



PSG College of Arts & Science
An Epitome of Quality Learning

M.A. ECONOMICS

2017 - 2019

MA ECONOMICS PROGRAMME

SCHEME OF EXAMINATIONS

(For students admitted in June 2014– 15 & onwards)

Code No.	Subject	Duration (Hrs)	Max. Marks			Credit Points
			CA	CE	Total	
First Semester						
14ECP01	Micro Economics	3	25	75	100	5
14ECP02	Macro Economics	3	25	75	100	5
14ECP03	International Economics	3	25	75	100	5
14ECP04	Research Methodology	3	25	75	100	5
Second Semester						
14ECP05	Mathematical Methods	3	25	75	100	5
14ECP06	Econometrics	3	25	75	100	5
14ECP07	Monetary Economics	3	25	75	100	5
14ECP08	Accounting for Managerial Decisions (Allied-CO)	3	25	75	100	5
14SBP01	<u>Skill Based Subject:</u> Cyber Security	--	100	--	100	2
Third Semester						
14ECP10	Public Economics	3	25	75	100	5
14ECP11	Marketing Management	3	25	75	100	5
14ECP12	Computer Applications in Economics (Theory & Practical)	3	25	75	100	5
14ECP13	<u>Core Elective-I :</u> Organizational Behaviour	3	25	75	100	4
14ECP14A	<u>Cluster IDC</u> Labour welfare and Industrial Relations (SW)	3	25	75	100	4
14ECP14B	(or)					
14ECP14C	Development Communication (MCP) (or) Logistic Management (CO)					

Cont ...

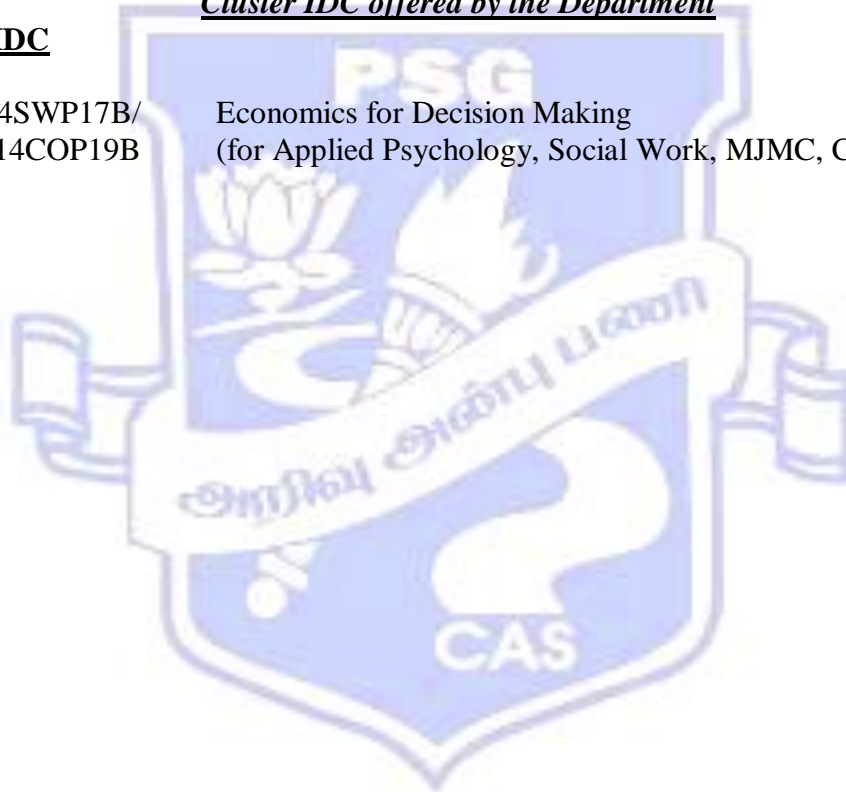
Code No.	Subject	Duration (Hrs)	Max. Marks			Credit Points
			CA	CE	Total	
Fourth Semester						
14ECP15	Health Economics	3	25	75	100	5
14ECP16	Operations Research	3	25	75	100	5
14ECP17	Environmental Economics	3	25	75	100	5
14ECP18	<i>Core Elective-II :</i> Logistics Management	3	25	75	100	5
14ECP19	Project Work	-	40	60	100	5
Total						90

Cluster IDC offered by the Department

CLUSTER IDC

14PSP20A/14SWP17B/
14MCP18B/14COP19B

Economics for Decision Making
(for Applied Psychology, Social Work, MJMC, Commerce)



Since - 1947

14ECP01

MICRO ECONOMICS
SEMESTER - I

Objective

To help the students to understand the relevant basic economic theories related to consumption, production, markets, pricing and enterprise management.

UNIT I: Consumption Theories

Theories of Demand – Elasticity of Demand – Cardinal and Ordinal Approach - Indifference Curve Analysis – Revealed Preference Theory – Modern Utility Theory : Bernouli’s Hypothesis – NM Method of Utility Index – Markowitz Hypothesis – Friedman Savage Hypothesis.

(11Hrs)

UNIT II: Production Theories

Theory of Production - Producer’s Equilibrium - Production Function – Cobb-Douglas, CES and VES Production Functions – Euler’s Theorem - Laws of Returns - Returns to Scale – Recent Developments in Cost Theories : L Shape Long Run Average Cost Curves – Learning Curve – Engineering Cost Curve - Revenue Curves - Economies and Diseconomies of Scale.

