DEPARTMENT OF ECONOMICS

B.A. Economics

U.G. PROGRAMME

SYLLABUS

Effective from the Academic Year 2016-2017

Loyola College (Autonomous)

Chennai- 600 034

Department of Economics

Sl.No	Subject Code	Subject Title
1	16UEC1MC01	EVOLUTION OF ECONOMIC IDEAS
2	16UEC1MC02	MATHEMATICS FOR ECONOMICS
3	16UHT1AL01	INDIAN CONSTITUTION
4	16UEC2MC01	MICRO ECONOMICS – I
5	16UEC2MC02	QUANTITATIVE METHODS IN ECONOMICS
6	16UVC2AL01	MEDIA DESIGN & DEVELOPMENT
7	16UEC3MC01	MICRO ECONOMICS – II
8	16UEC3MC02	BASIC ECONOMETRICS
9	16UCO3AL02	ACCOUNTING FOR ECONOMIST
10	16UEC4MC01	MACRO ECONOMICS – I
11	16UEC4ES01	OPERATIONS RESEARCH
12	16UEC4ES02	MANAGERIAL ECONOMICS
13	16UEC4ES03	ENTREPRENEURIAL ECONOMICS
14	16UEC4ES04	FINANCIAL SERVICES
15	16UCO4AL01	E-COMMERCE
16	16UEC5MC01	MACRO ECONOMICS – II
17	16UEC5MC02	FISCAL ECONOMICS
18	16UEC5MC03	MONEY AND BANKING
19	16UEC5ES01	HUMAN RESOURCE MANAGEMENT
20	16UEC5ES02	PRINCIPLES OF MARKETING
21	16UEC5ES03	ECONOMICS OF INSURANCE
22	16UEC5ES04	SOCIAL ECONOMICS
23	16UEC5SK01	RESEARCH METHODS IN ECONOMICS
24	16UEC6MC01	PORTFOLIO MANAGEMENT

25	16UEC6MC02	INDIAN FISCAL SYSTEM
26	16UEC6MC03	INTERNATIONAL ECONOMICS
27	16UEC6MC04	INDIAN ECONOMY
28	16UEC6MS01	FINANCIAL MANAGEMENT

16UEC1MC01 EVOLUTION OF ECONOMIC IDEAS

SEMESTER	**I**	**CREDITS**	**5**
CATEGORY	**MC**	**NO.OF HOURS/ WEEK**	**5**

Objective:

1. To enable the learners to understand and appreciate the economic ideas of economists of the world.

2. To impart the economic ideas of transition from ancient economic thought to modern economic thought

Unit I: Ancient Economic Thought   (15 Hours)

Nature and significance of economic thought-Ancient economic thought: Hebrew, Greek and Aristotle. Ancient Indian Economic thought: Kautilya's and Thiruvalluvar's economic ideas.

Unit II: Pre-classical Economic Thought   (15 Hours)

Mercantilism:outline of mercantilism-critical appraisal of mercantilism. The Physiocrats: -important ideas of Physiocrats-circulation of wealth (Tableau of Economique) - critical appraisal of physiocrats.

Unit III: Classical Economic Thought   (15 Hours)

Adam Smith: division of labour- labour theory of value-role of money-laissez-faire, canons of taxation-critical appraisal. Contribution of Thomas Robert Malthus, David Ricardo and J B Say: Say's law of market-criticism of Say's law.

Unit IV: Socialism and Marginal Revolution   (15 Hours)

J.S. Mill: restatement of classism-Karl Marx: Labour theory of value-materialistic interpretation of history-capital accumulation-Marxian theory of surplus value-criticism of Marxism. Marginal revolution: essential ideas of Marginalist school- Alfred Marshall -Carl Menger's contributions to economic thought.

Unit V: Modern Economic Thought   (15 Hours)

J.M Keynes-Kenneth J Arrow-Milton Friedman- Paul A Samuelson- Theodore Schultz-Amartya Kumar Sen. Neo-classical and Neo-Keynesian economic thought.

Books for Study:

1. Lokanathan V. (1998). History of Economic Thought, S. Chand and Company, Ram Nagar, New Delhi.

2. Hajela T.N. (2011). History of Economic Thought (17th edition) Ane Books India, Chennai.

3. Shrivastava S.K. (1999). History of Economic Thought, S Chand and Company, Ram Nagar, New Delhi.

4. Girija B N. A. Mani Mekalai and L Sasikala. (2005). History of Economic Thought, Vrinda Publications (p) Ltd, Mayur Vikar, Phase-1, New Delhi.

5. Ghosh B N and Rama Gosh. (1999). Concise History of Economic Thought. Himalaya Publishing House, New Delhi

Books/Journals for Reference:

1. Hunt E K and Mark Lautzenheiser (2011) History of Economic Thought (Third Edition). A Critical Perspective. PHI Learning Private Limited, New Delhi.
2. Singh D K (2012). History of Economic Thoughts, ABD Publishers, New Delhi.
3. Seshadri G B (1999). Economic Doctrines, B R Publishing Corporation, New Delhi.
4. Eresto Sirepanti and Stefano Zamagri. (2006). An outline of the History of Economic Thought (second edition and Expanded) Oxford University Press, New Delhi.
5. Mark Blaug (1982). Economic Theory in Retrospect (Third Edition), Vikas Publishing House Pvt. Ltd. New Delhi

Websites:

www.investopedia.com/terms/e/**evolutionary-economics**.asp
https://en.wikipedia.org/wiki/**Evolutionary_economics**
www.eolss.net/sample-chapters/c04/e6-28-31.pdf

16UEC1MC02 MATHEMATICS FOR ECONOMICS

SEMESTER	**I**	**CREDITS**	**4**
CATEGORY	**MC**	**NO.OF HOURS/ WEEK**	**4**

Objectives:

1. To introduce the basic mathematics concepts and enable the learners to apply in Economics;
2. To equip the students in solving problems and to understand their relevance in economic applications.

Unit I: Introduction to Elementary Mathematics (12 Hours)

Functions: linear, quadratic, cubic, exponential and logarithmic functions – Equations: graph, slope and intercept of a function – Simple applications of functions in economics: derivation of linear demand and supply functions – calculation of market equilibrium – single product, two products – equilibrium price and quantity

Unit II: Fundamentals of Matrix Algebra (12 Hours)

Definition and terms – Basic operations in Matrices – Laws in Matrix Algebra – Matrix expression of a set of linear equations - Determinant Properties – Singular, Non-singular matrix – Minors and Cofactors – Transpose of a Matrix – Adjoint matrix – rank of matrix – Properties of rank – Transpose, Inverse Matrices – Properties of Inverse – solving system of equations with inverse – Cramer's rule

Unit III: The Derivatives   (12 Hours)

Differentiability of a Function – slope of a curve – increasing and decreasing functions – Simple rules of differentiation: product rule, quotient rule, function of function rule – Relationship between AR, MR and elasticity of demand – relationship between average and marginal cost (using differentiation)

Unit IV: Application of Differentiation and Integration in Economics   (12 Hours)

Calculation of marginal cost, average cost, marginal revenue and average revenue – Elasticity: types of elasticity, calculation of price and income elasticity, cross (partial) elasticity of demand substitutes and compliments – Basic integration – definite integral – consumer and producer surplus

Unit V: Higher Order Differentiation–Optimization (12 Hours)

Second order derivatives – Maximization and Minimization of a function – Economic applications – Output and Revenue Maximization – Profit maximization under perfect competition, monopoly, discriminating monopoly etc., - Cost minimization – Effect of Taxation

Books for reference:

1. Weber, Jean E, (1982). Mathematical Analysis: Business and Economic Applications, Harper and Row Publishers, New York.
2. Metha B.C. and Madnani G.M.K. (1997). Mathematics for Economists, Sultan Chand and Sons Publishers, New Delhi.
3. Yamane Taro. (1970). Mathematics for Economists: An Elementary Survey, Prentice Hall of India Pvt. Ltd., New Delhi.

4. Chiang A.C. (1985). Fundamental Methods of Mathematical Economics, McGraw Hill International Students Edition.
5. Hoy, L., Livernois J, McKenna C, Rees R, Stengos T. (2009). Mathematics for Economics, 2nd edn, PHI Learning Private Ltd, New Delhi 110001.

Books/Journal for Reference:

1. Journal for Mathematical Economics.
2. Review of Economics and Statistics.
3. Applied Economics.
4. Econometrica.

Website

http://www.math.tifr.res.in/maths/all-journals.htmlhttp://www.uccollege.edu.in
https://mitpress.mit.edu/.../**mathematics-economic**...

16UHT1AL01 INDIAN CONSTITUTION

SEMESTER	I	CREDITS	3
CATEGORY	AL	NO.OF HOURS/ WEEK	6

Objectives:

1. To provide an in depth knowledge on Rights and Duties.

2. To make them aware of the constitutional laws.

3. To make learners proficient within the functioning of the Govt.

Unit I: Historical background   Sources of the Indian Constitution - Citizenship - Preamble.

Unit II: Fundamental Rights and Directive Principles - Fundamental Duties.

Unit III: Indian Federalism: Distribution of powers   Legislative - Administrative and Financial relation- Emergency Provision.

Unit IV: Union Government - President: Election - Powers and Functions - Cabinet: Prime Minister - Parliament   Composition,

Powers and functions   Process of law making - Speaker –
Parliamentary Committees -   Supreme   Court   of   India
Composition, powers and functions.

Unit V: State Government   Role of the Governor   State Cabinet
State Legislature   High Courts - Amendments to the Constitution:
Highlights.

BOOKS FOR REFERENCE:

1. B.N Rau, India's Constitution in the making, Orient Longman Private Ltd, Hyderabad, 1960.

2. B.R Misra, Economic Aspects of Indian Constitution, Orient Longmans, New Delhi, 1952.

3. D.K. Singh, The Constitution of India, Eastern Book Company, Lucknow, 1975.

4. Dr. V.N Shukla, The Constitution of India, Eastern Book Company, Lucknow, 1977.

5. Durga Das Basu, An Introduction to Indian Constitution, Agra, Wadha, 2001.

6. H.M Seervai, Constitutional Law of India, N.M Tripathi Pvt. Ltd., Mumbai 1950.

7. Hari Hara Das, Principles of the Indian Constitution and Government, N.D. Himalaya Publication. 1995.

8. JagadishSwarup, Constitution of India, Dandewal Publishing House, Allahabad, 1984.

9. K.V Ramasubramanyam, The Evolution of the Indian Constitution, Raja & Co., Madras, 1935.

10. M.V.Pylee, India's Constitution, Chand & Co., New Delhi, 2003.

11. R.C Agarwal, Constitutional Development and National Movement of India, S. Chand & Co., Delhi, 1996.

12. R.N Vyas, The Soul of the Indian Constitution, Print Well, Jaipur, 2000.

13. R.P Nainta, The Government under the Indian Constitution, New Delhi, 1992.

14. Sastri, The Constitution of India (Annotated), L.S. Law Book Co., Allahabad, 1950.

15. Singh (Gurumukhi Nihal), Indian Constitutional and National Development, The Indian Book Shop, Benares

16. V.N Khanna, Constitution and Government of India, New Delhi, S. Chand& Co, 1981.

16UEC2MC01 MICROECONOMICS – I

SEMESTER	II	**CREDITS**	5
CATEGORY	MC	**NO.OF HOURS/ WEEK**	5

Objectives

1. To explore the basic concepts of microeconomics.
2. To provide a sound training in microeconomic theory.

Unit – I: Introduction to Microeconomics   (15 Hours)

The scope and methods of economics; scarcity and choice; basic problems of economic system and problem of distribution; the basic competitive model; prices, property rights and profits; incentives and information; rationing; opportunity sets; economic systems; reading and working with graphs.

