



Since 1947

PSG College of Arts & Science

An Epitome of Quality Learning

B.A. ECONOMICS

2017 - 2020

BA ECONOMICS PROGRAMME

SCHEME OF EXAMINATIONS

(For students admitted from June 2014 - 15 & onwards)

CODE NO.	SUBJECT	EXAM DURA- TION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
First Semester						
	Part –I					
14LAU01 12LAU01 14LAU01	Tamil – I OR Hindi – I OR French-I	3	25	75	100	3
	Part –II					
14EU01	Communicative English – I - Interpersonal Communication	3	25	75	100	3
	Part –III					
14ECU01	Micro Economics - I	3	25	75	100	5
14ECU02	Macro Economics	3	25	75	100	4
14ECU03	Accountancy-I (Allied- CO)	3	25	75	100	5
Second Semester						
	Part –I					
14LAU02 12LAU02 14LAU02	Tamil – II OR Hindi – II OR French-II	3	25	75	100	3
	Part –II					
14EU02	Communicative English II– Academic Communication	3	25	75	100	3
	Part –III					
14ECU04	Micro Economics - II	3	25	75	100	5
14ECU05	Elements of Export Marketing	3	25	75	100	4
14ECU06	Accountancy - II (Allied- CO)	3	25	75	100	5
	Part –IV					
14VEU01	Value Education	--	100	--	100	2

Cont ...

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
Third Semester						
	Part –I					
14LAU03 12LAU03 14LAU03	Tamil – III OR Hindi – III OR French-III	3	25	75	100	3
	Part –II					
14EU03	Communicative English III- English for Career	3	25	75	100	3
	Part –III					
14ECU07	Mathematical Methods - I	3	25	75	100	5
14ECU08	Statistical Methods - I (Allied-EC)	3	25	75	100	5
14ECU09	International Economics	3	25	75	100	4
	Part –IV					
14ESU01	Environmental Studies	--	100	--	100	2
Fourth Semester						
	Part –I					
14LAU04 12LAU04 14LAU04	Tamil – IV OR Hindi – IV OR French-IV	3	25	75	100	3
	Part –II					
14EU04	Communicative English- IV English Through Literature and Newspapers	3	25	75	100	3
	Part –III					
14ECU10	Mathematical Methods - II	3	25	75	100	5
14ECU11	Statistical Methods - II (Allied-EC)	3	25	75	100	5
14ECU12	Computer Applications	3	25	75	100	4
	Part –IV					
14SBU01	<u>Skill Based Subject</u> : Internet Security	--	100	--	100	2
On the job training for 21 days during summer vacation						

Cont ...

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
Fifth Semester						
	Part –III					
14ECU13	Monetary Economics	3	25	75	100	4
14ECU14	Fiscal Economics	3	25	75	100	4
14ECU15	Economics of Development and Planning	3	25	75	100	4
14ECU16	Agricultural Economics	3	25	75	100	4
14ECU17(A)	<u>Core Elective-I:</u> Foreign Trade Finance and Procedures	3	25	75	100	4
14ECU17(B)	OR Practice Workshop	3	100	-	100	
14ECU18	Project Work (Group)	-	40	60	100	3
	Part –IV					
14NME01	<u>Non-Major Elective (1) :</u> EDC	--	100	--	100	2
14NME02	<u>Non-Major Elective (2) :</u> General Awareness (On-line Test)	1½	--	100	100	2
Sixth Semester						
	Part –III					
14ECU19	Labour Economics	3	25	75	100	4
14ECU20	Industrial Economics	3	25	75	100	4
14ECU21	Environmental Economics	3	25	75	100	4
14ECU22	Banking Law & Practice	3	25	75	100	4
14ECU23(A)	<u>Core Elective-II :</u> Entrepreneurship Development	3	25	75	100	4
OR 14ECU23(B)	OR Retail Management					
14ECU24	On the Job Training	-	100	-	100	3
Total Credits						136

PART-V			Credits
1.	<u>Extension Activity</u> : NSS / NCC / Sports / Department Activity	I – VI semesters	2
2.	<u>Competence Enhancement</u> : Add-on Course / Women’s Studies / Extra paper	I – VI semesters	2
Grand Total			140

- Students can opt any one EDC of Cluster I offered by the College at UG level, other than the course offered by the their own department
- Apart from Part-V, students are also permitted to appear for any extra paper(s) which is/are not offered by their own department. Two credits will be allotted for each extra paper. On passing an extra paper, the students will earn 2 extra credits.

EDC

14EDCECU - Current Trends in Indian Economy for UG students (Cluster-I)



14ECU01

MICRO ECONOMICS - I
SEMESTER - I

Objective:

To introduce the basic economic principles governing the activities of individuals and firms pertaining to consumption and production.

UNIT I: Introduction to Micro Economics

Definition of Economics – Micro Economics –Positive and Normative Science – Methods of Economics: Inductive Method and Deductive Method – Economic Statics – Comparative Statics – Economic Dynamics – Concept of Equilibrium - Partial and General Equilibrium - Production Possibility Frontier. (13 Hrs)

UNIT II: Theory of Demand and Supply

Meaning of Demand – Law of Demand – Why Demand Curve slopes Downwards? Exceptions to Law of Demand - Other Determinants of Market Demand – Demand Function – Shift in the Demand Curve. Meaning of Supply – Law of Supply - Shift in Supply Curve – Supply Function – Equilibrium of the Demand and Supply – Stability of Market Equilibrium – Static and Dynamic Equilibrium. (13 Hrs)

UNIT III: Elasticity of Demand

Elasticity of Demand: Meaning – Types – Methods of Measuring Elasticity of Demand - Application of the Concept of Elasticity: Excise Tax and its effects and Incidence – Production subsidy and its Effects – Export subsidy and its effects –Elasticity of Supply. (13 Hrs)

UNIT IV: Theory of Consumer Behaviour

Concept of Utility - Cardinal Utility and its Measurement - Total and Marginal Utility – Law of Diminishing Marginal Utility – Consumer Equilibrium using Cardinal Approach. Concept of Ordinal Utility - Indifference Curves – Properties of Indifference Curve – Consumer Equilibrium using the Indifference Curve - Application of Indifference Curve – Price Effect, Income Effect and Substitution Effect. Decomposition of Price Effect into Substitution Effect – Derivation of Demand Curve - Consumer Surplus – Method of Measuring Consumer Surplus - Uses of the concept of Consumer Surplus. (13 Hrs)

UNIT V: Theory of Production

Meaning of Production – Production Function – Law of Variable Proportions – Returns to Scale – Cobb-Douglas Production Function – Isoquants - Properties – Marginal Rate of Technical Substitution - Producer's Equilibrium. (13 Hrs)

Text Book

Dwivedi D.N., Principles of Economics, Vikas Publications, New Delhi, 2005.

Reference Books

1. Ahuja H.L, Principle of Economics, S.Chand & Company , New Delhi, 2008.
2. Jhingan M.L, Micro Economic Theory, Vrinda Publications , New Delhi, 2002.
3. Alfred Stonier W, Douglas Hague C, A Textbook of Economic Theory, Eastern Book Company, 5th Edition, 2008.

