

B.A ECONOMICS
(Choice Based Credit System)
(From the academic year 2020-2021 onwards)

ELIGIBILITY FOR ADMISSION

Candidate seeking admission to the B.A. Economics course must have passed the Higher Secondary Examination of the Government of Tamil Nadu and any other Examinations accepted by the Syndicate. Preference should be given to those who have taken Economics as a subject in the qualifying examinations. 20% reserved for Vocational stream.

EXAMINATION

Distribution of Marks (Theory)

External Assessment: 75 marks

Internal Assessment: 25 marks

Passing minimum: 40% (Overall components).

Pattern of Question Paper (Maximum Marks: 75, Time: 3 Hours)

Part A- Two Multiple Choice Questions from each Unit (10 x 1 = 10 marks)

Part B- One Internal Choice Question from each Unit (5 x 5 = 25 marks)

Part C- One Internal Choice Question from each Unit (5 x 8 = 40 marks)

COURSE STRUCTURE

I SEMESTER

PART	SUBJECT STATUS	SUBJECT	HOURS	CREDIT
I	Language	Tamil / Other Languages	06	04
II	Language	Communicative English	06	04
III	Core – 1	Micro Economics - I	05	04
	Core – 2	Statistical Methods - I	04	04
	Add on Major (Mandatory)	Professional English for Arts and Social Sciences- I	04	04
	Allied – 1	Principles of Advertisement - I	03	03
IV	Common	Environmental Studies	02	02
		TOTAL	30	25

II SEMESTER

PART	SUBJECT STATUS	SUBJECT	HOURS	CREDIT
I	Language	Tamil / Other Languages	06	04
II	Language	English	06	04
III	Core – 3	Micro Economics - II	05	04
	Core – 4	Statistical Methods - II	04	04
	Add on Major (Mandatory)	Professional English for Arts and Social Sciences – II	04	04
	Allied – 2	Principles of Advertisement - II	03	03
IV	Common	Value Based Education / சமூகஒழுக்கங்களும் பண்பாட்டு விழுமியங்களும் / Social Harmony	02	02
		TOTAL	30	25

SYLLABUS

I SEMESTER

CORE 1: MICRO ECONOMICS – I

Objective: To enable the students to understand the basic concepts of Economics

Unit I: Introduction

Definition of Economics – Main Divisions of Economics – Micro Economics – Importance and Limitations – Distinction between Micro and Macro Economics – Economic Laws – Basic Concepts.

Unit II: Consumption

Human wants - Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Consumer's Surplus – Law of Demand – Elasticity of demand – Types – Factors determining Elasticity of demand

Unit III: Indifference Curve Analysis

Indifference Curve Analysis – Properties of Indifference Curve – Marginal Rate of Substitution - Consumer's equilibrium in terms of Indifference Curve - Uses of IC Analysis.

Unit IV: Production

Meaning of Production – Factors of production – Characteristics – Theories of Population – Capital formation – Functions of Entrepreneurs – Division of Labour – Merits and Demerits – Large and Small scale Production –Merits and Demerits.

Unit V: Production Function

Production Function – Types of Production Functions – Law of Variable proportion – Law of Diminishing Returns – Law of increasing Returns – Law of constant Returns.

Reference Books:

1. Principles of Economics - K.P.M.Sundaram, Vikas Publishing House, New delhi.
2. Micro Economics - M.L.Seth, Lakshmi Narain Agarwal, Agra.
3. Advanced Economic Theory - M.L.Jhingan, Konark Publishers Pvt. Ltd., Delhi.

CORE 2: STATISTICAL METHODS – I

Objective: To help the students to acquire knowledge in statistical concepts and tools for research

Unit I: Introduction

Definition of Statistics – Functions - Scope - Limitations –Collection of Data – Primary and Secondary data.

Unit II: Classification, Tabulation, Diagrams and Graphs

Meaning, Objectives and Types of Classification – Meaning, Role, Rules and Types of Tables – Significance and Types of Diagrams - Rules for constructing Diagrams -- Graphs of Time Series data and frequency distribution.

