

ST. MARY'S COLLEGE (Autonomous)

(Re-accredited with 'A' Grade by NAAC)

Thoothukudi-628001, Tamil Nadu

(Affiliated to Manonmaniam Sundaranar University)



Syllabus

B.A. Economics

(Choice Based Credit System)

2015 - 2018

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Bachelor of Arts (Economics)

Course Structure (w.e.f.2015- 2016)

Semester -I

Part	Components	Sub. Code	Title of the paper	Hrs/ week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	15ULTA11	Cheyyl, Elakkanam, Urainadai, Sirukathi, Elakkia Varalaaru	6	3	50	50	100
		15ULFA11	Paper-I French Language and Culture					
II	General English	15UGEN11 (Stream A/B/C)	General English	6	3	50	50	100
	Core – I	15UECC11	Micro Economics I	5	5	50	50	100
	Core - II	15UECC12	Statistics - I	5	5	50	50	100
III	Allied-I	15UECA11	Principles of Management	6	5	50	50	100
		15UHTA11	General Economics – I (History)	6	5*	50*	50*	100*
IV	Foundation	15UFPD11	Personality Development	2	2	50	50	100
Total				30+6	23	300 +50	300 +50	600 +100

Semester –II

Part	Components	Sub. Code	Title of the paper	Hrs/ week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	15ULTA21/	Cheyyl,Elakkanam, Urainadai, Valkai Varalaaru, Elakkia Varalaaru/	6	3	50	50	100
		15ULFA21	Paper – II French Language and Culture					
II	General English	15UGEN21 (Stream A/B/C)	General English	6	3	50	50	100
	Core – III	15UECC21	Micro Economics II	5	5	50	50	100
	Core - IV	15UECC22	Statistics - II	5	5	50	50	100
III	Allied-II	15UECA21	Business Communication	6	5	50	50	100
		15UHTA21	General Economics – II (History)	6	5*	50	50	100
IV	Foundation	15UFVE21	Value Education	2	2	50	50	100
V	NCC/ NSS/ Sports			-	+1	-	-	-
Total				30+6	23+1	300 +50	300 +50	600 +100

Semester - III

Part	Components	Sub. Code	Title of the paper	Hrs/ week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	15ULTA31/ 15ULFA31	Cheyyl, Elakkanam, Urainadai, Puthinam, Elakkia Varalaaru Paper – III French Language and Civilisation	6	3	50	50	100
II	General English	15UGEN31 (Stream A/B/C)	General English	6	3	50	50	100
III	Core – V	15UECC31	Macro Economics- I	6	5	50	50	100
	Allied-III	15UECA31	Mathematical Methods - I	6	5	50	50	100
		15UHTA31	Modern Governments-I (History)	2+4*	5*	50*	50*	100*
	SBE	15UECS31	Economics of Entrepreneurship	2	2	50	50	100
	NME	15UECN31	Fundamentals of Economics	2	2	50	50	100
IV	Foundation Course	15UFES31 15UFES31	Environmental Studies Environmental	2 2	2 2*	50 50*	50 50*	100 100*
	Self Study Course	15UECSS1	Self Study paper I –(Optional) Economics of Advertising	-	+1	Not to be tested internally		+100
Total				30+4	22+1	350	350	700

Semester -IV

Part	Components	Sub. Code	Title of the paper	Hrs/ week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	15ULTA41 15ULFA41	Cheyyl, Elakkanam, Urainadai,Naadakam,Elakkia Varalaaru/ Paper – IV Initiation to French Literature	6	3	50	50	100
II	General English	15UGEN41 (Stream A/B/C)	General English	6	3	50	50	100
III	Core – VI	15UECC41	Macro Economics- II	6	5	50	50	100
	Allied-IV	15UECA41	Mathematical Methods - II	6	5	50	50	100
		15UHTA41	Modern Governments- II (History)	2+4*	5*	50*	50*	100*
	SBE	15UECS41	Salesmanship	2	2	50	50	100
	NME	15UECN41	Economic Development of India	2	2	50	50	100
IV	Foundation Course	15UFYM41 15UFYM41	Yoga and Meditation Yoga and Meditation(History)	2 2	2 2*	50 50*	50 50*	100 100*
V	Extension activities		CDP		1			
	Self Study Course	15UECSS2	Self Study paper II –(Optional) Economics of Marketing	-	+1	Not to be tested internally		+100
Total				30+4	23+1	350	350	700

Semester -V

Part	Components	Sub. Code	Title of the paper	Hrs/ week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core VII	15UECC51	Fiscal Economics	7	5	50	50	100
	Core VIII	15UECC52	Indian Economy	7	5	50	50	100
	Elective -I	15UECE51	Monetary Economics	6	5	50	50	100
	Elective - II	15UECE52	Economics of Health	6	5	50	50	100
IV	SBE	15UECS51	Basics of Computer Application	4	3	50	50	100
	Self Study Course	15UECSS3	Self Study paper I –(Compulsory) Economic Development of Tamil Nadu		1		100	100
Total				30	24	250	350	600

Semester –VI

Part	Components	Sub. Code	Title of the paper	Hrs/ week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core IX	15UECC61	Development Economics	6	5	50	50	100
	Core X	15UECC62	Legal Economics	6	5	50	50	100
	Core XI	15UECC63	International Economics	6	5	50	50	100
	Core XII	15UECC64	Economics of Shipping	6	5	50	50	100
IV	Elective – III	15UECP61	Project	6	5	50	50	100
Total				30	25	250	250	500
Grand Total				180	140			

No. of credits: 140

Extra Credit: 3

Total 143

SEMESTER- I			
CORE – I MICRO ECONOMICS – I			
Code: 15UECC11	Hours / week :5	Hrs / Semester: 75	Credits :4

Objective:

- To provide with an understanding of the basics of Economics

UNIT – I INTRODUCTION

10 Hrs

Definitions – Wealth, Welfare, Scarcity and Growth - Nature and scope of Economics – Divisions of Economics — Economic Laws - Basic concepts – Human Wants, Utility – Goods

UNIT – II CONSUMER’S BEHAVIOUR

20 Hrs

Utility analysis – Law of Diminishing Marginal Utility – Consumer’s Surplus – Indifference curve Analysis – Properties – Consumer’s Equilibrium

UNIT – III DEMAND ANALYSIS

15 Hrs

Meaning of Demand – Types of demand – Law of demand – Exceptions – Determinants and changes – Elasticity of Demand – Types – Methods of measuring elasticity of demand

UNIT-IV FACTORS OF PRODUCTION

15 Hrs

Factors of production – Land, Labour, Capital, Organisation: Characteristics - Functions of Entrepreneur – Division of labour – Localization of Industries

UNIT – V THEORIES OF PRODUCTION

15 Hrs

Laws of production – Laws of Returns – Returns to scale – Law of Variable Proportions – Internal and external economies

Text Book: Maria John Kennedy, Micro Economics, HPH, Mumbai, 2011.

