

**M.A. Economics**

Syllabus

CENTRE FOR DISTANCE AND ONLINE EDUCATION

(SCHOOL OF DISTANCE EDUCATION)

**OPEN AND DISTANCE LEARNING**

**2023– 2024 Onwards**

**Modified & Approved for SDE vide SCAA Dated 18-06-24 (2022-23 Onwards)**



**BHARATHIARUNIVERSITY**

**AStateUniversity,Accreditedwith“A++”Gradeby NAACRanked21stamongIndianUniversitiesby MHRD-NIRF**

**Coimbatore-641 046, TamilNadu,India**



### ProgramEducationalObjectives

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| **ProgramEducationalObjectives(PEOs)** | | |
| The**M.AEconomics**programdescribeaccomplishmentsthatgraduatesareexpectedto  attainwithinfivetoseven yearsafter graduation | | |
| Toteachthe latestdevelopments inthe principlesofeconomictheory. |  |
| Toequipstudentswith toolsofeconometricsfor appliedeconomicresearch. |  |
| Toteachapplicationsoftheoriesinanalyzingcurrenteconomicproblems. |  |
| Todevelopskills toevaluatetheopportunitiesavailable inthefieldof  Economics. | |
| Tocontinuouslyenhanceacademicrigorandresearchoutcomes. | |
| Toanalyze globaleconomicissuesfromdifferent perspectivesandapplythemacross globe in the field of Economics. | |
| To understand the importance of inclusion, development and sustainability inorderto resolverelated local,national andglobalissues | |
| Tocreatecontinuous learningenvironmentforengagingthemselvesto updatewithnewknowledgein Economics. | |
| To nurture global human capital, future leaders and problem-solvers to becomeemployableand sensitized world citizens. | |
| To demonstrate digital literacybydevelopingskillsandabilityto adopt online  toolsandotherinterfacestodevelopresourcesthatadapttoindustry4.0 | |



**ProgramSpecificOutcomes(PSOs)**

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| **ProgramSpecificOutcomes (PSOs)** | |
| Afterthesuccessfulcompletionof**M.AEconomics**program,thestudents areexpectedto | |
| Toapplyeconomictheoriesand to expandthe problem-solvingacumen. |
| Theywillbetaughttheapplicationsoftheories inanalyzingcurrenteconomic problems |
| Consciousabout thesocio-economicenvironment,both domesticand internationalanditsimplicationsonbusiness. |
| Thestudentsof Economicscaneasilycrackthecompetitive examinationsandcan becomesuccessfulingettingemploymentopportunities. |
| Openupresearchopportunitiesinthenationallevelpremiereducational institutes. |
| Thecharacter buildingofstudentsand makes themresponsible citizens. |
| Thestudents areexposedtonational and international problemsand hencethey willhaveathoroughunderstandingofnationalandinternationaleconomic events. |
| Tounderstand the importanceof inclusion, development and sustainabilityin ordertoresolverelatedlocal,nationalandglobalissues. |
| Tofosteraspiritof scientificinquiryandcreativity. |
| Togearedupfor advanced levelofstudies. |

## ProgrammeOutcomes

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| **ProgramOutcomes (POs)** | |
| Onsuccessful completionofthe **M.AEconomics**program | |
| Identifythestandardlevelofgrowthanddevelopmentoftheeconomyofthe countryand to determineand frameplanningpolicies. |
| Identifyandformulatetheresearchdesign,analyzedataandbeabletounitethe researchreportandprovidevalidinferences. |
| Understandtheconceptsofnationalincome,macroeconomicvariablessuchasmultiplier,consumption,investment and general equilibrium. |
| Togainmathematicalknowledgeforbetterunderstandingofeconomicconceptsandtheoryandabilitytoapplytheknowledgeintheformulationandvalidationof economictheories. |
| Understandandapplytheknowledgeoftheindustrialeconomicsonlocation, efficiency,productivityand industrial policies |
| Framemonetarypolicies,understandandanalyzethevalueofmoney,cashbalance, capitalmarketsandbankingsystemandhenceimprovetheabilitytocomparecentralbankfunction with that ofthe other countries. |
| Tounderstandhowtheindividualsandfirmsallocatetheirscarceresourcesandtoprovidetrainingand employment. |
| Improvethe abilityto formulatetheories andeconomicmodelsto testandvalidate theconceptswithpracticalknowledge. |
| Usedtoestimatethespecificfigureswhich enable themtopredict future economicallyorientedevents. |
| Engageeffectivelywith computerknowledge especiallyWindows,LINUXand othersoftwareand toanalyzeand interpretthedata. |

**SCHOOL OF DISTANCE EDUCATION**

## BHARATHIAR UNIVERSITY, COIMBATORE-641 046

OPEN AND DISTANCE LEARNING PROGRAMME (ODL)

## M.AEconomicsCurriculum

*(Forthe studentsadmitted duringthe academicyear2023–24 onwards)*

**SCHEME OF EXAMINATIONS**

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| --- | --- | --- | --- | --- | --- |
| **CourseCode** | **TitleoftheCourse** | **Credits** | **MaximumMarks** | | |
| **CIA**  ***@*** | **ESE** | **Total** |
|  | **FIRSTSEMESTER** |  |  |  |  |
| Paper I | AdvancedMicroEconomics–I | 4 | 25 | 75 | 100 |
| Paper II | EconomicDevelopment  andPolicies | 4 | 25 | 75 | 100 |
| PaperIII | MarketingManagement | 4 | 25 | 75 | 100 |
| PaperIV | Econometrics | 4 | 25 | 75 | 100 |
| ElectiveI/  Group A | Tamil NaduEconomy/ | 4 | 25 | 75 | 100 |
| ElectiveI/  Group B | Principles ofManagement/ |
| ElectiveI/  Group C | IndiasInternational Trade |
|  | **SECONDSEMESTER** |  |  |  |  |
| PaperV | AdvancedMicro  Economics II | 4 | 25 | 75 | 100 |
| PaperVI | MacroEconomics | 4 | 25 | 75 | 100 |
| PaperVII | AgriculturalEconomics | 4 | 25 | 75 | 100 |
| PaperVIII | QuantitativeTechniquesfor Managerial  Decisions | 4 | 25 | 75 | 100 |
| PaperIX | IndustrialEconomics | 4 | 25 | 75 | 100 |
| ElectiveII/  Group A | EntrepreneurialDevelopment/ | 4 | 25 | 75 | 100 |
| ElectiveII/  Group B | InvestmentManagement/ |
| ElectiveII/GroupC | FinancialServices |
|  | **THIRDSEMESTER** |  |  |  |  |
| PaperX | MonetaryTheoryand Policies | 4 | 25 | 75 | 100 |

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| PaperXI | ResearchMethodology | 4 | 25 | 75 | 100 |
| Paper  XII | ComputerApplicationsinEconomics(theory) | 4 | 25 | 75 | 100 |
| Paper  XIII | EnvironmentalEconomics | 4 | 25 | 75 | 100 |
| Paper  XIV | LabourEconomics | 3 | 20 | 55 | 75 |
| ElectiveIII/  Group A | FinancialMarkets | 4 | 25 | 75 | 100 |
| ElectiveIII/  Group B | ServicesMarketing |
| ElectiveIII/  GroupC | Introduction to Industry4.0 |
|  | **FOURTHSEMESTER** |  |  |  |  |
| Paper  XV | PublicEconomics | 4 | 25 | 75 | 100 |
| Paper  XVI | InternationalEconomics | 4 | 25 | 75 | 100 |
| PaperXVII | HumanResource  Management | 3 | 20 | 55 | 75 |
|  | ProjectWork(160marksproject&  40marksviva-voce) | 8 | - | - | 200 |
| ElectiveIV/  Group A | ExportProcedure/ | 4 | 25 | 75 | 100 |
| ElectiveIV /  Group B | InternationalBusiness/ |
| ElectiveIV /  Group C | ExportTradeProcedure |
| **GrandTotal** | | **90** |  |  | **2250** |

@Includes25/40%continuous internalassessment marksfortheoryand practicalpapers

\*The student can select any one of the **Elective Courses** from Group A, Group B or Group C ineverysemester.



FirstSemester



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| **Coursecode** | | | **ADVANCED MICRO ECONOMICS-I** | **COREPAPER–I** | |
| **Pre-requisite** | | | MicroeconomicsandBasicMathematics |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | |
| 1 | Toimpart knowledgeonthebehavior oftheindividuals andfirms inmakingdecisionon the  allocationofscarce resources. | | | | |
| 2 | Toequip thestudents with thebasic toolsandmethods ofeconomicanalysis. | | | | |
| 3 | Tounderstandthefundamentalconceptsandtheoriesof Microeconomics. | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthe course,student will beable: | | | | | |
| Tounderstand theeconomictheoriesandconcepts. | | | | | | |
| Tounderstandaboutthe demandpotentials. | | | | | | |
| Toanalyzetheproductionandcost. | | | | | | |
| Togainknowledgeandtoevaluatetheprice and theoutput forvariousmarkets. | | | | | | |
| Toconstruct theknowledgeof policydecision. | | | | | | |
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| **Unit:1** | | **Theoriesof Demand** | | |  |
| Theoriesofdemand–utility;indifferencecurve-incomeandsubstitutioneffects,Slutsky theorem, compensated demand curve – Revealed preference theory; Revision of demandtheorybyHicks. | | | | | |
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| **Unit:2** | | **ProductionFunction** | | |  |
| Productionfunction–MultiProductfirm;Elasticityofsubstitution;Euler'stheorem;Technicalprogressandproductionfunction;Cobb-DouglasandCES.Traditionalandmodern  theoriesofcosts–Derivationofcostfunctionsfromproductionfunctions. | | | | | |
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| **Unit:3** | | **MarginalAnalysis** | |  | |
| Marginal analysis - price and output determination; perfect competition – short run andlong run equilibrium of the firm and industry, price and output determination, supply curve;Monopoly – short run and long run equilibrium, price discrimination, monopoly control andregulation;Monopolisticcompetition–generalandChamberlinapproachestoequilibrium,equilibriumofthefirmandthegroupwithproductdifferentiationandsellingcosts,excess  capacityundermonopolisticandimperfect competition,criticismof monopolisticcompetition | | | | | |
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| **Unit:4** | | **OligopolyModels** | |  | |
| Oligopoly – Non-collusive models – Cournot, Bertrand, Edgeworth, Chamberlin, kinkeddemandcurveandStackelberg'ssolution)andcollusivemodels-Cartelsandmergers,price  leadership–priceandoutputdeterminationundermonopsonyand bilateralmonopoly; | | | | | |
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| **Unit:5** | | **BehavioralModels** | |  | |
| Baumol'sSalesrevenuemaximizationmodel;Williamson'smodelofmanagerial  discretion;Marrismodelofmanagerialenterprise;Fullcostpricingrule;Behavioralmodelof | | | | | |

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| thefirm(CyertandMarchModel). | |
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| **Book(s)for study** | |
| 1 | Koutsoyiannis.A(1979) ModernMicroeconomics,MacmillanPress, London. |
| 2 | HLAHUJA (2009)AdvancedEconomicTheoryS.Chand&Co |
|  | |
| **Book(s)forReference** | |
| 1 | Baumol.W.J.(1982) Economic Theoryand OperationsAnalysis.PrenticeHallofIndia |
| 2 | HirshleiferJandA.Glazer(1997)PriceTheoryandApplications,PrenticeHallofIndia,NewDelhi. |
| 3 | HendersonJ.M. and R.E. Quandt(1980) Microeconomic Theory;A MathematicalApproach,McGraw Hill, New Delhi |
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| **Coursecode** | | | **ECONOMICDEVELOPMENTANDPOLICIES** | **COREPAPER–II** | |
| **Pre-requisite** | | | Modelsofeconomicgrowthanddevelopment |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | |
| 1 | Toequipwithstrongeconomicfundamentalgovernanceandtheprocessofeconomicdevelopment. | | | | |
| 2 | Tounderstandthealternativetheoriesof growth. | | | | |
| 3 | Toknowthetheoriesofunderdevelopmentandgrowthindevelopingcountries. | | | | |
| 4 | Toequipwiththecurrent developmentissues. | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | |
| Createtheknowledgeabout theeconomictheories andgrowthmodels. | | | | | | |
| ProvideanillustrationofIndian economy. | | | | | | |
| Constructtheknowledgeofeconomicplanningandgrowth. | | | | | | |
| Tocriticallyevaluatethe currenteconomicissues. | | | | | | |
| Toconstructa criticalstudyon thedevelopmentoftheeconomicscenario. | | | | | | |
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| **Unit:1** | | **MeasurementofEconomicDevelopment** | | |  |
| EconomicDevelopment:MeasurementofEconomicDevelopment-Schumpeter‟stheory  ofDevelopment-Keynes-Rostow‟sstagesofEconomicGrowth-BigBushtheory. | | | | | |
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| **Unit:2** | | **Doctrineof balancedgrowth** | | |  |
| Doctrineofbalancedgrowth-Conceptofunbalancedgrowth-GrowthModels-Harod-Domar–  Joan Rabinson‟s model of capital accumulation-Meade‟snoe-classical model-Solow Model of LongRunGrowth-Kaldor‟s model ofgrowth. | | | | | |
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| **Unit:3** | | **HumanResourceDevelopment** | | |  |
| SizeandGrowthrateofpopulationinIndia-HumanResourceDevelopment-MeasurementofPoverty-PovertyEradication Programmes. | | | | | |
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| **Unit:4** | | **Economicplanning** | | |  |
| Economicplanning-Planningprocessinamixedeconomy-NeedforForeignCapital-  FormsofForeignCapital-MultinationalCorporationsandforeigncollaborations–India‟sBalanceof Payments-Export Promotion Policies. | | | | | |
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| **Unit:5** | | **CurrentEconomicIssues** | | |  |
| Current EconomicIssues-New EconomicPoliciessince1980-Privatilisation: Policiesand  practices-DeregulationsandDelicensing–Globalisation–PublicSectorDisinvestments-Liberalforeigntraderegime–NewEXIMPolicies-StructuraladjustmentsintheIndianEconomy– | | | | | |

