B.A. Economics – (Colleges)/SDE CBCS Pattern 2017-18 & onwards  
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SCAA Dt.: 03/07/2017  

BHARATHIAR UNIVERSITY, COIMBATORE-641 046  

B.A. ECONOMICS (CBCS PATTERN)  
(For the students admitted during the academic year 2017-2018 and onwards)  

SCHEME OF EXAMINATIONS

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components / Course Title</th>
<th>Inst. Hours/Week</th>
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### B.A. Economics – (Colleges)/SDE CBCS Pattern 2017-18 & onwards

#### Annexure 2A

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

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.
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**List of Elective papers (Colleges can choose any one of the paper as electives)**
B.A., ECONOMICS

1 YEAR - 1 SEMESTER

CORE PAPER - I  MICRO ECONOMICS - I

SUBJECT DESCRIPTION:
The course attempts to equip the students with the basic tools and methods of economic analysis.

OBJECTIVES:
1. Understand the concepts, methodology and the behaviour of the economic agents as a consumer and a producer.
2. Enlighten the students about the economic objectives.

UNIT 1:

UNIT II:

UNIT III:
Elasticity of demand - Types and Degrees - Measurement - Factors influencing elasticity of demand - uses - consumer's surplus

UNIT IV:

UNIT V:
Cost and Revenue - concepts of cost and revenue - Average, Marginal and Total cost - Nature of short run and long run average cost curves - Revenue; Total Revenue - Importance of revenue curves.

REFERENCE BOOKS

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CORE II - AGRICULTURAL ECONOMICS

SUBJECT DESCRIPTION
The course is designed to familiarize the students the policy issues that are relevant to Indian agricultural economics and enable them to analyze the issues, using basic micro economic concepts.

OBJECTIVES
1. Make the students to understand the Indian Agriculture
2. To equip the students with the knowledge regarding the relationship between Agricultural economy and India economy.

UNIT I: Definition and scope of Agriculture Economics – Agriculture in a growing Economy – Role of Agriculture in Economic development of a Nation. Interdependence between agriculture and industry-Agricultural development under the 5 year plans.

UNIT II: Productivity in Indian Agriculture, Measuring Agriculture Productivity, Farm size, Cropping Pattern –Agricultural Labour and Wages – women in Agriculture, wage discrimination. Green Revolution- Problems of small and marginal farmers.


UNIT IV: Agricultural Credit in India - Agricultural Indebtedness – causes – remedies. Institutional agencies supplying Agricultural credit: Role of National Bank For Agriculture And Rural Development [NABARD], Co-operatives, Commercial Banks, and Regional Rural Banks.


REFERENCE BOOKS
4. C.S.Prasad, 2006, Sixty Years of Indian Agriculture.
ALLIED PAPER – I

History of India 1600 – 1857 AD.

UNIT : Coming of the Europeans: Portuguese – French East India Company – British East India Company.

UNIT II : Anglo – French Rivalry: Carnatic – wars. Establishment of British power is Bengal – Battle of Plassey, 1757, Battle of Buxar, 1764.


UNIT IV : Dalhousie – Revolt of 1857 - Queen’s Proclamation.


ALLIED PAPER – I

TOURISM

SUBJECT DESCRIPTION

The course aims at equipping the students with the growth and development of tourism and effect on employment generation.

OBJECTIVES

1. Make the students aware of the nature and forms of tourism
2. Expose the students regarding the possibilities of employment potential and the importance of computer technology in tourism.

UNIT I

Tourism concepts - Motivation for Travel - Barriers to Travel - forms of tourism - Travel industry network - Tourism and Tourism product - Meaning & Type - Tourism Planning in India - Government role in planning Tourism - factors influencing tourism development - Pleasure & Religious Travel.

UNIT II

Mass Tourism, Individual Tourism & paid holidays - Growth of modern Tourism - The basic components of tourism - Elements of Tourism - Geographical resources for tourism - Domestic Tourism.

UNIT III


UNIT IV

Economic dimensions of Tourism - Economic significance - Tourism income multiplier - Development of infrastructural development - Employment generation - multiplier - Tourism retailer - Travel agency operation - scope of work of travel agency - the Tour operation - Handling a client.
UNIT V
Role of Communication in travel - modern mass techniques - Computer Technology in Tourism - Railways, Hotels, Reservation, Airlines, Videotext system. Tourism in India - India as a tourist paradise - Growth of tourism in India - Role of TTDC for the growth towards tourism industry.

REFERENCE BOOKS

II SEMESTER

CORE PAPER III - MICRO ECONOMICS - II

SUBJECT DESCRIPTION
The course aims at equipping the students with the tools of economic analysis to deal with different types of market.

OBJECTIVES
1. Imparting knowledge about the behaviour of economic agents namely producer and factor owner.
2. Understanding and analysing the theories of different factors and determining their prices.