(11Hrs)

UNIT III: Market Theories

Equilibrium of the Firm – Market Structure – Perfect Competition – Monopoly – Price Discrimination – Monopolistic Competition – Oligopoly Models – Non-Collusive (Cournot, Kinked Demand Curve) and Collusive (Cartels and Mergers, Price Leadership and Basing Point Price System) Models.

(11 Hrs)

UNIT IV: Pricing Theories

Neo-Classical Theories of the Firm – Marginalist Controversy – Average Cost Pricing – Limit Pricing Theories – Pricing Policies and Strategies of the Firm – Full Cost Pricing – Marginal Cost Pricing – Peak Load Pricing – Administered Pricing

(11Hrs)

UNIT V: Managerial Theories and Welfare Economics

Theories of Sales Maximization – Marris Model of Managerial Enterprise – Williamson’s Model of Managerial Discretion – Behavioral Model of Cyert and March – Social Welfare Function – Arrows Impossibility Theorem – Sen’s Contribution to Welfare Economics.

(11 Hrs)

Text Book

Koutsoyiannis A, Modern Microeconomics, Macmillan Press, London, 2009.

Reference Books

1. Koutsoyiannis A, Non Price Competition, Macmillan Press, London, 2009
2. Ahuja H.L, Advanced Economic Theory, S.Chand & Company, New Delhi, 2010.

14ECP02

MACRO ECONOMICS
SEMESTER - I

Objective:

To impart knowledge on theories of Macro Economics, the relationship between Macro Economic variables and their impact on the economy.

UNIT I: Nature of Macro Economics Analysis and National Income Estimation

Macroeconomics - Static – Comparative Static and Dynamic Analysis – National Income - Measurement of GNP – Product, Value Added and Expenditure Methods – GNP at Constant and Current Prices – NNP at Factor Prices - Gross National Expenditure – Technique of Social Accounting – Problems in Measuring National Income – Importance of National Income Data. (11 Hrs)

UNIT II: Theory of Employment and Output

Classical Model without Saving and Investment and with Saving and Investment – Keynesian Theory of Employment – ADF and ASF – Neo Classical Economics - Rational Expectation Thesis (11 Hrs)

UNIT III: Consumption and Investment

Technical attributes of Consumption – Theories of Consumption: Permanent Income Hypothesis- Life Cycle Hypothesis – Drift Hypothesis – Normal Income Hypothesis – Cyclical and Secular Consumption Function – Consumption Function in under developed countries – Theories of Investment: Flexible Accelerator Theory – Neo-Classical Theory of Investment – Profit and Financial Theories of Investment. (11 Hrs)

UNIT IV: Economic Fluctuations and Distribution

Theories of Business Cycles: Kaldor Theory – Hicks Theory – Samuelson’s Theory – Cob-web Theory – Theory of Inventory Cycles – Distribution: Meaning of Distribution – Theories of Distribution : Marxian Theory - Neo-classical Theory – Modern Theory – Kalecki’s Theory (11 Hrs)

UNIT V: General Equilibrium and Growth Models

The Interaction of IS-LM Functions – Changes in General Equilibrium – Effectiveness of Monetary and Fiscal Policies – Meaning of Growth and Development – Growth Models: Harrod – Domar Model – Neo-classical Growth Model: Solow Model – Joan Robinson Model – Mahalanobis Plan Model. (11 Hrs)

Text Book

Rana K C & Varma, Macro Economic Analysis, Vishal Publications, Jalandhar, Punjab, 1999.

Reference Books

1. Shapiro E, Macro Economic Analysis, Galgotia Publications, New Delhi, 2000.
2. Gupta R D, Keynes and Post- Keynesian Economics, Kalyan Publications, New Delhi.

14ECP03

INTERNATIONAL ECONOMICS
SEMESTER – I

Objective

To expose the students to the theoretical as well as empirical knowledge on International trade.

UNIT I: Theories of International Trade

International Economics – Classical Theory – Comparative Cost Theory – Neo Classical Theory – Opportunity Cost Theory – Offer Curves – Terms of Trade – Gains from Trade – Modern Theory – Heckscher – Ohlin Theory – Factor Price Equalisation Theorem - Leontiff Paradox.

(11 Hrs)

UNIT II: International Trade and Commercial Policy

Free Trade Vs Protection – Tariffs – Non-tariff Measures – Dumping - Quotas – State Trading – Theory of Customs Union – Trade Creation and Trade Diversion – Commodity Agreements – Bilateral and Multilateral Trade Agreements – International Trade Policies - Empirical Study of Trade Policies – International Factor Movements.

(11 Hrs)

UNIT III: Economic Integration and Global Trade

Economic Integration - UNCTAD – Regional Trade Blocs : EEC, ASEAN, OPEC, SAARC : Origin, Objectives, Structure, Principles - GATT Rounds from 1947 to 1994 – WTO – Evolution – Structure – TRIP's – TRIM's – GATS – Agreements - Dispute Settlement Mechanism – WTO and the Indian Position.

(11 Hrs)

UNIT IV: International Capital Flows

Foreign Investment – Types of Foreign Investment : FDI, FPI – Significance and Growth of Foreign Investments – Global Foreign Direct Investment – Nature and Characteristics – Theories of International Investment – Recent Trends of FDI – Foreign Direct Investment in India – Secretariat for Industrial Assistance (SIA) – Participatory Notes - Foreign Investment Promotion Board – Multi National Corporations and Capital Flow – Foreign Remittances.

