

DEPARTMENT OF ECONOMICS AND CENTRE FOR RESEARCH IN ECONOMICS  
THE MADURA COLLEGE (AUTONOMOUS)

ANCILLARY SUBJECT FOR B.A. SOCIOLOGY w.e.f. 2012-13

ECONOMIC DEVELOPMENT OF INDIA

Sub. Code:- 2GAE (201205) QN. NO:- 3917

Unit - I : Indian Economy

Characteristics of Indian Economy – Underdevelopment: Meaning and Causes – Is India a developing economy? - Factors affecting Economic Development – Mixed Economy – Resource Profile of the Economy – Population in India – Human Resource Development .

Unit - II : Primary Sector

The Role of Agriculture in Indian Economy – Causes for Low Agricultural Productivity – Green Revolution – Food Security – Agricultural Price Policy – Food Problem and Food Policy – Community Development Programme.

Unit - III : Secondary Sector

Industrial Policy – Role of Cottage and Small Scale Industries – Industrial Finance: IDBI, ICICI and SFC – Role of MNCs – NEP- LPG.

Unit - IV Tertiary Sector

Commercial Banks – Functions – RBI - Role and functions – Credit control measures – India's Foreign Trade – Role of technology transfer.

Unit - V Planning

Meaning - Definition of Economic Planning – Pre-requisites of successful planning – Evolution of Planning in India – Features of Planning System – Planning Machinery in India – General objectives of India's Five Year Plans – Achievements and shortcomings of Planning – Centralised Planning – India's Tenth Five Year Plan – Eleventh Five Year Plan.

### Books for Study

1. A.N.Agrawal (2006), "Indian Economy: Problems of Development and Planning", Wishwa Prakashan Publishers, New Delhi.
2. S.K.Mishhra and V.K.Puri (2005), "Indian Economic Problems", Himalaya Publishing House, Mumbai.
3. Ruddar Datt and K.P.M.Sundaram (2008), "Indian Economy", S.Chand & Co. Ltd., New Delhi.
4. I.J.Ahulwalia and I.M.D.Little (2001), "India's Economic Reforms and Development", Oxford University Press, New Delhi.
5. N.P.Hariharan (2000). "Lights and Shades of Indian Economy", Vishal Publishing House, Jalandar.
6. B.Jalan (1996), "Indian Economic Policy – Preparing for the Twenty First Century", Viking Publishers, New Delhi.
7. P.R.Brahmananda and V.R.Panchamukhi (Eds.) (2001), "Development Experience in the Indian Economy: Inter-State Perspectives", Bookwell Publishers, New Delhi.

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ANCILLARY ECONOMICS FOR B.A.SOCIOLOGY

ECONOMIC DEVELOPMENT OF INDIA

2GAE (201207)

Norms for Model Question Paper

- Total Marks = 75
- Time 3 Hours

Part – A (7 x 5 = 35 Marks)

- Examiners are requested to take 2 questions from each unit.
- Students to answer any 7 questions out of 10.

Part – B (4 x 10 = 40 Marks)

- Examiners are requested to take 1 question from each unit and sixth question may be taken by the examiner in any unit according to his choice.
- Students to answer any 4 questions out of 6.

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**PROGRAMME : B.Com., (PA)**

**COURSE CODE : 3APAE1 (Upto 2016)**

**COURSE TITLE : Managerial Economics**

**QN.NO : 3924**

**TIME : 3 Hours**

**MAX.MARKS :75**

Unit	Contents	Hours
I	Definition – Nature and Scope of Business Economics – Fundamental Concepts – Aids to Decision Making – Opportunity Cost Principle – Equi – Marginal Principle – Incremental Principle – Time Perspective Principle – Discounting Principle.	12
II	Demand Analysis – Meaning – Types of Demand – Determinants of Demand – The Law of Demand – Law of Diminishing Marginal Utility – Indifference Curve Analysis – Consumer Equilibrium Only- Elasticity of Demand – Types – Measurement of Elasticity of Demand.	12
III	Laws of Production – Meaning – Laws of Variable Returns – Production Function and Equal Product Curves (Iso-quant) – Least Cost Combination.	12
IV	Price determination under various market structures – perfect competition- monopoly- monopolistic competition- oligopoly- features- Pricing Policies and Methods – Pioneering Pricing – Skimming Pricing – Penetration Pricing – Cost Plus Pricing – Full Cost Pricing.	12
V	National Income- concept-methods –difficulties- Trade Cycle- features- phases-causes – effects and remedies. Inflation and Deflation- types- causes and effects- GDP- Monetary & Fiscal Policies- Budget Process-Structure	12

**Books for Study**

Sl. No.	Name of the Book	Name of Author & Publisher
1	Managerial Economics :	Sankaran, Margham Publications
2	Managerial Economics :	N. Srinivasan, Meenakshi Pathipagam
3	Business Economics	K.P.M. Sundaram & E.N. Sundaram
4	Managerial Economics :	P.L. Metha, Sulthan Chand & Sons
5	Managerial Economics :	Varshney and Maheswari, Sulthan Chand



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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U2VSM2**

**COURSE TITLE : Report Writing and  
Business Correspondence**

**QN.NO : 3968**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Unit – I Report Writing**

Meaning and Definition – Importance of Report – Purpose of a Report – Parts of Report – Steps involving to prepare a report – Characteristics of good report – Types of business report – Difference between Oral and Written report – Reports by individual – Reports by committee.

### **Unit – II Business Correspondence**

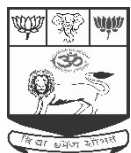
Bank Correspondence – Correspondence with Bank - Enquiries and Complaints: Application for opening a bank account, Applying for a Loan, Enquiry about Locker facility, Change of Address, ATM Fault, to stop payment of cheque, cancellation of draft.

Insurance correspondence: Meaning and Types – Fire insurance – Marine insurance – Life insurance (for Providing guidance – for issuing a policy - Change of address - Change of Nomination - Settlement of Claim - Surrender a Policy).

### **Books for Study**

1. Pillai, R.S.N., and Bagavathi (2009), “Modern Commercial Correspondence”, S. Chand & Company Ltd., New Delhi.
2. Rajendra Pal, J.S.Korlahalli (2004), “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi.
3. Homai Pradhan, D.S.Bhande, Vijay Takhur (1999), “Business Communication”, Himalaya Publishing House, Mumbai.
4. Balasubramanian (1998), “Business Communication”, Kalayani Publishers, New Delhi.
5. Jain and Gupta (2010), “Top Letters for All Occasions”, Upkar Prakashan, Agra.
6. Sundarajan (2010), “Art and Writing Business Letters”, First Edition, Chennai.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U3VMC5**

**COURSE TITLE : Mathematical Methods - I**

**QN.NO : 3969**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Unit – I Basic Functions**

Graph of Simple Functions: Linear Function – Quadratic Function – Cubic Function – Constant Function – Power Function – Exponential Function – Logarithmic Function.

### **Unit - II Equations**

Solving Equations: Linear, Quadratic and Cubic equations in one variable – Simultaneous Linear Equations: Two variables (Solving by Factorization and Formula Method) and Three variables.

### **Unit - III Set Theory**

Meaning – Notations of Set – Methods of denoting set – Forms of Set – De Morgan’s Law – Verification of De Morgan’s Law by Venn diagram.