UNIT I
Market Structure - Meaning - Types - Perfect Competition - Time Element Theory - Price and Output Determination - Equilibrium of the firm and industry in short and long run.

UNIT II
Monopoly - Discriminating Monopoly - Degrees of Monopoly - Price and Output determination under Monopoly and discriminating monopoly.

UNIT III
Features of Monopolistic Competition - Equilibrium of firm and industry under short run and long run (Group Equilibrium) Selling cost - wastes of monopolistic competition - Oligopoly - Features.

UNIT IV
The theories of factor pricing - Marginal Productivity Theory - Rent - Ricardian Theory of Rent - Wages - Real and Nominal Wages - Theories of Wages.

UNIT V

REFERENCE BOOKS
2. Watson - Price Theory and its uses.

Core Paper IV- HISTORY OF ECONOMIC DOCTORINE

Subject Description: The core paper deals with the basic knowledge and ideas of economists and philosophers views.

Objectives:
1. To understand the basic ideas of different economist and philosophers concept.
2. To familiarize the students to learn the origin and development of economic ideas from
various thoughts.

Unit – I

Unit-II

Unit-III

Unit-IV

Unit-V

References:
1. K. Loganathan – A History Economic Thought
2. B.W. Ganguli- Indian Economic Thought.
4. Gide and Rist- Economic Thought

ALLIED PAPER - II
HISTORY OF INDIA 1858 – 1964 AD

UNIT I : VICEROYS:
Lord Canning – Lord Lytton – Lord Ripon – Lord Curzon

UNIT II : Freedom Struggle
Foundation of Indian National Congress – Moderates – Extremists – Home rule movement.

UNIT III : Gandhian Era
Non – Co – operation movement – Civil Disobedience movement – Quit – India movement – NSC Bose and his INA.

UNIT IV : Freedom fighters of Tamil nadu

UNIT V : India since independence
Nehru Era – Integration of Indian States, Tamilnadu under
Kamaraj is Chief Minister ship.

**Book Recommended**

B. Krishnamurthy

History of Tamil Nadu, Palayankottai.

G. Venkatesan

History of Freedom Struggle in India.

Rajapalayam

R.C. Majundar

Freedom Movement in India, Bharathiya Vidhya Bhavan Series, Bombay.

R.C. Agarwal

Constitutional History of India and National Movement.

D.L. Joshi and S.V. Gholkar

History of Modern India, 1800 to 1964.

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**ALLIED PAPER – II - DEMOGRAPHY**

**SUBJECT DESCRIPTION**

This course is designed to make the students aware of the importance of population in economic development and the various theories that explain the growth of population in a country.

**OBJECTIVES**

1. Make the students to understand about the demography.
2. To equip the students with the knowledge regarding the relationship between Demography and Economic Development.

**Unit I**: Population and Development- Meaning and scope of demography; components of population growth and their interdependence; Measures of population change; Structure, distribution and sources of population data; Theories of population – Malthus, Optimum theory of population; theory of demographic transition –Population and development.

**Unit II**: Population trends in the twentieth century; Population explosion –Determinants of age and sex structure; Demographic effects of sex and age structure, economic and social implications; Age pyramids and projections.

**Unit III**: Fertility, Nuptiality and Mortality-Importance of study of fertility – Factors affecting fertility – Socio-economic factors. Nuptiality – Concept and analysis of marital status, single mean age at marriage. Mortality – Death rates, crude and age-specific; Mortality at birth and infant mortality rate.

**Unit IV**: Migration and Urbanization-Concept and types – Temporary, internal and international; International migration –Its effect on population growth and pattern; Factors affecting migration; Urbanization – Growth and distribution of rural-urban population in developed and developing countries. Urbanization in India.

**Unit V**: Population Policy in India-Evolution of population policy in India – The shift in policy from population control to family welfare, to women empowerment; Family planning strategies and their outcomes..
II YEAR III – SEMESTER

CORE PAPER V

MACRO ECONOMICS

SUBJECT DESCRIPTION

The course is designed to make the students to understand the macro aggregates and various macro economic aspects of Keynesian economics.

OBJECTIVES

1. Make the students aware of the functional relationship between macro aggregates.
2. Enlighten the students to macro economic aspects in Keynesian and Post-Keynesian economics.

UNIT I

UNIT II

UNIT III
The consumption function - concept of multiplier - determinants of investment - liquidity preference and rate of interest - Principle of acceleration.

UNIT IV
The rate of Interest & General Equilibrium - Interaction of IS & LM Function - shifting of IS function - Shifting of LM function.

UNIT V
Macro economic policies and objectives - Philip's curve - trade off and non - trade off.

REFERENCE BOOKS

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<td>1. K.R. Gupta</td>
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<td>2. E. Shapiro</td>
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<td>3. Dernberg &amp; MacDaugal</td>
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CORE PAPER - VI

STATISTICAL METHODS

SUBJECT DESCRIPTION

The course deals with essential concepts of statistics.

