Edition.
- 2.Laidler,David. The Demand for Money (Allied Publisher)

3. Harry G Johnson, Further Essay in Monetary Economics (Allen & Unwin).
4. Milton Friedman, Studies in the Quantity Theory of Money.
5. Suraj B Gupta, Monetary Economics.
6. Gail E. Makinen: Money, Interest and the Price Level, (Prentice Hall, 1978).

References :

1. Don Patinkin : Money, Interest and Prices (Peterson & Co)
2. Clower (Ed) Monetary Theory (Penguin).
3. Milton Friedman: Inflation – Causes and Consequences.
4. Gurley and Shaw : Money in a Theory of Finance.

## **PAPER – X**

### **Econometrics**

Objective :

To impart knowledge in the application of statistical and mathematical tools in order to quantitatively establish the economic relations

AIM :

The aim of this paper is to familiarize students in the methodology of econometrics. With the help of statistical and mathematical techniques students may test the a priori relationship among economic variables. This paper enriches the student's capability to approach economic theory quantitatively.

#### **Unit I**

Definition, scope and division of econometrics- methodology of econometric research- correlation theory- simple linear regression model: ordinary least Squares Method (OLS)-

#### **Unit II**

Statistical test of significance of the estimates- properties of the least squares estimates- multiple regression and other extensions of the simple linear regression model- regression and analysis of variance

#### **Unit III**

Second order test of the assumptions of the linear regression model: assumptions of randomness, zero mean, constant variance and normality of the disturbance variable ( $\mu$ )- auto correlation- multicollinearity- error in variables, dummy variables, grouped data- lagged variables and distributed lag models.

#### **Unit IV**

Models of simultaneous relationships: simultaneous –equation models- identification- simultaneous –equation methods- mixed estimation methods: method of principle components- maximum likelihood methods (basics)

## **Unit V**

Estimation of compound rate of growth - consumption function, estimation of elasticity of demand- Engel elasticity-estimation of production function: measurement of technical change.

Note: problems may be asked only from the following areas

- (a) correlation
- (b) simple and multiple regression
- (c) compound rate of growth

### **Reference:**

**A.Koutsoyiannis**, "theory of econometrics: an introductory exposition of the econometric methods", educational low-priced books scheme, mac millan education Ltd., (1992)

# **PAPER – XI**

## **Computer Applications in Economics (THEORY)**

### **Subject Description:**

This course provides the foundation for the computer application in Economics. This subject is aimed at introducing basic components of computers and its applications.

### **Goals:**

To enable the students to learn the basic features of Hardware and Software.

### **Objectives:**

Students who complete this course will be able to understand the different components of computers and its application in economics. They also understand how to process the available data for making meaningful analysis.

### **UNIT: 1**

Basic components of computer CPU, input-output devices, Keyboard, Mouse, Scanner, video display, Printers, Hard disk, Floppy disk, CD-ROM - types of computers and their applications: Networking and resource sharing - Operating systems: DOS, UNIX, WINDOWS and their salient features.

### **UNIT : II**

Hardware and Software - Language and operating packages: BASIC, COBOL, FORTRAN, C, visual basic, DBASE, FOXPRO, SPSS: Major features and utilities-



### **UNIT: III**

Concepts of data record and file - Types of data and data structures: File handling and operations like opening, closing and attribute controls - Data storage and retrieval - data operations: Algorithms like sorting merging, joining and bifurcation –

### **UNIT : IV**

Series Groups, Table, Graphs and objects: Time and frequency series - regression methods and techniques - Regression analysis - Data validation - Trends and forecasting - System modeling and description: System equation, specification error and error corrections - Statistical modeling and descriptive statistics.

### **UNIT : V**

Computers and Word processing: MS Office: Typing, Selecting, Editing and moving texts - saving documents - Printing documents - word formatting tools - Styles and templates - Headers, Footers, Page formatting, Footnotes - Tabs, Columns, Sorting - Macros - Customizing word.

### **REFERENCES:**

1. The compact to Windows, Word & Excel (1993) - Ram Mansfield, BPB Publications (Unit) V).
2. Rajasekaran S (1996) numerical Methods in Science and Engineering A.H. Wheelar, Allahabad.
3. Sanders D.H. (1988) Computers Today, Mc Grew Hill (3<sup>rd</sup> Edition)
4. Sinka P.K. (1992) Computers Fundamentals, BPB Publications, New York.
5. Lip Schultz M M AND S Lipchultz (1982) Theory and problems of Data Processing schemes Out Line Series, Mc Grew Hill New York.
6. Schildt H (1987) C Made Easy, Mc Grew Hill New York.
7. Levin R.I AND C.A. Kirkpatrick (1975) Quantitative Approaches to management(3<sup>rd</sup> Edition), Mc Grew Hill , New York.

## **PAPER XII**

### **Environmental Economics**

#### **Subject Description:**

This subject brings out the interaction between economics, ecology and environment, It deals with a wide range of issues, various concepts, the policy measures which include economic and non economic instruments, different pollution problems and offering solutions to them. Cost benefit analysis's also incorporated with the efficient level

environmental quality and direct and indirect methods of evaluating benefits. Stress is given on the protection of environment with environmental education assuming significance.

