MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI

UG COURSES – AFFILIATED COLLEGES

B.A. Economics

(Choice Based Credit System)

(with effect from the academic year 2016-2017 onwards)

(44th SCAA meeting held on 30.05.2016)

Sem.	Pt. I/II /III /IV	Sub. No.	Subject status	Subject Title	Hrs./ week	Cre- dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
III	I	13	Language	TAMIL/OTHER LANGUAGE	6	3	25	75	100	30	40
	II	14	Language	ENGLISH	6	3	25	75	100	30	40
	III	15	Core - 5	MATHEMATICAL METHODS - I	6	5	25	75	100	30	40
	III	16	Allied -III	INTERNATIONAL ECONOMICS -I	6	5	25	75	100	30	40
	III	17	Skilled Based subject -I	ECONOMICS OF SALESMANSHIP	4	4	25	75	100	30	40
	IV	18	Non-Major Elective -I	ECONOMICS FOR COMPETITIVE EXAMINATIONS	2	2	25	75	100	30	40
			Subtotal		30	22					
IV	I	19	Language	TAMIL/OTHER LANGUAGE	6	3	25	75	100	30	40
	II	20	Language	ENGLISH	6	3	25	75	100	30	40
	III	21	Core - 6	MATHEMATICAL METHODS - II	6	5	25	75	100	30	40
	III	22	Allied -IV	INTERNATIONAL ECONOMICS - II	6	5	25	75	100	30	40
	III	23	Skilled Based subject -II	ENTREPRENEURIAL DEVELOPMENT	4	4	25	75	100	30	40
	IV	24	Non-Major Elective -II	ISSUE IN INDIAN ECONOMY	2	2	25	75	100	30	40
	V	-	Extension Activity	NCC,NSS, YRC, YWF		1					
			Subtotal		30	23					

MATHETMATICAL METHODS – I

UNIT – I NUMBER SYSTEM

Number System – Algebraic Expressions – Sequences and series – Graphs – Application of Graphs in Economics.

UNIT –II SET LANGUAGE

Set – Meaning – Types of sets – Set operations – Venn diagram – Cartesian products

UNIT – III   FUNCTIONS AND EQUATIONS

Functions – Types and application of functions in Economics – Equations – Types of Equations (Linear, Quadratic and Polynomial) Solving linear and Quadratic Equations – Application of Equations in Economics.

UNIT – IV ANALYTICAL GEOMETRY

Distance between two points in a plane – Slope of a straight line. Different types of Equations of a straight line- Intersection of two lines – perpendicular lines – Application of Straight lines in Economics.

UNIT – V COMMERCIAL ARITHMETICS

Percentage – Ratio and proportion – Simple Interest – Compound interest   – Annuities – Depreciation – Discounts – Banker's Discount – True Discount.

REFERENCE:

1. Mathematical Methods – Dr. Bose
2. Mathematics for Economics – D.R Agarwal

INTERNATIONAL ECONOMICS - I

Unit I Introduction:

Foreign Trade – Meaning –Need-Difference between Internal Trade and International Trade – Merits and Demerits of International Trade.

Unit II Theories of International Trade :

Adam Smith – Ricardo Haberler Theory.

Unit III Free trade Vs Protection

Free Trade: Meaning - Case for and against Free Trade. Protection: Meaning - Arguments for and against protection.

Unit IV Tariff and Quotas

Meaning and types - Effects of Tariff. Quotas: Meaning and Types - Effects of quotas on imports.

Unit V Balance of payment

Meaning - Structure - Balance of Payment and Balance of Trade - Disequilibrium in BOP and BOT - Causes for disequilibrium in BOP - Measures for correcting disequilibrium.

BOOKS FOR REFERENCE:

1. Jhingan.M.L   : International Economics
2. Cherunilam Francis : International Economics
3. Sankaran .S   : International Economics

ECONOMICS OF SALESMANSHIP

UNIT-I - Salesmanship :

Salesmanship Definition –Is salesmanship a science , an Art or a Profession ?Creative Salesmanship and Competitive Salesmanship .Sales organization –Organisation of Sales Department.

UNIT-II – Sales Manager :

Duties of Sales Manager –Sales Supervision –Salesman's Report .Selection and Training of Salesmen.

UNIT-III - Sales Territories :

Sales territories –Sales Quotas-Sales personality. Important Personality Traits.

UNIT-IV- Knowledge of Goods:

Knowledge of goods –Methods of acquiring product knowledge, Important Buying motives .

UNIT-V – Presentation & Demonstration :

Effective presentation and demonstration .Overcoming objections and closing the sales.

Reference :

1. Principles of Marketing   – J.C. Simha.
2. Marketing Management   – Philip Cotler
3. Marketing   - Rajan Nayan
4. Marketing Managemen   - Memonio and Joshi.

ECONOMICS FOR COMPETITIVE EXAMINATIONS

Unit – I   Introduction to economics

Meaning and scope of economics – basic concepts in Economics – Human wants – Goods – Utility – Value – Price – Income – wealth – Welfare – Market – Supply – Demand -Cost – Revenue-Capital.

Unit – II   Consumption

Meaning of the terms – consumer – consumption – utility maximization – Law of diminishing Marginal utility – Law of Demand – Law of Equimarginal Utility – The concept of Consumer's Surplus.

Unit – III   Production and distribution

Meaning of the terms – producer – production – Factors of production – law of returns - Meaning of the terms – Rent, wages, interest, profit.