OBJECTIVES

1. Analysing and interpreting data
2. Applying the statistical tools for solving economic problems.

UNIT I


UNIT II

Classification and Tabulation of data - Frequency Distribution - Diagrammatic and Graphic representation of data - Importance - types - Pie diagram - Line graph - Histogram- Frequency curve - Frequency Polygon.

UNIT III


UNIT IV


UNIT V


REFERENCE BOOKS

2. Elhance - Statistics
4. Taro Yamene - Statistics

NOTE: Question Papers must contain problems to the extent of 50% of the marks allotted to the subject.
ALLIED PAPER III

BUSINESS MANAGEMENT FOR ECONOMICS

SUBJECT DESCRIPTION
The content of the course aims at imparting knowledge about various aspects of business management.

OBJECTIVES
1. Understand the principles of management.
2. Developing the skills of decision making, organising and management of a business organisation.

UNIT I

UNIT II

UNIT III
Forecasting - Concept - Techniques - Decision Making Need - Types - Factors involved in Decision Making - Organisation - Decentralisation - Delegation of Authority - Span of Control.

UNIT IV

UNIT V
Leadership - Definitions - Characteristics - Distinction between leadership and management - Importance of Leadership - Formal and Informal Leaders - Functions and qualities of a Good Leader.

REFERENCE BOOKS

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PART – IV SKILLS BASED SUBJECT PAPER - I

FINANCIAL ACCOUNTING

SUBJECT DESCRIPTION:

The Course deals with the essential concepts of accounting procedures.

OBJECTIVES:

1. To make the students to understand the basic concepts of accounting procedures.
2. To encourage the students to learn modern techniques in the accounting field.

UNIT I
Accounting - Definition, objects, functions and importance, classification of accounts - Double Entry System concept; Journal, ledger and Trial Balance.

UNIT II

UNIT III
Preparation of Final Accounts of sole traders - trading and Profit & Loss A/c. and Balance Sheet - with simple adjustment.

UNIT IV
Single Entry System - Statement of Affairs; Conversion into double entry (Simple Problems)

UNIT V

REFERENCE BOOKS


NOTE : Question Papers must contain problems to the extent of 60% of the marks allotted to the subject.
SUBJECT DESCRIPTION
The subject of the course deals with various issues in economic development and planning techniques.

OBJECTIVES
1. To familiarise the students with the models in economic development.
2. To impart the knowledge regarding planning techniques.

UNIT - I
Economic development and growth - Concepts - Measurements - Determinants of development - Obstacles to development - Characteristics of the Less developed countries - Salient features of Indian Economy.

UNIT - II

UNIT - III

UNIT - IV
Capital formation and Economic Development - Importance of Capital formation - Types - Role of foreign capital in economic development - The role of technology in economic development.

UNIT - V
Objectives of planning - Types of planning - India's Five Year Plans - Objectives and Performance - Current Five Year Plan - Regional imbalance - Policy measures to remove regional disparities – NITI Aayog.

REFERENCES BOOKS
Ruddar Dutt and Indian Economy, S. Chand and Sons, New Delhi - 2003
K.P.M. Sundaram
Ishwar C. Dhingra Indian Economy, Sultan Chand and Sons, New Delhi - 2003
V.K. Puri
CORE PAPER VIII

MATHEMATICAL ECONOMICS

SUBJECT DESCRIPTION

This subject aims at providing the basic mathematical knowledge and its application.

OBJECTIVES

1. To understand the elementary mathematical knowledge.
2. To equip the students to know the application of mathematical techniques in economic theories.

UNIT I
Definition and Importance of Mathematical Methods - Rules of Differentiation - Linear equations - Quadratic equations - Logarithmic function.

UNIT II
Total, average and Marginal Revenues - Elasticity of Demand - Conditions for Profit Maximization - Partial Differentiation - Total Differential.

UNIT III
Notations of Set - Types of Sets - Venn diagram - Laws of set operations - Applications in Economics.

UNIT IV

UNIT V
Input - Output Analysis - Technological co-efficient Matrix - Linear Programming - Graphical method.

REFERENCE BOOKS


ALLIED PAPER IV

COMPUTER APPLICATIONS IN ECONOMICS

SUBJECT DESCRIPTION

This course is designed to make the students to understand with basic concepts and essential methods of computer application in economics.

OBJECTIVES
1. To enable the students to acquire knowledge on the basic concepts and application of computer program in Economics.
2. To provide the students to develop computer skills and its application in the field of business and economics.

UNIT I

UNIT II
Management Information Systems - Features - Steps in implementation of MIS - Need for Information - Information System for decision making.