14ECU02

MACRO ECONOMICS

SEMESTER – I

Objective

To expose the students to the concepts of Macroeconomics

UNIT I: Introduction and Concepts

Definition of Macro Economics – Comparison of Micro and Macro Economics – Stock and Flow Variables – Scope of Macro Economics – Limitations – National Income – Concepts (GDP, GNP, NNP, PCI and DPI) – Methods of estimating National Income – Problems in the Measurement of National Income - Uses of National Income Analysis. (13 Hrs)

UNIT II: Theory of Employment and Output

Classical Theory of Employment and Output – Say's Law of Market – Assumptions and Criticisms – Keynesian Theory of Employment and Output: Aggregate Demand Function and Aggregate Supply Function – Effective Demand – Criticisms of Keynes Theory of Employment – Application of Keynesian Theory in Developing Countries. (13 Hrs)

UNIT III : Consumption and Saving

Meaning of Consumption Function – Keynes Psychological Law of Consumption – Measures of Consumption (APC and MPC) – Factors Affecting Consumption Function. Theories of Consumption (Absolute and Relative Income Hypotheses) – Saving Function – Factors affecting Saving – Relationship between Savings and Investment.

(13 Hrs)

UNIT IV: Investment Function

Meaning and Types of Investment – Factors affecting Investment – Marginal Efficiency of Capital – Concept of Multiplier and Accelerator – Interaction of Multiplier and Accelerator – Assumption and Limitations.

(13 Hrs)

UNIT V: General Equilibrium and Trade Cycle

Concept of General Equilibrium – Derivation of ISLM Function – Trade Cycle: Meaning and Phases and Causes of Trade Cycle – Theories of Trade Cycle – Non-Monetary Theories – Keynes Theory – Hawtrey's Monetary Theory.

(13 Hrs)

Text Book

Vaish M C, Macro Economic Theory, Vikas Publishing House, New Delhi, 2010.

Reference Books

1. Gupta R D, Keynesian and Post Keynes Economics , Kalyani Publications, New Delhi, 2006.
2. Shapiro Edward, Macro Economic Analysis, Galgotia Publications, New Delhi, 2003.

**14ECU03/14MAU03
14STU10**

ACCOUNTANCY - I/ACCOUNTANCY (ALLIED)

Semester -I/III

(For B.A Economics , BSc Mathematics , BSc Statistics)

Learning objective: To learn the Principles and Practices of Accountancy.

Hours

UNIT I Accounting Concepts and Conventions (EC) 14

Accounting Definition – Objectives - Uses and Limitations -Principles Concepts (MA) 8
and Conventions – Journal – Ledger- Trial Balance. (ST) 12

UNIT II Subsidiary Books (EC) 14

Purchase Book - Sales Book - Purchase Returns Book - Sales Returns Book - Bills (MA)10
Payable Book - Bills Receivable Book- Cash Book- Double Column, Triple (ST) 12
Column Cash Book – Petty Cash Book.

UNIT III Bank Reconciliation Statement and Rectification of Errors (EC) 14

Bank Reconciliation Statement – Debit Balance - Over Draft Balance, (MA)10
Rectification of Errors - Suspense Account. (ST) 12

UNIT IV Final Accounts (EC) 15

Final Accounts of Sole Trading Concerns – Trading Account – Profit and Loss (MA)10
Account – Balance Sheet – Adjustment Entries. (ST) 12

UNIT V Average Due Date and Account Current (EC) 15

Average Due Date - Account Current –Various Methods of Calculation of (MA)10
Interest – Red Ink Entry. (ST) 12

Distribution of Marks: 80% Problems and 20% Theory .

Text Book

1. Grewal .T.S, “Introduction to Accountancy” ,S.Chand and Co.Ltd, New Delhi .

Reference Books

1. Gupta R.L and Radhaswany.M, “Advanced Accountancy”, Sultan chand and Son’s, New Delhi.
2. Jain.S.P, Narang.K.L, “Advanced Accountancy”, Kalayani Publishers, New Delhi .

14ECU04

MICRO ECONOMICS - II

SEMESTER - II

Objective:

To provide an insight into the market structure and process of price determination of products and factors.

UNIT I: Theory of Firm, Cost and Revenue

The Firm – Objectives of the Firm – Cost Concepts – Cost-Output Relationship : Short run and Long-run – Economies and Diseconomies of Scale - Revenue Concepts.

(13 Hrs)

UNIT II: Product Pricing I

Market Structure - Perfect Competition: Features - Price Determination - Short-run Equilibrium and Long-run Equilibrium of the Firm – Monopoly : Price and Output Determination under Monopoly - Price Discrimination under Monopoly. (13Hrs)

UNIT III: Product Pricing II

Monopolistic Market: Features – Equilibrium of the Firm under Monopolistic Competition – Equilibrium with Selling Cost – Excess Capacity - Oligopoly: Features – Sweezy Model of Oligopoly - Price and Output Determination in Collusive Model – Price Leadership Model - Cournot's Model of Duopoly. (13 Hrs)

UNIT IV: Theory of Factor Pricing I

Marginal Productivity Theory of Distribution – Labour – Characteristics of Labour – Malthusian Theory of Population – Optimim Theory of Population -Theories of Wage: Subsistence Theory, Wage Fund Theory and Residual Claimant Theory - Collective Bargaining.

Land as a Factor of Production – Rent - Ricardian Theory of Rent – Modern Theory of Rent – Quasi-Rent (13 Hrs)

UNIT V: Theory of Factor Pricing II

Capital as a Factor of Production – Interest - Theories of Interest: Classical Theory, Loanable Funds Theory and Keynesian Theory. Organisation as a Factor of Production - Profit – Theories of Profit: Classical Theory, Walker's Theory, Knight's Theory and Schumpeter's Theory. (13 Hrs)

Text Book

Dwivedi D.N., Micro Economics Theory and Applications, Pearson Education, New Delhi, 2008.

Reference Books

1. Ahuja H.L, Principle of Economics, S. Chand, New Delhi, 2009.
2. Jhingan M.L, Micro Economic Theory, Vrinda Publications, New Delhi, 2009.
3. Alfred Stonier W, Douglas Hague C, A Textbook of Economic Theory, Eastern Book Company, 5th Edition, 2008.

ELEMENTS OF EXPORT MARKETING
SEMESTER - II

Unit – I : Export Marketing: Definition, Importance and Determinants

Meaning ,Definition and Scope of Export Marketing – Importance of Export marketing – Export marketing Vs Domestic Marketing – Motivations for Export marketing – Difficulties in Export Marketing – Factors Determining Export Marketing

(13 Hrs)

Unit-II : Export Procedure .

Introduction- Stages of Export Procedure- Offer and Confirmation of Order- Production and Clearance of Export goods – Shipment of goods and its procedure – Negotiation /Realization of Sales Procedures – Claiming of Export incentives – Central Excise – Duty Drawback from Central Custom Department – Intellectual Property Rights (IPRs)- Liberalized Exchange Rate Management System (LERMS)- Society for Worldwide Interbank Financial Telecommunication (SWIFT)

(13 Hrs)

Unit –III : Identifying Foreign Market and Product Planning

Classification of World Markets – Short listing of Foreign Market – Product Planning for exports – Product Adaptation – Standardization- Product Life Cycle- Marking – Labeling and Product Packaging.