(11 Hrs)

UNIT V: Balance of Payments and Exchange Rates

Balance of Payments – Current Account, Capital Account – Balance of Payments Disequilibrium : Causes, Remedies – Balance of Payments in India - Foreign Exchange : Exchange Rate – Types of Exchange Rate – Forex Reserves - Functions of IMF and World Bank.

(11 Hrs)

Text Book

Sodersten B, International Economics, Macmillan, London, 1994.

Reference Books

1. Francis Cherunilam, International Economics, Vrinda Publication, New Delhi, 2003.
2. Mithani D M, International Economics Theory and Practice, Himalaya, Mumbai, 2004.
3. Avadhani V.A., Global Business, Himalaya, Mumbai, 2000.

14ECP04

RESEARCH METHODOLOGY

SEMESTER – I

Objective

To provide guidelines in developing an appropriate methodology to conduct research.

UNIT I: Meaning of Research and Perspectives of Social Research

Objectives of Research – Types of Research – Sources – Case Study – Observation Technique – Research and Scientific Methods - Criteria of Good Research – Perspectives on Social Research – Problems encountered by Researchers in India

(13 Hrs)

UNIT II: Research Problem and Research Design

Identification of Research Gap – Review of Literature : Theory and Empirical Studies - Selecting a Problem – Defining a Problem – Meaning of Research Design – Features of a Good Design – Concepts in Research Design – Preparation and Presentation of Research Proposal

(13 Hrs)

UNIT III: Sampling Design and Method of Data Collection

Census and Sampling Survey – Probability and Non-Probability Sampling - Criteria for Selecting a Sampling Procedure – Fundamental Definitions – Methods of Data Collection – Collection of Primary Data – Questionnaire – Pilot Survey – Interviews – Interview Schedule – Interviewing : Methods and Process - Collection of Secondary Data.

(13 Hrs)

UNIT IV: Interpretation and Report Writing

Meaning of Interpretation – Precaution in Interpretation – Steps in Writing Report – Layout of Research Report – Preparation of Tables - Mechanics of Writing Research Report – Precaution for Writing Research Reports – Citing and Listing References

(13 Hrs)

UNIT V: Statistics in Research

Processing Operations – Statistics in Research – Measure of Central Tendencies – Dispersion – Correlation, Rank Correlation and Regression – Testing of Hypothesis – Chi-square Test – One Way and Two Way ANOVA – Uses of Computer for Research – SPSS.

(13 Hrs)

Text Book

Kothari C.R, Research Methodology, New Age Publication, New Delhi, 2009.

Reference Books

1. William J and Goode & Paul & K Hatt, Methods in Social Research, Mc Graw Hill, New York, 1952.
2. Pauling V Young, Scientific Social Survey and Research, Prentice Hall, New Delhi, 1968.
3. Tim May, Social Research : Issues, Methods and Process, Rawat, Jaipur, 2009.
4. Gurumani N, Scientific Thesis Writing and Paper Presentation, MJP Publishers, Chennai, 2010.

Objective

To enable the students to apply the Mathematical tools in Economic research.

UNIT I: Fundamental Mathematical Tools

Meaning of Business Mathematics –Uses - Limitations - Linear and Quadratic Equations - Simultaneous Equations - Arithmetic and Geometric Progression - Simple Interest and Compound Interest - Recurring Deposit - Annuity- True Discount.

(11 Hrs)

UNIT II: Matrix Algebra

Matrices - Types of Matrices - Matrix Operations: Addition, Subtraction, Scalar Multiplication and Matrix Multiplication – Determinants: Definition and Properties – Transpose of a Matrix- Rank of a Matrix - Minors and Co-factor Matrix - Adjoint Matrix - Matrix Inversion – Solving Linear Equations –Inverse Method - Crammer's Rule – Applications to Market and National Income Models.

(11 Hrs)

UNIT III: Differential Calculus

Rate of Change and Derivative - The Derivative and the Slope of a Curve - Rules of Differentiation - Calculus - Maxima and Minima - Differential Coefficient and Price Elasticity of Demand - Total, Average and Marginal Cost – Total, Average and Marginal Revenue – Maximum Total Revenue – Maximum Total Revenue - Conditions for Optimization - Profit Maximization.

(11 Hrs)

UNIT IV: Partial and Total Differentiation

Technique of Partial Differentiation – Partial Derivatives of Second Order – Cross partial Derivatives - Derivative Functions of more than Two Variables- Applications of Partial Derivatives in Economics - Total Differential – Derivatives of Total Differential – Second Order Total Differential – Derivative of Implicit functions – Maxima and Minima for a Function of Two Variables - Maxima and Minima under certain given Conditions - Constrained Extreme values.

(11 Hrs)

UNIT V: Integral Calculus

Meaning of Integration - Basic Rules of Integration - Types of Integrals - Integration by Parts – Area between Two Curves - Application of Definite Integrals - Consumer Surplus - Producer Surplus – Compound Interest Rate.

(11 Hrs)

Text Books

1. Chiang AC, Fundamental Methods of Mathematical Economics, Mc Graw Hill, 1967.
2. Navaneethan R, Business Mathematics, Jai Publishers Trichirappalli.
3. Metha & Madhani, Mathematics for Economics, Sultan Chand & Sons, New Delhi.