Reference Books:

M.L.Jhingan, Micro Economic Theory – Vrinda Publications, Delhi 1998

M.L.Seth, Principles of Economics – Lakshmi Nara Publication, 1997

Pindy & Robinson – Micro Economic Analysis

Pazhani, Micro Economics J.P.Publishers, Nagercoil, 2004

SEMESTER- I			
CORE – II STATISTICS -I			
Code: 15UECC12	Hours / week :5	Hrs / Semester: 75	Credits :4

Objective:

- To make the students understand the significance of Statistics and to develop their research skills.

UNIT - I INTRODUCTION

15 Hrs

Definitions of Statistics – Meaning – Scope – Functions - Importance– Limitations

UNIT – II STATISTICAL INVESTIGATION & SAMPLING

15 Hrs

Sources of data – Methods of collecting primary and secondary data – Questionnaire– Census and Sampling: Methods of sampling

UNIT – III STATISTICAL PRESENTATION

15 Hrs

Classification: Types - Tabulation: Rules, Parts of tabulation and Types of tables, Presentation of statistical data: Bar diagrams, Pie diagram-Graphs: Histogram, Frequency Polygon, Frequency Curve and Ogive Curves

UNIT – IV MEASURES OF CENTRAL TENDENCIES

15Hrs

Measures of Central Tendency: Meaning –Properties- Mean, Median, Mode, Geometric Mean and Harmonic Mean- Merits and Demerits

UNIT - V MEASURES OF DISPERSION

15 Hrs

Measures of Dispersion: Meaning - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of variation, Lorenz Curve

Text Book: R.S.N. Pillai & Bagavathi, Statistics –S. Chand, New Delhi, 2006

Reference Books:

S .P.Gupta, Elementary Statistical Methods –Sultan Chand & Sons, New Delhi, 2010.

S. P.Gupta, Statistical Methods –Sultan Chand New Delhi, 2001.

K. Pazhani, Statistics, J.P.Publishers, Nagercoil, 2004

SEMESTER- I			
ALLIED I – PRINCIPLES OF MANAGEMENT			
Code: 15UECA11	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

- To enable the students to develop skills regarding management functions

UNIT – I INTRODUCTION 15 Hrs

Management – Meaning, Nature, Scope and Importance of management – Principles and Functions of Management – Levels of Management- Evolution of management thought

UNIT – II PLANNING AND DECISION – MAKING 20 Hrs

Planning – Meaning – Objectives – Characteristics – Elements or methods – steps- types of planning – Advantages and Disadvantages of planning

Decision – Making: Meaning, Types of decision making – Steps in decision- making

UNIT – III ORGANISATION 20 Hrs

Organization – Meaning, Characteristics – elements – steps and importance of organization –Types of organizations

UNIT – IV MOTIVATION 20 Hrs

Motivation - Meaning, Characteristics and importance of motivation – Types and Methods of Motivation – Theories of Motivation – Maslow’s Theory, McGregor’s Theory X and Theory Y.

UNIT – V COMMUNICATION AND LEADERSHIP 15 Hrs

Communication – Meaning – Elements, Channels or Types and Importance of communication- Barrier’s to communication – Effective communication Leadership: Meaning – importance – Leader styles.

Text Book: C.B.Gupta, Principles of management – Sultan Chand & Sons, New Delhi

Reference Books:

G.Venkatesan, Principles of Management – J.J.Publications, SPM Offset Printers, Madurai, 1998.

Kathiresan&Radha – Principles of Management, Prasanna Publishers, Chennai, 2007

S.M.Sundaram, Principles of Management – SreeMeenakshi Publications, Karaikudi, 2010

SEMESTER- I			
Allied – I GENERAL ECONOMICS – I (I HISTORY)			
Code: 12UHIA11	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

-To enable the students to understand the basic concepts of Economics and to acquire the knowledge of market structure and distribution theories

UNIT – I INTRODUCTION 20 Hrs

Definitions – Wealth, welfare and scarcity - Scope of Economics – Divisions of Economics - Basic concepts –Utility, Goods, Market, and Wealth.

UNIT – II CONSUMPTION 20 Hrs

Human Wants, Law of Diminishing Marginal Utility — Consumer’s Surplus- Law of Demand – Types, Exceptional demand

UNIT – III PRODUCTION 15 Hrs

Factors of Production – Land, Labour, Capital, Organisation- features- Division of Labour – Localization- Merits and Demerits - Theories of Population – Malthusian Theory – Optimum Theory

UNIT – IV DISTRIBUTION 20 Hrs

General Theory of Distribution – Theories of Rent – Ricardian Theory – Modern Theory of Rent - Interest – Liquidity Preference Theory - Profit – Schumpeter’s Innovation Theory – Theories of Risk and Uncertainty

UNIT – V NATIONAL INCOME 20 Hrs

Meaning of Macro Economics – Difference between Macro and Micro Economics –National Income- Concept –Meaning – Personal Income, Gross Domestic Product (GDP) – Gross National Production (GNP) and Net National Product (NNP) – Methods of National Income Estimation – Difficulties of Estimation

Text Book:M.L.Seth, Micro Economics- - Lakshmi Narayan’s,Agarwal Educational Publishers Agra, 1991

Reference Books:

V.Loganathan, Principles of Economics- - S.Chand &Company Ltd, New Delhi-1989

H.L.Ahuja, Modern Micro Economics- - S.Chand &Company Ltd, New Delhi-1983

Dr.Pazhani, Micro Economics- J P Publishers, Nagercoil, 2004

SEMESTER- II			
CORE– IV –STATISTICS– II			
Code: 15UECC22	Hours / week :5	Hrs / Semester: 75	Credits :4

Objective:

- To provide the students an understanding of the various statistical measures and their applications in Economics

UNIT – I CORRELATION 15 Hrs

Correlation: Types, Scatter diagram – Measurement: Karl Pearson Co-efficient of Correlation, Spearman’s Rank correlation and Concurrent Deviation

UNIT – II REGRESSION 15 Hrs

Regression - Meaning – Differences between Correlation and Regression - Regression lines – Regression equations - Regression Co-efficient

UNIT – III INDEX NUMBERS

15 Hrs

Definition, Types, Problems in the Construction of Index Numbers, Time and Factor Reversal Tests , Fixed Base and Chain Base Index Numbers, Uses and limitations of Index Numbers.