UNIT III
Introduction to E-Commerce, Models B-B, B-C, EDI, EDI - Applications in business, Electronic Payment Cash - Smart Cards - Credit Cards.

UNIT IV
An Introduction to Internet - Important features - setting up an Internet Connection- Configuring a TCP/IP connection - Starting Internet - Uses - E-mail sending and receiving E-mail.

UNIT V
Database Management DBMS Models - Hierarchical Network - Relational Data Warehouses - Data Mining.

REFERENCE BOOKS

A first Course in Computer - Sanjay Saxena
The Internet - Douglas E - Corner
Computer Applications in Business - Subramanian.K
The Internet - Harley Kahn
Computer Programming and Application - R. Krishnamoorthy.

PART IV  SKILLS BASED SUBJECT PAPER - II

TRADE DOCUMENTATION

SUBJECT DESCRIPTION:
The subject deals with essential methods of Trade documentation.

OBJECTIVES:
1. To familiarize the students to learn the procedures of foreign trade and documentation methods.
2. To enable the students to gain knowledge regarding Trade documentation.

UNIT I
Avenues of International Trade - Direct exporting - Joint venturing - licensing arrangement, Management contracting, foreign investment - turnkey projects, consulting.
UNIT II
Role of Shipping - Liners, tramps, Bill of lading - Jettison and general average, particular average, warranties and other shipping terminologies - containerization - Air Transport - Multi Model Transport - Cargo Insurance.

UNIT III

UNIT IV
Export, Import Licenses - Letter of Credit Mechanism - Uniform Customs and Practices for Documentary Credit (UCPDC) - Duty drawback procedure.

UNIT V
Packing Methods - Packing List - Quality Control and Inspection - Clearance of Export Cargo - valuation and classification of goods in customs - Warehousing under Customs Act - Post - Shipment Formalities and procedures.

REFERENCE BOOKS
Government of India, Handbook of Import and Export procedures.
Balagopal  Export Management, Himalaya Publishing House, Delhi

V - SEMESTER
CORE PAPER IX
MONETARY ECONOMICS

SUBJECT DESCRIPTION
The course deals with the evolution of money, theories of money and its functions.

OBJECTIVES
1. Understand the role of money and theories of money.
2. Analysing the monetary forces, their developmental role and limitations in shaping and influencing the monetary policies.

UNIT I

UNIT II

UNIT III
UNIT IV
Inflation - Types - causes - consequences and control - Inflationary gap - deflation - causes - consequences and control - Trade Cycles - Types - various phases of trade cycle.

UNIT V
Functions of commercial banks - Role of commercial banks in economic development - credit creation - Balance Sheet - Functions of Central Bank - RBI and monetary Policy – Role of RBI in demonetization – merits and demerits - Recent trends in Banking - Innovative Banking - ATM - Credit Cards, Factoring Services, E-Banking and mutual funds.

REFERENCE BOOKS

<table>
<thead>
<tr>
<th>No.</th>
<th>Author(s)</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>K.P.M. Sundaram</td>
<td>Money Banking Trade and Finance</td>
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<tr>
<td>2</td>
<td>D.M. Mithani</td>
<td>Monetary Theory</td>
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<td>3</td>
<td>Saravanavel</td>
<td>Banking Law and Practice</td>
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<tr>
<td>7</td>
<td>T.T. Sethi</td>
<td>Monetary Economics, S. Chand &amp; Company Ltd., New Delhi, 1996.</td>
</tr>
</tbody>
</table>

CORE PAPER X

INDIAN ECONOMIC DEVELOPMENT AND POLICIES

SUBJECT DESCRIPTION

This course deals with the basic knowledge on the nature and important features of Indian economy.

OBJECTIVES

1. To expose the students of the various issues of the Indian economy.
2. To familiarise the students on sector-wise development issues and critically appraise the current Indian economic problems.

UNIT I

New economic reform and it’s impact – primary, secondary and service sectors. New schemes of present central and state Government.

UNIT II

Indian Agriculture - Role and growth of Agricultural Sector in Indian Economy - Green Revolution - National Agriculture Policy - Infrastructure and Rural Development – WTO – subsidies - PDS.

UNIT III
UNIT IV

UNIT V

REFERENCE BOOKS
3. Dhingra IC The Indian Economy, Environment and Policy, Sultan Chand, New Delhi.
7. Statistical Hand Book (www.coimbatore.tn.nic/handbook.html)

CORE PAPER - XI

INTERNATIONAL ECONOMICS

SUBJECT DESCRIPTION

The course deals with the theories and policies of International Economics.

OBJECTIVES

1. To impart the knowledge with the theory, policy as well as the working of the international trade and payment system.
2. To familiarize the students about the present world economic order.

UNIT I
Importance of International Economics - Scope - Bases of International Trade - Features of International Trade - Distinguishing Features of Inter - Regional and International Trade - Free Trade and Protection.

