### B.A. DEGREE COURSE IN BUSINESS ECONOMICS
(with effect from 2012-2013)

**I Year – I & II Semester**

<table>
<thead>
<tr>
<th>Paper</th>
<th>Title</th>
<th>Semester</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Economics of Firm Strategy - I</td>
<td>I</td>
<td>4</td>
</tr>
<tr>
<td>2.</td>
<td>Economics of Money and Banking - I</td>
<td>I</td>
<td>4</td>
</tr>
<tr>
<td>3.</td>
<td>Economics of Firm Strategy - II</td>
<td>II</td>
<td>4</td>
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<tr>
<td>4.</td>
<td>Economics of Money and Banking - II</td>
<td>II</td>
<td>4</td>
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**ALLIED PAPERS**
Any two subjects

<table>
<thead>
<tr>
<th>Paper</th>
<th>Title</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Basic Financial Accounting</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>Marketing – I</td>
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</tr>
<tr>
<td>3.</td>
<td>Marketing - II</td>
<td>5</td>
</tr>
<tr>
<td>4.</td>
<td>Business Ethics &amp; Values</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>Financial Markets</td>
<td>5</td>
</tr>
<tr>
<td>6.</td>
<td>Managerial Economics</td>
<td>5</td>
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</tbody>
</table>

**Total** 20 Credit (4 x 5)

**NON-MAJOR ELECTIVES**

1. B.A. Business Economics
2. B.A. Corporate Economics
3. B.A. Economics

For all the above major subjects the following are the Non-Major Elective Subjects

<table>
<thead>
<tr>
<th>I Semester</th>
<th>II Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Any one subject of the following Non Major Elective Chosen by the candidate)</td>
<td>(Any one subject of the following Non Major Elective chosen by the candidate)</td>
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## THIRD SEMESTER

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Subjects</th>
<th>Inst. Hrs</th>
<th>Credits</th>
<th>Exam Hrs</th>
<th>Ext. Marks</th>
<th>Int. marks</th>
<th>Total</th>
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<tr>
<td>Part I</td>
<td>Language Paper III</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>75</td>
<td>25</td>
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<tr>
<td>Part II</td>
<td>English Paper III</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
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<tr>
<td>Part III Core courses</td>
<td>Paper V – Statistics for Business Analysis - I</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
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<tr>
<td></td>
<td>Paper VI – Entrepreneurial Development - I</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
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<tr>
<td>Allied Subject II</td>
<td>Allied Paper – IIII</td>
<td>6</td>
<td>5</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
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<tr>
<td>Part IV</td>
<td>Soft Skill - III</td>
<td></td>
<td>3</td>
<td>3</td>
<td>60</td>
<td>40</td>
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<tr>
<td>Part IV</td>
<td>Environmental Studies</td>
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Exam will be held in IV semester

## FOURTH SEMESTER

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Subjects</th>
<th>Inst. Hrs</th>
<th>Credits</th>
<th>Exam Hrs</th>
<th>Ext. Marks</th>
<th>Int. marks</th>
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<tbody>
<tr>
<td>Part I</td>
<td>Language Paper IV</td>
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<td>3</td>
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<td>25</td>
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<tr>
<td>Part III Core courses</td>
<td>Paper VII – Statistics for Business Analysis - II</td>
<td>5</td>
<td>4</td>
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<td></td>
<td>Paper VIII – Entrepreneurial Development - II</td>
<td>5</td>
<td>4</td>
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<tr>
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<td>3</td>
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<tr>
<td>Part IV</td>
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<tr>
<td>Part IV</td>
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### FIFTH SEMESTER

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<th>Inst.Hrs</th>
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<th>Exam Hrs</th>
<th>Max. Marks</th>
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<td>Part III</td>
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<tr>
<td>Core Courses</td>
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<tr>
<td>Paper - IX – Macro Economics - I</td>
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<tr>
<td>Paper X – Fiscal Economics - I</td>
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<td>Paper XI – International Economics - I</td>
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<td>Paper XII – Indian Economy and Economic Reforms</td>
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<td>Elective Paper - I</td>
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| Part IV          | Value education                                      |          |         |          |            |

