

M. A. BUSINESS ECONOMICS

SYLLABUS

CHOICE BASED CREDIT SYSTEM

(OFFERED FROM THE ACADEMIC YEAR 2018-2019)

DEPARTMENT OF ECONOMICS
REVISED SYLLABUS OF JUNE 2018

Department of Economics is revising syllabi with effect from the academic year 2018-2018 with CBCS for M.A. Economics & M.A Business Economics as specified by the Government of Tamil Nadu that will seek to build the capacity of the students and provide inputs for their social service and social analysis capabilities.

Every academic year is divided into two semester sessions. Each semester will have a minimum of 90 working days and each day will have 5 working hours. Teaching is organized into a modular pattern of credit courses. Credit is normally related to the number of hours a teacher teaches a particular subject. It is also related to the number of hours a student spends learning a subject or carrying out an activity.

PREAMBLE

The Department of Economics submits changes and additions suggested in the PG curricula that are given in the ensuing pages.

- Reorganization of Courses in the PG programmes as specified by TANSCHHE
- Modification of course content in courses based on employability of the students and the needs of the industries.
- Changes in the course title based on revised contents of curricula and course titles.
- Introduction of new innovative courses.

REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Degree of **M.A. Economics & M.A Business Economics** course shall be required to have passed B.A. Economics, B.Sc Mathematics, B.Sc Statistics /B.Com/B.B.A./B.B.M/B.Com (C.S) or any under graduate degree in social sciences conducted by the University of Madras or an Examination accepted as equivalent thereto by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR THE AWARD OF DEGREE:

A candidate shall be eligible for the award of the Degree only if she has undergone the prescribed course of study for a period of not less than two academic years and passed the examinations in all the four semesters prescribed.

3. COURSE OF STUDY:

The main subject of study for Masters Degree shall consist of the following:

CORE COURSES

ELECTIVES

INTERNSHIP

4. PASSING MINIMUM:

A candidate shall be declared to have passed in each paper/practical of the main subject of study wherever prescribed, if she secured NOT LESS THAN 50% of the marks prescribed for the examination.

5. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Successful candidates passing the examination and securing the marks (i) 60 percent and above and (ii) 50 percent above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND class respectively.

Candidates who pass all the examinations prescribed for the course in the FIRST APPEARANCE ITSELF ALONE are eligible for ranking.

6. COURSE PROFILE

SEM	COUSE CODE	TITLE OF THE PAPER	CREDIT	CA	SE	T
I	8P18/1C/AMT// 3P18/1C/AMT	Advanced Micro Economic Theory	4	40	60	100
		Accounting and Auditing	4	40	60	100
	8 P18/1C/MFE// 3P18/1C/MFE	Mathematics for Economists	4	40	60	100
	8P18/1C/ SFE// 3P18/1C/ SFE	Statistical Method for Economists	4	40	60	100
	8P18/1E1/ FNE// 3P18/1E1/ FNE	Financial Economics	3	40	60	100
		Personality Enrichment for Women	2		50	50
II	8P18/2C/MEA// 3P18/2C/MEA	Macro Economic Theory and Analysis	4	40	60	100
		Management Accounting	4	40	60	100
	8P18/2C/ECM// 3P18/2C/ECM	Econometric Methods	4	40	60	100
	8P18/2C/ SCA// 3P18/2C/ SCA	Statistics with Computer Applications	4	40	60	100
	8P18/2E2/ MGE// 3P18/2E2/ MGE	Managerial Economics	3	40	60	100
	8P18/2E/ HRM	Human Resource Management	3	40	60	100
	Interpersonal Communication	2		50	50	
III	8P18/3C/ IEY// 3P18/3C/ IEY	Indian Economy	4	40	60	100
	8P18/3C/ MOE// 3P18/3C/ MOE	Monetary Economics	4	40	60	100
	8P18/3C/ RMC// 3P18/3C/ RMC	Research Methodology and Computer Applications in Economics	4	40	60	100
	8P18/3E3/ MKM	Marketing Management	3	40	60	100
	8P18/3E4/ PFM	Portfolio Management	3	40	60	100
	8P18/3E/ PUR	Public Relations	3	40	60	100
	8P18/3S/ YML // 3P18/3S/ YML	Yoga and Meditation for better living	2		50	50
IV	8P18/4C/EGD// 3P18/4C/EGD	Economics of Growth and Development	4	40	60	100
	8P18/4C/INE// 3P18/4C/INE	International Economics	4	40	60	100
	8P18/4C/ENE// 3P18/4C/ENE	Environmental Economics	4	40	60	100
	8P18/4C/PRJ	Project	4	40	60	100
	8P18/4E5/EMT	Event Management	3	40	60	100
	8P18/4S/EMS// 3P18/4S/EMS	Employability Skills	2		50	50
		Internship	2			
		Total	91			

7. TEMPLATE FOR EVALUATION:

S.No	Course Code	Course Title	Continuous Assessment				Total
			Test I	Test II	Quiz/ Assignment / Seminar	Participatory Learning	
SEMESTER I							
1.	8P18/1C/AMT// 3P18/1C/AMT	Advanced Micro Economic Theory	10	10	10	10	40
2.		Accounting and Auditing	10	10	10	10	40
3.	8 P18/1C/MFE// 3P18/1C/MFE	Mathematics for Economists	10	10	10	10	40
4.	8P18/1C/ SFE// 3P18/1C/ SFE	Statistical Method for Economists	10	10	10	10	40
5.	8P18/1E1/ FNE// 3P18/1E1/ FNE	Financial Economics	10	10	10	10	40
SEMESTER II							
1	8P18/2C/MEA// 3P18/2C/MEA	Macro Economic Theory and Analysis	10	10	10	10	40
2		Management Accounting	10	10	10	10	40
3	8P18/2C/ECM// 3P18/2C/ECM	Econometric Methods	10	10	10	10	40
4.	8P18/2C/ SCA// 3P18/2C/ SCA	Statistics with Computer Applications	10	10	10	10	40
5.	8P18/2E2/ MGE// 3P18/2E2/ MGE	Managerial Economics					
6.	8P18/2E/ HRM	Human Resource Management	10	10	10	10	40
SEMESTER III							
1.	8P18/3C/ IEY// 3P18/3C/ IEY	Indian Economy	10	10	10	10	40
2.	8P18/3C/ MOE// 3P18/3C/ MOE	Monetary Economics	10	10	10	10	40
3.	8P18/3C/ RMC// 3P18/3C/ RMC	Research Methodology and Computer Applications in Economics	10	10	10	10	40
4.	8P18/3E3/ MKM	Marketing Management	10	10	10	10	40
5.	8P18/3E4/ PFM	Portfolio Management	10	10	10	10	40
6.	8P18/3E/ PUR	Public Relations	10	10	10	10	40

SEMESTER IV

1	8P18/4C/EGD// 3P18/4C/EGD	Economics of Growth and Development	10	10	10	10	40
2	8P18/4C/INE// 3P18/4C/INE	International Economics	10	10	10	10	40
3	8P18/4C/ENE// 3P18/4C/ENE	Environmental Economics	10	10	10	10	40
4	8P18/4C/PRJ	Project	10	10	10	10	40
5	8P18/4E5/EMT	Event Management	10	10	10	10	40

8. PATTERN FOR CONTINUOUS ASSESSMENT:

Test I	2 hrs	50 Marks	CA 10 Marks (converted)
Test II	2 hrs	50 Marks	10 Marks (converted)
Quiz/ Assignment/ Seminar/ Field Visits			10 Marks
Participatory Learning			10 Marks
Total			40 Marks