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| Budgetarypolicies andcontrol. | |
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| **Book(s)for study** | |
| 1 | S.M.Meier:“LeadingIssuesinEconomicDevelopment”OxfordUniversityPress,New York. |
| 2 | Kindleberger:EconomicDevelopment McGrawHill,NewYork. |
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| **Book(s)forReference** | |
| 1 | IndianEconomicSurveyforDifferentYears |
| 2 | HumanDevelopmentReportforDifferentYears: PublishedfortheUnitedNationsDevelopmentProgramme(UNDP), Oxford UniversityPress. |
| 3 | Surveyof theEnvironment fordifferentyears: PublishedbyTheHindu. |
| 4 | IndianDevelopmentReportfordifferentyears: IndiraGandhi InstituteofDevelopmentResearch,Oxford UniversityPress. |
| 5 | EconomicDevelopmentinIndia-AchievementsandChallenges:AWorld BankStudy. |



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| **Coursecode** | | | **MARKETINGMANAGEMENT** | **COREPAPER–III** | |
| **Pre-requisite** | | | Principlesofmarketingmanagement |
| **CourseObjectives:**  Themain objectivesofthiscourseare: | | | | | |
| 1 | Toimpartbasictheoreticalskillsinseveralfunctionalareastounderstandmarketbehaviour. | | | | |
| 2 | Tofindandgenerateinformation/dataneededtoinformproblemsolvinginmarketingusing  appropriatemethodology. | | | | |
| 3 | Toknowcontemporarymarketingnatureandmanagement practice. | | | | |
| 4 | Tounderstandcomplexmarketingissuesbyusingrelevanttheorieswithregardtoethical  conduct. | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessfulcompletionofthecourse,student willbeable: | | | | | |
| Tounderstandaboutmarketplanningandmarketenvironment. | | | | | | |
| Toknowaboutconsumer behaviourinthecontextof marketsegmentation. | | | | | | |
| Toexposewith productpromotion brandingand pricingtechniques | | | | | | |
| Toexpress thevariouschannels ofdistribution. | | | | | | |
| Togainknowledgeonmarketingstrategiesandconsumerrights. | | | | | | |
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| **Unit:1** | | **MarketingManagement&ConsumerBehaviour** | | |  |
| Marketing:DefinitionofmarketingclassificationsofMarkets-functionsofmarketing-  objectives –importance of Marketing–Marketing and Economic Development- MarketingEnvironment-MarketingManagement-ConsumerBehaviour. | | | | | |
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| **Unit:2** | | **MarketingMix** | | |  |
| MarketingMix:Concepts,components:Productmix,pricemix,promotionmixandplacemix.Product:Meaning,productplanning,productpositioning,Newproductdevelopment-  productlifecycle-Branding-Packaging-Labeling-Pricing:pricingobjectives-Factors-Methodsandprocedures. | | | | | |
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| **Unit:3** | | **Promotion** | | |  |
| Promotion:Meaningofpromotionmix-Componentsofpromotionmix-Advertising:Message,advertisementbudgeting-Salespromotion, personalsellingandpublicity. | | | | | |
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| **Unit:4** | | **Distribution** | | |  |
| Distribution:ChannelsofDistribution-Need,functions,types,evaluatingthechannelalternatives-PhysicalDistribution:Objectives,orderprocessing,transport,storagesandwarehousing,inventorycontrol. | | | | | |
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| **Unit:5** | **CompetitivemarketingStrategies** | **s** |
| CompetitivemarketingStrategies:Leaders–Challengers –Followers– Nichers– Marketing  control:Meaning,types,stepsessentialsofeffectivemarketingcontrol–Consumerprotection:Needs– Methods ofconsumerprotection -Consumerprotection inIndia. | | |
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| **Book(s)for study** | |
| 1 | PhilipKotler :PrinciplesofMarketing-PrenticeofIndiaPrivateLimited. NewDelhi |
| 2 | S.M.Jha& :MarketingManagementin Indian. |
|  | |
| **Book(s)forReference** | |
| 1 | S.P.Singh :Perspective-HimalayaPublishingHouse.Delhi. |
| 2 | R.S.Davar :ModernMarketingManagement –ProgressiveCorporation,Bombay. |



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| **Coursecode** | | | **ECONOMETRICS** | **COREPAPER– IV** | |
| **Pre-requisite** | | | Econometric models and methodology ofeconometric research. |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | |
| 1 | Tounderstandthemethodologyofeconometricswiththehelpofstatisticalandmathematicaltechniques. | | | | |
| 2 | Totest thepriorityrelationship amongeconomicvariables. | | | | |
| 3 | Toapproacheconomictheoryquantitatively. | | | | |
| 4 | Toenablehypothesis testingand modelselection | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessfulcompletionofthecourse,student willbeable: | | | | | |
| Todemonstratetheeconometricsmodels. | | | | | | |
| Understandthenatureandscopeofeconometricsasasocialscience | | | | | | |
| Useappropriateteststodetectautocorrelation | | | | | | |
| Evaluatingthesimultaneousequation model | | | | | | |
| Todeveloptheskillsofselectingappropriatedataandestimateaneconometricmodel. | | | | | | |
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| **Unit:1** | | **ScopeofEconometrics** | | |  |
| Definition,scopeanddivisionofeconometrics-methodologyofeconometricresearch-correlation theory-simplelinearregression model-justification fortheinclusion ofU-ordinaryleast  SquaresMethod(OLS) | | | | | |
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| **Unit:2** | | **Testof SignificanceandtheEstimates** | | |  |
| Statisticaltestofsignificanceoftheestimates-propertiesoftheleastsquaresestimates-  multipleregressionandotherextensionsofthesimplelinearregressionmodel-regressionandanalysisof variance. | | | | | |
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| **Unit:3** | | **OLSModels** | | |  |
| OLSassumptions–violationofOLSassumptions-Autocorrelation,hetroskedasticity,multicollinearity-errorinvariables,dummyvariables, laggedvariablesanddistributedlagmodels. | | | | | |
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| **Unit:4** | | **Modelsof SimultaneousRelationships** | | |  |
| Models of simultaneous relationships: simultaneous equation models-problem ofidentification-conditionsof identification–methodsof estimations–OrdinaryLeastSquares(OLS),  Two-StageLeastSquares(2SLS),Three-StageLeastSquares(3SLS). | | | | | |
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| **Unit:5** | | **Estimationofcompoundrateofgrowth** | | |  |
| Estimationofcompoundrateofgrowth-consumptionfunction,estimationofelasticityof  demand-Estimationofproductionfunction-Measurementoftechnicalchange. | | | | | |
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| **Book(s)for study** | |
| 1 | Koutsoyiannis.A. : Theory of econometrics: an introductory exposition of theeconometricmethods”,educationallow-pricedbooksscheme,  macmillaneducation Ltd., (1992) |
| 2 | Gujarati.D **:**Basic Econometrics,PrinticeHall.(2004) |
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| **Note:problemsmaybe askedonlyfromthefollowingareas**   1. correlation 2. simpleandmultipleregression 3. compoundrateofgrowth | |
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| **Coursecode** | | | **TAMILNADUECONOMY** | **ElectiveI /Group A** | |
| **Pre-requisite** | | | Theperformanceofagriculture,industrialdevelopment  andInfrastructuralfacilitiesinTamilNadu. |
| **CourseObjectives:**  Themain objectives ofthis courseare: | | | | | |
| 1 | Tounderstandthesocio,economicandculturalconditionsofTamilNadu. | | | | |
| 2 | Toimpartknowledgeon sectorwiseperformance anditsallocations. | | | | |
| 3 | ToenhancetheknowledgeaboutTamilNadu‟sadministrativeandpoliticalaspects. | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessfulcompletionofthecourse,student willbeable: | | | | | |
| Tounderstand the process ofgrowth ofTamil Nadu economy | | | | | | |
| Tocomprehendthespecificeconomicissuespertainingtotheregion. | | | | | | |
| Togettheknowledgeofpolicyanalysisregard toTamil Nadueconomy. | | | | | | |
| ToenhancetheabilityofcriticalthinkingonTamilNadueconomyanditsvariousaspects. | | | | | | |
| Todeveloptheknowledgetowardscompetitiveexaminationskills. | | | | | | |
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| **Unit:1** | | **NatureandScopeofTamilNaduEconomy.** | | |  |
| Growthanddevelopment-Ingredientsofeconomicgrowth-Sectoralgrowthinperspective- Inter-state Growth profiles- Economic development and structural Transformation-SDPtrends-Planning.Nature and ScopeofTamil Nadu Economy. | | | | | |
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| **Unit:2** | | **TheoryofDemographicTransition** | | |  |
| TheoryofDemographicTransition–TrendsinGrowthofPopulation-Sexratio,Density,Literacy,BirthandDeathrate-Urbanisation–PopulationPolicy2001.Compositionofworkforce–  UnemploymentandPoverty. | | | | | |
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| **Unit:3** | | **AgricultureDevelopmentinTamilNadu** | | |  |
| Agriculture–CroppingPattern–Irrigation–AgriculturalDevelopmentinTamilNadu-GreenRevolution–Agriculturalmarketing:regulatedmarketsandCo-operativemarketing–Non-  FarmactivitiesinTamilNadu- FoodSecurityandPublicdistributionsystem. | | | | | |
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| **Unit:4** | | **IndustrialDevelopmentinTamilNadu** | | |  |
| TrendsinIndustrialDevelopmentinTamilNadu–FactorscontributingtoIndustrialDevelopmentinTamilNadu-SmallScaleIndustries:Role,Problems,PromotionalMeasuresforSSI  -TIDCO,TANSI,SIPCOT,DIC –Economic LiberalisationVis-a- VisIndustrialGrowth. | | | | | |
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| **Unit:5** | | **BehavioralModels** | | |  |
| TransportandEconomicdevelopment-NationalisationofRoadways-performanceofpublicsectortransports-PowerdevelopmentinTamilNadu-RuralElectrification.Socialinputsandits  developmenteffects: Health, Education, Nutrition,watersupplyandenvironment. | | | | | |
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| **Book(s)for study** | |
| 1 | GovernmentofTamilNadu,VariousIssuesofTamilNaduEconomicAppraisal,DepartmentofStatistics, Govt. of TamilNadu |
| 2 | LeonardAC(2006),TamilNaduEconomy,MacmillanIndia Ltd,NewDelhi |
| 3 | Manickam.S(2006),EconomicdevelopmentofTamilNaduinperspective,Uyirmmai,  Chennai.78 |
|  | |
| **Book(s)forReference** | |
| 1 | MIDS(1988),TamilNaduEconomy:PerformanceandIssues,OxfordandIBNPublishing  Co.Pvt.Ltd.,NewDelhi |
| 2 | NaganathanM(2002),TamilNaduEconomy: Trendsandprospects,UniversityOfMadras. |