Unit – II: Demand, Supply and Elasticity   (15 Hours)

Working mechanism of the Markets, Markets and Welfare, Individual demand and supply schedules and the derivation of market demand and supply; shifts in demand and supply curves; the role of prices in resource allocation; the concept of elasticity and its application; consumer and producer surplus; taxes and their efficiency costs.

Unit – III: Households and Consumer's Choice (15 Hours)

The consumption decision: preferences and their representation with indifference curves; budget constraints; a consumer's

optimum choice; income and substitution effects; Consumer Theory of Preference; utility; budget constraint; choice; demand; Slutsky equation; buying and selling; choice under risk and inter-temporal choice; revealed preference theory.

Unit – IV: Theory of Production and Costs   (15 Hours)

Production, Costs and Perfect Competition, iso-quants; production with one and more variable inputs; returns to scale; short run and long run costs; cost curves in the short run and long run; review of modern cost theory.

Unit – V: Theory of Pricing under Perfect Competition and Monopolistic Competition   (15 Hours)

Market classification; firm and industry concepts; time element, the price and output determination process of perfect competition and monopolistically competitive market; short-run and long run decisions; review of economies of scale.

Books for Study:

1. Douglas B. Bernheim and Michael D. Whinston. (2009). Microeconomics, Tata McGraw-Hill (India).
2. Hal R. Varian (2010). Intermediate Microeconomics: A Modern Approach, W.W. Norton and Company/Affiliated East-West Press (India), 8th edition.
3. Ahuja. H.L (2010). Advanced Economic Theory, S. Chand & Company Ltd. New Delhi.
4. Joseph E. Stiglitz and Carl E. Walsh (2007). Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th edition.
5. Gregory N Mankiw (2007). Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition.

Books/Journals for Reference:

1. Karl E. Case and Ray C. Fair (2007). Principles of Economics, Pearson Education, Inc., 8th edition.
2. Gregory N. Mankiw (2007). Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition.
3. Joseph E. Stiglitz and Carl E. Walsh (2007). Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th edition.
4. Snyder C. and W. Nicholson (2010). Fundamentals of Microeconomics, Cengage Learning (India).
5. Douglas B. Bernheim and Michael D. Whinston (2009). Microeconomics, Tata McGraw-Hill (India).

Websites:

http://www.econlib.org/library/enc/microeconomics.html

https://en.wikipedia.org/wiki/**Microeconomics**

https://www.aea**web**.org/aej-micro/

16UEC2MC02 QUANTITATIVE METHODS IN ECONOMICS

SEMESTER	**II**	**CREDITS**	**4**
CATEGORY	**MC**	**NO.OF HOURS/ WEEK**	**4**

Objective

1. To introduce the Statistical concepts useful in the field of Economic Research.
2. To impart knowledge of Inference Techniques for Economic phenomena.

Unit I: Introductory Statistical Tools   (18 Hours)

Statistics by Definition: Features, functions and limitations – Measures of Central tendency: Arithmetic Mean, Median and Mode – Measures of Dispersion: Range, Quartile deviation, Mean Deviation, Standard deviation – Karl Pearson's Coefficient of Correlation – Simple regression with one independent variable. (Problems only)

Unit II: Probability and Expectations   (10 hours)

Classical Probability – Conditional Probability – Axioms (Theorems) of Probability – Random variable and Expectations. (Theory and Problems)

Unit III: Theoretical Distributions   (12 hours)

Binomial distribution, Properties – Poisson distribution, Properties – Normal distribution, Properties, Area under the Normal curve (Theory and Problems)

Unit IV: Testing of Hypothesis   (6 hours)

Procedure of testing of Hypothesis: Null Hypothesis and Alternative Hypothesis, Computation of the test statistic, Type I and Type II error , Power of the test, One-Tailed and Two – Tailed tests, Inference. (Theory only)

Unit V: Tests of Significance   (14 hours)

Distribution of Sample Mean and Variance – Tests for Large and Small Samples: t, Z, χ^2, F distributions – Analysis of Variance (ANOVA) One – way Classification (Problems only)

Books for study:

1. Gupta S.P. (1998) Statistical Methods (latest edition) New Delhi: Sultan Chand and Sons Publishers.

2. R.S.N. Pillai and Bagavathi (2008) Statistics: Theory and Practice, 7th revised edition, S.Chand, New Delhi.
3. Mood A.M. and Graybill F.A. (1974) Introduction to the Theory of Statistics.

Books for reference:

1. Agarwal B.L. (1988) Basic Statistics, Wiley Eastern Ltd, New Delhi.
2. P.N.Aurora, Sumeet Arora, S. Aurora (2007)Comprehensive Statistical Methods S. Chand, New Delhi.
3. Fox, James Allen (1991) Elementary Statistics In Social Research 5th edition.
4. Goon A.M. Gupta M.K. and Dasgupta B. (1998) An Introduction to Statistical Theory.
5. Dwass .M (1970) Probability Theory and Expectations.

Web Sites for Reference:

http://www.statsoft.com
http://www.statcounter.com
http://texasoft.com

16UVC2AL01 MEDIA DESIGN & DEVELOPMENT

SEMESTER	**II**	**CREDITS**	**3**
CATEGORY	**AL**	**NO.OF HOURS/ WEEK**	**6**

Objectives:

1. The students must appreciate & become oriented towards media production.
2. Design & develop an appropriate media strategy from start to finish on a timeline.

3. Learn to evaluate media projects based on efficiency, usability & aesthetics.

Unit 1: Introduction to Communication: Different types of Communication, SMCR, Examples of Persuasive & Effective Communication; Simon Sinek's Golden Circle; Introduction to Communication Concepts like 5Ws & 1H, Inverted Pyramid, AIDA, Big Idea, USP, Brand, IMC, CSR. Experiential Learning: Each student will take five photographs and tell a story with it.

Unit 2: Components of Successful Communication: Components of IMC: marketing & sales objectives, audience segmentation, market research, advertising, promotional & sales strategies, integrating elements & evaluation of communication. Experiential Learning: Taking examples of successful & landmark media campaigns, the students will answer: What makes an ad great? How did PR help build a strong relationship? How did Design help solve a problem?

Unit 3: Designing a Media Project: In groups, students will be guided to choose a Social Issue/Topic/NGO/SHG/Cause and design a media strategy for the same using free social media like FB/Twitter/Instagram, etc. Taking case studies, the students will be exposed to the planning and execution of social media campaigns. Experiential Learning: Working as a group, the students will create a Client Brief and a Media Plan.

Unit 4: Developing a Media Project: In groups, the students will be guided to identify key resource people, use existing research, mapout roles & responsibilities within the group and create a time schedule. The students will then create posts on free social media regarding their topic. Experiential Learning: The groups will create a flowchart of tasks and activities for their social media project and execute the same.

Unit 5: Evaluation of a Media Project: Each group will present a summary of their activities on social media and experiences. The students will be asked to critically evaluate each other's projects on aspects like: Usability, Efficiency, Aesthetic Quality, Depth in the subject, Reach (likes/shares/tweets), etc.

Methodology:

Theoretical inputs through classroom lectures and case studies and student assignments on media economics.

Evaluation:

1. Internal 50%: CA I &II Tests 30 marks and Assignments 20marks
2. External 50%: Semester Examination - Written 100 marks

Key Texts:

1. Peter Block *et al,* [2008] Managing in the Media, Focal Press.
2. Simon Cottle, [2004] Media Organisation & Production, Sage Publications, New Delhi.
3. Walt Harrington [2000] Intimate Journalism: The Art & Craft of Reporting Everyday Life, New Delhi.
4. Paneerselvam & Senthilkumar P [2009] Project Management, PHI Learning Pvt. Ltd.

Websites:

Createmixedmedia.com; Projects & Academic Growth:
http://www.naeyc.org/As accessed on 12-2-2016.

16UEC3MC01 MICROECONOMICS – II

SEMESTER III	**CREDITS**	**6**
CATEGORY MC	**NO.OF HOURS/ WEEK**	**6**

Objectives

1. To impart conceptual clarity with simple applications
2. To explore advanced microeconomic concepts with applications.

Unit – I: Price Theory under Monopoly   (18 Hours)

Nature of demand and revenue curves – price and output equilibrium; short run and long run equilibrium conditions; price discrimination – degrees of price discrimination; applications of price discrimination in the dumping case. Case of dumping

Unit – II: Price Theory under Oligopoly   (18 Hours)

Characteristics of Oligopoly; Classical models of Oligopoly; Collusive Oligopoly; Cartel models; Pricing and Output under Price Leadership models; kinked demand curve hypothesis.

Unit – III: Theory of Factor Pricing   (18 Hours)

Theory of distribution - a general view: Pricing of factors in Competitive and Imperfect Markets: MRP, VMP, Factor-Employment equilibrium, General Conditions, factor pricing under Monopsony, Exploitation of Labour under different market situations.

Unit – IV: Theory of Rent, Interest and Profits   (18 Hours)

Various concepts of rent – Ricardian Theory of rent: Scarcity rent, differential rent and Quasi – rent. Classical theory of interest, Keynes's Liquidity preference theory of interest. Profit as a Dynamic Surplus, Innovation and profits, Risk, Uncertainty and Profits.

Unit – V: General Equilibrium and Welfare Economics

(18 Hrs.)

General Equilibrium, Efficiency and Welfare Equilibrium and efficiency under pure exchange and production; overall efficiency and welfare economics.

Books for Study:

1. Douglas B. Bernheim and Michael D.(2009). Whinston, Microeconomics, Tata McGraw-Hill (India).
2. Hal R. Varian (2010). Intermediate Microeconomics: A Modern Approach, W.W. Norton and Company/Affiliated East-West Press (India), 8th edition.
3. Joseph E. Stiglitz and Carl E. Walsh (2007)., Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th edition.
4. Gregory N. Mankiw (2007). Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition.
5. Ahuja. H.L (2014). Advanced Economic Theory, S. Chand & Company Ltd. New Delhi.

Books/Journals for Reference:

1. Karl E. Case and Ray C. Fair (2007)., Principles of Economics, Pearson Education, Inc., 8th edition.
2. Gregory N. Mankiw (20007), Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition.
3. Joseph E. Stiglitz and Carl E. Walsh (2007)., Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th edition.
4. Hal R. Varian (2010). Intermediate Microeconomics: A Modern Approach, W.W. Norton and Company/Affiliated East-West Press (India), 8th edition.
5. Snyder C. and W. Nicholson,(2010). Fundamentals of Microeconomics, Cengage Learning (India).

Websites:

http://www.econlib.org/library/enc/microeconomics.html

https://en.wikipedia.org/wiki/**Microeconomics**

https://global.oup.com/academic/.../**microeconomics**

16UEC3MC02 BASIC ECONOMETRICS

SEMESTER	III	CREDITS	6
CATEGORY	MC	NO.OF HOURS/ WEEK	6

Objectives:

1. To strengthen the quantitative background of the learner.
2. To provide foundations for Econometric Approach and Research.

Unit I: Nature and scope of econometrics   (18 Hours)

Nature and scope of econometrics: the Econometric approach – Economic theory – Statistics, Mathematics and Econometrics – Divisions of Econometrics.

Unit II: Random Variables and Probability   (18 Hours)

Random Variables and Probability Distribution Function: Marginal and Conditional Probability Density Functions – From Population to Sample – Probability Distribution of the Sample Mean – Central Limit Theorem.

