### B.A. DEGREE COURSE IN CORPORATE ECONOMICS
(With effective from the academic year 2012-2013)

<table>
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<th>Paper</th>
<th>Title</th>
<th>Semester</th>
<th>Credit</th>
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<tr>
<td>1.</td>
<td>Fundamentals of Economics - I</td>
<td>I</td>
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<td>2.</td>
<td>Monetary Economics – I</td>
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<td>3.</td>
<td>Fundamentals of Economics - II</td>
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<td>4.</td>
<td>Monetary Economics – II</td>
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#### ALLIED SUBJECTS
(Any two Subjects)

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<th>Paper</th>
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<tr>
<td>1.</td>
<td>Strategic Management &amp; Corporate Planning – I</td>
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<td>Financial Administration - I</td>
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**Total Credits: 20**
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**Examination will be held in IV semester**

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## FIFTH SEMESTER

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## SIXTH SEMESTER

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**List of Elective:**

1. Financial Markets Basic
2. Basic Financial Accounting
3. International Economic
4. Environmental Impact of Corporate Growth
5. Industrial Organisation
6. Fundamentals of Operational Research
List of Allied:

Set I
1. Strategic Management and Corporate Planning-I
2. Strategic Management and Corporate Planning-II

Set II
1. Financial Administration-I
2. Financial Administration-II

Set III
1. Entrepreneurial Development I
2. Entrepreneurial Development II

Set IV
1. Marketing-I
2. Marketing-II

*****
SYLLABUS

I SEMESTER

Core Paper: 1  FUNDAMENTALS OF ECONOMICS  I

UNIT  I

Definition and scope of Economics – Difference between Micro and Macro economics – Inductive and deductive methods – Positive and normative economics – Static and dynamic economics – Partial and general equilibrium

UNIT  - II

Utility analysis - Demand and supply - Elasticity of Demand - Consumer’s surplus

UNIT  - III

Indifference Curve analysis of Hicks – Giffen goods vs inferior goods – Revealed Preference theory (concept only) - Hicksian analysis

UNIT  - IV

Theory of firm and corporate firm - Production function – Neo-classical - Leontief – Law of variable proportions - Returns to scale

UNIT  - V

Cost analysis – Revenue analysis – Derivation of Average Revenue and Marginal Revenue from Total Revenue – Elasticity – Theories of price determination in Corporate firms.
UNIT - I

Money – Functions and classification – Greshams Law - Role of money in capitalist, Socialist and mixed economies

UNIT - II

Value of money – Index numbers – Fishers equation – Cambridge equation – General evaluation of the quantity theory of money

UNIT - III


UNIT - IV

Factors influencing money supply – Money supply and price level – Keynesian approach – neutrality of money – Classical dichotomy – Real balance effect - Friedman’s re-statement of quantity theory

UNIT - V

Inflation – Causes, types and remedies - Effects of inflation on different sections of the economy - Trade off between inflation and unemployment
Core Paper : 3  FUNDAMENTALS OF ECONOMICS II

UNIT I
Perfect Competition – Monopoly – Discriminating monopoly - Pricing policies of public sector undertakings

UNIT II
Imperfect competition – Oligopoly – Duopoly – Wastes of Monopolistic competition

UNIT III

UNIT IV
Rent – Ricardian theory – Scarcity and differential rent - Modern theory of rent – quasi and transfer earnings – Profits – Distinction between gross and net profits – Theories of profits – Break-even analysis

UNIT V
Interest – Classical theories of interest – Loanable funds theory -Keynesian criticism – Liquidity Preference theory.