### SIXTH SEMESTER

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Subjects</th>
<th>Inst.Hrs</th>
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<td>Part III</td>
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<td>Core courses</td>
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<td>Paper - X III–Macro Economics - II</td>
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<td>Paper XIV – Fiscal Economics - II</td>
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<tr>
<td>Paper XV – International Economics - II</td>
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<td>Elective Paper – III</td>
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| Part V           | Extension Activities                                 |          |         |          |            |

### List of Elective:
1. Human Resource Development-I
2. Human Resource Development-II
3. Environmental Economics
4. Organizational Behaviour
5. Fundamentals of Operational Research
6. Principles of Management

### List of Allied Subject:
1. Basic Financial Accounting
2. Marketing-I
3. Marketing-II
4. Business Ethics and Values
5. Financial Markets
6. Managerial Economics

*****
SYLLABUS

02. B.A. DEGREE COURSE IN BUSINESS ECONOMICS
I SEMESTER

Core Paper : I ECONOMICS OF FIRM STRATEGY - I

UNIT - I
Economic problems – Scarcity and choice - Definition of Economics – Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson

UNIT - II
Basic concepts of Micro economics - Concept of utility – Utility analysis – Total and Marginal Utility - Demand analysis – Indifference curve analysis – Revealed Preference hypothesis (concept only)

UNIT - III

UNIT - IV
Theory of cost - Cost functions and its derivation from Production function – Short and long run costs

UNIT - V
Revenue concepts – Total Revenue, Average revenue and Marginal revenue – Relationship between AR, MR and elasticity - Nature of AR and MR under different Market structures

Core Paper : II ECONOMICS OF MONEY AND BANKING I
UNIT - I
Introduction to Money – Evolution and functions of money – Forms of money – Value of money – Determination of relationship between Value of money and prices

UNIT - II

UNIT - III
Real and monetary sectors – Linkages between Real and monetary sector – Dichotomy between Real and monetary sectors – Neutrality of money – Real Balance effect

UNIT - IV
Money supply – Components of money supply – Money Multiplier – System of Note issue – Money supply in India

UNIT - V
Inflation and deflation – Recent trends in inflation Causes, effects and remedies - Trade Cycles – Theories of Trade cycles.
ALLIED SUBJECT
[Any FOUR subjects to be offered in I and II year]

Core Paper : 1 BASIC FINANCIAL ACCOUNTING
UNIT - I

Accounting – Principles – Concepts and conventions - Double entry system of accounting

UNIT - II

Introduction to basic books of accounts of sole proprietary concern – Closing of books of accounts and preparation of Trial Balance

UNIT - III

Preparation of Financial accounts : Trading, Profit and Loss Account – Balance sheet

UNIT - IV

Introduction to Company Final Accounts

UNIT - V

Methods of depreciation Accounting - Inventory valuations

Study Material :
1. Gupa, T.L. & Radhaswamy, M. - Advanced Accounting
2. Shukla & Grewal - Advanced Accounting
UNIT - I

Nature, scope and significance of marketing – Evolution of marketing – Basic concepts of marketing - Different types of markets - Modern marketing - Marketing environment

UNIT - II


UNIT - III


UNIT - IV


UNIT - V

Marketing of agricultural products - Regulated and organized market – Co-operative marketing bodies.
UNIT - I

Consumer and marketing – Consumer movement – Consumerism – Consumer co-operatives and Consumer councils.

UNIT - II


UNIT - III

Marketing structure – Wholesalers and retailers – Basic wholesaler distribution structure – Functions and services of wholesalers – Retail distribution – Basic retail structure - Large, Medium and Small scale retail institutions – Super markets – Departmental and chin stores.

UNIT - IV

Promotional programme - Promotional mix - Advertising and other sales promotion efforts – Social and economic effects of advertising – Planning and knowledge of advertisements – Advertising media and agencies - Advertising budget.