Reference Books

1. Yamane Taro, Mathematics for Economics – An Elementary Survey, Cambridge Addison Wesley 1962.
2. Agarwal, D R, Mathematics for Economics, Vrinda Publications, Delhi.
3. Soper Jean, Mathematics for Economics & Business, Blackwell Scientific, England 2004.
4. Simon, Carl P, Mathematics for Economists, Wira Book, New Delhi 2006.

ECONOMETRICS

SEMESTER - II

Objective

To equip the students with basic theories and tools of econometrics and their application in Economics.

UNIT I: Econometrics Methodology and Correlation

Definition – Scope of Econometrics – Methodology of Econometric Research – Stages – Correlation Theory – Measure of Simple Rank and Partial Correlation Co-efficient – Test of Significance - Limitations of Correlation Theory. (13 Hrs)

UNIT II: Regression Analysis

Simple Linear Model – Meaning – Assumptions – Estimation of a Function – Statistical Tests of Significance of the OLS Estimates - Test of Goodness of Fit – Multiple Regression : Estimates of Parameters – Co-efficient of Multiple Determination – Tests of Significance of the Estimates – Adjusted Co-efficient of Determination (R^2) (13 Hrs)

UNIT III: Analysis of Variance (ANOVA) and Regression

Comparison of Regression and ANOVA – Method of ANOVA (F- test) – Testing the Overall Significance of a Regression – Chow test – Testing the Stability of Regression Co-efficient - Testing the improvement of Fit – Test of Restriction on two parameters function. (13 Hrs)

UNIT IV : Problems in Regression Analysis

Heteroscedasticity : Meaning – Sources - Remedies - Auto Correlation : Meaning – Sources – Tests of Auto correlation - Methods of Estimating Auto Correlation Parameters – Multi-collinearity : Meaning – Consequences – Tests for Detecting Multicollinearity (13 Hrs)

UNIT V: Time Series Analysis

Concept of Stationarity and Non-Stationarity – Tests of Stationarity: Correlogram – Unit Root – Dickey Fuller Test – Spurious Regression – Co-integration – Engle – Granger Test – ARIMA Model – VAR Model. (13 Hrs)

Text Book

Koutsoyiannis A, Theory of Econometrics, Palgrave Publications, Newyork.

Reference Books

1. Damodar N Gujarati and Sangeetha, Basic Econometrics, Mc Graw Hill, New Delhi, 2011 (4th Edition)
2. Damodar N Gujarati, Basic Econometrics, Mc Graw Hill, New Delhi, 1995.
3. James H. Stock, Introduction to Econometrics, Pearson Education, New Delhi, 2003.
4. Apte P.G., Text Book of Econometrics, Tata Mc Graw Hill, New Delhi, 1999.

MONETARY ECONOMICS

SEMESTER - III

Objective

To gain knowledge on monetary theories, factors and policies and their impact on the economy.

UNIT I: Money Supply : Approaches and Measures

Money Supply – Components – Ordinary Money and High-powered Money – Money Multiplier – Derivation of Money Multiplier – Money Stock Measures in India - Determinants of Money Supply – Velocity of Circulation of Money – Value of Money – Measurement. (11 Hrs)

UNIT II: Quantity of Money and Price

Keynes Theory of Money and Price (Relationship between Price, Employment and Quantity of Money) – Milton Friedman's Quantity Theory of Money – Pantinkin's Monetary Model – Radcliff – Sayers Thesis – Gurlay & Shaw Thesis – Monetary vs. Keynesianism (11 Hrs)

UNIT III: Demand for Money and Interest

Tobin's Portfolio Balance Approach – Baumol's Inventory Approach – Milton Friedman's Approach – Term Structure of Interest Rates – Factors – Theories of Structure of Interest Rates – Expectations Theory – Segmented Market Theory – Substitutability Theory - Risk Premium Theory – Preferred Habitat Theory. (11 Hrs)

UNIT IV: Inflation, Deflation and Stagflation

Demand Pull Inflation – Ben Hansen's Theory – Cost-Push Inflation – Wage Push Inflation – Sectoral Demand Shift Theory of Inflation – Douglas Clock Wise Analysis – Deflation – Stagflation (11 Hrs)

UNIT V: Monetary Policy

Central Banking – Functions – Credit Control Measures – RBI : Organization and Functions – Monetary Policy – Objectives – Instruments – Lags – Monetary Policy during Inflation and Deflation – Monetary Policy in Developing Countries. (11 Hrs)

Text Book

Mithani, D.M., Money, Banking International Trade and Public Finance, Himalaya, Mumbai, 1997.

Reference Books

1. Suraj B Gupta , Monetary Economics-Instructions ,Theory and Policy, S.Chand New Delhi, 2001.
2. Hajela B N, Money, Banking and International Trade
3. Rana & Varma, Macro Economic Theory

**14ECP08
SEMESTER III**

ACCOUNTING FOR MANAGERIAL DECISIONS

(for MA Economics)

Learning Objectives: To understand the principles of Management Accounting for decision making

	Hrs.
UNIT I Introduction to Management Accounting Nature and scope of management accounting – Importance – Functions – Distinction between financial accounting and management accounting – Tools in management accounting – Limitations.	12
UNIT II Ratio analysis Ratio analysis – Meaning – Significance – Classification – Liquidity ratios – Turnover ratios – Profitability ratios – Solvency ratios.	12
UNIT III Fund flow statement Fund flow statement – Importance – Advantages – Limitations.	12
UNIT IV Budgeting Budgeting – Objectives – Features – Advantages – Disadvantages – Cash budget – Flexible Budget.	12
UNIT V Marginal costing and Working capital Management Marginal costing - Importance – Advantages – Need – BEP – BEP chart – Margin of Safety – Profit Volume Analysis – Working capital – Importance – Factors affecting working capital – Computation of working capital requirements .	12

Note: Problem 80% and Theory 20%

Reference Books

1. R.K.Sharma Gupta, “Management Accounting”, Kalayani Publishers, New Delhi.
2. Grewal Hingorani Ramanathan, “Management Accounting”, Sultan Chand & Sons Publishers, New Delhi.
3. R.S.N.Pillai and Bagavathi, “Management Accounting”, Sultan Chand & Sons Publishers, New Delhi.