9. RUBRICS FOR CONTINUOUS ASSESSMENT EVALUATION:

Assignment	Contents/ Originality/ Presentation/ Schematic Representation and Diagram/ Bibliography
Seminar	Organization/ Subject Knowledge/ Visual Aids/ Confidence Level/ Presentation
Participatory	Answering Questions/ Clearing Doubts/ Participation in Discussion/ Attendance/ Communication and Language
Problem Solving	Understanding Concept/ Formula and Variable Identification/ Logical Sequence/ Answer
Field Trip	Participation/ Preparation/ Attitude/ Leadership
Case Study	Finding the Problem/ Analysis/ Solution/ Justification
Project	Preliminary Work/ Design/ Content/ Presentation

M.A. BUSINESS ECONOMICS

SEMESTER I

Core	Code	Title	Hours	Credit	CA	Sem	Total
Core: 1	8P18/1C/AMT// 3P18/1C/AMT	Advanced Micro Economic Theory	6	4	40	60	100
Core: 2		Accounting and Auditing	6	4	40	60	100
Core: 3	8 P18/1C/MFE// 3P18/1C/MFE	Mathematics for Economists	6	4	40	60	100
Core: 4	8P18/1C/ SFE// 3P18/1C/ SFE	Statistical Method for Economists	6	4	40	60	100
Major Elective: 1	8P18/1E1/ FNE// 3P18/1E1/ FNE	Financial Economics	4	3	40	60	100
Soft Skills		Personality Enrichment for Women	2	2			
	Total		30	21			

SEMESTER II

Core: 5	8P18/2C/MEA// 3P18/2C/MEA	Macro Economic Theory and Analysis	5	4	40	60	100
Core: 6		Management Accounting	5	4	40	60	100
Core: 7	8P18/2C/ECM// 3P18/2C/ECM	Econometric Methods	5	4	40	60	100
Core: 8	8P18/2C/ SCA// 3P18/2C/ SCA	Statistics with Computer Applications	5	4	40	60	100
Major Elective:2	8P18/2E2/ MGE// 3P18/2E2/ MGE	Managerial Economics	4	3	40	60	100
Extra Disciplinar y Elective Subject:1	8P18/2E/ HRM	Human Resource Management	4	3	40	60	100
Soft Skills		Interpersonal Communication	2	2			100
	Total		30	24			

SEMESTER III

Core	Course Code	Course Title	Hours	Credit	CA	Sem	Total
Core: 9	8P18/3C/ IEY// 3P18/3C/ IEY	Indian Economy	6	4	40	60	100
Core: 10	8P18/3C/ MOE// 3P18/3C/ MOE	Monetary Economics	5	4	40	60	100
Core: 11	8P18/3C/ RMC// 3P18/3C/ RMC	Research Methodology and Computer Applications in Economics	5	4	40	60	100
Elective 3	8P18/3E3/ MKM	Marketing Management	4	3	40	60	100
Elective 4	8P18/3E4/ PFM	Portfolio Management	4	3	40	60	100
Extra disciplinary	8P18/3E/ PUR	Public Relations	4	3	40	60	100
Soft Skill	8P18/3S/ YML // 3P18/3S/ YML	Yoga and Meditation for better living	2	2			
	Total		30	23			

SEMESTER IV

Core	Course Code	Course Title	Hours	Credit	CA	Sem	Total
Core: 12	8P18/4C/EGD// 3P18/4C/EGD	Economics of Growth and Development	6	4	40	60	100
Core: 13	8P18/4C/INE// 3P18/4C/INE	International Economics	6	4	40	60	100
Core: 14	8P18/4C/ENE// 3P18/4C/ENE	Environmental Economics	6	4	40	60	100
Core: 15	8P18/4C/PRJ	Project	6	4	40	60	100
Elective:5	8P18/4E5/EMT	Event Management	4	3	40	60	100
Soft Skill	8P18/4S/EMS// 3P18/4S/EMS	Employability Skills	2	2			
	Total		30	21			

SEMESTER – I

ADVANCED MICRO ECONOMIC THEORY

Teaching Hours : 90

Credits : 4

Course Code : 8P18/1C/AMT // 3P18/1C/AMT

LTP : 3/ 3/ 0

COURSE OBJECTIVES AND OUTCOME:

- To enable the students to understand the Advanced Theories of Consumer Behavior.
- To make the students understand the various Market Structure Models.
- To understand the non-conventional objectives of the firm.

COURSE OUTLINE:

UNIT I: Theory of Market Demand-A Pragmatic Approach to Demand Analysis – Constant - Elasticity of Demand Model – Distributed Lag Models -Linear Expenditure System - Indirect Utility and Expenditure Function– Roy’s Identity – Shepherd’s Lemma – Slutsky’s Equation. (20 Hrs)

UNIT II: Oligopoly - Non-Collusive Oligopoly – Cournot’s Duopoly Model- Chamberlin’s Oligopoly Model- Paul. M Sweezy’s Model- Stackelberg’s Model - Collusive Oligopoly – Cartels - Price leadership. (20 Hrs)

UNIT III: Behavioural Models - Baumol’s Sales Maximization Theory - Cyert and March Model - Marris Growth Model- Williamson Model-Limit Pricing. (15 Hrs)

UNIT IV: General Equilibrium –Walrasian System - $2 \times 2 \times 2$ Model - Pareto Optimality Conditions – Tatonnement and Non-Tatonnement process – Social Welfare Function - Arrows Impossibility Theorem – Second Best Theory. (20 Hrs)

UNIT V: Choice under Uncertainty — Neumann Morgenstern Index - Friedman-Savage Hypothesis- Markowitz Hypothesis- Hicks Logical Ordering. (15 Hrs)

BOOKS FOR REFERENCE:

1. Baumol W J Economic Theory and Operations Analysis; Prentice Hall of India , New Delhi April 2018 (New Edition).
2. E. Roy Weintraub, General Equilibrium Theory, Macmillan London 1974.
3. George Joseph Stigler, Theory of Price, Prentice Hall of India, New Delhi 1996.
4. Hal R. Varian; Micro Economic Analysis , Affiliated East West Press, 2006.
5. Koutsoyannis; Modern Micro Economics, ELBS, Macmillan press, London 2013.

WEBSITES AND e-LEARNING SOURCES:

1. elearning.ec.unipi.gr>elearning
2. <http://www.coursera.org/learn/economics>
3. <https://academicearth.org/economics>

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER – I

MATHEMATICS FOR ECONOMISTS

Teaching Hours : 90

Credits: 4

Course Code : 8P18/1C/MFE // 3P18/1C/MFE

LTP : 3/ 3/ 0

COURSE OBJECTIVES AND OUTCOME:

- To enable Students to understand the application of Mathematical Tools to Economic Theories.
- To formulate Mathematical Models.

COURSE OUTLINE:

UNIT I: Vector and Matrix Algebra– Basic Operations – Trace - Rank and Inverse of a Matrix – Orthogonal Matrix – Partitioned Matrix – Elementary Transformation of a Matrix – Vector and Matrix Differentiation – Quadratic Form – Definite Matrices - Definition - Types and Properties – Positive Definite - Negative Definite.

(20 Hrs)

UNIT II: Linear Equations - Consistency of a System of Linear Equations – Solution of a System of Linear Equations (homogenous and non-homogenous) – Linear Transformation – Eigen Values and Eigen Vectors.

(15 Hrs)

UNIT III: Optimization Methods – Two and Three Variables – Unconstrained Optimization – Jacobian, Hessian – Constrained Optimization – Lagrangian.

(15 Hrs)

UNIT IV: Differential Equations types (elementary ideas) – Linear Differential Equations with Constant Coefficients (First, Second and Higher Order) – Solution of Differential Equations (Homogenous and Non-Homogenous) – Applications – Samuelson’s Accelerator and Multiplier Model.

(20 Hrs)

UNIT V: Difference Equations- Finite Differences: Operators ‘E’ and ‘ Δ ’ – Linear Difference: Equations with Constant Coefficients (first, second and higher order) – Solution of Difference Equations (Homogenous and Non-Homogenous) – Applications – Samuelson’s Accelerator and Multiplier Model.

