

**BHARATHIAR UNIVERSITY, COIMBATORE-641 046**

**B.A. ECONOMICS (CBCS PATTERN)**

**WITH COMPULSORY DIPLOMA IN TRADE ECONOMY AND COMPUTER SYSTEMS**

(For the students admitted during the academic year 2008-2009 and onwards)

**SCHEME OF EXAMINATIONS**

Part	Study Components / Course Title	Inst. Hours/ Week	Examination				Credit
			Duration	CIA \$	Uni. Exam	Total	

<b>Semester I</b>							
I	Language-I	6	3	25	75	100	3
II	English-I	6	3	25	75	100	3
III	CORE I – MICRO ECONOMICS – 1	5	3	25	75	100	4
III	CORE II – INDUSTRIAL ECONOMICS	5	3	25	75	100	4
III	ALLIED PAPER I HISTORY OF INDIA FROM 1600 TO 1857 AD	6	3	25	75	100	5
<b>IV</b>	<b>Environmental Studies #</b>	<b>2</b>	<b>3</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
<b>Semester II</b>							
I	Language-II	6	3	25	75	100	3
II	English-II	6	3	25	75	100	3
III	CORE III – MICRO ECONOMICS – II	5	3	25	75	100	4
III	CORE IV – BUSINESS MANAGEMENT FOR ECONOMICS	5	3	25	75	100	4
III	ALLIED PAPER II HISTORY OF INDIA FROM 1858 TO 1964	6	3	25	75	100	5
<b>IV</b>	<b>Value Education – Human Rights #</b>	<b>2</b>	<b>3</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
<b>Semester III</b>							
I	Language-III	6	3	25	75	100	3
II	English-III	6	3	25	75	100	3
III	Core V – MATHEMATICAL METHODS – I	4	3	25	75	100	4
III	Core VI – INDIAN ECONOMIC DEVELOPMENT AND POLICIES	4	3	25	75	100	4
III	Allied : III - AGRICULTURAL AND RURAL DEVELOPMENT	5	3	25	75	100	5
<b>IV</b>	<b>Skill based Subject 1 (Diploma) FINANCIAL ACCOUNTING</b>	<b>3</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>IV</b>	<b>Tamil@ / Advanced Tamil# (OR) Non-major elective - I (Yoga for Human Excellence)# / Women's Rights#</b>	<b>2</b>	<b>3</b>	<b>75</b>		<b>75</b>	<b>2</b>
<b>Semester IV</b>							
I	Language-IV	6	3	25	75	100	3
II	English-IV	6	3	25	75	100	3
III	Core VII – MATHEMATICAL METHODS – II	4	3	25	75	100	4
III	Core VIII – COMPUTER APPLICATIONS IN	4	3	25	75	100	4

ECONOMICS							
III	Allied : IV ECONOMICS OF DEVELOPMENT & PLANNING	5	3	25	75	100	5
IV	Skill based Subject 2 (Diploma) TRADE DOCUMENTATION	3	3	25	75	100	3
IV	Tamil @ /Advanced Tamil # (OR) Non-major elective -II (General Awareness #)	2	3	75		75	2
<b>Semester V</b>							
III	Core IX – MONETARY ECONOMICS	6	3	25	75	100	4
III	Core X – ACCOUNTANCY FOR ECONOMICS	6	3	25	75	100	4
III	Core XI – INTERNATIONAL ECONOMICS	6	3	25	75	100	4
III	Core XII – ENTREPRENEURSHIP DEVELOPMENT	5	3	25	75	100	4
III	<b>Elective –I</b>	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
IV	Skill based Subject 3 (Diploma) COMPUTER SYSTEM - I	3	3	25	75	100	3
<b>Semester VI</b>							
III	Core XIII – MACRO ECONOMICS	6	3	25	75	100	4
III	Core XIV - FOREIGN TRADE PRACTICE & PROCEDURE	6	3	25	75	100	4
III	Core XV – FISCAL ECONOMICS	5	3	25	75	100	4
III	<b>Elective –II</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
III	<b>Elective –III</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
IV	Skill based Subject 4 (Diploma) COMPUTER SYSTEM – II	3	3	25	75	100	3
V	<b>Extension Activities @</b>	-	-	50	-	50	1
Total						3700	140

\$ 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.

<b>List of Elective papers (Colleges can choose any one of the paper as electives)</b>		
Elective – I	<b>A</b>	Investment Policies and Programme – I
	<b>B</b>	Auditing
	<b>C</b>	An Introduction to Insurance
Elective – II	<b>A</b>	Investment Policies and Programme – II
	<b>B</b>	Capital Market Intermediaries
	<b>C</b>	Journalism
Elective – III	<b>A</b>	Tourism
	<b>B</b>	Indian Economic Issues
	<b>C</b>	Financial Markets

**BHARATHIAR UNIVERSITY, COIMBATORE**  
**B.A., ECONOMICS**  
**I YEAR - I SEMASTER**

**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 I :**

Definition of Economics - Adam Smith - Marshall - Robbins - Samuelson - Micro and Macro approach - Inductive and deductive methods - positive vs Normative study - static and dynamic analysis - Economic laws - partial vs General Equilibrium.