### **Unit - IV Permutation and Combination**

Permutation – Meaning – Value of  $n P_r$  – Circular Permutations – Combinations – Meaning – Value of  $n C_r$  – Difference between permutations and combinations – Simple Problems – Inducing permutations and combinations.

### **Unit – V Analytical Geometry**

Introduction – Straight line: Distance between two points – Section formula – Mid-point formula – Slope of a line – Point of intersection of two straight lines – Parallel lines – Perpendicular lines.

### **Books for Study**

1. Mehta & Madnani (2008), “Elementary Mathematics in Economics”, Lakshmi Narain Agarwal, Agra.
2. Bose D. (1996), “An Introduction to Mathematical Economics”, Himalaya Publishing House, New Delhi.
3. Sundaresan V. & Jeyaseelan S.D. (2002), “An Introduction to Business Mathematics”, S. Chand & Company Ltd., New Delhi.
4. Allen R.G.D. (1999), “Mathematical Analysis for Economists”, MacMillan India Ltd., New Delhi.
5. Vittal, P.R. (2010), “Business Mathematics”, Margham Publications, Chennai.
6. Rajagopalan, S.P., and Sattanathan, R., “Business Mathematics”, The McGraw-Hill Co., Ltd., New Delhi.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U3VMC6**

**COURSE TITLE : Money and Banking**

**QN.NO : 3970**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit – I Introduction to Money**

Barter System – Evolution of Money – Definitions of Money – Functions of Money – Role of Money in the modern economy – Price level and value of Money – Significance of Money.

**Unit – II Theories of Money**

Fisher’s Quantity Theory of Money – Cambridge Equations – Income and Expenditure theory of Keynes – Milton Friedman’s Re-Statement of Quantity Theory of Money.

**Unit – III The System of Note issue in India**

Introduction – Proportional Reserve system in India before 1956 – Minimum Reserve System since 1956 – Merits of the Paper Currency system – Demerits of the Paper Currency System – Meaning of Money Market and Capital Market – Difference between Money Market and Capital Market.

**Unit – IV Commercial Banking**

Meaning of Bank – Types of Bank – Functions of Commercial Banks – Credit Creation by Commercial Banks - Credit Instruments - Role of Commercial Banks in a Developing Economy.

**Unit – V Central Banking**

Meaning of Central Bank – Functions of Central Bank – Quantitative and Qualitative Credit Control Methods by RBI – Role of Central Bank in a Developing Economy.

**Books for study:**

1. M.L.Jhingan (2011), Monetary Economics, Vrinda publications (P) Ltd, Delhi.
2. R.R.Paul (2011), Monetary Economics, Kalyani publications, New Delhi.
3. T.N.Hajela (2009), Money, Banking and Public Finance – Ane books Pvt.Ltd, New Delhi.
4. S.Sankaran (2010), Money, Banking and International Trade, Margham Publication , Chennai.
5. K.P.M.Sundharam (2000), Money, Banking and International Trade, Sultan chand & Sons, New Delhi.
6. M.L.Seth(2007), Money, Banking , International trade and Public Finance, Lakshmi Narain Agarwal, Agra.
7. Gordon & Natarajan (2010), Banking Theory, Law and Practice, Himalaya Publishing House, Mumbai.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U3VAC3**

**COURSE TITLE : Financial and Management  
Accounting**

**QN.NO : 3971**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Learning Objectives**

- To know the basic knowledge on accounting and its principles
- To be able to prepare final accounts independently with depreciation
- To know basic understanding of marginal costing and budgeting

**Learning outcomes:** Basic knowledge on accounting and ability to prepare final accounts and understanding about marginal cost and budgeting

**Unit I Introduction to Accounting**

Definition – Book Keeping – Accounting – Single Entry System Vs Double Entry System – Concepts – Conventions.

**Unit II**

Journal – Day Book – Ledger – Subsidiary Books – Trial Balance – Final Accounts (simple problems only).

**Unit III**

Depreciation – Meaning – Causes – Methods – Straight line method – Written down value method – Annuity method (simple problems only).

**Unit IV**

Marginal Cost – Marginal Costing – Meaning – Fixed and Variable Cost – Profit Volume Ratio – Break Even Point – Margin of Safety (simple problems only).

**Unit V**

Budgeting – Meaning – Budget and Budgetary Control – Types of Budgets – Cash – Flexible Budget (simple problems only).

**Text Book**

1. T.S. Reddy and A. Murthy, “*Advanced Accountancy*”, Margham Publication, Chennai.
2. T.S. Reddy and Y. Hari Prasad Reddy, “*Management Accounting*”, Margham Publication, Chennai

**Reference Books**

1. R.S.N. Pillai, Bagavathi & S. Uma, “*Fundamentals of Advanced Accountancy*”, Third Edition, 2015, S. Chand, New Delhi.
2. SP. Iyengar, “*Advanced Accountancy*” Vol-I, Fourth Edition, 2004. Sultan Chand & Sons, New Delhi.
3. [www.icai.org.in](http://www.icai.org.in), [www.icmai.in](http://www.icmai.in), [www.icsi.edu.in](http://www.icsi.edu.in), [www.investopedia.com](http://www.investopedia.com),  
[www.edx.org](http://www.edx.org).



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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U3VSM3**

**COURSE TITLE : Export Marketing**

**QN.NO : 3972**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit – I Export Marketing Environment**

Meaning – Features – Need for Export - Nation’s point of view – Firm’s point of view – Difficulties – Trade barriers – Export promotion measures – Export policy – Factors affecting export policy – International market segmentation – Methods of market entry – Export-Import policy – ECGC – EXIM.

**Unit – II Export Procedure and Documentation**

Export procedure – Registration – Pre-shipment, Shipment Procedure, Post Shipment Procedure – Document related to Goods , Transport, Payment, Inspection, Exchange Control, Excisable Goods.

**Books for Study**

1. T.A.S. Balagopal (2000), “Export Management”, Himalaya Publishing House, Mumbai. (2000).
2. Jacob Cherian & Balkrishana Parab (1997), “Export Marketing”, Himalaya Publishing House, Mumbai.
3. T.A.S. Balagopal (1998), “Export Marketing”, Himalaya Publishing House, Mumbai.
4. Prem Kumar & Asit K. Ghosh (2003), “Export Management”, Anmol Publications Pvt. Ltd., New Delhi.
5. Fransis Cherunilam, (2010), “International Trade and Export Management”, Himalaya Publishing House Pvt. Ltd., Mumbai.
6. Neelamegam, N. (2010), “International Trade”, Vrinda Publications (P) Ltd., New Delhi.

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**PROGRAMME : UG NME - Economics**

**COURSE CODE : 17U3VNM1**

**COURSE TITLE : Principles of Economics**

**QN.NO : 3973**

**TIME : 3 Hours**

**MAX.MARKS :75**

**UNIT – I Concepts in Micro Economics**

Basic concepts in Economics – Micro and Macro Economics – Demand and Law of demand – Demand curve – Determinants of demand – Supply and Law of supply – Supply curve – Determinants of supply curve – Consumer surplus – Factors of Production.

**UNIT – II Concepts in Macro Economics**

Concepts of National Income – GNP, NNP, GDP, DI, PI – Methods of Measurement – Difficulties in Estimating National Income – Uses of National Income Data – Inflation – Types of Inflation – Causes – Effects and Control of Inflation.