UNIT - IV TIME SERIES

15 Hrs

Definition, Components of Time Series, Methods of measuring trend: Semi-Average, Moving Average and Method of Least Squares

UNIT - V PROBABILITY AND THEORY OF DISTRIBUTION

15 Hrs

Definition, Meaning, Concepts, Addition and Multiplication Theorems of probability. Theory of Distribution: Binomial, Poisson and Normal Distributions: Properties only.

Text Book: R.S.N. Pillai&Bagavathi, Statistics –S. Chand, New Delhi, 2006

Reference Books:

S .P.Gupta, Elementary Statistical Methods –Sultan Chand & Sons, New Delhi, 2010.

S. P.Gupta, Statistical Methods –Sultan Chand New Delhi, 2001.

K. Pazhani, Statistics, J.P.Publishers, Nagercoil, 2004

SEMESTER- II			
ALLIED- II- BUSINESS COMMUNICATION			
Code: 15UECA21	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

- To know the enquiry types and classification of reports for their profession and to develop the student's drafting skill

UNIT – I INTRODUCTION

20Hrs

Business Communication – Features - Importance – Process - Modern Communication devices – Classification of Communication – Characteristics and guidelines of Effective Business Communication

UNIT – II BUSINESS LETTER

15Hrs

Analysis of Business Letter – Basic principles in drafting- Letter Styles – Appearance, Structure and Layout

UNIT – III BUSINESS CORRESPONDENCE

15Hrs

Various types of Business Letters – Letters of Enquiry – Offers, Quotations, Orders, Complaints and Settlement, Circular Letters

UNIT – IV COMPANY CORRESPONDENCE

20Hrs

Letters of Application – Importance, Types, Structure – Letters of Application with CV

UNIT – V REPORT WRITING

20Hrs

Business Report – Meaning, Importance, Characteristics - Qualities of Good Report – Functions of a Report – Types of Reports - Reports by individuals, Committees

Text Book:

Kathiresan&V.Radha, Business Communication – Prasanna Publishers, Chennai, 2007.

Reference Books:

R.S.N.Pillai&Bagavathi, Essentials of Business Communication

D.P.Jain, Business Ethics & Communication – S.Chand&Co.Ltd, New Delhi, 2008

Galgotia, Business Communication Skills – Galgotia Publication, New Delhi, 2006

A.N. Kapoor, A Guide to Business Communication.

SEMESTER- II			
Allied – II GENERAL ECONOMICS – II (I HISTORY)			
Code: 12UHIA21	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

-To understand the various macro-economic concepts, to examine how the macro-economic concepts are used in macro-economic policy framework and to widen the knowledge related to money.

UNIT – I EMPLOYMENT 20 Hrs

Meaning of Full Employment – Types of Unemployment – Seasonal, Frictional, Technological, Structural, Voluntary and Involuntary, Cyclical and Disguised Unemployment

UNIT – II MONEY 20 Hrs

Barter – Meaning and Difficulties – Money - - Evolution, Kinds & Functions of Money- Monometallism – Bimetallism: Merits and demerits – Paper Currency Standard – Systems of note issue

UNIT III BANKING 15 Hrs

Evolution of banks – Kinds of Banks – Functions Commercial Bank - Functions of a Central Bank.

Practical: To Open an account, to cross the Cheque and to fill up demand draft form.

UNIT-IV INTERNATIONAL TRADE & BALANCE OF PAYMENT 15 Hrs

International Trade – Benefits – Difference between International Trade and Internal Trade – Free Trade and Protection – Advantages and Disadvantages

Balance of Payment and Balance of Trade – Structure – Causes of Disequilibrium
Balance of payment – Methods of correcting disequilibrium

UNITV PUBLIC FINANCE 20 Hrs

Meaning and Importance of Public Finance – Public Expenditure — Causes for the recent Growth of Public Expenditure- Public Revenue, Sources of Revenue – Public debt, classification of public debt-effects- Methods of debt Redemption

Text Books: Dr. Maria John Kennedy, Macro Economic Theory, PHI Learning Pt. Ltd, New Delhi, 2011 & Devairakkam, Monetary Economics- D.S.R.Publications, Tirunelveli, 2001.

Reference Books:

Ackley, Macro Economic Theory and Policy – Macmillan New York, London, 1978
M.L.Seth, An Introduction to Keynesian Economics – Lakshman’s Narayan Agarwal Educational Publishers, Agra

J.M.Keynes, The General Theory of Employment, Interest and Money – Macmillan, London, 1936 and Dr. Pazhani, Macro Economics - J.P. Publishers, Nagercoil, 2004

SEMESTER- III			
CORE V -MACRO ECONOMICS- I			
Code: 15UECC31	Hours / week :6	Hrs / Semester: 90	Credits :4

Objective:

-To understand the various macro-economic concepts, theories and policies.

UNIT – I INTRODUCTION AND NATIONAL INCOME 15 Hrs

Macro Economics vs. Micro Economics, Macro-Economic Problems: Unemployment, Inflation and Growth
National Income- meaning – Concepts – methods and problems in measurement

UNIT – II THEORIES OF EMPLOYMENT 20 Hrs

Meaning of full employment – Types of unemployment – Classical theory of output and employment – Say’s law of market – Criticisms of Classical theory – Keynesian Theory of employment – Comparison of Classical theory with Keynesian theory of employment

UNIT – III CONSUMPTION FUNCTION 20 Hrs

Consumption and income – Average and Marginal propensity to consume and their relationship – Factors determining consumption function - Importance of consumption function – Theories of Consumption Function – Absolute, Relative

UNIT – IV MULTIPLIER 20 Hrs

Multiplier – Meaning – Relationship with Marginal propensity to consume – Size of Multiplier – Importance – Keynes’s Investment Multiplier compared with Khan’s Employment Multiplier.

UNIT – V ACCELERATOR 15 Hrs

Acceleration principle – Meaning – Assumptions – Importance – Limitations – Interaction of Acceleration and Multiplier or leverage effect or Super Multiplier

Text Book:

M.Maria John Kennedy, Macro Economics, PHI Learning PVT Ltd, New Delhi, 2011

Reference Books:

Ackley, Macro Economic Theory and Policy – Macmillan Newyork, London, 1978

M.L.Seth, An Introduction to Keynesian Economics – Agarwal Educational Publishers, Agra

J.M.Keynes, The General Theory of Employment, Interest and Money, Macmillan, London

SEMESTER- III			
ALLIED - III MATHEMATICAL METHODS- I			
Code: 15UECA31	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

- To understand the meaning and importance of mathematical tools and to acquire the knowledge of solving simple problems

UNIT – I NUMBER SYSTEMS AND FUNCTIONS 15 Hrs

Kinds of Numbers – Algebraic Expression - Functions – Definition – Types of Functions – Polynomial, Exponential, Logarithmic – Nature of Functions

UNIT – II COMMERCIAL ARITHMETICS 15 Hrs

Percentage – Ratio – Proportion – Simple Interest – Compound Interest – Discount – Banker’s Discount and Banker’s Gain.