(20 Hrs)

BOOKS FOR REFERENCE:

1. A.C. Chiang, Fundamental Methods of Mathematical Economics.
2. Carl. P. Simon – Lawrence Blume “Mathematics for Economist” Norton, 1994.
3. Edward T. Dowling, Mathematical Methods for Business and Economics, Schaums’s Outline Series (2002)
4. G. Hadley, Linear Algebra Addison – Wesley Publishing Company 1977.
5. K.Sydsaeter and P Hammond, Mathematics for Economic Analysis, Pearson Educational Asia, Delhi 2002.
6. Mabett. Alan J “Workout for Mathematics for Economist” Macmillian 1986.
7. R.G.D. Allen, Mathematical Analysis for Economists Macmillan and Co. Ltd., 1938.
8. Renshaw, Geoff “Maths for Economics” Edition Oxford University Press 2005.

WEBSITES AND e-LEARNING SOURCES:

1. <https://ocw.mit.edu>
2. <https://www.edn.org>
3. <https://oyc.yale.edu>

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions. (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

Questions to be included from all units for section A and B. Questions should be 80% problems and 20% theory.

SEMESTER – I

STATISTICAL METHODS FOR ECONOMISTS

Teaching Hours : 90

Credits: 4

Course Code : 8P18/1C/SFE // 3P18/1C/SFE

LTP: 3/ 3/ 0

COURSE OBJECTIVES AND OUTCOME:

- To make students familiar with various Statistical Tools and their applications in Economic Analysis and Scientific Research Work.
- To develop skills in handling complex problems in Data analysis and Research designs.

COURSE OUTLINE:

UNIT I: Interpolation and Extrapolation –Newton’s and Lagrange’s Methods.
(15 hrs)

UNIT II: Probability - Addition and Multiplication Theorems - Conditional - Probability - Discrete and Continuous - Random Variables - Mathematical Expectations – Bayes Theorem- Theoretical Distributions - Binomial, Poisson and Normal.
(20 hrs)

UNIT III: Simple, Partial and Multiple Correlation- Regression- Regression Lines- Multiple Regression.
(20 hrs)

UNIT IV: Univariate and Multivariate Techniques – Factor Analysis.
(15 hrs)

UNIT V: Vital Statistics – Sources – Errors in Census and Registration – Measurement of Population rate and Ratio of vital events – Measurement of Mortality - Crude Death Rate (CDR) - Specific Death Rate (SDR) - Infant Mortality Rate (IMR) and Standardized Death Rate (SDR) - Maternal Mortality Rate (MMR) - Morbidity Rate.
(20 Hrs)

BOOKS FOR REFERENCE:

1. Dr.T.K.V. Iyengar, Dr.B.Krishna Gandhi S.Ranganatham, Dr.M.V.S.S.N.Prasad – Probability and Statistics, S.Chand& Co 2015.
2. R.S.N. Pillai and V.Bagavathi, Statistics, Sultan & Chand Sons, New Delhi 2010.
3. S.C.Gupta Fundamentals for Statistics Himalaya Publications House Pvt. Ltd 2016.
4. S.P Gupta- Statistical Methods, Sultan Chand & Sons 2017.
5. Sancheti -D.C and V.K. Kapoor Statistical Theory-Method and Application, Sultan chand& Sons 2010.
6. SC. Gupta and V.K. Kapoor, Fundamentals of Mathematical Statistics 2014.

WEBSITES AND e-LEARNING SOURCES:

1. www.nic.edu/calt/olc
2. <https://ocw.mit.edu>

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

Questions to be included from all units for section A and B. Questions should be 80% problems and 20% theory.

SEMESTER – I

FINANCIAL ECONOMICS

Teaching Hours : 60

Credits: 3

Course Code : 8P18/1E1/FNE//3P18/1E1/FNE

LTP: 2/2/0

COURSE OBJECTIVES AND OUTCOME:

- To understand the financial system of India.
- To have an insight about trading in the financial markets.
- To analyse the security system in financial markets.

COURSE OUTLINE:

UNIT I: Capital Market- Money Market- Primary Market - Definition - Kinds of Issues - General Conditions - Governing issues of shares in Primary Market - (a brief view) – Intermediaries involved in Primary Market.

(10 Hrs)

UNIT II: Secondary Market - Definition - Securities dealt in Secondary Market - Listing of Securities –Meaning – Objectives - Classification of Listed Securities - Benefits of Listing to Companies and Investors - Stock Brokers - Types of Stock Brokers in Stock Exchanges

(15 Hrs)

UNIT III: Stock Brokers - Underwriters- Advantages- Responsibilities - Depositories- Functions- Procedure - Benefits- Remedies- Credit Rating Agencies- Benefits- Instruments- Investors- Company - Basic types.

(10 Hrs)

UNIT IV: OTCEI - Insider Trading - Online Trading System - Meaning – SEBI - Objectives - Administration and Activities of SEBI - SEBI and Primary Market - SEBI and Secondary Market / Vanilla Interest Rate Swaps – Swaptions - other types of Swaps – Currency - Equity and Commodity Swaps - Rating Derivatives

(15 Hrs)

UNIT V: Merchant Banking- Recognition-Conditions - Role- Functions- Mutual Funds- Classification-Benefits- Performance -Venture Capital - Importance - Types

(10 Hrs)

BOOKS FOR REFERENCE:

1. B.Santhanam, Financial services (Indian Financial system) Morgham Publication 2016.
2. Financial market-Institutions and services, N.K.Gupthan & Monika –Ane Book PVT Ltd – Delhi (2002)
3. Financial Markets and Financial Services in India, Benson Kunjukunju & S.Mohanan -New century Publications-Delhi (2004)
4. Indian Financial system, H.R.Modi Raja Financial services in India-Rajesh Kothari (2002).

WEBSITES AND e-LEARNING SOURCES:

1. <https://www.khanacademy.org>
2. <https://www.economicsnetwork.ac.uk>>el.

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER – II

MACRO ECONOMIC THEORY AND ANALYSIS

Teaching Hours : 75

Credits: 4

Course Code : 8P18/2C/MEA // 3P18/2C/MEA

LTP : 3/ 2/ 0

COURSE OBJECTIVES AND OUTCOME:

- To enable students to understand the advanced theories of Macro Economics.
- To facilitate the students to understand Macro Economic Policies and Tools.
- To equip the students in understanding the various Macro Economic Models.

COURSE OUTLINE:

UNIT I: Classical Theory of Income and Employment Determination with Saving and without Saving – Keynesian theory of Income Determination – Aggregate Demand and Aggregate Supply.

(15 Hrs)

UNIT II: Consumption Function – Keynesian Psychological Theory – Investment Function – MEC - MEI - Multiplier- Accelerator- Super Multiplier- Fiscal and Monetary Tools.

(15 Hrs)

UNIT III: General Equilibrium in the Product and Money Market- Hicks and Hansen – Non-Walrasian – Disequilibrium Theory – Robert W.Clower – Axel Leijonhufvud.

(15 Hrs)

UNIT IV: Business Cycle Model- The Samuelson Model - The Hicksian Model- The Goodwin- Kaldor - Schumpeter and Cobweb Model.

(15 Hrs)

UNIT V: Kalecki's Model- Cartters Model- Kaldor's Savings-Investment Model- Weintraub's Model.