**Books for Study**

1. M.L. Seth (2002), “Principles of Economics”, Lakshmi Narain Agarwal Educational Publishers, Agra.
2. M.L. Jhingan (2005), “Principles of Economics”, Vrinda publications (P) Ltd, New Delhi.
3. Bose, D. and Marimuthu, A (2002), “An Introduction to Micro Economics”, Himalaya Publishing House, Mumbai.
4. Cauvery. R, and Sudhanayak, U.K. (2006), “Macro Economics”, S.Chand & Co., Ltd., New Delhi.
5. M. John Kennady (2011), “Macro Economics”, Himalaya Publishing House (P) Ltd., Mumbai.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U4VMC7**

**COURSE TITLE : International Economics**

**QN.NO : 3974**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Unit – 1 Introduction**

Meaning of Internal and International Trade – Importance of International Trade – Difference between Inter-regional and International Trade – Nature and Scope of International Economics.

### **Unit – 2 Theories of International Trade**

Adam Smith's Theory of Absolute cost Advantage – David Ricardo's Theory of Comparative Cost Advantage – Heckscher - Ohlin Factor Endowment Theory of International Trade.

### **Unit – 3 Free Trade Vs Protection**

Meaning of Free Trade – Case for and Against Free Trade – Protection – Meaning – Arguments for Protection – Need for Protection in LDCs.

### **Unit – 4 The Balance of Payments**

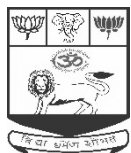
Meaning of Balance of Payments – Structure of Balance of payment Accounts – Balance of Trade and Balance of payments – Causes for Disequilibrium in the Balance of Payments – Measures to Correct Deficit in Balance of payments.

### **Unit – 5 Foreign Exchange and International Economic Institutions**

Foreign Exchange – Meaning – Types – Fixed and Flexible Exchange Rate – Objectives of EEC, UNCTAD, SAARC, NIEO – WTO and its Functions.

### **Books for Study:**

1. M.L.Seth (2007), “Money, Banking, International Trade and Public Finance”, Lakshmi Narain Agarwal, Agra.
2. M.L.Jhingan (2011), “International Economics”, Vrinda publications, (P) Ltd, Delhi.
3. M.C.Vaish.Sudama Singh(2006), “International Economics”, Oxford & IBH publishing co. Pvt.Ltd, New delhi.
4. K.C.Rana & K.N.Verma (2012), “International Economics”, Vishal Publishing Co.,Jalandar, Delhi.
5. W. Charles Sawyer & Richard L.Sprinkle (2010), “International Economics”, PHI learning Private Ltd, New Delhi.
6. Francis Cherunilam (2003), “International trade and Export Management”, Himalaya Publishing House, Mumbai.
7. Dr.Radha (2010), “International Economics”, Prasanna publishers, Chennai.
8. Dr.S.Sankaran (2012), “International Economics”, Margham publications, Chennai.



**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U4VMC8**

**COURSE TITLE : Mathematical Methods - II**

**QN.NO : 3975**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit - I Differential Calculus – One Variable**

Meaning of First Derivative – Rules of differentiation – Polynomial – Addition – Subtraction – Product – Quotient – Derivatives of Chain Rule – Differentiation of Implicit function – Second and Higher Order Derivatives – MR and MC – Simple problems.

**Unit - II Differential Calculus – Two Variables**

Meaning - Rules of Partial differentiation – Addition – Subtraction – Product – Division – Partial derivatives of Second Order – Cross Partial Derivatives – Marginal Productivity of Labour and Capital – Simple Problems.

**Unit - III Maxima and Minima**

Maxima and Minima – Meaning – Conditions for One Variable – Point of inflexion – Conditions for Two variables – Simple Problems – Cost Minimization and Profit Maximization (One variable).

**Unit - IV Integration Techniques:**

Meaning – Definition – Notation – Basic Rules of integration – Simple integral – Definite integrals – Area between Two Curves – Cost Functions and Revenue Functions – Consumer Surplus and Producer Surplus.

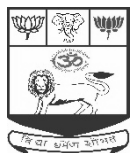
**Unit - V Matrices**

Definition – Basic concepts – Types – Scalar Multiplication – Addition – Subtraction – Multiplication of Matrices – Determinant of Matrix – Minor and Cofactor Matrix – Adjoint Matrix –Transpose and Inverse of a Matrix – Cramer’s Rule.

**Books for Study**

1. Mehta & Madnani (2008), “Elementary Mathematics in Economics”, Lakshmi Narain Agarwal, Agra.
2. Bose D. (1996), “An Introduction to Mathematical Economics”, Himalaya Publishing House, New Delhi.
3. Sundaresan V. & Jeyaseelan S.D. (2002), “An Introduction to Business Mathematics”, S. Chand & Company Ltd., New Delhi.
4. Allen R.G.D. (1999), “Mathematical Analysis for Economists”, Mac Millan India Ltd., New Delhi.
5. Vittal, P.R. (2010), “Business Mathematics”, Margham Publications, Chennai.
6. Rajagopalan, S.P., and Sattanathan, R., “Business Mathematics”, The McGraw-Hill Co., Ltd., New Delhi.
7. Taro Yamane (1990), “Mathematics for Economists”, Prentice Hall of India Pvt. Ltd., New Delhi.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U4VSM4**

**COURSE TITLE : Population Studies**

**QN.NO : 3976**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit – I Introduction**

Meaning of Population Studies– Nature and Scope of Population Studies – Uses of Population Studies – Population Theories: Malthus, Optimum and Demographic Transition – Factors Responsible for Population Growth – Ways and Means to Control Population Growth.

**Unit – II Basic concepts of Fertility and Mortality**

Meaning of Fertility and Mortality – Fertility Measures – Measurement of Mortality – Factors affecting Infant Mortality – Present Mortality Trends in India – National Population Policy in India – Family Welfare Programme in India.

**Books for Study:**

1. Asha A.Bhende & Tara Kanithar (2010) Principles of Population Studies, Himalaya Publishing House, Mumbai.
2. Dr.Kumar(2007), Social Demography and Population Studies, Lakshmi Narain Agarwal, Agra.
3. H.S.Agarwal(2007) Simple Indian Economics, Lakshmi Narain Agarwal,Agra.
4. M.L.Jhingan & B.K.Bhatt & J.N.Desai(2011), Demography, Vrinda publications (P) Ltd, New Delhi.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U4VAC4**

**COURSE TITLE : Economics of Agriculture**

**QN.NO : 3977**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Unit I: Introduction to Economics of Agriculture**

Meaning, Nature and scope of Agricultural Economics – Place of Agriculture in Indian Economy – Attitude towards agricultural sector – Relationship between Agriculture and industry.

### **Unit II : Agricultural Problems and Prospects**

Agricultural Problems – Agricultural holding, optimum holding and economic holding, - Size or holding in India- Causes or Sub-division and fragmentation – Cause for low Productivity in agriculture – Suggestions for raising agricultural productivity – Prospects of Indian Agriculture.

### **Unit III: Agriculture Cropping Pattern and Agricultural Credit**

Cropping pattern in India – Factors in flouncing cropping Pattern – Agricultural finance – Need and features – Sources of Agricultural finance – Money lenders – Co-operatives – Commercial Banks- NABARD.