**Goals:**

To make students understand the fundamentals of ecology, environment and their relationship with economics.

**Objectives:**

- i. To enable students acquire knowledge about the theory of environmental economics.
- ii. To impart them with the practical environmental problems and offer solutions to overcome them with special reference to India.

**UNIT: 1**

The basic concepts of Environment Economics - Basic theory of Environmental Economics -Efficiency in a private market economy - Imperfect market problems - Kaldor - Hicks compensation Principle - Tragedy of commons.

**UNIT II**

Environmental pollution: Air, Water, Deforestation, Noise, Industrial Pollution - Waste disposal and recycling of water .Environmental pollution in India - Policies of pollution control and conservation - Protection of environment - Legal system

**UNIT: III**

Cost - Benefit Analysis: Optimum Pollution - Efficient level of environmental quality - Evaluation of environmental benefit - Direct and indirect methods.

**UNIT: IV**

Population, economic growth and environmental quality. Urbanization and environmental problems –Second stage of Demographic Transition-Effects of over population-Problems and its impact-

**UNITV**

The collective environmental action: Regulation and prohibition Taxes, subsidies and effluent charges, Government protection of environmental services.-Environmental education-Awareness- Movements in India.-

**BOOKS FOR REFERENCES**

01. Baumol, Willam J. and "Economics, Environmental Policy and the Oates, Wallace E. 1977 Quality of Life', Prentice Hall Inc.
02. Eugene, T. (2006) "Environmental Economics', Virindha Publications (P) Ltd.

03. Handley, Nick, J. Shogren, "Environmental Economics" and Ben White (1999) Macmillan,
04. Karpagam, M. (2005) "Environmental Economics".Sterling Publishes Pvt. Ltd.
- 05.S.Sankaran: Environmental E economics (2005)Margham Publications, Chennai.
06. Abhijit Dutta, Sunita Dutta and P N Pandey, Environmental Economics A.P.H.Publishing Corporation New Delhi
07. Maddu Raj Environmental Economics (2001) IVY Publishing House , New Delhi

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## PAPER - XIII ECONOMICS OF INSURANCE

### SUBJECT DESCRIPTION

Insurance in India has taken galloping stage. This paper provides in Depth knowledge to the students. It covers all the aspect of risk coverage in various spheres.

#### Goals

The goal of this paper gives way to avert the risks. The risk can be distributed amongst the agreed persons

#### Objectives

The paper brings more light about the Insurance. It creates an opportunity to the students in selecting job in Insurance industry.

### UNIT I

Introduction- Definition and nature of Insurance-Evolution of insurance- Role and importance of Insurance- Insurance contract-

### UNIT II

Life insurance- Classification of policies-Annuities- Selection of risks- Measurement of risk and Mortality table- Calculation of premium- The reserve- Investment of funds- Surrender value- policy condition-progress of LIC

### UNIT III

Marine Insurance- Nature of Marine contract- Marine Insurance policies- policy condition- premium calculation- Marine losses-payment of claims- Progress of Marine Insurance business in India.

### UNIT IV

Fire Insurance-Nature and use of Fire Insurance-Fire Insurance Contract-Kinds of Policies-Policy condition-Rate fixation in Fire Insurance-Payment of Claims-Reinsurance-Progress of Fire Insurance in India.

### UNIT V

Motor Insurance- Burglary Insurance-Accident Insurance-Agricultural Insurance in India-Health Insurance - Bancassurance - Privatization of Insurance industry. Role of IRDA.

### BOOKS FOR REFERENCES

1. M.N.Mishra and S.B.Mishra (2007)- Insurance Principles and Practice- S. Chand- New Delhi
2. Bhole. L.M. (1999)The Indian Financial system, Tata McgrawHill,New Delhi.
- 3.. Black K.Jr and H.D.Skipper Jr (2000) Life and health Insurance, Printice Hall, Upper Saddle River, New Jersey.
4. Insurance INstitute of India-General Insurance(IC-34) Mumbai
5. Insurance Institute of India- ILife Insurance Underwriting(IC-34), Mumbai.

## **PAPER – XIV**

### **Public Economics**

Goal :

It aims to provide analytical capacity to student in public economics in the theory and practices.

Objective :

To enable students to understand the theoretical aspects of public Economics and their applications

### **Unit I**

Public Finance: Significance, scope, and Function- Public Finance Versus private finance –Theory of public good –Market failure- Externalities –Provision for public goods - General model of efficient Allocation for public good.

### **Unit II**

Sources of Public Revenue: Theory of Taxation –Taxable capacity-Ability to pay and Benefit principle in taxation-Indian direct and indirect taxes-Incidence Of tax-Tax reforms-MODVAT.

### **Unit III**

Public expenditure: Theories of public Expenditure-Structure and growthOf Indian public Expenditure - Expenditure Revenue mobilization for the Budget - Performance Budget - Limitation of budget.

