

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR – 639 005**

**B.A. ECONOMICS COURSE STRUCTURE UNDER CBCS SYSTEM**

(For the candidates admitted from the year 2016-17 onwards)

**B.A. ECONOMICS**

**PROGRAMME OUTCOMES**

The goal of UG Economics is to prepare the students to be eligible for advanced studies, and exploring various business and employment opportunities in the field of Economics, Banking, and Insurance.

PO 1	To obtain the knowledge, to answer questions that arise in the private and public sectors
PO 2	Capability to communicate economic reasoning in a professional setting and day to day life.
PO 3	Ability to employ statistical tools in the analysis of economic data in the professional career.
PO 4	Amplitude for self- confidence which satisfies the local needs and ultimately paving way for national development.
PO 5	To explain how the business firms are allocating the resources.

**PROGRAMME SPECIFIC OUTCOMES – UG ECONOMICS**

On the completion of the UG programme, the students will be able ;

PSO1	To understand and analyze the concepts, principles, doctrines, laws and policies in Economics.
PSO2	To know about trends in Indian Economy.
PSO3	To develop the skills of analysis and application of the economic theories to the real world .

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SEMESTER	COURSE	SUBJECT TITLE	SUBJECT CODE	INSTR. HOURS/WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL	
							INT	ESE		
I	Tamil - I	Tamil – I	U16L1T1	6	3	3	25	75	100	
	English - I	English - I	U16L1E1	6	3	3	25	75	100	
	Core Course - I	Indian Economic Development	U16EC1C1	5	5	3	25	75	100	
	Core Course - II	Tourism Economics	U16EC1C2	5	4	3	25	75	100	
	First Allied Course – I	Statistical Methods – I	U16EC1A1	6	3	3	25	75	100	
	Value Education	Value Education	U16VE1	2	2	3	25	75	100	
					30	20				600
II	Tamil - II	Tamil – II	U16L2T2	6	3	3	25	75	100	
	English – II	English– II	U16L2E2	6	3	3	25	75	100	
	Core Course – III	History Of Economic Thought	U16EC2C3	5	5	3	25	75	100	
	First Allied Course – II	Statistical Methods – II	U16EC2A2	5	4	3	25	75	100	
	First Allied Course – III	Export Management	U16EC2A3	6	3	3	25	75	100	
	Environmental Studies	Environmental Studies	U16ES2	2	2	3	25	75	100	
					30	20				600
III	Tamil - III	Tamil- III	U16L3T3	6	3	3	25	75	100	
	English – III	English - III	U16L3E3	6	3	3	25	75	100	
	Core Course – IV	Micro Economics – I	U16EC3C4	6	5	3	25	75	100	
	Core Course – V	Monetary Economics	U16EC3C5	5	4	3	25	75	100	
	Second Allied Course I	Principles of Management	U16EC3A4	5	3	3	25	75	100	
	Non Core Elective I	Modern Office Management	U16BA4N2	2	2	3	25	75	100	
					30	20				600
IV	Tamil – IV	Tamil- IV	U16L4T4	6	3	3	25	75	100	
	English – IV	English -IV	U16L4E4	6	3	3	25	75	100	
	Core Course – VI	Micro Economics – II	U16EC4C6	5	5	3	25	75	100	
	Second Allied Course II	TamilNadu Economy	U16EC4A5	5	4	3	25	75	100	
	Second Allied Course III	Development Economics	U16EC4A6	4	3	3	25	75	100	
	Skill Based Elective I	Practical - Banking System	U16EC4S1P	2	4	3	25	75	100	
	Non Core Elective II	Principles And Practice Of Insurance	U16BA3N1	2	2	3	25	75	100	
					30	24				700
V	Core Course – VII	Macro Economics – I	U16EC5C7	5	5	3	25	75	100	
	Core Course – VIII	Agricultural Economics	U16EC5C8	5	4	3	25	75	100	
	Core Course – IX	Human Resource Management	U16EC5C9	4	3	3	25	75	100	
	Core Course - X	Entrepreneurship Development	U16EC5C10	6	4	3	25	75	100	
	Elective Course - I	Security Analysis And Portfolio Management	U16EC5E1	4	4	3	25	75	100	
	Skill Based Elective - II	Principles of Commerce	U16EC5S2	2	4	3	25	75	100	
	Skill Based Elective - III	Group Project Work - Industrial Economics	U16EC5S3P	2	4	3	25	75	100	
	Soft Skill Development	Soft Skill Development	U16SSD3	2	2	3	25	75	100	
					30	30				800
VI	Core Course – XI	Macro Economics – II	U16EC6C11	6	5	3	25	75	100	
	Core Course – XII	Fiscal Economics	U16EC6C12	6	5	3	25	75	100	
	Core Course – XIII	International Economics	U16EC6C13	6	5	3	25	75	100	
	Elective Course - II	Managerial Economics	U16EC6E2	5	5	3	25	75	100	
	Elective Course - III	Marketing Management	U16EC6E3	6	4	3	25	75	100	
	Extension Activities	Extension Activities				1				
		Gender Education	U16EA4	1	1	3	25	75	100	
				30	26				600	
<b>TOTAL</b>				<b>180</b>	<b>140</b>				<b>3900</b>	

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Sl. No.:

Subject Code:

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – I SEMESTER – CORE COURSE - I**

(For the candidates admitted from the year 2016-17 onwards)

**INDIAN ECONOMIC DEVELOPMENT**

**Course Outcomes:**

CO1	To know the structure of economy and policies for understanding
CO2	To acquire sufficient knowledge about India's Economic features; occupational structure and the relative shares of the different Sectors
CO3	To create an awareness among the students about the basic issues and problems relating to the Indian Economy.

**Unit-I**

**Economic Development and National Income:** Features of Indian Economy- Economic and non-economic factors determining development - concepts of growth and development- indicators of economic development – National income – methods of measuring National income – limitations.

**Unit-II**

**Population, Poverty and Unemployment:** Population- Growth- Age composition- Occupational distribution- - Causes, effects and remedial Measures- Population Policy- Poverty- Rural and urban poverty- Causes- Poverty Alleviation Programmes- Unemployment – Types and causes – employment generation programmes.