Unit III: Methods of Estimation   (18 Hours)

Methods of Estimation: Point Estimation and Interval Estimation – Properties of a Good Estimator - Confidence Interval Approach to Hypothesis testing.

Unit IV: Basic Ideas of Linear Regression   (18 Hours)

Basic Ideas of Linear Regression: The Two-Variable model – Population Regression Function (PRF) and Sample Regression Function (SRF) – Stochastic Specification of PRF – Nature of

Stochastic Error Term- Stochastic Assumptions of Error term 'Ui' – Two variable vs Multiple Linear Regression.

Unit V: Linear Regression Model – Estimation   (18 Hours)

The Classical Linear Regression Model – Estimation of Parameters: Method of Ordinary Least Squares (OLS) – Derivation of the Two Normal Equations – Variances and Standard Errors of OLS estimators – Testing Goodness of Fit using R^2, The coefficient of Determination – Tests of Significance of Individual Regression Coefficient.

Books for Reference:

1. Gujarati, Damodar. (1999). Essentials of Econometrics, 2nd Edn, McGraw - Hill companies, Inc, USA McGraw Hill, Inc.
2. Madnani, G.M.K. (1994). Introduction to Econometrics: Principles and Applications, New Delhi: Oxford and IBH Publishing Co Pvt. Ltd.
3. Mehta, B.C. and Arun C. Mehta. (1987). Fundamentals of Econometrics, Delhi, Himalaya Publishing House.
4. Johnson, Aaron C Jr et al. (1987). Econometrics: Basic and Applied, New York: Macmillan Publishing Co.
5. Koutsoyiannis, A. (1979). Theory of Econometrics: An Introductory Exposition to Econometric Methods, London and Basingstoke: The Macmillan Pres Ltd.

Books/Journals for Reference:

1. Economic Development and Cultural Change.
2. American Economic Review.
3. Review of Economics and Statistics.
4. Journal of Economic Perspectives.
5. Econometrica.

Websites

http://econ.la.psu/-lecturers.htm
http://www.ruf.rice.edu/econ400_files/notes.htm

16UCO3AL02 ACCOUNTING FOR ECONOMISTS

SEMESTER	**III**	**CREDITS**	**3**
CATEGORY	**AL**	**NO.OF HOURS/ WEEK**	**6**

Semester: 1 Course Objectives:

1. To enable the students to prepare the financial statements of companies and appreciate the importance of cash flow in an organisation
2. To expose accounting treatment for core elements of cost to the students
3. To familiarise students with the managerial applications of marginal costing

Unit 1: Financial Statement

Financial statement of companies – profit/loss account – P/L Appropriation account – preparation of balance sheet of a company.

Unit 2: Cash Flow Statement

Cash Flow Statement – meaning – Advantages and limitations – Concept of Fund – Funds from Operation - Preparation of Cash Flow Statement as per AS 03.

Unit 3: Inventory Management

Purchasing – Centralised Vs Decentralised - Store Keeping – Stock level determination – EOQ & ABC Analysis – Purchase price computation - Treatment of Scrap, Spoilage, Wastage & Defectives - Pricing of issue of material – FIFO, LIFO & Weighted Average methods.

Unit 4: Labour & Overheads Accounting

Methods of Wage payments – Piece Rate – differential piece rate - Time rate – Incentive Methods –Overheads –

Classification, Allocation, Apportionment – Redistribution of overheads.

Unit 5: Marginal Costing

Marginal costing; meaning, advantages and limitations – Cost-Volume Profit Analysis – Break Even Analysis – Application of marginal costing in managerial decision making.

Course Text

Murthy & Gurusamy, *Cost Accounting,* Tata McGraw Hill Publication, 2011.

Course References

1. Maheswari S.N., *Principles of Cost Accounting*, Sultan Chand Publications, 2010.

2. Reddy T.S.& Hari Prasad Reddy Y., *Cost & Management Accounting*, Margham Publications, 2011.

3. Jain & Narang, *Cost Accounting*, Kalyani Publications, 2009.

4. Arora .M.N*, Cost Accounting,* Vikas Publishing House Pvt., 2011.

16UEC4MC01 MACROECONOMICS – I

SEMESTER	**IV**	**CREDITS**	**6**
CATEGORY	**MC**	**NO.OF HOURS/ WEEK**	**6**

Objectives

1. To make the students to understand the basic concepts of Macroeconomics.
2. To provide a strong foundation for the students to clarify the ideas of macroeconomics.

Unit – I: Introduction to Macroeconomics   (18 Hours)

Nature and scope of Macroeconomics – origin and growth of Macroeconomics – why study macroeconomics - limitations of

macroeconomics – concepts used in macroeconomic analysis – Use of model in macroeconomics – Circular flow of Income and Expenditure in various sectors.

Unit – II: National Income   (18 Hours)

Definitions and Concepts of National Income – Components of National Income – Real and Nominal concepts of National Income - Methods of Measurement of National Income – difficulties in the measurement of National Income - Importance of measurement of National Income – Economic welfare and National Income – Concepts of National Income Accounting.

Unit – III: Classical Theory of Output and Employment   (18 Hours)

The Classical Postulates – Say's foundation of Classical Macroeconomics – implications of Say's Law –Criticism of the Law of Markets –Classical Theory of Employment – the principles of effective demand and supply- Pigou's reformation of wage cuts for full employment.

Unit – IV: Theories of Consumption & Investment (18 Hours)

Keynesian absolute income hypothesis – Duesenberry's relative income hypothesis – Friedman's permanent income hypothesis – Anto & Modigliani's Life-Cycle hypothesis – The Keynesian approach of theory of investment and capital accumulation: investment decision – change in interest rate, MEC and Capital accumulation – the multiplier and accelerator theory of Investment.

Unit – V: Keynesian and Post-Keynesian Theory of Money and Interest   (18 Hours)

The Keynesian Theory of Demand for Money – The Keynesian theory of interest – changes in the Money market and the interest rate – Criticism of the Keynesian theory of interest. Portfolio theory of demand for money – Baumol-Tobins

approach to demand for money – Friedman's quantity theory of money.

Books for Study:

1. Dornbusch, Fischer and Startz. (2010). Macroeconomics, McGraw Hill, 11th edition.
2. Dwivedi D. N (2011). Macroeconomics: Theory and Policy, 2nd edition, Tata McGraw-Hill Education.
3. Gregory Mankiw. (2010). Macroeconomics, Worth Publishers, 7th edition.
4. Olivier Blanchard. (2009). Macroeconomics, Pearson Education, Inc., 5th edition.
5. Romer, David. (2006). Advanced Macroeconomics, McGraw-Hill, 3rd edition.

Books/ Journals for Reference:

1. Andrew B. Abel and Ben S. Bernanke (2011). Macroeconomics, Pearson Education, Inc., 7th edition.
2. Errol D' Souza. (2009). Macroeconomics, Pearson Education.
3. Steven M. Sheffrin. (1996). Rational Expectations, Cambridge University Press, 2nd edition.
4. Charles I. Jones. (2002). Introduction to Economic Growth, W.W. Norton & Company, 2nd edition.
5. Robert J. Gordon. (2011). Macroeconomics, Prentice-Hall India Limited.

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https://books.google.com/books/about/**Macroeconomics**_3 E.html?id www.**econ**omicswebinstitute.org/**books**.htm www.**ebooks**bucket.com/**econ**omics-and finance/**econ**omics

16UEC4ES01 OPERATIONS RESEARCH

SEMESTER IV   **CREDITS 4**
CATEGORY ES   **NO.OF HOURS/ WEEK 6**

Objectives:

1. To make the students develop skills in decision making.

2. To equip the students with the techniques applicable to real life situations.

Unit – I: Linear Programming   (18 Hours)

Linear Programming – Formulations of Problems – Graphical Solutions – Simplex Algorithm.

Unit – IIL Transportation Problems   (18 Hours)

Transportation Problems – North West Corner Rule – Least Cost Method – Vogel's Approximation Methods for Finding Initial Solution – Determination of Optimal Solution.

Unit – III: Assignment Problems   (18 Hours)

Assignment Problems – Obtaining Optimal Solutions – Sequencing – Optimal Sequence Algorithm – (2, N), (3, N) and (M, N).

Unit – IV: Network Analysis   (18 Hours)

Network Analysis – Critical Path Method – Project Evaluation Review Technique.

Unit – V: Inventory Management   (18 Hours)

Inventory Management (Only Deterministic Models) – Economic Order Quantity.

Books for Study:

1. Swarup Kanti, Gupta and Man Mohan (1996). Operations Research. Sultan Chand and Sons, New Delhi.

2. Hamdy A Taha (2014). Operation Research: An Introduction, Pearson Education; 9th edition.

3. Prem Kumar Gupta (2007). Operation Research, S Chand; Revised edition.

4. J. K. Sharma (2012). Operations Research: Theory and Application, MACIN; 5th Edition edition

5. Frederick K. Hiller, Bodhibrata Nag, Preetam Basu, Geralld J. Lieberman (2011). Introduction to Operation Research, McGraw Hill Education (India) Private Limited; 9th edition.

Books for Reference:

1. Gupta. P.K., Hira D.S (1990). Operations Research, Sultan and Sons, New Delhi.\

2. Ronald Rardin. Operations Research

3. Wayne Winston. Operations Research

4. Hillier and Libermann. Introduction to operation research

Websites:

www.freetechbooks.com/operations-research-f54.html

https://en.wikibooks.org/wiki/Operations_Research

https://www.doc.ic.ac.uk/~br/berc/linearprog.pdf

16UEC4ES02 MANAGERIAL ECONOMICS

SEMESTER IV	CREDITS 4
CATEGORY ES	NO.OF HOURS/ WEEK 6

Objectives

1. To relate theoretical concepts in economic theory with modern Business practices.

2. To predict the demand, cost, price, profit and capital requirements for a firm in future.

Unit – I: Introduction   (18 Hours)

Definition, meaning and significance of Managerial Economics – its relationship to economic theory and business decisions – alternative objectives of firms-Decision analysis

Unit – II: Demand Forecasting   (18 Hours)

Demand Forecasting – purpose and steps involved in demand forecasting – determinants of demand forecasting – methods of demand forecasting –criteria for the choice of good forecasting method

Unit – III: Cost and production   (18 Hours)

Cost and managerial decision making – various types of costs – Economies of scale-an evaluation of Break even analysis.

Unit – IV: Pricing practices and strategies   (18 Hours)

Pricing methods - pricing objectives- .pricing process- Role of cost in pricing.

Unit – V: Capital Budgeting   (18 Hours)

Capital expenditure decisions and capital budgeting – capital budgeting techniques – discounted cash flow methods and its advantages and limitations – cost of capital.

Books for Study

1. Dominic Salvatore, (1993), Managerial Economics, Mc.Graw Hill Inc, New York

2. Varsney, R.L. &. K.L Maheswari, (1997), Managerial Economics, Sultan Chund & Sons., New Delhi.

3. Metha. P. L. (1997), Managerial Economics, Sulton Chand & Sons, New Delhi, Latest edition.

4. Ahuja. H. L. (2004). Business Economics, S. Chand & Co, New Delhi.

5. L. Trivedi (2002). Managerial Economics–Theory and Applications Tata McGraw Hill.

Books for Reference

1. Baumol, William J., (1995). Economic Theory and Operation Analysis, Prentice Hall of India Pvt. Ltd., New Delhi.

2. Dean, Joel, (1977). Managerial Economics, Prentice Hall of Inc., New Jercy.

3. Dwivedi D.N. (2000). Managerial Economics, Vikas Publishing House Pvt. Ltd., New Delhi

4. H. Graig Peterson, WCRIS Lewis, (1990). Managerial Economics, Maxwell Macmillan International Edition.

5. Cohen, Kalman J and Richard M Cyert. (2000). The Theory of Firm: Resources Allocation in Market Economy, Prentice Hall of India Pvt. Ltd., New Delhi (Latest edition).