(13 Hrs)

Unit – IV: Export Costing and Export Pricing

Export Costing – Meaning - Factors determining Export Costing –Types of Export Costing – Methods of Export Costing – Export Pricing – Methods of Export Pricing – Role of Price and Non-price Factors - Factors Determining Export Pricing – Basis of Price Quotations in the Exports.

(13 Hrs)

Unit – V : Channels of Distribution and Distribution Logistics

Main Channels of Distribution – Factors affecting selection of Marketing Channel – Approaches to Channel Strategy – Distribution Logistics for Exports: Surface, Air Transport – Issues in Transportation and Warehousing – New Techniques in International Marketing.

(13 Hrs)

Text Book

Varshney.R.L and Battacharya B, International Marketing Management, S.Chand and Sons, New Delhi, 2012.

Reference Books

1. Verma..M.M and Agarwal.R.K, “International Marketing Management”, King Publishers, New Delhi, 1999.
2. Natarajan.L, “International Marketing”, Margham Publications, Chennai, 2008.
3. Dudeja.V.D., “International Marketing and Trade” , Commonwealth, 2001.
4. Vasudeva.P.K., “International Marketing” , Excel books, N.Delhi, 2006.
5. Rama Gopal.C, “ Export Import Procedures- Documentation and Logistics”, New Age International Publication, N.Delhi, 2006.
6. Kushpat.S.Jain, “Export Import Procedures and Documentation”, Himalaya Publications, N.Delhi, 2010.

(For B.A Economics , BSc Mathematics)

Learning Objective: To Learn Accounting Practices in Special Categories

	Hours
UNIT I Consignment Accounts	14 (EC)
Accounting Entries in the Books of Consignor - Consignee – Valuation of Closing Stock – Cost Price Method – Invoice Price Method.	8 (MA)
UNIT II Joint Venture Accounts	14 (EC)
Accounts Maintained by one Co-Venturer – By all Venturers Memorandum Joint Venture Account -Separate Set of Books.	10 (MA)
UNIT III Accounts of Non- Trading Concerns	14 (EC)
Receipts and Payments Account – Income and Expenditure Account Balance Sheet.	10 (MA)
UNIT IV Depreciation	15 (EC)
Meaning – Objectives - Causes – Straight Line Method – Diminishing Balance Method- Annuity Method – Sinking Fund Method.	10 (MA)
UNIT V Hire Purchase and Royalty Accounts	15 (EC)
Hire Purchase Accounts – Default and Repossession (Excluding Hire Purchase Trading Account) Royalty Accounts – Minimum Rent Account – Short Working Account (Excluding Sub Lease)	10 (MA)

Distribution of Marks : 80% Problems and 20% Theory.**Text Book**

1. Grewal .T.S, “Introduction to Accountancy”, S.Chand and Co.Ltd, New Delhi .

Reference Books

1. Gupta R.L and Radhaswany.M, “Advanced Accountancy”, Sultan chand and Son’s, New Delhi.
2. Jain.S.P, Narang.K.L, “Advanced Accountancy”, Kalayani Publishers, New Delhi .

14ECU07

MATHEMATICAL METHODS - I

SEMESTER - III

Objective

To familiarize the students with Mathematical methods and their application in Economics.

UNIT I: Mathematical Economics and Equations

Meaning, Origin and Importance of Mathematical Economics – Merits and Demerits – Simultaneous Equations – Linear Equations – Quadratic Equations – Applications in Partial Equilibrium Analysis. (13 Hrs)

UNIT II: Progression, Relations and Sets

Ratio – Proportions – Progression – Arithmetic Progression – Geometric Progression – Harmonic Progression – Binomial Progression – Notations of Set – Types of Sets – Venn Diagram – Laws of Set Operations – Applications in Economics. (13 Hrs)

UNIT III: Analytical Geometry

Co-ordinates of a point – Length of Line Joining two Points - Coordinates of the Midpoint of Line Joining two Points – The Straight Line – The Circle – Conic Sections – Variables and Functions - Functions and Curves in Economics: Demand Curves – Revenue Curves – Cost Curves - Indifference Curves – Production Functions – Marginal Product Curves – Returns to Scale (13 Hrs)

UNIT IV: Matrix I

Matrices -Types of Matrices - Matrix Operations: Addition, Subtraction, Scalar Multiplication and Matrix Multiplication – Determinants: Definition - Properties of Determinants – Transpose of a Matrix - Rank of a Matrix. (13 Hrs)

UNIT V: Matrix II

Minors and Cofactors of Matrix- Adjoint Matrix - Matrix Inversion – Solving Linear Equations: Inverse Method - Cramer's Rule – Applications in Economics. (13 Hrs)

Text Book

Mehta and Madani , Mathematics for Economics, Sultan Chand & Sons, New Delhi, 2009.

Reference Books

1. Allen RGD, Mathematics for Economics, Macmillan, New Delhi, 2000.
2. Chiang A.C, Fundamentals of Mathematical Economics, Macmillan, New York, 1967.

14ECU08

STATISTICAL METHODS - I
SEMESTER - III

Objective:

To introduce basic knowledge of statistics and to train the students with their application

UNIT I: Introduction

Meaning – Definition – Characteristics of Statistics – Scope and Limitations of Statistics – Collection of Data – Census Method – Sampling Method – Different Types of Sampling – Primary Data and Secondary Data – Method of Collecting Primary Data – Drafting Questionnaire – Precautions in the use of Secondary Data. (11Hrs)

UNIT II: Classification, Tabulation and Diagrammatic Representation

Meaning – Types and Principles of Classification – Formation of Frequency Distribution – Cumulative Frequency – Tabulation: Parts and Types of Table – Diagrammatic and Graphic Representation – General Rules for Constructing Diagram – Types of Diagrams – Bar and Pie Diagram – Graphic Representation – Histogram – Frequency Polygon – Ogives. (11Hrs)

UNIT III: Averages and Dispersion

Objectives of Average – Mean – Median – Mode - Geometric Mean – Harmonic Mean – Measure of Dispersion – Range – Quartile Deviation - Mean Deviation – Standard Deviation – Co-efficient of Variation – Lorenz Curve. (11Hrs)

UNIT IV: Skewness, Moments and Kurtosis

Meaning and Definition of Skewness – Symmetrical, Positive and Negative Skewness - Measure of Skewness – Absolute Measure of Skewness – Relative Measure of Skewness – Karl Pearson and Bowleys Co-efficient of Skewness – Moments : Meaning - Computation of Moments – Kurtosis – Meaning - Measure of Kurtosis. (11Hrs)

UNIT V: Correlation and Regression Analysis

Meaning – Definition and types of Correlation – Methods of studying Correlation – Scatter Diagram – Karl Pearson Co-efficient of Correlation – Rank Correlation – Regression Analysis – Meaning – Difference between Correlation and Regression – Regression Lines – X on Y, Y on X. (11Hrs)

Text Book

Gupta S.P, Statistical Methods, Sulthan Chand & Sons, New Delhi, 2010.

Reference Book

Pillai R S N and Bagavathi, Statistics : Theory and Practice, S.Chand, New Delhi, 2007.