Since - 1947

Objective

To infuse knowledge about the government finance, policies and practices for augmenting public welfare.

UNIT I: Public Goods

Theories of Public Economy – Fiscal Functions – Private Goods, Public and Merit Goods - Club Goods - Local Public Goods - Market Failure – Imperfections, Decreasing Costs, Externalities – Fairness - Welfare Foundations of Public Economics - Pareto's Optimality - Theory of Second Best. (13 Hrs)

UNIT II: Public Expenditure

Structure and Growth of Public Expenditure – Pattern of Expenditure – Wagner's Law of Increasing State Activities - Wiseman – Peacock Hypothesis - Pure Theory of Public Expenditure - Criteria of Public Investment : Social Cost-Benefit Analysis – Project Evaluation, Estimation of Costs and Discount Rate - Reforms in Expenditure Budgeting – Programme Budgeting - Zero Base Budgeting. (13 Hrs)

UNIT III: Public Revenue

Revenue Structure – Principles of Taxation : Benefit and Ability to Pay Theories – Theory of Incidence – Incidence of Commodity Taxes and Income Tax- Theory of Optimal Taxation - Excess Burden of Taxes – Economic Effects of Taxation - The problem of Double Taxation (13Hrs)

UNIT IV: Public Debt and Budgeting

Classical and Modern view on Public Debt – Burden of Public Debt – Effects of Public Debt – Redemption of Public Debt – Principles of Debt Management - Role of Deficit Financing in Developing Countries – Government Budget – Budget Classification – Budget Co- ordination – Fiscal Policy - Objectives of Fiscal Policy - Fiscal Policy for Stabilization –Automatic Vs Discretionary Stabilization. (13 Hrs)

UNIT V: Fiscal Federalism

Fiscal Federalism – Vertical and Horizontal Imbalance – Assignment of Functions and Sources of Revenue – Constitutional Provisions: Finance Commission and Planning Commission - Devolution of Resources and Grants: Theory of Grants – Resource Transfer from Union to States – Criteria for Transfer of Resources - Centre – State Financial relations in India – Report of the latest Finance Commission – Local Finance – Transfer of Resources from Union and States to Local Bodies. (13 Hrs)

Text Book

Singh, S.K., Public Finance in Developed and Developing Countries, S.Chand & Company, New Delhi, 1982.

Reference Books

1. Musgrave R.A, Theory of Public Finance, Mc Graw Hill, London, 1959.
2. Raja J. Chelliah – Fiscal Policy in Underdeveloped Countries, George Allen and Unwin, London, 1980.
3. Taylor, P.E., The Economics of Public Finance, Oxford and IBH, New Delhi, 1970.
4. Dalton Huge, Public Finance (Routledge and Kiganpaul Ltd., London), 1954.
5. Musgrave A. Richard and Musgrave B. Peggy, Public Finance in Theory and Practice, Mc Graw Hill, New York, 1983.

14ECP11

MARKETING MANAGEMENT

SEMESTER - III

Objective

To provide an understanding of the core concepts of marketing and its functions.

Unit I: Marketing and Functions of Marketing

Meaning and Definition of Marketing Management- Nature and Scope – Important Functional areas of Management – Functions of Marketing Manager – Principles of Marketing Management – Types of Marketing. (11 Hrs)

Unit II: Marketing Communication:

Meaning and Importance of Marketing Communication – Market Communication through Product Cues – Marketing Communication through Price Cues – Place and Promotion as a component in Marketing Communication – Marketing Communications.

(11 Hrs)

Unit III: Marketing Information System

Meaning and Definition of Marketing Information System – Features and uses of Marketing Information System – Need for Marketing Information System – Difference between Market Information and Marketing Information System – Designing the System – Components of Marketing Information System – Sources of Information.

(11 Hrs)

Unit IV: Marketing Research

Meaning and Definition of Marketing Research – Classification of Marketing Research Problems – Main steps involved in Marketing Research – Major techniques of Marketing Research – Marketing Research in India – Marketing Research Agencies in India. (11 Hrs)

Unit V: Services Marketing

Nature and Scope of Services – Growth of Service Markets - Classification of Services – Problems of Service Organization – Determinants of a Service Quality – Marketing mix for Services –Marketing of Health Services. (11 Hrs)

Text Books:

1. Ramaswamy V and Namakumari S, Marketing Management, Macmillan India, New Delhi, 2008.

Reference Books:

1. Gupta G.P and Rajan Nair, Marketing Management, Sultan Chand and Sons, New Delhi, 2009.
2. Philip Kotler, Marketing Management, Prentice– Hall, New Delhi, 2009.
3. Beri, Marketing Research – Tata Mc Graw Hill, New Delhi, 2006.
4. Sherlekar S.A., Marketing Management-Himalaya, New Delhi, 2007.