UNIT - V


Study Material :
1. Ramaswamy & Ramakumari - Marketing Management
2. Nag - Marketing Strategy
3. Converse, Huegym, Mitchell - Elements of Marketing
4. Mamoria & Joshi - Principles and practice of Marketing in India
5. Moore, Joshi & Khusro - Indian Food grain Marketing
6. Saxena & Nigam - A study of Marketing in India
7. J.C. Sinha - Principles of marketing and Salesmanship
8. Tousely, Clark & Clark - Principles of Marketing
9. William J. Stanton - Fundamentals of Marketing
Paper : 4 BUSINESS ETHICS AND VALUES

UNIT - I

Role and importance of Business Ethics and Values in Business - Definition of Business Ethics - Impact on business policy and business strategy – Role of CEO - Impact on the business culture

UNIT - II

Types of Ethical issues - Bribes – Coercion – Deception – Theft – Unfair Discrimination

UNIT - III


UNIT - IV


UNIT - V

Social Responsibilities of Business towards Share holders - Employees – Customers – Dealer - Vendors – government – Social Audit

Study Material :
1. Mamoria & Mamoria - Business Policy
2. William H. Shaw - Business Ethics
3. David J. Fritzche - Business Ethics
Paper : 5 FINANCIAL MARKETS

UNIT - I

Structure of Indian Capital market – Primary market – Secondary market - Financial institutions – basic infrastructure - Types of Financial markets - Non banking financial companies – new financial institutions – Mutual funds – Venture capital – Credit rating agencies

UNIT - II


UNIT - III


UNIT - IV

Indian Financial system – Capital formation – Hindrances – need for Financial intermediaries - Direct versus Indirect finance – Evolution of Indian Financial System

UNIT - V

Mutual funds – concept and nature – Types of schemes – Asset management companies - SEBI guidelines on mutual funds – Investment pattern and performance of mutual funds

Study Material :
1. Khan, M.Y. - Indian Financial systems theory and practice
2. Srivasthava, R.M. - Management of Indian Financial Institutions
3. Avadhani, V.A. - Investment and securities markets in India
4. Srinivasan, N.P. & Saravanavel, P - Development banking in India and abroad
5. Devi Singh - Economics of Exchange Rate Management
Paper: 6 MANAGERIAL ECONOMICS

UNIT - I

Nature and scope of managerial economics - Role and responsibilities of Managerial economists – Demand Analysis – Elasticity of demand - Demand Forecasting: meaning and methods.

UNIT - II

Cost Analysis - Cost-output relationship - Cost control – Cost reduction – Production function

UNIT - III

Market structures – Price and output determination under perfect competition, Monopoly, Monopolistic Competition, Oligopoly – Price Leadership – Models – Price Rigidity (Kinked Demand Curve).

Market structures – Price and output determination under perfect competition, Monopoly, Monopolistic Competition

UNIT - IV


UNIT - V

Capital budgeting – Cost of capital – Capital management – Project profitability – Methods of appraising Project profitability

Study Material:
2. Baumol William, J - Economic Theory and Operation Analysis
3. Dean, Joel - Managerial Economics
5. Mote, Paul & Gupta - Managerial Economics – Concepts & Cases
6. Savage & Small - Introduction to Managerial Economics
7. Spencer, M.H. - Managerial Economics–Text,Problems,short cases
8. Salvatore & Srivastava - Managerial Economics (Oxford publications)
Non-Major Elective Papers

FIRST SEMESTER

ECONOMICS FOR MANAGERS

UNIT - I

**Basic Micro and Macro Economic Concepts** : Demand and supply - Elasticity of Demand - Demand Forecasting - Factors affecting supply.

UNIT - II

**Competition** : Classification of Market Structure - perfect competition monopoly - monopolistic competition - Oligopoly.

UNIT - III

**Monetary Theory** : Nature and Definition of money - Definitions of money supply - Creation of credit - Meaning, causes and control of inflation.

UNIT - IV

**Theories of Business cycles** : Meaning types and phases of business cycle - Schumpeter's and Keynesian Theories of Trade Cycle.