UNIT II
Theories of International Trade - Theory of Comparative Cost - Classical Theory - Heckscher - Ohlin Theory.

UNIT III
Balance of Payments - Meaning - Importance - Balance of trade and Balance of Payments - Disequilibrium of Balance of Payments - Measures to set-right disequilibrium - Terms of Trade - Types of terms of trade - Factors influencing terms of trade

UNIT IV

UNIT V

REFERENCE BOOKS

<table>
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<tr>
<th>No.</th>
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<th>Title</th>
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<tbody>
<tr>
<td>1.</td>
<td>G. Haberler</td>
<td>Theory of International Trade</td>
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<td>2.</td>
<td>Francis Cherunilam</td>
<td>International Economics</td>
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<td>3.</td>
<td>Ellsworth</td>
<td>International Economics</td>
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<td>4.</td>
<td>Kindleberger</td>
<td>International Economics</td>
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<tr>
<td>7.</td>
<td>K.R. Gupta</td>
<td>International Economics</td>
</tr>
<tr>
<td>9.</td>
<td>K.P.M. Sundaram</td>
<td>Money, Banking and International Trade, S. Chand and Company, New Delhi, 2005</td>
</tr>
</tbody>
</table>

Core Paper XII
ENTREPRENEURSHIP DEVELOPMENT
Total Hours : 75

Preamble:
The aim of the paper is
- To acquire the knowledge regarding characteristics of an entrepreneur
- To develop an interest in entrepreneurial activity and
- To equip them with entrepreneurial skills for self employment

Unit I
(14 hours)

Unit II
(16 hours)

Unit III

(15 hours)

**Unit IV**

Training and finance objectives of training – phases of EDP – special agencies for training – institutional finance with special emphasis of commercial banks. IDBL IFCI, ICICI, IRBI, SFCs, SIPCOT, Khadi and Village Industries Commission – Micro Finance – Incentives and Subsidies (a Brief Study)

(15 hours)

**Unit V**

Business correspondence and communication – Drafting the notices of company meetings – Drafting of resolutions, minutes, structure of business letters – Sales and trade computer based systems – Management information system – merits and demerits.

(15 hours)

**Books for Reference:**

- R.S.N.Pillai & Bagavathi: Commercial Correspondence & Office Management, S.Chand

**PART - IV SKILLS BASED SUBJECT PAPER III**

**COMPUTER SYSTEM - I**

**SUBJECT DESCRIPTION:**

The course deals with the basic knowledge on different concepts of computer applications.

**OBJECTIVES:**
1. To provide knowledge on different concepts of computer applications
2. To enable the students to understand the importance of computer system.

UNIT I

UNIT II

UNIT III

UNIT IV
Tally 7.2 - opening New Company - safety of accounts - password characteristic, Making Ledger accounts - writing voucher - voucher entry - Making different types of vouchers - correction of Sundry Debtors and Sundry Creditors.

UNIT V

REFERENCE BOOKS
Nathari - Tally 7.2, B.P. Publications.
S. Palanivel - Tally Accounting Software - Margham Publications.
Parameswaran - Computer Applications in Business.

VI - SEMESTER
CORE PAPE XIV
FISCAL ECONOMICS

SUBJECT DESCRIPTION
The course deals with the revenue and expenditure of the government.

OBJECTIVES
1. To enable the students understand the fundamentals of public finance.
2. Understanding and analysing the role and functions of the government and the impact of financial operations on economic activities.
UNIT I

UNIT II

UNIT III
Public Expenditure - principles - classification - effects - growth of public expenditure with special reference to India - control of public expenditure.

UNIT IV
Public Debt - meaning - sources - classification - principles - Budget - meaning - features - principles - budgetary procedure.

UNIT V

REFERENCE BOOKS

<table>
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<tr>
<th>No.</th>
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<tbody>
<tr>
<td>2.</td>
<td>K.P.M. Sundaram</td>
<td>Fiscal Economics</td>
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<td>3.</td>
<td>Andley &amp; Sundaram</td>
<td>Public Finance &amp; Policy</td>
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<tr>
<td>4.</td>
<td>Tripathy</td>
<td>Public Finance &amp; Economic Development</td>
<td></td>
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<tr>
<td>7.</td>
<td>Dr. S. Sankaran</td>
<td>Fiscal Economics, Margham Publications, Chennai.</td>
<td></td>
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</table>

CORE PAPER - II

INDUSTRIAL ECONOMICS

SUBJECT DESCRIPTION
The course is designed to make the students to understand the location and localisation of an industry and to learn the industrial financial sources and the recent industrial policies and its impact on productivity of industries.

OBJECTIVES:
1. Make the students to understand the theory of location.
2. To equip the students with the knowledge regarding the relationship between industrial growth and economic development.

UNIT I
Factors determining the size of the firm - Concept of the optimum firm - Representative firm.