14ECU09

INTERNATIONAL ECONOMICS

SEMESTER - III

Objective

To provide knowledge about the basic principles that govern the free flow of trade in goods and services at the global level.

UNIT I: Theories of International Trade

Meaning and importance of International Trade – International Trade Vs Inter – Regional Trade (Similarities and Differences) – Tools: Production Possibility Curve, Community Indifference Curves, Offer Curve and Box Diagram – Theories of International Trade: Smith’s Theory of Absolute Difference in Costs, Ricardo’s Theory of Comparative Difference in Costs – Heckscher – Ohlin Theory. (11 Hrs)

UNIT II: Commercial Policy and Trade Strategies

Terms of Trade – Meaning and Concepts: Net Barter, Gross Barter, Income, Real Costs Terms of Trade – Trade Strategies: Free Trade Vs Protection – Tariffs and Import Quotas (Meaning and Types) – Exchange Control: Meaning, Objectives and Methods. (11 Hrs)

UNIT – III: Exchange Rate and Balance of Payments

Exchange Rate: Meaning – Theories of Exchange rate – Mint Parity, Purchasing Power Parity and Balance of Payment Theory - Exchange Rate Policies – Fixed and Flexible Exchange Rates – Foreign Exchange Market: Structure and Operations -Arbitrage Balance of Payments: Meaning and Concepts – Disequilibrium – Corrective Measures –Validity of Devaluation. (11 Hrs)

UNIT IV: International Financial Institutions and Trade Organizations

International Monetary Fund: Origin – Working of the Fund - World Bank: A Brief Note – World Bank Group: IDA, IFC, MIGA– Foreign Aid: Tied and Untied, Functions of Trade Organizations : GATT and WTO: Regional Trade Blocks - ADB, EU, UNCTAD, SAARC. (11 Hrs)

UNIT- V: Foreign Trade of India

Composition and Direction of India’s Foreign Trade – growth Trends Export Promotion and Import Substitution - New Economic Reforms: A brief note on Liberalization, Privatization and Globalization – Foreign Trade and Balance of Payments in India - Foreign Trade Policy of India – Foreign Exchange Reserves

(11 Hrs)

Text Book

Jhingan ML, International Economics, Vrinda Publications, New Delhi, 2012.

Reference Books

1. Cherunilam, Francis, International Economics, Vrinda Publication, New Delhi, 2012.
2. Bhatia H L, "International Economics, Vikas Publishing House, New Delhi 2006.
3. Agarwal H. S, A Text Book of Economic Analysis, ANE Books, New Delhi, 2009.
4. Ruddar Datt & Sundharam K P M, Indian Economy, S.Chand, New Delhi 2013.



14ECU10

MATHEMATICAL METHODS - II

SEMESTER - IV

Objective

To provide an understanding of Mathematical tools to be used in Economic analysis

UNIT I: Differentiation I

Differential Calculus – Relation to Marginal Analysis – Process of Differentiation – Order Condition of Maximum and Minimum Values – Relation between Average and Marginal Cost Curves - Total, Average and Marginal Revenues – Maximum Total Revenue – Conditions for Profit Maximization.

(13 Hrs)

UNIT II: Differentiation II

Partial Differentiation – Partial Derivatives of Second Order – Cross Partial Derivatives of Second Order – Application in Demand and Utility Analysis – Total Differential.

(13 Hrs)

UNIT III: Integral Calculus

Integration – Simple Integration – Rules of Integration – Methods of Integration – Integration by Parts – Definite and Infinite Integrals – Properties of Definite Integrals – Applications in Marginal and Total Analysis - Consumer Surplus – Producers' Surplus.

(13 Hrs)

UNIT IV: Linear Programming and Game Theory

Linear Programming - Meaning – Graphical Solution to Linear Programming Problem – Concept of Duality - Uses of Linear Programming – Game Theory: Classification and Description of Games - Pure and Mixed Strategies - Maximin and Minimax – Saddle Point Solution – Solving Games with Mixed Strategies.

(13 Hrs)

UNIT V: Input – Output Analysis

Meaning - Technological Co-efficient Matrix – Open and Closed Models – Comparison of Open and Closed Models – Hawkins and Simon Conditions – Leontief Dynamic System – Limitations of Input-Output Analysis.

(13 Hrs)

Text Book:

Mehta and Madani , Mathematics for Economics, Sultan Chand & Sons, New Delhi, 2009.

Reference Books

1. Allen RGD, Mathematics for Economics, Macmillan, New Delhi, 2000.
2. Chiang A.C, Fundamentals of Mathematical Economics, Macmillan, New York, 1967.

14ECU11

STATISTICAL METHODS - II
SEMESTER - IV

Objective

To make the students familiar with statistical tools and to apply them to the economic problems.

UNIT I: Index Numbers

Meaning - Definition – Uses of Index Numbers – Problems in the Construction of Index Numbers – Unweighted Index Numbers – Weighted Index Numbers – Test of Adequacy of Index Number Formula – Time Reversal Test, Factor Reversal Test – The Chain Index Numbers – Consumer Price Index Number: Aggregate Expenditure Method and Budget Method. (11 Hrs)

UNIT II: Time Series Analysis

Definition – Utility of Time Series Analysis – Components of Time Series – Measurement of Trend : Free hand or Graphic Method, Semi - Average Method - Method of Moving Average - The Method of Least Squares. (11 Hrs)

UNIT III: Probability Theory

Definition – Classical or a *Priori* Probability – Relative Frequency Theory of Probability – Subjective and Axiomatic Approach to Probability - Concept of Probability - Theorems of Probability : Additional Theorem - Multiplication Theorem. (11 Hrs)

UNIT IV: Theoretical Distribution & Test of Hypothesis

Binomial Distribution – Poisson Distribution – Normal Distribution (Properties) – Procedure of Testing Hypothesis - Two Types of Errors in Testing Hypothesis – One tailed Test and Two-tailed Test – Standard Error and Sampling Distribution – Test of Significance for Attributes – Test and Significance for Large and Small Samples. (11 Hrs)

UNIT V: Chi-square Test , F Test and Analysis of Variance

Definition of Chi-square – Degrees of Freedom - Constants of Chi-square Distribution - Chi-square Test where Degrees of Freedom exceed 30 – Conditions for applying Chi-square Test – Yates Correction – Grouping when individual frequencies are small – Uses of Chi-square Test – The F Test - Variance Ratio Test – Analysis of Variance - Assumptions of Analysis of Variance – Technique of Analysis of Variance – One Way Classification – Two Way Classification Model. (11 Hrs)

Text Book

Gupta S.P, Statistical Methods, Sulthan Chand & Sons, New Delhi, 2010.

Reference Book

Pillai R S N and Bagavathi, Statistics :Theory and Practice, S.Chand, New Delhi, 2007.

COMPUTER APPLICATIONS

SEMESTER - IV

Objective

To help the students to understand and apply MS-Office.