STUDY MATERIAL

2. Apte, P.G - Economics for Managers
3. Ahuja, H.L - Advanced Economic Theory
ECONOMIC PSYCHOLOGY

UNIT - I

Definition of Psychology - Aims of Psychology - Humanistic Psychology.

UNIT - II

Applications of Psychology - Psychology in Industry - Psychology in community - Psychology in family - Psychology in education.

UNIT - III

Social and Community Psychology - population problem - problem of unemployment - Mental health and Mental health services in India.

UNIT - IV

Industrial psychology - Changing occupational structure Meaning of industrial relations - Industrial unrest - Machinery for industrial relations.

STUDY MATERIAL

1. Clifford, H.E - General Psychology.
2. Kuppusamy, B - An Introduction to Social Psychology.
5. Agarwal, A.N. - Indian Economy
BASICS OF COST AND MANAGEMENT ACCOUNTING

UNIT - I
   Cost Accounts - meaning scope and objectives of Cost Accounting.

UNIT - II
   Different types of costs - Material costs - Labour costs and Overheads.

UNIT - III
   Management Accounting - Definition - Scope and objectives - Distinction between financial cost and Management Accounting.

UNIT - IV
   Cost - Volume - Profit Relationship - Break even Analysis - Graphical Representation.

STUDY MATERIAL

1. Shukla and Grewal - Cost Accounts Text and problems
3. Gupta, S.P. - Management Accounting
BASICS OF CAPITAL MARKET

UNIT - I


UNIT - II


UNIT - III

Corporate Securities - Equity Shares - Preference shares - Debentures and Bonds - Global Depository Receipts.

UNIT - IV

Public Issue of Shares - Primary market - Secondary market - Issue of shares at par and at Premium - Functions of Stock Exchanges - Role of Securities and Stock Exchange Board of India (SEBI)

STUDY MATERIAL

1. Kuchal S.C - Corporate Finance
2. Chandru - Financial Management
3. Varma & Agarwal - Corporation Finance
4. Agarwal, A.N. - Indian Economy
SECOND SEMESTER

Core Paper : III  ECONOMICS OF FIRM STRATEGY - II

UNIT - I

Definition of Business Economics - nature and scope - Demand forecasting (only Concept) and Demand distinctions

UNIT - II

Producer’s equilibrium - Iso-quants – Iso-cost - Lest cost combination – Multi-product firm and equilibrium

UNIT - III


UNIT - IV

Fundamental of Pricing strategies and Policy - Price and output decisions of firms under Perfect competition, Monopoly, Monopolistic and Oligopoly market structures

UNIT - V

SWOT analysis of a firm - Social responsibility of Indian businessmen – Hurdles in the fulfillment of social responsibility – Remedial measures for improving the image of business

Study Material :

1. Dewett, K.K. - Modern Economic Theory
2. Dwivedi, D.N - Principles of Economics
4. Sankaran, S - Economic Analysis
5. Seth, M.L. - Principles of Economics
6. Sundharam, K.P.M.& Sundharam E.N. - Economic Analysis
Core Paper: IV  ECONOMICS OF MONEY AND BANKING II

UNIT - I

Money market – Structure of the Money Market - Organized and unorganized market - Indian Money Market

UNIT - II

Central Banking – Evolution of Central banking – Functions – Methods of Credit control - Monetary planning and policy with reference to India

UNIT - III

Commercial Banking – Types of banking – Functions – Liquidity creation of Money by banks – Balance Sheet of Commercial Banks – Portfolio of Commercial Banks

UNIT - IV


UNIT - V


Study Material:

1. Balu, V - Banking and financial System
2. Seth, M.L. - Monetary Economics
3. Sundaram, K.P.M. - Monetary Theory and Practice
4. Suraj B. Gupta - Monetary Economics - Institutions, Theory and Policy
5. Vaish, M.C. - Monetary Economics
6. Vaish, M.C. - Money, Banking, Trade and Public Finance
NON MAJOR ELECTIVE PAPER

INDIAN ECONOMY FOR COMPETITIVE EXAMINATIONS

UNIT - I


UNIT - II

Population - population growth - Age Composition of population - Population policy.