**UNIT II :**

Theory of consumer behaviour - Cardinal Utility - Ordinal Utility - Law of diminishing Marginal Utility - Law of Equi Marginal Utility - Law of Demand - Indifference curve analysis - Features of indifference curve - Consumer's Equilibrium - Income, price and substitution effects.

**UNIT III :**

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

**UNIT IV :**

Factors of Production - Land, Labour, Capital and Organization - Laws of returns - Law of variable proportions - Returns to scale.

**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**

1.	Dr. S. Sankaran	Micro Economics, Margham Publications, Chennai, 2000.
2.	H.L. Ahuja	Principles of Micro Economics, A New Look at Economic Theory, S Chand Company Ltd., New Delhi (1996)
3.	Misra and Puri	Advanced Micro Economics Himalaya Publishing House, Mumbai, 1996.
4.	M.L. Jhingan	Micro Economic Theory, Vrinda Publications Ltd., New Delhi, 2002.
5.	V. Lokanathan	Principles of Economics, Economic Analysis S. Chand & Co., New Delhi 2003.

I YEAR - I - SEMESTER  
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

Industrial Policies - 1948, 1956, 1971, 1977, 1990, 1991 - Role of State - New Industrial Policy and Economic Reforms.

UNIT V

Industrial Productivity - Factors Influencing Productivity - Rationalisation - Aspects of Rationalisation - Scientific Management - Automation - Benefits - Rationalisation in India.

REFERENCE BOOKS

1. Barthwal, R.R. "Industrial Economics as Introductory" Text Book, Wiley Eastern Ltd., New Delhi, 2000.
2. Sivayya, K.V. and Das, V.B.M. "Indian Industrial Economy" S. Chand & Co., New Delhi, 2004.
3. Devine, P.J. "An Introduction to Industrial Economics" George Allen and Unwin, London, 1978.
4. Sadhu, A.N., and Singh, A. "Industrial Economics" Himalaya Publishing House, Mumbai, 1998.
5. Dutt and Sundaram, K.P.M. "Indian Economy" S. Chand & Co., New Delhi (2007).
6. Dhingra, I.C., "Indian Industrial Economy" Sultan Chand & Co., New Delhi (1972).

B.A., ECONOMICS  
I YEAR - I SEMASTER  
**ALLIED PAPER – 1**  
**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 in Bengal – Battle of Plassey, 1757, Battle of Buxar, 1764.
- UNIT III** : Warren Hastings – Cornwallis – Wellesly – Bentinck.
- UNIT IV** : Dalhousie – Revolt of 1857 - Queen’s Proclamation.
- UNIT V** : Constitutional Development : Regulating Act, 1773 – Pitt’s India Act, 1784, Charter Act of 1833 and 1853.

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

Interest - Gross Interest and Net Interest - Classical - Neo - Classical and Keynesian Theory of Interest - Profit - Gross and Net Profit - Theories of Profit.

REFERENCE BOOKS

1. Stonier and Hague - A textbook of Economic Theory.
2. Watson - Price Theory and its uses.
3. Dr. S. Sankaran - Micro Economics, Margham Publications, Madras 1990.
4. H.L. Ahuja - Principles of Micro Economics, A new look at Economic Theory S. Chand & Company Ltd., New Delhi (1996)
5. Misra and Pari - Advanced Micro Economics Himalaya Publishing House, Mumbai 1996.
6. M.L. Jhingan - Micro Economic Theory, Vrinda Publications Ltd., New Delhi 2002.
7. Loganathan.V - Principles of Economics, Economic Analysis, S.Chand & Co, New Delhi,2003.

**II SEMESTER**  
**CORE PAPER IV - 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**

Management - Nature and Functions of Management - Management as an Art - Science and Profession - Management and administration.

**UNIT II**

Scientific Management - Concept - Contribution of F.W. Taylor - Techniques of Scientific Management - Planning - Meaning - Features - Importance - Steps in Planning - Types of Planning - Tools of Planning - Objectives of an Organisation - Concept - Features - Hierarchy of Objectives - Management by Objectives.

**UNIT III**

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

**UNIT IV**

Staffing - Fundamentals of Staffing - Manpower Planning - Objectives and Problems - Source of Manpower supply - Selection Process - Motivation - Meaning - Maslow's theory of Motivation - Communication : Meaning - Importance - Forms of Communication - Formal and Informal Organisational Communication - Barriers to communication.

**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**

1.	P.N. Reddy, Tripathy & Others	Essentials of Management, Himalaya Publishing House, New Delhi, 1995.
2.	K. Natarajan, K.P. Ganesan	Principles of Management, Himalaya Publishing House, New Delhi, 1998.
3.	L.M. Prasad	Principles and Practice of Management, Sultan & Sons., New Delhi, 1987.
4.	Dinkar Pagare	Business Management, S. Chand & Company, New Delhi, 1991.
5.	Dr. C.B. Gupta	Business Management, S. Chand & Sons., New Delhi, 2000.
6.	Lallan Prasad, S.S. Gulshan	Management - Principles & Practice, S. Chand & Company, New Delhi, 1991.