(15 Hrs)

BOOKS FOR REFERENCE:

1. Ackley, Gardner, 1978, Macro Economic Analysis: Theory and Policy, Macmillan Publishing Co, New York.
2. Ahuja, H., 2005, Macro Economics Theory and Policies Advanced Analysis, Ed. 10, Indiana Books and Journals, Chennai.
3. Brooman, F., 1963, Macro Economics, George Allen and Unwin Ltd, London.
4. Duesenberry J.S. Income, Savings and the Theory of Consumer Behaviours Harvard, 1940.
5. Koutsoyiannis.A, Macro Economics, Macmillan Press Ltd. London, 1975.
6. MontechAhluwalia, 2002, Macroeconomics and Monetary Policy, T. Publications, New Delhi.
7. N.GregoryMankiw, Macroeconomics, Worth Publishers, 7th edition, 2010.
8. Olivier Blanchard, Macroeconomics, Pearson Education, Inc., 5th edition, 2009.
9. Paul R. Krugman, Maurice Obstfeld and Marc Melitz, International Economics, Pearson Education Asia, edition, 2012.
10. Powelson, J.P.National Income and Flow of Funds Analysis, McGraw Hill Company Limited, New York, 1960.
11. Raghbendrasha, 1991, Contemporary Macroeconomic Theory and Policy, Ed. 25, Wiley Eastern Ltd., New Delhi.
12. Richard T. Froyen, Macroeconomics, Pearson Education Asia, 2nd edition, 2005.
13. Richard.T.Froyen, Macro Economics- Theories and Policies, Pearson (2004)
14. Shapiro, Edward, 1988, Macro Economic Analysis, Galgotia Publications Pvt Ltd, New Delhi.
15. Surrey, M.J.C. (Ed), Macro Economic Themes, OUP, Oxford, 1976.
16. Vaish, M., 1999, Macro Economics, Vikas Publishing House Pvt Ltd, Mumbai.

WEBSITES AND e-LEARNING SOURCES:

1. <https://www.khanacademy.org>
2. <https://www.economicnetwork.ac.uk>>el.

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER – II

ECONOMETRIC METHODS

Teaching Hours : 75

Credits : 4

Course Code : 8P18/2C/ECM // 3P18/2C/ECM

LTP : 3/ 2/ 0

COURSE OBJECTIVES AND OUTCOME:

- To enable students to understand the essential quantitative tools to make decision making a rational process.
- To learn the technique of finding optimal solutions in a dynamic business environment.

COURSE OUTLINE:

UNIT I: Regression Analysis - Linear Regression Model – Two Variables and Multi Variables – BLUE property – General and Confidence Approach to Hypothesis Testing – Partial Effects and Elasticity – Goodness of fit - Extension of Linear Regression Models - Definition, Sources - Consequences and Detection of Multicollinearity – Heteroscedasticity - Autocorrelation and Remedial Measures.

(15 Hrs)

UNIT II: Dummy Variables - Regression on Qualitative and Quantitative Variables - Dummy Variable Trap – Structural Stability of Regression Models – Chow Test – Deseasonalisation - Piecewise Linear Regression Model.

(15 Hrs)

UNIT III: Distributed Lag Models - Formation of Expectations - Naïve Expectation Versus Adaptive Expectations Models – Partial Adjustment Models - Distributed Lag Models - Koyck's Model – Almon Lag - Polynomial Distributed Lag Models - End Point Restriction– Rational Expectation Models.

(15 Hrs)

UNIT IV: Simultaneous Equation Methods – Approaches to Estimation – Recursive Models and Ordinary Least Squares – Estimation of Just - over and under Identified Equation - The Method of Indirect Least Squares (ILS) – Estimation of an over identified equation - The Method of Two – Stage Least Squares (2SLS).

(15 Hrs)

UNIT V: Time Series Analysis - Time Series Econometrics: Forecasting – Approaches to Economic Forecasting – AR - MA and ARIMA Modeling of Time Series Data – Box-Jenkins (BJ) Methodology – ARCH and GARCHs.

(15 Hrs)

BOOKS FOR REFERENCE:

1. Brooks, C., Introductory Econometrics for Finance, first edition, Cambridge University Press, 2003.
2. Gujarati, N.D., Basic Econometrics, fourth edition, McGraw Hill, 2003.
3. Johnston, J., Econometric Methods, third edition, McGraw Hill, 1984.
4. Ramanathan, R., Introductory Econometrics with applications, fifth edition, Thomson Asia Private Limited, 2002.
5. Wooldridge, J., Introductory Econometrics: A Modern Approach, South-Western, 2009.

WEBSITES AND e-LEARNING SOURCES:

1. www.nic.edu/calt/olc
2. <https://ocw.mit.edu>
3. <https://www.edn.org>

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

Questions to be included from all units for section A and B. Questions should be 80% problems and 20% theory.

SEMESTER – II

STATISTICS WITH COMPUTER APPLICATIONS

Teaching Hours : 75

Credits: 4

Course Code : 8P18/2C/SCA // 3P18/2C/SCA

LTP : 2/2/1

COURSE OBJECTIVES AND OUTCOME:

- To make students familiar with various Statistical Tools and their applications in Economic Analysis for Scientific Research Work.
- To develop skills in handling complex problems in Data Analysis and Research design.

COURSE OUTLINE:

UNIT I: Sampling Theory- Types of Sampling -Sampling Distributions and Standard Error of Means, Standard Deviation and Proportions, Testing of Hypothesis- Level of Significance -Type I and Type II Error - Large Sample test for Two Means, Two Standard Deviations and Two Proportions.

(15 Hrs)

UNIT II: Estimator and Estimate – Point and Interval Estimates – Reliability of an Estimate – Sampling Variance and Mean Square Error – Properties of a good estimator.

(15 Hrs)

UNIT III: Small Sample Test – t-test- Paired t- test - Chi-square Test- Test of Goodness of Fit – Test of Homogeneity, Test of Independence of Two Attributes.

(15 Hrs)

UNIT IV: F test – Analysis of Variance- One Way and Two Way Classifications.

(15 Hrs)

UNIT V: Introduction – Statistical Data Files- Statistical Workbook – Installation – Data Spreadsheet Toolbar - Scroll Sheet Applications- Diagrams and Graphs, Elementary concepts in Statistics – Application in Computer – Correlation, Multiple Correlation - Regression – Multiple Regression – ANOVA (Practical Examination only. No question for End Semester Examination)

(15 Hrs)

BOOKS FOR REFERENCE:

1. Dr.T.K.V. Iyengar, Dr.B.Krishna Gandhi S.Ranganatham, Dr.M.V.S.S.N.Prasad – Probability and Statistics, S.Chand& Co 2015.
2. R.S.N. Pillai and V.Bagavathi, Statistics, Sultan & Chand Sons, New Delhi 2010.
3. S.C.Gupta Fundamentals for Statistics Himalaya Publications House Pvt. Ltd 2016.
4. S.P Gupta- Statistical methods, Sultan Chand & Sons 2017.
5. Sancheti -D.C and V.K. Kapoor Statistical theory-Method and Application, Sultan chand& Sons 2010.
6. SC. Gupta and V.K. Kapoor, Fundamentals of Mathematical Statistics 2014.

WEBSITES AND e-LEARNING SOURCES:

1. elearning.ec.unipi.gr>elearning
2. <http://www.coursera.org/learn/economics>
3. <http://www.springboard.com>

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions(5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
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Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

Questions to be included from all units for section A and B. Questions should be 80% problems and 20% theory.

SEMESTER II

MANAGERIAL ECONOMICS

Teaching Hours : 60

Credits: 3

Course Code : 8P18/2E2/MGE//3P18/2E2/MGE

LTP: 3/1/0

COURSE OBJECTIVES AND OUTCOME:

- To enable students to understand the Models and Managerial Theories of the firm.
- To equip them in selecting projects under risk and uncertain conditions.

COURSE OUTLINE:

UNIT I: Definition of Economic Models – Types of Models – Analysing Cases in Managerial Economics – Usefulness of Case Study Method – Limitations of Case Study Method.

(15hrs)

UNIT II: Inventory Management- Types of Inventory - Methods of Inventory Control – EOQ – ABC - VED Analysis.

(10hrs)

UNIT III: Role of Government in Market Economy – Legal and Social Framework – Restraining Unfair Competition – Increasing Market Power – Reallocation of Resources – Redistribution of Income – Regulation of Natural Monopoly – Stabilisation of the Economy.