Computer Application in Economics
SEMESTER - III

14ECP12

Objective:

To help the students of have the skill to use computers for acquiring knowledge and doing research.

Unit I: E – Commerce

Meaning of E-commerce – Importance - Electronic trading and marketing – E-Commerce Model: B2B, B2C, C2B, G2B Models and their applications. (11 Hrs)

Unit II: Electronic payment System and Internet Banking

Introduction – Payment Gateway – Internet banking – Pay pal – The Secure Electronic Transaction (SET) – Protocol – Electronic Cash – Electronic Cheque - Elements of Electronic Payments. (11 Hrs)

Unit III: Application of Excel in Economics

Functions in Excel – Invoking Formula – Operators in Excel – Error Values in Excel – Financial Functions – Statistical Functions – Charts – Simple Charting – Use of Chart Wizard – Formatting the Chart Components (Only Practical). (11 Hrs)

Unit IV: Application of SPSS in Economics

SPSS windows Process – Creating and editing Data File – Managing Data Frequencies (Only Practical). (11 Hrs)

Unit V: SPSS Application

Descriptive Statistics – Cross Tabulation - Means Procedure — Correlation Simple Regression – Multiple Regression Analysis (Only Practical). (11 Hrs)

List of Practical:

UNIT III

- (i) Entering of Data
- (ii) Using of Formula
- (iii) Descriptive Statistics
- (iv) Correlation
- (v) Regression (Simple)
- (vi) Financial Analysis

UNIT IV

- (i) Entering Variables
- (ii) Manipulation of Data with Data Editor

UNIT V

- (i) Descriptive Statistics
- (ii) Cross Tabulation
- (iii) Measures of Dispersion
- (iv) Correlation
- (v) Simple and Multiple Regression

Reference Books

1. Bajaj K. Malesh and Nag Debjani “E Commerce : The Cutting Edge of Business” Tata Macraw Hill , New Delhi 2006. (I and II Unit)
2. Ananthi Sheshasaayee and Sheshasaayee “Computer Application in Business and Management ” Margham Publication, Chennai (III Unit)
3. Darron George and Paul Mallery: SPSS for Windows Step by Step – Pearson Education – 2009 (IV & V units)



14ECP13

CORE ELECTIVE - I
ORGANIZATIONAL BEHAVIOUR

SEMESTER - IV

Objective

To understand the behaviour of individuals, groups and structure to apply such knowledge towards improving the organizational effectiveness.

UNIT I: Introduction

Definition – Nature – Scope - Contributing disciplines to the field of Organizational Behaviour - Historical evolution of Organizational Behaviour – Organizational Goals – Meaning, Nature and Significance – Organization Behaviour – Features and Models of Organizational Behaviour. (11 Hrs)

UNIT II: The Individual

Major Personality attributes influencing Organizational Behaviour - Application of Learning – Application of Perception in the Organization – Decision Making – Values – Attitudes. (11Hrs)

UNIT III: Motivation and Leadership

Motivation – Meaning – Process – Early Theories – Contemporary Theories - Application of Motivation Techniques - Leadership – Definition – Characteristics –Functions – Styles – Theories: Trait Theories – Behavioral Theories – Contingency Theories – Recent Approaches. (11 Hrs)

UNIT IV: The Group : Formation and Dynamics

Definition – Classification – Group Development – Group Structure – Group Decision Making – Team Work - Power – Authority - Politics – Conflict. (11 Hrs)

UNIT V : Organizational System and Dynamics

Systems Approach to Organization – Organizational Culture – Management of Change: Need – Resistance – Organizational Development – Meaning – Characteristics - Techniques – Organizational Effectiveness. (11 Hrs)

Text Books

1. Mishra M N, Organizational Behaviour, Vikas, New Delhi, 2009.
2. Prasad L.M, Organizational Behaviour, Sulthan Chand & Sons, New Delhi , 2010.

Reference Books

1. Robbins, Organizational Behaviour, Published by Prentice Hall of India Pvt. New Delhi, 1998.
2. Fred Luthans, Organizational Behaviour, McGraw Hill, International Edition, New Delhi, 1998.

14ECP15

HEALTH ECONOMICS
SEMESTER – IV

Objective:

To enable the students to understand the importance of health economics and healthcare and equip them with necessary techniques to measure the health status and health indicators

UNIT 1: Introduction to Health Economics

Health Economics – Definition - Nature and Significance of Health Economics - Concepts of Health Economics - “Quality of Life” - Health Indicators - Chronic Disease, Communicable Disease/Non-Communicable Disease – Economics of Health Sector

(13 Hrs)

UNIT II: Demand for Health/ Health Care

Characteristics of Demand for Health - Health Status - Health Seeking Behavior - Structure of Health Care Services - Health Inputs and Health Outputs - Production, Efficiency and Healthcare - Skills and Efficiency of Production of Health Services - Choice of Health Care Services - System of Medicine - Utilization of Healthcare Services - Requirements of Healthcare Services - Human Capital Theory by Gary.S.Becker (1962) Demand for Healthcare Theory by Grossman (1972, 2002)

(13 Hrs)

UNIT III: Supply Side of Health Economics

Production and Cost - Estimating Cost Function in Healthcare - Theory of Managed care - Demand, Supply and Equilibrium - The market for Health Service - Healthcare Infrastructure in India - Role of Government in Health Sector - Health Sector Reforms in India - Role of Private Sector in Health Sector - Role of Drug Industry.