**Unit-III**

**Agriculture:** Agriculture and its role- Productivity- Causes for low Productivity in Agriculture- measures to improve - Land reforms-Green revolution- Challenges of globalization and the role of government – Agricultural development under Five Year Plans.

**Unit-IV**

**Industries:** Role of Cottage, Small and Large Scale Industries- Meaning- Merits and demerits Industrial Policies of 1948, 1956, 1991 and recent Change - Industrial development under Five Year Plans

**Unit-V**

**Labour :** Labour- types-Causes for low Productivity- Labour unrest- Trade Unionism- Labour problems- Government measures- Social security measures.

**References**

1. Agarwal.AN,(2004) Indian Economy, Wishwa Praksham, New Delhi.
2. Dhingra C 2003, The Indian Economy, Sultan and Chand New Delhi.
3. Jalan B 1992, The Indian Economy Problems and Prospects, Viking New Delhi.
4. Dalt Rudder and K.P.M.Sundharam (2002) Indian Economy S.Chand and Co, New Delhi.
5. Sankaran.S- Indian Economic Development.

Sl. No.:

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U16EC1C2

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – I SEMESTER – CORE COURSE - II**

(For the candidates admitted from the year 2016-17 onwards)

**TOURISM ECONOMICS**

**Course Outcomes:**

CO1	To provide knowledge on importance of tourism and its socio-economic benefits.
CO2	To highlight Central and State Government Measures for Promotion of Tourism.

**Unit-I Importance of Tourism:**

Definition- Scope- Importance of Tourism the Global Context- Challenges: Growing Terrorism, HIV, Tsunami and Unfavorable Political Climate- Classification of Tourism- Translational and Domestic Tourism.

**Unit-II Types and Instruments of Tourism:**

Educational Tourism - Social Tourism- Mass Tourism- Group Tourism- Independent Tourism- Need for Infrastructure- Visual presentation- Folders- Media advertisement- Image building methods- Internet.

**Unit-III Tourism Management:**

Safe and rapid transport system- Quality restaurants and holiday inns- Tourist Guides- Tourism industry and employment opportunities- Need for private entrepreneurship.

**Unit-IV Tourism Promotion:**

State and Central Governmental measures- Tourism development during five year plans- Tamil Nadu Tourism development corporation- Tourism administration- Tourism Policy.

**Unit-V**

**Tamilnadu Tourism:** Selective Tourist centers in Taminadu- Tourist centers in and around Tiruchirapalli- Prospects of Tourism in the region – Summer Resorts – Beach Resorts.

**Reference Books:**

1. Bhatia A.K. (2001) - International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
2. Vishwanath Ghosh (2000)- Tourism and Travel Management, Vikas, Publishing House, Pvt., Ltd., New Delhi.
3. John M.Bryder (1973)- Tourism and Development, Cambridge University Press, London.
4. Michael Peters (1969)- International Tourism, Hutchinson, London.
5. Rajasekara Thangaman (2003)- Tourism.

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U16EC1A1

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – I SEMESTER – ALLIED COURSE - I**

(For the candidates admitted from the year 2016-17 onwards)

**STATISTICAL METHODS – I**

**Course Outcomes:**

CO1	To inculcate the knowledge on basic elements of statistics.
CO2	To intend to train the students with their application.
CO3	To enable the students to apply the statistical tools to analyze the economic problems

**Unit-I**

Statistics- Meaning and definition-Nature and Scope- Statistics and other sciences- Functions and limitations.

**Unit –II**

Measures of Central tendencies: Arithmetic Mean - Median, Mode, Geometric Mean and Harmonic Mean.

**Unit – III**

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation about Mean, Median and Mode, Standard Deviation –absolute and relative measures.

**Unit-IV**

Skewness and Kurtosis: Difference between Dispersion and Skewness- Karl-Pearson, Bowley and Kelly’s measures of Skewness- Kurtosis- Measures of Kurtosis.

**Unit –V**

Vital statistics- Meaning - – uses of vital statistics – methods of obtaining vital statistics Mortality – meaning - measurement of mortality -Crude Birth Rate.

**Text Book:** 1. V.K.Kapoor and S.C.Gupta, Fundamentals of Mathematical Statistics, Sulthan Chand and Sons, New Delhi. Reprint 2010.

**Reference Books:**

1. Rohatgi, V.K. (1988), An introduction to Probability Theory and Mathematical Statistics, Wiley Eastern Ltd., New Delhi.
2. Lehmann, F.L.(1986), Testing of Statistical Hypothesis (Student edition).
3. Hogg, R.V. and Craig, A.T. (1978), Introduction to Mathematical Statistics, Fourth edition, Colliar Mac.Millan Publishers.
4. Mood, A.M., Graybill, F.F. and Boes, D.C.(1974)

**Note: Question should consist of 50 % theory and 50% problems**

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – II SEMESTER – CORE COURSE - III**

(For the candidates admitted from the year 2016-17 onwards)

**HISTORY OF ECONOMIC THOUGHT**

**Course Outcomes:**

CO1	To prepare the students with basic theoretical knowledge regarding the origin and development of economic ideas of different schools of thought till date.
CO2	To enable the students to compare, analyze and apply this to the present changes in economic ideas.

**Unit-I Ancient Economic Thought**

Nature and significance of economics thought- Mercantalism- Physiocracy

**Unit II Classical Economic Thought**

Adamsmith-J.B Say – Ricardo – Malthus- J.S.Mill

**Unit-III School of Socialism –**

Basic ideas of Sismondi –Saint Simon- Karl Marx economic ideas.

**Unit-IV Keynesian Thought and welfare economics**

J.M.Keynes-Contribution of J.M Keynes to economic thought - classical theory – Criticism by Keynes-Welfare school-Pigou and Pareto.

**Unit-VIndian Economic Thought**

Gokale- Naoroji- Ranado-Nehru- Gandhian Economic thought – Amarthya sen

**Books Reference s**

- 1.Sanakaran .S - History of Economic Thought
- 2.Loganathan .V - History of Economic Thought
3. Girija & Manimekalai - History of Economic Thought

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U16EC2A2

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**  
**B.A., ECONOMICS – II SEMESTER – FIRST ALLIED COURSE - II**  
(For the candidates admitted from the year 2016-17 onwards)

**STATISTICAL METHODS – II**

**Course Outcomes:**

CO1	To inculcate the knowledge on basic elements of statistics.
CO2	To intend to train the students with their application.
CO3	To enable the students to apply the statistical tools to analyze the economic problems.