### **Unit IV: Live Stock Resources and Mechanization of Agriculture**

Live stock resources – Lives stock production – Importance and significance of livestock in india – Problems and constraints of livestock development – Mechanization of agriculture - Advantages and disadvantages of mechanization of agriculture.

### **Unit V: Food Problem, Food Policy, Food Security**

Food problem – famines and good shortages before Independence – Measures to slove the food problem – food policy in India – Objective and instruments of food policy- Food security- new Agricultural Policy.

#### **Text Book:**

1. R.G. Desal “Agricultural Economics” 2010, Himalaya Publishing houses, Mumbai.

#### **References:**

1. S.Sankaran, “Indian Economy” 2010, Margaham Publications, Chennai -17.
2. R.N. Soni, “Lending issues in Agricultural Economics” 2011, Vishal Publication Jalandhor.
3. Amarijit Singh, A.N. Sandhu and Jasbirsingh, “Fundamentals of Agricultural Economics” 2013, Himalaya Publishing houses, Mumbai.



**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U4VNM2**

**COURSE TITLE : Elements of Public Finance**

**QN.NO : 3978**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit – I Introduction**

Public Finance – Scope and Importance – Private and Public Finance Comparison – Functions of the state.

Public Revenue – Sources of Public Revenue – Meaning of Tax – Kinds of Tax – Difference between Direct Tax and Indirect Tax.

Public Expenditure – Causes for the growth of public expenditure.

**Unit – II Public Debt and Budget**

Public Debt – Classification – Causes – Methods of Debt Redemption.

Budget – Types of Budget – Budgeting procedure.

Local finance – Sources of revenue – Functions – Problems.

**Books for Study**

1. Tyagi B.P. (2004), “Public Finance”, Jai Prakash Nath & Co., Meerut,
2. Bhatia H.L. (2006), “Public Finance”, Vikas Publishing House Pvt. Ltd., New Delhi.
3. Sankaran S. (2007), “Fiscal Economics”, Margham Publications, Chennai.
4. Agarwal R.C. (2007), “Public Finance”, Lakshmi Narain Agarwal, Agra.
5. Cauvery R. & Sudha Nayak (2000), “Public Finance”, S.Chand & Co., Ltd., New Delhi.
6. Maria John Kennedy (2011), “Public Finance”, S.Chand & Company Ltd., New Delhi.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U5VMC9**

**COURSE TITLE : Macro Economics - I**

**QN.NO : 3980**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit –I Nature of Macro Economics**

Meaning – Definition- Importance – Limitations- Difference and Relation between Micro and Macro Economics - Economic Statics and Dynamics

**Unit –II National Income**

Meaning – Definition – Importance – Methods of Calculating National Income – Difficulties of Calculating National Income - GNP, GDP, Per-capita Income, Real Income

**Unit –III Consumption Function**

Meaning – Importance – consumption Function Schedule - Keynes Psychological Law of Consumption – Determinants of Consumption Function - Properties or Technical Attributes of the Consumption Function

**Unit – IV Theories of Employment**

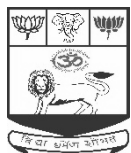
Meaning of full Employment and Unemployment - Types of Unemployment - Classical Theory of Employment - Say’s Law of Markets - Keynes’s Theory of Employment - Aggregate Demand Function and Aggregate supply Function.

**Unit –V Trade Cycle**

Meaning – Features – classification – Phases – Control of Trade Cycle - Theories of Trade Cycle: Samuelson’s Model, Hick’s Model and Kaldor’s Model

**Books for Study:**

1. M.L. Jhingan (2008), “Macro Economic Theory” Vrinda Publications (P) Ltd, New Delhi.
2. R. Cauvery & U.K Sudhanayak (2006), “Macro Economics”, S.Chand & Co., Ltd. New Delhi.
3. M. Maria John Kennedy (2011), “Macro Economic Theory” PHI Learning Pvt. Ltd New Delhi.
4. D.N. Dwivedi (2008), “Macroeconomics”, Tata McGraw- Hill Publishing Company Limited New Delhi.
5. G.S. Gupta (2008), “Macro Economics Theory and Applications” Tata McGraw- Hill Publishing Company Limited New Delhi.
6. Dr. H.L. Ahuja (2010), Macro Economics: Theory and Policy”, S.Chand & Co., Ltd., New Delhi.



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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U5VMC10**

**COURSE TITLE : Economics of Development  
and Planning**

**QN.NO : 3981**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Unit – I Introduction**

Meaning – Definitions- Features – Difference between economic growth and economic development – Factors affecting Economic Development- Problems of Economic Development –Role of the State in Economic Development.

### **Unit –II Theories of Economic Development**

Adam Smith’s Theory- Rostow’s Stages of Development – Marxian Theory – Lewis Theory of Unlimited Supply of Labour - Doctrine of Big Push – Doctrine of Balanced and Unbalanced Growth.

### **Unit - III Development Issues**

Role of Agricultural and Industrial Development – Technology and Technological Change- Role of Technology – Problems - Remedies - Human Capital Formation – Role – Problems - Policy measures.

### **Unit - IV Capital Formation and Economic Development**

Capital Formation – Meaning – Importance – Stages - Reasons for Low Capital Formation – Measures to Rise Capital Formation.

### **Unit - V Planning**

Meaning – Features – Role of Planning – Types – Difficulties – Conditions for successful planning – Objectives – Achievements and Failures of X and XI Five Year Plans – Current Five Year Plan Objective, Allocation and Targets.

### **Books for Study**

1. Agarwal R.C., (2011), “Economics of Development and planning” Lakshmi Narain Agarwal Agra.
2. Taneja M.L., (2010), “Economics of Development and planning” Visal Publishing Delhi.
3. Misra, S. and Puri, V.K. (2002), “Economics of Development and Planning”, Himalaya Publishing House, New Delhi.
4. Jhingan, M.L. (2003). “The Economics of Development and Planning”, Vrindha Publications Pvt., Ltd., New Delhi.
5. Misra S.K. & Puri V.K. (2002), “Economics of Development and Planning”, Himalaya Publishing House, Delhi.
6. Lekhi R.K. (2009), “Economics of Development and Planning”, Kalyani Publishers, New Delhi.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U5VMC11**

**COURSE TITLE : Labour Economics**

**QN.NO : 3982**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit – I Basic Concept of Labour**

Meaning of Labour – Nature and Scope of Labour Economics – Labour as Factor of Production – Importance of Labour Economics – Special Characteristics of Labour – Characteristics of Indian Labour – Meaning of Organized and Unorganized Labour.

**Unit – II Trade Unions**

Meaning of Trade Unions - Origin and Growth of Trade Unions – Role of Trade Unions – Marxian Theory of Trade Unionism – Gandhian Theory of Trade unionism – Objectives of Trade unions – Classification and Pattern of Trade Unions – Functions of Trade Unions.

**Unit – III Industrial Relations**

Industrial Relations – Meaning of Industrial Disputes – Causes – Preventive Measures – Workers Participation in Management – Role of Incentives – Human Relations in Industry – Principles of Personal Management.