UNIT I: Introduction to Computer

Introduction to the Computer – Computer Capabilities – Components of a Computer – Functions of Units of Computers – Application of Computers – Classification of Computers – Generations of Computers. (11 Hrs)

UNIT II: Introduction to MS Office - I

Introduction to MS Office – Introduction to MS Word – Editing a Document – Move and Copy Text – Formatting Text and Paragraph – Finding and Replacing Text – Spelling and Grammar Checking. (11 Hrs)

UNIT III: Introduction to MS Office -II

Using Tabs – Enhancing Document – Columns, Tables and other features – using Graphics, Templates and Wizards – Using Mail Merge. (11 Hrs)

UNIT IV: MS Excel

Introduction to Worksheet and Excel – Getting started with Excel – Editing Cells and using Commands and Functions – Moving and copying, inserting and deleting rows and columns – Formatting a Worksheet – Creating Charts. (11 Hrs)

UNIT V: MS PowerPoint

Introduction to Power Point – Creating a Presentation – Different views in Power Point – Running a Slide Show – Animation – Improving Objects from other Applications – Automating Presentations. (11 Hrs)

Reference Books

1. RX Taxali, PC Software for Windows Made Simple, Tata McGraw Hill , New Delhi, 1998.
2. Russell A Stultz, Learn Microsoft Office 97, Wordware Publishing Inc.,U.S., 1997.

14ECU13

MONETARY ECONOMICS

SEMESTER - V

Objective

To give knowledge on theories of money and inflation and role of banks in an economy.

UNIT I: Nature and Significance of Money

Definition of Money – Functions of Money – Static and Dynamic role of Money – Circular Flow of Money – Monetary Standards – Gold Standard – Paper Currency Standard – Principles of Note Issue – RBI Measures of Money Supply.

(13 Hrs)

UNIT II: Quantity Theory of Money

Fisher's Quantity Theory of Money – Assumptions – Cash Balance Approach (Cambridge Equations) – Equations of Marshal, Pigou, and Keynes– Similarities and dissimilarities of Cash Balance and Cash Transaction Approaches - Income and Expenditure Theory – Superiority of Income and Expenditure Theory – Demand for Money: Classical and Keynesian Approaches.

(13 Hrs)

UNIT III: Inflation and Deflation

Meaning – Types – Causes of Inflation – Demand Pull and Cost Push Inflation – Inflationary Gap – Phillips Curve – Effects of Inflation – Deflation – Causes – Measures to control Inflation and Deflation - Stagflation.

(13 Hrs)

UNIT IV: Commercial Banking and Financial Markets

Functions of Commercial Banks – Credit Creation - Meaning and Constituents of Money Market – Capital Market – Institutional Structure of Capital Market –Primary Market-Secondary Market – Indian Capital Market -Non-Banking Financial Intermediaries.

(13 Hrs)

UNIT V: Central Banking and Monetary Policy

Central Bank – Functions – RBI - Organization – Instruments of Credit Control- Monetary Policy: Meaning, Objectives and Limitations - Monetary Policy in a Developing Economy.

(13 Hrs)

Text Book

Jhingan M L, Monetary Economics, Vrinda Publications, New Delhi, 2009.

Reference Books

1. Sethi T T, Monetary Economic Theory, S. Chand & Co, New Delhi, 1996.
2. Mithani D N, Money Banking & International Trade, Himalaya, Mumbai, 2008.

14ECU14

FISCAL ECONOMICS

SEMESTER – V

Objective

To provide a knowledge of fiscal institutions, tax system, expenditure programmes, public borrowings and budgetary procedures.

UNIT I: Meaning and Scope of Fiscal Economics

Scope and Definition of Fiscal Economics - Public Finance and Private Finance - Principle of Maximum Social Advantage – Views of Dalton, Pigou and Musgrave - Instruments of Public Finance. (13Hrs)

UNIT II: Public Revenue

Sources of Public Revenue - Meaning and Characteristics of a Good Tax- Classification of Taxes - Canons of Taxation – Direct and Indirect Taxes- Theories of Taxation - Effects of Taxation - Income Tax - Sales Tax - Custom Duties - Excise Duty - VAT- CST - DTC. (13Hrs)

UNIT III: Public Expenditure

Meaning and Classification – Canons of Public Expenditure - Causes for Growth of Public Expenditure - Effects of Public Expenditure – Principles of Financial Administration – Public Accounts Committee – Estimates Committee – Committee on Public Undertakings – Growth of Public Expenditure in India. (13Hrs)

UNIT IV: Public Debt, Budget and Fiscal Policy

Sources of Borrowing – Classification of Public Debt – Redemption of Public Debt – Growth of Public Debt in India - Budget: Meaning - Classification – Preparation and Passing of Budget in India – Fiscal Policy - Objectives and tools of Fiscal Policy. (13Hrs)

UNIT – V: Federal Finance

Principles of Federal Finance – Causes of imbalance in the allocation of Financial Resources – Forms of Inter -Governmental Financial Transfers – Finance Commissions - Report of the three latest Finance Commissions – Local Governments: Powers, Resources and Administration. (13Hrs)

Text Book

Tyagi B.P, Public Finance, Jai Prakash Nath & Co, Meerat, 2013.

Reference Books

1. Dalton Huges, Principles of Public Finance (Routledge and Kegan Paul Ltd., London, 2003.
2. Tripathy R N, Federal Finance and Economic Development in India, Sterling, New Delhi, 1981.
3. Vaish M C and Agarwal H S, Public Finance, Wiley Eastern, New Delhi, 1992.

14ECU15

ECONOMICS OF DEVELOPMENT AND PLANNING

SEMESTER – V

Objective

To provide a basic knowledge about the concepts and theories of Economic Development and Planning

UNIT I : Economic Development: Concepts and Factors

Meaning of Economic Development and Economic Growth - Indicators of Development: Economic Indicators (GDP, GNP Per capita, and Welfare) and Social Indicators - Concept of Underdevelopment - General Characteristics of an Underdeveloped Country - Economic and Non-economic Factors of Economic Growth.

(11 Hrs)

UNIT II : Theories of Economic Growth

The Classical Theory - The Marxian Theory - Rostow's Stages of Economic Growth - Nurkse Theory - The Doctrines of Balanced Growth and Unbalanced Growth.

(11Hrs)

UNIT III : Growth Models

The Harrod - Domar Model - Joan Robinson's Model of Capital Accumulation - Meade's Growth Model - The Mahalanobis Model (Two Sector Model).

(11 Hrs)

UNIT IV : Economic Planning

Meaning and Objectives of Economic Planning – Advantages of Economic - Planning - Types of Planning: Induced and Directive - Planning Techniques: Input - Output Ratio, Incremental Capital-Output Ratio- Choice of Techniques and Investment Criteria.

(11 Hrs)

UNIT V : Economic Planning in India

The Concept of Five Year Plans - A Note on Eleventh Plan Approach - Role of Public Sector - Self-Sufficiency and Self-reliance - The Virtues of Open Economy - Export-led Growth Strategy - A brief discussion on persisting issues: Poverty, Unemployment and Inequality.

(11 Hrs)

Text Book

Jhingan M L, The Economics of Development and Planning, Konark Publishers, New Delhi, 2003.

Reference Books

1. Agarwal H S, A Text Book of Economic Analysis. Ane Books, New Delhi, 2009.
2. Dewett K K and Satish Wadhawan , Economics of Growth and Development, S. Chand & Co, New Delhi, 2005.

14ECU16

AGRICULTURAL ECONOMICS
SEMESTER - V

Objective:

To make the students to have an overview about the theoretical issues of agricultural economics and to understand the policy implications of theories.