UNIT - III

Poverty - Measurement of Poverty - Poverty line - Policies for poverty Alleviation - Poverty and Regional Disparity.

UNIT - IV

Price policy and Inflation - History to Price rise in India - causes of inflation - Inflation and price control in the post - reform period - Monetary and fiscal policies.

STUDY MATERIALS

1. Ruddar Datt and Sundaram K.P.M. - Indian Economy
4. General Studies manual for the UPSC Civil Services Preliminary Examination (Latest Edition)
5. Indian Economy Exam Oriented Series - Pratiyogita Darpan
DEVELOPMENT ECONOMICS

UNIT - I


UNIT - II

**Theories of Economic Development**: Adam Smith's theory - Malthusian Theory - Marxian Theory, The Big - Push theory.

UNIT - III


UNIT - IV


STUDY MATERIALS

ECONOMIC SOCIOLOGY

UNIT - I

Orgin and Development of Sociology - Sociology as a Science - Uses of Sociology - Characteristics of sociology.

UNIT - II

Castes and Classes in India - Theories and Orgin of Castes - The changing Caste system - Problems and future of scheduled castes - Changing profile of agrarian class.

UNIT - III

Masters of Sociological Thought - August Compete - Karl Marx - Emile Durkheim - Max Weber.

UNIT - IV


STUDY MATERIAL

1. Bhattacharra, D.C - Sociology.
3. Mukhi - Society and Environment
FINANCIAL ADMINISTRATION

UNIT - I

Meaning - Definitions and scope of financial functions - Objectives and goals of financial management - Functions of finance and other financial areas.

UNIT - II

Financial Statements - Managerial uses - Importance of Ratio Analysis - Types of Ratios - Advantages and Limitations of Ratios

UNIT - III

Budget and Budgetary Control - Meaning and Objectives - Fiscal Federalism in India - Budget and Plan Coordination.

UNIT - IV

Legislative Approval of the Budget - Estimates Committee - Public Accounts Committee - Comptroller and Auditor General of India - Appointment powers.

STUDY MATERIAL

1. Pandey I.M - Financial Management
2. Thavaraj M.J.K. - Financial Administration of India.
3. Kutchal S.C - Corporation Finance
4. Premachand.A - Control of Public Money, Fiscal Machinery in Developing Countries.
SEMESTER- III

CORE PAPER: V: STATISTICS FOR BUSINESS ANALYSIS - I

UNIT - I
Nature, significance and limitations of statistics – Collection, Classification and Tabulation of data.

UNIT - II

UNIT - III
Measures of central tendency – Arithmetic Mean, Median and Mode.

UNIT – IV

UNIT - V
Skewness and Kurtosis – Pearsonian measure of skewness – Bowley’s measure of skewness – Kurtosis
CORE PAPER VI: ENTREPRENEURIAL DEVELOPMENT - I

UNIT - I
Meaning of entrepreneur - theories - Classical - Neo Classical - Schumpeter’s innovations Theory - Other Modern Theories.

UNIT - II
Role and importance of Entrepreneurship - Characteristics of an Entrepreneur - Relationship between entrepreneur, Entrepreneurial and Entrepreneurship - Functions of entrepreneur - Types of Entrepreneurs - Classification of entrepreneurs.

UNIT - III

UNIT - IV
Small Scale Entrepreneurs - Small Scale Industries and Indian Economic Development - Small Scale Industries and Entrepreneurs Development - Concessions - Incentives and subsidies to small scale industries - SIDBI.

UNIT - V
IV SEMESTER

CORE PAPER VII: STATISTICS FOR BUSINESS ANALYSIS - II

UNIT - I

Sampling – population and sample - Types of sampling - Simple, random and stratified random sampling – Sampling errors – Sampling design – Design of questionnaire.