**Unit – IV Theories of Wages**

Residual Claimant Theory – Marginal Productivity Theory of Wages – Methods of Wage Payment – Real Wage – Money wage – Minimum Wage- Fair and living wages.

**Unit – V Social Security**

Meaning of Social Security – Objectives of Social Security – The Concept of Social Insurance – Commercial Insurance – Social Assistance – Social Security in India – Role of International Labour organizations with Special Reference to Indian Economy.

**Books for Study:**

1. Pierre cahuc & Andre Zylberberg(2009), Labour Economics, PHI learning (P) Ltd, New Delhi.
2. B.P.Tyagi(2008), Labour Economics and Social Welfare, Jai Prakash Nath & Co, Meerut, India.
3. S.S.M.Desai & N.Bhalerao(2012), Industrial Economy of India, Himalaya Publishing House, Mumbai.
4. R.C.Saxena (1986), Labour Problems and Social Welfare, K.nath & Co, Meerut.
5. U.C.Kulshrestha (2005), Labour Problems and Social Welfare, Lakshmi Narain Agarwal, Agra.
6. P.R.N.Sinha,Indu Bala Sinha & Seema Priyadarshini Shekhar (2011), Industrial Relations, Trade Unions, and Labour Legislation (Pearson), Dorling Kindersly (India), Pvt,Ltd, Noida (U.P),India.
7. Ruddar Datt, K.P.M.Sundharam(2010), Indian Economy, S.Chand & Company Ltd, New Delhi.
8. A.N.Agarwal(2011),Indian Economy-Problems of Development and Planning, New Age International publishers,(P) Ltd-New Delhi.



**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U5VME1**

**COURSE TITLE : Environmental Economics**

**QN.NO : 3983**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit – I Introduction**

Definition and role of environmental economics – Economics and Environment – Transformation curve – Scope and Significance of environmental economics – Integration of conservation and development.

**Unit – II Ecology**

Environmental ecology – Environmental segments – Ecology and eco systems – Organization – Structure and dynamics of the eco system – Biotic elements – Abiotic elements.

**Unit – III Energy**

Meaning of energy – Sources of energy and classification – Renewable and non-renewable sources of energy – Conventional and non-conventional energy resources – Energy scenario in India.

**Unit – IV Pollution**

Water pollution: Definition – Classification – Water pollution in India – Control – Ensuring adequate supply of pure water – Marine pollution – Causes and extent – Marine national park – Air pollution – Atmospheric structure – Causes and effects – Acid rain – Photo Chemical smog – Ozone depletion – Effects of deteriorating air quality – Air pollution in India – Bhopal gas Tragedy.

**Unit – V Conservation**

Conservation of resources – conservation and preservation – Man’s impact on resources – Conservation awareness – Methods of conservation – Material substitution – Product life extension – Recycling Optimum recycling Waste reduction.

**Books for Study**

1. Nick Hanely (2009), Jason F. Shogren and Ben White, “Environmental Economics in Theory and Practice”, Macmillan India Limited , New Delhi.
2. Metha, Mundle and U. Sankar (2008), “Controlling Pollution: Incentives and Regulation”, Sage, New Delhi.
3. M.L. Jhingan, Chander K. Sharma (2011), “Environmental Economics –Theory, Management and policy”, Vrinda Publications (P) Ltd, Delhi – 91.
4. Katar Singh, Anil Shishodia (2009), “Environmental Economics -Theory and Applications”, Sage, New Delhi.
5. T. Eugene (2010), “Environmental Economics”, Vrinda Publishers, NewDelhi.
6. B.K. Sharma (2009), “An Introduction to Environmental Pollution”, Goel Publishing House, Meerut.



**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U5VME2**

**COURSE TITLE : Fundamentals of Computer**

**QN.NO : 3984**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit – I Basics of Computers**

Definition – Generation of Computer –components of a computer – Advantages – Types of Computer System – Basic Architecture of CPU: ALU, MU, CU – Types of Memory - Basic Input devices– Output devices – Computer Software: System Software, Application software, Utility software.

**Unit – II Operating System**

MS-DOS – Advantages and Disadvantages – Internal Commands – External Commands.

MS-Windows – Meaning – Basic Components – Desktop – Start Menu – My Computer – Control Panel – Accessories.

**Unit – III MS-Office-I: Word Processing**

Introduction to MS-Office – Features and Advantages – MS-Word – Types of Views – Functions of Keys in MS-Word – Creation of documents – Editing a Text – Formatting a Text – Working with Table - Using tools: Spelling check, treasures, dictionary – Mail Merge.

**Unit – IV MS-Office-II: Electronic Spreadsheet and Slide Presentation**

MS-Excel: Introduction – Structure of Spreadsheet – Working with Spreadsheet – Calculation Operators: Arithmetic, Comparison, Text, Reference and other operators – Auto filling – Chart – Creation of chart – Types of chart.

MS-Power Point: Introduction – Creating a presentation – Customizing a presentation – Working with different views - Insert objects – Templates.

**Unit – V Internet Basics**

Internet – Features and Advantages – www – Networking – Types of Networking Communication: E-mail; chat; voice mail; - Use of business and commercial activities like E-commerce, E-banking.

**Books for Study**

1. V.Rajaraman (1996), “Fundamentals of Computers”, Prentice Hall, New Delhi.
2. D.H.Sanders (1988), “Computer Today”, Mc Graw Hill, New York.
- 3.D.Ravichandran (2001), “Introduction to Computers and Communication”, Tata Mc Graw Hill Publishing Company Ltd., New Delhi.
4. Kanter (2000), “Introduction to Computers – Management Information Systems”, Prentice Hall of India Ltd., New Delhi.
5. Sanjay Saxena (2007), “A First Course in Computers”, Vikas Publishing House Pvt. Ltd., New Delhi.
6. Gupta, C.P. (2010), “Fundamentals of Computer and Information Technology”, Laxmi Narain Agarwal, Agra.



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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U5VSM5**

**COURSE TITLE : Principles of Management**

**QN.NO : 3985**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit – I An Introduction to Management**

Definition – Management Skills – Management Science or Art – Management a profession – The aim of Managers – Administration V/s Management.

**Unit – II Planning**

Definition – Characteristics – elements – planning process – benefits – limitations – requisites for effective planning.

Decision making – nature and importance – types of decisions – theories of decision making – decision making process – Guidelines for effective decision making.

**Books for Study**

1. K. Natarajan & K.P. Ganesan (2001), “Principles of Management”, Himalaya Publishing House, Mumbai.
2. Garry Dessler, “Human Resource Management”, Prentice Hall of India Ltd., Pearson, (Seventh Edition).
3. S.P. Rao (2000), “Human Resource Management”, Text and Cases, Excel Books, New Delhi- (First Edition).
4. P.L. Rao, Comprehensive Human Resource Management, Excel Books, New Delhi.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U6VMC10**

**COURSE TITLE : Macro Economics - II**

**QN.NO : 3986**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit- I Investment Function**

Meaning – types of Investment- Determinants of Investment a) MEC; Meaning, calculation, Factors Determining Marginal Efficiency of capital, Relation between the MEC and the MEI. b) Rate of Interest: Meaning

**Unit - II Multiplier**

Meaning – Assumption Importance, Leakages of Multiplier Significance of Multiplier Criticisms, significance – Types of Multiplier– Acceleration, Principles of Accelerator - Super Multiplier.