(13 Hrs)

UNIT IV: Healthcare Cost/ Health Expenditure/ Economic Evaluation in Healthcare

Health Expenditure - Meaning- Direct Cost, Indirect Cost, Out of Pocket Expenditure – Measuring Costs and Benefits of Health Services - Evaluation of Public Health - Health Expenditure in India - Budgetary Allocation of Healthcare Services in Central and State Government(Tamil Nadu)

(13 Hrs)

Unit V: Healthcare Financing/ Health Insurance

Healthcare Financing – Meaning - Risk and Insurance - Health Insurance - Meaning - Types - Health Insurance Schemes in India - Mandatory, Voluntary, Employer Based and Social / Community Based Insurance System - Theory - Conventional Utility Theory - Demand for Health Insurance (Vann Neumen- Morganstern) - Modern Theory of Health Insurance by John Nyman - Awareness and Willingness to Pay for Health Insurance – Adverse selection and Moral Hazard - Health Policy in India and in Tamil Nadu - Financing of Healthcare Service during Plan Periods .

(13 Hrs)

Text Books

1. James W Harderson (2008), Health Economic and Policy (Wilt Economic Application)
2. Santerre and Neum (1996), Health Economics – Theories, Insights and Industry Studies, Irwin Book Team

Reference Books

1. Mepake Barbara, Lilani Kumaranayake and Normand Charles (2002), Health Economics : An International Perspective, Routledge, Taylor and Francis Group
2. Van Der Gaag and Perlman (1980), Health Economics and Economics – Proceedings of the World Congress on Health Economics, North Holland Publications.
3. A.J. Culyer. (2007), Health Economics Routledge.
4. Culyer, A.J. (2010), The Directory of Health Economics, Edward Elgar Publications.
5. Himanusha Skar, Rout and Prashant Panda. (2007), Health Economics in India – New Century Publications.
6. Feldstein, P.J. (2011), Health Care Economics, Thomsan Delmer Learning.
7. Fuchs, V.R. (1998), Who Shall Live? Health Economics and Social Choice, World Scientific Publications Company.



Since - 1947

14ECP16

OPERATIONS RESEARCH
SEMESTER – IV

Objective

To acquire knowledge in the application of operation research techniques.

UNIT I: Introduction to OR and Linear Programming

Nature and Scope of Operations Research – Characteristics of Operations Research – Methodology of Operations Research – Uses and Limitations of Operations Research - Linear Programming Problem – Graphical Method – Simplex Method – Concept of Duality – Degeneracy – Applications of LP. (13 Hrs)

UNIT II: Transportation, Assignment problems and Decision Theories

Scope of Transportation Problems – Finding Initial Solution: North – West Corner Rule – Vogel’s Approximation Method – Optimality Test - Assignment Problems – Assignment Algorithm – Decision Analysis – Introduction – Decision Under Uncertainty – Decision Under Risk – Decision Trees. (13 Hrs)

UNIT III: Game Theory and Queuing Theory

Game Theory: Concept – Saddle Point Solution – Mixed Strategy – Graphical Method – Dominant property – Conversion of Game in to Linear Programming - Queuing Theory - Queuing System – Characteristics – Poisson Process and Exponential Distribution – Simple Models. (13 Hrs)

UNIT IV: Inventory Control and Replacement

Inventory Control - Reasons for Carrying Inventory – Types of Inventory Decision – Economic Order Quantity – Deterministic Inventory Problem – Selective Inventory Control Techniques - Replacement Problems – Replacement of Assets that Depreciate Gradually – Replacement of Equipment that Fails Suddenly (13 Hrs)

UNIT V: Network Analysis

Need for Network Scheduling – Basic Concept - Construction of Network - Constraints in Network – Critical Path Method (CPM) – Programme Evaluation and Review Techniques (PERT) – Advantage of Network Analysis. (13 Hrs)

Text Books

- 1.Goel and Mithal, Operations Research, Pragti Prakasan, Meerut.
- 2.Kothari. C, Operations Research, Vikas Publishing House, New Delhi.

Reference Books

1. Gupta and Manmohan, Operations Research, Sulthan Chand & Sons, New Delhi, 1991.
2. Kanti Swarup, Gupta P.K Manmohan, Operations Research, S.Chand, New Delhi, 2000.
3. Kapoor V K, Operations Research, S.Chand, New Delhi, 2008.

Objective

To familiarize the students with the challenging theories and topics in the emerging field of Environmental Economics.

UNIT I: Economics and Environment

Economics for the Environment – The Economy and the Environment – Environmental Economics : Definition and Scope – Market Failure – Markets for the Environment – Coase Theorem. (13 Hrs)

UNIT II: Valuing the Environment and Natural Resources

Meaning of Economic Value – Economic Value of Environment – Direct Environmental Values – Indirect Environmental Values – Use Value and Non-use Value – Property Rights – Common Property Resources – Tragedy of Commons – Institutions and CPR (Elinor Ostrom) (13 Hrs)

UNIT III: Valuing Environmental Goods : Stated Preference Approach

Empirical Estimation of Economic Values of Non-market Environmental Goods – Stated Preference Approach : Contingent Valuation, Choice Experiments and Contingent Ranking. (13 Hrs)

UNIT IV: Valuing Environmental Goods : Revealed Preference Approach

Revealed Preference Approach – Hedonic Pricing Method – Travel Cost Method – Production Function Approach. (13 Hrs)

UNIT V: Cost – Benefit Analysis and the Environment

Theoretical Background of Cost-Benefit Analysis – Pareto Improvement - Stages of CBA : Defining the Project, Identification of the Physical impacts of the Project, Valuing impacts, Discounting of Cost & Benefit Flows, Applying the NPV Test and Sensitivity Analysis - Ethics and Cost-Benefit Analysis – Growth and Environment : The Environmental Kuznets Curve. (13 Hrs)

Text Book

Nick Hanley, Jason F Shogren and Ben White, Introduction to Environmental Economics, Oxford University Press, New Delhi, 2004.