Websites http://economics.about.com/od/pricing

www.studyfinance.com

http://www.economicswebinstitute.org/glossary/costs.htm

16UEC4ES03 ENTREPRENEURIAL ECONOMICS

SEMESTER   IV   **CREDITS   4**
CATEGORY   ES   NO.OF HOURS/ WEEK   6
Objectives
1. To familiarize the students with the entrepreneurial procedures and problems;

2. To enable the students to become effective and efficient entrepreneurs.

Unit – I: Introduction   (18 Hours)
Meaning – origin – Definition ––– characteristics functions - types of entrepreneurs –social entrepreneur

Unit – II: Theories of Entrepreneurship   (18 Hours)

Theory of Risk bearing, uncertainty, coordination, organization and supervision-– theory of innovation –theory of achievement-theory of 'opportunity'- Walker's theory.

Unit – III: Entrepreneurship   (18 Hours)

Concept-growth of entrepreneurship in India-factors affecting entrepreneurship –Government actions-Role of women in entrepreneurship

Unit – IV: Institutional finance to entrepreneur   (18 Hours)

Need for institutional finance-commercial banks-other financial institutions-institutional support to small entrepreneur-NSIC SIDO, SSIB, SSID, SISIs, DICs, Industrial estates, TCOs.

Unit – V: Project management   (18 Hours)

Meaning – objectives-characteristics of project-project cycle-project formulation-project design-project report-proforma of a project Report

Books for study

1. Drucker Peter. F. (1990). Innovation and Entrepreneurship.
2. Gupta. C. B and N. P. Srinivasanm (2000). Entrepreneurial Development.
3. Jayashree Suresh (2015). Entrepreneurial Development Margham publications.
4. Vasanth Desai (2001). Entrepreneurship Development, Himalayas publishing House.

Books/Journals for Reference

1. South East European Journal of Economics and Business, Versita for the School of Economics and Business in Sarajevo.
2. Theoretical Economics, Be press publication
3. International Review of Economics Education, Economics LTSN
4. Journal of Applied Economics, Universidad del CEMA

5. Journal of Economics and Finance Education, Academy of Economics And Finance

Websites:

www.pearsoned.co.in
www.ciionline.org
www.sabalaindia.com

16UEC4ES04 FINANCIAL SERVICES SEMESTER

IV   CREDITS   4

CATEGORY   MC   NO.OF HOURS/ WEEK   6

Objectives:

1. To enable the student to understand the concepts and procedures in the management process of financial services.

2. To underscore the present status of financial services in developing countries vis – vis developed countries

UNIT – I: Merchant Banking   (18 Hours)

Meaning, Origin and Growth – Evolution of Banking in India – Scope of Merchant Banking Services – Merchant Banks and management of public issue – Role of Merchant Bankers in maintaining Health and Credibility of the Capital Market.

UNIT – II: Mutual Fund   (18 Hours)

Mutual fund schemes – Money market mutual funds – Institutions involved in mutual fund business – Safety, Liquidity and Profitability of mutual funds – Regulations.

UNIT – III: Lease Financing & Hire Purchase   (18 Hours)

Methodology and Classifications – Factors influencing Lease Vs Buying decision.-Hire Purchase – Concept and Sources – RBI guidelines for Hire Purchase – Problems and Prospects of leasing, hire purchase companies in India.

UNIT – IV: Credit Cards and Credit Rating   (18 Hours)

Concept and status of credit card – Varieties of credit cards – Operational procedures – Acceptability and case of credit cards – Customers and member establishments – Other issues.

Credit Rating – Institutions engaged in credit rating – Purpose and procedure of rating of Debentures, Fixed deposits, Short term instruments – Role of CRISIL & ICRA

UNIT- V: Venture Capital   (18 Hours)

Concept and characteristics – Difference between venture capital financing and conventional funding – Venture capital schemes.

Books for Study

1. Kothari, C.R. (2004), Investment Banking and Customer Service, Arihant Publishers, Jaipur, India.
2. Pandey, I.M. (2004), Financial Management, Vikas Publishing House Pvt. Ltd.

Books/Journals for Reference

1. Verma, J.C. and Merchan, (1999), Organisation & Management, Tata McGraw Hill Publishing Co. Ltd.
2. Srivastava, R.K. (1998), Financial Decision-Making, Problems and Cases.
3. Kamath, K.V., S. A. Kerban & T. Vishwanath, (1990), The Principles and Practices of Leasing, Lease Asia, England
4. Journal of Financial Services Marketing
5. Journal of Financial Services Research

Websites http://www.vault.com
http://www.incisivemedia.com
http://www.infinancials.com

16UCO4AL01 E-COMMERCE SEMESTER

IV   CREDITS   3

CATEGORY   AL   NO.OF HOURS/ WEEK   6

COURSE OBJECTIVES

1. To expose students to the Web Commerce business models and to trainthem in web technologies to create E – Commerce solutions.

2. To help students gain an understanding of the legal framework of E – Commerce.

UNIT I : E- COMMERCE (12 HOURS)

Introduction to E-Commerce – Objectives – Importance, Mobile Commerce – Objectives – Benefits, E-

Trade – Importance – Process, E-Business and its activities – E – Business Models , Value of internet in business – Advantages and disadvantages of E-Commerce

UNIT II : E – MARKETING (12 HOURS)

Introduction to E-Marketing – Channels – E-Marketing Mix – Web Salesmanship, Advertising on Network- Format-uses, EDI – Benefits – Migration to open EDI – Electronic market place Technologies – Digital signature

UNIT III : E-PAYMENT SYSTEMS (13 PRACTICAL HOURS)

Introduction to E-Payment systems – Types of E-Payment Systems – E-Payment process – Participants of E-Payment system – Components of an effective E-Payment System – Economic implications of E-Payment system – Advantages of E-Payment system – Issues in E-Payment system

UNIT IV: E-COMMERCE SYSTEMS (25 PRACTICAL HOURS)

Introduction to Operating Systems – E-Business Solutions – open-source - Case Studies related on current E- Marketing and E- Payment systems – Taxation of E-Commerce

transactions– Supply Chain & Logistics – Customer Complaints – Call Centers – Popular E-Commerce Software Environment

UNIT V : LEGAL FRAMEWORK (13 HOURS)

Legal Framework for E-Commerce – Net Threats – E – Security protection - Cyber Laws – Aims and Salient Features of Cyber Laws in India – Taxation issues - Cyber Crimes – Categories –Ethical and Intellectual property issues in E-Commerce Technologies

COURSE TEXTS

1. Joseph P T, *E-Commerce, A managerial perspective,* Prentice Hall Publications, 4th Edition, 2012.

2. Minoli Daniel & Minoli Emma, *Web Commerce Technology Handbook,* Tata McGraw Hill Publications, 16th reprint, 2009.

COURSE REFERENCES

1. Whitley David, E-Commerce Strategy, Technology and Application, Tata McGraw Hill Publication. 21st reprint, 2008.

2. Dennis P. Curtin, E-Commerce Principles and Information Technology, Tata McGraw Hill Publications, 2008.

3. Wesley Addison, Frontiers of E-Commerce, Pearson Publications, 2008.

16UEC5MC01 MACROECONOMICS – II

SEMESTER   V   **CREDITS   6**
CATEGORY   MC   NO.OF HOURS/ WEEK   6

Objectives

1. To deepen the knowledge of students in Macroeconomics.
2. To make the students to understand different dimensions of Macroeconomics with applications.

Unit–I: Product and Money Market Equilibrium (18 Hours)

Product market equilibrium – derivation of IS curve – money market equilibrium – derivation of LM curve – the interdependence of product and money market – IS-LM model – from disequilibrium to equilibrium the dynamics of adjustment – shifts in IS and LM curves and the General Equilibrium – IS-LM model with Balance of payments.

Unit – II: Inflation and Unemployment   (18 Hours)

Meaning of Inflation – types of Inflation – Measurement of Inflation – causes and cure of Inflation: the economic effects of Inflation – the Classical and Neo-classical theories of Inflation – the Keynesian theory of Inflation – Modern theories of Inflation – measures to control inflation - inflation and rate of unemployment – modifications in Phillips curve.

Unit – III: Business Cycles   (18 Hours)

Meaning and types of Cycles; Phases of a Business cycle; Hawtrey's Monetary Theory of Trade Cycle; Schumpeter's Theory of Innovations; Keynesian Theory of Trade Cycle; Samuelson's Model of Trade Cycle; Hicks's Model of Trade Cycle; Kaldor's Model of the Trade Cycle.

Unit – IV: Models of Growth   (18 Hours)

Harrod-Domar Growth Model – Theory of income distribution: Kaldors's Model of income determination through differential saving.

Unit – V: Theory of Income Stabilization   (18 Hours)

Role of Monetary and Fiscal Policies in maintaining real economic growth with stability.

Books for Study:

1. Dornbusch, Fischer and Startz. (2010). Macroeconomics, McGraw Hill, 11th edition.
2. Dwivedi D. N (2011). Macroeconomics: Theory and Policy, 2nd edition, Tata McGraw-Hill Education.
3. Gregory Mankiw. (2010) Macroeconomics, Worth Publishers, 7th edition.
4. Olivier Blanchard. (2009). Macroeconomics, Pearson Education, Inc., 5th edition.
5. Romer, David. (2006). Advanced Macroeconomics, McGraw-Hill, 3rd edition.

Books/Journals for Reference:

1. Andrew B. Abel and Ben S. Bernanke. (2011). Macroeconomics, Pearson Education, Inc., 7th edition.
2. Errol D'Souza (2009). Macroeconomics, Pearson Education.
3. Steven M. Sheffrin (1996). Rational Expectations, Cambridge University Press, 2nd edition.
4. Charles I. Jones (2002). Introduction to Economic Growth, W.W. Norton & Company, 2nd edition.
5. Robert J. Gordon (2011). Macroeconomics, Prentice-Hall India Limited.