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| **Coursecode** | | | **PRINCIPLESOFMANAGEMENT** | **ElectiveI /GroupB** | | |
| **Pre-requisite** | | | Managerialanalysisanddecision-making. |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | | |
| 1 | Tolearnthebasic functions,principlesandconceptsofmanagement. | | | | | |
| 2 | Tounderstandtheapplicationofthe principlesinanorganization. | | | | | |
| 3 | Toenablethe effectiveandbarriersofcommunicationintheorganization. | | | | | |
| 4 | Tostudythesystem andprocessofeffectivecontrollingintheorganization. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | | |
| Onthesuccessfulcompletionofthecourse,student willbeable: | | | | | | |
| Tosummarizethenature andscopeofmanagement. | | | | | |
| Tounderstandtheimportanceofplanninganddecisionmaking. | | | | | |
| Toreviewtheclassificationoforganization andunderstandingitsstructure. | | | | | |
| To analysis theneedfordelegation,centralization andstaffing. | | | | | |
| Tooutline theimportanceof controllinginanorganization. | | | | | |
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| **Unit:1** | | **NatureandScopeofManagement** | | |  | |
| NatureandScopeofManagementprocess–ManagementScience,Art, DevelopmentManagement-Scientific Management. | | | | | | |
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| **Unit:2** | | **Planning** | | |  | |
| Planning:Meaningandpurposeofplanning-stepsinplanning-Typesofplanning.Decisionmaking:processof Decisionmaking- type ofdecisions–problemsinvolvedindecision  making. | | | | | | |
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| **Unit:3** | | **Organizing** | | |  | |
| Organizing:Typesoforganization-Organizationalstructure-spanofcontrol-useofStaffunitsandcommittees. | | | | | | |
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| **Unit:4** | | **Delegation** | | |  | |
| Delegation:Delegationandcentralization-LineandStaffrelationship.Staffing:Sourcesofrecruitment-Selection process-Training. | | | | | | |
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| **Unit:5** | | **Directing** | | |  | |
| Directing:NatureandpurposeofDirectingControlling:Needforco-ordination-meaning  andimportanceofcontrols-controlprocess. | | | | | | |
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| **Book(s)for study** | |
| 1 | L.M.Prasad-Principles&PracticesofManagement, SultanChand&Sons, NewDelhi. |
| 2 | VSP Rao,V.HariKrishna –Management,ExcelBooks. |
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| **Book(s)Reference** | |
| 1 | Dale,Ernest-ManagementtheoryandPractice. |
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| **Coursecode** | | | **INDIA’SINTERNATIONALTRADE** | **ElectiveI /Group C** | |
| **Pre-requisite** | | | Foreigntradepolicyandtheroleofglobetradeindevelopingcounties. |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | |
| 1 | TounderstandtheEXIM policy. | | | | |
| 2 | ToknowabouthistoricalperspectiveofIndian‟sexport. | | | | |
| 3 | Toknowaboutprotection lawsof IntellectualPropertyRightsandPatents. | | | | |
| 4 | Tounderstandthe globaltradeindevelopingcountries. | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessfulcompletionofthecourse,student willbeable: | | | | | |
| ToexplaintheconceptsandSalientfeaturesofForeignTradePolicy. | | | | | | |
| TounderstandthemajorproblemsinIndia‟sexportsector. | | | | | | |
| Toapplythe current businessphenomenon into theglobal businessenvironment in termsofeconomic,socialandlegal aspects. | | | | | | |
| ToanalyzetheIndia‟stradeperformance. | | | | | | |
| TohighlighttheSalientfeaturesofForeignTradePolicy. | | | | | | |
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| **Unit:1** | | **DevelopmentofForeignTradePolicy** | | |  |
| DevelopmentofForeignTradePolicy-IndiansForeignTradesince1951-EXIMpolicy  1992-1997-Objectives–Features;1997-2002policy-Salientfeatures;EXIMpolicy2002-2007-Features;Foreign TradePolicy2004-2009 -Salient features. | | | | | |
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| **Unit:2** | | **Legalframeworkof India’sforeign trade** | | |  |
| LegalframeworkofIndia‟sforeigntrade–Foreigntrade(Developmentandregulation)Act,  1992–ForeignTradeRegulationRules,1993-ForeignTrade(Exemptionfromapplicationofrulesin certaincases) Order 1993 – Exchangecontrolregulation inIndia. | | | | | |
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| **Unit:3** | | **India’sexporttrade** | | |  |
| India‟s export trade – Historical prospective - Trends – Composition of export trade –Directionofexportsofprincipalproducts–Exportofservices–Exportpromotion–Objectives-Promotion measures–EOUs, EPZsand SEZs. | | | | | |
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| **Unit:4** | | **OligopolyModels** | | |  |
| Imports- Technology import contract- Technology policy and environment – selection andtransferissues–LawofProtectionofIntellectualPropertyRights,PatentsandTradeMarks. | | | | | |
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| **Unit:5** | | **BehavioralModels** | | |  |
| Globaltradeanddevelopingcountries–HighlightsofIndia‟stradeperformances-DeterminantsofExportandImport–MajorproblemsofIndia‟sexportsector–Impactofrecent  changesinforeigntrade policy. | | | | | |
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| **Book(s)for study** | |
| 1 | Francischerunilam-InternationalTradeandExportManagement. |
| 2 | T.A.SBalagopal -ExportManagement |
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| **Book(s)forReference** | |
| 1 | M.L.Varma-InternationalTrade. |



SecondSemester



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| **Coursecode** | | | **ADVANCEDMICRO ECONOMICS-II** | | **COREPAPER – V** | | |
| **Pre-requisite** | | | Applicationofmicroeconomicbehaviourandmodels. | |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | | | |
| 1 | Toinculcate theknowledgeoftheories of distributionand economicbehaviorunder  uncertainty | | | | | | |
| 2 | Tounderstandthemicroeconomicconceptsanditsapplications inreal-lifesituations. | | | | | | |
| 3 | Toknowabout thepartialand generalequilibriumconditions. | | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | | | |
| Onthesuccessful completionofthe course,studentwill beable: | | | | | | | |
| Tounderstandbasicconceptsofmicroeconomicsandacquireanalyticalskillstoanalyse problemsofeconomicpolicy. | | | | | | |
| To understandthetheoreticalarguments. | | | | | | |
| T**o**analysevarioustheories ofdistribution. | | | | | | |
| Togainknowledgeoftheoptimalconditions andprinciples. | | | | | | |
| Toconstructtheeconomicmodelsasanapproach. | | | | | | |
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| **Unit:1** | | **THEORYOFDISTRIBUTION** | | | |  | |
| Neo-classicalapproach–Marginalproductivitytheory;Productexhaustiontheorem;Elasticity of technical substitution, technical progress and factor shares; Theory of distribution inimperfectproductandfactormarkets;Macrotheoriesofdistribution–Ricardian,Marxian,Kalecki  andKaldor's. | | | | | | | |
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| **Unit:2** | | **WELFAREECONOMICS** | | | |  | |
| Pigovianwelfareeconomics;Paretooptimalconditions;Valuejudgement;Socialwelfarefunction;Compensation principle; TheoryofSecond Best– Arrow'simpossibilitytheorem. | | | | | | | |
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| **Unit:3** | | **PARTIALANDGENERALEQUILIBRIUM** | |  | | | |
| Partialandgeneralequilibrium,Walrasianexcessdemandandinput–outputapproachesto  generalequilibrium,monopolies;twosectormodels,relationshipbetweenrelativecommodityandfactorprices. | | | | | | | |
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| **Unit:4** | | **INDIVIDUALBEHAVIOUR** | |  | | | |
| Individualbehaviourtowardsrisk,expectedutilityandcertaintyequivalenceapproaches,riskandriskaversion–costandrisk,riskpoolingandriskspreading,mean-varianceanalysisand  portfolioselection. | | | | | | | |
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| **Unit:5** | | **DECISIONMAKING** | |  | | | |
| DecisionMakingunderuncertainty-Optimalconsumptionunderuncertainty-competitive  firmsunderuncertainty-factordemandunderuncertainty-criteriafor decisionunderuncertainty-stochasticmodels in inventorydemand. | | | | | | | |

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| **Book(s)for study** | |
| 1 | Stigler,G.(1996)TheoryofPrice,Prentice HallofIndia,New Delhi. |
| 2 | Sen,A(1999)Microeconomics:TheoryandApplications.OxfordUniversityPress,New  Delhi. |
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| **Book(s)forReference** | |
| 1 | Baumol.W.J.(1982)EconomicTheoryandOperationsAnalysis.PrenticeHallofIndia,  NewDelhi. |
| 2 | Baumol.W.J.(1982)EconomicTheoryandOperationsAnalysis.PrenticeHallofIndia,NewDelhi. |



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| **Coursecode** | | | **MACROECONOMICS** | **COREPAPER–VI** | | |
| **Pre-requisite** | | | Macroeconomicmodels,theoriesandtechniques. |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | | |
| 1 | Todevelopknowledgeontheories,modelsandpoliciesthisgovernedthefunctioningofthedifferentdomains of themacroeconomicsystem. | | | | | |
| 2 | Toknow ofthe major issuesin thefield ofmacroeconomics. | | | | | |
| 3 | Toprovideknowledgeon themacroeconomictechniques. | | | | | |
| **ExpectedCourseOutcomes:** | | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | | |
| Tounderstandthe sectoralflow ofnationalincomein theeconomy. | | | | | |
| Toevaluate acritical insightonclassicalandKeynesianmacro economicsmodels. | | | | | |
| Toevaluate criticallyonconsumptionfunctionand investmentfunction. | | | | | |
| ToknowthecontributionsofFriedman,PhelpsandPhelpsin uncertainty. | | | | | |
| Toconstructthesoundknowledge ofmacroeconomicspolicy. | | | | | |
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| **Unit:1** | | **NATIONALECONOMICCONCEPTS** | | |  | |
| FlowofFundsinNationalEconomy–NationalProductsandRelatedConcepts–SectoralAccounts–MeasurementsandProblemsinNationalIncomeAccounting–Useof  CurrentandConstantPriceindices –BasicConcepts. | | | | | | |
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| **Unit:2** | | **GENERALEQUILIBRIUM** | | |  | |
| Basic Equilibrium in Classical Model – Basic Keynesian Model – Equilibrium in theProduct and Money Markets – Multiplier – Full Employment Budget Surplus – The LiquidityTrap–EmploymentandWageRigidity–GeneralEquilibriumin Goodsand BondMarkets. | | | | | | |
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| **Unit:3** | | **CONSUMPTIONFUNCTION** | | |  | |
| ConsumptionFunction–KeynesAbsoluteIncomeHypothesis–TheRelativeIncomeHypothesis– PermanentIncome Hypothesis–TheLifeCycleHypothesis. | | | | | | |
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| **Unit:4** | | **INVESTMENTFUNCTION** | | |  | |
| InvestmentDemand–KeynesianApproach–Accelerator–Multiplier–ThePost-Keynesian  Approach-TheNeo-KeynesianApproach–LagsinInvestmentDemand–StabilityandSlopeoftheIS Curveand PolicyConsequences. | | | | | | |
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| **Unit:5** | | **GENERALECONOMICSPOLICY** | | |  | |
| RoleofExpectation–UncertaintyandEconomicsandPolicy–ThePhillipsCurve–Expectation in Short-run Phillips Curves – The Friedman and Phelps Argument – The shiftingofShort-run Phillips Curve – The Long-runPhillips Curve. | | | | | | |
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| **Book(s)for study** | |
| 1 | GuptaS.B.(19830,“MonetaryEconomics”,S.ChandCo.,Delhi. |
| 2 | McConnellC.R.&GuptaH.C.(1987)”IntroductiontoMacroEconomics”,TataMcGraw  HillDelhi. |
|  | |
| **Book(s)forReference** | |
| 1 | BolandD.(1982),“ThefoundationsofEconomicMethod”,GeorgeAllenandUnwin,  London. |
| 2 | BransonW.H.(1972),”MacroEconomic Theory&Policy”,Harper&Row,NewYork. |



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| **Coursecode** | | | **AGRICULTURALECONOMICS** | **COREPAPER–VII** | |
| **Pre-requisite** | | | Agriculturaleconomicspoliciesandissues. |
| **CourseObjectives:**  Themain objectivesofthiscourseare: | | | | | |
| 1 | Toprovideadetailedtreatmentofissuesinagriculturaleconomicstothoseintendingtospecializein this area. | | | | |
| 2 | TounderstandthepolicyissuesrelevanttoIndianagriculturaleconomics. | | | | |
| 3 | Toknowaboutagriculturemarketingfunctionsand costs. | | | | |
| 4 | Tounderstandtheroleof capitalandruralcreditforagriculture. | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completionofthe course,studentwill beable: | | | | | |
| Tounderstandthenatureandscopeofagriculturaleconomics. | | | | | | |
| Tounderstandthevarious landreformsandthe importanceoflandpolicies. | | | | | | |
| Tofamiliarizewithproductionfunctionsinagricultureandproductivity. | | | | | | |
| Toanalyseagriculturemarketingfunctions. | | | | | | |
| Toconstructtheroleofcapitalandruralcredit. | | | | | | |
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| **Unit:1** | | **NATUREOFAGRICULTUREECONOMICS** | | |  |
| Natureand scopeof agricultural economics; Traditionalagricultureand itsmodernization; Roleofagriculture ineconomicdevelopment; Interdependencebetweenagricultureandindustry.Modelsof  interactionbetweenagricultureandtherestoftheeconomy;Agriculturaldevelopment,povertyandenvironment. | | | | | |
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| **Unit:2** | | **LANDREFORMS** | | |  |
| Principlesoflandutilization–Landdistribution–Structureandtrends–Landvaluesandrent  –Landtenuresandfarmingsystems–Peasant,capitalist,collectiveandstatefarmingTenancyandcropSharing–Forms, incidence and effects–Landreform measuresandperformance. | | | | | |
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| **Unit:3** | | **RESOURCEUSEANDEFFICIENCY** | | |  |
| Resourceuseandefficiency;Productionfunctionanalysesinagriculture-Factorcombination  andresource substitution- Costandsupplycurves- Sizeof farmandlawsof returns- Farm budgetingandcost concepts– Supplyresponseof individualcrops and aggregatesupply. | | | | | |
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| **Unit:4** | | **AGRICULTURALMARKETING** | | |  |
| Agricultural markets and marketing efficiency – Marketing functionsand costs – Marketstructure and imperfections – Regulated markets – Marketed and marketable surplus – Behaviour Ofagriculturalprices–Cobwebmodel;Priceandincomestability;Statepolicywithrespecttoagricultural marketing – Warehousing Prices – Taxation and crop insurance – Terms of trade betweenagriculturalandnon-agriculturalprices–Needforstateintervention–Objectivesofagriculturalpricepolicy–Instruments andevaluation – FoodsecurityinIndiaand publicdistributionsystem. | | | | | |
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| **Unit:5** | | **AGRICULTURALCREDIT** | | |  |
| Roleofcapitalandruralcredit–Organizedandunorganizedcapitalmarket-Ruralsavingsandcapitalformation–Characteristicsandsourcesofruralcredit–Institutionalandnon-institutional | | | | | |