### **Unit IV**

Public Debt: Growth and composition of public Debt-Internal and External Debt-Central and state deficit – redemption of public debt.

### **Unit V**

Indian Fiscal policy: Principle of Federal finance-Evaluation of federal Finance - 12<sup>th</sup> and 13<sup>th</sup> Finance commission - Local Finance

### **Referances Books**

- 1.Musgrave ,R.A and P.B.Musgrave[1976] Public finance theory and practice,Mcgraw-hill Kogakusha,Tokyo
- 2.Stiglitz.J.k [1986]Economics of the public sector ,Norton New York
- 3.Muller D.C[1979]Economics of Public choice,Cambridge University
- 4.Atkinson.A.B and J.E stiglitz [1980] Lecture in Public Economics, Mcgraw Hill,New York
- 5.Musgrave R.A and C.Sharp [Ed]1970 Readings in Economics of Taxation ,George Allen and unwin London
- 6.Seigman.E.R.A [1960] Eassys in Taxation, George Allen and Unwin London
- 7.Brown.C.V and Jackson-Public sector Economics
- 8.Hyman,David-The Economics of Government activity
- 9.Raja.J.Chelliah: Reforms on Tax reforms
- 10:Reforms of the 11<sup>th</sup> and 12<sup>th</sup> Finance Commissions
- 11.Rosh pendra jha[1998] Modern Public Economics
- 12.Rosen Harways –Public Finance, Irwin
- 13.Kelkar and shome comities reforms
- 14.S.K.Singh Public Finance [15]Thyagi:Public Finance
- 15.Mankar&Sarma:Public Finance Theory and Practices

**PAPER XV**  
**INTERNATIONAL ECONOMICS**

**Semester IV**

**CREDIT :4**

**No.of Hours/Week :6**

**Objectives**

- I. To understand the theories governing international trade
- II. To evaluate policies pursued by various economic bodies in international economics.

**Unit I**

The basis of trade – Heckscher – Ohlin theorem – Leontief paradox – Factor price equalization – Stolper Samuleson theorem – Rybczynski theorem.

**Unit II Terms of trade**

Importance of terms of trade – concepts of terms of trade – factors affecting terms of trade – Prebisch – Singer thesis - doctrine of reciprocal demand and offer curve analysis - gains from international trade.

**Unit III**

Exchange rate – Determination of equilibrium exchange rate – mint par parity – PPP – BOP Theories – Fixed and Flexible exchange rate – spot and forward exchange rate - adjustable peg - crawling peg and managed Floating systems.

**Unit IV**

Balance of payments – Balance of trade and balance of payments – BOP disequilibrium – Method of correcting disequilibrium - Devaluation – Elasticity and Absorption approach – Exchange control – Current and Capital Account convertibility of Indian rupee.

**Unit V**

International institutions – IMF and IBRD – WTO – Trade Blocs and Monetary units – Impact of liberalisation on the pattern of trade.

**References**

1. Cherumilum Francis: '**International Business**', New Delhi, Wheeler Publication, 1998
2. Kindeleberger, Charles : '**International Economics**', 1973
3. Sodersten, Bo. and Geoffery Reed ; '**International Economics**', Hongkong Marmilan ltd.1998
4. W.Charles Sawyer, Richard.D.Sprainkle : '**International Economics** , Prentice Hall of India.

5. Salvatore, : **Schaums Outline of Theory and Problems of International Economics**
6. Heffernan and Singlair : **Modern International Economics** 1990
7. Krasuse (Wlater) : **International Economics**
8. Sodermsen, Bo : **International Economics** 1985
9. Soresten,Bo : **International Trade - Essays in Theory,** North – Holland Ansterdam 1986.

## PAPER XVI INDUSTRIAL ECONOMICS

### Subject description

In the contemporary world with globalization and liberalization more and more attention is being given to industry. This course intends to provide knowledge to the students on the basic issues such as productivity, efficiency, capacity utilization and debates involved in the industrial development of India

### Goals

The subject provides adequate knowledge to the students. It motivates the student to become an entrepreneur

### Objectives

The objective is to provide a thorough knowledge about the economics of industry in a cogent and analytical manner, particularly in the Indian context.

### UNIT I

The scope of industrial economics -. Industrial efficiency- the determinants of economic efficiency-measurement of efficiency levels- Types of organizational Form and alternative motives of the Firm- Business motives- The efficiency and the size of the Firm.

### UNIT II

Industrial location- The Geographical contribution - The economic theories of location-Weber's theory of location- Split location-Sargant Florence theory.-Losch theory-Industrial location trends in India.

### UNIT III

Industrial productivity- Measurement of Productivity- Scope and significance-Tools of productivity- Factors influencing industrial productivity- Labour productivity-Determinants of labour productivity- Productivity movement in India.

### UNIT IV

Industrial policies- 1948 to till date- Concentration of Economic Power-Measurement of concentration- Consequences-MRTP-FERA-FEMA- LPG Policies-Industrial combination-Types-Growth-Forms-Combination in India.