UNIT II
Location of Industry - Factors determining Industrial Location - Theories of Industrial Location - Weber - Sargant Florence Thoery.
UNIT III
Industrial Finance - Term Finance: Short Term, Long Term - Specialized Financial Institutions - IFCI - IDBI - ICICI.

UNIT IV

UNIT V

REFERENCE BOOKS

Core Paper X – ENVIRONMENTAL ECONOMICS

Subject Description: It relates to the fundamentals environmental Economic Theories and the Concepts of Economics and Ecology.

Objectives:
1. To know the basic Concepts in Ecology and Economic development.
2. To Aware the Environmental policy and its Management

Unit-I

Unit-II

Unit-III

Unit-IV
Environmental Policy - Constitutional Protection - Planning and Management - Role of Government - Public Awareness - Law and Environment

Unit-V
Meaning of Global Warming - Green House Effect - Contribution to Global Warming - Response to Green House Effect - Ozon Depletion - Climate Change - Contribution of Nation and State

References:

3. Richardson H.W, Urban Economics
4. Eusine T., Environmental Economics
5. Sankaran.S, Environmental Economics

PART – IV SKILLS BASED SUBJECT PAPER IV

COMPUTER SYSTEM - II

SUBJECT DESCRIPTION

The course deals with the different concepts relating to MS. Office and computer system.

OBJECTIVES

1. To understand the significance and basic concepts of computer systems.
2. To provide knowledge of the application of computer system in the field of MS. Office

UNIT I


UNIT II

Word Basics - Using Auto text - using Auto correction - word editing techniques - finding and replacing text - checking spelling using templates - formatting - formatting with styles - creating tables.

UNIT III

Excel Basics - entering data - selecting ranges - editing entries - formatting entries - simple calculation - naming cells and ranges - data display - printing work sheets - copying entries between work books - moving sheets between work books - deleting sheets - creating graphs.

UNIT IV

Power Point Basics - editing text - adding subordinate points - deleting slides - working outline view - a design template merging presentation in slider sorter view applying templates - adding graphs - adding organisation charts - running an electronic slide - show adding special effects.

UNIT V
REFERENCE BOOKS

<table>
<thead>
<tr>
<th></th>
<th>Authors</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Stephen.L</td>
<td>Office 2000 Complete reference by BPB</td>
</tr>
<tr>
<td>3</td>
<td>Joyce Cox, Polly Urban</td>
<td>Quick Course in Microsoft Office - Galgotial Publications.</td>
</tr>
<tr>
<td>4</td>
<td>T. Karthikeyan&amp;Dr.C. Muthu</td>
<td>PC Software for Office Automation - Sultan Chand.</td>
</tr>
<tr>
<td>5</td>
<td>Sanjay Saxena</td>
<td>A first course in Computer</td>
</tr>
<tr>
<td>6</td>
<td>R. Krishnamoorthi</td>
<td>Computer programming and application</td>
</tr>
<tr>
<td>7</td>
<td>A.L. Stevens</td>
<td>Teach; your self windows.</td>
</tr>
</tbody>
</table>

SEMESTER-V ELECTIVE I-A

INVESTMENT POLICIES AND PROGRAMMES - I

SUBJECT DESCRIPTION
The subject of the course deals with the importance of investment and the functions of stock exchange market.

OBJECTIVES
1. Enlighten the students about the investment policies
2. Understanding and analysing the various issues related to share market.

UNIT I
Investment - Financial and Economic - meaning of investment - importance of Investment - Features of an Investment programme.

UNIT II
Security valuation - Scope - elements of investment - Approaches to investment - Basic valuation models.

UNIT III
Bonds - Types - public Sector Bonds - Zero Bonds - shares - preference shares and Equity Shares - Bonus and Right Shares.

UNIT IV
Debentures - Non-convertible- partly convertible, Fully convertible debentures.
UNIT V
Share market - primary market, How to apply for new issues - Basics of allotment - Secondary market - Functions of Stock Exchange.

REFERENCE BOOKS
1. Ralph Eastman Badger and Harrg G. Guthamann - Investment principles and practice
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
5. S.S. Grewal and Nahjot Grewal - Profitable Investment in shares

SEMESTE-V ELECTIVE I-B
Auditing
Total Hours :75

Preamble:
The objectives of this paper are:
- To impart knowledge about Principles and methods of auditing
- To familiarize the students with the techniques of auditing and its applications

**Unit I**

(12 hours)

**Unit II**
Audit procedure – Planning of audit – Audit programme – Audit note book – Audit working papers – Internal control and internal check – Internal check as regards cash, wages, sales, etc., Position of external Auditor as to Internal audit.

(15 hours)

**Unit III**

(16 hours)

**Unit IV**
Verification and valuation of assets and liabilities – Auditor’s position – Auditors duty regarding depreciation – Reserves and provisions.