**Unit - III Inflation and Deflation**

Definition, Types Effects, Control Inflationary, Gap, Modern Theories of Inflation, Deflation- Meaning, Effects, Deflationary Gap - Stagflation – Philips Curve

**Unit - IV Theories of Distribution**

Ricardian Theory of Income Distribution – Marxian Theory of Income Distribution – Kaldor’s Theory of Macro Distribution.

**Unit - V Objectives of Macro Economic Policy**

Meaning- Objectives - Monetary Policy: Meaning, Objectives, Instruments - Fiscal Policy: Meaning, Objectives, Limitation, Fiscal Policy during Inflation.

**Books for Study**

1. M.L. Jhingan (2008), “Macro Economic Theory” Vrinda Publications (P) Ltd, New Delhi.
2. R. Cauvery & U.K Sudhanayak (2006), “Macro Economics”, S.Chand & Co., Ltd. New Delhi.
3. M. Maria John Kennedy (2011), “Macro Economic Theory” PHI Learning Pvt. Ltd New Delhi.
4. D.N. Dwivedi (2008), “Macroeconomics”, Tata McGraw- Hill Publishing Company Limited New Delhi.
5. G.S. Gupta (2008), “Macro Economics Theory and Applications” Tata McGraw- Hill Publishing Company Limited New Delhi.
6. Dr. H.L. Ahuja (2010), Macro Economics: Theory and Policy”, S.Chand & Co., Ltd., New Delhi.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U6VMC11**

**COURSE TITLE : Principles of Marketing**

**QN.NO : 3987**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit - I: Introduction**

Meaning of Marketing- Definitions of Marketing- Scope of Marketing- Concept of Marketing- Difference between Market and Marketing- Importance of Marketing in the Modern Economy.

**Unit - II: Market Segmentation**

Meaning and Definition of Market Segmentation – Importance of Market segmentation- Factors for Market Segmentation – Successful Market Segmentation- Selection of Market Strategy- Alternative Strategies of Market Segmentation.

**Unit – III: Marketing Mix**

Marketing Mix – Definition – 4Ps – Problems- Factors influencing Product Mix - Product Life Cycle- Product related strategies.

**Unit – IV: Pricing**

Objectives- Importance of Pricing - Factors affecting Pricing Decisions – Kinds of pricing- Price leader- Factors affecting Price – Re-sale Price Maintenance.

**Unit – V: Marketing Management**

Marketing Management – Meaning – Definition – Scope - Functions – Problems- Qualities of a Marketing Manager

**Books for Study**

1. Pillai Bagavathi R.S.N. (2004), “Modern Marketing Principles and Practices”, S.Chand & Company Ltd. Ram Nagar, New Delhi.
2. Kathiresan & Radha (2012), “Marketing”, Prasanna Publishers Santhosh Mahal, Chennai- 5
3. Rajan Nair & Nair .R (2003), “Marketing”, Sultan Chand and Sons, New Delhi.
4. S.A. Sherlekar & Nirmala Prasad (2004), “Marketing Management”, Himalaya Publishing House, Mumbai 400 004.
5. K.Nataarajan & K.P.Ganesan, (1999), “Principles of Management”, Himalaya Publishing, Chennai
6. L. Natarajan (2011), “Marketing”, Margham Publishing, Chennai



**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U6VMC12**

**COURSE TITLE : Entrepreneurship**

**QN.NO : 3988**

**Development**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit –I Entrepreneur and Entrepreneurship**

The concept of entrepreneur- Definition- Characteristics and Function of Entrepreneur- distinction between Entrepreneur and Manager- Types of Entrepreneur – The Concept of Entrepreneurship- The Role of Entrepreneurship in Economic Development

**Unit –II Women Entrepreneurs and Rural Entrepreneurship**

Women Entrepreneurs- Concept – Functions of Women Entrepreneurs-Problems – Women Entrepreneurship in India – Rural Entrepreneurship- Need for Rural entrepreneurship – Problems- Measures to Develop Rural Entrepreneurship

**Unit –III Entrepreneurial Motivation**

Entrepreneurial Motivation Theories- Motivational Process- Motivating Factors- Entrepreneurial Mobility – Factors Influencing Mobility – Need for Entrepreneurship Development Programmes- Objectives of EDPs

**Unit IV Small Scale Industries and Project Identification**

Small Scale Industries- Definition- Types of Small Scale Industries – Characteristics- Importance of Small Enterprises in Economic Development- Problems of Small Scale Industries – Project Identification and Selection – Project Classification- Formulation of Project Report – Significance of Project Report Contents of Project Report.

**Unit V Institutional Finance to Entrepreneurs**

IFCI- ICICI- IDBI- IRBI- SIDBI- EXIM Bank – UTI- LIC- SFC-SIDC – TIIC- Commercial Bank

**Books for Study**

1. Khanka S.S. (2004), “Entrepreneurial Development”, S.Chand & Company LTD. Ram Nagar, New Delhi.
2. Renu Arora & S.K. Sood. (2003), “Fundamentals of Entrepreneurship and Small Business” Kalyani Publishers Ludhiana New Delhi.
3. L. Rengarajan (2008), “Entrepreneurial Development” Sree Renga Publications Rajapalayam.
4. Gupta C.B. & Srinivasan N.P. (2003) “Entrepreneurial Development” Sultan Chand and Sons New Delhi.
5. Neeta Baporikar, (2002) “Entrepreneurship and Small Industry” Himalaya Publishing House- Mumbai- 400 004
6. Jayshree Suresh, (2003), “Entrepreneurial Development” Margham, Publication Chennai.
7. Vasant Desai (2003), “Small-Scale Industries and Entrepreneurship”, Himalaya Publishing House, Mumbai.



**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U6VMC13**

**COURSE TITLE : Indian Economics**

**QN.NO : 3989**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit-I Features of Indian Economy**

Under Development – Meaning – Features – Predominance of Agriculture Sector – Per-Capita income – Inequalities – Inadequate Capital Formation – Infrastructure Technological Backwardness – Demographic Pressures – Unemployment and Employment – Low Quality Human Capital – Low Social Development – Mixed Economy – Features – India as Developing Economy – Sustained Growth – self-Reliance – Changes in Agriculture – Industry – Foreign trade – Science and Technology.

**Unit-II Balanced Regional development**

Meaning of Regional Disparities – Indicators – Causes for Economic Backwardness – Five-year plans and Industrial Backwardness – Policy Measures to remove the Regional Disparities.

**Unit-III Public sector and Issues of Privatisation**

Meaning of Public Sector – Role of Public Sector in Indian Economy – Growth – Performance – Shortcoming – Measures to Improve the Performance of PSUs – Privatization Meaning – Scope – Disinvestment Policy on Privatization in India.

**Unit-IV Foreign Capital**

Meaning of Foreign Capital – Categories and Composition – Significance of Foreign Capital – Government Policy towards Foreign Capital – Advantages and Disadvantages of Foreign Capital – Flow of Foreign Investment in the Post-Reform Period – A Critical Appraisal.

**Unit – V Parallel Economy**

Meaning of Parallel Economy – Causes – Effects of Black Income on the Economic and Social System – Measures to Unearth Black Money – Corruption – Meaning – Causes – Corruption and Development in India.