## UNIT V

Balanced regional development-Indicators of regional imbalance-Distribution of industries-Causes of economic backwardness-Criteria for industrial backwardness-Identification of Industrial backward areas Policy measures to remove regional disparities.

## BOOKS FOR REFERANCE

1. Ahluwalia, I.J (1985), Industrial Growth in India, Oxford University press, New Delhi
2. Barthwal.R.R (2006) Industrial Economics, New Age International Publishers, New Delhi
- 3 Cherunilam F (1994) Industrial Economics: Indian perspective Himalaya Publishing House, Mumbai
4. Desai, B. (1999), Industrial Economy in India, Himalaya publishing House, Mumbai.
5. Hay, D, and D.J.Morris(1979) Industrial Economics: Theory and Evidence. Oxford University Press, New Delhi.
6. Singh, A.and A.N. Sadhu (1988) Industrial Economics Himalaya publishing House, Mumbai.

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## PAPER XVII HUMAN RESOURCE MANAGEMENT

### Subject description

This paper provides wide knowledge about Performance appraisal, training and development, disciplinary procedures, collective bargaining and employee welfare

### Goals

The course aims at introducing the students to various aspects of human resources management. The important functions of a human resources manager such as recruitment and selection processes interview methods

### Objectives

The objective of this paper is the students will be exposed to the recent methods and trends in HRM with a few case studies in the context of globalization.



## UNIT I

Evolution of Human Resource Management – The Importance of the Human Factor – Objectives of Human Resource Management – Role of Human Resource Manager – Human Resource Policies – Understanding business process in the context of Human Resource Management.

## UNIT II

Importance of Human Resource Planning – Forecasting Human Resource requirements – Internal and External sources. Selection Process – Screening – Tests – Validation – Interview – Medical Examination – Recruitment. Induction – Importance – Practices – Socialization benefits.

## Unit III

Orientation & Training: Orienting the employees, the training process, need analysis, Training Techniques special purpose training, Training via the internet. Management Development - The responsive managers - On-the-job and off-the-job Development techniques - Key factor for success. Performance appraisal : Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice. Managing careers: Career planning and development - Managing promotions and transfers.

## Unit IV:

Establishing Pay plans: Basics of compensation - factors determining pay rate – Current Trends in compensation - Job evaluation - Computerized job evaluation. Pay for performance and Financial incentives: Money and motivation - incentives for operations employees and executives - Organization wide incentive plans - Practices in Indian Organizations. Statutory benefits - non-statutory (voluntary) benefits – Insurance Benefits - retirement benefits and other welfare measures to build employee commitment.

## Unit V:

Industrial relation and collective bargaining: Trade unions - Collective bargaining - future of trade unionism. Discipline administration - grievances handling - managing dismissals and Separation .Labour Welfare: Importance & Implications of labour legislations - Employee health - Auditing functions, Future of HRM function

## References:

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. H. John Bernardin & Joyee E.A. Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
3. David A. DeCenzo & Stephen P. Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
4. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi - 2000.
5. Decenzo and Robbins, Human Resource Management, Wiley, 6th Edition, 2001.

6. Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India, 2001.

7. Eugene Mckenna and Nic Beach, Human Resource Management, Pearson Education Limited, 2002.

8 Dessler, Human Resource Management, Pearson Education Limited, 2002.

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**GROUP-A,**  
**PAPER-1**  
**AGRICULTURAL ECONOMICS**

**OBJECTIVE**

The objective of this paper is to provide a detailed treatment of issues in agricultural economics to those intending to specialize in this area. Its objective is to familiarize students with policy issues that are relevant to Indian agricultural economics and enable them to analyze the issues, using basic micro – economic concepts.

**UNIT – I: AGRICULTURE AND ECONOMIC DEVELOPMENT**

Nature and scope of agricultural economics; Traditional agriculture and its modernization; Role of agriculture in economic development; Interdependence between agriculture and industry. Models of interaction between agriculture and the rest of the economy; Agricultural development, poverty and environment.

**UNIT – II LAND REFORMS AND LAND POLICY**

Principles of land utilization – Land distribution – Structure and trends – Land values and rent – Land tenures and farming systems – Peasant, capitalist, collective and state farming – Tenancy and crop Sharing – Forms, incidence and effects – Land reform measures and performance.

**UNIT-III: AGRICULTURAL PRODUCTION AND PRODUCTIVITY**

Resource use and efficiency; Production function analyses in agriculture - Factor combination and resource substitution - Cost and supply curves - Size of farm and laws of returns - Farm budgeting and cost concepts – Supply response of individual crops and aggregate supply.

## **UNIT – IV: AGRICULTURAL PRICES**

Agricultural markets and marketing efficiency – Marketing functions and costs – Market structure and imperfections – Regulated markets – Marketed and marketable surplus – Behaviour of agricultural prices – Cobweb model; Price and income stability; State policy with respect to agricultural marketing – Warehousing – Prices – Taxation and crop insurance – Terms of trade between agricultural and non-agricultural prices – Need for state intervention – Objectives of agricultural price policy – Instruments and evaluation – Food security in India and public distribution system.