UNIT – II

Correlation – Limits of co-efficient of correlation – Calculation of co-efficient of correlation – Rank correlation co-efficient.

UNIT - III

Regression – Two variable linear regression – Meaning – Regression lines and regression co-efficients.

UNIT - IV

Index numbers – Simple and weighted index numbers – Laspeyer’s and Paache’s index numbers – Fisher’s Ideal index number – Marshall – Edgeworth’s index numbers – Construction – Tests to be satisfied by an ideal index number – Uses of index number – Wholesale price index and consumer price index.

UNIT - V


Books for Reference:

2. S.P. Gupta - Statistical Methods
3. R.S.N. Pillai and V. Bhagavati - Statistics
4. R.G.D. Allen - Statistics for Economists – Macmillan India
6. Hooda, R.P. - Introduction to Statistics
CORE PAPER VIII: ENTREPRENEURIAL DEVELOPMENT - II

UNIT - I
Women Entrepreneurs - Definition - Problems of Women Entrepreneurs - Opportunities of Women Entrepreneurs - Future of Women Entrepreneurs - Rural Entrepreneurship - Definition - Problems - remedies - marketing - future of rural enterprises.

UNIT - II
Management - Business Analysis - evaluation of Marketing - Forecasting Techniques - market Structure - Classification of goods and services - Inventory Management.

UNIT - III
Financial Analysis - Break - Even Analysis - Sources of Finance - Financial Institutions - Problems and remedies - Role of Commercial Banks.

UNIT - IV
Entrepreneurial Development Programmes in India - EDP Cell, DICs, KVIC, DRPA, JRY, SISI, SIDCs - Other national, State and District Level Development Programmes.

UNIT - V

Books for Reference:
2. Bhattacharya, H : Entrepreneurial Development
4. Jayashree Suresh : Entrepreneurial Development
5. Rao S.K. : Entrepreneurial Development in India
6. Saravanavel : Entrepreneurial Development
7. Cassion Mark : The Entrepreneur
8. Misra P.N. : Development Bank and New Entrepreneurial in India
9. Tandon B.C : Environment and Entrepreneurial
V SEMESTER
CORE PAPER IX: MACRO ECONOMICS - I

UNIT - I
Nature and scope of macro Economics - Micro and Macro economics - circular flow of income - Two sector model.

UNIT - II

UNIT - III

UNIT - IV
Consumption Function - Meaning - Keyne’s Psychological Law of consumption Determination, measures to raise consumption function

UNIT - V
Investment Function - Meaning - Types - Determinants of Investment - MEC – MEI- Simple Keynesian model of income and employment determination.
CORE PAPER X: FISCAL ECONOMICS - I

UNIT - I

Meaning and scope of public finance - Distinction between private and public finance - Role of government – Need for Government activity - Principle of maximum social advantage.

UNIT - II

Principles of public expenditure - Classification - Causes and effects of public expenditure with reference to India.

UNIT - III

Public revenue sources - Distinction between tax revenue and non tax Revenue - Trend in revenue - Taxation - Meaning - Sources of taxation - Classification of taxes - Canons - Theories of taxation - Impact and incidence of taxation - Effects of taxation.

UNIT - IV

Individual taxes - (with reference to India) Income Tax Expenditure tax - Wealth tax - Property tax - Estate duty - Gift tax - Death duty - Customs duty - Excise duty Sales tax - Value added tax – Rationale of Goods and Services Tax (GST).

UNIT - V

Characteristics of a good tax system - Taxable capacity - Factors determining taxable capacity - Limits - Measurements of taxable capacity.
UNIT – I
Foreign Trade – Need, Inter Regional and International Trade, Theories of International Trade – Adam Smith - Ricardo, Heckscher – Ohlin Theory.

UNIT – II
Terms of Trade – different Concepts of Terms of trade – Determinants of Terms of trade – static and Dynamic gains from trade – capital saving and labour saving technologies and its impact on terms of trade.

UNIT - III

UNIT - IV
Tariff: Meaning and types - Effects of Tariff. Quotas: Meaning and Types - Effects of quotas on imports.