UNIT – III SETS 20 Hrs

Sets – Types of Sets – Set operations – Cartesian product

UNIT – IV EQUATIONS 20 Hrs

Equations – One variable – Linear – Quadratic – Polynomial –Homogeneous – Non Homogeneous – Application of equations in Economics.

UNIT – V ANALYTICAL GEOMETRY 20Hrs

Points and lines – Application in Economics – Iso Product – Iso cost, Market Equilibrium, Indifference Curves etc.

Text Book:

Cyril Kanmony&K. Pazhani, Mathematical Methods –J.P.Publishers, Nagercoil, 2003

Reference Books:

C.S.Agarwal, R.C.Joshi, Mathematics for Economists –The New Academic PublishingCompany, Jalandhar, 1983

S.Peer Mohamed, P.AkbarBatcha, Shazuli Ibrahim &Selvaraj, Business Mathematics- Pass Publication, Madurai, 2004

S.Devairakkam, Mathematical Methods –Jothi Publications, Tirunelveli, 1993

SEMESTER- III			
SKILL BASED ELECTIVE- ECONOMICS OF ENTREPRENEURSHIP			
Code: 15UECS31	Hours / week :2	Hrs / Semester: 30	Credits :2

Objective

Students can have a glimpse of a few aspects of entrepreneurship

UNIT-I INTRODUCTION 6 Hrs

Entrepreneurs - Concepts and qualities - Barriers - Structures - Traits and types - Functions - Formulation of Network and Project Design - E-commerce and entrepreneurship

UNIT-II STEPS FOR STARTING A SMALL SCALE INDUSTRY 6 Hrs

Steps for starting a small scale industry - selection of types of organisation - - Small Scale Industry - Problems and sickness of small scale industry - Government Policy

UNIT-III WOMEN ENTREPRENEUR

6 Hrs

Women Entrepreneur - Concept of women entrepreneur - Growth and Development of entrepreneurs - Functions - Problems of Women Entrepreneur - Role of Women's Association

UNIT-IV SOURCES OF PROJECT FINANCE

6 Hrs

Sources of Project Finance - Institutions helping entrepreneurs - Role of Commercial Banks - New Entrepreneurial Development Agencies - Entrepreneurs in Tamilnadu

UNIT-V ENTREPRENEURIAL DEVELOPMENT PROGRAMME (EDP) 6 Hrs

Entrepreneurial Development Programme (EDP) - Development Strategy - Backward Area Development - Accounting for small enterprises - International Business - Small Companies "going global"

Reference Books:

Entrepreneurial Development – Saravanavel

Entrepreneurial Development – C.B.Gupta & N. P.Srinivasan

Fundamentals of Entrepreneurship – H.Nanthan

SEMESTER- III			
NME– FUNDAMENTALS OF ECONOMICS			
Code: 15UECN31	Hours / week :2	Hrs / Semester: 30	Credits :2

Objective

To initiate the students to understand the key concepts of economics.

UNIT-I INTRODUCTION

6 Hrs

Definitions- Scope of Economics- Basic concepts

UNIT-II CONSUMER’S BEHAVIOUR

6 Hrs

Consumer’s behaviour wants - Utility - Demand Meaning - Law – Exceptions

. UNIT-III NATIONAL INCOME

6 Hrs

National Income: Meaning - Methods of Calculating National Income - Difficulties and methods to overcome them

UNIT-IV ECONOMICS SYSTEM

6 Hrs

Economics Systems - Capitalism - Socialism, and mixed Economy

UNIT-V INFLATION

6 Hrs

Meaning – Cost Push Inflation and Demand Pull Inflation-causes and remedies

Text Book:Sankaran.S. : Micro Economics,Margham Publications.

Reference Books:

Ahuja, H.L. : Advanced Economic Theory ,S.Chand & Co

DewettK.K : Modern Economics Theory

Lipsey and Steiner : Economics

Agrawal, A.N. Indian Economy – Vikas Publishing House.

Dewett, Verma, Sharma : Indian Economy – S.Chand & Co

Rudar Datt &Sundaram : Indian Economy – S.Chand & Co

Sankaran.S. : Indian Economy - Margham Publications

SEMESTER- III	
SELF-STUDYPAPER- ECONOMICS OF ADVERTISING	
Code : 15UECSS1	Credit : 2

Objective:

- To enlighten the students about the significance of advertising

UNIT I: INTRODUCTION

Introduction – Meaning, Definition, Features and Importance of advertising – Types of advertising

UNIT II: ADVERTISING COPY

Advertising copy – Qualities of good advertising copy – Elements of advertising copy, Evaluation of advertising effectiveness – Methods of Testing – Advertising Effectiveness

UNIT III: ADVERTISING MEDIA

Advertising Media – Print Media –Outdoor Media – Electronic Media.

UNIT IV: ADVERTISING BUDGET

Advertising Budget – Methods of Budgeting – Importance and factors affecting advertising Budget

UNIT V: ADVERTISING AGENCY

Advertising Agency – Types and structure of advertising agency – Functions, Selection and remuneration of advertising agency.

Text Book:

K.Pazhani&S.Jesi, Advertising, J.P.Publishers, Nagercoil, 2001

Books for Reference:

1. Belch and Belch, *Advertising and Promotion*, Tata McGraw Hill Co.
2. Sharma, Kavita, *Advertising: Planning and Decision Making*, Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki, *Advertising and Brand Management*, Ane Books Pvt Ltd, New Delhi.
4. Burnett, Wells, and Moriatty, *Advertising: Principles and Practice*, Pearson Education

SEMESTER- IV			
CORE –VI MACRO ECONOMICS – II			
Code: 15UECC41	Hours / week :6	Hrs / Semester: 75	Credits :4

Objective:

-To understand the various macroeconomic concepts, theories and policies.