Unit III: Averages

Averages – Qualities of a good average – Measurement of Average – Arithmetic Mean – Median - Mode– Relative merits and demerits.

Unit IV: Dispersion

Measures of Dispersion – Qualities of a good measure of dispersion – Types of Dispersion –Range, Quartile Deviation – Mean Deviation – Standard Deviation – Co-efficient of Variation.

Unit V: Skewness and Kurtosis

Skewness – Types – Measures of Skewness – Absolute and Relative measures – Four types of Moments – Kurtosis.

Text Books:

1. S.P.Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2011.
2. R.S.N.Pillai & Mrs.Bagawathi, Statistics, S.Chand & Company, Ramnagar, New Delhi, 2006.

Reference Books:

1. H.C.Sexeva and P.V.Surendran, Statistical Inference, S.Chand & Company New Delhi.
2. Raonald J.Wonnacott, Introductory Statistics, John Wiley & Sons, New York.
3. Atty Marry R Spie Gel, Statistics in S.I.Units, McGraw Hill International Book Company, Newyork.
4. G.Undy Yule , Theory of Statistics, Universal Book Stall, New Delhi.
5. R.P.Hooda, Introduction to statistics, Macmilan & company, New Delhi,2002.
6. B.L.Agarwal, Basic Statistics, New Age International New Delhi 2009.
7. D.M.Mithani, Economics Statistics, Oxford & IPH Publishing Company, New Delhi, 2001.
8. C.P.Gupta, Statistical Methods , Vikas Publishers Pvt. Ltd., New Delhi 2005.
9. Girija, M.Sasikala.L, and Girija Bai, Introduction to Statistics, Vrinda publications, New Delhi, 2004.

ALLIED 1: PRINCIPLES OF ADVERTISEMENT- I

Objective: To enable the students to know the significance of Advertising and Advertising Media.

Unit I: Introduction

Meaning- Definition - Features and importance of Advertising - Types of Advertising.

Unit II: Advertising Media

Meaning - Selection - Factors influencing selection of Media - Display Advertising.

Unit III: Press Advertising

Newspapers - Foreign papers - Magazines - Magazine circulation.

Unit IV: Outdoor advertising

Features - Forms of Outdoor Advertising - Merits & Demerits - Indoor Vs Outdoor

Unit V: Electronic Media

Radio Advertising - Television Advertising - Film Advertising - Internet - Audio - Visual Cassettes - Screen Slides - Electronic Signs.

Reference Books:

1. Advertising Planning and Implementation - Sangeetha Sharma
2. Advertising - Dr. Pazhani & Dr. Jessi
3. Advertising Management - R.K. Chandran
4. Advertising as Career - Subrata Bannerjee
5. Marketing - Rajan Nair
6. Principles of Marketing - Rajan Nair & Ranjit Nair

II SEMESTER

CORE 3: MICRO ECONOMICS – II

Objective: To enable the students to understand the basic concepts of Cost, Revenue, Market Structure and Distribution Theories.

Unit I: Cost and Revenue

Cost concepts – Fixed Cost and Variable Cost – Average Cost and Marginal Cost – Short-run Cost Curves – Long run curves - Revenue concepts

Unit II: Market theories

Perfect Competition: Features – Price determination – Equilibrium of Firm and Industry. Monopoly: Types – Features – Price determination. Monopolistic Competition: Features – Price determination.

Unit III: Distribution Theory

The Marginal Productivity Theory of Distribution – Rent – Ricardian Theory of Rent – Quasi-rent – Modern Theory of Rent.

Unit IV: Wages

Wages – Money Wage – Real Wage – Difference in wage – Theories of Wages – Trade Union and Wages.