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| –Reorganizationofruralcredit–cooperatives,commercialbanks,regionalruralbanks–Roleof  NABARD. | |
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| **Book(s)for study** | |
| 1 | Kaur.R.(1975) AgriculturalPrice PolicyinEconomicDevelopment,KalyaniPublishers,  Delhi. |
| 2 | Raj.K.N.et.al.(1988),EssaysintheCommercializationofIndianAgriculture.OxfordUniversityPress, New Delhi. |
|  | |
| **Book(s)forReference** | |
| 1 | Bardhan.P.(1984) Land. Labour andRuralPoverty,OxfordUniversityPress,NewDelhi |
| 2 | Chadha,G.K.andA.N.Sharma(1997)Growth,EmploymentandPoverty:ChangeandContinuityin RuralIndia, Vikas Publishing, NewDelhi. |



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| **Coursecode** | | | **QUANTITATIVETECHNIQUESFORMANAGERIALDECISIONS** | **COREPAPER–VIII** | | |
| **Pre-requisite** | | | Applicationofquantitativetechniquesandtheirapplicationin management decisions. |
| **CourseObjectives:**  Themainobjectives ofthis courseare: | | | | | | |
| 1 | Toenablestudentstoacquireknowledgeonbasicconceptsofmathematicsrelevanttoeconomicanalysis. | | | | | |
| 2 | Toprovidethestudentswiththetheoreticalandpracticalnecessarytodoappliedquantitativetechniques. | | | | | |
| 3 | Toprovide thestudentswiththetheoreticalnecessarytodo appliedquantitativetechniques. | | | | | |
| **ExpectedCourseOutcomes:** | | | | | | |
| Onthesuccessful completionofthe course,studentwill beable: | | | | | | |
| Tounderstandthevariousquantitativetechniques inmanagerialpractices. | | | | | |
| Toapplythe mathematicaltools to testand formulate theeconomictheories. | | | | | |
| Toanalyzethevarioustechniques ofderivativesandtheirapplications. | | | | | |
| Toanalyzethequantitativetoolsformanagerialdecision. | | | | | |
| Tounderstandthepracticalknowledgeofdecision making. | | | | | |
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| **Unit:1** | | **SET THEORY** | | |  | |
| SetTheory:OperationsonsetsandLawofsetoperations–solutionsofsimpleequations–solutionsofQuadraticequations–SolutionofLinearsimultaneousEquationsintwoandthree  variables. | | | | | | |
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| **Unit:2** | | **RELATIONSANDFUNCTIONS** | | |  | |
| RelationsandFunctions:Functionsofonevariable–straightline,parabola,rectangular  hyperbolaExponentialandlogarithmicfunctions.ConcaveandConvexfunctions–ApplicationsinbusinessEconomics. | | | | | | |
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| **Unit:3** | | **DERIVATIVESANDITSAPPLICATION** | | |  | |
| Derivativesandtheirinterpretationandtechniquesofderivatives-Higherorderderivatives-RelationshipsamongTotal,Average,andMarginalofRevenueandCostandElasticityofFunction.  Functionsoftwovariables–Partialderivatives andtheirapplicationsineconomics. | | | | | | |
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| **Unit:4** | | **OPTIMISATION** | | |  | |
| Optimisationproblemsinvolvingoneortwovariables-–ApplicationsinEconomics–Homogeneousfunctionandtheirproperties,Euler‟sTheorem,Cobb-DouglasandCESProduction  Functionandtheirproperties. | | | | | | |
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| **Unit:5** | | **TitleoftheUnit(MATRIXALGEBRA)** | | |  | |
| Matrix Algebra – Determinants and properties, Types of Determinants – Matrix, Null Matrix,Unit Matrix, Multiplication and Scalar Matrix, Operations – Addition and Subtraction of Matrix,Multiplication–TransposeofaMatrixandInverseofMatrix.Solutionsforsimultaneousequations  –Crammer‟sRule. | | | | | | |

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| **Book(s)for study** | |
| 1 | MabbettA.J.,”WorkoutMathematicsforEconomists”,ELBS,Macmillan. |
| 2 | MedhaandMadnani,”MathematicsforEconomics”,SultanChand,NewDelhi. |
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| **Coursecode** | | | **INDUSTRIALECONOMICS** | **COREPAPER-IX** | | |
| **Pre-requisite** | | | Understandingofindustrial policiesand development. |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | | |
| 1 | Toknowabout theindustrial efficiencyand business motives. | | | | | |
| 2 | Tounderstandthebroadrangeofthemethodsandmodelsappliedbyeconomistsintheanalysis  offirms andindustries. | | | | | |
| 3 | Toprovideadequateknowledgeonthedeterminantsofindustrialproductivityandlabour  productivity. | | | | | |
| 4 | Itmotivatesthestudenttobecomeanentrepreneur. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | | |
| Onthesuccessfulcompletion ofthe course,student willbe able: | | | | | | |
| Tounderstandthescope ofindustrialeconomicsandmotivesofthe organizationalfirm. | | | | | |
| Toevaluate economictheoriesoflocationandtheirimportance. | | | | | |
| Toinvestigatethescope and significanceofindustrialproductivity. | | | | | |
| Toexaminetheconcentrationofeconomicpower andtheapplication ofindustrialpolicies. | | | | | |
| Toevaluatetheindustrial backwardnessandregionaldisparities. | | | | | |
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| **Unit:1** | | **INDUSTRIALEFFICENCY** | | |  | |
| ThescopeofIndustrialeconomics-Industrialefficiency-thedeterminantsofeconomicefficiency-measurementofefficiencylevels-TypesoforganizationalFirmandalternativemotivesof  theFirm-Business motives-Theefficiencyand thesizeoftheFirm. | | | | | | |
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| **Unit:2** | | **INDUSTRIALLOCATION** | | |  | |
| Industriallocation-TheGeographicalcontribution-TheeconomictheoriesofLocation-Weber‟s theoryof location- Splitlocation-SargentFlorence theory-Losch theory-Industriallocation  trendsin India. | | | | | | |
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| **Unit:3** | | **INDUSTRIALPRODUCTIVITY** | | |  | |
| Industrialproductivity-MeasurementofProductivity-Scopeandsignificance-Tools of  productivity-Factorsinfluencingindustrialproductivity-Labourproductivity-determinantsofproductivity. | | | | | | |
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| **Unit:4** | | **INDUSTRIALPOLICIES** | | |  | |
| Industrialpolicies-1948totilldate-ConcentrationofEconomicPower-Measurementofconcentration-LPGPolicies-Industrialcombination-Types-Growth-Forms-CombinationinIndia. | | | | | | |
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| **Unit:5** | | **REGIONALDEVELOPMENT** | | |  | |
| Balancedregionaldevelopment-Indicatorsofregionalimbalance-DistributionofIndustries-  Causesofeconomicbackwardness-Criteriaforindustrialbackwardness-IdentificationofIndustrial backwardareasPolicymeasurestoremoveregionaldisparities. | | | | | | |

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| **Book(s)forstudy** | |
| 1 | Cherunilam F (1994) Industrial Economics: Indian perspective Himalaya Publishing House,Mumbai. |
| 2 | Hay, D, and D.J.Morris(1979) Industrial Economics: Theory and Evidence. Oxford UniversityPress,New Delhi. |
|  | |
| **Book(s)forReference** | |
| 1 | Ahluwalia, I.J (1985),IndustrialGrowthin India,OxfordUniversitypress,NewDelhi. |
| 2 | Barthwal.R.R(2006)IndustrialEconomics,NewAgeInternationalPublishers,NewDelhi. |



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| **Coursecode** | | | **ENTREPRENEURIALDEVELOPMENT** | **ElectiveII /Group A** | |
| **Pre-requisite** | | | Entrepreneurshipandwomenentrepreneursinbusiness. |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | |
| 1 | Tounderstandthe roleandimportanceof entrepreneurship foreconomicdevelopment. | | | | |
| 2 | Todeveloppersonalcreativityandentrepreneurialinitiativewithbusinessideas. | | | | |
| 3 | Toknowabouttheresourcesneededforthesuccessfuldevelopmentofentrepreneurial  ventures. | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessfulcompletion ofthe course,student willbe able: | | | | | |
| Tounderstandtheimportance andcharacteristicsofentrepreneurs. | | | | | | |
| Toanalyseknowledgeof thesources ofbusinessideas. | | | | | | |
| Tomotivatethe womenentrepreneursin thepresentscenario ofthe economy. | | | | | | |
| Tobefamiliarwiththeobjectivesoftrainingandfinance. | | | | | | |
| Tobeanalysedwiththeobjectivesoftrainingandfinance. | | | | | | |
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| **Unit:1** | | **ENTREPRENEURSHIP** | | |  |
| Entrepreneurship–Definition,importanceandcharacteristicsofEntrepreneurship-Functions,types, andmotives ofEntrepreneurship-Growth ofEntrepreneurs inIndia. | | | | | |
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| **Unit:2** | | **BUSINESS ANDITSSOURCES** | | |  |
| Searchforabusinessidea–sources-processingandselection–selectionoftypesof  organization–projectclassificationandidentification–projectobjectives–internalandexternalconstraints– format forareport. | | | | | |
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| **Unit:3** | | **WOMENENTREPRENEURSHIP** | | |  |
| FunctionsandroleofwomenEntrepreneursandruralEntrepreneurs-theirproblems–  selectionofindustrybywomenEntrepreneurs–typesofindustries/businessforwomenEntrepreneursandruralEntrepreneurs. | | | | | |
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| **Unit:4** | | **TRAININGANDFINANCE** | | |  |
| Training and Finance : objectives of training – phase of EDP – special agencies for training –institutional finance with special emphasis of commercial banks, IDBI, IFCI, ICICI, IRBI, SFC,SIDFI,SIPCOT,KhadiandVillageIndustriesCommission– MicroFinance. | | | | | |
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| **Unit:5** | | **ROLEOFGOVERNMENTINENTREPRENEURSHIP** | | |  |
| RoleofCentralandStateGovernmentinpromotingEntrepreneurship–Introductionofvariousincentives,subsidiesandgrants–FiscalandTaxconcessionsavailable–Roleof  Entrepreneurship. | | | | | |
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| **Note:TheQuestionPapershallcover100%Theory.** | |
| **Book(s)for study** | |
| 1 | E.Gordon&K.Natarajan-EntrepreneurialDevelopment,HimalayaPublishingHouseNewdelhi, 2005. |
| 2 | C.B.Gupta&NPSrinivasan-EntrepreneurialDevelopment,SultanChand&SonsNew  Delhi,2003. |
|  | |
| **Book(s)forReference** | |
| 1 | P.Saravanavel -EntrepreneurialDevelopment,Principles,Policies&Programmes,EeePee  Key,PublishingHouse,Chennai1997. |
| 2 | RenuArora&S.K.Sood- EntrepreneurialDevelopment. |



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| **Coursecode** | | | **INVESTMENTMANAGEMENT** | **ElectiveII /Group B** | |
| **Pre-requisite** | | | Investment concepts, techniques and financialinstitutions. |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | |
| 1 | Tounderstandabouttheinvestmentstrategiesdesignedtomeetthefinancialgoals. | | | | |
| 2 | Toprovideanoverviewoftradingprocessesandvariousfinancialinstruments. | | | | |
| 3 | Toassessthecurrentand long-termsavingsandinvestmentalternatives. | | | | |
| 4 Toknowaboutthe performanceofportfoliomanagement. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthe course,studentwill beable: | | | | | |
| Tounderstandthescope andimportanceofinvestment. | | | | | | |
| Toanalysetheroleofcapitalmarketandclassificationoftradingactivity. | | | | | | |
| Toanalyzeinvestmentmanagement. | | | | | | |
| Toevaluatethevariousalternativesin investment. | | | | | | |
| Tounderstandthescope andelementsofportfoliomanagement. | | | | | | |
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| **Unit:1** | | INVESTMENT | | |  |
| Nature,MeaningandscopeofInvestment–ImportanceofInvestment–Factorsinfluencing  Investment–Investmentmedia–FeaturesofinvestmentProgramme–InvestmentProcess–DevelopmentofFinancial system inIndia. | | | | | |
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| **Unit:2** | | CAPITALMARKET | | |  |
| Capital Market–New issue Marketandstock exchange inIndia–B.S.E–N.S.E–OTCEI–Kindsof Tradingactivity–Listingof Securities–SEBIand its Role andguidelines. | | | | | |
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| **Unit:3** | | INVESTMENTANALYSIS | | |  |
| FundamentalandTechnicalAnalysis–Securityevaluation–EconomicAnalysis–IndustryAnalysis–CompanyAnalysis– TechnicalAnalysis– PortfolioAnalysis. | | | | | |
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| **Unit:4** | | **INVESTMENTALTERNATIVES** | | |  |
| InvestmentAlternatives–InvestmentinBonds,EquityShares,Preferenceshares,Government  Securities – Mutual Funds – Real Estate – Gold – Silver – Provident fund – Unit Trust – NationalSavingsScheme –LIC. | | | | | |
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| **Unit:5** | | **PORTFOLIOMANAGEMENT** | | |  |
| PortfolioManagement–Nature,Scope–SEBIGuidelinestoPortfolioManagement–PortfolioInvestmentProcess–ElementsofPortfolioManagement–PortfolioRevision–Needsand  Problems. | | | | | |
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| **Book(s)for study** | |
| 1 | InvestmentManagement -FrancisCherunilam. |
| 2 | InvestmentManagement-KhanandJain. |
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| **Book(s)forReference** | |
| 1 | InvestmentManagement -PreetiSingh. |
| 2 | InvestmentManagement-V.K.Bhalla. |