UNIT – I THEORIES OF DISTRIBUTION 15 Hrs

The Ricardian or Classical Theory of Distribution – Criticisms – Marxian Theory of Income Distribution – Critical Evaluation – Kaldor’s Theory of Distribution – Critical appraisal of Kaldor’s Theory

UNIT – II THE INVESTMENT FUNCTION 15 Hrs

Meaning of Capital and Investment – Types of Investment – Induced Vs Autonomous – Determinants of Investments – Rate of Interest – Marginal Efficiency of Capital (MEC) – Factors influencing the MEC

UNIT – III GENERAL EQUILIBRIUM 15 Hrs

Concept of Partial Equilibrium – General Equilibrium – Derivation of IS and LM Functions – Shifts in IS and LM Functions

UNIT – IV MACRO ECONOMIC POLICY 15 Hrs

Macroeconomic Policy – Policy objectives – Conflicts in policy objectives - Fiscal and Monetary Policies for Internal and External Balance

UNIT – V MONETARY POLICY 15 Hrs

Monetary Policy – Instruments – Effectiveness - Role of Monetary Policy in Developing Economy – Fiscal Policy – Objectives – Limitations – Fiscal Monetary Policy Mix

Text Book: M.Maria John Kennedy, Macro Economics, PHI Learning PVT Ltd, New Delhi, 2011

Reference Books:

Ackley, Macro Economic Theory and Policy – Macmillan, London, 1978

M.L.Seth, An introduction to Keynesian Economics – Agarwal, Agra

J.M.Keynes, The General Theory of Employment, Interest and Money, Macmillan, London

SEMESTER- IV			
ALLIED-IV MATHEMATICAL METHODS– II			
Code: 15UECA41	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

- To increase the analytical ability of the students and to widen their understanding and application of mathematical methods

UNIT – I: MATRICES

20 Hrs

Matrix – Types and operations of matrices – Determinants – Properties of determinants – Cramer’s rule – Inverse Matrix

UNIT – II: DIFFERENTIAL CALCULUS

20 Hrs

Meaning and rules of differentiation – First and second order derivatives – Conditions for Maxima and Minima

UNIT – III: PARTIAL DERIVATIVES

20 Hrs

Rules of Partial derivatives – Given $U=f(x, y)$ – Higher order partial derivatives (Only simple problems are to be dealt)

UNIT - IV: APPLICATION OF DIFFERENTIATION IN ECONOMICS **15 Hrs**

Marginal concepts relating to utility, cost and revenue (only simple problems) Maximization and Minimization (Revenue, profit and cost)

UNIT - V: INTEGRAL CALCULUS

15 Hrs

Meaning – Basic Rules - Application of Integration in Economics

Text Book: Cyril Kanmony & K. Pazhani, Mathematical Methods – J.P. Publishers Nagercoil, 2003

Reference Books:

C.S. Agarwal, R.C. Joshi, Mathematics for Economists – The New Academic Publishing Company, Jalandhar, 1983.

S. Peer Mohamed, P. Akbar Batcha, Shazuli Ibrahim & Selvaraj, Business Mathematics- Pass Publication, Madurai, 2004.

S. Devairakkam, Mathematical Methods – Jothi Publications, Tirunelveli, 1993

Singh Parasher Singh, An Introduction to Econometrics- Sterling Publishers Pvt. Ltd, New Delhi, 1998.

SEMESTER- IV			
SKILL BASED ELECTIVE - SALESMANSHIP			
Code: 15UECS41	Hours / week :2	Hrs / Semester: 30	Credits :2

Objective:

To train the students to effectively sell and market any product or service of any industry

UNIT I: SALESMANSHIP

6Hrs

Salesmanship – Definition – features – origin and Development of salesmanship – creative and competitive salesmanship – Is salesmanship a science, art or a profession?

UNIT II: FUNDAMENTALS OF SELLING& KNOWLEDGE OF GOODS 6 Hrs

The sales personality – Important traits – Physical, Mental, Social and Character traits – Improving the personality – Importance and Nature of product - knowledge – Methods

UNIT III: SALES ORGANIZATION

6 Hrs

Organisation of sales Department – Sales Routine – control of sales operations – Duties of salesman – Management of Salesmen’s time

UNIT IV: SALES TRAINING AND REMUNERATION

6 Hrs

The selection procedure – Types of training – Training objectives – The training plan and group training – Methods – Centralised and Decentralised training – Remuneration of salesmen – Methods – Allocation of Territories and sales conference

UNIT V: BUYING MOTIVES AND SALES TALK

6 Hrs

Important buying motives – Types of salesmen – Sales Talk – Sales Resistance – Closing the sales

Text Book:

J.C.Sinha, Principles of Marketing and Salesmanship – R.Chand & Co, 1998.

Reference Books:

RustomS.Davar, SohrabR.Dawar, Nub R. Dawar – Salesmanship and publicity.

Mahendra Mohan – Advertising Management Tata Mc. Craw Hill, New Delhi.

P.K.Sahu, K.C.Raut – Salesmanship, and sales management.

S.Jeyalakshmi, J.Jeyasheela&Dr.A.Asok, Salesmanship –I, G.N.Publishers, Kurangani, Thoothukudi District, 2007.

SEMESTER- IV			
NME - ECONOMIC DEVELOPMENT OF INDIA			
Code: 15UECN31	Hours / week :2	Hrs / Semester: 30	Credits :2

Objective:

To give an opportunity to analyze the important sector wise issues in Indian Economy.

UNIT I: STRUCTURE OF INDIAN ECONOMY 6 Hrs

Salient features of Indian Economy -Natural Resources – Land, Soil, Water, Forest and Minerals

UNIT II – POVERTY 6 Hrs

Meaning of Poverty and Poverty line, Causes of poverty and Poverty Alleviation Measures

UNIT III – UNEMPLOYMENT 6 Hrs

Meaning, Types of Unemployment, Causes and Remedial Measures of Unemployment

UNIT IV – AGRICULTURE 6 Hrs

Importance of agriculture- Green Revolution, Agricultural Inputs: HYV Seeds, Chemical Fertilizers, Water management and Irrigation

UNIT V- INDUSTRY 6 Hrs

Importance of Industries, Large Scale Industries & Small-scale and Cottage Industries: Meaning, problems and measures

Text Book:

P.A.Maraikumar, Economic Development of India, Immanuel Publications, Palayamkottai, 2003

Reference Books:

Mishra &Puri – Economics of Development and Planning, 7th Edition, Himalaya Publishing, New Delhi

Ishwar. C. Dhingra – The Indian Economy, Twenty First Edition, Sultan Chand & Sons, New Delhi

Meier, G.M. (1995) Leading Issues in Economic Development, 6th Edition, Oxford University press, New Delhi

Meier, G.M. and James E. Rauch (2003) Leading Issues in Economic Development, 7th Edition, OUP, New Delhi

Ruddar Datt and KPM Sundaram, Indian Economy, S.Chand, New Delhi, 2011.