(15hrs)

UNIT IV: Risk in Project Analysis – Selection of a Project – Finite Horizon Method Certainty – Equivalent Approach – Decision Tree Approach – Sensitivity Analysis – Capital Budgeting – IRR – NPV.

(10hrs)

UNIT V: Forecasting - Economics and Business Forecasting Methods of Economic Forecasting – Evaluating Forecasts

(10hrs)

BOOKS FOR REFERENCE:

1. Arnold, Chapman, Introduction to Material Management : Pearson, 5th Edition, 2008.
2. Eugene F Brigham, “ Financial Management Theory and Practice”, 2nd Hinsdale III – the Dryden Press, 2014.
3. Idenbaum, M.L (1979), “Business, Government and the Public, Englewood Cliffs, N.J Prentice Hall, India.
4. M. M.Varma, , “Materials Management “Sultan Chand & Sons, Fourth Ed, New Delhi 2003.
5. Metha.P.L. ,”Managerial Economics – Analysis, Problems and . Cases”, Sultan Chand & Sons, New Delhi, 2016.
6. Michael R Baye – Managerial Economics & Business Strategy – Mc. Graw Hill, USA, 5th Edition 2006.
7. Teman, D.R. and Stone Hill A.L., “ Multi National Business Finance”, Pearson Prentice Hall, 2012.
8. W.Bruce Allen, Neil A.Doherty, Keith Weigelt& Edwin Masfield – Managerial Economic Theory, Applications and Cases, W.W.Norton Company, London, 6th Edition, 2005.

WEBSITES AND e-LEARNING SOURCES:

1. www.gettingsmart.com
2. www.nic.edu/calt/olc
3. <https://ocw.mit.edu>

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Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

Questions to be included from all units for section A and B. Questions should be 80% problems and 20% theory.

SEMESTER – II

HUMAN RESOURCE MANAGEMENT

Teaching Hours: 60

Credits: 3

Course Code: 8P18/2E/HRM

LTP: 3/1/0

COURSE OBJECTIVES AND OUTCOME:

- To make students know about Management of Human Resources.
- To enable the students to know about Human Resource Priority.
- To make students understand potential appraisal.

COURSE OUTLINE:

UNIT - I: Human Resource Management - Meaning – Objectives- Functions - Importance - Difference between HRM and Personnel Management - Role of HR Manager - Competencies of HR Manager – Difference between HRD and HRM.
(10hrs)

UNIT - II: Human Resource Planning – Definition - Objectives - Process - Need and Importance - Recruitment – Sources – Techniques - Process – Selection- Steps - Testing – Interview – Types - Group Discussion - Competency Mapping.
(10hrs)

UNIT - III: Placement - Induction – Training– Need- Importance - Objectives - Types – Techniques - Executive Development – Self Development – Knowledge Management.
(15hrs)

UNIT – IV: Compensation Plan - Reward- Motivation- Theories of Motivation- International HRM.
(10hrs)

UNIT – V: Performance Appraisal – Concept – Objectives – Uses – Steps - Methods of Performance Appraisal through MBO - 360⁰ Appraisal – Promotion – Demotion - Transfer - Potential Appraisal.
(15hrs)

BOOKS FOR REFERENCE:

1. Gary Dessler, Human Resource Management, Prentice Hall of India Pvt Ltd., (2006).
2. Human Resource Management, S.S.Khanka, S.Chand& Co. Pvt Ltd., (2005).
3. K.Aswathappa, Human Resource Management, Tata MC Graw Hill (2017).
4. Srinivas Kandula, HRM in Practice, Prentice. Hall of India Pvt Ltd., (2016).

WEBSITES AND e-LEARNING SOURCES:

1. www.gettingsmart.com
2. www.nic.edu/calt/olc
3. <https://ocw.mit.edu>

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER – III

INDIAN ECONOMY

TEACHING Hours: 90

Credits: 4

Course Code: 8P18/3C/IEY//3P18/3C/IEY

LTP: 3/3/0

COURSE OBJECTIVES AND OUTCOME:

- To understand the structure of Indian Economy.
- To familiarize students with the Sectoral Dimension of Indian Economy.
- To analyse the various recent economic policies.

COURSE OUTLINE:

- UNIT I:** Features of Indian Economy - Indicators of Development - Human Development Index (HDI), Gender Development Index (GDI), PQLI, DAILYs, Happiness Index- Rank of India- The Theory of Demographic Transition –Size and Growth of Population in India –Birth Rate –Death Rate – The Sex Composition of Population –Age Composition –Density of Population –Urbanisation
(20 Hrs)
- UNIT II:** Meaning, Types and Models- Mahalanobis - Input Output Multi-Sectoral Model- Planning Commission – Overview of Indian Five Year Plans - Eleventh and Twelfth Five Year Plans – Objectives- Evaluation and Appraisal- NITI Aayog.
(20 Hrs)
- UNIT III:** Agricultural Growth – Major Factors Affecting Growth Potential – Agricultural Crisis and Rural Distress – Crop Insurance – Organic Farming – Agriculture Price Policy – Minimum Support Price linked with Production Cost – Food Management and Food Security.
(15 Hrs)
- UNIT IV:** Industrial Growth – Index of Industrial Production – Performance of the Eight Core Industries – FIRE Sector – MSME – Make in India – Start Up India – Implementation of GST and its impact on Industrial sector.
(20 Hrs)
- UNIT V:** FDI – Types – Trends in FDI inflows – Sectoral Composition – FDI Policy – FDI Inflows and its Impact on Indian Economy.
(15 Hrs)

BOOKS FOR REFERENCE:

1. Economic survey – vol.2, Government of India, Ministry of Finance, Department of Economic affairs, Economic Division, August 2017.
2. Indian Economy, Dhingra I.C, S.Chand and Sons 2011.
3. Indian Economy, Dutt and Sundaram, S.Chand and Sons, 2013.
4. Planning Commission Reports, GOI, Various Issues.
5. Uma Kapila, “Indian Economy – Performance and Policies”, 16th Edition – Academic Foundation, New Delhi 2015-16.

WEBSITES AND e-LEARNING SOURCES:

1. www.nic.edu/calt/olc
2. <https://ocw.mit.edu>
3. <https://www.edn.org>

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER-III

MONETARY ECONOMICS

Teaching Hours: 75

Credits : 4

Course Code : 8P18/3C/MOE//3P18/3C/MOE

LTP : 3/2/0

COURSE OBJECTIVES AND OUTCOME:

- To enable students to understand the concept of money and the theoretical and empirical dimensions of monetary system.

COURSE OUTLINE:

UNIT I: Demand for Money – The Classical Quantity Theory of Money – Cash Balance - Keynesian Theory of Demand for Money – The Post Keynesian Theory- Milton Friedman - W.J.Baumol - James Tobin – Don Patinkin’s Real Balance Effect – Transmission Mechanism of Monetary Policy. (15 Hrs)

UNIT II: Supply of Money – Measures of Money Supply – Determination of Money Supply – Currency Circulation in India – Empirical Relationship between Money Supply and Prices. 15 Hrs)

UNIT III: Implementation of Basel Norms – Capital Adequacy Ratio - Commercial Banks – Balance Sheet Analysis – Financial Indicators – Current ratio / Liquidity ratio – Debt-equity ratio – Tangible Network Operative Income – Return on Investment – Assets – Bankruptcy – Insolvency Code Act (15 Hrs)

UNIT IV: Financial Intermediaries – Non Banking Financial Intermediaries (NBFI) – Nature – Functions – Money and Capital Market in India. (15 hrs)

UNIT V: Phillip’s & Long Run Phillip’s Curve - Monetary Policy – Expansionary and Restrictive Monetary Policy - Time Lags in Monetary Policy- Recent Indian Monetary Policy - Demonetisation and its Impact. (15 hrs)

BOOKS FOR REFERENCE:

1. Don Patinkin Money, Interest and Price: An Intepretation of Monetary and Value Theory. A Harper, International Edition.
2. Gold Field and Chandler , The Economics of Money and Banking, Harper and Row, Newyork (2005).
3. Handbook of Monetary Economics Volume 3, (2010), Online Version –Science Direct.com.
4. M.L.Seth - Money, Banking, International Trade and Public Finance - Lakshmi Narian Agarwal – 2017.
5. Monetary Economics – An Integrated Approach to Credit, Money, Income, Production and Wealth – Godley, W.Lavole.M. (2012).
6. R.R.Paul, Monetary Economics, Kalyani Publishers, 2015.
7. Rituparna Das, “Determination of Money Supply in India: The Great Debate, “Working Paper Series, June 2009.
8. Weekly Statistical Supplement – RBI.