Unit I: Nature and Scope of Agricultural Economics

Agriculture Economics – Definition, Nature of Theories and Policies – Intractable problems of Agriculture : Nature, Labour, Capital, Organization and Government related – Agriculture – Industry interaction and relations – Agriculture in the national economy.
(11 Hrs)

Unit II: Factors and Resource use in Agriculture

Labour in Agriculture : Demand and Supply – Capital in Agriculture – Theory of Circuit of Capital – Factor – Factor Model : Economics of Optimum Combinations of Resources – Factor Substitution : Fixed Proportions, Combinations of Inputs, Constant rate of Substitution and Varying Rate of Substitution.
(11 Hrs)

Unit III: The Factor – Product Model

Production Function : Meaning and importance - Measuring Cost Functions – Production Costs – Laws of Returns – Cost Minimization – Constant Returns (Cobb-Douglas Production Function) - Diminishing Returns – Increasing Returns
(11 Hrs)

Unit IV: The Product – Product Model

Contribution of Agriculture – Economics of Cropping Pattern – Production Possibility Curves : Concave & Convex – Complimentary, Supplementary and Competitive - Product – Product Relationship - Maximisation of Profits : Total Revenue and Total Cost Method.
(11 Hrs)

Unit V: Selected Issues in Agriculture Economics and Farm Management

Farm Size and Productivity controversy – Determination of Prices of Agricultural Products in the Imperfect Market - Cobweb Theorem - Price Spread – Marketable Surplus and Marketed Surplus – Mathur-Ezekiel Hypothesis – Farm Management – Efficiency – Ratio Analysis – Stages of Farm Management – Farm Budgeting : Partial and Complete - Production Management and Marketing Management.
(11 Hrs)

Text Book

1. Shrivastava O S, Theories and Policy Issues of Agricultural Economics, Anmol Publications, New Delhi, 2010.

Reference Books

1. Johl, S.S. and Kapur J.R., 2006, Fundamentals of Farm Business Management, Kalyani Publishers, New Delhi
2. Ruddar Datt & KPM Sundharam, Indian Economy, S.Chand, New Delhi, 2013.
3. Agarwal A N, Indian Economy – Problems of Development, Mac Graw Hill, New Delhi, 2006.

FOREIGN TRADE FINANCE AND PROCEDURESSEMESTER - VObjective

To impart knowledge to the students about the financial facilities available for exports and the procedures in getting financial assistance.

Unit I: Export Procedures

Export Procedure - Offer and Receipt of confirmed order – Production and Clearance of the export products – Shipment of goods – Negotiation of documents and realization of export proceeds – Obtaining various export incentives. (5 Hrs)

Unit II: Export Costing, Export Pricing and Inco Terms

Export Costing and its Methods – Export Pricing and its Methods – INCO-terms (5 Hrs)

Unit III: Pre-Shipment, Post-Shipment Finance

Pre-shipment Finance – Post-Shipment Finance – EXIM Bank – Objectives – Functions – ECGC – Four broad classifications of ECGC. (5 Hrs)

Unit IV: Exchange Rates & Foreign Currency Market

Foreign Exchange – Foreign Exchange Rate – Types of Foreign Exchange Rate – Euro Currency – Asian Currency – Petro-Dollar Market. (5 Hrs)

Unit V: Foreign Exchange Risk Management

Foreign Exchange Market - Exchange Risk - Types of Risk – Exchange Rate Management System in India. (5 Hrs)

Books for Study

1. Varma and Agarwal, Foreign Trade Management,
2. Balagopal T.A.S, Export Management, Himalaya, Bombay, 2004.
3. Varshney R.L. and Bhattacharya B, International Marketing Management, Sulthan Chand & Sons, New Delhi, 2005.
4. Avadhani V.A., Global Business, Himalaya, Mumbai, 2000.
5. Francis Cherunilam, International Economics, Vrinda Publication, New Delhi, 2003.

14ECU17B

Core Elective - I
PRACTICE WORKSHOP
SEMESTER - V

Objective

To provide theoretical explanation about various documents used in the foreign trade and to give a practical orientation by filling the documents.

Unit I : Basic Forms

(6 hours)

1. Application for Registration – cum – Membership with Export Promotion Council
2. Application form for Importer- Exporter Code Number
3. Format of IEC Number
4. Opening of a Bank Account

Unit II : Master Document I and II

(11 hours)

Unit III : Documents Related to Export of Goods

(12 hours)

5. Commercial Invoice
6. Packing List – Packing Note
7. Certificate of Origin
8. Mate's Receipt
9. Bill of Lading
10. Shipping Bill /Air way Bill
11. Preshipment Inspection Certificate/Quality Control Certificate
12. Proforma Invoice
13. Intimation for Inspection
14. Export of Goods under Claim for Duty Drawback

Unit IV : Documents Related to Payments

(5 hours)

15. Letter of Credit
16. Bill of Exchange
17. Bank Certificate of Export Reliaization

Unit V : Documents Related to Insurance

(10 hours)

18. Marine Insurance Certificate
19. Marine Insurance Declaration
20. Shipment Advice
21. Shipment Order
22. Shipping Instructions
23. Letter to Bank for Collection / Negotiation of Documents

Text Book

NABHI's, Exporters Manual and Documentation

Reference Books

1. Singh M P and Chopra V S, Export Documents and Procedures, Galgotia, New Delhi, 2001.
2. Varshney & Battacharya, International Marketing Management, S.Chand & Sons, New Delhi, 2006.

14ECU19

LABOUR ECONOMICS
SEMESTER - VI

Objective

To provide an understanding about Labour, Recruitment, Collective Bargaining, Labour Welfare and social security measures.

Unit I Introduction to Labour

Meaning of Labour- Labour Problems-Factors behind Labour problems - Characteristics of Labour – Migration Character-Causes of Migration-Nature of Migration – Effects of Migration- Status of labour in organized and unorganized sectors.

(11 Hrs)

Unit II Recruitment of Industrial Workers, Absenteeism and Labour Turnover

Sources of Labour Supply – Agencies of recruitment – Absenteeism: Definition – Extent – Effects - Causes – Measures to remove Absenteeism – Attrition - Labour Turnover: Measurement – Difficulties in Measurement - Extent – Effects – Causes of Labour Turnover – Methods to reduce Labour Turnover.

(11 Hrs)

Unit III Trade Unionism and Industrial Disputes

Meaning of Trade Unionism – Theories of trade unionism(Webb, Karl Marx, Gandhi, Mitchell and Robert F.Hoxie) - Industrial Disputes: Rise of Industrial Disputes – Quest for Industrial Harmony - Meaning and Forms of Industrial Disputes – Causes of Industrial Disputes- Methods of settlement of industrial disputes.

(11 Hrs)

Unit IV Collective Bargaining, Wage Rate and Wage Policy

Meaning ,Nature ,Objectives and Functions of Collective Bargaining – Union Goals in Collective Bargaining – Determination of Goals – Theories of Collective Bargaining – Collective Agreements – The Government and the Collective Bargaining – Meaning of Wages – Wage discrimination- gender gap in wages – Heterogenous wage rates and standardization of wages.