Study Material :
1. Bell & Todaro - Economic Theory
2. Dewett K.K. - Modern Economic Theory
3. Dominic Salvatore - Micro Economics (Schaum Series)

Books for Reference
1. A. Ashimakopoulos - An introduction to Economic theory – Micro Economics
2. Dominic Salvatore & Diulio, E.S. - Principles of Economics (Schaum Series)
3. Joan Robinson & Eatwell - Introduction to Economic Theory
4. Leftwitch - Price system and resource allocation
5. Lipsey & Steiner - Economics
6. Mc Connel & Gupta - Economics
7. Richard A Bilas - Micro economic Theory
8. Samuelson - Economics
10. Watson, D.S. - Price theory and its uses
Core Paper : 4 MONETARY ECONOMICS - II

UNIT - I

Commercial banking – Types – functions – The process of credit creation, purpose and limitations – Liabilities and assets of banks

UNIT - II

Nationalization of banks – A critical appraisal of the progress of commercial banking after nationalization – Recent reforms in banking sector in India

UNIT - III

Central Banking - Functions of a central bank – Quantitative and qualitative methods of credit control – Efficiency and limitations

UNIT - IV

Functions of Reserve Banks of India – its role in agricultural and industrial development – RBI and credit control - Objectives and limitations – RBIU and monetary policy

UNIT - V


Study Material :

1. Basu, C. R. - Central banking in a planned economy
2. Chandler, L.V. - Economics of money and banking
3. Clower (ed) - Monetary theory
4. Crowther, G - An outline of money
5. Gupta, G.P. - Monetary policy of the Reserve Bank of India
6. Gupta, S.B. - Monetary Economics
8. Milton Friedman - Studies in quantity theory of money
9. Seth, M.L. - Money, Banking and International Trade
10. Sen, S.N. - Central Banking in underdeveloped countries
11. Sankaran, S - Monetary Economics
12. Narendra Jadav - Monetary Economics for India
13. Vaish, M.C. - Monetary theory
UNIT - I
Corporate strategy and policy - Strategy – Missions – Objectives and goals – Kinds of strategies

UNIT - II

UNIT - III
SWOT analysis – Environmental analysis – Taxonomy of environment - Assessing the impact of Opportunities - Environment and strategic interface

UNIT - IV
Competitive analysis – competitive advantage – Generic strategies – Internal corporate analysis – Criteria – Strengths and weakness – Synergy

UNIT - V
Strategic Analysis : Cost dynamics – Cost and size – Experience curve - Relative cost advantage and competitive strategy – Portfolio Analysis
UNIT - I

Display matrices – BCG growth share Matrix – Hofer's product / market evolution matrix – Operating and financial analysis – Pareto analysis – Frontier Curve

UNIT - II

Strategic choices – Generic strategic alternatives – Management forces and strategy – Diversification – Types of Corporate diversification activity in India

UNIT - III

Mergers and acquisitions – Screening – Assessing – Valuation – Implementation of strategy – Challenges of change - Strategy and structure – Strategy and leadership evaluation and control of strategy

UNIT - IV

Strategy and technology - Technology management – Technology forecasting – In-house development - R & D - Acquisition and absorption

UNIT - V

Strategy and social audit – Future of Social auditing – Corporate failures - Turn around management - Turn around process

Study Material :
1. Jaich, Lawrence, R and William F Gluck - Strategic Management and Business policy
2. rue, Leglic W. Phyllis & Holland G - Strategic Management concepts and Experience
3. Pearce II John A & Richard B. Robinson Jr. – Strategic Management : strategy, formulation and implementation
5. Khandwala, P.N. - Design of Organization
UNIT - I
Meaning – Definitions and scope of finance function - Objectives and goals of finance management – Functions of finance and other functional areas - Profit maximization – Return of investments and wealth maximization

UNIT - II
Financial statements – Managerial uses – Importance of Ratio analysis – Types of ratios - Advantages and limitations of ratios

UNIT - III
Management of working capital – Meaning of working capital - Need for working capital – Types of working capital – Determinants of working capital – Sources

UNIT - IV
Meaning of portfolio management – Importance – Investment criteria – Problems of Portfolio management – Principles