(16 hours)

**Unit V**

(14 hours)

**Books for Reference:**
B.N.Tandan : A Hand book of Practical Auditing
S.Sudharsanam : S.Chand & Co.Ltd., New Delhi, 2006
S.Sundharabahu

**SEMESTE-V ELECTIVE I-C**
An Introduction to Insurance

Total Hours: 75
Preamble:
The paper aims to
- Provide knowledge of basic concepts and importance of Insurance
- Impart knowledge on the various insurance Legislations

Unit I

(14 hours)

Unit II
Classification of Insurance - on the basis of nature of Insurance - from business point of view - from risk point of view. Insurance and social security: Evolution of Insurance Organisations - Insurance Organisations in India - Insurance and social security
a) Social Security to Individuals b) Social security to Business

(15 hours)

Unit III

(16 hours)

Unit IV
Insurance Intermediaries: Introduction - Insurance Broker - Processing of application for broker ship - Code of conduct for brokers - Insurance Agents - Surveyor and Loss Assessors - Third Party Administrators - Health Services (a brief note only)

(14 hours)

Unit V

(16 hours)

Books for Reference:
A.Murthy : Elements of Insurance, Margham Publications, Chennai, 2006
SEMESTER-VI ELECTIVE II-A
INVESTMENT - POLICIES AND PROGRAMME - II

SUBJECT DESCRIPTION
The subject of the course deals with different investment opportunities available in the economy.

OBJECTIVES
1. To provide the knowledge of various issues related to portfolio selection.
2. To educate the students about Mutual funds in a modern economy.

UNIT I

UNIT II

UNIT III
Portfolio selection - Scope, type of investors - operation of investment in the stock market - Bulls and Bears - Role of Depositories.

UNIT IV
Mutual Funds - Types - Advantages and Disadvantages - Net Asset Value - UTI and other Mutual Funds.

UNIT V
Role of Stock Market in the India Economy - Important companies, FERA Companies - SEBI

REFERENCE BOOKS
1. Ralph Eastman Badger and Harrg G. Guthamann - Investment principles and practice
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
5. S.S. Grewal and Nahjot Grewal - Profitable Investment in shares
6. Preeti Singh - Investment Management Security Analysis and Portfolio Management,
Preamble:

The paper aims to

- study the registration formalities, duties and code of conduct of intermediaries in primary and secondary markets.
- understand the Depository system in India
- know the role of merchant bankers and lead managers as capital market intermediaries
- study the guidelines for the establishment of mutual funds and to know the functioning of credit rating agencies in the capital market

Unit I

Capital Market Intermediaries-Stock Exchanges-Primary Market-SEBI Registered Intermediaries for IPOs- Secondary Market-Registration Formalities, Duties and code of conduct for members and Sub-Brokers of BSE and NSE

(15 hours)
Unit II

Depositories-Registration-SEBI-Guidelines-Definition-Functions Immobilization and Dematerialisation of Share Certificates-Depository Process-Depository System in India

National Securities Depository Ltd (NSDL)-Promoters-Functions-Central Services (India) Ltd (CSDL)-Promoters-Functions-Drawbacks of Indian Depository System-Remedial reasons

(15 hours)

Unit III

Merchant Bankers-Registration-Functions of Merchant Bankers-SEBI Guidelines-Underwriters-Defaults of Merchant Bankers and Penalty

Lead Managers-Appointment-Responsibilities-Documents to be submitted to SEBI-Registrars and Share Transfer Agents-Appointment-Functions

(15 hours)

Unit IV


(15 hours)

Unit V

Credit Rating Agencies-Registrations-Eligibility Criteria-Rating Process-CRISIL-ICRA-Symbols and their significance-Portfolio Managers-Registrations-Code of conduct- Disclosures to the SEBI

Investment Advisors-Registrations-Requirements-SEBI Guidelines

Custodians : SEBI Guidelines
Stocklenders : SEBI Guidelines

(15 hours)

Books for References:

www.sebi.gov.in

V.A.Avadhani - Investment and Security Markets in India
Himalaya Publishing House, New Delhi

V.K.Bhalla - Investment Management
S.Chand & Company Ltd., New Delhi

M.Y.Khan - Financial Services, Tata Mc Graw Hill
Publishing Company, New Delhi, 2000

P.Mohan Rao & Others - Financial Services, Deep and Deep
Publications, New Delhi,
SEMESTER-VI ELECTIVE II-C
JOURNALISM

SUBJECT DESCRIPTION
The content of the course aims at making the students to understand the nature of mass communication and the responsibilities and functions of press.

OBJECTIVES
1. Understand the characteristics of communication
2. Imparting knowledge about the qualities of a reporter and newspaper management.

UNIT I
Nature Scope and process of mass communication - Theories of mass Communication - SMCR model of communication - Types of Communication - Characteristics of Communication - Barriers - Mass media of Communication - Merits and Demerits.