UNIT – V
CORE PAPER XII: INDIAN ECONOMY AND ECONOMIC REFORMS

UNIT - I
Features of less developed and developing Economies Economic and non-Economic factors impending economic development - Capital formation - Human and Physical, Savings and investment Pattern during the plans- X and XI Five Year Plans.

UNIT - II

UNIT - III
Role of industries in Economic development - Cottage, small scale and large scale (cotton, iron and steel, jute, sugar and tea) - Assessment of industrial Policy – measures since 1991- Public Sector - Privatization Industrial reforms.

UNIT - IV
Transport - Importance of transport (Road, Railways, Shipping and civil Aviation) to Economic growth - Evaluation of Government Policy - Transport Co-ordination - Reforms, Monetary Reforms.

UNIT - V
Poverty in India – Absolute and Relative poverty measures – Multi dimensional poverty-Poverty eradication programmes - Regional Development Disparities - Economic development and Social Changes India’s foreign trade – concepts of BOP and recent trends in balance of Payment.

Books for Reference:
1. Dhingara : Indian Economy
2. Datt & Sundaram : Indian Economy
3. Jhingan : Economics of development and planning
4. Sanakaran S. : Indian Economy
5. A.N.Agarwal : Indian Economy
6. Alak Ghosh : Indian Economy
7. Government of India : Five Year plan reports
VI SEMESTER
CORE PAPER XIII: MACRO ECONOMICS - II

UNIT - I
Multiplier - Static and dynamic multipliers - Induced investment and accelerator The interaction principle - Basics of income and Employment multiplier.

UNIT - II
Money in the Keynesian Model - Demand for money in the Keynesian theory - Liquidity trap - Keynesian Revolution and its application to less developed countries.

UNIT - III
Monetary theory in relation to underemployment and full employment - Integration of monetary and output theories - Patinkin.

UNIT - IV
Post Keynesian macro analysis - General equilibrium of monetary and real sector - Contribution of Hicks, Hanson – IS and LM - Diagram.

UNIT - V
Objectives and importance of Macro Economic policy.

Books for Reference:
1. Jhingan M.L. - Macro Economics Theory
2. Vaish M.C - Macro Economics Theory
3. Sankaran S. - Macro Economics
4. Broo man - Macro Economics
5. Derberg and Mc. Dougal - Macro Economics
6. Dillard D. - Macro Economics
7. Shapiro .E - Macro Economics Analysis
8. Gupta .R.D - Introduction to post Keynesian Economics
UNIT - I

UNIT - II
Budget - Deficit financing - Meaning - Objectives - Role of deficit financing in India - Effects on prices, production and distribution.

UNIT - III

UNIT - IV
Fiscal policy - Objectives and instruments of fiscal policy – Role of Fiscal Policy in a developing economy with reference to India.

UNIT - V
Local finance –Functions - Sources of finance to local bodies – Village Panchayat- Municipalities – Corporation – Problems of Local Finance.

Books for Reference:
1. Sankaran .S. - Fiscal Economics
2. Sundaram K.P.M. - Fiscal Economics
4. Cauvery and Others - Fiscal Economics
6. Bhatia - Public finance
7. Musgrave and Musgrave - Theory and practice of public finance
UNIT – I

Exchange Rate: Meaning - Determination of Equilibrium of exchange rate - Fixed and Flexible Exchange Rate – Managed Flot.

Unit –II


Unit –III

Role of foreign capital in economic development – issues in foreign capital in economic development – theory of direct investment – issues in foreign direct investment – Multinational Corporations - Foreign aid.