## **UNIT – V: AGRICULTURAL FINANCE**

Role of capital and rural credit – Organized and unorganized capital market – Rural savings and capital formation – Characteristics and sources of rural credit – Institutional and non-institutional – Reorganization of rural credit – cooperatives, commercial banks, regional rural banks – Role of NABARD.

## **REFERENCES**

1. Bardhan.P. (1984) Land, Labour and Rural Poverty, Oxlord University Press, New Delhi.
  2. Chadha, G.K. and A.N. Sharma (1997) Growth, Employment and Poverty : Change and Continuity in Rural India, Vikas Publishing, New Delhi.
  3. Bhardwaj, K. (1974) Production Conditions in Indian Agriculture, Cambridge University Press, Cambridge.
  4. Appu. P.S. (1996) Land Reforms in India, Vikas, New Delhi.
  5. Kaur. R. (1975) Agricultural Price Policy in Economic Development, Kalyani Publishers, Delhi.
  6. Reserve Bank of India (2009), Report of the Agricultural Credit Review Committee, Reserve Bank of India, Bombay.
  7. Raj. K.N. et.al. (1988), Essays in the Commercialisation of Indian Agriculture. Oxford University Press, New Delhi.
  8. Vaidyanathan, A (2005) The Indian Economy – Crisis, Response and Prospects, Orient Longmans, New Delhi.
  9. Subbarao, K and De Janvry (1998) Agricultural Price Policy and Income Distribution in India, Oxford University Press, New Delhi.
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# GROUP A

## PAPER – II

### ENTREPRENEURIAL DEVELOPMENT

#### Unit 1

Entrepreneurship – Definition, importance and characteristics of Entrepreneurship - Functions, types, and motives of Entrepreneurship - Growth of Entrepreneurs in India.

#### Unit II

Search for a business idea – sources - processing and selection – selection of types of organization – project classification and identification – project objectives – internal and external constraints – format for a report.

#### Unit III

Functions and role of women Entrepreneurs and rural Entrepreneurs - their problems – selection of industry by women Entrepreneurs – types of industries / business for women Entrepreneurs and rural Entrepreneurs.

#### Unit IV

Training and Finance : objectives of training – phase of EDP – special agencies for training – institutional finance with special emphasis of commercial banks, IDBI, IFCI, ICICI, IRBI, SFC, SIDFI, SIPCOT, Khadi and Village Industries Commission – Micro Finance.

#### Unit V

Role of Central and State Government in promoting Entrepreneurship – Introduction of various incentives, subsidies and grants – Fiscal and Tax concessions available – Role of Entrepreneurship in export promotions and import substitution.

#### BOOKS FOR REFERENCE

- E.Gordan & K.Natarajan : Entrepreneurial Development, Himalaya Publishing House  
New Delhi, 2005.
- C.B.Gupta & NP Srinivasan : Entrepreneurial Development, Sultan Chand & Sons  
New Delhi, 2003.
- P.Saravanavel : Entrepreneurial Development, Principles, Policies &  
Programmes, Eee Pee Keey, Publishing House  
Chennai 1997.
- Renu Arora & S.K.Sood : Entrepreneurial Development
- Dr.N.Ramu : Entrepreneurial Development

**GROUP-A**  
**PAPER –III**  
**Financial Marketing**

### Subject Description

The positive and significant role of financial institutions in the process of growth and development has been very well recognized in the literature and indeed has become more important during the last two decades as the financial systems of different countries have become integrated in the process of globalization

### GOALS:

This subject is aimed at providing knowledge on basic financial market, as well as applied skills to enable the students to gain trading decision in stock market

### Objectives

It is, essential that the student of economics should be well conversant with the theory and practice of different financial institutions and markets to understand and analyze the interconnection between the monetary forces and real forces, their developmental role and limitations in shaping and influencing the monetary and related policies both at the national and international levels

#### Unit I-

Financial market - An overview Definition –Location-role-functions constituents-financial instruments- capital market instruments-Indian money and capital markets. Global financial markets.

#### Unit II

Money markets-definition-General characteristics-Objectives-importance-General functions-Segments and sub markets- Money market and capital market-Indian money market-Global money market

#### Unit III

Call money market-Features-Benefits-Indian call money market-nature of dealings-participants-Mode operation-location-call money rates-treasury bill market-treasury bills-features of Indian treasury bills.

#### Unit IV

Capital market- Characteristics- functions-recent initiatives in Indian capital market-Derivatives market-meaning of derivatives-Growth of derivatives market-Functions of derivatives market-categories of derivatives market-Forward contract VS Future market-Option based derivatives market

## UNIT V

Stock Exchanges-Meaning –Definition-Functions - Indian stock Exchanges-Mechanism –Security Listing- Brokers- margin- settlement- Role of SEBI- Regulation of Stock Exchanges- -Recent developments.

