



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024 ONWARDS)

B.A. ECONOMICS			
Semester	Course	Title of the Course	Course Code
III	Part I-Languages(Tamil)	தமிழக வரலாறும் பண்பாடும்	J1TL31
	Part II-Languages(English)	General English-III	J2EN31
	Core – V	Macro Economics-I	JMEC31
	Core – VI	Mathematics for Economics	JMEC32
	Major Elective-III	Principles of Marketing	JEEC31
	Skill Enhancement Course-IV	Entrepreneurial Economics	JSEC31
	NMC /Substitute Paper	Economics of Transportation	JNEC31
	EVS	Environmental Studies (Common)	JEVS31

Macro Economics-I

UNIT	Contents
I	National Income National Income: Definition –Concepts: GDP,GNP and Per Capita Income- National Income Measurement: Expenditure, Income and Value Added Approaches- Real and Nominal GDP – National Income Accounting - GDP Deflator – Green GDP – Happiness Index - Circular Flow of Income and Expenditure
II	Full Employment: Classical Theory Introduction - Aggregate Demand and Aggregate Supply – Assumptions of Classical Theory – Say’s Law – Wage and Price Flexibility - Employment and Output determination in Classical Model -Three Ranges in Aggregate Supply (AS)Curve
III	Under Employment: Keynesian Theory Keynes’s Critique of Classical Theory – Involuntary Unemployment – Underemployment Equilibrium- Effective Demand – Components - Wage Rigidity – Liquidity Preference - Consumption Function: Meaning and Attributes.
IV	Theories of Consumption Keynesian Absolute Income Hypothesis – Duesenberry’s RelativeIncome Hypothesis – Friedman’s Permanent Income Hypothesis.
V	Investment Function Meaning – Autonomous Investment – Induced Investment- MEC – MEI – Theory of Multiplier – Super Multiplier - Principle of Accelerator.

Textbooks
Mankiw. N Gregory (2000), Macroeconomics, Worth Publishers, New York
VaishM.C.(2003) Macro Economic Theory, S.Chand & Company Ltd New Delhi
Paul Krugman and Robin Wells(2015) Macroeconomics Worth Publisher
H.L. Ahuja, Macro Economics: Theory and Policy S.Chand, 2016
Andrew B. Abel and Ben S.Bernanke, Macro Economics, Pearson Education, Inc., 7th Edition, 2011.

Mathematics for Economics

UNIT	Contents
I	Introduction Variables, Constants, Equations and its types – Uses and limitations of Mathematics in Economics- Functions of one or more variables – Linear function, Parabola, Rectangular Hyperbola- Exponential, Logarithmic, Power function and Homogenous Function – Applications in Economics
II	Matrix Algebra and Determinants Types of Matrices- Matrix Operations – Addition – Subtraction- Matrix Multiplication – Transpose –Determinants, Inverse and Properties (Problems).
III	Applications of Matrix Algebra Solving a system of Linear Equations – Cramer’s Rule and Matrix Inverse Method- Leontief’s Input-Output Model – Open and Closed Model- Components, Uses, and Limitations- Hawkins – Simon Conditions for Viability of Input and Output Model (Problems).
IV	Differentiation Differentiability of a Function – Slope of a Curve – Increasing and Decreasing Functions – Rules- Exponential and Logarithmic Functions-Implicit Differentiation– Economic Applications: Marginal and Elasticity Concepts – Relationship between AR, MR, and Price Elasticity of Demand – Relationship Between Average and Marginal Cost.
V	Optimization (Single Variable) Second Order Derivatives–Maximization and Minimization of a Function– Economic Applications – Output and Revenue Maximization -Cost Minimization – Profit Maximization under Perfect Competition, Monopoly, Discriminating Monopoly (Problems).