Websites:

https://books.google.com/books/about/**Macroeconomics**_3E.html?id

www.**econ**omicswebinstitute.org/**books**.htm

https://en.wiki**books**.org/wiki/**Macroeconomics**

16UEC5MC02 FISCAL ECONOMICS

SEMESTER V   **CREDITS 6**
CATEGORY MC   NO.OF HOURS/ WEEK 6

Objectives:

1. To introduce the basic concepts of Public expenditure and revenue.

2. To make the students to understand the role of the state (Government).

Unit I: Introduction   (18 Hours)

Meaning and scope of Public Finance – Fiscal tools – Objectives of Fiscal operations - Functions of the State - Comparison of Public and Private Finance – Basic Theories of Public Finance : Classical and Keynesian

Unit II: Principle of Public Finance   (18 Hours)

Principle of Maximum Social Advantage – Musgrave's views on the Principle of Maximum Social Advantage – Tests of social advantage – Limitations of the Principle

Unit III: Public expenditure   (18 Hours)

Types, Canons, Growth – Effects of public expenditure on production, distribution, stability and economic growth & development

Unit IV: Public Revenue   (18 Hours)

Sources of Public Revenue: Tax, Commercial Revenues, Administrative Revenues, Gifts & grants - Distinction between Tax and price, tax and special assessments -Theories of taxation: Cost of service – Benefit and ability theories – Objectives of taxation - Classification of taxes – Canons of taxation – Features of a good tax system – Effects of taxation on production and distribution - Taxable Capacity

Unit V: Shifting and Incidence   (18 Hours)

Meaning of impact, shifting and incidence – Distinction between impact and incidence - Theories of shifting tax incidence: concentration, diffusion and modern theories – Factors affecting incidence of a tax – Incidence of taxes under different market conditions – Criticisms of the theory of shifting

Books for Study

1. Tyagi B. P. (2005). Breham Prakash, Public Finance, Jai Prakash Nath and Co., Meerut

2. Bhatia, H.L. (2004). Public finance, Vikas Publications, New Delhi.

3. Andley and Sundaram. (2004). Public Finance, Ratan Prakashan, Agra

4. Musgrave R. A. (2003). Theory of Public Finance, McGraw Hill Book Company, New Delhi.

5. Musgrave R. A & Musgrave P. B. (2004). McGraw Hill Publishing Company Ltd.

Books/Journals for Reference

1. Chelliah, Raja J. (1960). Fiscal policy in Underdeveloped Countries with special reference to India, George Allen and Ltd., London

2. Dalton, Huge (1971). Principles of Public Finance, Routledge and Kegan Paul Ltd, London

3. Musgrave, Richard A. (1959). Theory of Public Finance: A Study in Public Economy, McGraw Hill Kogakusha Ltd. Tokyo.

4. Datt, Ruddar and K.P.M. Sundharam. (2014). Indian Economy, S. Chand and Co. Pvt. Ltd., New Delhi.

5. Singh S.K (2010). Public Finance un Theory and Practice, Ninth Edition, S. Chand Publishing, New Delhi.

Websites:

www.britannica.com/topic/**fiscal-policy**
www.tutor2u.net/**economics**/topics/**fiscal-policy**/**reference**
https://en.wikipedia.org/wiki/Golden_Rule_(**fiscal_policy**)

16UEC5MC03 MONEY AND BANKING

SEMESTER V	**CREDITS 6**
CATEGORY MC	**NO.OF HOURS/ WEEK 6**

Objectives:

1. To grasp the concept of money and the foundation of monetary theory,

2. To study the role of various kinds of banks and financial markets.

UNIT I: Money (18 Hours)

Definition, Types and functions of money – The role of money in the modern economy.

UNIT II: Value of Money (18 Hours)

Concepts and determinants of the demand and supply of money – Measuring changes in the value of money – Index numbers of prices.

UNIT III: Theories of Money (18 Hours)

Quantity theory of money: Classical transaction approach – Cambridge cash balance approach – Saving-Investment approach – Classical dichotomy and the neutrality of money - Keynesian integration of monetary and value theories.

UNIT IV: Banking   (18 Hours)

Central bank: Traditional functions and promotional role, Instruments of credit control – their efficacy and limitations – The working of the RBI. Commercial banks: Functions – types – distribution of assets and liabilities – investment policy of commercial banks – development of commercial banks in India – The role of the State Bank of India and performance of commercial banks.

UNIT V: Financial Markets   (18 Hours)

Financial markets: Money market – Meaning, constituents and functions – Money market in India – Capital market – Primary and Secondary markets (stock exchanges) – types of securities – Capital market in India.

Books for Study

1. Campbell, C., Campbell, R. (1976). Introduction to Money and Banking, Ed. 2

2. Sethi, T.T. (2003). Monetary Economics,: S. Chand and Co., New Delhi

3. Ghosh, B.N. and Rama Ghosh. (1989). Fundamentals of Monetary Economics, Himalaya Publishing House, Mumbai

4. Chick, Victoria. (1977). The Theory of Monetary Policy, Pargate Books/ Basil Blackwell

5. Luckett, D.G. (1976). Money and Banking, McGraw-Hill Kogakusha, Ltd.

Books for Reference

1. Prather. Charles L (2000). Money and Banking

2. Laidler, David E.W. (1972). The Demand for Money: Theories and Evidenc, Allied Publishers Private Ltd., Chennai.

3. Newlyn, W.T. (1971). Theory of Money, Clarendon Press, Oxford

4. Cargill, Thomas F. (1979). Money, The Financial System and Monetary Policy, Prentice-Hall, Inc, New Jersey.

5. Patinkin, Don. (1965). Money, Interest and Prices: An Integration of Monetary and Value Theory, Harper and Row Publishers, New York.

Websites:

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www.cpolicy.rbi.org.in
www.bulletin.rbi.org.in

16UEC5ES01 HUMAN RESOURCE MANAGEMENT

SEMESTER V	**CREDITS 4**
CATEGORY ES	**NO.OF HOURS/ WEEK 6**

Objectives:

1. To enable the students to acquire the leadership skills.
2. To enable the students to understand, influence and manage people at work places.

Unit – I: Human Resource Management   (18 Hours)

Human Resource as a unique factor of production – Nature, Scope and Objectives – Nature of organizations – Personal Policies and Principles – Human Resource Accounting and Auditing.

Unit – II: Human Resource Planning and Employee Reward System   (18 Hours)

Meaning – Process of Human Resource Planning – Job analysis – Recruitment and Selection – Orientation and Placement – Theories of wages – Money as a means of reward – Employee maintenance – Quality of work life.

Unit – III: Motivation (18 Hours)

Theories of Motivation – Maslow's Hierarchy Needs – Herzberg's Two Factor Model – Other Theories – Behavioral modification – Motivation concepts.

Unit–IV: Leadership, Communication and Counseling (18 Hours)

Nature of Leadership behavior – Leadership Style – Employee participation – Benefits of participation – Communication – Communication process – Communication systems – Employee counseling.

Unit–V: Industrial Relations and Future Directions in HRM (15 Hours)

Nature of Industrial Relations – Parties to Industrial Relations – Trade unions – Collective bargaining – Dispute management – Role of government and legislation – Personnel functions in future – New challenges in Human Resource Management – Research in Human Resource Management – Trends in Human Resource Management in India.

Books for Study

1. Aswathappa. K. (2013). Human Resource Management, McGraw Hill Education (India) Private Limited.
2. Aswathappa. K. (2013). Human Resource Management, Text and Cases TMH; 7th Edition.
3. Jyothi. P. D. N. Venkatesh (2012). Human Resource Management, Oxford University Press, India.
4. Tnuja Agarwal (2007). Strategic Human Resource Management, Oxford University Press, India.
5. Rao Venkateshware and T. Pareek Udai (1981). Designing and Managing human resource systems, Oxford and IBH publishing, New Delhi.

Books/Journals for Reference

1. Edward E. Lawler and John W. Bourdean (2012). Effective human resource management: A Global analysis, Stanford business books.
2. Kenneth M. York (2010). Human resource management, Sage Publications India Pvt. Ltd, New Delhi.
3. Dessler, Gray (2012). A framework for human resource management, Pearson 6th Edition.
4. Noe Raymond A. John R. Hollenback, Barry Gerhart and Patrick M. Wright (2013). Human resource management: Gaining a competitive advantage, 8th edition, Mc Graw Hill/Irwin, New Delhi.
5. David A., Stephen Robbins (2014). Fundamentals of human resource management, 10th edition, New York press.

Websites

www.National human resource association.com
www.society for human resource management.com
www.hr.com

16UES5ES02 PRINCIPLES OF MARKETING

SEMESTER	**V**	**CREDITS**	**4**
CATEGORY	**ES**	**NO.OF HOURS/ WEEK**	**6**

Objectives

1. To comprehend the role of marketing in an economy; and

2. To understand the performance of marketing in various sectors at the national and international levels

Unit – I: Market and Marketing – An Overview (18 Hours)

Introduction, Definition of Market, Types of Markets, Meaning and Definition of Marketing, Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling

Unit – II: Marketing Environment   (18 Hours)

Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment

Unit – III: Marketing Mix   (18 Hours)

Introduction, Evolution of the "Marketing mix", Components of a traditional marketing mix, Additional components in the mix, Importance of marketing mix in marketing decisions.

Unit – IV 4P'S   (18   Hours)

Product Related Decisions: Introduction, Features of a Product and its Classifications, Product Life Cycle.

Pricing Decisions: Introduction, Price and its Determinants, Objectives of Pricing Decisions, Factors Affecting Pricing Decisions,

Distribution Strategy: Introduction, Meaning, Need for and Importance of Distribution Channel, Factors Influencing Channel Decisions,.

Promotion Mix: Introduction, Promotion mix and its components, Advertising, Sales Promotion, Personal selling, direct marketing, Public Relations and publicity, online marketing.

Unit – V: Recent Trends in Marketing   (18 Hours)

Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing

Books for Study

1. Varshney, R.L. and Bhattacharya. (1989). International Marketing Management: An India Perspective, Sultan Chand & Sons Publishers, New Delhi.

2. Philip Kotler. (2002). Marketing Management, Ed. 11, Distributor: Vaishnavi Enterprises

3. Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha. (2000). Marketing Management, Pearson Education, New Delhi.
4. Sakena, Rajan. (2009). Marketing Management, McGraw Hill, New Delhi.
5. Zikmund, William G. (2000). Marketing, Cengage Learning, New Delhi.

Books for Reference:

1. Stanton, William J. (1984). Fundamentals of Marketing, McGraw-Hill Book Co. Tokyo.

2. Davar, Rustin S. (1979). Modern Marketing Management in the Indian Context, Progressive Corporation Pvt. Ltd. Mumbai.

3. Mamoria, C.B. and R.L. Joshi. (1975). Principles and Practice of Marketing in India Kitab Mahal , Allahabad

4. Mandell, Maurice I and Larry J Rosenberg. (1981). Marketing, Prentice Hall International Inc. New Delhi.

5. Panda,Tapan K. (2000). Marketing Management, Excel Books, New Delhi.

Websites

www.marketingprinciples.com
http://www.businesschambers.com
http://marketing.mcdar.net/31946.php

16UEC5ES03 ECONOMICS OF INSURANCE

SEMESTER V		**CREDITS**	**4**
CATEGORY ES	**NO.OF HOURS/ WEEK**		**6**

Objective:

1. To understand the nature of insurance and the principles that governs general insurance.
2. To gain an insight on the nature of insurances and procedures for making claims against different kinds of insurance policies.

Unit I: Introduction to Insurance   (18 Hours)

Meaning and definition of Insurance – Nature and Principles of Insurance - Functions of Insurance – importance of insurance to individuals, business and society.

Unit II: Life Insurance contract   (18 Hours)

Features of a life insurance contract – classification of policies – investment of funds – annuity contracts – bonus option – surrender value – policy condition.

Unit III: Nature of Marine Insurance contract   (18 Hours)

Definition of marine insurance – elements of marine insurance – classes of policies – policy conditions – premium calculation – marine losses – payment of claims.

Unit IV: Fire Insurance contract   (18 Hours)

Fire Insurance – features of a fire insurance – kinds of policies – policy conditions – payment of claims – reinsurance.

Unit V: General Insurance   (18 Hours)

General Insurance – motor insurance – burglary – personal accident insurance.

Books for study:

1. Mishra M.N. (2003). "Insurance Principles and Practice" S. Chand & Company Ltd, New Delhi.

2. Palandi . P.S. (2000). "Insurance in India, Response Books" Sagar Publications, New Delhi.
3. Rastogi Sachin. (2014). "Insurance: Law and Principles" LexisNexis Publications, Haryana.
4. Ganguly Anand. (2004). "Insurance Management" New Age International (P) Ltd, New Delhi.
5. Rejda George. E. (2011). "Principles of Risk Management and Insurance" (10th edition) Published by Pearson Education, Inc., New Delhi.