Unit V: Interest and Profit

Interest – Net Interest – Gross Interest – Theories of Interest – Liquidity Preference Theory – Loanable Fund theory – Profit – Net Profit – Gross Profit – Theories of Profit – Risk and Uncertainty Theories – Dynamic Theory of Profit.

Reference Books:

1. Micro Economics - S. Sankaran
2. Principles of Economics - M.L. Seth
3. Advanced Economic theory - M.L. Jhingan

CORE 4: STATISTICAL METHODS - II

Objective: To enrich the students with the knowledge of Statistical tools in research.

UNIT I: Correlation and Regression

Meaning – Types of Correlation – Karl Pearson's Co-efficient of Correlation – Rank Correlation. Regression: Meaning – Uses of Regression Analysis – difference between Correlation and Regression – Regression Lines – Regression Equations.

UNIT II: Analysis of Time Series

Meaning – Components - Measurement of Secular Trend – Graphic Method – Semi-average Method – Moving Average Method - Method of Least Squares.

UNIT III: Index Number

Meaning - Uses - Problems in the construction of Index Numbers – Methods of Constructing index number - Laspeyre's method – Paasche's method – Fisher's Ideal method – Test of Consistency of Index Numbers – Consumer Price Index Numbers.

UNIT IV: Probability

Meaning – Fundamental Concepts - Addition and Multiplication Theorems (Only simple problems)

UNIT V: Association of Attributes

Meaning – Uses – Consistency of data – Methods of studying Association – Yule's Co-efficient of Association.

Reference Books:

1. D.G.Rees, Essential Statistics, Chapman and Hall, London, Newyork, 2nd Edition, 1985.
2. Ronald J.Wonnacott , Introductory Statistics, Johnwiley & Sons, New York, 4th Edition, 1985.
3. Murray.R. Spiegel, Statistics, McGraw – Hill International Book Company, New York, 1st Edition, 1981.
4. B.L.Agarwal, Basic Statistics, Wiley Easter Ltd., New Age International Ltd., New Delhi. 2nd Edition, 1988.
5. D.C.Sancheti, Statistics, Sultan Chand & sons, New Delhi, 7th Edition, 2005
6. P.N. Arora, Statistics, S.Chand & company Ltd., Ram Nagar, New Delhi. 1st Edition, 1994. 7. J.Medhi, Statistical Methods, Wiley Eastern Limited New Delhi, 7th Edition, 1992.
8. Shivakumar, Practical Statistics, Sulthan Chand & Sons, Daryaganj, New Delhi, First Edition, 1981.
9. M. Manokaran, Statistical Methods, Palani Paramount Publications, Anna Nagar, Palani, 1st Edition, 1992
10. Agarwal D.R. Mathematics and Statistics in economics, Vrinda Publications, (P) Ltd., New Delhi, 1st Edition, 2003.

ALLIED 2: PRINCIPLES OF ADVERTISEMENT - II

Objective: To enable the students to understand the various aspects of Advertising.

Unit I: Advertising Budget

Advertising Budget - Methods of Budgeting - Importance and Factors affecting Advertising Budget.

Unit II: Advertising Copy

Preparation of an effective Advertising Copy - Qualities of a good Advertising Copy - Classification - Elements.

Unit III: Layout

Meaning - Preparation of Layout - Types of Layout - Components - Printing - Typography - Proof Reading & Proof Correction - Language for Advertisement - Correction Marks

Unit IV: Advertising Appeal

Meaning - Types - Buying Motives - Evaluation of Advertising Effectiveness - Methods of Advertising Effectiveness.

Unit V: Advertising Agency

Advertising Agency – Types and Structure of Advertising Agency – Functions – Selection of Advertising Agency – Services of Advertising Agency.

Reference Books:

1. Advertising Planning and Implementation - Sangeetha Sharma
2. Advertising - Dr. Pazhani & Dr. Jessi

3. Advertising Management - R.K. Chandran
4. Advertising as Career - Subrata Bannerjee
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6. Principles of Marketing - Rajan Nair & Ranjit Nair