**B.A., ECONOMICS**  
**I YEAR - II SEMASTER**  
**ALLIED PAPER - 2**  
**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**  
VOC – Rajaji – Subramania Siva, - E.V. Ramasamy –  
Social movement.
- 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.<br>Rajapalayam                   |
| R.C. Majundar               | Freedom Movement in India, Bharathiya Vidhya<br>Bhavan Series, Bombay. |
| R.C. Agarwal                | Constitutional History of India and National<br>Movement.              |
| D.L. Joshi and S.V. Gholkar | History of Modern India, 1800 to 1964.                                 |

### III – SEMESTER : CORE PAPER V - MATHEMATICAL METHODS - I

#### 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

Introduction - Nature and Scope of statistics - Uses and Limitations of Statistics - Collection of Data - Primary and Secondary Data - Methods of collecting Primary Data - Sampling - Methods of Sampling.

#### 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

Measures of Central Tendency: Mean, Median and Mode - Measures of Dispersion - Range - Inter - Quartile Range - Mean Deviation - Standard Deviation - Co-efficient of variation - Lorenz Curve - Skewness - Kurtosis - Moments.

#### UNIT IV

Correlation: Meaning - Types - Methods : Scatter Diagram - Karl Pearson's Co-efficient of correlation - Rank correlation - Regression lines - Least Square Method, Standard Error of Estimate.

#### UNIT V

Index Numbers : Definition - Simple and Weighted Index Numbers - Consumer Price Index Number - Tests for ideal index number - limitations of index numbers - Time series Analysis - components - Measurement of Trend Methods- Measurement of seasonal variations - Methods.

#### REFERENCE BOOKS

1. S.P. Gupta - Statistical Methods, Sultan Chand & Sons., New Delhi 1991.
2. Elhance - Statistics
3. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.
4. Taro Yamene - Statistics
5. R.S.N. Pillai & Mrs. Bagavathi - Statistics S. Chand & Company Ltd., New Delhi 1997.

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

**III - SEMESTER**  
**CORE PAPER VI - 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**

Meaning of Economic Growth and Development - Characteristics of under developed countries with special reference to India - India as a developing economy - determinants of growth - economic and non-economic factors.

**UNIT II**

Indian Agriculture - Role of Agricultural Sector in Indian Economy - Green Revolution - National Agriculture Policy - Infrastructure and Rural Development.

**UNIT III**

Size and growth of population in India - Demographic Indicators - Population Policy in India - Occupational Structure - Work Participation rate - Literacy - Higher Education - Health Infrastructure - HDI - India's Rank and Position.

**UNIT IV**

Infrastructure and Economic Development - Energy - Power - Transport - Science and Technology - Large Scale Industries - Iron and Steel - Sugar and Cement - Role of Public Sector undertakings - Short comings.

**UNIT V**

Meaning and objectives of Economic Planning - Need for planning and Five year plans in India.

**REFERENCE BOOKS**

1. M.L. Jingan - Economics of Development and Planning, Vrindha Publications, New Delhi, 2007.
2. Ruddar Dutt and K.P.M. Sundaram - Indian Economy, S. Chand & Company Ltd., New Delhi, 2007.
3. Dhingra IC The Indian Economy, Environment and Policy, Sultan Chand, New Delhi.
4. Misra S.K. and V.R. Puri - Indian Economy - Its development experience - Himalaya Publishing House, Mumbai, 2004.
5. Dr. S. Sankaran - Indian Economy, Margham Publications, Chennai, 2004.
6. Alak Ghosh - Indian Economy, The World Press Pvt. Ltd., Calcutta, 1997.

B.A., ECONOMICS  
SEMESTER III - ALLIED SUBJECT - III  
AGRICULTURAL AND RURAL DEVELOPMENT

SUBJECT DESCRIPTION

The content of the course deals with the importance of agriculture and the issues related to rural development.

OBJECTIVES

1. To provide the knowledge of various issues of rural development.
2. To familiarise the students with the role of agriculture and the marketing of agricultural products in India.

UNIT - I

Agriculture - Definition - Peculiar features - Role of agriculture in a modern economy - Agriculture and economic development - Foreign trade in agricultural products.

UNIT - II

Agriculture in Indian economy - Changing Profile of Indian Agriculture since Independence - Green revolution - Gains and lessons of Green revolution.

UNIT - III

Cropping pattern - Productivity trends - Farm size - Economic holding - Sub division and fragmentation - Consolidation - Co-operative farming.

UNIT - IV

Land reforms - Progress - Agriculture inputs - Tools and implementation - Farm mechanization - Irrigation - Fertilizers - Seeds and pesticides.

UNIT - V

Rural indebtedness - Causes and consequences - Sources of agricultural finance - Rural unemployment and rural poverty - Remedial measures.

REFERENCE BOOKS :

1. Indian Agriculture - Agarwal
2. Agricultural Economy of India - Dhingra
3. Indian Economy - Dutt and Sundram
4. Fundamentals of Rural Economics - S. Desai.
5. Fundamentals of Agricultural economics - Sadhu & Singh.

III – SEMESTER - PART – IV SKILLS BASED SUBJECT  
DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM  
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

Subsidiary Books - Cash Book, Bank Reconciliation Statement.

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

Accounts of Non - Trading concerns - Receipts and Payments A/c. Income & Expenditure A/c. and Balance Sheet.