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| **Coursecode** | | | **FINANCIALSERVICES** | **ElectiveII /Group C** | |
| **Pre-requisite** | | | Financialservices andactivities |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | |
| 1 | Tointroducefee-basedfinancialservices providedbyfinancialcompanies, | | | | |
| 2 | Toknowthesalientfeaturesandimportanceoffinancialservices. | | | | |
| 3 | Tounderstandthepresentposition intheIndianfinancialsector. | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completionofthe course,studentwill beable: | | | | | |
| Tounderstandwith theservices offeredbyvariousfinancial servicescompanies. | | | | | | |
| Toanalyzetheprofitabilityofstockbrokingand depositoryservices. | | | | | | |
| Toanalyzetheprofitabilityof stock brokingand depositoryservices. | | | | | | |
| Tounderstand thedifferent ventures toinvest moneyand the conceptof mutual fundsandselectprofitablefunds. | | | | | | |
| Toexaminecontemporaryissues includingthe levelof personalsaving | | | | | | |
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| **Unit:1** | | **MERCHANTBANKING** | | |  |
| MerchantBanking–Meaning,natureandfunctions;merchantbankinginIndia,rolein  issuemanagement;classificationandregulationofmerchantbankersbySEBI.NBFC-TypesofNBFC-NBFC inIndia.. | | | | | |
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| **Unit:2** | | **StockBroking&DepositoryServices** | | |  |
| StockBroking–meaning-typesofstockbrokers-sub-brokers-stockbrokinginIndia-e-broking(meaning).IndianexperienceDepositoryServices:meaning-roleofdepositoriesand  theirservices-Functioningofdepositorysystem-DepositoriesinIndia–NSDL&CDSL-Depositoryparticipants (DPs)and theirrole. | | | | | |
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| **Unit:3** | | **CreditRating&Securitization** | | |  |
| CreditRating:meaning-ratingmethodology-importanceofcreditrating-creditratingagenciesinIndiaincludingSmall&MediumEnterprisesRatingAgency(SMERA).  Securitizationofdebt–Meaning-Features-Types-BenefitsofSecuritization-IssuesinSecuritization. | | | | | |
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| **Unit:4** | | **MUTUALFUNDS** | | |  |
| Meaning of Mutual Funds – Type of Mutual Funds – Advantages of mutual Funds – MutualFundsinIndia-SEBIGuidelines on Mutual Funds. | | | | | |
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| **Unit:5** | | **Leasing,HirePurchase andVentureCapital** | | |  |
| LeaseFinancing:Meaning-definitionandtypesofleaseagreements-advantagesanddisadvantagesfromthepointof view oflesserandlessee.Hire Purchase Finance:meaning,conceptsofhirepurchasefinance.VentureCapitalFinancing:meaning,importance/need,scopeof  venturecapitalfinance. | | | | | |

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| **Book(s)for study** | |
| 1 | AgarwalO.P.(2005):EnvironmentandManagementofFinancialServices,Mumbai,Himalaya. |
| 2 | BatraG.S.(1999):FinancialServices:New Innovations,NewDelhi,Deep&Deep. |
|  | |
| **Book(s)forReference** | |
| 1 | BholeL.M.&Mahakud J.(2009):FinancialInstitutionsandMarkets:Structure,Growth&  Innovations,NewDelhi,Tata-McGrawHill,5e. |
| 2 | KhanM.Y.(2004):FinancialServices,NewDelhi,TataMcGraw-Hill. |





ThirdSemester



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| **Coursecode** | | **MONETARYTHEORYANDPOLICIES** | **COREPAPER– X** | | | |
| **Pre-requisite** | | Theories on monetaryand policies. |
| **CourseObjectives:** | | | | | | |
| Themain objectives of this courseareto:   1. Tounderstandbasic conceptsandtheories 2. Toknowabout theroleof centralbanksand monetarypolicies foreconomicdevelopment 3. Toprovide insightabouttherelationship oftheriskand returnof theinvestors | | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | | |
| Onthesuccessfulcompletion ofthe course, studentwill beable to: | | | | | | |
| Togain sound knowledgein monetarytheories and bankingpractices. | | | | | |
| ToevaluateIndia‟smonetaryproblems | | | | | |
| Toexamineroleandfunctionsofcommercialandcentralbanks | | | | | |
| Togaintheknowledge about theMonetarysystemof LDCs. | | | | | |
| Toanalysetherecentdevelopment inthemonetaryeconomics. | | | | | |
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| **Unit:1** | **Conceptsof Money** | | | |  | |
| Concepts – TheRole Moneyin a Economy–Fisher‟s QuantityTheory-CambridgeCashBalanceApproach-KeynesianTheory-ModernQuantityTheory;Friedman‟s  Approach– DonPatinkin‟sTheory–Tobin‟s Portfolio Analysis -InventoryTheoryofMoney(Baumol).. | | | | | | |
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| **Unit:2** | **Supplyof Money** | | | |  | |
| HighPowerMoney–MoneyMultiplierProcess–DeterminantsofMoneyMultiplier-  Factors Affecting–CreditCreationbyCommercialBanks–NBFI. | | | | | | |
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| **Unit:3** | **CentralBanks** | | |  | | |
| Role ofCentralBanks-DevelopmentandPromotional–Functions–CreditcontrolMethods–  RBI:Role andFunctionsCentralBanksinUKand USA. | | | | | | |
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| **Unit:4** | **MoneyMarkets** | | |  | | |
| Characteristicsof Developedand Underdeveloped Moneymarket-The Indian Money  market- CapitalMarket;PrimaryandSecondaryMarket–Stock Exchange:roleanditsFunctions,Capitalissue control andits aim-SEBI. | | | | | | |
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| **Unit:5** | **MonetaryPolicy** | | |  | | |
| RoleofMonetaryPolicyin EconomicDevelopment-Goals, Targetsand Indicators ofMonetaryPolicy-LagsinmonetaryPolicy-Inflation-PhillipsCurve–NarasimhamCommittee  report. | | | | | | |
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| **Book(s)for study** | |
| 1 | Gurleyand Shaw:Moneyin aTheoryofFinance |
| 2 | SurajBGupta,MonetaryEconomics. |
|  | |
| **Book(s)forReference** | |
| 1 | Chandler,L.V.,Economics ofMoneyandbanking (UBS)RevisedEdition. |
| 2 | Laidler,David.TheDemandfor Money(AlliedPublisher |
| 3 | HarryGJohnson,FurtherEssayin MonetaryEconomics(Allen&Unwin). |
| 4 | MiltonFriedman, Studiesin theQuantityTheoryofMoney. |
| 5 | MiltonFriedman: Inflation–CausesandConsequences |
| 6 | GailE.Makinen:Money,InterestandthePriceLevel,(PrenticeHall,1978). |
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| **Coursecode** | | **RESEARCHMETHODOLOGY** | **COREPAPER–XI** | | |
| **Pre-requisite** | | Thefundamentalmethodsand techniquesof academic  researchinsocialsciencesandbusinessmanagement. |
| **CourseObjectives:**  Themain objectives ofthis courseareto: | | | | | |
| 1. Todevelop theunderstandingofthebasicframework ofresearch process. 2. Tolearnvariousresearchdesignsandtechniques 3. Todevelopanunderstandingoftheethicaldimensions ofconductingappliedresearch. 4. Toappreciatethecomponents of scholarlywritingandevaluateits quality. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | |
| Toidentifyandformulatetheresearchproblem. | | | | |
| Tocomposetheobjectivesof researchandframinghypothesis. | | | | |
| Todeveloptheskillsinthecollectionofdataandits analysis | | | | |
| Toacquiretheknowledgeonthe interpretationofresults. | | | | |
| Tocompiletheresearchreport. | | | | |
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| **Unit:1** | **MeaningofResearch** | | |  | |
| MeaningofResearch –objectiveof Research –formulatingofResearchproblem–formulationof  hypothesis–ResearchDesign:Pure,Applied, ActionandEvaluationResearch.. | | | | | |
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| **Unit:2** | **SourcesofData** | | |  | |
| Sourcesofdata: Primaryand Secondarysources-methods ofData collection:censusand sample  survey – Data collection instruments: observation, Interview, schedules and Questionnaires –SamplingDesign:Probabilityand non-probabilitysamplingmethods. Secondarydatasources inIndia. | | | | | |
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| **Unit:3** | **Analysisof Data** | | |  | |
| AnalysisofData:Measuresofcentraltendency:MeanMedianandMode–Measuresof  Dispersion:Range,meandeviation,standarddeviationvariance,coefficientofvariation-EconomicsApplications. | | | | | |
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| **Unit:4** | **TestingofHypothesis** | | |  | |
| Testingofhypothesis:Parametricandnon-parametrictests–Standardtestofhypothesis: Z”  test,t-test, F-testandANOVA, Chisquaretest- AssociationofAttributes. | | | | | |
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| **Unit:5** | **PresentingResults** | | |  | |
| Presenting results: written and oral reports –stages in drafting – written researches report –Layoutof research report – Footnotes andBibliography. | | | | | |
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| **Book(s)for study** | |
| 1 | C.R.Kothari-ResearchMethodology,MethodsandTechniques–WilleyEasternLtd.,1988 |
| 2 | A.N.SadhuResearchMethodologyand Socialsciences– Himalaya AmarjitSingh  PublishingHouse.1996. |
|  | |
| **Book(s)forReference** | |
| 1 | W.J.Goode and P.K.Hatt,” Methods in Social Research”, McGraw Hill InternationalEdition |
| 2 | B.N.Gosh–ScientificMethodandSocialResearch–SterlingPublishers(P) Ltd.,1992. |



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| **Coursecode** | | **COMPUTERAPPLICATIONSIN ECONOMICS**  **(THEORY)** | | **CorePaperXII** | |
| **Pre-requisite** | | Thiscourseprovides the foundationfor thecomputer  applicationinEconomics.Studentsshould knowthe basiccomponentsofcomputersanditsapplications. | |
| **CourseObjectives:** | | | | | |
| Themain objectives ofthis courseareto:   1. Toenablethestudentstolearnthebasic featuresofhardwareandsoftware. 2. Tounderstandthedifferentcomponentsofcomputersanditsapplicationineconomics. 3. Toprocessthe availabledataformakingmeaningfulanalysis | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | |
| Tobecomefamiliarwithbasicknowledgeon computerwithlanguages andoperatingpackages | | | | |
| Todraw distributivetables, graphs, andtrend lines | | | | |
| Toestimatetheparametersofdataanalysisandinterpretit | | | | |
| Touseword processingincomputers. | | | | |
| Togatheringknowledge aboutMSOffice | | | | |
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| **Unit:1** | **BasicComponentsofComputer** | | |  | |
| Basic components of computer CPU: input-output devices, Keyboard, Mouse, Scanner, Monitor,Printers, Hard disk, Floppy disk, CD-ROM - Types of computers and their applications:- OperatingSystems:DOS, UNIX,WINDOWS and theirsalient features. | | | | | |
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| **Unit:2** | **HardwareandSoftware** | | |  | |
| HardwareandSoftware-Languageandoperatingpackages:CandC++,VisualBasic,DBASE,  FOXPRO,SPSS:Majorfeatures andutilities. | | | | | |
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| **Unit:3** | **ConceptsofData** | |  | | |
| Concepts of data recordandfile-Typesof dataanddata structures: File handlingand operationslike  opening,closingandattributecontrols-Datastorageandretrieval-dataoperations:Algorithmslikesortingmerging, joining and bifurcation. | | | | | |
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| **Unit:4** | **Data ProcessandAnalysis** | |  | | |
| Dataobjects:Series,Groups,andTables–Datatype:Crosssection,timeseriesandpooldata-Datamatrix:variableandobservation-Dataanalysis:Univariateandmultivariateanalysis-Document  attributes-Datacreation:Codesheetpreparation, Dataentry-Datavalidation/cleaning | | | | | |
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| **Unit:5** | **ComputersandWordProcessing** | |  | | |
| ComputersandWordprocessing:MSOffice:Typing,Selecting,Editingandmovingtexts-savingdocuments-Printingdocuments-wordformattingtools-Stylesandtemplates-Headers,Footers,  Page formatting,Footnotes-Tabs, Columns,Sorting-Macros-Customizingword. | | | | | |
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| **Book(s)for study** | |
| 1 | RajasekaranSandA.H.Wheelar,(1996)NumericalMethodsinScienceandEngineering |
| 2 | SinkaP.K.(1992)ComputersFundamentals,BPBPublications,NewYork. |
|  | |
| **Book(s)forReference** | |
| 1 | RamMansfield,(1993) TheCompacttoWindows,Word&Excel-BPBPublications(UnitV). |
| 2 | Levin R.I AND C.A. Kirk patrick (1975) Quantitative Approaches to Management (3rd Edition),McGrewHill, NewYork. |
| 3 | SandersD.H. (1988)Computers Today,McGrewHill (3rdEdition) |
| 4 | SchildtH(1987)CMade Easy,McGrewHillNewYork |
| 5 | LipSchultz MMANDSLipchultz (1982)TheoryandproblemsofData ProcessingschemesOutLineSeries, Mc Grew Hill NewYork. |