**Unit – I**

Collection of Data- Primary and secondary sources- - Methods of sampling- Merits and limitations of sampling.

**Unit – II**

Classification and Tabulation-Objectives of classification, Types of classification- Tabulation- Advantages of Tabulation-Types of Tabulation -Difference between Classification and Tabulation.

**Unit – III**

Diagrammatic and Graphic Presentation of Data – Types of of Diagrams- Frequency distribution simple and complex table- Cross tabulation-Types of diagram- Bar and pie diagrams- Pictogram and scatter diagram -Merits and Demerits of Diagram- Graphic Presentation of Data – Rules of Graphics-Histogram- Frequency Curve.

**Unit – IV**

Correlation- Definition- types of correlation-Karl pearson correlation co-efficient and Spearman Rank correlation co-efficient-Regression- linear regression – regression lines – X on Y and Y on X.

**Unit – V**

Index Numbers– Types – Laspeyre, Paasches, and Irving Fisher Index Numbers – Chain Bases Index Number – The criteria of a good Index Number.

**Text Books:**

1.D.Kathamba Rajan Economic and Business Statistics, Himalaya Publishing House New Delhi, 2011.

**Reference Books:**

- 1.. Lehmann, F.L.(1986), Testing of Statistical Hypothesis (Student edition).
2. Hogg, R.V. and Craig, A.T. (1978), Introduction to Mathematical Statistics, Fourth edition, Colliar Mac.Millan Publishers. 4. Mood,A.M., Graybill, F.F. and Boes, D.C.(1974)

**Note: Question should consist of 50 % theory and 50% problems**

Sl. No.:

Subject Code:

U16EC2A3

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – II SEMESTER – FIRST ALLIED COURSE - III**

(For the candidates admitted from the year 2016-17 onwards)

**EXPORT MANAGEMENT**

**Course Outcomes:**

CO1	To form a base of policy framework in International Business with special emphasis on Indian Customs.
CO2	To apprise the students for the documentation procedures and its sanctity in International Business

**UNIT - I Export Management**

Export management–Introduction, meaning and definition – Nature and Scope of Export Management – Function of Export Management.

**UNIT - II Export Marketing**

Export marketing- planning process- Elements of Export Planning –The process of export organization–Staffing Export Organization-Importance of Export Finance.

**UNIT - III India’s Foreign Trade**

Foreign Trade during Five Year Plans – Composition of India’s Export Trade – Direction of trade analysis- India’s Export –Import policy-(New export – import policy 1997-2000).

**UNIT - IV Export Promotion**

Need for export promotion-Hindrances of the Export Promotion-Export promotion measures in India.-Free trade Zones(FTZs)-Export Processing Zones(EPZs).

**UNIT – V Institutional infrastructure**

Divisions under the Commerce Ministry – Export Promotion Councils – Functions – Advantages – Training programmers of the Institute - Indian Institute of Packaging - GATT –Objectives –Functions-EXIM Bank-Functions..

**Text Book:**

Radha, Export Management Prasanna Publishers., Reprint, Chennai 2004.



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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – III SEMESTER – CORE COURSE -IV**

(For the candidates admitted from the year 2016-17 onwards)

**MICRO ECONOMICS -I**

**Course Outcomes:**

CO1	To impart basic economic principles governing the behaviors of individuals and firms regarding consumption and production.
CO2	To develop the skills of analysis and application of the principles to the real world problems.
CO3	To analyse the interaction between the product and the factor markets and understand the nature of factor pricing.

**Unit-I**

Definition of Economics- Adam Smith- Marshall- Robins- Samuelson- Micro and Macro approach- Inductive and deductive method- Positive vs Normative Science- Static and dynamic analysis- Economic laws- Partial vs General Equilibrium.

**Unit-II**

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

**Unit-III**

Demand - Law of Demand - Elasticity of demand- Types and Measurement- Factors influencing elasticity of demand- Uses- Consumer's surplus.

**Unit-IV**

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

**Unit-V**

Cost and Revenue- Concepts of cost and revenue- Average, Marginal and Total cost- Nature of short run and long run average cost curves- Revenue; Total Revenue - Marginal Revenue – Average Revenue - Importance of revenue curves.

**REFERENCE BOOKS:**

1. Micro Economics Theory and Policy– Cavery, Sudha Nayak Girija(S.Chand & Co).
2. Principles of Economics– S.Loganathan(S.Chand & Co).
3. An Introduction to Micro Economics– D.Bose, A.Marimuthu(Himalaya Publishing House).
4. Micro Economic Theory– M.L.Jhingan(Vrinda Publications).

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – III SEMESTER – CORE COURSE - V**

(For the candidates admitted from the year 2016-17 onwards)

**MONETARY ECONOMICS**

**Course Outcomes:**

<b>CO1</b>	To make the students to understand the meaning and view on money.
<b>CO2</b>	To enable the students to understand the various monetary theories

**Unit-I Money**

Meaning, definition- Barter systems and its defects- Evolution of money-Functions of money- Role of money in capitalist economy- money in socialistic economy.

**Unit-II Monetary Standards:**

Good monetary standard- Metallic standard- Mono-metallism, Bi-metallism- Gold standard: meaning, function- Gold coin standard- Gold bullion standard- Gold exchange standard-gold reserve standard- gold parity standard- Gresham's Law- Paper currency standard- Principles of note issue- method of note issue

**Unit-III Demand for and supply of money:**

Demand for money- cash transaction and cash balance approach- Keynesian approach- - The supply of money- concept and constituents of money supply- determinants of money supply- High powered money- - Different approaches to measure money supply - equality of the demand for and supply of money

**Unit-IV Value of Money:**

Concept of value of money – Meaning-standard measures of value of money – Index number – construction of price index- price index number in India- Friedman quantity theory of money

**Unit-V Monetary Policy:**

Meaning-definitions- objectives- monetary policy instruments-quantitative and qualitative measures-limitations.

**References:**

1. M.L.Jhingan- Monetary Economics, Vrindha Publications (P) Ltd., Delhi.
2. D.M.Mithani- Money, Banking, International Trade and Public Finance (Himalaya Publications).
3. Sankaran- Monetary Economics, Margam Publications.
4. M.L.Seth- Money, Banking and Trade, Lakshmi Narayan Publications, Agra.