Unit –IV


UNIT – V


Books for reference:

1. Mithani, D.M. - International Economics
2. Jhingan, M.L. - International Economics
3. Sankaran, S. - International Economics
4. Sodersten, B.O. - International Economics
5. Vaish, M.C. - International Economics
6. Cherunilam Francis - International Economics
7. Mannur, H.G. - International Economics
8. Ellsworth, P.T. - International Economics
ELECTIVES
[Any THREE subjects to be offered in III Year Fifth and Sixth Semester]

Paper : 1 HUMAN RESOURCE DEVELOPMENT - I

UNIT - I


UNIT - II


UNIT - III

Recruitment and Selection : Concepts - Sources of Recruitment – Methods of Recruitment

UNIT - IV

Selection : Concepts - Selection process – Selection Tools – Application blank

UNIT - V

UNIT - I


UNIT - II


UNIT - III

Human Resources and Productivity: Factors of productivity – Role of the Management in increasing productivity - Organization for Productivity – Motivation for productivity - Sharing productivity gains

UNIT - IV

Building up Morale - Preparing People for Change - Worker’s Participation in Management

UNIT - V


Books for Reference:
1. Dwivedi, R.S. - Human Resource / Personnel management in Indian enterprises
2. Memoria, C. B - Personnel Management
3. Ramaswamy, E. A. - A Question of Balance of Labour – Management in practice
4. Venkatarathnam, C. S. & Srivastava, B. K. - Personnel Management and Human Resources
Paper : 3 ENVIRONMENTAL ECONOMICS

UNIT - I

UNIT - II

UNIT - III
Energy - Definition - Sources of Energy and their classification - Renewable and Non-renewable sources of energy - Conventional and non-conventional energy resources - Direct and Indirect energy - Atomic Energy - Energy Scenario in India.

UNIT - IV
Pollution as an Economic problem - Pollution control - Optimum Level - Moral suasion - Direct control - Regulation - Fiscal technique - Effluent Charges and subsidies compared.

UNIT - V

Books for Reference:
1. Pearce, G.W. - Environmental Economics
3. Kneese, A. V. - Economics of Environment
4. Kristser Higalte, Karl Lidgren & Ingenar Stand - Environmental Policy and Welfare Economics
5. Burrows Paul - The Economics Theory of Pollution Control
6. Jayant Bandhopadhyay - India’s Environmental Crisis and responses
8. S. Sankaran - Environmental Economics
UNIT I

UNIT II
Motivation – Early Theories – Contemporary Theories – Motivation at work – Designing, Motivating Jobs

UNIT III

UNIT IV

UNIT V
Organisational structure and Design – Organisational Change and Development – Organisational Culture and Climate – Organizational Conflict – Causes – Types of Conflict – Management Conflict.

Books for Reference:
1. Fred Luthens: Organisational Behaviour.
UNIT - I

Operations research - Introduction - Definition and Characteristics of Operations research - Deductive and Inductive approaches - Operations research methodology - Operations research technique

UNIT - II

Linear Programming - basic concepts - Formulation of models - Limitations of linear programming - Graphical method

UNIT - III

Linear Programming - Simplex method

UNIT - IV

Linear Programming - Transportation model

UNIT - V

Network Techniques - PERT and CPM - Evolution of network model - Network construction – Probability and PERT Network

Books for Reference:

1. Chiang, A.C. - Fundamental methods of Mathematical Economics
2. Dorfman, R., Samuelson, P & Solow, R - Linear Programming and Economic analysis
4. Mehta, P.L. - Managerial Economics
5. Kharidehal Venkata Rao - Management Science
6. PRINCIPLES OF MANAGEMENT

UNIT I
Management defined-basically principles of management. The evolution of management science

UNIT II
Planning: planning - first step in the process of management cycle-basics techniques of planning - Basic factors involved in planning- Key planning points-psychological hazards to rational planning – strategic consideration in planning.

UNIT III
Need of organization – organizational hierarchy in large concerns – top management organization – staff units and committee - factors to be considered in the establishment of an organization

UNIT IV
Authority relationship- line function and staff – basics of delegation of responsibility and authority. Centralization and decentralization of authority and the pros and cons of each.

UNIT V
Span of control – Pros and cons of narrow and wide spans of control – optimum spans

Books for Reference:
4. Weihrich and Koontz, Management – A Global Perspective

Harold Koontz, Cyril O &Donnell(1968) : Principles of Management,