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| **Course code** | | **ENVIRONMENTALECONOMICS** | **CorePaperXIII** | | |
| **Pre-requisite** | | Theinteractionbetweeneconomics,ecology andenvironment. |
| **CourseObjectives:**  Themain objectives ofthis courseareto: | | | | | |
| 1.Tounderstandthe fundamentalsofecology, environmentand theirrelationshipwitheconomics. | | | | | |
| 2. To know the market inefficiencies and externalities like pollution and find the solutions tomarketfailures. | | | | | |
| 3.Tostudytheeconomics behindenvironmentalissuesandpolicies. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | |
| Tofamiliarizewiththetheoriesofenvironmental economics. | | | | |
| Toexaminethepractical environmentalproblemsandoffersolutions. | | | | |
| Toanalyzetheregulationsandprohibitionmeasuretoprotectthe environment | | | | |
| ToassessIndia‟senvironmentalpolicies. | | | | |
| Tomeasurementthe governmentactivityagainstenvironmentalproblem | | | | |
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| **Unit:1** | **BasicConceptsofEnvironmentEconomics** | | |  | |
| ThebasicconceptsofEnvironmentEconomics-BasictheoryofEnvironmentalEconomics-Efficiencyinaprivatemarketeconomy-Imperfectmarketproblems-Kaldor  -Hicks compensation Principle -Tragedyofcommons. | | | | | |
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| **Unit:2** | **EnvironmentalPollution** | | |  | |
| Environmentalpollution:Air,Water,Deforestation,Noise,IndustrialPollution-  Wastedisposalandrecyclingofwater.EnvironmentalpollutioninIndia-Policiesofpollutioncontrol andconservation-Protection of environment–Legal system. | | | | | |
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| **Unit:3** | **Cost-Benefit Analysis** | |  | | |
| Cost-BenefitAnalysis:OptimumPollution-Efficientlevelofenvironmentalquality-Evaluationof environmental benefit-Direct andindirect methods. | | | | | |
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| **Unit:4** | **DemographicEffectsofEnvironment** | |  | | |
| Population, economic growth and environmental quality. Urbanization and environmentalproblems –Second stage of Demographic Transition-Effects of over population-Problemsandits impact. | | | | | |
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| **Unit:5** | **EnvironmentalActions** | |  | | |
| Thecollectiveenvironmentalaction:RegulationandprohibitionTaxes,subsidiesandeffluentcharges,Governmentprotectionofenvironmentalservices.-Environmentaleducation-Awareness-Movements inIndia. | | | | | |
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| **Book(s)for study** | |
| 1 | Karpagam,M.(2005)"EnvironmentalEconomics”.SterlingPublishesPvt. Ltd |
| 2 | S.Sankaran:EnvironmentalEeconomics(2005)MarghamPublications,Chennai |
|  | |
| **Book(s)forReference** | |
| 1 | Baumol,WillamJ.Oates,andWallaceE"Economics,EnvironmentalPolicyandthe  Qualityof Life”.1977,PrenticeHall Inc |
| 2 | Eugine,T.(2006) "EnvironmentalEconomics,VirindhaPublications(P) Ltd |
| 3 | Handley,Nick,J.Shogren,"EnvironmentalEconomics”andBenWhite(1999) Macmillan, |
| 4 | AbhijitDutta,SunitaDuttaandPNPandey,EnvironmentalEconomicsA.P.H.PublishingCorporation, New Delhi. |
| 5 | MadduRajEnvironmentalEconomics (2001)IVYPublishingHouse,New Delhi |



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| **Coursecode** | | **LABOURECONOMICS** | **CorePaperXIV** | | |
| **Pre-requisite** | | Thelabourproblems and performance of trade unions. |
| **CourseObjectives:** | | | | | |
| Themain objectives ofthis courseareto:   1. Toanalyseanindividual‟slabour supply asthe resultof the optimumdivisionof time betweenworkand leisure. 2. Tounderstandtheinvestmentonhumancapital,anditsinfluenceonthecurrentandfuturelaboursupply. 3. Todeveloptheability toanalyseacompany‟sdemandforworkastheresultofaresourceoptimisation. 4. Tounderstand theroleofthestateandtradeunionsin thelabourmarket. 5. Toknowaboutthelabourregulationsandcollectivebargaininganditsinfluenceonemployment. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completionof thecourse,student willbe ableto: | | | | | |
| DemonstrateasoundunderstandingofthecoreconceptsandtoolsoflaboureconomicsandPolicy. | | | | |
| Toapplyeconomicprinciples of labourmarket and contemporaryacademic literature | | | | |
| Toevaluatethenaturejobs insocial andeconomicenvironments | | | | |
| Criticallyevaluategovernmentpoliciesaffectingworkandjobs. | | | | |
| ToidentifyandutilisethelabourwelfarelegislationinIndia. | | | | |
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| **Unit:1** | **ConceptofLabour** | | |  | |
| ConceptofLabour andLabour Economics-LabourProblems-Labour Market–DemandandSupply  ofLabour–CharacteristicsoflabourmarketinIndia-RecruitmentProcedureandEmploymentExchange. | | | | | |
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| **Unit:2** | **RoleandfunctionsofTradeUnions** | | |  | |
| RoleandfunctionsofTradeUnion-TheoriesofTradeUnionism(i)Webbs(ii)KarlMarx(iii)  Gandhi-TradeUnionMovementinIndia-Recent Trends-JustificationsofStrikesandLockouts | | | | | |
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| **Unit:3** | **IndustrialDisputes** | |  | | |
| IndustrialDisputes:CausesandConsequences- IndustrialDisputesin India-ILOPurposes-Constitution-Functions-ILO andIndia. | | | | | |
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| **Unit:4** | **IndustrialRelations** | |  | | |
| NeedforIndustrialRelationMachinery-PreventiveandCurativemethods-CollectiveBargaining,ArbitrationandAdjudications- IndustrialDemocracy,conceptofWorkers participationin  management-RoleofStatein IndustrialRelations. | | | | | |
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| **Unit:5** | **LabourWelfareConcepts** | |  | | |
| LabourWelfareconcept,significance, classification,Principlesandprogrammes-Conceptof  Labourin India;FactoryAct,LabourWelfareLegislationin India. | | | | | |
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| **TextBook(s)forstudy** | |
| 1 | TyagiP.B.(1995),LabourEconomicsandSocialWelfare,(JaiprakashNath&Co.Meerut), |
| 2 | SaxenaR.C.(1979),LabourProblemsandSocialWelfare,(K.Nath&Co,Meerut) |
|  | |
| **Book(s)forReference** | |
| 1 | PantC.(1978**),**Indian LabourProblems,(Allahabad,ChaitanyaPublishingHouse). |
| 2 | SinghS.S.,andMethaS.(1989),LabourEconomics,(AjantaPrakashamNewDelhi). |
| 3 | SinghV.N.(1980),IndustrialLabourinIndia(AsiaPublishingHouse,Bombay). |
| 4 | MehrotraS.M.(1976),LabourProblemsin India(NewDelhi,S.Chand&Co,Ltd). |
| 5 | BaholiwalT.N.(1981),EconomicsofLabourandIndustrialRelations,(SahityBhawan,Agra). |
| 6 | GiriV.V.(1985),LabourProblemsin IndianIndustry(AsiaPublishingHouse,Bombay). |
| 7 | LosterR.K.(1989),EconomicsofLabourandIndustrialRelations(Macmillan&Co,New  York). |



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| **Coursecode** | | **FINANCIALMARKETS** | | **ElectiveIIIGROUP–A** | |
| **Pre-requisite** | | Thiscoursedealswithfinancialmarketandits  performanceso,studentshavebasicknowledgeof financialand capitalmarkets. | |
| **CourseObjectives:** | | | | | |
| Themain objectives ofthis courseareto:   1. ToprovidingknowledgeonthedevelopmentandfunctioningofIndianfinancialmarketsanditscomponents 2. Tounderstandthefeatures andbenefitsmoneymarketand capitalmarket 3. Toimpartknowledgeon thecategoriesofderivativesmarkets | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | |
| Toconversantwiththetheoryand practiceof different financialinstitutionsandmarkets. | | | | |
| To understandandanalysethe interconnectionbetweenthemonetaryforcesandrealforces. | | | | |
| Tofamiliarwiththerole andlimitationsofmoneymarketandcapitalmarket | | | | |
| TounderstandtheIndianmarkets | | | | |
| Toshapeand influencethemonetaryandrelatedpolicies both atthe national andinternationallevels | | | | |
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| **Unit:1** | **FinancialMarket** | | |  | |
| Financialmarket-Anoverview-Definition–Role-functions–constituentsoffinancialmarket-  Indianmoneyandcapitalmarkets.Globalfinancialmarkets | | | | | |
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| **Unit:2** | **MoneyMarkets** | | |  | |
| Money Markets-Definition-General Characteristics-Objectives-Importance-General Functions-  Segmentsandsubmarkets-MoneyMarketinstruments-Moneymarketandcapitalmarket-Indianmoneymarket-Global moneymarket | | | | | |
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| **Unit:3** | **Featuresof CallMoneyMarket** | |  | | |
| Callmoneymarket-Features-Benefits-Indiancallmoneymarket-natureofdealings-participants-  Modusoperandi-callmoneyrates-treasurybillmarket-features-CD‟s-CommercialPaper-BankersAcceptances– Euro Dollar -Repos- LIBOR-MIBOR-CBLO | | | | | |
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| **Unit:4** | **CapitalMarkets** | |  | | |
| Capitalmarket-Characteristics-functions-recentinitiativesinIndiancapitalmarket-Stockexchanges-meaning –definition-functions –Stock market Indices -Calculation of Indices-RegulationofStockExchanges-RoleofSEBI-SecurityListing-Brokers-Cashmarketoperations-margin-  settlement | | | | | |
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| **Unit:5** | **DerivativeMarkets** | |  | | |
| DerivativeMarket-meaning-Growth-Functions-categoriesofderivativesmarket-Forwardcontract  VSFutureMarket-Optionbasedderivativesmarket | | | | | |
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| **Book(s)for study** | | |
| 1 | Dr.SGurusamy[2004]Financial servicesandmarkets VijayNicoleimprints Chennai | |
| 2 | Khan.M.Y.(1996)IndianFinancialSystem,TataMcGrawHillNewDelhi 7 | |
|  | | |
| **Book(s)forReference** | | |
| 1 | | Bhole L.M(1999),FinancialinstitutionsandMarkets,TataMcGrawHillCompanyLtd:NewDelhi |
| 2 | | EdminsterR.O.(1986),FinancialInstitutions,MarketsandManagementMcGrawHill,  London |
| 3 | | Bhole,L.M(2000)IndianFinancialSystemChughPublicationsAllahabad |
| 4 | | Hanson.JA.and S. Kathuria (eds.) (1999) India; Financial Sector for the Twenty –first CenturyOxfordUniversitypress,NewDelhi |