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U16EC3A4

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – III SEMESTER – SECOND ALLIED COURSE - I**

(For the candidates admitted from the year 2016-17 onwards)

**PRINCIPLES OF MANAGEMENT**

**Course Outcomes:**

<b>CO1</b>	The aim of this paper is to enable the students to understand the concepts of management.
<b>CO2</b>	To endow students with the knowledge of Organization and its Structure.

**UNIT-I INTRODUCTION**

Meaning of Management - Definition of Management - Features or Characteristics of Management- Functions of Management- Importance of Management.

**UNIT-II MANAGEMENT THOUGHT**

Hendry Fayol- Frederick Winslow Taylor- Scientific Management - Peter F. Drucker.

**UNIT-III PLANNING**

Introduction- Meaning- Definition- Objectives- Importance- Steps in Planning Progress- Limitations.

**UNIT-IV ORGANISATION**

Meaning- Definition- Functions of Organisation- Classification of organization- Importance.

**UNIT-V CO-ORDINATION**

Meaning- Definition- Features of co-ordination- Need and Importance of co-ordination- Techniques of co-ordination.

**Books for Study:-**

1. Ramasamy, T., Principles of Management, Himalaya Publishing House.
2. Prasad, L.M., Principles and Practice of Management, Sultan Chand & Sons.

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05**  
**B.A., ECONOMICS – IV SEMESTER – NON CORE ELECTIVE - II**

(For the candidates admitted from the year 2016-17 onwards)

**MODERN OFFICE MANAGEMENT**

**Course Outcomes:**

<b>CO1</b>	To highlight the various aspects of office management.
<b>CO2</b>	To train the students in handling modern communication methods.

**Unit – I:** Office Management and organization Basic concepts of office – Importance  
– Functions –size of the office, Office management relations with other departments

**Unit - II :** Office manager - principles of office organization – types / systems of  
organization – charts – centralization Vs. decentralization.

**Unit –III :** office correspondence & Record management Centralized Vs Departmental  
correspondence – classification of records – principles of record keeping – filing  
methods.

**Unit – IV :** Office systems & Procedures Systems – procedure – Advantages  
Characteristics of sound office system& procedures

**Unit – V :** Office Personnel relations Personnel management – definitions – functions  
– employee morale – Employee welfare – grievances.

**Reference Books**

1. Modern office management – Dr. I.M.SAHAI – Sathiya Bhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – IV SEMESTER –CORE COURSE - VI**

(For the candidates admitted from the year 2016-17 onwards)

**MICRO ECONOMICS –II**

**Course Outcomes:**

<b>CO1</b>	To impart basic economic principles governing the behaviors of individuals and firms are regarding consumption and production.
<b>CO2</b>	To develop the skills of analysis and application of the principles to the real world problems.
<b>CO3</b>	To analyse the interaction between the product and the factor markets and understand the nature of factor pricing.

**Unit-I**

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

**Unit-II**

Simple Monopoly- Discriminating Monopoly- Price and Output determination under simple and discriminating monopoly.

**Unit-III**

Features of Monopolistic Competition- Equilibrium of firm and industry under short run and long run (Group Equilibrium) Selling Cost.

**Unit-IV**

Theories of factor pricing- Marginal Productivity Theory- Rent- Ricardian Theory of Rent- Wages- Real and Nominal Wage- Theory of Wages.

**Unit-V**

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

**Reference Books:**

1. Stonier and Hague- A textbook of Economic Theory.
2. Watson- Price Theory and its uses.
3. Lipsey and Stonier- Economics.
4. Micro Economics – M.L.Jhingan
5. Modern Micro Economics – H.L. Ahuja

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – IV SEMESTER – SECOND ALLIED COURSE - II**

(For the candidates admitted from the year 2016-17 onwards)

**TAMILNADU ECONOMY**

**Course Outcomes:**

<b>CO1</b>	To understand the problems and prospects of Tamil Nadu Economy.
<b>CO2</b>	To provide an overview of the infrastructural facilities available in Tamil Nadu.

**UNIT –I**

Tamilnadu – features –total land area – land use pattern – population of Tamilnadu – Demographic structure of Tamilnadu – Human Resources – HDI ranks – comparison with other states of India.

**UNIT – II**

Agriculture – importance of agriculture – cropping pattern – principal Commodities – New Agricultural Strategy Rainbow Revolution – Impact of Rainbow Revolution.

**UNIT – III**

Major industries – automobiles, Leather, Cotton, Sugar, cement, Software – Small Scale industries – Cottage industries – ancillary industries – handloom industries – sources of industrial finance – TIIC, SIDCO, SIPCOT, DIC, SPZ and EPZ (Special Processing Zone and Export Processing Zone).

**UNIT –IV**

Economic Overheads – Road, Transport, Power, communication and Banking – Social Overheads – Education, health, sanitation (Elementary treatment only).

**UNIT – V**

Tamilnadu vision 2020 – science and technology – Tourism Development in Tamilnadu – ports – Trade and Commerce.

**Text Book:**

1. Rev. Fr. Leonard :Tamilnadu economy

**References**

1. Rajalakshmi (2000), Tamilnadu Economy, Sultan Chand and Sons, Educational Publishers, New Dehli.
2. Perumalsamy (2000), Tamilnadu Economy, Sultan Chand and sons, New Dehli.
3. Manorama Year Book Recent Issueus.
4. I.C.Dhingra (2000), Indian Economy, Sultan Chand and Sons, Educational Publishers, New Dehli.

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**  
**B.A., ECONOMICS – IV SEMESTER – SECOND ALLIED COURSE - III**  
(For the candidates admitted from the year 2016-17 onwards)

**DEVELOPMENT ECONOMICS**

**Course Outcomes:**

<b>CO1</b>	To sensitize students to obtain in-depth knowledge about the concept of development.
<b>CO2</b>	To equip the students with the ability to make a critical analysis of development economics.

**Unit-I**

Economic Development and Growth: Meaning and difference between economic development and growth- characteristics of underdeveloped country- Vicious circle of poverty- remedial measures

**Unit-II**

Theories and Models of Economic Growth: Rostow's stages of economic growth- doctrine of balanced and unbalanced growth- Nurkes' theory of disguised unemployment- Theory of Big Push- Harrod –Domar model of development.