SEMESTER- IV	
SELF-STUDY PAPER- ECONOMICS OF MARKETING	
Code : 15UECSS2	Credit : 2

Objective

-To enable the students to gain deep knowledge in marketing

UNIT-I

Marketing - Meaning, Definition, Nature and Scope - Evolution of Marketing - Approaches to the Study of Marketing - Role of Marketing in Economic Development

UNIT-II

Marketing Mix - Meaning - Definition - Elements - Marketing Process - Functions of Marketing - Buying Assembling - Selling

UNIT-III

Transportation - Storage and Warehousing - Warehouses in India – Causes of slow growth - suggestions

UNIT-IV

Standardization and Grading - Labelling - Grading vs. Standardization - Agricultural Produce - Extractive Industries and Manufactured Product – ISI and AGMARK

UNIT-V

Marketing Finance - Working Capital - Institutions in Marketing Finance - Role of STC, MMTC and EXIM Bank - Marketing Risks - Causes - Handling- Prevention, Reduction and Shifting.

Text Book:

Modern Marketing by R.S.N. Pillai, S. Chand and Company Ltd., New Delhi.

Reference Books:

Marketing by Rajan Nair, Sultan Chand & Sons

Marketing Management in Indian Perspective by Jha and Singh, Himalaya

Fundamentals of Marketing by William J. Stanton, MC Graw - Hill

Principles of Marketing by Philip Kotler, Prentice Hall

SEMESTER- V			
CORE VII -FISCAL ECONOMICS			
Code: 15UECC51	Hours / week :7	Hrs / Semester: 105	Credits :5

Objective:

- To enrich the students with the knowledge of Fiscal Economics, Government's income, expenditure, debt and budgeting

UNIT– I INTRODUCTION 20Hrs

Definition, scope and subject matter of Public Finance – Private Finance and Public Finance– Principle of Maximum Social Advantage

UNIT– II PUBLIC REVENUE 25Hrs

Sources of public Revenue – Tax revenue & non-tax revenue– Characteristics of good Tax - Canons of taxation– Direct & Indirect taxes – merits and demerits – progressive and proportional taxes

UNIT – III PUBLIC EXPENDITURE 20Hrs

Meaning and Classification of Public Expenditure –Reasons for the growth of Public expenditure – Effects of public expenditure on production - distribution – other effects.

UNIT-IV PUBLIC DEBT 20Hrs

Meaning, objectives and sources of Public Debt– Comparison between Private debt and Public debt – Classification of public Debt – Methods of Redemption of Public Debt – Principles of Public debt management

UNIT – V BUDGETING 20 Hrs

Meaning and components of Government budget- Revenue and Capital Budget – Characteristics of a sound budget– Budgetary procedure in India - A Review of the latest Union Budget

Text Book:

M.Maria John Kennedy, Public Finance, PHI Learning PVT Ltd, New Delhi, 2012

Reference Books:

H.L.Bhatia, Public Finance - Vikas Publishing House Pvt. Ltd, New Delhi, 1999

A.C. Agarwal, Public Finance –Lakshmi Narayan Publications

Musgrave & Musgrave, Public Finance -Theory and Practice –McGraw Hill Book Co., New Delhi, 1981

R.Cauvery – Public Finance, S. Chand& Company Ltd, New Delhi, 2007

SEMESTER- V			
CORE VIII – INDIAN ECONOMY			
Code: 15UECC52	Hours / week :7	Hrs / Semester:105	Credits :5

Objective:

- To give an opportunity to analyze the important sector wise issues in Indian Economy

UNIT I: INTRODUCTION

25Hrs

Salient features of Indian Economy -Natural Resources – Land, Soil, Water, Forest and Minerals – Human Resources - Problem of Poverty and unemployment – Causes and Remedial Measures- Evaluation of last 2 five year plans (10th& 11th)

UNIT II: AGRICULTURE

20Hrs

Importance of agriculture- Rationale for Second Green Revolution, Agricultural Input, Farm Mechanization – Agricultural Finance –Food Security Act- Agrarian Crisis in India

UNIT III: INDUSTRY

20Hrs

Role of Industries to economic development, Pattern of Industrialization, Industrial Policy since 1991- Role of Public sector —Performance of Public sector – Shortcomings of Public sector – Private sector – Role of private in India

UNIT IV: INFRASTRUCTURE

20 Hrs

Transport Sector: Roads, Railways, Waterways and Airways- Role of Infrastructure in Economic Development- Mode of Infrastructure

UNIT V: SERVICE SECTOR

20 Hrs

Development Banking Institutions: IFCI, ICICI, IDBI: Features- IT industry: Structure, Growth and contribution to GDP

Text Book:

RuddarDatt and KPM Sundaram, Indian Economy, S.Chand, New Delhi, 2011

Reference Books:

Mishra &Puri – Economics of Development and Planning, 7th Edition, Himalaya Publishing, New Delhi

Ishwar. C. Dhingra – The Indian Economy, Twenty First Edition, Sultan Chand & Sons, New Delhi

Meier, G.M.(1995) Leading Issues in Economic Development, 6th Edition, Oxford University press, New Delhi

SEMESTER- V			
ELECTIVE I – MONETARY ECONOMICS			
Code: 15UECE51	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To understand the operations of money and banking in an economy

UNIT – I INTRODUCTION

15 Hrs

Definition of money, Kinds of money, Functions of money - Monetary Standard: Meaning, Types of Monetary standard- Merits and demerits - Paper currency standard: Meaning, Principles and Methods of paper currency standard

UNIT – II DEMAND FOR AND SUPPLY OF MONEY

20 Hrs

Supply of Money: Meaning – Determinants of money supply – Measures of money supply

Demand for Money: Meaning – Quantity theory of money- Fisher’s Transaction version – Cambridge Cash balance version

UNIT – III BANKING

20 Hrs

Evolution of banks, Types of Banks – Functions of Commercial Banks, Balance sheet and Credit creation -Central Bank: Functions - Reserve Bank of India – Functions and Role in India

UNIT - IV PRACTICAL BANKING

15 Hrs

Meaning: Current Account and Savings Bank Account — Negotiable Instruments: Features, Types: Cheque, Draft, ATM and E- Banking, Electronic banking

UNIT - V MONEY MARKET AND CAPITAL MARKET 20Hrs

Money market: Meaning, Features, Constituents, Functions and Characteristics of Indian Money Market

Capital Market: Meaning, features, Constituents and Functions of Indian capital market

Text Book: Devairakkam, Monetary Economics- D.S.R.Publications, Tirunelveli, 2001

Reference Books:

M.L.Seth, Money, Banking and International Trade –Educational Publishers, Agra.

S.B.Gupta, Monetary Economics-S.Chand, New Delhi, 1994

S.S.Mishra, Money, Inflation & Economic Growth –Oxford &IBH , New Delhi -1981.