REFERENCE BOOKS

1. Principles of Accountancy - N. Vinayakam, P.L. Mani & K.L. Nagarajan.
2. Financial Accounting - R.L. Gupta and V.K. Gupta - Sultan Chand and Sons, New Delhi.
3. Financial Accounting - SP. Jain and K.L. Narang - Kalyani Publishers, Ludhiana.
4. Financial Accounting - Santhana Gopalan and Parthasarathy, Sultan Chand and Sons, New Delhi.
5. Financial Accounting - Reddy and Murthy - Margham Publications - Chennai - 17.

NOTE : Question Papers must contain problems to the extent of 60% of the marks allotted to the subject.

IV - SEMESTER  
CORE PAPER VII - MATHEMATICAL METHODS - II

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

Matrix Addition and Subtraction - Matrix Multiplication - Determinants - Properties - Solution of simultaneous equation using Cramer's Rules.

UNIT V

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

REFERENCE BOOKS

1. Allen, R.G.D., Mathematical Analysis for Economists, Macmillan, New York.
2. Mehta and Madnani, Mathematics for Economists, Sultan Chand & Sons, New Delhi - 2000.
3. Chiang, Fundamentals of Mathematical Economics, Macmillan, New York.
4. Stafford, Elementary Mathematics for Economics.
5. Srinath Baruah, Basic Mathematics and its application in Economics - Macmilan India Ltd., Chennai - 2001.

**IV - SEMESTER**  
**CORE PAPER VIII 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**

Introduction to computers - Importance of Computers - History of Computers - Configuration of a Computer - Hardware and Software - Programming Languages - Source Program - Object Program - Interpreter.

**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.

B.A., ECONOMICS  
SEMESTER IV - ALLIED SUBJECT IV  
ECONOMICS OF DEVELOPMENT AND PLANNING

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

Strategies of economic development - Theory of Big push - The Critical Minimum Effort Thesis - Balanced and unbalanced growth - The Schumpeterian Theory.

UNIT - III

Growth models : The Harrod - Domar models - Applicability of the models to an under developed economy - The Mahalanobis model - Its applicability - Choice of techniques - Labour intensive technique and capital intensive technique - Intermediate technology.

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.

REFERENCES BOOKS

- |                                 |  |
|---------------------------------|--|
| M.L. Jhingan                    | The Economics of Development and Planning, Konark Publishers, New Delhi - 2003.                        |
| Ruddar Dutt and K.P.M. Sundaram | Indian Economy, S. Chand and Sons, New Delhi - 2003  |
| Ishwar C. Dhingra               | Indian Economy, Sultan Chand and Sons, New Delhi - 2003  |
| A.N. Agarwal                    | Indian Economy - Problems, Development and Planning<br>New Age International (P) Ltd., Chennai - 2000. |
| S.K. Misra and V.K. Puri        | Indian Economy - Himalaya Publishing House, Bombay - 2004  |

IV – SEMESTER – PART IV SKILLS BASED SUBJECT  
DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM  
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

Need, Rationale and Types of document - INCO terms - Ex - works - Free on Truck - cost and freight - Cost Insurance Freight - Free on Board - Document against payment - Document against Acceptance - Invoice, Inspection certificate - Certificate of Origin.

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  
Paras Ram - Export - What, Where and How - Tata MC Graw Hill International Edition.

**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**

Evolution, scope and functions of money, Barter and its difficulties - Definitions of money - Importance of money in a modern economy - Monetary standard - Monometallism and Bimetallism - causes for the breakdown of gold standard - Paper standard - Principles and methods of note issue-merits and demerits.

**UNIT II**

Value of money - demand for money - supply of money - theories of money - Fisher's quantity theory of money - Cambridge Equation - Keynes's Income Theory - Milton Friedman's restatement of the Quantity Theory of Money.

**UNIT III**

Financial Market - Kinds of Financial Market - Money Market - Meaning, Functions, Constituents of Money Market - Financial Institutions in the Money Market - Characteristics of a Developed Money Market - Capital Market.

**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 - Recent trends in Banking - Innovative Banking - ATM - Teller System, Credit Cards, Factoring Services, E-Banking and mutual funds.

**REFERENCE BOOKS**

1.	K.P.M. Sundaram	-	Money Banking Trade and Finance
2.	D.M. Mithani	-	Monetary Theory
3.	Saravanavel	-	Banking Law and Practice
4.	Dr. S. Sankaran	-	Monetary Economics, Himalaya Publishing House, Bombay, 1989.
5.	B.N. Ghosh and Rama Ghosh	-	Fundamentals of Monetary Economics , Himalaya Publishing House, Bombay, 1989.
6.	M.L. Jhingani	-	Monetary Economics, Konark Publishers Pvt. Ltd., New Delhi, 1997.
7.	T.T. Sethi	-	Monetary Economics, S. Chand & Company Ltd., New Delhi, 1996.

**SEMESTER - V**  
**CORE PAPER - X 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**

Time value of Money - Future value of a Single Amount - Future value of Annuity - Present value of a Single Amount - Present value of an Annuity.

**UNIT II**

Financial statement analysis - Basic concepts underlying Financial Accounting - Balance Sheet Profit and Loss Account - Comparative statement analysis - Common Size Analysis and Trend Analysis.