WEBSITES AND e-LEARNING SOURCES:

1. <https://www.khanacademy.org>
2. <https://www.economicsnetwork.ac.uk>el>.

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER-III

RESEARCH METHODOLOGY AND COMPUTER

APPLICATIONS IN ECONOMICS

Teaching Hours : 75

Credits : 4

Course Code : 8P18/3C/RMC//3P18/3C/RMC

LTP : 2/2/1

COURSE OBJECTIVES AND OUTCOME:

- To understand the research, the research process in a scientific manner.
- To assist the students in preparing project dissertation and proposals.
- To learn the computer applications in Economic research.

COURSE OUTLINE:

UNIT I: The Scientific Approach – Aims of Social Sciences –Scientific Sciences – Scientific Revolution – Role of Methodology – Research Process – Conceptual Foundation of Research – Economic Theory and Methods – Axiomatic, Mathematical and Historical Methods – Theory, Models and Empirical Research – Basic Elements in Research – Identification of a Research Problem – Hypothesis Formulation and Testing – Research Process – Ethics in Research. (15 hrs)

UNIT II: Principles and Process in Data Collection – Primary Data – Case Study Method–Survey Research – Sample Selection – Sampling Design – Preparation of Structure Interview Schedule – Construction of Questionnaire – Pilot Study – Classification and Tabulation – Diagrammatic Representation – Secondary Data – Sourcing of Data for India and Tamil Nadu – Census of India, NSSO, Economic Survey , RBI Report , Agricultural Census, Annual Survey of Industries. (15 hrs)

UNIT III: Concept of Data, Record and File – Type of Data and Data Structure – Data – File handling and operations – Data storage and retrieval – Data Operations – Algorithms like Sorting , Merging, Joining and Bifurcation – Data Base Concept and Operation on Data Base. (15 hrs)

UNIT IV: Series – Group tables – Groups and objects – Time and Frequency Series – Regression Methods and Techniques – Regression Analysis – Trends and Forecasting – Report writing – Plan of Research report – Style & Mechanics of writing Research report. (15 hrs)

UNIT V: Application of Software to Economic Research – (Practical Classes).

(15 hrs)

BOOKS FOR REFERENCE:

1. Bhattacharya S.K., 1990, Methodology in Research.
2. Das Gupta, 1995, Methodology in research.
3. Feber and Verdorn, Research Methods in Economics and Business (2005)
4. Goode, 1983, William J and Paul K Hatt, Methods in Social Research, McGraw Hill International Book Co., London.
5. Young, Pauline V, 1977, Scientific Social Surveys and Research, Prentice Hall of India, New Delhi.
6. C.Rangarajan – GOI –Commission for Statistics.

WEBSITES AND e-LEARNING SOURCES:

1. <https://www.khanacademy.org>
2. <https://www.economicsnetwork.ac.uk>el>.
3. <https://elearneconomics.com>

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COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER – III

MARKETING MANAGEMENT

Teaching Hours : 60

Credits : 3

Course Code : 8P18/3E3/MKM

LTP : 3/1/0

COURSE OBJECTIVES AND OUTCOME:

- To enable the students to understand the essentials of Marketing Management.

COURSE OUTLINE:

UNIT I: Definition of Marketing Management – Evolution, Functions and Characteristics – Problems – Creativity in Marketing – Marketing Tools
(20hrs)

UNIT II: Marketing Mix – Personal Selling – Advertisement – Sales Promotion – Public Relations – Functions and Importance - Consumer Marketing - Services Marketing.
(10hrs)

UNIT III: Market Segmentation – Importance – Bases – Methods- Marketing Network.
(10hrs)

UNIT IV: Marketing Planning and Strategic Planning – Definition - Importance – Benefits of Planning Process- Marketing Information – Consumer Behaviour – Marketing Ethics.
(10hrs)

UNIT V : Marketing Organization – Evolution – Essentials – Principles – Types, Marketing Environment – Meaning – Types – Internal and External - e-Commerce - Telemarketing – Online Marketing.
(10hrs)

BOOKS FOR REFERENCE:

1. Marketing Management – A South Asian Perspective – Phillip Kotler, 2009
2. Marketing Management – M. Govindarajan, 2007.
3. Marketing Management – Phillip Kotler, Kevin 2016
4. Marketing Management – RSN Pillai 2010
5. Marketing Management – Saxena - 2019.
6. Strategic Marketing Management – Chernev Alexander – 2018.

WEBSITES AND e-LEARNING SOURCES:

1. <https://www.khanacademy.org>
2. <https://www.economicsnetwork.ac.uk>el>.
3. <https://elearneconomics.com>

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER – III

PORTFOLIO MANAGEMENT

Teaching Hours: 60

Credits : 3

Course Code : 8P18/3E4/PFM

LTP : 3/1/0

COURSE OBJECTIVES AND OUTCOME:

- To enable the students to understand the Basics of Portfolio Management.

COURSE OUTLINE:

UNIT I: Definition of Investment- Risk and Return, Investment Avenues - Investment Attributes and Structure of the Capital Market - Definition - Portfolio Management - Functions of Portfolio Management, Types of Managed Portfolios - Portfolio Management Practices in India. (10hrs)

UNIT II: Concept of Risk in Finance Theory - Sources of Risk - Diversification of Risk - Measurement of Risk - Return in Individual Stocks and Portfolios - Markowitz Diversification and Classification of Risks - Sharpe's Single Index Market Model. (15hrs)

UNIT III: Importance of Macro-Economic Environment in Security Evaluation - Opportunities and Threats in Macro-Economic Environment - Trade Cycles and Economic Forecasting Techniques. (10hrs)

UNIT IV: Efficient Market Theories – Cootner's Price - Value Interaction Model - Samuelson's Continuous Equilibrium Model - Different Forms of Efficient Market Hypothesis and Their Implications. (15hrs)

UNIT V: Capital Asset Pricing Model –Basic Assumptions of the CAPM – Issues Behind the CAPM Framework - Capital Market Line-- Security Line –APT – Multi-Factor Models. (10hrs)

BOOKS FOR REFERENCE:

1. Advanced Project PFM and the PMO Steven C. Rollins, J. Ross Publishers USA 2003.
2. PFM A Strategic Approach Dr.Ginger Levin John Wyzalek, CRC Press, USA 2015.
3. Project PFM Harvey A Levine Wiley India Pvt Ltd New Delhi 2007.
4. Roineering PFM David F Swensen, Free Press, New York, London 2009.
5. Security Analysis and PFM S Kevin, PHI Learning Pvt Ltd Delhi 2015.

WEBSITES AND e-LEARNING SOURCES:

1. <https://www.khanacademy.org>
2. <https://www.economicsnetwork.ac.uk>el>.
3. <https://elearneconomics.com>

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COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
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Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER – III

PUBLIC RELATIONS

Teaching Hours: 60

Credits: 3

Course Code : 8P18/3E/PUR

LTP : 3/1/0

COURSE OBJECTIVES AND OUTCOME:

- To understand the importance of developing goodwill of organization with the public at large and to identify the various tool used to promote public relations.

COURSE OUTLINE:

UNIT I: Definition – Distinction between Public Relations and Related Concepts – Publicity - Advertising - Press Agency – Propaganda - and Sales Promotion.