**Unit-III**

Measures for Economic Development: capital formation and economic development- importance of human capital formation- human development index (HDI) – sustainable development

**Unit-IV**

Planning and Development: Need for Planning in Underdeveloped countries- Cost-Benefit analysis- Objectives and achievement of Indian plans- Strategies of Indian Plans- Defects and remedial measures

**Unit-V**

Techniques of Planning: Linear programming –capital output ratio- choices of techniques- Transfer of technology-economic planning and price mechanism.

**Reference Books**

1. M.L Jhigan – Economic Development and Planning
2. Misra and Puri – Development and Planning
3. Metha – Jk - Economics and Groth
4. Arthur Lewis - Development Planning
5. Benjamin Higgins – Economic Development Principals

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – IV SEMESTER – SKILL BASED ELECTIVE - I**

(For the candidates admitted from the year 2016-17 onwards)

**PRACTICAL - BANKING SYSTEM**

**Course Outcomes:**

<b>CO1</b>	To know the relationship between banker and customer.
<b>CO2</b>	To apply the knowledge for utilizing the banking services.
<b>CO3</b>	To understand the various products and services offered by the bank.

**UNIT- I**

1. Preparation of invoice, receipts, voucher, delivery, challan, entry pass and Gate pass debit and credit notes. 2. Preparation of application for shares and allotment letter for share transfer forms from the secretary. - Depository participants account opening.

**UNIT- II**

1. Drawing, endorsing and crossing of cheques, filling up of pay in slips demand draft application and preparation of demand drafts. 2. Making entries in the passbook and filling up of account opening forms for SB account, Current account and FDR's preparation of FDR's.

**UNIT- III**

1. Filling up of application forms for admission to co-operative societies. Filling up loan application forms and deposit challan. 2. Filling up Jewel loan application form, procedure for releasing of jewelers in jewel loan and repayment.

**UNIT- IV**

1. Filling up income-tax returns-Online application for e-filing and application for permanent account number. 2. Preparation of audit programmes.

**UNIT- V**

1. Filling up of an application form for a LIC policy, filling up of the premium form sending premium notice and filling up the challan for remittance receipt for the premium. The procedure for settling account while the insured is alive or dead.

**Note:**

Students are requested to collect original or Xerox copies of the document and affix them on the record note books. Distribution of marks: Practical 75% and Record 25%.



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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05**  
**B.A., ECONOMICS – III SEMESTER – NON CORE ELECTIVE - I**

(For the candidates admitted from the year 2016-17 onwards)

**PRINCIPLES AND PRACTICE OF INSURANCE**

**Course Outcomes:**

<b>CO1</b>	To provide a basic understanding of the Insurance Mechanism.
<b>CO2</b>	To identify the relationship between Insurers and their Customers and the importance of Insurance Contracts.
<b>CO3</b>	To give an overview of major Life Insurance and General Insurance Products.

**UNIT- I** Nature and scope of Risk Management – Methods of handling Risks – Types of Risk

**UNIT- II** Meaning and Functions of insurance, Nature of Insurance Business – Classification of Insurance.

**UNIT -III** Life Insurance – Classification of life insurance Policies – Assignment of life policies – Life Insurance corporation of India (LIC)

**UNIT- IV** General Insurance Business and Role of GIC – Role of Development officer – Role of Insurance Agents – Motor Vehicle insurance – Health Insurance – Cattle and public Liability insurance –

**UNIT- V** Privatization of Insurance Business in India - Insurance Regulatory and Development Authority (IRDA).

**Text book recommended:**

<b>Title</b>	<b>Author</b>	<b>Publisher</b>
Principles and Practice of Insurance	Dr. P. Periasamy	Himalaya Publishing House.

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – V SEMESTER – CORE COURSE - VII**

(For the candidates admitted from the year 2016-17 onwards)

**MACRO ECONOMICS –I**

**Course Outcomes:**

<b>CO1</b>	To understand the macro-economic concepts involving the functioning of the aggregate economy.
<b>CO2</b>	To compare and contrast Classical and Keynesian models.

**Unit-I**

**Meaning and Scope** Macro economics- Meaning- scope- importance –limitation- difference between micro and macro economics- macroeconomic models- static, comparative statics and dynamics.

**Unit II**

**National Income** Elements of national income- measurements - importance of national income – difficulties – social accounting - circular flow of economic activities-2, 3 and 4 sector models.

**Unit- III**

**Employment and Unemployment** – Meaning – types of unemployment – criterions of unemployment – Causes of unemployment – Classical view of full employment – Keynesian’s under employment.

**Unit-IV**

**Income and Employment** Classical theory of income and employment- Say’s law of market- Keynes criticism of classism- Keynesian theory of income and employment- aggregate demand and aggregate supply- weaknesses of Keynesian Theory.

**Unit- V**

**Consumption and Investment Functions** Consumption function- factors determining consumption functions- propensity to consume -measures to raise propensity to consume- Investment – meaning and types - Investment function- marginal efficiency of capital- factors influencing marginal efficiency of capital

**Reference Books:**

1. Macro Economic – Theory and Policy - H.L Ahuja
2. Macro economics - M.L.Seth
3. Macro Economics - M.L Jhingan
4. Macro Economics- - K.P.M Sundaram
5. Macro Economics - D.N.Dwivedi
6. Macro Economics -Rane Varma

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – V SEMESTER – CORE COURSE - VIII**

(For the candidates admitted from the year 2016-17 onwards)

**AGRICULTURAL ECONOMICS**

**Course Outcomes:**

<b>CO1</b>	To enable the students to understand the pivotal role of the agricultural sector for economic development.
<b>CO2</b>	To strengthen the theoretical base and to help students to analyse the various issues in Indian agriculture.
<b>CO3</b>	To emphasize upon recognition of agricultural problems and solving them through relevant agricultural policies.

**Unit-I Introduction to Agricultural Economics**

Role of Agriculture in Indian Economy- Agricultural development Under Five Year Plans- Productivity in Agriculture- Causes for Low Productivity .