### Books for references

1. Dr.S Gurusamy [2004] Financial services and markets Vijay Nicole imprints Chennai.
2. Bhole L.M (1999), Financial institutions and Markets, Tata McGraw Hill Company Ltd: New Delhi
3. Bhole, L.M (2000) Indian Financial System Chugh Publications Allahabad
4. Edminster R.O.( 1986), Financial Institutions, Markets and Management McGraw Hill, London
5. Hanson..JA.and S.Kathuria (eds.) (1999) India; Financial Sector for the Twenty –first Century ,Oxford University press , NewDelhi
- 6.Khan .M.Y.(1996) Indian Financial System ,Tata McGraw Hill New Delhi
7. Mchiraju.M.R.(1999)Indian Financial system ,Vikas Publishing House, New Delhi
- 8.Prasad K.N. (2001) Development of India’s Financial System, Saru & sons, New Delhi

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**GROUP A  
PAPER – IV  
EXPORT PROCEDURE  
Semester II**

**Credit : 4**

**No.Hours/Week :6**

### **Objectives**

To understand different policies , institutions and procedures involved in export trade.

### **Unit I**

#### **Preparation for Exports**

Registration – ICE, Central Excise, category of Exports – Physical – Direct and indirect – Deemed export – Manufacturing exporter – Merchant exporter

## **Unit II**

### **Export Benefits**

Duty Drawbacks – Advance licensing – CENVAT – Sales Tax Exemption – IPRS  
– Excise Clearance Benefit – Rebate – Income Tax benefit

## **Unit III**

### **Export Marketing Finance**

Introduction – Marketing Term – International Marketing environment – Entry to foreign markets – Trade Fairs – Pre-shipment finance – Post-shipment finance – EXIM bank of India – ECGC - Terms of payment in export – packing credits.

## **Unit IV**

### **Export Procedures Documentation**

Export procedures – offers and processing an export order – Customs and Excise department procedures – Shipment formalities and procedures – Banking procedures – Exports documentation. - Different Types of letter of credit – Foreign exchange cover.

## **Unit V**

### **EXIM POLICY AND EXPORT PROMOTION**

Export and import policy – objectives – General Provision regarding Export and Import – Export Promotion Schemes – EPCG, Duty exemption, Advance license Pass Book scheme – Export Promotion Councils - Export house – Trading house – EPZs – FTZ s – 100% EOUs.

## **References**

1. Balagopal.T.A.S (1995) , **Export Management** . Himalaya Publications
2. D.C.Kapoor “**Export Management**”
3. Mahajan : **Guide on Export Policy Procedure and Documentation**
4. Nabhi Publications : **How to export**
5. **EXIM Policy & Handbook of EXIM Procedure** Vol.1 & Vol.2
6. Varma .M.L (1983) : **Foreign Trade Theory and Management in India** : Vikas Publication, NewDelhi.
7. Jitendra .M.D (1998) : **Export Procedure and Documentation**, Rajat Publications ,NewDelhi
8. Modwell.S.K. and Varmal .M.L (1986) : **Export Efforts of India**, Indian Institute of Foreign Trade, NewDelhi.
9. Francis Cherumillam : **International Marketing and Export Management**, Himalaya Publications.

**GROUP B**  
**Paper – I**

**Principles of Management**

**Course Number** :  
**Number of Credit Hours: 3 (Three)**

**Subject Description:**

This course presents the principles of management, emphasizing managerial functions.

**Goals:**

To enable the students to learn the basic functions, principles and concepts of management.

**Objectives:**

On successful completion of the course the students will be able to understand the principles and functions of management

The scientific decision making process and problem solving techniques modern management process.

**Contents:**

**Unit - I**

Nature and Scope of Management process - Management Science, Art, Development  
Management - Scientific Management.

**Unit - II**

Planning : Meaning and purpose of planning - steps in planning - Types of planning.  
Decision making : process of Decision making - type of decisions – problems involved  
In decision making

**Unit – III**

Organizing : Types of organization - Organizational structure - span of control -use of Staff units and committees.

**Unit IV**

Delegation : Delegation and centralization - Line and Staff relationship.  
Staffing : Sources of recruitment - Selection process - Training.

**Unit V**

Directing : Nature and purpose of Directing  
Controlling : Need for co-ordination - meaning and importance of controls - control process.

**References :**

L.M.Prasad - Principles & Practices of Management, Sultan Chand & Sons, New Delhi  
VSP Rao , V.Hari Krishna –Management, Excel Books  
Dale, Ernest - Management theory and Practice



## **GROUP - B**

### **PAPER – II INVESTMENT MANAGEMENT**

#### **UNIT – I**

Nature, Meaning and scope of Investment – Importance of Investment – Factors influencing Investment – Investment media – Features of investment Programme – Investment Process – Development of Financial system in India.

#### **UNIT – II**

Capital Market – New issue Market and stock exchange in India – B.S.E – N.S.E – OTCEI – Kinds of Trading activity – Listing of Securities – SEBI and its Role and guidelines.

#### **UNIT – III**

Fundamental and Technical Analysis – Security evaluation – Economic Analysis – Industry Analysis – Company Analysis – Technical Analysis – Portfolio Analysis.