UNIT - V
Sources of short term funds - Meaning – need – Various sources – Long term sources of funds – The need and sources
UNIT - I

Budget and budgetary control – Meaning and objectives - Fiscal federalism in India – Budget and plan co-ordination

UNIT - II

Budget making – its process – Pre-budget exercise – Execution of Budgets

UNIT - III

Legislative approval of the budget – Estimates committee - Public Accounts committee - Controller and Auditor General of India – Appointment – Powers

UNIT - IV

System of Government accounting - Standardized system of budget classification – Federal machinery in developing countries

UNIT - V

Public debt management – Debt of Union government and state government – Public debt and budget financing

Study Material :
1. Thavaraj, M.J.K. - Financial Administration of India
2. Premchand, A. - Control of Public Means – Fiscal machinery In developing countries
Paper : 5 ENTREPRENEURIAL DEVELOPMENT - I

UNIT - I

Meaning of entrepreneur – Theories – Classical – Neo Classical – Schumpeter's innovations theory

UNIT - II

Role and importance of Entrepreneurship – Character of entrepreneur – Relationship between entrepreneur, Entrepreneurial and Entrepreneurship - Functions of entrepreneur – Types of entrepreneurs – Classification of entrepreneur

UNIT - III

Evolution of Indian entrepreneurship – Ideology of Mahatma Gandhi on entrepreneurship – Role of entrepreneurship in Economic development - Role of Government and non-government organization policies and programmes on entrepreneur development – Industrial policy

UNIT - IV

Small scale entrepreneurs – Small scale industries and Indian economic development – Small scale industries and entrepreneurial development – Concessions – Incentives and subsidies to Small scale industries – SIDBI

UNIT - V

Paper : 6 ENTREPRENEURIAL DEVELOPMENT – II

UNIT - I

UNIT - II
Management - Business analysis – Evaluation of Marketing - Forecasting techniques – Market structure – Classification of goods and services – Inventory Management

UNIT – III

UNIT - IV
Entrepreneurial Development programmes in India – EDP Cell – District Industries Centre – KVIC – DRPA - JRY – SISI – SIDCO- NABARD. Study Materials

UNIT - V
Entrepreneurial development in Tamil Nadu – State Financial corporation - SIPCOT – ITCOT – SIDCO - Industrial policy and entrepreneur development

Study Material :
1. Bhattacharya, H - Entrepreneurial Development
2. Gupta, C.B. & Srinivasan, N. P - Entrepreneurship Development in India
3. Jayashree Suressh - Entrepreneurial Development
4. Kuldeep Mathus, A.P. - Entrepreneurship Development under TRYSEM
5. Misra, P.N. - Development Bank and new entrepreneurship in India.
6. Rao, S.K. - Entrepreneurial Development in India
7. Saravanavel - Entrepreneurial development
8. Tandon, B.C. - Environment and Entrepreneur
9. Cassion Mark - The Entrepreneur
10. Heggade D Odeyar - Women and economic development
11. Shirty Dev - Women’s Occupational Mobility
12. Taut P Richard and Dorisl Taut - Entrepreneurship in India’s small scale industries
13. NABARD’s publications.
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.
Paper : 8  MARKETING - II

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
III SEMESTER

CORE PAPER V: COST AND MANAGEMENT ACCOUNTING - I

UNIT - I
Cost Accounts - Meaning, Scope and Objectives of Cost Accounting.

UNIT - II
Different types of costs - Material costs - Labour costs and overheads - preparation of cost sheet.

UNIT - III
Methods of costing - Job, Batch and contract costing - Process Costing - Operating costing - Reconciliation of cost and financial accounts.

UNIT - IV
Costing for control - Budgetary control - Meaning, advantages and limitations of Budgetary control - steps in Budgetary control - Fixed and Flexible Budgeting.

UNIT - V
Standard costing - Application of standard costing - Analysis of variances, cost audit - scope, Techniques and advantages of cost audit.