Reference Books

1. Charles D. Kolstad, Environmental Economics, Oxford University Press, New Delhi, 2008.
2. Sankar U (Ed), Environmental Economics, Oxford University Press, New Delhi, 2001.
3. S.Sankaran, Environmental Economics, Margham Publications, Chennai, 2007.
4. Rabindar N. Bhattacharya, Environmental Economics: An Indian Perspective, Oxford University Press, New Delhi, 2001.
5. Karpagam, M, Environmental Economics, Sterling Publishers, New Delhi, 2001.

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**CORE ELECTIVE-II
LOGISTICS MANAGEMENT
SEMESTER – III**

Objective

To enable the students to understand the importance of logistics and the process of creating cost effective time and place utilities.

UNIT I: Logistics:

Meaning – Scope – Functions - Objectives – Logistics Future – Logistic Strategy – Value Added Logistical Services.

Global Logistics : Role of Global Logistics – Operational Factors – Strategic Issues.

(11 Hrs)

UNIT II: Transportation:

Evolution of Transportation System – Transport Infrastructure - Transportation Networks – Freight Management – Route Planning – Containerization.

Logistical Packaging: Packaging – Design Considerations – Packaging Material – Packaging Cost. **(11 Hrs)**

UNIT III: Logistics Information System:

Logistics Information Needs – Designing a Logistics Information System – Desired Characteristics of LIS.

Logistics Design for Distribution Channels: Role of Logistics in Distribution Channel – Distribution Channel Structure – Logistic Requirements of Channel Members – Logistics Support to Distribution Channel. **(11 Hrs)**

UNIT IV: Logistics Outsourcing:

Drivers of Outsourcing Trends – Benefits of Logistics Outsourcing – Third Party Logistics and Fourth Party Logistics – Selection of Service Provider.

E-Commerce Logistics: A New Way to Shop and Pay – Logistics in the background of E-Commerce – E-Logistics Structure and Operation – Logistics Resource Management (LRM). **(11 Hrs)**

UNIT V: Technology:

Role of Technology – Automatic Identification Technology – Communication Technology – Automated Material Handling – Information Technology

Reverse Logistics: Role of Reverse Logistics – Scope of Reverse Logistics – System Design Considerations – Reverse Logistics – A Competitive Tool. **(11 Hrs)**

Text Book

1. Krishnaveni Muthiah, Logistics Management & World Seaborne Trade, Himalaya Publishing House, New Delhi, 2001.

Reference Books

1. Vinod V. Sople, Logistics Management the Supply Chain Imperative, Pearson Education, Delhi, 2006.
2. Donald J. Bowersox & David J. Closs, Logistical Management : The Integrated Supply Chain Process, Tata McGraw-Hill, New Delhi, 2005.
3. Raghuram G, Logistics Management, Macmillan, London 2002.

ECONOMICS FOR DECISION MAKING –Cluster IDC
(for MSc Applied Psychology, MSW, MJMC & MCom)
SEMESTER - III

Objective :

To make the concepts of Economics familiar to the students from other courses.

UNIT I: Nature and Scope of Management Decision

Meaning, Significance and Scope of Managerial Economics - The Role and Responsibilities of a Managerial Economist - The Objectives of the Firm: Profit, Sales and Growth Maximisation - A Brief Note on Economic Models used for Decision Making.
(11 Hrs)

UNIT II: Demand Analysis and Demand Forecasting

Meaning of Demand - Determinants of Demand - Demand Function - Individual Demand Function - Market Demand Function - The Law of Demand - Demand Forecasting - Methods of Demand Forecasting - Criteria for the Choice of a Good Forecasting Method.
(11 Hrs)

UNIT III: Pricing Decisions

The Market - Kinds of Market Structure - Pricing and Output Determination under Different Markets - Perfect Competition: Features and Price and Output Determination - Short-run and Long-run - Monopoly: Meaning, and Features - Equilibrium of a Monopoly firm - Monopolistic Competition: Meaning and Main Features and Price and Output Determination - Oligopoly: Meaning and Features - Kinked Demand Curve Model.
(11 Hrs)

UNIT IV: Pricing Practices and Profit Decisions

Main Pricing Practices: Cost-oriented Pricing and Competition - Oriented Pricing - Administered Prices - Dual Prices - Peak-load Pricing - Pricing over the Life Cycle of a Product - Price Forecasting - Profit: Meaning, and Kinds - Accounting Profit and Economic Profit - Profit Planning and Control – Break Even Analysis. (11 Hrs)

UNIT V: Economics Events and Business Decision Making

National Income: Definition, Methods of Measurement - Uses of National Income Analysis - Inflation: Types, Causes and Consequences - Deflation - Stagflation - Business Cycle: Characteristics, Phases and Effects - Economic Policy, Industrial Policy and EXIM Policy.
(11 Hrs)

Text Book:

Mehta P L, Managerial Economics: Analysis, Problems and Cases, Sulthan Chand & Sons, New Delhi, 2006.