**Books for Study:**

1. Ruddar Datt, K.P.M.Sundharam(2011), Indian Economy, S.Chand & Company Ltd, New Delhi.
2. A.N.Agarwal(2011),Indian Economy-problems of Development and Planning, New Age International Publishers,(P) Ltd-New Delhi.
3. H.S.Agarwal(2007) Simple Indian Economics, Lakshmi Narain Agarwal,Agra.
4. N.P.Hariharan(2005) Lights & Shades of Indian Economy, Vishal Publishing Co, Jalandhar,India.
5. Misra & Puri(2011), Indian Economy, Himalaya Publishing House, Mumbai.
6. Ishwar c.dhingra(2010) The Indian Economy, Sultan Chand & sons-New Delhi.
7. Deepashree(2011) Indian Economy-Performance and Policies, Ane Books Pvt.Ltd, New



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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U6VMC14**

**COURSE TITLE : Public Finance**

**QN.NO : 3990**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit - I Introduction**

Meaning of public finance – scope and importance of public finance – Role of the State on Economic activities – Comparison of public finance and private finance – Principle of Maximum Social Advantage.

**Unit - II Public Expenditure and Public Revenue**

Public Expenditure – Meaning – Classification – Canons of public expenditure – Causes for the growth of public expenditure – Effects of public expenditure.

Public Revenue – Meaning – Sources of public revenue – Tax revenue and Non-tax revenue: Grants and Gifts – Administrative Revenue – Commercial Revenue.

**Unit – III Taxation**

Meaning and Definition of Tax – Canons of taxation – Concepts : Impact, Shifting, Incidence of taxation – Classification of taxes – Direct tax and Indirect tax (merits and demerits) – Effects of taxation on production and distribution – Meaning of taxable capacity – Absolute and Relative taxable capacity – Factors determining taxable capacity.

**Unit - IV Public Debt and Budget**

Meaning – Classification – Objectives of public debt – Effects – Methods of debt redemption – Burden of public debt.

Meaning of budget – Types of budget – Budgetary procedure in India.

**Unit – V Federal Finance and Fiscal Policy**

Federal Finance – Meaning – Importance – Central and State financial relationship – local finance – Functions and Problems.

Meaning of Fiscal Policy – Concepts: Fiscal deficit, Revenue deficit, Primary deficit – objectives – Limitations.

**Books for Study**

1. Tyagi B.P. (2004), “Public Finance”, Jai Prakash Nath & Co., Meerut,
2. Bhatia H.L. (2006), “Public Finance”, Vikas Publishing House Pvt. Ltd., New Delhi.
3. Sankaran S. (2007), “Fiscal Economics”, Margham Publications, Chennai.
4. Agarwal R.C. (2007), “Public Finance”, Lakshmi Narain Agarwal, Agra.
5. Cauvery R. & Sudha Nayak (2000), “Public Finance”, S.Chand & Co., Ltd., New Delhi.
6. Sundaram K.P.M. (2004), “Public Finance”, S. Chand & Company Ltd., New Delhi.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U6VSM6**

**COURSE TITLE : Human Resource  
Management**

**QN.NO : 3991**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **UNIT – I Introduction**

Meaning – Scope of HRM – Objectives of HRM – Features of HRM – Influencing factors - Organisation of HRM Department – Description of line and staff functions.

### **UNIT – II Job Analysis**

Meaning – methods of job analysis – IT and Computerized skill inventory – Recruitment and Selection – meaning – constraints and challenges – selection process – employment planning and forecasting – employee involvement approaches – selection process – types of tests – types of interviews – common interviewing mistakes – designing and conducting effective interview.

### **Books for Study**

1. Garry Dessler, “Human Resource Management”, Prentice Hall of India Ltd., Pearson (Seventh Edition).
2. S.P. Rao (2000), “Human Resource Management”, Text and Cases, Excel Books, New Delhi- (First Edition).
3. P.L. Rao, Comprehensive Human Resource Management, Excel Books, New Delhi.

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THE MADURA COLLEGE (AUTONOMOUS) MADURAI - 11.  
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~~2003-09~~ ~~3AE~~ 5518  
FINANCIAL ACCOUNTING - ~~3BE3~~ (~~2003 ON~~) (~~5518~~)  
3AE/3BE3 (2003 on) Q.N. NO. 5518

UNIT - 1

Definition - Book keeping - Accounting - Single Entry system - Vs Double Entry system - Concepts - Conventions.

UNIT - 2

Journal - Ledger - Subsidiary Books - Trial Balance.

UNIT - 3

Bank Reconciliation Statement - Rectification of Errors.

UNIT - 4

Preparation of Manufacturing - Trading & Profit Loss Account - Balance Sheet (Simple Adjustments only).

UNIT - 5

Depreciation - Meaning - Causes - Methods - Straight-line method - Written down value method - Annuity Method - Depreciation Fund Method.

BOOKS FOR STUDY

1. Introduction to Accountancy - T.S.Grewal
2. Advanced Accountancy - R.L.Gupta & Radhaswamy
3. Advanced Accountancy - SP Jain & KL Narang
4. Double Entry Bookkeeping - T.S.Grewal.

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III SEMESTER

B.A. ~~BLUE~~ BLUE PRINT

3AE/

TITLE : FINANCIAL ACCOUNTING

3BE3

Max.Marks : 75

(2003-07) 2003-07

UNIT	PART-A	PART-B	PART-C
I	2	1(Theory )	-
II	2	1(Theory )	1 Problem
III	1	2 (1 Theory ) (1 Problem)	1 Problem
IV	4	2 (Problem)	2 (1 ManufacturingA/C 1 Trading, Profit & Loss & B/s)
V	1	2 (1 Theory 1 Problem)	1 Problem
TOTAL	10	8	5
Questions to be Answered	10	5	3
Marks for each Question	1½	6	10
Total Marks	15	30	30

PART A : To be answered in one or two Sentences

PART B :

PART C :



THE MADURA COLLEGE (AUTONOMOUS) MADURAI - 11.  
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MANAGEMENT ACCOUNTING - (2003-ON) (5524)

4AE (up to 2013)

Q.NO. 5524

UNIT 1

Management Accounting - Meaning - Management Accounting Vs. Financial Accounting - Role of Management Accountant.

UNIT 2

Ratio Analysis - Meaning - Types - Current Ratio - Liquid Ratio  
G.P Ratio - N.P Ratio - Operating Ratio - Debtor Velocity Ratio  
Creditors Velocity Ratio - Material Turn over Ratio - Return on  
Investment - Return on Shareholders funds - Earning Per Share  
Working Capital Turnover Ratio. (Simple problems only)

UNIT 3

Marginal Cost - Marginal Costing - Meaning - Fixed and Variable Costs  
- Profit Volume Ratio - Break Even Point - Margin of Safety. (Simple  
Problems only).