Books/Journals for Reference:

1. Mishra M.N., (2000). "Modern concepts of Insurance", S. Chand & Company Ltd, New Delhi.
2. Holyoake Julia and William Weipers. (2002). "Insurance" 4th edition, Institute of Financial Services UK, A.I.T.B.S Publishers & Distributors Regd. Delhi.
3. Palande P.S. Shah. R.S. and Lunawat M.L. (2003). "Insurance in India Changing Policies and Emerging Opportunities" Sage Publication, New Delhi.
4. Bodla B.S Garg M.C. Singh K.P. (2003). "Insurance Fundamentals, Environment and Procedure" Deep and Deep Publications Pvt. Ltd. New Delhi.

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www.math.hkbu.edu.hk/~hpeng/stat3820/Chapter_3.pdf
https://www.casact.org/library/astin/vol4no3/252.pdf
www.jstor.org/stable/2967578

16UEC5ES04 SOCIAL ECONOMICS SEMESTER

	V	CREDITS	4
CATEGORY ES		NO.OF HOURS/ WEEK	6

Objectives:

1. To present a framework of basic tools effective in the analysis of social problems; and

2. To discover ways to resolve social problems

Unit I: Introduction   (18 Hours)

Social Economics: Definition – equality in Human Societies (employment) – Principles of Social Doctrines: Gandhi, Marx and Pope.

Unit II: Poverty   (18 Hours)

The World Poverty Situation – causes and consequences – requisites of economic growth – Role of government – Social security – Subsidies – Social banking – Refugees, Slavery and Beggary.

Unit III: Human Capital   (18 Hours)

Problems in Education and Health services – Energy crisis and related issues.

Unit IV: Discrimination   (18 Hours)

Sources, kinds and costs – Consumerism – Provision of information – Protection from business manipulation

Unit V: Economic Crimes   (18 Hours)

Causes and consequences – remedial course of action - Economic crimes and their prevention – Violation of Human Rights – Need to control terrorism.

Books for Study

1. Culyer, A.J., (1973),The Economics of Social Policy, Martin Robertson and Co. Ltd., London

2. Douglass C. North and Roger Leroy Miller, (1971), The Economics of Public Issues, Harper and Row, New York

3. Dreze, Jean and Amartya Sen, (1989), Hunger and Public Action, Clarendon Press, Oxford

Books for Rerence

1. Harbison, Frederick and Charles A. Meyers, (1964), *Education, Manpower and Economic Growth: Strategies of human Resource Developmen,* Mc Graw – Hill book Co. New York.

2. Indira Gandhi Memorial Trust, (1995), *Redefining the Good Society*, Wiley eastern ltd. New Delhi.

3. Le Grand, Julian and ray Robinson, (1976), *The Economics of Social Problems,* The Macmillan Press Ltd., London

4. Lutz, Mark and Kenneth Lux, (1979),T*he Challenge of Humanistic Economics,* The Benjamin / Cummings Publishing Co. Inc., California

5. Sandford, Cedric, (1979), *Social Economics,* Heinemann Educational Books, London

Websites for reference

http://www.corecentre.org/consumerism_articles
http://www.globalissues.org/TradeRelated/Poverty.asp
http://www.fas.org/irp/threat/terror.htm

16UEC5SK01 RESEARCH METHODS IN ECONOMICS

SEMESTER   V   CREDITS   4
CATEGORY   MC   NO.OF HOURS/ WEEK   6

Objective:

1. To empower the students to employ appropriate methods and statistical tools in research activities.

2. To empower the students to gain research skill for their employability.

Unit I: **Introduction to Research Methods   (18 Hours)**

Meaning and Definition of Research-Research Method versus Research Methodology-Types of Research-Qualities of Good Research-Significance-Criteria of Good Research

Unit II: Selection of Research Problem and Review of Literature.   (18 Hours)

Selection of a problem for research - Mode of selection of research problem - Sources of problems - Criteria of selection-Formulation of the selected problem - Defining objectives of the study - Delimiting the scope of the study.

Review of Literature: Importance of Review of Literature-Types of Literature Review - Obtaining Literature Sources-Searching the Literature.

Unit III: Hypotheses and Sampling Design   (18 Hours)

Hypotheses: Meaning and Types of Hypotheses - Sources and functions of Hypotheses - Rules of constructing Hypotheses. Sampling Design or Plan: Steps in Sampling Design - Simple Random Sampling- Stratified Random Sampling-Systematic Sampling-Cluster (Multistage) Sampling - Sequential Sampling, Convenience Sampling –Purposive Sampling-Judgment Sampling –Quota Sampling Snowball Sampling.

Unit IV: Data Collection and Data Analysis (Lab content) using Excel and SPSS   (18 Hours)

Primary and Secondary data collection- Levels of measurement: Nominal, Ordinal, Interval and Ratio, Data coding- Data entry-Editing – Recoding - Exploring the data: Stem and Leaf-Histogram-Box Plots- Scatter plots-finding Outliers in the data and Descriptive statistics.

Hypothesis Testing: one sample't' test, Independent sample 't' test, Paired sample 't' test and X^2 test.

Bivariate Analysis - Correlation, Simple Regression. Multivariate Analysis-Multiple Regression and Binary Logistic Regression

Unit V: Report Writing   (18 Hours)

Significance of report writing - Different steps in report writing-Layout of the research report- Types of report-Mechanics of writing research report- Precautions for writing research reports.

Books for study:

1. Kothari C R. (2009). Research Methodology. Methods and Techniques (Second Revised   Edition), New Age International Private Ltd, Publishers.
2. Krishnaswami O R. (2002). Methodology of Research in Social Sciences. Himalaya Publishing House, Delhi.
3. Uma Sekaran. (2003). Research Methods for Business, Skill – Building Approach (Fourth Edition) John Wiley & sons, Inc.
4. John Adams, Hafiz T.A. Khan, Robert Raeside and David White. (2007). Response Business Books from SAGE, New Delhi.
5. Viswanathan P K. (2007). Business Statistics. An Applied Orientation, Dorling Kindersley (India), Pvt. Ltd, New Delhi

Books/Journals for Reference:

1. Cooper Donald R and Pamela S Schindler. (2010). Business Research Methods (9th Edition), The McGraw-Hill companies, New Delhi.
2. Dasgupta, Manas. (2007). Research Methodology in Economics, Problems and Issues. Deep & Deep Publications Pvt. Ltd, New Delhi.
3. Alan Bryman and Duncan Cramer. (2009). Quantitative Data Analysis with SPSS 14, 15 and 16. A Guide for Social Scientists. Routledge, Taylor & Francis Group, London and New York.
4. Norusis Marija J. (1999). Guide to Data Analysis. Published by Prentice-Hall, Inc., Upper Saddle River, New Jersey, USA.
5. Ahuja Ram. (2010). "Research Methods", Rawat Publication, New Delhi.

Websites: www.csus.edu/indiv/y/yangy/145Ch1.htm
www.hull.ac.uk/php/ecskrb/RME/**Research_Method**_w
orkbook.pdfmanoa.hawaii.edu/ctahr/aheed/Carl/Lecture
1_Introduction_Chap1.ppt
mscebs.gr/uploadfolder/**research_methods_in_econom
ics**.pdf.

16UEC6MC01 PORTFOLIO MANAGEMENT

SEMESTER	VI	CREDITS	6
CATEGORY	MC	NO.OF HOURS/ WEEK	6

Objectives

1) To expose the students to the basics of portfolio management.

2) To enable the students to develop a broad view of investment management and security analysis.

Unit I: Risk and Return   (18 Hours)

Definition of investment, concept of risk and return, investment avenues, definition of portfolio management, functions of portfolio management, types of managed portfolios, measurement of risk and return in individual stocks and portfolios, Markowitz diversification and classification of risks, William Sharpe's single index market model.

Unit II: Asset Pricing Models   (18 Hours)

Capital Asset Pricing Model, Arbitrage Pricing Theory-theoretical and empirical validation.

Unit III: Efficient market theories   (18 Hours)

Cootner's price-value interaction model, Samuelson's continuous equilibrium model, different forms of market

efficiency identified by Fama, empirical evidence on efficient markets.

Unit IV: Risk management with derivatives   (18 Hours)

The state preference model and arbitrage pricing, types of derivative assets, option pricing models- binomial option pricing model, Black-Scholes option pricing model, swap valuation, forward pricing,

Unit V: Hedging techniques   (18 Hours)

Delta hedging and options, managing interest rate risk with swaps, managing foreign exchange risk – forward hedge, money market hedge, currency swaps, managing credit risk with derivatives.

Books for Study

1. Fischer, D.E. and Jordan R.J. (2001). Security Analysis and Portfolio Management, Ed. 6, Prentice-Hall of India (P) Ltd. New Delhi

2. Bhalla, V.K.   (1983). "Investment Management", S. Chand & Company Ltd, New Delhi.

3. Chance, D.M. (2004). An Introduction to Derivatives & Risk Management., Ed. 6, 1Thomson South- Western

4. Brealey, R.A. and S.C.Myers, (1996).   Principles of Corporate Finance., Ed 4., Tata   McGraw-Hill Publishing Company Ltd, New Delhi

5. Saunders, A. (2000).   Financial Institutions Management: A Modern Perspective, Ed. 3, McGraw Hill, New Delhi

Books/Journals for Reference

1. Bodie, Z., A. Kane and A.J. Marcus. (2005). Investments. Ed. 6, McGraw-Hill Irwin, London

2. Elton, E.J., M.J. Gruber, S.J. Brown and W.N. Goetzmann. (2003). Modern Portfolio Theory   and

Investment Analysis, Ed. 6, Chichester: John Wiley & Sons, New York

3. Grinblatt, M. and S. Titman. (2002). Financial Markets and Corporate Strategy. ED. 2, McGraw Hill Irwin, London.

4. Assness, C., R. Krail and J. Liew. (2001). Do Hedge Funds Hedge?

5. Brown, S.J. and W.N. Goetzmann. (2001). Hedge Funds with Style, National Bureau of Economic Research

Websites: www.reuter.com
www.iijounal.com/jpm
http://www.pacificedge.com

16UEC6MC02 INDIAN FISCAL SYSTEM

SEMESTER   VI   **CREDITS   6**
CATEGORY   MC   **NO.OF HOURS/ WEEK   6**

Objectives:

1. To make the students to understand the conflict between Centre and State on Financial matters.

2. To make the students to understand the financial administration of the Indian Economy.

Unit I: Taxes Levied by the Central Government (18 Hours)

Personal Income Tax, Corporate Income Tax, Wealth Tax, Capital Gains Tax, Dividend Tax, Interest Tax, Expenditure Tax, Customs Duties, Excise Duties, Value Added Tax and Service Tax – GST.

Unit II: Taxes Levied By State Governments   (18 Hours)

Tax on Agricultural Income, Professional Income Tax, Sales Tax, State Excise Duties, Motor Vehicle Tax, Taxes on Goods

and Passengers, Taxes and Duties on Electricity and Other Taxes

Unit III: Local Finance   (18 Hours)

Functions and Resources of Local Bodies – Zilla Parishads, Panchayat Samities, Gram Panchayats, Municipal Corporations - A Critique

Unit IV: Budget   (18 Hours)

Union Budget: Revenue Budget and Capital Budget – Deficit financing in India – Causes and Consequences of deficit financing. Analysis of last two years Budgets.

Unit V: Federal Finance   (18 Hours)

Centre-State Financial relations – Role of finance commissions – Recommendations of Last three finance commissions.