**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**

1.	Principles of Accountancy	-	N. Vinayakam, P.L. Mani & K.L. Nagarajan
2.	Financial Accounting	-	S.P. Mani, K.L. Nagaraj
3.	Principles of Management Accounting	-	Dr. S.N. Maheswari
4.	R.L. Gupta	-	Advanced Accounts
5.	S.N. Maheswari	-	Advanced Accounting
6.	S.P. Jain and Narang	-	Advanced Accounts
7.	Pillai and Bhagavathi	-	Management Accounting
8.	M.C. Shukla and Grewal	-	Advanced Accounts
9.	T.S. Grewal	-	Principles of Accounting

**NOTE** : Question Papers must contain problems to the extent of 60% of the marks allotted to the subject.

V - SEMESTER  
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

Exchange rates - Flexible and Fixed Exchange Rates -Equilibrium rate of Exchange - purchasing power parity theory - Devaluation - Exchange control.

UNIT V

International Financial Institutions - Working of IMF, IBRD, IDA, International Liquidity, UNCTAD, New International Economic Order - WTO.

REFERENCE BOOKS

1.	G. Haberler	-	Theory of International Trade
2.	Francis Cherunilam	-	International Economics
3.	Ellsworth	-	International Economics
4.	Kindleberger	-	International Economics
5.	M.L. Jhinghan	-	International Economics, Konark Publishers, New Delhi, 2007.
6.	D.M. Mithani	-	International Economics, Himalaya Publishing House, Mumbai, 2003.
7.	K.R. Gupta	-	International Economics
8.	S.S.M. Desai	-	International Economics, Himalaya Publishing House, Mumbai, 1990.
9.	K.P.M. Sundaram	-	Money, Banking and International Trade, S. Chand and Company, New Delhi, 2005

**B.A Economics**  
**Semester V**  
**Part III 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**

Entrepreneurship – meaning and definition – importance – factors affecting entrepreneurial growth – social, economic and environmental factors. Types of functions of an entrepreneur – Qualities of a successful entrepreneur.

(14 hours)

**Unit II**

Women entrepreneurs : concepts, functions and role of women entrepreneurs. Growth and women entrepreneurs, problems of women entrepreneurs – role of women entrepreneurs associations – selection of industry by women entrepreneurs. Types of industries/business suitable for women entrepreneurs – Rural entrepreneurs.

(16 hours)

**Unit III**

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.

(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, correspondence – banking – insurance agency – structure of business letters – sales & trade computer based systems – need transaction – processing system characteristics – advantages – management information system – characteristics – benefits.

(15hours)

### **Books for Reference:**

- E.Gordon & K. Natarajan : Entrepreneurship Development, Himalaya Publishing House, Delhi,2005
- S.Mohan & R.Elangovan : Current Trends in Entrepreneurship, Deep & Deep Publications Pvt,Ltd., Delhi,2006
- R.Saravanakumar, R. Parameswaran : A Text Book of Information & T.Jayalakshmi (V Unit) : Technology, S.Chand & Co Ltd., Delhi, 2003
- C.B.Gupta & N.P. Srinivasan : Entrepreneurial Development, Sultan Chand & Sons, Delhi,2003
- P.Saravanel : Entrepreneurial Development, Principles, Policies & Programme Ess Pee Key Publishing House, Madras, 1997
- R.S.N.Pillai & Bagavathi : Commercial Correspondence & Office Management, S.Chand

### SEMESTER – V PART - IV SKILLS BASED SUBJECT DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM

#### 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

Description of Electronic Computers - CPU Operations - Classification of Computers - Main - Mini - Work Stations - Micro Computers - Super Computers - Personal Computers - Computer Software - Types of Software.

#### UNIT II

Input devices - Mouse - Touch Screens, MICR - OCR, Keyboard, Pen based - Input Digital Scanners - Voice input devices - Sensors.

### UNIT III

Output devices - Impact Printers - Non Impact Printers - Video display terminals - plotters - Voice output devices - Secondary storage devices - Magnetic disk - Floppy - Magnetic Tape - Optical Disk Storage C.D. Rom.

### 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

Preparation of trial balance - Books of Accounts - Cash Book - Bank Book - Ledger accounts - Group Summary - Sales Register and Purchase Register - Journal Register - Statement of Accounts and Balance Sheet.

### REFERENCE BOOKS

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

## VI - SEMESTER CORE PAPER XIII 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

Nature and scope of Macro Economics - Difference between Micro and Macro Economics - National Income and Social accounting - Methods and problems of measurement.

### UNIT II

Classical theory of Price, Output and Employment - Keynesian Theory of Income and employment - Theory of effective demand - Involuntary unemployment & Full employment.

### 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

1.	K.R. Gupta	-	Macro Economics
2.	E. Shapiro	-	Macro Economics
3.	Dernberg & MacDaugal	-	Macro Economics
4.	Dr. S. Sankaran	-	Macro Economics, Margham Publications, Chennai, 2004.
5.	M.L. Jhingan	-	Macro Economics, Konark Publishers Pvt. Ltd., New Delhi, 2006.
6.	Dr.Cauvery R and Others	-	Macro Economics, S. Chand & Company Ltd., New Delhi, 2004.

VI - SEMESTER  
CORE PAPER XIV FOREIGN TRADE PRACTICE AND PROCEDURE

SUBJECT DESCRIPTION

The course aims at equipping the students with the essential methods of foreign trade practice and procedure.