**Unit-II Structural and Institutional Changes in Agriculture**

New Agricultural Strategy- Green Revolution and its impact on Indian economy - Mechanization-Advantages and Limitations-Land Reforms– objectives -Measures- -Suggestions for Improvement .

**Unit-III Agricultural Finance**

Sources of Agricultural Finance- Rural indebtedness- Causes- Debt Relief Measures- Role of Credit Institutions (Commercial Banks and NABARD).

**Unit-IV Agricultural Marketing**

Present Status of Agricultural Marketing- Role and Functions of Efficient Marketing System- Defects of agricultural marketing -Regulated Market- Co-operative marketing – Agricultural Price Policy- Public Distribution System in India.

**Unit-V Agricultural Labour**

Features and Problems of Agricultural Labourers-Causes for poor conditions of Agricultural Labourers-Government Measures-Present scenario-and steps to be taken..

**REFERENCE BOOKS**

- 1.Bishop and Toussan., Introduction To Agricultural Economics Analysis, Toopam Company.
2. Dhingra, I.G., Indian Economy, S.Chand and Company.
- 3.Mellor.J.W., Agricultural Economics Toopan Company.
- 4.Memoria., Agricultural Problem of India Kitab Mabul Publisher

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – V SEMESTER – CORE COURSE - IX**

(For the candidates admitted from the year 2016-17 onwards)

**HUMAN RESOURCE MANAGEMENT**

**Course Outcomes:**

<b>CO1</b>	To grasp the importance of human resource as human capital.
<b>CO2</b>	To make the students understand the basic concepts of human resource management.

**Unit-I Human Capital**

Meaning and definition- Evolution of the concept of human capital- Nature-significance- Method of raising human capital- schultz's approach – Human development index in India- Concept of HRD and HRM.

**Unit-II Human Resource Management**

Nature and scope of HRM - Environment of HRM- HR planning- objectives- need –Process – benefits and problems.

**Unit-III Induction and Training**

Induction- training- methods- identification of training- needs- training and development.

**Unit-IV Performance Appraisal**

Performance appraisal –methods- job evaluation and performance appraisal- compensation- carrier development.

**Unit-V Labour Relations**

Labour relation- function of trade unions- form of collective bargaining- workers participation in management- types of effectiveness- welfare and social security measures

**Reference Books:**

1. Mathur- B.L - Human Resource Management
2. Kumar , Asoak & Mamgai R.P – Man power Planning
3. ICFAI centre for management Research – Introduction to Human Resource Management
4. Aggarwala, Dharma Dharma Vira- Manpower Planning, Selection, Training

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – V SEMESTER – CORE COURSE - X**

(For the candidates admitted from the year 2016-17 onwards)

**ENTREPRENEURSHIP DEVELOPMENT**

**Course Outcomes:**

<b>CO1</b>	To Understand various concepts, features and kinds of entrepreneurship.
<b>CO2</b>	To Know the procedures of drafting projects and evaluation of the same.
<b>CO3</b>	To Advocate with various funding and lending agencies and their schemes.

**Unit-I**

Definition- Scope- Significance of Entrepreneurship- Functions of Entrepreneur- Theories of Entrepreneurship.

**Unit-II**

Small Scale Industries and their Significance- Problems of Small Scale Industries- Small Scale Industries in Tamil Nadu- Industrial Policy on Small Scale Industries- Women Entrepreneurship Concept- Growth- Problems- Prospects and Development Scheme- SHGs and Micro Finance.

**Unit-III**

Promotional Agencies- NSIC, TIIC, SIDCO, SIPCOT, District Industrial Centers- Industrial Estates- Industrial Service Institute.

**Unit-IV**

Cost Price- Methods of Cost Estimation- Cost Control- Pricing Methods; Pricing Policy- Full Cost Pricing- Legislative Control Over Price; Packaged Commodities Regulation Act.

**Unit-V**

Project Preparations and Evolution- Break Even Analysis; Concept- Features- Assumptions- Graphical Analysis- Importance and Limitations.

**Reference Books:**

1. Holt, David. H., (1998), Entrepreneurship- New Venture Creation, Prentice- Hall of India, New Delhi.
2. Gupta, C.B and N.P. Srinivasan, (1993), Entrepreneurial Development, Sultan Chand, New Delhi.
3. Rao, N. Gangadara., Entrepreneurship and growth of enter price in Industrial Estate-Deep & Deep Publications.
4. Bisht, Narendra S. Ramesh C. Mishra, and Anil K. Srivastava, (Eds.), (1989), Entrepreneurship- Reflection and Inverstigations, Chugh Publications, Allahabad.
5. Uddin Sami, Mehfoozur Rehman, Z. U. Khairoowala, and Hifzur Ragman, (1990), Entrepreneurial Development in India, Mittal Publications, New Delhi.
6. Rao, P. Subba, and M.Sundaram., (1993), Economics of Entrepreneurial Development Kanishka Publishers Distributors, Delhi.
7. Chandra, Shanta Kohli, (1991), Development of Women Entrepreneurship in India, Mittal Publications, New Delhi.

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**  
**B.A ECONOMICS –VI SEMESTER, ELECTIVE COURSE -I**  
(For the candidates admitted from the year 2016-17 onwards)  
**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**Course Outcomes:**

<b>CO1</b>	To provide an understanding of the conceptual framework underlying security analysis.
<b>CO2</b>	To know the important instruments of share market.
<b>CO3</b>	To know the concepts and importance of capital market.

**Unit-I**

Investment- meaning, nature and Types of investment- stages of investment- sources of investment information- importance of investment- features of investment programme.

**Unit-II**

Stock Market: primary market- method of raising funds in primary market: Ownership capital-debentures-reinvestment- secondary market- function of stock exchange- utility of stock exchange-Role of stock exchange in Indian economy- Securities and Exchange Board of India.

**Unit-III**

Security analysis: Economic analysis-industry analysis-company analysis- Technical analysis- Efficient market theory.

**Unit-IV**

Risk and Return analysis: Types Factors determining the return of investment-method of measurement- Mutual funds: Types - advantages of mutual funds.

**Unit-V**

Portfolio management: meaning and objectives of portfolio management-stages of portfolio- portfolio risks and returns.