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| **Coursecode** | | **SERVICESMARKETING** | **ElectiveIIIGROUP–B** | |
| **Pre-requisite** | | Thebasicconceptofservicesmarketinganddifferent typesofservices.Servicemarketingapproach |
| **CourseObjectives:** | | | | |
| Themain objectives ofthis courseareto:   1. Toknowaboutthespecialcharacteristicsofservicesascomparedtogoods. 2. Tounderstandthemarketingpracticesidealforservices. 3. Toinculcateknowledgeaboutportfolioand financialintermediaryservices. 4. Tounderstandthe natureofmarketingofnon-profitorganizations. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Toknowthe basiccomponents ofmarketing | | | | | |
| Todemonstrateandexplainthecharacteristicsofservicesproductsdifferfrom tangiblegoods. | | | | | |
| Todistinguishtheservicetypesanddrawimplicationsforsettingthemarketing strategy. | | | | | |
| Toapplymarketingmixtodevelopapositioningstrategyforanyservice organization. | | | | | |
| Criticallyanalyseservice marketingproblemsand recommendsolutions | | | | | |
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| **Unit:1** | **ServicesMarketing** | | |  |
| ServicesMarketing: Meaning – nature of services – Types and importance –Relationship  marketing–Mission,strategy,elementsofdesigns,marketingplanmarketsegmentation. | | | | |
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| **Unit:2** | **MarketingmixDecisions** | | |  |
| Marketingmixdecisions:Uniquefeaturesofdeveloping,pricing,promotinganddistributingservices  –Positioninganddifferentiationsstrategies,qualityofserviceindustries–Achievementandmaintenance,customer support service. | | | | |
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| **Unit:3** | **MarketingofHospitality** | |  | |
| MarketingofHospitality:PerspectiveofTourism,HotelandTravelServices–Airlines,Railway,  Passengerand GoodsTransport – Leisureservices. | | | | |
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| **Unit:4** | **MarketingofFinancialServices** | |  | |
| MarketingofFinancialServices:-Concepts–FeaturesofBanking,Insurance,Lease,MutualFund,  Factoring,Portfolioandfinancialintermediaryservices. | | | | |
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| **Unit:5** | **MarketingOrganizations** | |  | |
| MarketingofNon-ProfitOrganizations:Servicesofferedbycharities–Educationalservice–miscellaneousservices–Power and Telecommunications. | | | | |
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| **Book(s)for study** | | |
| 1 | S.M.Jha– Services Marketing– HimalayaPublishingCompany | |
| 2 | Ravishankar–ServicesMarketing–Indianexperiences –SouthAsiaPublication | |
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| **Book(s)forReference** | | |
| 1 | | Ziethaml&Bitner–ServicesMarketing:IntegratingCustomer FocusacrosstheFirmTMH |
| 2 | | P.K.Sinha&S.C.Sahoo –ServicesMarketing–Text&Readings –Himalaya |
| 3 | | AdrianPyne–EssenceofServicesMarketing–PrenticeHallof India |
| 4 | | Lovelock–ServicesMarketing–PrenticeHall |
| 5 | | Gonsalves–ServicesMarketing–PrenticeHall |
| 6 | | Palmer–ServicesMarketing:Principles&Practice –Prentice Hall. |
| 7 | | Woodrufee–Services Marketing-Macmillan |



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| **Coursecode** | | **INTRODUCTIONTOINDUSTRY4.0** | | **ElectiveIII GROUP–C** | |
| **Pre-requisite** | | Basiccomputer knowledge and local industrial  knowledge. | |
| **CourseObjectives:** | | | | | |
| Themain objectives ofthis courseareto:   1. Tounderstandthevarious stagesofindustrialrevolutions 2. Toknowthedrivers,enablersandcompellingforcesfor Industry4.0‟sadvancement 3. Tounderstand Internetof ToolsofIndustry(IoT) 4. Tostudythe predictive analysis, bigdata leadingto data-driven decisions andautomation. 5. Tofind thechallengesin cyber securityand measuresto reducethem. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | |
| ToUnderstandthedriversandenablersofIndustry4.0 | | | | | | |
| Toknowingthe artificialintelligenceandits environment | | | | | | |
| Toanalysethesocietal influencesof AIand itsapplicationdomains | | | | | | |
| Todemonstrate thepower ofbigdataterminologies inthenetworkedeconomy. | | | | | | |
| Tounderstand theopportunities, challengesbroughtabout byIndustry4.0. | | | | | | |
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| **Unit:1** | **Industry4.0** | | | |  |
| Need–ReasonforAdoptingIndustry4.0-Definition–GoalsandDesignPrinciples-TechnologiesofIndustry4.0–BigData–ArtificialIntelligence(AI)–Industrial  Internetof Things-Cyber Security– Cloud –Augmented Reality | | | | | |
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| **Unit:2** | **ArtificialIntelligence** | | | |  |
| ArtificialIntelligence:ArtificialIntelligence(AI)–What&Why?-History ofAI-FoundationsofAI  -TheAI-environment-SocietalInfluencesofAI–ApplicationDomainsandTools-AssociatedTechnologiesofAI– FutureProspects ofAI– Challengesof AI. | | | | | |
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| **Unit:3** | **BigData and IoT** | |  | | |
| Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions - Essential ofBig Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big DataCharacteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - BigData Domain Stack : Big Data in Data Science – Big Data in IoT - Big Data in Machine Learning -Big Data in Databases - Big Data Usecases : Big Data in Social Causes - Big Data for Industry -BigData Roles and Skills -Big Data Roles - Learning Platforms; Internet of Things (IoT) : IntroductiontoIoT–ArchitectureofIoT-TechnologiesforIoT-DevelopingIoTApplications-Applicationsof  IoT -SecurityinIoT. | | | | | |
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| **Unit:4** | **ApplicationsandToolsof Industry4.0** | |  | | |
| ApplicationsofIoT–Manufacturing–Healthcare–Education–AerospaceandDefense–Agriculture–TransportationandLogistics–ImpactofIndustry4.0onSociety:ImpactonBusiness,Government,People.ToolsforArtificialIntelligence,BigDataandDataAnalytics,  Virtual Reality, Augmented Reality,IoPTa,gReo5bo7tiocfs74 | | | | | |
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FourthSemester



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| **Coursecode** | | | **PUBLICECONOMICS** | **COREPAPER–XV** |
| **Pre-requisite** | | | TheoreticalaspectsofPublicEconomicsanditsApplications. |
| **CourseObjectives:**  Themainobjectives ofthis courseare: | | | | |
| 1 | Toprovideanalyticalcapacityonpublic economictheoriesandpractices. | | | |
| 2 | Tounderstandthemajor sourcesof governmentrevenueandexpenditure. | | | |
| 3 | Touseeconomic analysistopredictandverifytheeffectsofgovernmentinterventionon  behaviorofindividuals,householdsand firms. | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessfulcompletionofthecourse,student willbeable: | | | | |
| Tounderstandthetheoreticalaspectsofpublic economicsanditsapplications. | | | | | |
| Toanalyzetheefficientallocationforpublicgoods. | | | | | |
| Toanalyzepolicyapplicationsonwelfareassistance. | | | | | |
| Tocriticallyanalyzefiscalpoliciesanditsimplicationin Indianeconomy. | | | | | |
| Todiscuss the implications of policyforefficiency,equityandgrowth. | | | | | |
| Todiscuss the implications of policyforefficiency,equityandgrowth | | | | | |
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| **Unit:1** | | **ScopeandSignificance** | | |
| PublicFinance:Significance,scope,andFunction-PublicFinanceVersusprivatefinance–Theory of public good –Market failure- Externalities –Provision for public goods - General modelofefficient Allocation for publicgood. | | | | |
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| **Unit:2** | | **PublicTaxation** | | |
| SourcesofPublicRevenue:TheoryofTaxation–Taxablecapacity-AbilitytopayandBenefitprincipleintaxation-Indiandirectandindirecttaxes-Incidenceoftax-Taxreforms-MODVAT. | | | | |
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| **Unit:3** | | **PublicExpenditure** | | |
| Publicexpenditure:TheoriesofpublicExpenditure-StructureandgrowthofIndianpublic  Expenditure-ExpenditureRevenuemobilizationfortheBudget-PerformanceBudget-Limitationofbudget. | | | | |
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| **Unit:4** | | **PublicDebt** | | |
| Public Debt: Growth and composition of public Debt-Internal and External Debt-Central andstatedeficit– redemption of publicdebt. | | | | |
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| **Unit:5** | | **FiscalPolicy** | | |
| Indian Fiscal policy: Principle of Federal finance-Evaluation of federal Finance - 14th and 15thFinancecommission-Local Finance. | | | | |
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| **Book(s) forstudy** | |
| 1 | Roshpendrajha: Modern PublicEconomics |
| 2 | RosenHarways:PublicFinance,Irwin |
| 3 | S.K.Singh:PublicFinance |
| 4 | Thyagi:PublicFinance |
| 5 | Mankar&Sarma:PublicFinanceTheoryandPractices |
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| **Book(s)forReference** | |
| 1 | Musgrave, R.A and P.B.Musgrave[1976] Public finance theory and practice,Mcgraw-hillKogakusha,Tokyo. |
| 2 | Stiglitz.J.k[1986] Economicsofthepublicsector, NortonNewYork. |
| 3 | Atkinson.A.BandJ.Estiglitz[1980] LectureinPublicEconomics,McgrawHill,NewYork |
| 4 | MusgraveR.AandC.Sharp[Ed]1970ReadingsinEconomicsofTaxation,GeorgeAllenand unwinLondon. |
| 5 | MullerD.C[1979]EconomicsofPublicchoice,CambridgeUniversity. |
| 6 | Seigman.E.R.A[1960] EassysinTaxation,GeorgeAllenandUnwinLondon. |
| 7 | Brown.C.V andJackson-PublicsectorEconomics. |
| 8 | Hyman,David-TheEconomicsofGovernmentactivity. |



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| **Coursecode** | | | **INTERNATIONALECONOMICS** | **COREPAPER–XVI** | | |
| **Pre-requisite** | | | Acquireadvancedknowledgeontheoriesofinternational trade, exchange rate regimes, terms oftradeandfunctionsofinternationalfinancial  institutions. |
| **CourseObjectives:**  Themain objectivesof thiscourseare: | | | | | | |
| 1 | Tounderstandthetheoriesgoverninginternationaltrade. | | | | | |
| 2 | Toawareabout thepoliciespursued byvarious economicbodiesin internationaleconomics. | | | | | |
| 3 | Tostudythe currentandcapitalaccount convertibilityofIndianrupee. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | | |
| Onthesuccessful completion ofthe course,studentwill beableto: | | | | | | |
| Todevelopasystematicknowledgeoncomposition,directionandconsequencesof internationaltrade. | | | | | |
| Tounderstandtheprocessesofinternationaleconomicrelationsasthepartofglobal marketeconomy. | | | | | |
| Toacquireskillsonthevariousaspectsofexchange rate. | | | | | |
| Toawareaboutinternationalfinancialmarkets,balanceofpaymentsandthetrade balance,andthecapitalflow. | | | | | |
| Toevaluatethe roleofinternational institutions ontradepractices. | | | | | |
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| **Unit:1** | | **TheBasisof Trade** | | |  | |
| The basis of trade – Hecksher – Ohlin theorem – Leontiff Paradox – Factor price equalization –StoplerSamuleson theorem– Rybcznski theorem. | | | | | | |
| **Unit:2** | | **ImportanceandTheoriesof Trade** | | |  | |
| Importanceoftermsof Prebish –Singerthesis internationaltrade.Trade–concepts oftermsof  trade – factors affecting terms of trade – - doctrine of reciprocal demand and offer curve analysis-gainsfromInternational Trade. | | | | | | |
| **Unit:3** | | **ExchangeRate** | | |  | |
| Exchangerate–Determinationofequilibriumexchangerate–mintparparity–PPP–BOPTheories–FixedandFlexibleexchangerate–spotandforwardexchangerate-adjustablepeg-  crawlingpegandmanaged Floatingsystems. | | | | | | |
| **Unit:4** | | **BalanceofPayments** | | |  | |
| Balanceofpayments –Balanceof tradeandbalanceofpayments– BOP disequilibrium –  Method of correcting disequilibrium - Devaluation – Elasticity and Absorption approach –Exchange control– Currentand CapitalAccountconvertibilityofIndianrupee. | | | | | | |
| **Unit:5** | | **InternationalInstitutions** | | |  | |
| International institutions – IMF and IBRD – WTO – Trade Blocs and Monetary units – Impact ofliberalisationon the pattern oftrade. | | | | | | |

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| **Book(s)for study** | |
| 1 | HeffernamandSinglair:Modern InternationalEconomics |
| 2 | Krasuse(Wlater):InternationalEconomics |
| 3 | Sodermsten,Bo: InternationalEconomics |
| 4 | Soresten,Bo:International Trade-Essaysin Theory,North–HollandAnsterdam1986. |
| 5 | Kindeleberger,Charles:InternationalEconomics. |
| 6 | CherumilumFrancis:„InternationalBusiness‟,NewDelhi,WheelerPublication,1998. |
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| **Book(s)forReference** | |
| 1 | Sodersten,Bo.andGeofferyReed;International Economics,HongkongMarmilanltd. |
| 2 | W.CharlesSawyer,Richard.D.Sprainkle: InternationalEconomics,PrenticeHallofIndia. |
| 3 | Salvotore,:SchaumsOutlineofTheoryandProblemsofInternationalEconomics. |