UNIT II

UNIT III
News - Definition of news - Sources of news - Reporting - Qualities of a reporter - Routine beats of a reporter - Inverted pyramid style of reporting - lead - Definition and types - Crime reporting, Correspondents - Special Correspondents - District correspondents - Investigative reporting - writing for Radio and TV - Free lance Journalism.

UNIT IV
Editing - Editorial writing - purpose of editionals - Headlines - definition - Functions and types - what is a copy - Sources of a copy - Sub-edition - Functions of Sub-editor - proof reader - Functions and symbols.

UNIT V
Newspaper Management - various departments of a newspaper and their functions - Advertisement - circulation and Administration.

REFERENCE BOOKS
3. News Reporting and Editing - K.M. Srivastava Sterling
6. Journalism in Modern India - Roland E. wolsley
7. The Indian Press - Dr. S.P. Sen
8. The Press - M. Chalapathi Rao
9. Truth about Indian Press - J.N. Sahni
10 Indian Press - Kadig Krishnamurthy
11 History of Indian Press - J. Natarajan
12. The Professional Journalism - John Honhenberg
13. Professional Journalism - Patanjali Sethi
SEMESTE-VI ELECTIVE III-A
TOURISM

SUBJECT DESCRIPTION

The course aims at equipping the students with the growth and development of tourism and effect on employment generation.

OBJECTIVES
1. Make the students aware of the nature and forms of tourism
2. Expose the students regarding the possibilities of employment potential and the importance of computer technology in tourism.

UNIT I
Tourism concepts - Motivation for Travel - Barriers to Travel - forms of tourism - Travel industry network - Tourism and Tourism product - Meaning & Type - Tourism Planning in India - Government role in planning Tourism - factors influencing tourism development - Pleasure & Religious Travel.

UNIT II
Mass Tourism, Individual Tourism & paid holidays - Growth of modern Tourism - The basic components of tourism - Elements of Tourism - Geographical resources for tourism - Domestic Tourism.

UNIT III

UNIT IV
Economic dimensions of Tourism - Economic significance - Tourism income multiplier - Development of infrastructural development - Employment generation - multiplier - Tourism retailer - Travel agency operation - scope of work of travel agency - the Tour operation - Handling a client.

UNIT V
Role of Communication in travel - modern mass techniques - Computer Technology in Tourism - Railways, Hotels, Reservation, Airlines, Videotext system. Tourism in India - India as a tourist paradise - Growth of tourism in India - Role of TTDC for the growth towards tourism industry.

REFERENCE BOOKS

3. A.K. Bhatia - International Tourism - Fundamental and
SEMESTER-VI ELECTIVE III-B

ACCOUNTANCY FOR ECONOMICS

SUBJECT DESCRIPTION
The course deals with the simple concepts of Accountancy

OBJECTIVES
1. To make the students to understand the basic concepts of Accountancy.
2. To encourage students to learn modern techniques of Accountancy used in Economics.

UNIT I

UNIT II

UNIT III
Funds flow statement - Meaning - Uses - Preparation of Fund flow statement

UNIT IV
Account Ratios for Business Decision - Meaning - Importance - Types - Simple Ratios - Limitation of Ratio Analysis.

UNIT V
Elements of Cost - Cost Sheet - Simple Problems.

REFERENCE BOOKS

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<tr>
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<tbody>
<tr>
<td>1</td>
<td>Principles of Accountancy</td>
<td>N. Vinayakam, P.L. Mani &amp; K.L. Nagarajan</td>
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<td>2</td>
<td>Financial Accounting</td>
<td>S.P. Mani, K.L. Nagaraj</td>
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<td>3</td>
<td>Principles of Management Accounting</td>
<td>Dr. S.N. Maheswari</td>
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<td>R.L. Gupta</td>
<td>Advanced Accounts</td>
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<td>Pillai and Bhagavathi</td>
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<td>T.S. Grewal</td>
<td>Principles of Accounting</td>
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NOTE: Question Papers must contain problems to the extent of 60% of the marks allotted to the subject.

SEMESTER-VI ELECTIVE III-C

Financial Markets

Total Hours: 75

Preamble:
The objectives of this paper are
- To acquaint the students with the working of financial market in India and help to foster sound corporate capital structure
- To learn the procedure regarding trading on stock exchanges through on-line trading
- To know the progress made in de-mat trading during recent years

Unit I
(18 hours)

Unit II
(16 hours)

Unit III
Unit IV


(18 hours)

Unit V


(20 hours)

Books for Reference:

Dr. S. Gurusamy : Financial Services and Marketing, Vijay Nicole Imprints Private Ltd., Chennai, 2004


Sri Ram Khanna : Financial Markets in India & Protection of Investors, New Century Publications, Delhi, 2004