**REFERENCE BOOKS**

1. Ralph Eastman badger and harrg – Investment Principles and Practice G.Guthamann
2. Preeti Singh - Investment Management
3. B.S. Grewal and Nahjot Grewal - Successful stock market investment
4. S.S. Grewel and Nahjot Grewal - Profitable investment in Shares
5. Dougall Herbet - Investment

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – V SEMESTER – SKILL BASED ELECTIVE - II**

(For the candidates admitted from the year 2016-17 onwards)

**PRINCIPLES OF COMMERCE**

**Course Outcomes:**

<b>CO1</b>	To give an insight into the basics of Accounting Concepts and <i>Principles</i> .
<b>CO2</b>	To prepare to Students to have the foot hold in Accounts.

**Unit-1 ORGANISATION**

Meaning and Definition - Principles of organization - Types of Organisation - Sole trader Partnership firms - Joint Stock Company -Co-operatives

**Unit -2 SOLE TRADER**

Meaning and Definition of sole trader - Special features of Sole trader - Merits of Sole trade - Demerits of Sole trader – Meaning and Definition of Partnership- Features –Merits and Demerits –Types and Kinds Of Partnership – Partnership Deed –Different between Sole Trader and Partnership

**Unit - 3 COMPANIES**

Meaning and Definition of joint stock company - special features - merits and demerits - Kinds of companies - Formation of a company - Memorandum of Association – Shares and Debentures

**Unit – 4 CO-OPERATIVES**

Meaning and definition of Co-operatives - special features - Merits and demerits - Types of co-operatives – Co-operative movement in India

**Unit – 5 GOVERNMENTS IN BUSINESS**

Private Sectors – Meaning – Objectives – Role of Private sector – Public Sector - Meaning – Objectives – Role of Public sector

**Reference Books:**

- 1 . Peer Mohamed and Shaguli Ibrahim Advanced Accountancy,Pass publications.
2. C.B. Gupta Business Organisation and Management Sultan Chand Publications
3. Radha, Principles of Accountancy, Prasanna Publishers., Reprint, Chennai 2004

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – V SEMESTER – SKILL BASED ELECTIVE - III**

(For the candidates admitted from the year 2016-17 onwards)

**GROUP PROJECT WORK - INDUSTRIAL ECONOMICS**

**Course Outcomes:**

<b>CO1</b>	To Generate a report based on the experiences and <i>projects</i> .
<b>CO2</b>	To acquire a sound technical knowledge of their selected <i>project</i> topic.

**Objective:**

Students of Economics are expected to capitalize the current industrial success scenario.

I. The students have to analyze any two public limited company or SSI, Agro-Industries or SHGs or case study method.

II. Firstly, they have to learn SWOT analysis of these two companies.

III. Second, they have to analyze those two company's production, marketing, finance and other performance. Viz – Technology, Advertising, Distribution Network etc.,

IV. Thirdly they have to compare these two company's performance.

V. Finally, based on the analysis, Students should submit a detailed report about their Selected companies performance.

**MODEL OF PROJECT WORK**

- Profiles of the selected company.
- Details of Production, Marketing, Financial and other performance.
- Comparative analysis.
- Findings.

VI. Industrial analysis shall be prepared by the students under the supervision and guidance of the faculty of the concerned department.

VII. Viva – voce examination will be conducted with internal & external examiners at the end of the semester and the credits will be awarded.

**Note :**

- A group of Students numbering Ten under the guidance of one guide to be formed have to undergo collection of data, in the month of July and August and analysis is made in the month of September.
- The report should be submitted by the students before 10<sup>th</sup> of October.
- External marks 75 and internal marks 25.  
External marks ( Viva Voce - 25 Marks ; Project Report – 50 Marks)  
Internal Marks ( Collection of Data – 10 Marks; Preparation – 10 Marks;  
and Attendance – 5 Marks ).



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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – VI SEMESTER – CORE COURSE - XI**

(For the candidates admitted from the year 2016-17 onwards)

**MACRO ECONOMICS –II**

**Course Outcomes:**

<b>CO1</b>	To understand the macro-economic concepts involving the functioning of the aggregate economy.
<b>CO2</b>	To compare and contrast Classical and Keynesian models.

**Unit-I Keynesian Economics**

Comparison of classical and Keynesian theory of employment – features of Keynesian economics – contribution of Keynes – Keynesian a critical appraisal - relevance of Keynesian economics in under developed countries - practical implications of Keynesian economics.

**Unit-II Multiplier and Accelerator -**

Khan's employment multiplier - Keynes investment multiplier- condition for the operation of the multiplier- leakages, reverse working of the multiplier- criticism- Accelerator- limitations.

**Unit-III Inflation and business cycle**

Meaning – types - effects of inflation - measures to control inflation –deflation- stagflation. Business cycle Phases of trade cycles- features – theories of business cycle Samuelsson model of business cycle - interaction between multiplier and accelerator- Hicks theory of business cycle-Hawtry theory of business cycle.

**Unit-IV General equilibrium**

General equilibrium- monetary and real sector – shifts in IS and LM curves- Real balance effects.

**Unit-V Macroeconomic policies**

Objectives- instruments- monetary versus fiscal policies – Philip's curve – Limitations of monetary and fiscal policy.

**Reference Books:**

1. Macro Economic – Theory and Policy - H.L Ahuja
2. Macro economics - M.L.Seth
3. Macro Economics - M.L Jhingan
4. Macro Economics- - K.P.M Sundaram
5. Macro Economics - D.N.Dwivedi
6. Macro Economics -Ranee Varma

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – VI SEMESTER – CORE COURSE - XII**

(For the candidates admitted from the year 2016-17 onwards)

**FISCAL ECONOMICS**

**Course Outcomes:**

<b>CO1</b>	To understand the nature of Indian fiscal system.
<b>CO2</b>	To enable the students to understand the theoretical aspects of fiscal instruments supported by empirical evidences.
<b>CO3</b>	To equip the students with the ability to make a critical analysis of fiscal operations.

**UNIT I – Nature and Scope**

Definition and scope of Public Finance – Public finance and private finance -Functions of State – Principal of Maximum Social Advantage, Limitations and usefulness.

**UNIT II –Public Expenditure and Public Revenue**

Meaning and classifications of public expenditure- canons of public expenditure- causes for the growth of public expenditure- effects of public expenditure - Sources of Revenue – Tax and non-tax revenue- taxation: Canons of taxation- Direct and indirect tax- proportional and progressive taxation – Tax avoidance and tax evasion- effects of taxation.