OBJECTIVES

1. To familiarize students with the procedures involved in foreign trade.
2. To impart the knowledge regarding foreign trade practice.

UNIT I

Exports - Physical Exports - Re exports - deemed exports - service exports - counter trade - offshore trading - International Marketing - domestic marketing - scope of International marketing.

UNIT II

Selection of Export Products - Selection criteria - Selection of exports markets - Classification of World Market - Short listing of foreign markets - criteria for eliminating the markets.

UNIT III

Direct and Indirect exporting - trade channel - middle man in indirect exporting - difference between exporter and distributor - sales promotion abroad - objectives of sales promotion activities - advertising - trade fairs - direct methods.

UNIT IV

Export contract - nature of international trade contacts - elements of export contracts - trade disputes - arbitration and settlement of disputes - Indian Council of arbitration.

UNIT V

Documents and its importance - transport documents - bill of exchange - bill of lading and its types - charter party and types - containerization - shipping hazards - kinds of perils and losses.

REFERENCE BOOKS

1.	T.A.S. Balagopal	-	Export Management
2.	S.R. Vilar	-	Export Management
3.	M.I. Mahajan	-	A guide on export policy procedure and documentation
4.	Paras Ram	-	Export - What, Where, How
5.	A. Nabhi Publication	-	Export Management Documentation

**VI - SEMESTER**  
**CORE PAPE XV 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**

Nature, scope and importance of Fiscal Economics - Public Vs Private finance - public finance & UDCS - Principle of maximum social advantage.

**UNIT II**

Public revenue - sources - Tax and non Tax - Taxation - classification - Principles - effects - theories of taxation - impact and incidence of taxation.

**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**

Fiscal policy - instruments - federal finance - principles - problems - reports of 10<sup>th</sup> & 11<sup>th</sup> Finance Commission - Local Finance.

**REFERENCE BOOKS**

1.	B.P. Tyagi	-	Public Finance, Jai Prakash Nath & Co., Meeret.
2.	K.P.M. Sundaram	-	Fiscal Economics
3.	Andley & Sundaram	-	Public Finance & Policy
4.	Tripathy	-	Public Finance & Economic Development
5.	Cauvery, Sudha Nayak, Girija, Kriparani & Meenakshi	-	Public Finance, S. Chand & Company Ltd., New Delhi.
6.	R.C. Saxena & P.C. Mathur	-	Public Finance, K. Nath & Co., Meeret.
7.	Dr. S. Sankaran	-	Fiscal Economics, Margham Publications, Chennai.

**SEMESTER – VI PART – IV SKILLS BASED SUBJECT**  
**DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM**  
**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**

MS. Office Basics - creating document - entering text -selecting text - giving instructions - using tool bars - menu commands - key board - shortcut - saving files - opening documents - Manipulating windows - simple editing - printing files - file merger.

**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**

Access Basics - creating a table entering and adding records - changing a structure - working with records - creating forms - establishing relationships - using queries to extract information - using report to print information.

**REFERENCE BOOKS**

1.	R.K. Taxali	-	PC Software for windows made simplex Tata Mcraw Hill Publishers Pvt. Ltd.
2.	Stephen.L	-	Office 2000 Complete reference by BPB
3.	Joyce Cox, Polly Urban	-	Quick Course in Microsoft Office - Galgotial Publications.
4.	T. Karthikeyan&Dr.C. Muthu	-	PC Software for Office Automation - Sultan Chand.
5.	Sanjay Saxena	-	A first course in Computer
6.	R. Krishnamoorthi	-	Computer programming and application
7.	A.L. Stevens	-	Teach; your self windows.

## **SEMESTE-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 Hargrave - Investment principles and practice  
G. Guthamann
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, Himalaya Publishing Home, Mumbai - 2004.

7. A.N. Shanbhag
  - In the Wonderland of Investment,  
Focus Popular Prakasham,  
Mumbai, 1999.
  
8. V.K. Bhalla
  - Investment Management Security  
Analysis and Portfolio Management,  
S.Chand & Co, Ltd,  
New Delhi - 1997.
  
9. Vasant Desai
  - The Indian Financial System.  
The system that cares Financial  
Markets,  
Institutions & Services,  
Himalaya Publishing House,  
Mumbai, 1997.

## **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**

Definition – objectives of Auditing – Advantages and limitations of auditing – Auditing and investigation – Qualities of an Auditor – Detection of errors and frauds. Various types of audit: Continuous audit – Final audit – Interim audit – Balance sheet audit – Advantages of continuous audit.

(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**

Vouching – Meaning – Definition – Vouchers – Vouching of cash transactions – Trading transactions – Impersonal ledgers.

(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**

Company Audit – Appointment and Removal of Auditor – Rights and duties of company Auditor – Liabilities of company Auditor – Audit of Share Capital – Audit of Share Transfer.

Audit of Computerized Accounts – e-audit.

(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  
R.G.Saxena : Principles and Practice of Auditing  
Himalaya Publishing House, Mumbai, 2002  
R.Sharma : Auditing  
Lakshmi Narain Agarwal Educational Publishers,  
Agra, 2000

**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**

Introduction to Insurance : Meaning, Definition, Nature, Functions, Evolution of Insurance- Principles of Insurance – General Principles –Specific Principles- Miscellaneous Principles- Importance of Insurance – Terms used in Insurance.

