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**

<table>
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<tr>
<th>Part</th>
<th>Study Components / Course Title</th>
<th>Inst. Hours/ Week</th>
<th>Examination Credit</th>
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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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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:

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

<table>
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<th>No.</th>
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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 Theory.

UNIT III
Industrial Finance - Term Finance : Short Term, Long Term - Specialized Financial Institutions - IFCI - IDBI - ICICI.

UNIT IV

UNIT V

REFERENCE BOOKS
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.

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.
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

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

<table>
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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.
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

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.
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

UNIT IV

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

REFERENCE BOOKS
3. Dhingra IC The Indian Economy, Environment and Policy, Sultan Chand, New Delhi.
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
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

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.
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

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

REFERENCE BOOKS
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

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.
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
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
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
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

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

REFERENCE BOOKS

<table>
<thead>
<tr>
<th></th>
<th>Author</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>K.P.M. Sundaram</td>
<td>Money Banking Trade and Finance</td>
</tr>
<tr>
<td>2</td>
<td>D.M. Mithani</td>
<td>Monetary Theory</td>
</tr>
<tr>
<td>3</td>
<td>Saravananavel</td>
<td>Banking Law and Practice</td>
</tr>
<tr>
<td>7</td>
<td>T.T. Sethi</td>
<td>Monetary Economics, S. Chand &amp; Company Ltd., New Delhi, 1996.</td>
</tr>
</tbody>
</table>
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

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

<table>
<thead>
<tr>
<th></th>
<th>Title</th>
<th>Author(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Principles of Accountancy</td>
<td>N. Vinayakam, P.L. Mani &amp; K.L. Nagarajan</td>
</tr>
<tr>
<td>2</td>
<td>Financial Accounting</td>
<td>S.P. Mani, K.L. Nagaraj</td>
</tr>
<tr>
<td>3</td>
<td>Principles of Management Accounting</td>
<td>Dr. S.N. Maheswari</td>
</tr>
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<td>4</td>
<td>R.L. Gupta</td>
<td>Advanced Accounts</td>
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<td>5</td>
<td>S.N. Maheswari</td>
<td>Advanced Accounting</td>
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<tr>
<td>6</td>
<td>S.P. Jain and Narang</td>
<td>Advanced Accounts</td>
</tr>
<tr>
<td>7</td>
<td>Pillai and Bhagavathi</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>8</td>
<td>M.C. Shukla and Grewal</td>
<td>Advanced Accounts</td>
</tr>
<tr>
<td>9</td>
<td>T.S. Grewal</td>
<td>Principles of Accounting</td>
</tr>
</tbody>
</table>

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

UNIT IV

UNIT V

REFERENCE BOOKS

<table>
<thead>
<tr>
<th>No.</th>
<th>Author</th>
<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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<tr>
<td>2.</td>
<td>Francis Cherunilam</td>
<td>International Economics</td>
</tr>
<tr>
<td>3.</td>
<td>Ellsworth</td>
<td>International Economics</td>
</tr>
<tr>
<td>4.</td>
<td>Kindleberger</td>
<td>International Economics</td>
</tr>
<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>
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  

(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  

(15 hours)
Books for Reference:

R. Saravanakumar, R. Parameswaran & T. Jayalakshmi (V Unit) : A Text Book of Information Technology, S. Chand & Co Ltd., Delhi, 2003
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

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 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

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Author/Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>K.R. Gupta - Macro Economics</td>
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<tr>
<td>2</td>
<td>E. Shapiro - Macro Economics</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Dernberg &amp; MacDaugal - Macro Economics</td>
<td></td>
</tr>
</tbody>
</table>
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

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 contracts - elements of export contracts - trade disputes - arbitration and settlement of disputes - Indian Council of arbitration.

UNIT V

REFERENCE BOOKS

<table>
<thead>
<tr>
<th>No</th>
<th>Author</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>T.A.S. Balagopal</td>
<td>Export Management</td>
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<td>S.R. Vilar</td>
<td>Export Management</td>
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<td>3</td>
<td>M.I. Mahajan</td>
<td>A guide on export policy procedure and documentation</td>
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<td>4</td>
<td>Paras Ram</td>
<td>Export - What, Where, How</td>
</tr>
<tr>
<td>5</td>
<td>A. Nabhi Publication</td>
<td>Export Management Documentation</td>
</tr>
</tbody>
</table>
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

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

REFERENCE BOOKS

<table>
<thead>
<tr>
<th>No.</th>
<th>Author</th>
<th>Title</th>
<th>Publisher</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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<td>4</td>
<td>Tripathy</td>
<td>Public Finance &amp; Economic Development</td>
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<td>5</td>
<td>Cauvery, Sudha Nayak,</td>
<td>Public Finance</td>
<td>S. Chand &amp; Company Ltd., New Delhi.</td>
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<td></td>
<td>Girija, Kriparani,</td>
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<td></td>
<td>&amp; Meenakshi</td>
<td></td>
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<tr>
<td>7</td>
<td>Dr. S. Sankaran</td>
<td>Fiscal Economics, Margham Publications,</td>
<td>Chennai.</td>
</tr>
</tbody>
</table>
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

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Author(s)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>Joyce Cox, Polly Urban</td>
<td>Quick Course in Microsoft Office - Galgotial Publications.</td>
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<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>
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 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


SEMESTER-V ELECTIVE I-B
Auditing

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
Audit of Computerized Accounts – e-audit.

(14 hours)
Books for Reference:

B.N. Tandan : A Hand book of Practical Auditing
S.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
SEMESTER-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
(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
7. A.N. Shanbhag  
   - In the Wonderland of Investment, 
     Focus Popular Prakasham, 

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, 
SEMESTER-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

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
SEMESTER 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

4. Jagmohan Negi - Travel Agency & Tour operation
5. Pran Nath Sath & Sushma Seth Bhat  - An Introduction to Travel and Tourism

6. A.K. Bhatia  - Tourism Development - Principles and Practices,

7. R.N. Kaul  - Dynamics of Tourism,

8. Pran Nath Seth  - Successful Tourism Management,

9. Gulab Nabi  - Socio Economic Impact of Tourism,

10. Mukesh Ranga  - Tourism Potential in India,
SEMESTER-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

(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

(19 Hours)

Unit IV

(18 Hours)

Unit V
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
Ishwar D.Dhingra : Indian Economy, S.Chand & Co., Delhi 1997
Dr.S.Sankaran : Indian Economy, Margham Publications, Chennai, 2004
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

(18 Hours)

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