Books for Study

1. Tyagi B. P. (2005). Breham Prakash, Public Finance, Jai Prakash Nath and Co., Meerut.

2. Bhatia, H.L. (2004). Public finance, Vikas Publications, New Delhi.

3. Andley and Sundaram. (2004). Public Finance, Ratan Prakashan, Agra

4. Musgrave R. A. (2003). Theory of Public Finance, McGraw Hill Book Company, New Delhi.

5. Musgrave R. A & Musgrave P. B. (2004). McGraw Hill Publishing Company Ltd.

Books/Journals for Reference

1. Chelliah, Raja J. (1960). Fiscal policy in Underdeveloped Countries with special reference to India, George Allen and Ltd., London.

2. Dalton, Huge. (1971). Principles of Public Finance, Routledge and Kegan Paul Ltd, London.

3. Musgrave, Richard A. (1959). Theory of Public Finance: A Study in Public Economy, McGraw Hill Kogakusha Ltd., Tokyo.

4. Datt, Ruddar and K.P.M. Sundharam. (2014). Indian Economy, S. Chand and Co. Pvt. Ltd., New Delhi.

5. Singh S.K. (2000). Public Finance un Theory and Practice, Ninth Edition, S. Chand Publishing, New Delhi.

Websites:

http://finmin.nic.in http://indiabudget.nic.in
http://finmin.nic.in/topics/centre_state_finance/index.html.

16UEC6MC03 INTERNATIONAL ECONOMICS

SEMESTER   VI   CREDITS   6
CATEGORY   MC   NO.OF HOURS/ WEEK   6

Objectives:

1. To understand the theories governing international trade; and

2. To evaluate the policies pursued by various economic bodies in international economic transactions.

Unit I: Introduction   (18 Hours)

Meaning of International Trade – Reasons for international Trade. Interdependence of International and Domestic Trade.

UNIT II: Classical and Modern Theories   (18 Hours)

Theories of International Trade: Classical theories by Adam Smith and David Ricardo – Modern theory by Heckscher-Ohlin.

Unit III: Terms of Trade   (18 Hours)

Terms of Trade: Types of terms of trade, Net and Gross terms of trade, Income terms of trade, Single factor terms of trade, Double factor terms of trade, Real cost terms of trade and Utility terms of trade – Factors affecting terms of trade – gains arising out of International trade. Free Trade and Protection – Optimum tariff.

Unit IV: Foreign Exchange Rates   (18 Hours)

Foreign exchange rates – Different exchange rates – Fixed and Flexible exchange rates – Theories of Exchange rates: Mint-Paper theory and Purchasing Power Parity theory – India's exchange rate policy.

Unit V: India's Foreign Trade   (18 Hours)

Foreign trade of India: Composition and direction of India's International Trade – Recent import and export policies of Government of India – Impact of Globalization on the pattern of trade – Meaning of convertibility of current and capital accounts. Role of IMF, IBRD and WTO.

Books for Study

1. Dominick Salvatore. (2011). International Economics: Trade and Finance, John Wiley International Student Edition, 10th edition.
2. Paul Krugman, Maurice Obstfeld and Marc Melitz. (2012). International Economics: Theory and Policy, Addison-Wesley, Pearson Education Indian Edition. 9th Edition.
3. Sodersten, BO and Geoffrey Reed. (1998). International Economics (3rd Edition), Macmillan Educational Ltd. Honk Kong.
4. Salvatore D. (1990). Schaum's Outline of theory and problems of international economics, Schaum's, Delhi.
5. Cherunilam, Francis. (1998). International Business: Wheeler Publishers, New Delhi.

Books/Journals for Reference

1. Lipsey, Richard, G. (1969). Introduction to Positive Economics, English Language Book Society and Weidenfeld and Nicolson, London.
2. Mannur, H.G. (1993). International Economics: Theory and Policy Isssues, Vikas Publishing House Pvt. Ltd. , New Delhi.
3. International Trade Journal
4. International Review of Applied Economics
5. Journal of International Development

Website

http://www.tradeget.com/partners.html
http://commin.nic.in
http://ipindia.nic.in/ipr/patent/patents.htm

16UEC6MC04 INDIAN ECONOMY

SEMESTER	VI	CREDITS	6
CATEGORY	MC	NO.OF HOURS/ WEEK	6

Objectives

1. To highlight the problems of the various sectors and to evaluate the remedies offered to solve them.
2. To enable the students to understand the importance of different sectors and to understand sustainable development.

Unit – I: Indian Economy since Independence   (18 Hours)

Evolution of the Indian Economy, Mixed Economy in India, Features of the Indian Economy; Poverty in India: Magnitude of Poverty in India, Measures to reduce poverty, Poverty and Five year Plans, Review of Poverty alleviation programmes, Market – orientation and the poor.

Unit –II: The Agriculture in the National Economy

(18 Hours)

Role of Agriculture in the Indian Economy, Agricultural Development in India, Factors affecting Agricultural Growth, New Agricultural Strategy and Post Green Revolution Developments, New Economic Policy and Agriculture, National Commissions on Farmers. Technological Developments in Indian Agriculture. Farm Size and Efficiency, Land Tenure and Land Reforms, Impact of Land Reforms.

Unit – III: Indian Industries and Development   (18 Hours)

Industrial Development in India, Pattern of Industrialization, Industrial Policy in India, Industrial Licensing in India, Phases of Liberalization, Weaknesses of Industrial Policy, Large-scale industries and their problems with special reference to Cotton Textile, Jute, Iron and Steel, Sugar.

Unit – IV: Service Sector in Indian Economy (18 Hours)

Transport Development in India, Railways: Roadways, Waterways, Airways, Telecommunications, Banking, Insurance Energy Problems in India (Renewable and Non-Renewable).

Unit – V: Rural Development and Indian Economy (18 Hours)

Community Development Programmes (CDP); India's Mission; Co-operation and Rural Development; Panchayati Raj in India; Rural Non-farm Sector; Current strategies for improving Rural India. MGNREGA.

Books for Study

1. Jean Dreze Amartya Sen. (2013). An Uncertain Glory: India and its Contradictions, Princeton University Press.

2. Vaidyanathan, A. (1994). "Performance of Indian Agriculture since Independence" in Kaushik Basu (ed.), Agrarian Questions Oxford University Press.
3. Rao V. M. (2001). "The Making of Agricultural Price Policy: A Review of the CACP reports", journal of Indian School of Political Economy vol. XIII, no. 1, Jan – March.
4. Robert Evenson, Carl Pray and Mark Rosegrant (1999). Agricultural Research and Productivity Growth in India (IFPRI Research Report 109).
5. Uma Kapila (Ed) (2002). "Indian Economy since Independence", Academic Foundation, New Delhi.

Books/Journals for Reference:

1. Bhagwati. J (2000), India in Transition: Freeing the Economy, Clarendon Oxford, New Delhi.
2. Dilip Mookherjee, ed. (1995). Indian Industry, Oxford University Press, New Delhi.
3. Department of Disinvestment. (2000). White Paper.
4. Centre for Monitoring Indian Economy –Recent Issues.
5. Sen Raj Kumar and Chatterjee, Biswajit (Ed). (2001). "Indian Economy: Agenda for the 21st century" Deep and Deep Publications, New Delhi.

Websites:

http://planninggcommission.nic.in/aboutus/history/spemsabody.htm
http://en.wikipedia.org/wiki/Economic_development_in_India. http://sae.sagepub.com/content/3/1/77/abstract

16UEC6MS01 FINANCIAL MANAGEMENT

SEMESTER VI		**CREDITS 4**
CATEGORY MC	**NO.OF HOURS/ WEEK**	**6**

Objectives

1. To make the students understanding the role of Financial Managers in India

2. To introduce the basic financial concepts for understanding, and evaluating financial decisions.

Unit I: Introduction   (18 Hours)

Nature and Scope of Business Finance – Relationship among Finance, Economics and Commerce. Goals of Financial Management. Emerging Role of Financial Managers in India

Unit II: Regulations   (18 Hours)

Organizational, Regulatory and Tax. Frame work – Forms of Business organization – Sole proprietorship, Partnership, Co-operative society, Private Company and public company. Regulatory Frame work - Industrial policy, Companies Act and SEBI guidelines. Relevance of Tax Structure - Direct and Indirect Taxes applicable to companies.

Unit III: The Indian Financial System   (18 Hours)

Components of Financial system-Functions of Financial system – Role of Financial Institutions, Financial Markets, Financial Instruments, Financial services — Equilibrium in Financial Markets – Indicators of Financial Development.

Unit IV: Discounting Techniques   (18 Hours)

Basic Financial Concepts – The Value of Money – Its rationale and Techniques – Applications of Compounding and Present value techniques – Valuation of Long-term securities.

Unit V: Cost of Capital   (18 Hours)

Concept and Measurement of cost of capital. It's importance and Assumptions – Explicit and implicit costs. Measurement of specific costs – costs of debt, preference shares, equity capital and retained earnings. Computation of overall cost of capital – Assignment of weights and Mechanics of computation.

Books for Study

1. Khan, M.Y. And P.K. Jain, (2002), Financial Management, Tata Mcgraw Hill Publishing Company Ltd, New Delhi.

2. Prasanna Chandra, (1997), Financial Management : Theory And Practice, Tata Mcgraw Hill Publishing Company Ltd, New Delhi

3. V.K. Bhalla, Financial Management & Policy, Anrnol Publications, Delhi

4. Dr. S.N. Maheshwari, Financial Management, Principles And Practice, Sultan Chand And Sons, New Delhi.

5. R. P. Rastogi, Fundamentals Of Financial Management, Galgotia Publications, New Delhi.

Books/Journals for Reference

1. Pandey, I.M. (2003), Financial Management, Vikas Publishing House Pvt Ltd – New Delhi

2. Brisham, E.F. (1996), Fundamentals Of Financial Management, Cbs International Editor

3. Arther. J. Keown, David. F. Scott, J.V. John D. Martin, J.Williom Petty, (1986), Basic Financial Management, Prentice Hall Of India Private Ltd, New Delhi

4. John. J. Hampton, (1986), Financial Decision Making – Prentice Hall Of India, Pvt Ltd, New Delhi

Websites

http://financialmanagement-strategy.com

http://financialmanagementguide.investmentzone.com

ECONOMICS ALLIED OFFERED TO OTHER DEPARTMENTS

16UEC1AL01 BUSINESS ECONOMICS

Semester: I   Credits : 3

Category: MC   Hours/Week   : 6

Objectives:

1. To have a grasp of the elements of economics
2. To prepare students to face competitive examinations in Economics.

Unit I: Microeconomics   (18 Hours)

Nature and Scope of Economics   -Concept of Demand and Supply, Elasticity concepts   -Agents of production; Concepts of costs and Revenue   -Competitive Market Structure and Determination of prices   - Pricing under Monopoly and Monopolistic Competition

Unit II: Macroeconomics   (18 Hours)

National Income concepts and difficulties - Determination of National Income - Determinants of consumption, saving and investment

Unit III: Money and Banking   (18 Hours)

Definition, Types and Functions of money - Commercial Banks and Credit Creation - Central Bank and Credit Control.

Unit – IV: Money Supply and Price Level (18 Hours)

Measures of money supply; Velocity of money - Determination of the price level - Inflation, deflation and stagflation - causes and remedies

Unit V: Public Finance   (18 Hours)

Scope of Public Finance - Direct and Indirect Taxes in India - Role and Types of Public Borrowing in India - Causes for the

growth of Public Expenditure in India - Budget and its importance

Books for Study

1. Salvatore D. (2000). Principles of Microeconomics, Oxford University Press.
2. Koutsyannis A. (1998). "Modern Microeconomics", Macmillan.
3. Dutt, Ruddar and K P M Sundharam. (2014). Indian Economy, S. Chand and Co. Pvt. Ltd. New Delhi
4. Modern Economics, Dewett (2010) Shyamlal Charitable Trust
5. Agarwal R. C. LakhmiNarianAgarwal (2012). Public finance.