M.L.Jhingan, Money, Banking and International Trade and Finance- 7th Edition, Vrindha Publications, 2005

SEMESTER- V

ELECTIVE II -ECONOMICS OF HEALTH			
Code: 15UECE52	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To analyze issues in utilization of health services from an economic perspective and to understand the current issues in healthcare

UNIT – I INTRODUCTION 15 Hrs

Definition and scope of economics of health- Meaning of Public Health - the concept of health and health care- the role of health in economic development – health as human capital: determinants of health- poverty, malnutrition

UNIT – II HEALTH ECONOMICS 20 Hrs

Definition and concept of Health Economics - Significance of Health Economics - Conceptual Background of Health - Good Health – a Fundamental Right - International Covenants, Acts and Rules regarding Public Health - Significance of Good Health

UNIT – III ECONOMIC IMPLICATIONS OF HEALTH 15 Hrs

Health Dimensions of Development, Determinants of Health, Economic Dimension of Health Care – Demand and Supply of Health Care, Financing of Health Care and Resource Constraints

UNIT – IV HEALTH EXPENDITURE 20 Hrs

Definition - Significance of Health Expenditure - Expenditure on Health Care - Public Health and Economic Growth - Need for Investment in Public Health - demographic and economic factors - India’s Epidemiologic Transition - Income Elasticity of Demand for Healthcare - Disease Burden in India

UNIT – V CURRENT ISSUES IN HEALTHCARE 20 Hrs

The Concept of Human Life Value, Inequalities in Health – Class and Gender Perspectives its Measurement with Health Indicators - Health Planning - Resources Allocation and Budgeting - Current Issues in Healthcare -Tele health - Health Tourism - Health Insurance and Managed Care - National Health Policies in India - India towards “Right to Health”

Text Book:Henderson, J.W, Health Economics and Policy

Reference Books:

Sherman Folland, Allen C. Goodman and MironStanoThe Economics of Health and Health Care (Prentice-Hall Inc, New Jersey)

Becker, G.S, (1972) - Human Capital, 2ndedn, NBER, New York

Baru, R.V., -Private Health Care in India

Folland- Goodman-Stano- The economics of health and health care

SEMESTER- V
SKILL BASED ELECTIVE – BASICS OF COMPUTER APPLICATIONS

Code: 15UECS51	Hours / week :4	Hrs / Semester: 60	Credits :3
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Objective:

To understand the elements of Computer System, the management techniques and Word Processing

UNIT – I INTRODUCTION 15Hrs

Introduction to Computers – Block Diagram of Computer – History of Computers – Generation of Computers – Classifications of Computers –Applications of Computers

UNIT – II MS-WORD 10Hrs

Opening, File formation – types – saving – editing – foot note – head note – page Nos. – page setup – printing options – Internet: Browsing – E-mail – down Loading.

UNIT – III MS-EXCEL 15Hrs

Creating a New Work book – Entering data into the work sheet – Editing work sheet – Adding Cell Borders and Shading – working with Ranges -Managing and Printing work book – Simple Calculations – Copying Formula – Creating charts – Bar – Stacked Bar – XY graph – Line graph – Pie chart – Tools – Data.

UNIT – IV POWER POINT 10Hrs

Creating a New Presentation – Working with Slides in different views – Printing presentations - Inserting, Deleting and copying slides – Rearranging Slides – Adding and Modifying Slides Text – Adding animation to the Slides – Cascading Presentation

UNIT – V MS-ACCESS 10 Hrs

Creating a new database – creating and editing tables – entering and editing data in a table – creating simple relationship between tables – creating and modifying a form sorting, filtering and indexing Data – creating a query – creating and customizing a report.

Text Book:Russel.A.Stultz, MS Office 97, First Indian Edition, BPBP Publications

Reference Books:

Kerns, Essentials of Microsoft Windows, Word and Excel, Prentice Hall of India, New Delhi, 1993.

Rajaraman, V., Fundamentals of Computers, Prentice Hall, New Delhi

Sanjay Saxena – A First Course in Computer, 1997.

SEMESTER- V
SELF-STUDY- ECONOMIC DEVELOPMENT OF TAMILNADU (Compulsory)

Code: 15UECSS3	Credit :2
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Objective:

To give a basic knowledge about the availability of resources, infrastructure and sectoral development in Tamil Nadu

UNIT I: INTRODUCTION

The geographical features of Tamil Nadu – Natural Resources – Land – Forest – Water – Fisheries – Mineral, Energy , power – Infrastructure –Transport: Railways, Roadways, Airways

UNIT II: AGRICULTURE

Agricultural growth – Land use pattern – Cropping pattern – Agricultural inputs: Irrigation, Fertilizer — Green Revolution.

UNIT III: INDUSTRY

Industrial growth - Large scale Industries – Cotton Textiles – Sugar-Cement – Fertilizer – Leather and Electronics-Small scale Industries – Handloom Industry – Cottage Industries

UNIT IV: SERVICE SECTOR

Banking – Insurance – Health Infrastructure – Educational Infrastructure – IT Sector

UNIT V: PLANNING

Economic planning and development in Tamil Nadu – Planning: Achievements and failures

Text Book: A.G. Leonard, Tamil Nadu Economy, Macmillan , New Delhi, 2006

Reference Book:

N. Rajalakshmi, Tamilnadu Economy

S.Manickam, Panorama of Indian Economy, 2010

P.Srinivasan, A Road Guide to Tamil Nadu, TTK Healthcare Limited – Printing Division, 2001..

P.A. Maraikumar, Tamil Nadu Economy, Immanuvwl Publications, Palayamcottai, 2001.

N.V.Balu&V.V.K.Subburasu, Tamil Nadu Yearbook, Sura College of Competition,

SEMESTER- VI			
CORE IX– DEVELOPMENT ECONOMICS			
Code: 15UECC61	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To familiarize the students with issues, approaches, Theories, Models and Planning for Development.

UNIT – I INTRODUCTION 20 Hrs

Economic growth and development – Factors affecting Economic Growth – Capital, Labour and Technology - Rostow’s stages of Economic Growth –India’s stage of Economic Growth

UNIT – II APPROACHES TO ECONOMIC DEVELOPMENT 20 Hrs

Vicious Circle of Poverty, Circular Causation, Unlimited supply of Labour – Big Push Theory, Balanced Growth Theory - Critical minimum effort thesis – Dualism – Technical, Behavioural, Social and Financial

UNIT – III THEORIES OF ECONOMIC DEVELOPMENT 15 Hrs

Classical theory of development – Theory of social changes – crisis in capitalism, Schumpeter and Capitalistic development

UNIT – IV GROWTH MODELS 20 Hrs

Harrod and Domar Model – Solow – Meade – Mrs. Joan Robinson’s Models

UNIT – V PLANNING AND DEVELOPMENT 15 Hrs

Need for Planning – Types – Conditions for successful operation of planning – Planning machinery in India

Text Book: Theory and Practice of Economic Planning – M.L.Seth.