BOOKS FOR REFERENCE:

1. Shukla and Grewal : "Cost Accounts - Text and problems", S. Chand & Co. New Delhi,
UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V

CORE PAPER VII: COST AND MANAGEMENT ACCOUNTING - II

UNIT - I


UNIT - II

Marginal Costing - Meaning and Significance - Role of contribution - Application of marginal costing, Marginal costing - Meeting

UNIT - III

Cost - Volume - Profit Relationship - Break Even Analysis - Graphical representation.

UNIT - IV


UNIT - V


BOOKS FOR REFERENCE:

1. Shukla and Grewal - Cost Accounts - Text and Problems
2. Maheswari and Mittal - Cost Accounting
3. Khanna, Pande and Ahuja - Practical Costing
4. Gupta S.P. - Management Accounting
5. Man Mohan and Goyal - Management Accounting
CORE PAPER VIII: PRINCIPLES AND PRACTICES OF MANAGEMENT –II

UNIT – I

UNIT – II
Management information system – Unified information – Formal and informal information system – The data processing department – Marketing process – Marketing segmentation – Consumer study and evaluation – Cases.

UNIT – III
The process of budgeting – Importance of budgeting in a business organization – Steps in budgeting – Budget in its form – The review process – Appraisals – Re-engineering the process – Cases.

UNIT – IV
Management and trade unions – Trade unionism in the competitive environment – Legal environment and trade unions – Employees participation in management – Cases.

UNIT - V

Books for Reference:

2. Koontz H & Weithrich H : Management
5. Basu C R. : Organisation and Management, S.Chad & co
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.
UNIT - I

Introduction - Definition of the Subject - Scope of the Subject - the Central concept of Managerial Economics - Relationship of Managerial Economics with other Disciplines - Significance of the Subject - Decision making and Forward Planning - Discounting Principle - Opportunity cost - Equi-managerial Principle.

UNIT - II

Firm objectives and the Role of Managerial Economist - Profit Maximization - Sales Maximisation - Sales Maximisation - Other objectives - Role of Managerial Economist - Importance of Environmental Studies - Business Operations.

UNIT - III

Demand forecasting techniques - Meaning - Types of Forecasting - Objectives and purposes - Approach to Forecasting - Methods of Forecasting - Features of Good Forecast - Forecasting for durable and capital Goods - Advantages of Forecasting.

UNIT - IV

Break - Even Analysis and Cost Control - Meaning - BEP - Determination in terms of physical units and Sales value - Assumptions of BEP Analysis - Usefulness and Limitations - Techniques of cost control - Cost Control and Cost Reduction - Optimum Firm.

UNIT - V

CORE PAPER XI: PUBLIC FINANCE

UNIT - I

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

UNIT - II

Public expenditure - Classification - Causes – Public and Private Expenditure comparison – Principles of Public Expenditure - Effects of public expenditure

UNIT - III

Public revenue sources - Distinction between tax revenue and non tax Revenue - Taxation - Meaning - Sources of taxation - Classification of taxes - Characteristics of a good tax - Canons of taxation - Theories of taxation - Impact and incidence of taxation - Effects of taxation - Taxable capacity

UNIT - IV


UNIT - V

Budget – Budgetary Procedure – Preparation, enactment and Execution of the Budget. Deficit financing - Meaning - Objectives - Role of deficit financing in India - Fiscal policy - Objectives and instruments.

Books for Reference:

1. Tyagi, B.P. - Public Finance
2. Sankaran .S. - Fiscal Economics
3. Sundaram K.P.M. - Fiscal Economics
4. Cauvery and Others - Fiscal Economics
6. Bhatia - Public finance
7. Chellaiah.R. - Fiscal policy in under developed countries.
9. U.R..Hicks - Public finance
10. Musgrave and Musgrave - Theory and practice of public finance
CORE PAPER XII: STATISTICAL METHODS

UNIT -I


UNIT - II

Measures of central tendency - Arithmetic Mean, Median mode, Marmonic mean and Geometric mean.