(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**

Insurance Legislation : The Insurance Act , 1938 – Insurance Regulatory Authority - Motor Vehicles Act, 1939 – Exchange Control Regulations General Insurance Business Nationalisation Act 1972- Consumer Protection Act, 1986 – Brief profile of IRDA and its functioning.

(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**

Insurance and Economic Development- Role of Insurance in economic development – Role of Insurance in Developing Economies – Economic Development and Insurance Density. Insurance Industry in India – An overview of Insurance – Insurance sector Reforms – Private Players in the market – Entry of banks into Insurance – Foreign Insurers in India – Present Scenario

(16 hours)

**Books for Reference:**

- B.S.Bodla, M.C.Garg, K.P.Singh : Insurance – Fundamentals, Environment & Procedures, Deep & Deep Publications Pvt. Ltd., Delhi, 2003
- A.Murthy : Elements of Insurance, Margham Publications, Chennai, 2006
- Nalini Prava Tripathy, Prabir Pal : Insurance – Theory and Practice, Prentice Hall of India (Pvt) Ltd, Delhi, 2005

## **SEMESTE-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**

Economic Analysis - Industry analysis and Company analysis - Book value - market value of shares.

### **UNIT II**

Growth shares, Income shares - Ratio Analysis - Earning per share, Price - Earning ratio - payout - ratio - yield - Dividend Policies.

### **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 - Investment principles and practice  
G. Guthamann
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 Managemetri Security  
Analysis and Portfolio Management,  
Himalaya Publishing Home,  
Mumbai - 2004.

7. A.N. Shanbhag
  - In the Wonderland of Investment, Focus Popular Prakasham, Mumbai, 1999.
  
8. V.K. Bhalla
  - Investment Management Security Analysis and Portfolio Management, S.Chand & Co, Ltd, New Delhi - 1997.
  
9. Vasant Desai
  - The Indian Financial System. The system that cares Financial Markets, Institutions & Services, Himalaya Publishing House, Mumbai, 1997.

## **SEMESTE-VI ELECTIVE II-B**

### **Capital Market Intermediaries**

**Total Hours - 75**

#### **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**

Mutual Funds- SEBI Guidelines for Establishment. Types-Open-ended schemes-Closed-ended schemes, NAV-Debt-oriented Mutual Funds-Equity-Oriented Mutual Funds-Tax Savings Schemes-New Fund Offerings-The Process of New Fund Offerings-

Rules Governing New Fund Offerings-Gold Exchange Traded Fund-Fund of Funds;  
Arbitrage Funds-Real Estate Mutual Funds-Capital Protection Schemes

(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](http://www.sebi.gov.in)

- |                      |  |
|----------------------|--|
| V.A.Avadhani         | - Investment and Security Markets in India<br>Himalaya Publishing House, New Delhi |
| V.K.Bhalla           | - Investment Management<br>S.Chand & Company Ltd., New Delhi                       |
| M.Y.Khan             | - Financial Services, Tata Mc Graw Hill<br>Publishing Company, New Delhi, 2000     |
| P.Mohan Rao & Others | - Financial Services, Deep and Deep<br>Publications, New Delhi,                    |

## SEMESTE-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

Journalism - History of Journalism - History of Indian Press - Responsibilities and functions of the press - News agencies - freedom of the press - various professional organizations - press council - press laws.

### 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 editorials - 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

- |  |   |
|--|---|
| 1. Theory and practice of Journalism         | - B.N.Ahuja, subject publications, New Delhi. |
| 2. Professional Journalism                   | - M.V. Kawath, Vikas Publishing House.        |
| 3. News Reporting and Editing                | - K.M. Srivastava Sterling                    |
| 4. News Writing and Reporting<br>Publication | - James M Neal & Suzanne S. Brown, Surjeet    |
| 5. Modern Newspaper practice                 | - F.W. Hodgson Heinemann, London.             |
| 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                             |
| 14. Editorial and Persuasive writing         | - Harry W. Stoneolpher                        |
| 15. Fundamentals of Journalism               | - Spencer Crump.                              |

## 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

Travel Motivation - evolution of demand - Growth factor - Physical motivators - Real and Recreation motivation - Health motivators - ethnic & family motivators - Business motivation. Travel & Tourism statistics - measurement of tourism - categories of tourist statistics - methods of measurement - Sample surveys - General Problems of measurement - merits and demerits of tourism.