(11 Hrs)

Unit V Labour Welfare and Security

Meaning , Classification , Scope and Importance of Labour Welfare – Theories of Labour Welfare – Principles of Labour Welfare - Labour Welfare Practices in India- Need for Social Security – Benefits provided under Social Security – Employees State Insurance Scheme – Provident Fund - Maternity Benefit Act – Health Security. (11 Hrs)

Text Book

B. P. Tyagi – Labour Economics and Social Welfare, Jai Prakash Nath & Co., Meerut,2011

References

1. Joshi, M.V, Labour Economics and Labour Problems, Atlantic Publication, 2012
2. Sharma, A.K, Labour Economics, Anmol Publications, 2012

14ECU20

INDUSTRIAL ECONOMICS

SEMESTER - VI

Objective

To enable the students to understand industrial economics and to analyse the performance of firms

UNIT I: Industrial Economics and Industrial Efficiency

Introduction – History of Industrial Economics – Factors inhibiting Industrialization – Industrial efficiency : Meaning, determinants and measurement.

(11 Hrs)

UNIT II: Industrial Location

Determinants of Industrial Location- Theories of Industrial Location: Weber and Sargant Florence – Approaches to Industrial Location – Industrial Locational trends in India- Need for Balanced Regional Development in India.

(11 Hrs)

UNIT III: Industrial Productivity

Importance and Measurement of Productivity – Scope and Significance – Tools of Productivity – Factors Influencing Industrial Productivity – Labour Productivity: Meaning and determinants-Wrong Notions of Productivity – Productivity Movement in India – National Productivity Council.

(11 Hrs)

UNIT IV : Cost and Optimum Size of the Firm and Profitability

Theory of cost and production- Efficiency and size of the firm – Profitability of the firm: Concept, determinants and Measurement – Theory of Profitability

(11 Hrs)

UNIT V: Industrial Dynamics and Performance

Market concentration – Diversification- Vertical Integration and Merger – Innovation : process of innovation and measurement of innovation activities – Theory of technological innovation- Diffusion of new technology.

(11 Hrs)

Text Book

1. Barthwal R.R, Industrial Economics: An Introductory Text Book, New Age International, New Delhi, 2004.

Reference Books

2. Sivayya K.V and Das VBM, Indian Industrial Economy, S.Chand, New Delhi, 2005.
3. Ganguli H.C, Industrial Productivity and Motivation, Asia Publishing House, New Delhi, 1961.

ENVIRONMENTAL ECONOMICS

14ECU21

SEMESTER – VI

Objective

To enable the students to understand the basic concepts and theories of Environmental Economics.

UNIT I : Meaning , Scope and Principles of Environmental Economics

Environmental Economics : Definition and Importance - Environmental Economics and its relationship with Economics, Ecological Economics and Resource Economics – Quality of the Environment – Categories of Environmental Problems : Air Pollution, Water Pollution, Toxic Emission and Ecosystem Health – Social Choice – The Utility Function – Social Choice Mechanisms : Pareto Criterion, The Compensation Principle and Voting – Social Welfare Function. (11 Hrs)

UNIT II : Market Failure and Externalities

Public Goods and Bads – Excludability – Rivalry – Pure Public and Pure Private Bads – Optimal Provision of Public Goods and Bads – Pricing of Public Goods and Bads : Market Provision of Public Goods, Efficient Public Goods Pricing, Optimal Producer Price and Lindahl Prices and Free-riding - Externalities. (11 Hrs)

UNIT III : Property Rights and Pigovian Fee

Definition of Property Rights – The Coase Theorem: Meaning and Policy Significance – Pigovian Fee/Tax: Meaning and importance – The Tragedy of the Commons – Common Property Resources : Meaning and Significance. (11 Hrs)

UNIT IV : Regulating Pollution

Rationale for Regulation – Public Interest Theory and the Interest Group Theory – Basic Regulatory instruments: Command and Control and Economic incentives – Basic issues in Environmental Regulation – Benefits of Environmental Regulation – Green National Accounting. (11 Hrs)

UNIT V : Environmental Demand Theory

Principle of Demand for Environmental Goods – Willingness to Pay – Types of Environmental Goods – Basic approaches to measure demand for Environmental Goods: Hedonic Prices, Household Production and Contingent Valuation – Meaning of Defensive Expenditures and Travel Cost Method. (11 Hrs)

Text Book

Charles D. Kolstad, Environmental Economics, OUP, New Delhi, 2008.

Reference Books

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



14ECU22

BANKING LAW AND PRACTICE
SEMESTER - V

Objective:

To make the students to understand the Banking Law and Practices

Unit – I Banker and Customer

Origin of Banking – Banker – Customer – Relationship between Banker and Customer- Type of Deposits – Account opening – Know your customer guideline – Pass Book – Types of Customers – Rights of a Banker (11 Hrs)

Unit – II Negotiable Instruments

Characteristic – Types – Cheque – Material Alteration – Crossing of Cheque Endorsement – Paying Banker – Statutory Protection to a Paying Banker – Payment in due to course – Holder in Due Course – Collecting Banker – Statutory Protection to Collecting Banker – Duties of Collecting Banker. (11 Hrs)

Unit – III Loans and Advances

Secured and unsecured advances – Principles of sound lending – Modes of Charging Security – Lien – Pledge – Mortgage – Assignment – Hypothecation – Unsecured advances – Advances against Goods, Titles and Stock Exchange Securities. (11 Hrs)

Unit – IV Service Channels

Alternate Channels – ATM – Internet Banking – Phone Banking – Payment and Remittance Services – Pay Order – Draft – Electronic Fund Transfer – Intra Branch, Inter Branch, NEFT, RTGS. Allied Services – Safe keeping, Advisory Services – Demat Services – Credit Card – Debit Card. (11 Hrs)

Unit - V Banking System in India

Indigenous Bankers – Commercial Banks – Co-operative Banks – Regional Rural Banks – Foreign Banks – Reserve Bank of India : Constitution and Functions – NABARD – Development Banks: IFC – IDBI (11 Hrs)

Text Book

1. Gordan E & Natrajan K, Banking Theory Law and Practice, Himalaya, New Delhi, 2010

Reference Books

1. Sundharam K P M & Varshney P.N, Banking Theory Law and Practice, Sultan Chand & Sons, New Delhi
2. Indian Institute of Banking and Finance, Legal Aspects of Operations, Macmillian, New Delhi
3. Indian Institute of Banking and Finance, Principles of Banking, Macmillian New Delhi
4. Kaptan.S.S, New Concepts in Banking, Sarup & Sons, New Delhi.