UNIT - III

Correlation - Limits of Co-efficient of correlation - calculation of co-efficient of correlation - Rank Correlation co-efficient - Regression - Two variable linear regression - meaning - Regression lines and regression co-efficient.

UNIT - IV


UNIT - V

Probability Analysis -(simple problems) - Addition and Multiplication Theorem - Conditional Probability - Bayes theorem (without proof), Binomial, poisson and Normal distribution).

Books for Reference:

4. T.Yamane : Statistics
5. Croxten and Cowden : Applied General Statistics
6. Nagar A.L and Das : Statistics
7. R.S.N Pillar & V.Bagavathi : Statistics
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

UNIT - III

UNIT - IV

UNIT - V

Books for Reference:
1. Mankar - Business Economics
2. Dean, Joel - Managerial Economics
3. Hague D.C. - Managerial Economics
4. Mote, Paul and Gupta - Managerial Economics Concepts and Cases
5. Savage and Small - Introduction to Managerial Economics
6. Sankaran S. - Managerial Economics
7. Maheswari and Varshany - Managerial Economics
CORE PAPER XV: 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.

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 during the plan period - 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 - Poverty eradication programmes - Regional Development Disparities - Economic development and Social Changes - India's foreign trade and Balance of Payment - Trade Reforms.

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
ELECTIVES [Any THREE subjects to be offered in III Year]

PAPER 1 : FINANCIAL MARKETS BASIC

Paper : 1 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

Books for Reference:

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 2: 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

Books for Reference:

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

Introduction of International Trade - Inter-regional and international trade - Theories of international trade – Classical - Adam Smith – Ricardo - Heksher & Ohlin

UNIT II

Free trade Vs. Protection – Case for and against free trade and protection - Tariffs – Meaning and types – Effects of tariffs on imports – Quotas – meaning and types –Effects of quotas on imports – Dumping – Anti-dumping measure

UNIT III


UNIT IV


UNIT V


Books for Reference:

1. Mithani - International Economics
2. Gupta, K.R. - International Trade
4. Mannor - International Trade
5. Chandra, R.K & Suriyakumar, S.M. - International Economics
6. Bosodesten - International Economics
7. Ellsworth - International Economics
8. Robert J. Carbaugh - International Economics
UNIT I  ECO SYSTEMS

Meaning of Environment - Concept of Ecosystem - Forest ecosystem – Grassland ecosystem – Desert ecosystem and Aquatic ecosystem - Biodiversity

UNIT II  ENVIRONMENTAL DEGRADATION

Meaning of Environmental pollution – Air pollution –Sources of air pollution and control of air pollution – Water pollution and effects of water pollution – Control measures of water pollution - Soil pollution and control of soil pollution – Causes of thermal pollution – Control of thermal pollution

UNIT III  WASTE MANAGEMENT

Solid and hazardous wastes - Hazardous wastes and environmental problems - Nuclear energy and radioactive wastes - Waste disposal methods

UNIT IV SUSTAINABLE DEVELOPMENT

Meaning of Sustainable development - Factors determining development process - Energy problems of urbanized population - Role of science and technology in sustainable development - Role of planning in sustainable development

UNIT V HUMAN POPULATION AND ENVIRONMENT


Books for Reference:
1. Sankaran - Environmental Economics
2. Karpagam - Environmental Economics
3. Murthy, C - Environmental Science
UNIT - I

Introduction – Various types of Business organizations – Sole Trader - Partnership – Joint Stock companies - Co-operatives – Advantages and disadvantages of various forms

UNIT - II

Joint sector management contribution and participation

UNIT III


UNIT IV


UNIT V


Books for Reference:

1. Drucker F. Peter - Practice of Management
2. Harold O. Koontry & Heiny Weirich - Management
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

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