### 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

1. Virender Kaul - Tourism and the Economy, Har- Anand Publications, New Delhi, 1994
2. Alister Mathieson & Geoffrey Wall - Tourism, Economic, Physical, Social Impacts Longman Inc, New York, 1982.
3. A.K. Bhatia - International Tourism - Fundamental and Practices, Sterling Publishers Pvt. Ltd., New Delhi, 1994.
4. Jagmohan Negi - Travel Agency & Tour operation

- Concepts and Principles,  
Kanishka Publishers,  
New Delhi, 1997.
5. Pran Nath Sath &  
Sushma Seth Bhat
  6. A.K. Bhatia
  7. R.N. Kaul
  8. Pran Nath Seth
  9. Gulab Nabi
  10. Mukesh Ranga
- An Introduction to Travel and Tourism  
Sterling Publications Pvt. Ltd.,  
New Delhi 1977.
  - Tourism Development - Principles and Practices,  
Sterling Publications Pvt. Ltd.,  
New Delhi, 1995.
  - Dynamics of Tourism,  
Sterling Publications Pvt. Ltd.,  
New Delhi, 1985.
  - Successful Tourism Management,  
Sterling Publications Pvt. Ltd.,  
New Delhi, 1987.
  - Socio Economic Impact of Tourism,  
Pioneer Publishers, Jaipur, 2000.
  - Tourism Potential in India,  
Abhijeet Publications, New Delhi, 2003.

## **SEMESTE-VI ELECTIVE III-B**

### **Indian Economic Issues**

**Total Hours: 90**

#### **Preamble:**

The Paper enables the students

- ❖ To have an essential understanding of various issues of the Indian Economy and
- ❖ To have the ability to comprehend & critically appraise the current Indian Economic Problems

#### **Unit I**

Characteristics of Indian Economy as a developing economy – Demographic trends in the post-independence period – birth rate, death rate, age composition, sex ratio, density, life expectancy, literacy, urbanization and workforce participation rate – unemployment – kinds – Government's policy measures to remove unemployment – Future scenario of unemployment in India.

(16 Hours)

#### **Unit II**

Place of Agriculture in Indian Economy – causes for low productivity – credit needs of the Indian farmers – sources of rural credit – present system of Indian agricultural marketing – measures to improve agricultural marketing in brief – New agricultural strategy Green Revolution – Problems created by Green Revolution – Agricultural price policy – Indian agriculture and WTO – Recent initiatives in Indian agriculture.

(18 Hours)

#### **Unit III**

Role of industrialization – Industrial policy 1991 – Importance of small scale industries – recent policy initiatives for promoting small scale industries – Industrial sickness in India – causes, consequences and remedial measures – changing features of Indian industrial labor – National wage policy – social security measures in India – Impact of WTO on Indian Industry.

(19 Hours)

#### **Unit IV**

India's Foreign Trade – Growth and structure – India's foreign trade policy – main features, phases of it – Export – import policy (2002 – 2007) – Foreign capital – types – Government's policy towards foreign capital – Foreign aid and Indian Economic development – WTO and India's foreign trade.

(18 Hours)

#### **Unit V**

Inflationary trends in India – causes of inflationary rise in prices – Government policy to control prices. External value of Rupee and foreign exchange reserves – Foreign Exchange Regulation Management Act 1973 – Foreign Exchange Regulation

Management Act 1999- Reasons for the growth of MNC's – Impact of MNC's on Indian Economy.

(19 Hours)

**Books for Reference:**

- Ruddar Dutt and K.P.M Sundaram : Indian Economy, S.Chand & Company Ltd., New Delhi, 2004
- S.K Misra & V.K. Puri : Indian Economy, Its Development Experience, Himalaya Publishing House, Mumbai, 2004
- Ishwar D.Dhingra : Indian Economy, S.Chand & Co., Delhi 1997
- Dr.S.Sankaran : Indian Economy, Margham Publications, Chennai, 2004

## **SEMESTE-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**

Financial System in India – Functions – Structure – Development – Financial Concepts: Financial Assets – Financial Intermediaries, Financial Markets, Financial Rates of Return and Financial Instruments – Financial Market – Concept, and Constituents – A brief Idea of the Players and Instruments in Money Market, Capital Market, Debt Market, Foreign Exchange, Derivatives Market, Global Financial Markets.  
(18 hours)

#### **Unit II**

Money Market – Definition – Features – Objectives – Importance – Composition: Call Money Market. Commercial Bills Market. Treasury Bill Market – Money Market Instruments – Structure and Features of Indian Money Market – Recent Developments Global Money Markets – London and New York.  
(16 hours)

#### **Unit III**

Capital Market – Meaning and Definition – Characteristics – Functions – Importance – Evolution and Growth – Constituents Measures of Reactivation – Measures of Investor Protection – Recent initiative in the Indian Capital Market.  
(18 Hours)

#### **Unit IV**

New Issues Market and Secondary Market: Recognition of Stock Exchanges – Services of stock Exchanges – Organization – Listing of Securities – Advantages of Listing - Drawbacks – Registration of Stock Brokers – Procedure – Kinds- Method of Trading in a Stock Exchange.  
(18 hours)

#### **Unit V**

Regulation of Stock Exchange – SEBI – Objectives – Powers – Functions – Organization – SEBI guidelines & Recent Development – NSE, BSE, ISE – Inter Stock Exchange of India. Internet Stock Trading – Demat and On-Line Trading Index Calculations – BSE – Senses & Nifty – Foreign Institution Investments and its impact on share price movements  
(20 hours)

**Books for Reference:**

- Dr.S. Gurusamy : Financial Services and Marketing, Vijay Nicole  
Imprints Private Ltd., Chennai, 2004
- Gordon & Natarajan : Financial Markets and Services, Himalaya  
Publishing House, Mumbai, 2003
- Sri Ram Khanna : Financial Markets in India & Protection of  
Investors, New Century Publications, Delhi, 2004