#### **UNIT – IV**

Investment Alternatives – Investment in Bonds, Equity Shares, Preference shares, Government Securities – Mutual Funds – Real Estate – Gold – Silver – Provident fund – Unit Trust – National Savings Scheme – LIC.

#### **UNIT – V**

Portfolio Management – Nature, Scope – SEBI Guidelines to Portfolio Management – Portfolio Investment Process – Elements of Portfolio Management – Portfolio Revision – Needs and Problems.

**Note:** The question paper shall cover 100% Theory.

#### **Books for Reference:**

- |                                         |   |                        |
|-----------------------------------------|---|------------------------|
| 1. Investment Management                | - | Francis Cherunilam     |
| 2. Investment Management                | - | Khan and Jain          |
| 3. Investment Management                | - | Preeti Singh           |
| 4. Investment Management                | - | V.K.Bhalla             |
| 5. Investment Management                | - | V.Gangadha Ramesh Babu |
| 6. Investments: Analysis and Management | - | Charles P.Jones        |

## **GROUP - B**

### **Paper – III**

### **Marketing**

- Unit I : Marketing: Definition – features – importance – Role of marketing in Business – market and marketing . E – Marketing – basic characteristics – Strategic – E-marketing environment – Technology.
- Unit II : Buyer behaviour – buying motives – motivation – market – segmentation of differentiation of different bases – marketing strategy – market structure; channel – definition and types – policy: selection criteria – wholesalers, retailers and an middlemen and their function.
- Unit III: The product – marketing characteristics – product policy – product planning and development – product life cycle – product mix – brooding – packaging.
- Unit IV: Pricing: meaning – pricing policies – objectives – factors: funneling pricing decisions – competitions reaction to price changes – kinds of pricing – basic pricing policies – pricing of new product – strategies – new product pricing strategies and product mix pricing strategies.
- Unit V: Sale Promotion – meaning – objectives causes for scales promotion – types consumer promotion – trade promotion – sales force promotion. Promotional mix – types. Personal selling – objectives Steps.

#### **Ref:**

1. Philip Kotler – Marketing Management
2. Ratan Nair - Marketing Management
3. Rajan Saxena - Marketing Management
4. S.Jayachandran - Marketing Management
5. Ramasamy and Namakumari - Marketing Management

## **GROUP - B**

### **Paper IV INTERNATIONAL BUSINESS**

#### **UNIT – I**

International Business - Meaning, Nature and Scope – Role of Foreign Trade in the Economic Development of India – Balance of payment in the context of Economic Growth Process – Trade balance – Current Account position and Capital Account position – Trends – Principles of BOP – Correction of adverse BOP.

#### **UNIT – II**

Euro Currency Market – GATT – WTO, World Bank and IMF – Functions.

#### **UNIT – III**

Export marketing – Meaning – An overview of export marketing – differences between export marketing and domestic marketing – salient features and basic functions of export marketing – export barriers – Tariff and non-tariff – Export market analysis – Feasibility of market entry – Sources of market information – Assessing sale prospects.

#### **UNIT – IV**

Composition and direction of India's imports and exports – Past trends, present position and prospects – Project consultancy and Service exports – Trends, prospects and problems – Important documents used in foreign trade.

#### **UNIT – V**

Foreign exchange – Theories of foreign exchange – administration of foreign exchange – Rate determination – Factors influencing fluctuations in foreign exchange – Exchange control in India.

**Note:** The question paper shall cover 100% Theory.

#### **Books for Reference:**

- |                                         |   |                          |
|-----------------------------------------|---|--------------------------|
| 1. International Marketing Management   | - | Varshney & Bhattachariya |
| 2. International Business               | - | Francis Cherunilam       |
| 3. Export Marketing                     | - | T.A.S. Balagopal         |
| 4. Money, Banking & International Trade | - | M.L.Seth                 |

## **GROUP - C**

### **PAPER - I MANAGEMENT ACCOUNTING**

#### **UNIT – I**

Nature and scope of Management Accounting – Meaning – Nature – Scope – Functions – Objectives – Importance – Limitations – Distinction between Financial Accounting and Management Accounting – Relationship between cost and management Accounting – Tools and Techniques of Management Accounting – Meaning and Process of financial statement Analysis and Interpretation.

#### **UNIT – II**

Ratio Analysis – Meaning – Advantages of Ratio Analysis – Limitations – Classification of Ratios – Profitability – Turnover Ratios – Long-term Financial position – Working Capital Management – Meaning of Working capital – Importance Determinants and Computation of Working capital – Forecast of working capital Requirements.

#### **UNIT – III**

Funds Flow statement – Meaning and concept of Funds and Flow of Funds – Importance or uses of Funds Flow statements – Limitations – Schedule of changes in working capital – Preparation of Funds Flow statement – Cash Flow statement – Comparison between Funds Flow statement and Cash Flow statement – Uses of Cash Flow statement – Limitations – Preparation of Cash Flow Statement.