Reference Books:

Economics of Development and Planning – M.L.Jhingan

Economic Planning – B.C. Tandon

Development and Planning – Misra and Puri

Development and Planning – W.A.Lewis.

Economics of Development – Kindleberger.

Economics of Development – A Regional, Institutional and Historical Approach – Richard

SEMESTER- VI			
CORE X - LEGAL ECONOMICS			
Code: 15UECC62	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To understand the basic tools and methods of legal economics and to know the basic provisions of law relating to consumer, business, environment, taxes and business undertakings

UNIT-I: INTRODUCTION 15 Hrs

Economic analysis of Law - Legal reasoning - Market efficiency and failure - Welfare economics – Coasetheorem, Compensation Principle

UNIT-II: LAW AND LEGAL INSTITUTIONS 20Hrs

The civil law - evolution - Courts –Criminal Law – Economic theory of Crime and punishment, Does Punishment deter Crime? Efficient punishment - Corruption and Law

UNIT-III: LAW AND CONSUMERS ACTIVITIES 20Hrs

Economic Theory of Contract, Law of Tort, Tort liability and Economic Models – Consumer Rights – Consumer protection – Consumer Courts

UNIT-IV: LAW AND BUSINESS ORGANISTIONS 15Hrs

Structure of Firm, Corporations, Capital shares, Industrial Securitiesand debentures, RBI, MRTP, SEBI – FEMA

UNIT-V: MACRO ECONOMICS AND LAW 20 Hrs

Law and Distribution of Income and Wealth - Economic and Social costs of Poverty - Taxation and efficiency – Environmental Law – International environmental agreements

Text Book: Agarwal, V.K. (2000), Bharat’s Consumer Protection Law and Practice, (4th edition) B.L.H. Publishers, New Delhi

Reference Books:

Cooter, R.D. and T.S. Vlen (2000), Law and Economics (3rd edition) Addison Wesley, New York.

Posner, R.A. and F. Parisi (eds) 1997, Law and Economics Edward Elgar Publishing Ltd., U.K.

Kumar A. (1999) Environmental Problems, Protection and Controls (Vol.1 and II) Annual Publications, Pvt. Ltd., New Delhi

V. Ramachandran and T.A. Ramachandran (Ed.) (2000) Aiyar’s A.N. Indian Tax Laws (2000) Company Law Institute of India Pvt. Ltd., Chennai

SEMESTER- VI			
CORE XI -INTERNATIONAL ECONOMICS			
Code: 15UECC63	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To enable the students to gain knowledge about the different aspects of International trade and its significance.

UNIT – I INTRODUCTION 20 Hrs

Differences between international trade and internal trade, Benefits of international trade and defects, Free trade: Meaning – Arguments for and against- Protection: Meaning - Arguments for and against – Kinds of Protection and Role of Protection in UDCs

UNIT – II THEORIES OF INTERNATIONAL TRADE 15 Hrs

Classical Theory, Comparative Cost Theory, Modern Theory and Factor-Price Equalization Theory

UNIT – III BALANCE OF PAYMENTS 15 Hrs

Meaning of Balance of trade and Balance of payments – Meaning and Types, Structure of a Balance of payment, Causes and Remedial measures

UNIT–IV FOREIGN EXCHANGE 20 Hrs

Meaning of Foreign exchange and Exchange Rate, Determination: Mint parity theory – Purchasing power parity theory – Balance of payment Theory– Fixed and Flexible Exchange Rate: Merits and Demerits

UNIT – V INTERNATIONAL FINANCIAL INSTITUTIONS 15 Hrs

IMF – Objectives– structure– Functions –World Bank (IBRD) –Objectives – structure – Functions - Trade Agreements: GATT, UNCTAD and WTO

Text Book: M.L.Jhingan, International Economics

Reference Books:

D.M. Mithani, International Economics –Himalayas Publishing House, Delhi, 2003

Soderston, International Economics –The Macmillan Press Ltd., London, 2010

Singh &Agarwal, International Economics –SanjeevaPrakashan, Meerut

Devairakkam, International Economics- D.S.R.Publications, Tirunelveli, 2001.

Francis Cherunilam, International Economics, (Fifth Edition) Tata McGraw Hill, New Delhi, 2010

SEMESTER- VI			
CORE - XII- ECONOMICS OF SHIPPING			
Code: 15UECC64	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To make the students to understand the various components of sea transport and to give an overview of port and shipping industry

UNIT – I WATER TRANSPORT IN ECONOMIC DEVELOPMENT **15 Hrs**

Meaning - Modes of Water Transport - Water Transport in India - Share of Different Modes of Transport - port performance - India's Maritime Trade - Development of Port Sector in India - Exports & Imports

UNIT – II PORTS IN ECONOMIC DEVELOPMENT **20 Hrs**

Meaning - Type of Ports - Importance of Ports in India - Major ports - Minor Ports - Factors that have led to inefficiencies in the Indian ports - Models for port structuring - History of Ports in India - Global Scenario - economics of port and Port Procedure

UNIT – III SHIPPING IN ECONOMIC DEVELOPMENT **15 Hrs**

Shipping economics - Meaning - Shipping Rates, Liners and Tramps, competition and shipping conferences - Development of Indian shipping, current problems - shipping policy and five years plans, chartering business, containerization

UNIT – IV THE ECONOMIC IMPORTANCE OF SHIPPING **20 Hrs**

The role of seaborne trade in economic development- technical revolutions in shipping - The demand for sea transport - Seaborne trade by economic activity - Parcel size and transport mode - Definition of 'bulk cargo' - categories of bulk cargo - Transport of bulk and general cargo - Definition of 'general cargo' – classes of general cargo - Limitations of seaborne trade

UNIT - V THE ROLE OF PORTS IN THE TRANSPORT SYSTEM **20 Hrs**

Types of ship in the cargo fleet - The supply of sea transport - The bulk shipping industry - The liner shipping industry - levels of port development - Functions of Various Authorities in Shipping - Port Trust – Customs - Mercantile Marine Department - Shipping Policy - Government policy in India & other countries towards shipping

Text Book: Elements of Shipping by Alan E. Branch

Reference Books:

Reeds Sea Transport by Patrick Alderton

Maritime Economics – Martin Stopford

Elements of Port Operations & Management – Alan E. Branch

The Maritime Law of India (2000) Bhandarkar Publications, Mumbai

Bunkers –A guide for ship operators – W.D. Ewart