(15hrs)

UNIT II: Communication – Definition- Nature - Role and Scope of Communication – Elements of Communication Model – Effect of Public Relations in Communication.

(10hrs)

UNIT III: Methods of Public Relations – Press – Printed Word – Photography – Exhibition and Trade Fairs – Film – Radio and Television – Speaking in Public.

(15hrs)

UNIT IV: Role of Research in Public Relations – Definition – Purpose – Formal and Informal Methods – Steps in the Survey Research Project.

(10hrs)

UNIT V : Planning in Public Relations – Strategy Planning – Objectives – Planning Process – Ethics of Public Relation – Social Responsibility – Code of Professional Standards for the Practice of PR – IRSI – Code of Ethics.

(10hrs)

BOOKS FOR REFERENCE:

1. Effective Public Relations (Practice) – Cutlip Scott M, and CenterAllen.H (2009).
2. Press Relations – Frank Jefkins (1998).
3. The Process & Effects of Mass Communication – Schramm, Wilbur (1971).

WEBSITES AND e-LEARNING SOURCES:

1. <https://www.khanacademy.org>
2. <https://www.economicsnetwork.ac.uk>el>.
3. <https://elearneconomics.com>

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Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER III

YOGA AND MEDITATION FOR BETTER LIVING

Teaching Hours : 30

Credits: 2

Course Code : 8P18/3S/YML//3P18/3S/YML

LTP: 1/0/1

COURSE OBJECTIVES AND OUTCOME:

- To enable the students to inculcate the art of Yoga and Meditation in Day – to – Day Life and help them experience the stress relief and rejuvenation.

COURSE OUTLINE:

UNIT I: Yoga – Introduction – Yoga as a science of art - The five elements – Balancing the five elements- Yoga and Health Benefits (The physical and Mental) – Theoretical insight into 12 Asanas – Pranayama techniques – Surya pranayama – Nadishuddi and Bastrika – Diet – Nutrition and Health – Understanding Human anatomy and Acupressure Points and benefits.

(10hrs)

UNIT II: Meditation – Introduction – Brain Wave Patterns – Functions of Right brain & Left brain- The sub Conscious Mind – Chakras – Anthakarna – Koshas – Goal visualization – The physical body and the Etheric body – Positive affirmations.

(10hrs)

UNIT III: Practice on 12 Asanas and simplified physical exercises – Practical sessions on Meditation –Surya Namaskar– Practical lessons on few Mudras.

(10hrs)

BOOKS FOR REFERENCE:

1. Meditation for Beginners – Vikasthalkani.
2. Simplified Physical Exercises – Vethathiri Maharishi.
3. Yoga Sutras of Patanjali – HariharanandaAranya, University of Calcutta Press, Calcutta.

WEBSITES AND e-LEARNING SOURCES:

1. <https://www.khanacademy.org>
2. <https://www.economicsnetwork.ac.uk/el>.
3. <https://elearneconomics.com>

QUESTION PAPER PATTERN:

COMPONENT	PATTERN	NATURE OF THE QUESTION	MAXIMUM MARKS
Section A	Answer any ten out of twelve (10x 5=50 marks)	Application / Analysis / Synthesis / Evaluation	50 Marks

Part A : Definition and Descriptions 12 questions, at least two from each unit.

SEMESTER- IV

ECONOMICS OF GROWTH AND DEVELOPMENT

Teaching Hours: 90

Credits: 4

Course Code : 8P18/4C/EGD// 3P18/4C/EGD

LTP : 3/3/0

COURSE OBJECTIVES AND OUTCOME:

- To enable the students to know about Development Indices.
- To make the students understand Development and Growth Models.
- To enable the students to become proficient for NET and SET Exams.

COURSE OUTLINE:

UNIT I: Introduction – Economic Growth, Economic Development and Sustainable Development – Vicious Circles of Poverty, Measures of Development: HDI and Quality of Life Indices, Measures of Inequality, Development Gap, Country Characteristics and Cross Country Comparisons, Relationship between Population, Poverty and Environment – Global Happiness Index.
(15 hrs)

UNIT II: Model of Growth – Harrod – Domar Model – Nobel Laureate Robert Solow Model of Steady – Growth – Joan Robinson’s Model – Meade Steady Growth Model – Kaldor’s Growth Model – Two Sector Model of Uzawa.
(20 hrs)

UNIT III: Theories of Development – Adam Smith, Thomas Robert Malthus – Nobel Laureate Arthur Lewis – Model of Development – Ranis and Fei Model of ‘Dual Economy’ – Harris – Todaro Model of ‘Rural – Urban Migration’- Jorgensons Model- Dixit and Margline Model.
(20 hrs)

UNIT IV: Choice of Techniques and Appropriate Technology – Nobel Laureate James M. Buchanan (1986) Cost – Benefit Analysis – Myrdal Theory of Cumulative Causation – Shadow Prices – Leibenstein’s Critical Minimum Effort Theory.
(20 hrs)

UNIT V: New Technology and Sustainable Agriculture- Globalization and Agriculture – International Trade as an engine of growth, inward looking and outward oriented strategies for development, Import Substitution and Export led growth, Dual Gap Analysis- A Paradoxical Theorem (Mundell).
(15 hrs)

BOOKS FOR REFERENCE:

1. A N Agarwal and S P Singh (Eds); 1958 – The Economics of Underdevelopment, Volumes I, II and III; Oxford University Press.
2. A.Sen (Ed) – 1970- Growth Economics: Selected readings; Penguin.
3. Benjamin Higgins Economic Development, Problems, Principles and Policies, Universal Book Stall, New Delhi.
4. Debraj Ray, 1998; Development Economics, Oxford Indian Paperbacks.
5. Edward Shapiro, Macro Economics, Galgotia, New Delhi.
6. H.G.Mannur International Economics, Vikas Publishing House, New Delhi.
7. Hywel G Jones – 1976 – An Introduction to Modern theories of Economic Growth: McGraw Hill.
8. KaushikBasu, 1998; Analytical Development Economics: The Less Developed Economy Revisited, Oxford Indian Paperbacks.
9. M.L.Jhingan The Economics of Development and Planning, Vrinda Publication New Delhi.
10. Taneja& Meier – Growth & Development Model & Planning 2015.

WEBSITES AND e-LEARNING SOURCES:

1. <http://www.coursera.org/learn/economics>
2. <http://www.springboard.com>
3. www.economicdiscussion.com

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER – IV

INTERNATIONAL ECONOMICS

Teaching Hours : 90

Credits : 4

Course Code : 8P18/4C/INE // 3P18/4C/INE

LTP : 3/3/0

COURSE OBJECTIVES AND OUTCOME:

- To enable the students to understand the Theories and Tools of International trade.
- To understand the exchange control measures and FDI.
- To have an insight on International Institutions.

