
 MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI UG PROGRAMMES 				
OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES				
(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024)				
B.A. ECONOMICS				
Semester	Course	Title of the Course	Course Code	Course Type
I	Part I-Languages(Tamil)	Pothu Tamil-I-Tamil Ilakkiya Varalaru-I	J1TL11	Theory
	Part II-Languages(English)	General English–I	J2EN11	Theory
	Core – I	Micro Economics-I	JMEC11	Theory
	Core – II	Statistics for Economics-I	JMEC12	Theory
	Major Elective-I	Fundamentals of Management	JEEC11	Theory
	Skill Enhancement Course-I	Demography	JSEC11	Theory
	Foundation Course	Business Communication	JFEC11	Theory

3. MICRO ECONOMICS-1

UNIT	Contents
I	<p>Basic Concepts Definitions of Economics– Nature and Scope of Micro economics – Positive and Normative Approaches- Inductive and Deductive Approaches- Consumers and Firms–Decision Making–Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems - Market Mechanism and Resource Allocation.</p>
II	<p>Utility Analysis Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi Marginal Utility- Indifference Curves–Properties–Marginal Rate of Substitution-Budget Line –Price and Substitution Effects – Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks’ Approach.</p>
III	<p>Demand and Supply Analysis Demand – Types of Goods - Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types-Engel’s Law-Supply–Law of Supply –Determinants –Elasticity of Supply and its Types- Market Equilibrium -Consumer Surplus and Producer Surplus</p>
IV	<p>Production Analysis Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quant’s - Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution (CES) Production Function– Economies and Diseconomies of Scale</p>
V	<p>Cost and Revenue Concepts Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue–Relationship between AR, MR and Elasticity of Demand – Profit Maximization Rule.</p>
Textbooks	
1.	Robert Pindyck and Daniel L. Rubinfeld,(2001) Micro Economics, Macmillan
2.	HalR. Varian(2004),Intermediate Micro Economics (East-West Press: New Delhi)
3.	Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
4.	AhujaH. L(2016) Principles of Micro economics, S. Chand
5.	Timothy Taylor, Steven A Green law and David Shapiro (2017) Principles of Economics, 12 th MediaServices.

4. STATISTICS FOR ECONOMICS –I

UNIT	Contents
I	Introduction and Collection of Data Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data.
II	Classification and Presentation of Data Classification and Tabulation of Data– Types – Frequency Distribution — Cumulative Frequency Distribution- Class Interval – Diagrams – Types- Graphical Representation–Histogram–Frequency Polygon- Ogive Curve-Lorenz Curve.
III	Measures of Central Tendency Measures of Central Tendency – Requisites of a Good Average–Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.
IV	Measures of Dispersion Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation — Skewness and Kurtosis.
V	Correlation and Regression Correlation – Types of Correlation – Methods -Karl Pearson’s Co- efficient of Correlation -- Spearman’s Rank Correlation – Regression Equations–Distinction between Correlation and Regression Analysis.
Textbooks	
1	Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.
2	Sancheti. D. C and Kapoor V.K (2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi.
3	Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S. Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co,2020.
4	Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.
5	Dominick Salvatore and Derrick Reagle, theory and problems of Statistics and econometrics, McGraw Hill, (2002)

5. FUNDAMENTALS OF MANAGEMENT

UNIT	Contents
I	Introduction Management – Definition - Scope – Schools of Thought in Management- Levels of Management-Role and Functions of a Manager
II	Planning Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.
III	Organisational Levels Types of Business Organizations – Structure- Span of Control – Departmentalisation - Selection, Training and Development, Performance Management, Career Planning, and Management
IV	Directing Creativity and Innovation–Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.
V	Controlling Process of Controlling – Types of Control – Budgetary and non- budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control– Maintenance Control–Quality Control–Planning Operations.
Text books	
1.	Stephen A. Robbins & David A. Decenzo & Mary Coulter,(2011) “Fundamentals of Management” 7thEdition, Pearson Education
2.	Tripathy PC & Reddy PN, (1999) “Principles of Management”, Tata McGraw Hill.
3.	Pillai R.S.N and Kala.S (2013) Principles and Practice of Managements. Chand & Co and Company.
4.	Ricky Griffin, “Fundamentals of Management”, Cengage Learning,(2016)
5.	Pardeep Kumar and Amanjot Sachdeva, “Fundamentals of Management”, S. Chand Publishing,(2012)

6. DEMOGRAPHY

UNIT	Contents
I	<p>Introduction Meaning - Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.</p>
II	<p>Birth Rate, Death Rate and Fertility Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate - Age Specific Birth and Death Rates – Standardized Birth and Death Rates – Fertility – Total Fertility Rate – Gross Reproduction Rate– Net Reproduction Rate.</p>
III	<p>Migration and Urbanisation Migration and Urbanisation – Concept - Types of Migration - Effects of Migration and Urbanisation on Population — Recent Trends in Migration.</p>
IV	<p>Population Trends Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.</p>
V	<p>Population Policy in India Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups – National Population Commission – Demographic Dividend – National Youth Policy.</p>
Text books	
1	Jhingan, M.L., B.K. Bhatt, J.N. Desai (2003) Demography, Vrinda Publications, New Delhi
2	Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.
3.	Jennifer Hickey Lundquist, Douglas L. Anderson and David Yaukey, “Demography: The Study of Human Population”, Wavel and Press Inc, 2015
4.	Dudley L. Poston, Jr. and Leon F. Bouvier, “Population and Society: An Introduction to Demography”, Cambridge University Press, 2015
5.	Richard. K Thomas, “Concepts, Methods and Practical Applications in Applied Demography”, Springer, 2018

7. BUSINESS COMMUNICATION

UNIT	Contents
I	Communication Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication – Communication Networks-Types and Media of Communication– Barriers to Communication-Characteristics for Successful Communication
II	Communication in Management Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.
III	Business Letters Business Letter: Need –Functions–Kinds–Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.
IV	Correspondence Correspondence: Bank Correspondence – Insurance Correspondence– Agency Correspondence - Import-Export Correspondence
V	Report Writing Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.
Textbooks	
1.	Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.
2.	Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.
3.	Raymond Lesikar and John Pettit, Jr. (2016) Report Writing for Business McGraw Hill Education
4.	Scott Mclean, “Business Communication for Success”, Flat World Knowledge, 2010
5.	Virander K. Jain, “Business Communication”, S. Chand Limited, 2008