Unit – IV   Product pricing

Perfect competition – Imperfect Competition – Monopoly – Oligopoly.

Unit – V   Investment

Meaning of the term investment – Investment opportunities in shares, Bank Deposits, Real estates, Small savings schemes, insurance schemes, investment in companies and investment in gold.

Reference

1. Micro Economics   -   M.L.Seth
2. Principles of Economics   -   K.P.M.Sundaram
3. Advanced Economic Theory -   M.L.Juigan
4. Micro Economics   -   H.L.Ahuja.

MATHEMATICAL METHODS – II

UNIT – I DIFFERENTIATION AND ITS APPLICATION

Meaning – Rules of derivatives – Higher order derivative- Maxima and Minima – Application of Derivatives in Economics.

UNIT – II PARTIAL DERIVATIVES AND ITS APPLICATION

Meaning – Rules of Partial Derivatives- Euler's Theorem – Application of Partial derivatives in Economics.

UNIT – III INTEGRATION AND ITS APPLICATION

Meaning- types of Integrals – rules of integration – Definite Integrals – Application of Integrals in economics – Consumer's Surplus – Producer's Surplus.

UNIT – IV MATRICES AND DETERMINANTS

Meaning – Order of a Matrix – types of Matrices – Matrix operations – Integration by Substituion - Determinants – properties of Determinants – inverse of a Matrix – Solving the Equations (Cramer's rule).

UNIT – V APPLICATIONS OF MATRICES IN INPUT – OUTPUT ANALYSIS

Input – Output Analysis – Meaning – basic Concepts – assumptions – applications of Matrices in two and three sector economy – Linear programming – meaning – basic concepts and notations – Graphical Solutions.

Books for Reference :
1. Mathematical Methods –Dr.Bose, Himalaya Book Publications , New Delhi.
2. Mathematical & Statistical for Economics – G.S. Mongia
3. Mathematics for Economists – Mehtat Midhani
4. Mathematics for Economists – R.G.D.Allen.

INTERNATIONAL ECONOMICS - II

Unit I: Tariff and Quotas

Meaning and types - Effects of Tariff. Quotas: Meaning and Types - Effects of quotas on imports.

Unit II: Terms of Trade

Terms of Trade - different Concepts of Terms of Trade - Determinants of Terms of trade – Terms of trade and economic development. Dumping and Anti – Dumping Measures.

Unit III: International Financial Institutions

 IMF –objectives – functions –organisation and structure - World Bank (IBRD) organisation and structure – objectives – functions - IFC, IDA and ADB.

Unit IV: International trade Agreements

GATT - Structure - Objectives, GATT and developing Countries. WTO - Structure - Objectives –functions – Agreement on agriculture, TRIPS, TRIPS.

Unit V: Recent Trends in India's Foreign Trade

Features of foreign trade – Volume – Composition – Direction of foreign trade.

Books for Reference:
1. Mithani, D.M. : International Economics

2. Jhingan. M.L. : International Economics

3. Vaish .M.C. : International Economics

4. Cherunilam Francis : International Economics

5. Mannur , H.G. : International Economics

6. Sankaran,S. International Economics

ENTREPRENEURIAL DEVELOPMENT

Unit-I: Entrepreneurship

Definitions of Entrepreneurship- Types of Entrepreneurs-Characteristics of an Entrepreneur-Kao's Conceptual model of Entrepreneurs-Growth of Entrepreneurship in India.

Unit-II: Entrepreneurial Motivation

The motivating factors –David Meclellands' Achievement Motivation Theory -Search and Source of business idea .

Unit-III: Women Entrepreneurship

Concept of women entrepreneur-Functions of women entrepreneur-Growth of women entrepreneurship in India.-Problems of women entrepreneurs-Development of women entrepreneurship.

Unit-IV: Promoting And Starting An Industrial Unit

Nature and types of promoters – Steps to start a small scale industry –Incentives and Subsidies available.

Unit-V: Institutions For Entreneurial Development

District Industries Centre –State Industries Corporation –Industrial Development Corporation (SIDCO) in Tamil Nadu -National Small Industries Corporation –Industrial and Technical Consultancy.

Reference:

1. Entrepreneurial Development by Dr.S.S.Khanka
2. Entrepreneurial Development by Dr. Radha.
3. Entrepreneurship Development   by E.Gordon K .Natarajan

ISSUES IN INDIAN ECONOMY

Unit I - Characteristics Of Indian Economy :

Features of Indian Economy – Mixed Economy – Dualistic Economy.

Unit II – National Income:

Components of National Income –Circular flow of Income in two sector Economy – Measurement of National Income – Problems of Measurement of National Income in India.

Unit III – Demographic Issues :

Demographic Profile of India – Causes and Consequences of over population in India-Population policy in India –Theory of Demographic Transition and India.

Unit IV – Structural And Development Issues :

Poverty in India – Causes and Consequences of Poverty-Types of Unemployment – Cause and Consequences of Unemployment in India.

Unit V – Monetary And Fixed Issues :

a) RBI and its functions – Commercial Banks in India – Nationalisation of Commercial Banks – Monetary Policy in India

b) Fixed Policy in India – Types of Budgets – Control State relationship in India.

Reference Books :

1. Indian Economy Dutt and Sundharam.
2. Indian Economy Misra & Puri
3. Indian Economy I.C.Dhingra.
4. Indian Economy Agarwal.