COURSE OUTLINE:

UNIT I: Theories of International trade – Samuelson’s Factor – Price Equalisation Theory - Factor Intensity Reversals – Single – Multiple – Stolper Samuelson Theorem – Rybczynski Theorem –Leontief Paradox, Immiserising growth.
(15 hrs)

UNIT II: Trade welfare and Terms of Trade of a Small country and Large country - Factors determining Terms of Trade - Gains from trade – Potential gain and Actual gain - Gains from Trade in the case of Large and Small country – Static gain and Dynamic gain- Preferential Trade Areas (PTAs)- Free Trade Areas (FTAs)- TRIPS- TRIMS- TPRM.
(20 hrs)

UNIT III: Exchange control measures – Objectives - Methods – Determination of Equilibrium Exchange Rate – Theories – MintPar – Purchasing Power Parity – Balance of Payment theory – Fixed versus Flexible Exchange Rate; Financial Globalisation and Financial Crisis.
(20 hrs)

UNIT IV: Foreign Direct Investment – Types – Merits and Demerits – Role and Functions of Multinational Corporations and MNB’s – Technology transfer. Impact of Foreign Capital on India’s Economic Development - Outflow of FDI.
(20 hrs)

UNIT V: IMF- World Bank- GATT- WTO- European Bank for Reconstruction and Development- G20- ADB- BRICS- Brexit- Globalisation and its Impact on India’s Trade – Rationale and Impact of Trade Reforms since 1991 on BOP, FDI, Employment and Growth - Trading Blocs –SAARC – NAFTA – EU - ASEAN.
(15 hrs)

BOOKS FOR REFERENCE:

1. Bosodersten- International Economics, Macmillan Press Ltd London 2014.
2. Charles. P Kindleberger – International Economics. Macmillan Press Ltd London, 1999.
3. Dominick Salvatore – International Economics. John Wiley International Student Edition 2014.
4. M.L. Jhingan - International Economics. M.L. Vrindha Publications, 2016.
5. Paul Krugman, MaurisObstfield and Marc Melitz, Addison- Wesley International Economics Theory and Policy, Pearson Education Indian Edition 2014.
6. Robert Carbaugh- International Economics- Cengage Learning 2016.

WEBSITES AND e-LEARNING SOURCES:

1. www.nic.edu/calt/olc
2. <https://ocw.mit.edu>
3. <https://www.edn.org>

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER IV

ENVIRONMENTAL ECONOMICS

Teaching Hours : 90

Credits : 4

Course Code : 8P18/4C/ENE//3P18/4C/ENE

LTP : 3/3/0

COURSE OBJECTIVES AND OUTCOME:

- To evaluate the current policy, practices in environmental protection.
- To understand the hazards of resources depletion.
- To enhance student's ability to analyze Environmental policy issues.

COURSE OUTLINE:

UNIT I: Introduction to Environment in Economic Theory – Classification of Resources – Material Balance Approach. (15 hrs)

UNIT II: Environmental Resources – Scarcity and Choice – Economic Efficiency; Efficient allocation - Efficiency in Consumption Production and Product Run Efficiency - Social Welfare Function and Optimality - Inter – Temporal Efficiency - Optimal allocation and a market Economy – Market Failure and Public Policy – Externality and Public Goods- Externality and Economic Efficiency. (20 hrs)

UNIT III: Harvesting Renewable and Non-Renewable Resources – Simple Optimum Resource Depletion Model – Resource extraction in Perfect Competition and Monopolistic market – Dynamic of Resources Harvesting – Socially optimal resource harvesting - Economics of Forestry – Conservation of Resources. (20 hrs)

UNIT IV: Pollution and Depletion of Quality and Quantity of Environmental Resources – Classification of forms of Pollution – Nature of Emissions – Transboundary Protection – Efficient level of Pollution – Pollution Abatement – Issues in Economics of Pollution – Technological Progress. (20 hrs)

UNIT V: Environment and Economic Policy – Coase Theorem – Economically efficient and cost effective pollution abatement programs – Forms of Direct regulation (tax, subsidies and permits)- Hedonic Valuation- Economic growth and Natural Environment Population Growth, Economic, International and Global Environmental Population Problems – SDG (Environment Goals). (15 hrs)

BOOKS FOR REFERENCE:

1. Environmental and Natural Resource Economics 11th Edition- Tom Tietenberg and Lynne Lewis 2017.
2. Environmental Economics- Karpagam. M. Sterling Publisher Private Ltd. 1999.
3. Environmental Economics: Theory and Applications- Katar Singh, Anil Shishodia Sage Publication, 2007.
4. Handbook of Environmental and Resource Eco- Jeoren C.J.M., Vanden Bergh, 1999.

WEBSITES AND e-LEARNING SOURCES:

1. www.economicdiscussion.com
2. www.decd.org>edu>leri
3. www.gettingsmart.com

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER – IV

PROJECT

Teaching Hours : 90

Credits : 4

Course Code : 8P18/4C/PRJ

COURSE OBJECTIVES AND OUTCOME:

- To enable students to understand the significance of conducting research in a scientific manner.
- Submission of Project Report on any Business Economic Issue.

SEMESTER – IV

EVENT MANAGEMENT

Teaching Hours : 60

Credits : 3

Course Code : 8P18/4E5/EMT

LTP : 3/1/0

COURSE OBJECTIVES AND OUTCOME:

- To get knowledge about the various aspects of Event Management.

COURSE OUTLINE:

UNIT I: Introduction to Event Management – Definition – Historical Perspective
Types – Scope – Design – Code of Ethics.

(15hrs)

UNIT II: Principles of Event Management – Concept of Designing – Analysis of
Concept – Logistics of Concept.

(15hrs)

UNIT III: Departments in Event Management – Finance and Accounts in Events – Role
of Event Manager – Employment Opportunities- Creativity in Event
Management – Set Design, Sound, Light, Special effects – Televised- Events –
Use Of Internet in Event Management.

(10hrs)

UNIT IV: International Events – Awards – Special Events – Celebrity and Artiste
Management - Sports- Keys to Success – SWOT Analysis.

(10hrs)

UNIT V: Event Management Industry in India—Institutions—Agencies—
Networking—Contract—Sub contract—Outsourcing.

(10hrs)

BOOKS FOR REFERENCE:

1. Bruce L. Skinner & Vladimir Rukavi – Event Sponsorship, John Wiley & Sons, inc, Canada, 2003.
2. Event Entertainment and Production – Mark Sonder Wiley & sons 2012, USA.
3. Event Management An International Approach 2nd Edition – Nicole Ferinand Paul J Kitchin Sage Publication 2017.
4. Event Management an Introduction Charles Beladen at al Routledge Publication UK – 2012.
5. Gold Blatt, Dr.Joe – Special Events; Twenty first Century Global Even Management, John Wiley & Sons inc,New York,2002.
6. Julia Rutherford Silvers – Professional Event Co-Ordination John Wilely& Sons, inc, Canada, 2004.
7. Peter Tarlow – Event Risk Management and Safety, John Wiley & Sons, inc, New York,2002.
8. Sustainable Event Management – A Practical Guide – Meegan Jones – Earlk Scan 2012, 2012.

WEBSITES AND e-LEARNING SOURCES:

1. <https://www.khanacademy.org>
2. <https://www.economicsnetwork.ac.uk>>el.
3. <https://elearneconomics.com>

QUESTION PAPER PATTERN:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
Part A Answer five out of eight questions (5x8=40)	Definitions, Descriptions, Concepts Evaluation	40 Marks
Part B Answer any three out of five questions (3x20=60)	Understanding Descriptions/ Problems Application/Analysis/ Synthesis/ Evaluation	60 Marks

Part A : Can choose 5 questions, out of 8 covering all the five units.

Part B : Can choose 3 questions out of 5 questions covering all the five units.

SEMESTER IV

EMPLOYABILITY SKILLS

Teaching Hours : 30

Credits : 2

Course Code : 8P18/4S/EMS//3P18/4S/EMS

LTP: 2/0/0

COURSE OBJECTIVES AND OUTCOME:

- To help the students to prepare CV and equip them to face interview.

COURSE OUTLINE:

UNIT I: Employability Skills – Verbal Communication – Team Work – Awareness –
Analysing and investigating – Self Motivation – Drive – Written
Communication – Planning and Organising – Flexibility – Time Management-
Preparing a Curriculum Vitae- Key Information. (15Hrs)

UNIT II: Reasoning- Cognitive Skills- Retention Skills. (5 hrs)

UNIT III: Personality Skills- Expressive Skills- Leadership Skills- Attitude and Aims
Skills. (10 hrs)

QUESTION PAPER PATTERN:

COMPONENT	PATTERN	NATURE OF THE QUESTION	MAXIMUM MARKS
Section A	Answer any ten out of twelve (10x 5=50 marks)	Application / Analysis / Synthesis / Evaluation	50 Marks

Part A : Definition and Descriptions 12 questions, at least two from each unit.