Books/Journals for Reference

1. Lipsey, Richard, G. (1998). Introduction to Positive Economics, English Language Society and Weidenfeld and Nicolson, London
2. Samuelson, Paul Anthony and William D. Nordhaus. (1998). Economics, Ed. 6 New Delhi: Tata McGraw Hill Publishing Company Ltd, New Delhi.
3. Stonier, Alfred W and Douglas C Hague (2000). A Test Book of Economic Theory, Longman, London.

Websites

www.rbi.org.in
www.cpolicy.rbi.org.in
www.bulletin.rbi.org.in

16UEC3AL01 INDIAN ECONOMIC PLANNING AND POLICY

UG	**Offered to: B.A History**
Category: AL	**Credits: 3**
Semesters: III	**Hrs/Wk: 6 hrs.**

Objectives

1. To understand the concept planning in India.

2. To familiarize the issues associated with Agriculture, Industry and Service sectors.

Unit – I: Economic Planning in India   (18 Hours)

History of Economic Planning in India - Objectives of Five year Plans - Policy of Mixed Economy and its relevance - An analysis of the last two five year plans – Sectoral Contribution to GDP - Limitations of Indian Planning Techniques.
NITI-Ayog

Unit – II: Agriculture   (18 Hours)

Place of Agriculture in Indian Economy - Need for Food Security in India - Irrigation and Agricultural Input Pricing Policies in India - Rural Land Reforms policies in India - Agricultural Output Pricing Policies in India in the last two years.

Unit – III: Industry   (18 Hours)

Role of Industries in Indian Economic Development - Small Vs Large Scale Industries - Reasons for Industrial Sickness in India - Industrial growth in the last two five year plans - Industrial policy of Government of India since 1948 – performance of the Industry in the last two years.

Unit – IV: Population   (18 Hours)

An analysis on recent population census - Theory of Demographic transition - Good and Bad effects of rising

population in India - Family planning policy in India under five year plans - National Population Policy in recent years.

Unit – V: Service Sector   (18 Hours)

Role of different modes of Transport in Indian Economic Development - Need for Government intervention in the provision of Health and Education in India - Composition of India's foreign Trade - Performance of Indian capital Markets – Role of SEBI - Impact of WTO on India – Performance of the service sector in the last two years.

Books for Study

1. Datt, Ruddar and K P M Sundharam. (2005). Indian Economy, New Delhi, S.Chand and Co. Pvt. Ltd.

2. Dhingra, I C. (2005). Indian Economy, New Delhi, Sultan.

3. Bhagwati, Jagdish N. and Padma Desai (1981). Planning for Industrialization, Oxford University Press, London.

4. Agarwal, A.N., (2004). Indian Economy: Problems of Development and Planning, Wishwa Prakashan.

5. Uma   Kapila,   (2002).   Indian   Economy   since Independence, Academic Foundation.

Books for Reference

1. Uma   Kapila,   (2002).   Indian   Economy   since Independence, Academic Foundation.

2. Sen, Raj Kumar and Chatterjee, Biswaajit, (2000). India Economy: Agenda for the 21st centurey, Deep and Deep Pulications

3. Bhagwati, Jagdish N. and Padma Desai. (1981). Planning for Industrialization, Oxford University Press, London.

4. Cherunilam, Francis (1998). Industrial Economics: Indian Perspective, Himalaya Publishing House, Mumbai.

5. Kuchhal, S.C., (2000). The Industrial Economy of India, Chaitanya Publishing House, Allahabad

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http://agricoop.nic.in

http://planningcommission.gov.in

16UEC3AL02 ECONOMICS FOR MEDIA AND ENTERTAINMENT

UG	**Offered to: B.Sc. Viscom**
Category: AL - III	**Credits: 3**
Semesters: III	**Hrs/Wk: 6 hrs.**

Objectives:

1. To enable the students to apply economic principles in the study of media industries.
2. To help students to analyse the functions and activities of companies involved in the media.

Unit 1: Introduction   (18 Hours)

Definition of Media Economics, the importance of studying media economics, macro & micro economic issues in media, types of media companies, the economic problem of production, distribution & consumption, types of economies.

Unit 2: Principles of Media Economics   (18 Hours)

Supply & demand, the demand curve, price elasticity & cross elasticity of demand, types of demand for media products. Product & geographic dimensions of media markets, market

structures – monopoly, oligopoly, monopolistic competition, perfect competition, media industries and market structure, market conduct.

Unit 3: Evaluating Media Markets   (18 Hours)

What is a media market and who are its major players? Methods used to measure market concentration and diversification within a firm, impact of regulation and impact of technology on media markets and individual firms.

Unit 4: The Broadcast, Cable, Satellite Television & Internet Industries   (18 Hours)

The radio, cable & satellite television and internet industries – industry trends, major players, market structure and economic characteristics, role of regulatory and technological forces and future of the respective industries.

Unit 5: The Print Media   (18 Hours)

The newspaper industry – major players, market structure and economic characteristics, role and type of advertising in newspapers, impact of the internet on newspapers, economic future of the newspaper industry. The magazine industry – major players, market structure and economic characteristics, types of division in magazine publishing, various markets for magazines, impact of technology and the internet on the magazine industry.

Books for Study:

1. Albarran, A.B. (2002). Media Economics: Understanding Markets, Industries & Concepts (2nd Ed) Ames: Iowa State University Press.
2. Gillian Doyle, (2002). Understanding Media Economics, SAGE Publications Ltd.

3. Colin Hoskins, (2004). Media Economics: Applying Economics to New and Traditional Media, Sage Publications, Inc, 1st Ed.
4. Effulin, (2009). The Business of Media Distribution: Monetising Film, TV and Video Content in an Online World, Focal Press.

Books for Reference:

1. Alexander A., Owens, J., and Carveth, R. (1993) Media Economics: Theory and Practice, New York: Lawrence Erlbaum.
2. Albarran, A.B., & Chan – Olmsted, S. (Eds) (1998) Global Media Economics: Commercialisation, Concentrastion and Integration of World Media Markets, Ames: Iowa State University Press.
3. Bagdikan, B.H. (2000). The Media Monopoly 6th Ed., Boston: Beacon Press
4. Golding.P., and Murdoch, G. (1997). The Political Economy of the Media (Vols. 1&2)

16UEC4AL01 ECONOMICS FOR MANAGERIAL DECISION

UG	Offered to: B.Com.
Category: AL- III	Credits: 3
Semester: IV	Hrs/Wk: 6 hrs.

Objectives

1. To provide principles to understand the organizational goals.

2. To enable the learners to acquire the art of taking the managerial decisions.

Unit – I: Introduction   **(18 Hours)**

Definition, meaning and significance of Managerial Economics – its relationship to economic theory and business decisions – alternative objectives of firms-Decision analysis

Unit – II: Demand Forecasting   (18 Hours)

Demand Forecasting – purpose and steps involved in demand forecasting – determinants of demand forecasting – methods of demand forecasting –criteria for the choice of good forecasting method

Unit – III: Cost and production   (18 Hours)

Cost and managerial decision making – various types of costs – Economies of scale-an evaluation of Break even analysis.

Unit – IV: Pricing practices and strategies   (18 Hours)

Pricing methods - pricing objectives- .pricing process- Role of cost in pricing.

Unit – V: Capital Budgeting   (18 Hours)

Capital expenditure decisions and capital budgeting – capital budgeting techniques – discounted cash flow methods and its advantages and limitations – cost of capital.

Books for Study

1) Dominic Salvatore. (1993). Managerial Economics, McGraw Hill Inc, New York.

2) Varsney, R.L. &. K.L Maheswari. (1997). Managerial Economics, Sultan Chund & Sons., New Delhi.

3) Metha. P. L. (1997). Managerial Economics, Sulton Chand & Sons, New Delhi, Latest edition.

4) Ahuja. H. L. (2004). Business Economics, S. Chand & Co, New Delhi.

5) Trivedi L.   (2002). Managerial Economics–Theory and Applications Tata McGraw Hill.

Books for Reference

1. Baumol, William J. (1995). Economic Theory and Operation Analysis, Prentice Hall of India Pvt. Ltd., New Delhi.

2. Dean, Joel. (1977). Managerial Economics, Prentice Hall of Inc., New Jercy.

3. Dwivedi. D.N. (2000). Managerial Economics, Vikas Publishing House Pvt. Ltd., New Delhi.

4. Graig H. Peterson, WCRIS Lewis. (1990). Managerial Economics, Maxwell Macmillan International Edition.

5. Cohen, Kalman J and Richard M Cyert, The Theory of Firm: Resources Allocation in Market Economy, Prentice Hall of India Pvt. Ltd., New Delhi (Latest edition).

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http://economics.about.com/od/pricing
http://hadm.sph.sc.edu/courses/econ/tutorials.html
ebooks.cambridge.org/**ebook**.jsf?bid...

16UEC4AL02 INDIAN ECONOMIC PLANNING AND POLICY

UG   **Offered to: B.A Sociology**
Category: AL-IV   **Credits: 3**
Semester: IV   **Hrs/Wk: 6 hrs.**

Objectives

1. To understand the concept of planning in India.

2. To familiarize the issues associated with Agriculture, Industry and Service sectors.

Unit – I: Economic Planning in India   (18 Hours)

History of Economic Planning in India - Objectives of Five year Plans - Policy of Mixed Economy and its relevance - An analysis of the last two five year plans – Sectoral Contribution to GDP - Limitations of Indian Planning Techniques. – NITI Ayog.

Unit – II: Agriculture   (18 Hours)

Place of Agriculture in Indian Economy - Need for Food Security in India - Irrigation and Agricultural Input Pricing Policies in India - Rural Land Reforms policies in India - Agricultural Output Pricing Policies in India in the last two years.

Unit – III: Industry   (18 Hours)

Role of Industries in Indian Economic Development - Small Vs Large Scale Industries - Reasons for Industrial Sickness in India - Industrial growth in the last two five year plans - Industrial policy of Government of India since 1948 – Performance of Industry in the last two years.

Unit – IV: Population   (18 Hours)

An analysis on recent population census - Theory of Demographic transition - Good and Bad effects of rising population in India - Family planning policy in India under five year plans - National Population Policy in recent years.

Unit – V: Service Sector   (18 Hours)

Role of different modes of Transport in Indian Economic Development - Need for Government intervention in the provision of Health and Education in India - Composition of India's foreign Trade - Performance of Indian capital Markets – Role of SEBI - Impact of WTO on India – Performance of service sector in the last two years.

Books for Study

- Datt, Ruddar and K P M Sundharam. (2005). Indian Economy, New Delhi, S.Chand and Co. Pvt. Ltd.

- Dhingra, I C. (2005). Indian Economy, New Delhi, Sultan.

- Bhagwati, Jagdish N. and Padma Desai, (1981), Planning for Industrialization, Oxford University Press, London

- Agarwal, A.N. (2004). Indian Economy: Problems of Development and Planning, Wishwa Prakashan.

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- Sen, Raj Kumar and Chatterjee, Biswaajit. (2000). India Economy: Agenda for the 21st centurey, Deep and Deep Pulications

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- Cherunilam, Francis. (1998). Industrial Economics: Indian Perspective, Himalaya Publishing House, Mumbai

- Kuchhal, S.C. (2000). The Industrial Economy of India, Chaitanya Publishing House, Allahabad

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