14ECU23(A)

Core Elective - II

ENTREPRENEURSHIP DEVELOPMENT

SEMESTER – VI

Objective

To give an idea about various avenues available for prospective and upcoming entrepreneurs

UNIT I: Entrepreneurship

Definition – Concept of Entrepreneurship – Classification and types of Entrepreneurs – Characteristics of an Entrepreneur – Functions of an Entrepreneur – Women Entrepreneurs – Entrepreneurship - Growth of Entrepreneurship in India – Role of Entrepreneurship in Economic Development. (13 Hrs)

UNIT II: Entrepreneurial Development

Entrepreneurship Development Programme – Meaning, Need, Objectives and Characteristics of EDP - Phases of EDP's – Evolution – Problems faced by EDP's – Institutional Support to Entrepreneurs : Need – SIDO – SSIB - SSALLIED – SISI – DIC's – Industrial Estates – Specialised Institutions – Technical Consultancy Organisations. (13 Hrs)

UNIT III: Project Identification, Selection and Formulation

Projects – Meaning – Project Classification – Project Identification – Project Selection – Project Formulation – Meaning – Significance of Project Report – Contents – Formulation of Project Report – Network Analysis – PERT Method – CPM – Project Appraisal – Methods of Project Appraisal. (13 Hrs)

UNIT IV: Institutional Finance

Need for Institutional Finance – Source of Finance – Capital Structure – Term Loan – Source of Short term and Long term Finance – Capital Market – Export Finance – Commercial Banks – Other Financial Institutions : IDBI, IFCI, ICICI, SFC's, EXIM Bank, SIDBI. (13 Hrs)

UNIT V: Setting up of a Small Scale Unit

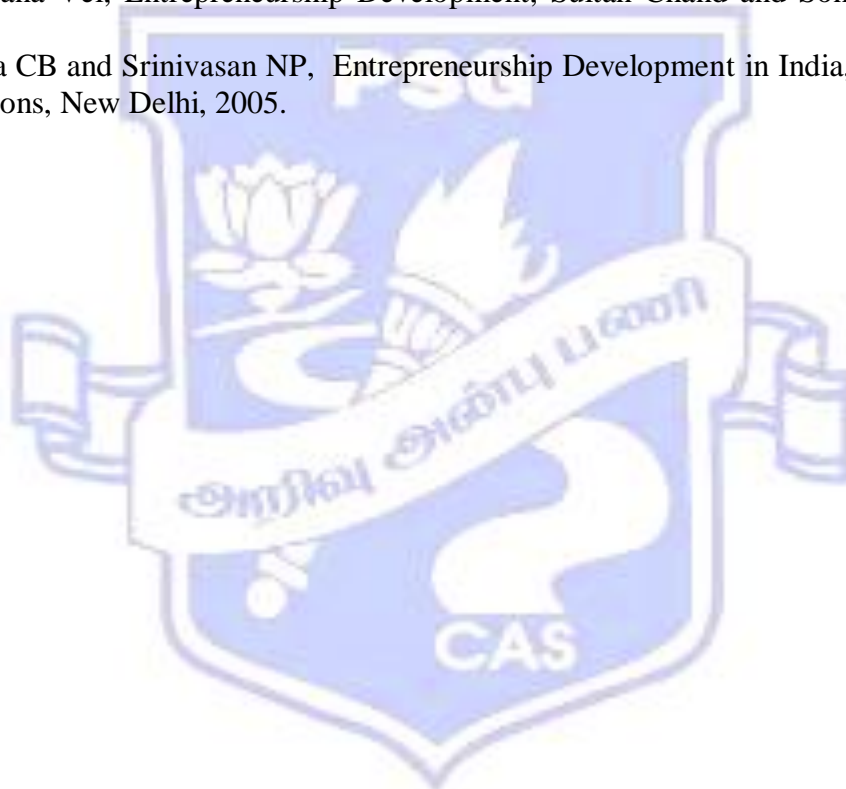
Location of an Enterprise – Need – Importance – Steps in Enterprise Location – Factors affecting Location of an Enterprise – Steps for starting Small Scale Unit – Incentives and Subsidies – Challenges for New Entrepreneurs. (13 Hrs)

Text Book

1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya, New Delhi, 2007.

Reference Books

1. Saravana Vel, Entrepreneurship Development, Sultan Chand and Sons, New Delhi, 2007.
2. Gupta CB and Srinivasan NP, Entrepreneurship Development in India, Sultan Chand and Sons, New Delhi, 2005.



Since - 1947

Core Elective - II

14ECU23 (B)

RETAIL MANAGEMENT

SEMESTER - VI

Objective:

To impart knowledge on functional aspect of business with respect to retail market.

Unit I: Retail Management

Introduction – Meaning of Retail – Functions of a retailer - The rise of a retailer – Retailer as a career – Retail in India: Evolution of retail in India – Factors of retail change in India – Size and types of retail in India – Challenges to retail development in India- FDI in retail sector. (13 Hrs)

Unit II: Models and Theories of Retail Development

Evolution of retail formats – Theories of retail development: Environmental theory – Cyclical theory – Conflict theory – Life cycle in retail – Business models in retail: Classification of retail business models based on ownership and merchandise offered – Non-store retailing – Other retail models. (13 Hrs)

Unit III: Retail Strategy and Retail Store Location

Concept of strategy – Retail perspective – Steps involved in developing a retail strategy – International retailing methods – Concept of retail brand – Retail Store Location: Types – Steps in choosing a retail location – Factors affecting trade area location decision. (13 Hrs)

Unit IV: Retail Merchandising and Pricing

Merchandising : Meaning and Evolution – The role of Merchandising – The buyer – Role and responsibilities – Buying for different types of organization – Concept of retail pricing – Factors affecting the retail pricing – Elements of retail pricing – Method of determining the price. (13 Hrs)

Unit V: Managing Retail

Importance of human resource in retail – Organisational structure in retail – Human resource management in retail – Retail store operations: Store Environment – Elements of retail operations. (13 Hrs)

Text Book:

Swapna Pradhan, Retail Management Text and Cases, 2nd Edition, Tata McGraw Hill, New Delhi, 2007.

Reference Book:

Gilbert, Retail Marketing Management, 2nd Edition Pearson Education, New Delhi, 2007.

14EDCECU

CURRENT TRENDS IN INDIAN ECONOMY (EDC)

SEMESTER - V

Objective

To provide the students with a basic knowledge about the current trends in the Indian Economy.

UNIT I: National Income and Agricultural Sector

Economic Development - Meaning - National Income and Per capita Income in India - Indian Planning - Agricultural Development of India: Major Crops – Production – Productivity – Contribution to GDP and Exports. (5 Hrs)

UNIT II: Industrial Sector

India's Industrial Development – Industrial Policies of 1948, 1956 and 1991 – Liberalization - Public Sector – Privatization - Disinvestment Policy - Role and importance of Large Scale Industries and Small Scale Industries – Special Economic Zones - Contribution to GDP - Growth Rate (5 Hrs)

UNIT III: Population : Growth and Policy Issues

Demographic Trends – Vital Statistics – India's Population : Size and Growth rate – Demographic Dividend – HDI - Population Policy – Issues of Unemployment, Poverty and Inequality in India (5 Hrs)

UNIT IV: Service Sector

Service Sector in India – Banking – Insurance – Telecommunication – IT Sector – Software Exports – BPO – Contribution to GDP. (5 Hrs)

UNIT V: Federal System and Foreign Trade

Federal setup in India – Taxes : Direct Tax and Indirect Tax – Value Added Tax – Foreign Direct Investment - Merits and Demerits - India's imports and exports : Composition and Direction - Foreign Exchange Reserve Position – MNCs in India. (5 Hrs)

Text Book

Ruddar Datt and Sundharam KPM, Indian Economy, S.Chand & Company, New Delhi, 2013.