Textbooks	
1	Mehta and Madnani (2019) Mathematics for Economists Sultan Chand and Sons
2	Edward T. Dowling,(2002) “Mathematical Methods for Business and Economics”, Schaum’s Outline Series, 3 rd Edition, Mc Graw Hill
3	Renshaw Geoff, (2005) Maths for Economics, 3 rd Edition Oxford University Press, Oxford
4	Carl P Simon & Lawrence E. Blume, “Mathematics for Economists”, Published by W. W. Norton & Company, 2010
5	Ian Jacques, “Mathematics for Economics and Business”, Pearson, 2018

Principles of Marketing

UNIT	Contents
I	Introduction Marketing: Definition, Nature and Scope – Marketing Functions– Modern Concept of Marketing– Classification of Markets – Buying – Transportation – Warehousing – Standardization – Grading.
II	Buying Behaviour and Market Segmentation Buying Behaviour– Classification - Buying Decision Process– Buying Motives – Consumer Protection Act 1986 and Latest Amendments- Market Segmentation: Concept and Methods - Product Differentiation Vs. Market Segmentation - Marketing Mix
III	Product and Pricing Decisions Product: Meaning and Classification - Product Mix –Branding- Brand Decisions – Packaging and Labelling – Product Support - Product LifeCycle - New Product Development -Pricing Objectives - Pricing Policies and Strategies – Pricing of New Products
IV	Distribution and Promotion Decisions Channels of Distribution: Meaning and Importance - Wholesaling and Retailing – Promotional Methods – Promotion Mix – Advertising: Objectives, Characteristics and Types of Advertising Mediums - Publicity – Personal Selling: Importance and Process - Sales Promotion and Distinctive Characteristics.
V	Modern Marketing Techniques Modern Marketing– Direct Marketing– Social Marketing- Relationship Marketing– E- Marketing - Green Marketing – Marketing of Industrial and Consumer Products –Marketing of Services – Marketing of Agricultural Products –Market Information System (MIS).

Textbooks
Dr.Rajan Nair(2020),Marketing, Sultan Chand and Sons.
Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited
Karunakaran K (2011) Marketing Management (Text and Cases in Indian Context), Himalaya Publishing House Mumbai
Seema Gupta (2022) Digital Marketing 3 rd Edition McGraw Hill
Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, “Principles of Marketing”, Pearson, 2017

Entrepreneurial Economics

UNIT	Contents
I	<p>Introduction Entrepreneurship: Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental - Characteristics of an Entrepreneur - Types of Entrepreneurs- New Generations of entrepreneurship - Barriers to entrepreneurship</p>
II	<p>Entrepreneurial Motivation Motivation: meaning and Definition – Theories of Motivation: Maslow's, Herzberg's, McGregor's and Achievement Theory - Culture & Society - Values / Ethics – Risk-taking behaviour</p>
III	<p>Creativity and Entrepreneurship Creativity and entrepreneurship - Steps in Creativity - Innovation and inventions - Legal Protection of innovation - Skills of an Entrepreneur - Decision making and Problem Solving (Steps in Decision Making)</p>
IV	<p>Sources of Finance Sources of Finance: Long term Sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO-SEBI- FDI- Institutional Finance - Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFCs in India - Merchant Banks in India - NBFCs in India</p>
V	<p>Rules and Legislation Industrial Disputes Act 1947 - Factories Act 1948 - The Sale of Goods Act, 1950 - Industries Development (Regulations) Act, 1951 - The Industrial Employment (Standing Orders) Act- Environment (Protection) Act, 1986</p>

Textbooks
Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.
Srinivasan, N. P., & Gupta, G. P. (2001). Entrepreneurial Development". <i>Sultan Chand and Sons</i> , New Delhi
Simon. C Parker, "The Economics of Entrepreneurship", Cambridge University Press, 2009
K. Glancey, R. McQuaid and Jo Campling, "Entrepreneurial economics", PalgraveMacmillan UK, 2000
Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University Press, 2002

Economics of Transportation

UNIT	Contents
I	Transport Meaning - Classification of Transport: Land –Water- Air - Importance of Transport - Limitations.
II	Road Transport Characteristics of road transportation - Types of Roads based on Location and Traffic Type – Importance of Road Transport – Problems.
III	Rail Transport Characteristics of rail transport- Types – Importance of rail Transport - Drawbacks
IV	Water Transport Characteristics of Water Transport- Types – Significance of water transport- Limitations
V	Air Transport Characteristics – Types of air transport - Advantages of air transport - Disadvantages.

Reference books

Puri. V.K & S.K. Misra (2022) Indian Economy
K. R. Gupta, J. R. Gupta, “ Indian Economy”, Altanic, 2008
Sankaran, S., Indian Economy, Margham Publications, Chennai, 2015
Ramesh Singh, “Indian Economy”, Mc Graw Hill, 2022