**UNIT III - Public Debt and Budget**

Definition- causes and classification of public debt- redemption of debt- effects of public debt- public debt in India- control of public debt - Meaning and objectives of budget - principles of budgeting – Requirements of a good budget, a note on performance budget and zero – base budget – Deficit financing- Role of deficit financing in economic development.

**UNIT IV – Fiscal Policy**

Meaning and objectives of Fiscal policy, Instruments of Fiscal Policy, Compensatory Fiscal policy, concept of sound finance and functional finance, Role of Fiscal policy in a developing economy.

**UNIT V – Federal and Local Finance**

Principles of Federal Finance- Centre and State financial relations- functions of Finance Commission, -Local finance: Functions of local governments, meaning and importance of local finance, Resources of local governments viz. Corporations, Municipalities, Village Panchayats,

**Reference Books:**

1. Sundharam, K.P.M. - Fiscal Economics
2. Bhargava, R.N. - Indian Public Finance
3. Sankaran, S - Fiscal Economics
4. Vasuthevan - Public Finance
5. Agarwal, R.C. - Public Finance, Theory and Practice

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05****B.A., ECONOMICS – VI SEMESTER – CORE COURSE - XIII**

(For the candidates admitted from the year 2016-17 onwards)

**INTERNATIONAL ECONOMICS****Course Outcomes:**

<b>CO1</b>	To familiarize the students with the postulate of trade theories and trade policies.
<b>CO2</b>	To develop the analytical skill of the students for identifying international economic problems and relations and the complexities in foreign trade.

**Unit-I Features of Theories**

Need for Separate Study- Distinction between Internal and International Trade- Classical Theories of International Trade- David Ricardo's Comparative Cost Theory- Heberier's Opportunity Cost Theory- Modern Theory- Hecksher- Ohlin Theorem.

**Unit-II Free Trade versus Protection**

Case for against Free Trade and Protection- Protective Tariffs- Meaning- Types- Effects- Quotas- Meaning- Types- Effects- Dumping Preconditions for Dumping- Effects- Dumping measures.

**Unit-III Balance of Payments**

Concept- Importance- Structure- Distinction between Balance of Trade and Balance of Payments- Disequilibrium in the balance of Payments- - Measures to correct Disequilibrium.

**Unit-IV Foreign Exchange**

Meaning- Importance- Demand for Foreign Exchange- Supply of Foreign Exchange- Equilibrium rate of Foreign Exchange- Theories of foreign exchange –Objectives and function of foreign exchange-fixed and flexible exchange rate.

**Unit-V International Monetary System**

International Liquidity IMF- IBRD- Asian Development Bank- SAARC- WTO.

**Reference Books:**

1. Jingan, M.L., (2003)(, International Economics, Vani Educational Books (or) Konark Publishers Pvt. Ltd., Delhi.
2. Mithani, D.M., (1997), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, Bombay.
3. Francis Cherunilam, International Economics.
4. Gupta, K.R., International Trade.
5. Mannur, H.G., International Economis.

Sl. No.:

Subject Code:

U16EC6E2

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – III SEMESTER – ELECTIVE COURSE – II**

(For the Candidates admitted from the year 2015 – 16 onwards)

**MANAGERIAL ECONOMICS**

**Course Outcomes:**

<b>CO1</b>	To develop the ability to apply the concepts, tools and techniques of <i>economics</i> in analysing and interpreting business decisions.
<b>CO2</b>	To explain the nature of the firm and the problems of its management

**UNIT –I Scope and fundamental concepts and note of managerial economics:**

Definition – scope concepts – significance of the subject – Difference between economics and managerial economics – profit maximization – sales maximization – other objectives –role of managerial economics.

**UNIT – II Demand Determinations and forecasting :** Demand – meaning , distinctive types – factors determining demand , law of demand – elasticity of demand – distinctive types of elasticity – meaning , objectives and purpose of forecasting – methods of forecasting.

**UNIT – III Production and supply factors:** meaning of production – production function – laws of production – meaning of supply – law of supply – determining of supply – elasticity of supply.

**UNIT IV Cost concepts and cost control:** Various cost concepts – techniques of cost control of cost reduction – optimum firm.

**UNIT V Break even analysis and managerial decision making theories :**Break even analysis – determination of break even point – assumption – usefulness and limitations – decision making procedures – classification of managerial decision problems – decision taking under certainty and under uncertainty.

**Books for Study**

1. Varshney. R.L., Maheswari. K.L., Managerial Economics
2. Mehta.P.L, Managerial Economics.
3. Reddy, Appannaiah, Asha ganesh Essentials of managerial economics, Himalaya publishing House.

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**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05**

**B.A., ECONOMICS – VI SEMESTER – ELECTIVE COURSE - III**

(For the candidates admitted from the year 2016-17 onwards)

**MARKETING MANAGEMENT**

**Course Outcomes:**

<b>CO1</b>	To endow students with the knowledge Advertising & Sales.
<b>CO2</b>	To provide the knowledge of Product Launching in market.
<b>CO3</b>	To equip the students with an ability to understand the basic concepts and practices of marketing.

**Unit-I - Marketing Management**

Meaning- evolution of marketing- management role of marketing in economic development- objectives of marketing and marketing management- micro and macro level marketing- marketing risks- causes and remedial measures of dealing risks.

**Unit-II - Product policy and planning**

Meaning and definition of product- product line- Product mix- importance of product life cycle- product planning and development strategy –stages in development of new product.

**Unit-III- Pricing Policies**

Objectives of pricing- Price determination procedures- pricing policies and strategies- factors affecting in price determination-method of price setting.

**Unit-IV - Sales promotion Advertising**

Nature of sales promotion –types of sales promotion programmes- salesmanship techniques – Advertising: objectives- types-functions- advertising for rural market.

**Unit-V -Marketing research and MIS**

Nature and techniques of marketing research- trends in marketing research- process of marketing research-importance of marketing information system- sources of marketing information system.

**Reference Books:**

1. Acharya B.K Govekar – Marketing and sales Management
2. Mathur U.C – Advertising Management
3. Rajan Nair .N – Marketing Management
4. Sharma D.D – Marketing Research