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| **Coursecode** | | | **HUMANRESOURCE MANAGEMENT** | **COREPAPER–XVII** | |
| **Pre-requisite** | | | Provideswideknowledgeaboutperformanceappraisal,traininganddevelopment,collectivebargainingand  employeewelfare. |
| **CourseObjectives:**  Themain objectives ofthis courseare: | | | | | |
| 1 | Tounderstandtheimplicationsofhumanresourcemanagementandthebehavioralsciences,andgovernment regulations. | | | | |
| 2 | Toknowtheelements ofthe humanresourcefunctions,keyconceptsand terminology. | | | | |
| 3 | Tounderstandtheprinciplesandtechniquesofhumanresourcemanagement. | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessfulcompletionofthecourse,student willbeable: | | | | | |
| Toanalyzehuman resourceplanningand forecastingtechniques. | | | | | | |
| Toinvestigate and interpretthekeyproceduresinrecruitment andselection. | | | | | | |
| Todescribeand analyze aboutthetraininganddevelopment. | | | | | | |
| Toillustrate theessentialfeaturesof human resourceinformation system. | | | | | | |
| Toevaluateemployee‟sselfanalysisandreflectuponpersonalimprovement. | | | | | | |
| Toevaluatesignificant contemporaryissuesin human resourcemanagement. | | | | | | |
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| **Unit:1** | | **BasicsofHumanResourceManagement** | | |  |
| Evolution of Human Resource Management – The Importance of the Human Factor – ObjectivesofHumanResourceManagement–RoleofHumanResourceManager–HumanResourcePolicies– Understandingbusiness processin thecontext ofHuman ResourceManagement. | | | | | |
| **Unit:2** | | **Planning** | | |  |
| ImportanceofHumanResourcePlanning–ForecastingHumanResourcerequirements–Internal and External sources. Selection Process – Screening – Tests – Validation –Interview –MedicalExamination–Recruitment. Induction–Importance–Practices-Socializationbenefits. | | | | | |
| **Unit:3** | | **OrientationandTraining** | | |  |
| Orientation & Training: Orienting the employees, the training process, need analysis, trainingtechniques special purpose training, Training via the internet. Management Development - Theresponsive managers - Key factor for success. Performance appraisal: Methods - Problem andsolutions-MBOapproach-Theappraisalinterviews-Performanceappraisalinpractice.  Managingcareers: Careerplanning anddevelopment-Managingpromotions andtransfers. | | | | | |
| **Unit:4** | | **EstablishingPayPlans** | | |  |
| Establishing Pay plans: Basics of compensation - factors determining pay rate – Current Trends incompensation-Computerizedjobevaluation.PayforperformanceandFinancialincentives:Money and motivation - incentives for operations employees and executives - Organization wideincentive plans - Practices in Indian Organizations. Statutory benefits - non-statutory (voluntary)benefits–InsuranceBenefits-retirementbenefitsandotherwelfaremeasurestobuildemployee  commitment. | | | | | |
| **Unit:5** | | **IndustrialRelationsandCollectiveBargaining** | | |  |
| Industrial relations and collective bargaining: Trade unions - Collective bargaining. Disciplineadministration - grievances handling - managing dismissals and Separation .Labour Welfare:Importance &Implicationsoflabourlegislations- Employeehealth-Auditingfunctions,Futureof  HRMfunction. | | | | | |

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| **Book(s)for study** | |
| 1 | GaryDessler,"HumanResourceManagement",Seventhedition,Prentice-HallofIndiaP.Ltd.,Pearson. |
| 2 | V.S.PRoa,HumanResourceManagement:Textandcases,Firstedition,ExcelBooks,NewDelhi-2000. |
| 3 | DecenzoandRobbins,HumanResourceManagement,Wiley,6thEdition,2001. |
| 4 | Dessler,HumanResourceManagement,PearsonEducationLimited,2002. |
| **Book(s)forReference** | |
| 1 | H.JohnBernardin&JoyeeE.A.Russel, Human Resource Management - An experientialapproach,4th Edition, McGraw-HillInternational Edition.,2007 |
| 2 | DavidA.DeCenzo&Stephen P.Robbins,Personnel/HumanResourceManagement,Third  edition,PHI/Pearson. |



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| **Coursecode** | | | **EXPORTPROCEDURE** | **ElectiveIVGROUP–A** | | |
| **Pre-requisite** | | | This course analyses about the export behavior andprocedures. It is mainly concerned with the aim ofequipping the students with the various aspects ofexport registration, advance licensing, internationalmarketingenvironment,maintenanceofexportdocumentation,policiesandobjectivesofexportandimport. |
| **CourseObjectives:** | | | | | | |
| 1 | Tounderstanddifferent policies,institutions andproceduresinvolved inexport. | | | | | |
| 2 | ToformabaseofpolicyframeworkininternationalbusinesswithspecialemphasisonIndian  customs. | | | | | |
| 3 | Todescribethedocumentation proceduresanditssanctityininternationalbusiness. | | | | | |
| **ExpectedCourseOutcomes:** | | | | | | |
| Onthesuccessfulcompletion ofthe course,student willbeable to: | | | | | | |
| Tounderstandtheconcepts ofcustomclearanceininternationalbusiness. | | | | | |
| Toknownabout theprocessofinternationalcustomsclearanceoperations. | | | | | |
| Toevaluatetheglobalbusinessenvironment interms ofeconomicand legalaspects. | | | | | |
| Toanalyse theprinciplesofinternationalbusinessandstrategiesadoptedbyfirmstoforexportingproductsglobally. | | | | | |
| Toexaminethe shipmentformalities andprocedures. | | | | | |
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| **Unit:1** | | **Registration** | | |  | |
| Registration–ICE,CentralExcise,categoryofExports–Physical–Directandindirect–Deemedexport– Manufacturingexporter – Merchant exporter. | | | | | | |
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| **Unit:2** | | **CENVAT** | | |  | |
| Duty Drawbacks–Advancelicensing–CENVAT–SalesTaxExemption–IPRS-ExciseClearanceBenefit– Rebate–Income Taxbenefit. | | | | | | |
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| **Unit:3** | | **InternationalMarketingEnvironment** | |  | | |
| Introduction–MarketingTerm–InternationalMarketingenvironment–Entrytoforeignmarkets–  TradeFairs–Pre-shipmentfinance–Post-shipmentfinance-EXIMbankofIndia–ECGC-Termsofpayment in export – packingcredits. | | | | | | |
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| **Unit:4** | | **ExportProcedures** | |  | | |
| Exportprocedures–offersandprocessinganexportorder–CustomsandExcisedepartmentprocedures – Shipment formalities and procedures – Banking procedures – Exports documentation. -DifferentTypes of letterofcredit–Foreign exchange cover. | | | | | | |
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| **Unit:5** | | **ExportandImportPolicies** | |  | | |
| Exportandimportpolicy–objectives–GeneralProvisionregardingExportandImport–Export  PromotionSchemes–EPCG,Dutyexemption,AdvancelicensePassBookscheme–ExportPromotionCouncils-Export house– Tradinghouse. | | | | | | |

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| **Book(s)for study** | | |
| 1 | Balagopal.T.A.S(1995), ExportManagement.HimalayaPublications. | |
| 2 | D.C.Kapoor“ExportManagement”Mahajan:GuideonExport Policy Procedure andDocumentation | |
| 3 | Varma.M.L(1983):ForeignTradeTheoryandManagementinIndia,VikasPublication,New Delhi. | |
| 4 | Jitendra.M.D(1998):ExportProcedureandDocumentation,RajatPublications,NewDelhi | |
|  | | |
| **Book(s)forReference** | | |
| 1 | | NabhiPublications:HowtoexportEXIMPolicy&HandbookofEXIMProcedureVol.1&  Vol.2. |
| 2 | | FrancisCherumillam:InternationalMarketingandExportManagement,HimalayaPublications. |
| 3 | | Modwell.S.K.andVarmal.M.L(1986):ExportEffortsofIndia,IndianInstituteofForeignTrade,NewDelhi. |



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| **Coursecode** | | | **INTERNATIONALBUSINESS** | **ElectiveIV**  **GROUP–B** | |
| **Pre-requisite** | | | This course explores global economies and markets,suchas business customs,multinationalbusinessesandforeigntradepractices.Ithighlightstheforeign business environments,culturaldynamics,economicdevelopmentsandpoliticalimpactsonforeignbusinesses. |
| **CourseObjectives:** | | | | | |
| 1 |  | | | | |
| 2 | ToknowaboutthecompositionanddirectionofIndia‟simportsandexports. | | | | |
| 3 | Toidentifytheroleandimpactofpolitical,economical,socialandculturalvariablesininternationalbusiness. | | | | |
| 4 | Toanalyzeinternationalbusinessfromamulti-centricperspective. | | | | |
| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | |
| Tounderstandthemostwidelyused internationalbusinesstermsandconcepts. | | | | | | |
| Tocriticallyanalyzethe riskandopportunitiesprevailinginbusinessesthatoperate intheglobalarena. | | | | | | |
| Torecognizethefunctionofinternationalorganisations. | | | | | | |
| Toknowaboutexchange ratedetermination,controllingandpolicies. | | | | | | |
| TodemonstratethecompositionanddirectionofIndia‟simportsandexports. | | | | | | |
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| **Unit:1** | | **InternationalBusiness** | | |  |
| InternationalBusiness-Meaning,NatureandScope–RoleofForeignTradeintheEconomicDevelopment  ofIndia–BalanceofpaymentinthecontextofEconomicGrowthProcess–Tradebalance–CurrentAccountpositionandCapital Accountposition –Trends –PrinciplesofBOP–CorrectionofadverseBOP. | | | | | |
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| **Unit:2** | | **WorldBandandIMF** | | |  |
| EuroCurrencyMarket – GATT–WTO, WorldBankandIMF–Functions. | | | | | |
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| **Unit:3** | | **ExportMarketing** | |  | |
| Export marketing – Meaning – An overview of export marketing – differences between exportmarketing and domestic marketing – salient features and basic functions of export marketing –exportbarriers–Tariffandnon-tariff–Exportmarketanalysis–Feasibilityofmarketentry–  Sourcesofmarketinformation –Assessingsaleprospects. | | | | | |
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| **Unit:4** | | | **India’sImportandExport** | |  |
| Composition and direction of India‟s imports and exports – Past trends, present position andprospects – Project consultancy and Service exports – Trends, prospects and problems – Importantdocumentsused in foreign trade. | | | | | |
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| **Unit:5** | | | **ForeignExchange** | |  |
| Foreignexchange–Theoriesofforeignexchange–administrationofforeignexchange–Ratedetermination–Factorsinfluencingfluctuationsinforeignexchange–ExchangecontrolinIndia. | | | | | |
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| **Book(s)forstudy** | | | | | |
| 1 | InternationalMarketingManagement-Varshney&Bhattachariya. | | | | |
| 2 | ExportMarketing - | | | T.A.S.Balagopal |  |
| 3 | Money, Banking&InternationalTrade- | | | M.L.Seth |  |
|  | | | | | |
| **Book(s)forReference** | | | | | |
| 1 | | International Business-FrancisCherunilam. | | | |



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| **Coursecode** | | | **EXPORTTRADEPROCEDURE** | | **ElectiveIVGROUP–C** | |
| **Pre-requisite** | | | This course would upgrade the knowledge of working executives of export enterprises, service agencies and institutions and abreast with the new developments, rapid changes in international business practices, innovative marketingstrategies pursued by the competitors, and export executives. | |
| **CourseObjectives:** | | | | | | |
| 1 | Tounderstandtheprocedures andpracticesprevailinginforeignmarkets. | | | | | |
|  | Toknownaboutexportdocumentation,shipmentofexportgoodsandimportantdocumentsinexporttrade. | | | | | |
| **ExpectedCourseOutcomes:** | | | | | | |
| Onthesuccessfulcompletion ofthecourse, studentwill beableto: | | | | | | |
| Toevaluatethe advantagesanddisadvantagesdirectandindirect exporting. | | | | | |
| To understand the various shipping documents and commercial regulatorydocuments. | | | | | |
| To develop analytical skills for identifying export opportunities and undertakingexportmarketing. | | | | | |
| Tofamiliarizewiththesignificantdocumentsinexporttrade. | | | | | |
| Tocreateawarenessprocessingof exportorders. | | | | | |
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| **Unit:1** | | **ExportTrade** | | |  | |
| Export Trade:Directexporting – advantages.Formsoforganizationindirect  Exporting–agentsanddistributors–Factorsin selectinganagentinforeignmarkets–advantages. | | | | | | |
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| **Unit:2** | | **IndirectExporting** | | |  | |
| IndirectExporting:Meaning–advantagesanddisadvantages–middlemeninindirectexporting–  types–advantagesanddisadvantages–Exporthouse-functions,growthandproblems. | | | | | | |
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| **Unit:3** | | **ExportDocumentation** | |  | | |
| Pree–shipmentExportdocumentation:Needforexportdocumentation–types-shippingdocumentsandtheirdefinitions–commercialandregulatorydocuments–Fillingofmasterdocuments.Marine  insurance- Types. | | | | | | |
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| **Unit:4** | | **ShipmentofExportGoods** | |  | | |
| ShipmentofExportGoods:Centralexciseclearanceprocedures–exemptedandotherthanexempted  units–customsclearanceof exportshipment–documents inthe caseof shipmentbyAir/Sea. | | | | | | |
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| **Unit:5** | | **ProcessingofExportOrder** | |  | | |
| Exportdocumentation:Significanceandtypes–importantdocumentsinexporttrade–commercial  invoice– letterofcredit– billof lading– processingofexportorder. | | | | | | |
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| **Book(s)for study** | | |
| 1 | Varma andAgarwal -InternationalMarketingManagement. | |
| 2 | P.K.Khurane-Export Management. | |
| 3 | T.A.S.Balagopal- ExportMarketing. | |
|  | | |
| **Book(s)forReference** | | |
| 1 | | M.I.Mahajan-Aguideonexportpolicyprocedureanddocumentation |
|  | | |