#### **UNIT – IV**

Marginal Costing – Definition of Marginal cost and Marginal Costing – Salient features – Advantages of Marginal Costing – Limitations – Break-Even Analysis – Cost-volume-profit Analysis – Applications of Marginal costing for Business Decision making.

#### **UNIT – V**

Budgeting and Budgetary control – Meaning- Definition – Objectives of Budgetary control – Essentials of Budgetary control – Advantages – Limitations – Classification and Types of Budgets – Sales, Production, Cost of Production, Purchase and Flexible Budgets – Cash Budget – Standard costing and variance Analysis (Material and Labour only) - Advantages and Limitations of standard costing.

**Note:** Question paper shall cover 40% Theory and 60% Problems.

#### **Books for Reference:**

- |                          |                               |
|--------------------------|-------------------------------|
| 1. Management Accounting | - R.K.Sharma & Shashi k.Gupta |
| 2. Management Accounting | - Manmohan Goyal              |
| 3. Management Accounting | -S.N.Maheswari                |

4. Management Accounting  
Reddy  
5. Management Accounting  
6. Management Accounting

- T.S.Reddy & Y Hari Prasad  
- Khan & Jain  
- R.S.N.Pillai and Bagavathy

## **GROUP - C**

### **PAPER II**

### **FINANCIAL MARKETING & MARKETING OF SECURITIES**

#### **Unit I:**

Finance Markets – Meaning and Function, Types of Financial Markets – Money Market – Reforms in Indian Money Market – Capital Markets – Markets for Corporate Securities – New issue Market – Stock Market..

#### **Unit II:**

Marketing of Securities – meaning of marketing of securities – classification of security buyers – Individual Investors – Joint Stock Companies – Institutional investors – methods of Marketing securities.

#### **Unit III:**

Meaning and nature of Underwritings - Forms of Underwriting – Need and significance of Underwriting – SEBI Guidelines on Underwriting – Underwriting Agencies in India.

#### **Unit IV:**

Meaning of Mutual Funds – concept of Mutual funds – Type of Mutual Funds – Advantages of mutual Funds – Mutual Funds in India.

#### **Unit V:**

Depository System – Introduction – Facilities Advantages of Depository system Dematerialisation of Shares – Electronic Settlement of Trade – Rematerialisation of shares.

#### **REFERENCES:**

- Gupta & Sharma** : Finance management Theory and Practice.  
Kalyani Publishers – New Delhi – 2006
- R.P.Rustagi** : Financial Management Theory, Concepts and Problems.  
Golgodia Publishing Company, New Delhi – 2006.
- L.M. Pandey** : Financial Management

**Joseph Banbarasu, V.K.Boominathan et.All.**

Financial Services – Sultan Chand & Sons.  
New Delhi 2006.

## **GROUP - C**

### **PAPER III - INDIA'S INTERNATIONAL TRADE**

#### **UNIT I**

Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy 1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 - Features; Foreign Trade Policy 2004-2009 - Salient features.

#### **UNIT II**

Legal frame work of India's foreign trade –Foreign trade (Development and regulation) Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from application of rules in certain cases) Order 1993 – Exchange control regulation in India.

#### **UNIT III**

India's export trade – Historical prospective - Trends – Composition of export trade – Direction of exports of principal products – Export of services – Export promotion – Objectives – Promotion measures – EOUs, EPZs and SEZs.

#### **UNIT IV**

Imports- Technology import contract- Technology policy and environment – selection and transfer issues – Law of protection of intellectual Property rights, Patents and Trade marks

#### **UNIT V**

Global trade and developing countries – Highlights of Indian's trade performances - Determinants of Export and Import – Major problems of India's export sector – Impact of recent changes in foreign trade policy.

Note : The Question Paper shall cover 100% Theory.

#### **Books for Reference:**

1. International Trade and Export Management - Francis cherunilam.
2. Export Management - T.A.S Balagopal
3. International Trade - M.L. Varma

## **GROUP - C**

### **Paper IV Export Trade Procedure**

Unit I: Export Trade: Direct exporting – advantages. Forms of organization in direct Exporting – agents and distributors – Factors in selecting an agent in foreign markets – advantages.

Unit II: Indirect exporting: Meaning – advantages and disadvantages – middlemen in indirect exporting – types – advantages and disadvantages – Export house – functions, growth and problems.

Unit III: Pre-shipment Export documentation: Need for export documentation – types – shipping documents and their definitions – commercial and regulatory documents – Filling of master documents. Marine insurance – Types.

Unit IV: Shipment of export goods: Central excise clearance procedures – exempted and other than exempted units – customs clearance of export shipment – documents in the case of shipment by Air/Sea.

Unit V :Export documentation : Significance and types – important documents in export trade – commercial invoice – letter of credit – bill of lading – processing of export order.

Text Book :

1. International Marketing Management – Varma and Agarwal
2. Export Management – P.K. Khurane
3. Export Marketing – T.A.S. Balagopal
4. A guide on export policy procedure and documentation – M.I. Mahajan.