UNIT 4

Budgeting - Meaning - Budget and Budgetary Control - Types of Budget  
- Sales - Production - Cash - Flexible Budget - Zero Base Budgeting  
(Simple Problems only)

**BOOKS FOR STUDY:**

1. Management Accounting - Ramachandran & Srinivasan
2. Management Accounting - Jain & Narang
3. Management Accounting - S.N.Maheswari
4. Management Accounting - N.P. Srinivasan.
5. Management Accounting - Dr.verma & Agarwals

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**B.B.E - BLUE PRINT**

**Time : 3 Hours**

**Max.Marks : 75**

**Title : MANAGEMENT ACCOUNTING**

**Sub.Code : 4BE3 (2003 ON)**

<b>UNIT</b>	<b>PART – A</b>	<b>PART – B</b>	<b>PART – C</b>
<b>I</b>	<b>2 (Theory)</b>	<b>1 (theory)</b>	<b>1 (Theory)</b>
<b>II</b>	<b>2 (Theory)</b>	<b>1 (theory)</b>	<b>1 problem</b>
<b>III</b>	<b>3 (Theory)</b>	<b>2 problems</b>	<b>2 problems</b>
<b>IV</b>	<b>3 (Theory)</b>	<b>2 problems</b>	<b>1 problem</b>
<b>TOTAL</b>	<b>10</b>	<b>6</b>	<b>5</b>
Questions to be Answered	10	4	3
Marks for each Question	1½	6	12
Total Marks	15	24	36

Part A : To be answered in one or two sentences (Theory only)

Part B : To be answered in one page

Part C : To be answered not exceeding four pages.

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4BE3 (2003 on)

**BACHELOR OF BUSINESS ECONOMICS**

**MANAGEMENT ACCOUNTING (IV SEMESTER)**

**MODEL QUESTION PAPER**

**TIME: 3 HOURS -----Marks :75**

**Section A: Answer all questions**

**10X1.5= 15**

- 1) Define Management Accounting.
- 2) State two differences between financial accounting and management accounting.
- 3) What is meant by a ratio?
- 4) State the utility of current ratio.
- 5) Define marginal cost.
- 6) What is meant by Break-even point?
- 7) What is meant by Margin of safety?
- 8) Define a Budget.
- 9) What is meant by flexible budget?
- 10) What is meant by zero Based budget?

**Section B – Answer any four questions**

**4 x 6=24**

- 11) Explain the scope of management accounting.
- 12) What are the limitations of accounting ratios?
- 13) A simple problem on BEP
- 14) A problem on production Budget.
- 15) A problem on accounting ratio.
- 16) A problem on Margin of Safety,

**Section C: Answer any three**

**3X12= 36**

- 17) Define Management accounting. Explain the difference between financial
- 18) Accounting and management accounting and limitations of management accounting.
- 19) A problem on preparation of Balance sheet from accounting ratios.
- 20) A problem on cash budget or flexible budget.
- 21) A problem on Marginal costing.
- 22) A problem on Make or buy, drop a product, Key factor etc.

*An*



**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U1VMC1**

**COURSE TITLE : Micro Economics - I**

**QN.NO : 5801**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To Introduce Basic Concepts and Definitions of Economics
2. To Enable the Students to understand the important areas of Micro Economics
3. To Teach the Students about the theory of consumer behaviour and production

**Learning Outcome**

Gained knowledge in basics of economics and micro economics

**Unit – I Basic Concepts in Economics**

Definitions of Economics (Wealth, Welfare, Scarcity and Growth) – Characteristics of Human wants – Differences between Micro and Macro Economics – Economics is a Positive or a Normative Science- Methods of economics – Inductive and deductive -Concepts in Economics - Utility – Wealth – Income – Commodity.

**Unit – II Cardinal Utility Analysis**

Concepts of Total and Marginal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Consumer’s surplus.

**Unit – III Ordinal Utility Analysis**

Meaning of Indifference Curve – Indifference Schedule – Indifference Map – Marginal Rate of substitution – Properties of Budget Line - Consumer’s Equilibrium – Superiority of Indifference curve over the cardinal utility analysis.

**Unit – IV Demand and Supply Analysis**

Law of Demand - Demand schedule – Demand determinants – Types of Demand – Reasons for the Negative slope of Demand curve – Exceptions – Elasticity of Demand – Types of Elasticity of Demand – Degrees of Price Elasticity of Demand – Measurement of elasticity of Demand – Factors Determining elasticity of Demand – Law of supply - Determinants of Supply.

**Unit – V Theory of Production**

Factors of Production – Land, Labour, Capital and Organisation and their Characteristics – Functions of an Entrepreneur – The law of variable proportions – The laws of Returns to scale – Isoquant – Iso-cost line – Producer’s equilibrium.

**Text Book (s)**

1. Jhingan M.L., “**Advanced Economic Theory**, 2011, Vrinda publications (P) Ltd, Delhi
2. Deepashree, “**Principles of Micro Economics**”, 2010, Ane book Pvt.Ltd, New Delhi

**Reference (s)**

1. Koutsoyiannis A, “**Modern Microeconomics**, 2013, (International Edition), Macmillan Press Ltd, London.
2. John Kennedy M., **Micro Economics**, 2012, Year of Publication, Himalaya Publishing House (P) Ltd, Mumbai
3. Dr. Ahuja H.L., “**Principles of Microeconomics**, 2012, S.Chand & Company Ltd, New Delhi

**Website**

1. [www.m.sparknotes.com](http://www.m.sparknotes.com)> Spark Notes.
2. [wikieducator.org](http://wikieducator.org)> Economics\_Textbook.



**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U1VMC2**

**COURSE TITLE : Economics of Marketing**

**QN.NO : 5802**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To understand the performance of marketing activity
2. To comprehend the role of marketing in an economy

**Learning Outcome**

Student equipped with the knowledge on marketing

**Unit- I Introduction of Marketing**

Meaning of marketing – Definitions- Evolution of marketing - Objectives of marketing — Concepts - Distinction between marketing and market – Role of Marketing in the Economic development.

**Unit – II Marketing Functions And Market Segmentation**

Functions of marketing - Functions of exchange – Functions of physical supply – Facilitating functions – Meaning and definition of market segmentation – Importance of market segmentation – Methods of segmenting Markets.

**Unit - III Marketing Mix**

4P’s (Product, Price, Place (Distribution), Promotion) and their meaning- factors influencing product mix – product life cycle- product related strategies

**Unit – IV Pricing**

Objectives- pricing policies and strategies- channels of distribution - structure and types of marketing channels – channels functions – factors influencing the choice of channels

**Unit – V Marketing Research and Information System**

**(18hours)**

Meaning of marketing research - Objectives of marketing research – Advantages of marketing research – Limitations of marketing research – Meaning of market information – Development of market information system – Essential requisites of a good market information system – Benefit of market information system.

**Text Books**

1. Pillai and Bhagavathi (2011) “**Modern Marketing**” S.Chand & Co, New Delhi
2. Agarwal, R.C (2012) “**Principles of Management**” Lakshmi Narain Agarwal, Agra
3. Sherlekar S.A &. Nirmala Prasad K (2007) “**Principles of Marketing**” Himalaya Publishing House.

**References**

- 1) Philip Kotler (2009) “**Marketing Management**”, Dorling Kindersley (India ) Pvt. Ltd
- 2) Thirunavukkarasu.R Dr. L.P. Ramalingam (2009) “**Marketing Management**” Merit India publications, Madurai.

**Website**

1. <https://open.lib.umn.edu/principles.ma...>
2. <https://www.amazon.com/principles.ma...>



**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U1VAC1**

**COURSE TITLE : Economics Statistics - I**

**QN.NO : 5803**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

1. To acquire basic Knowledge about Statistics
2. To use the statistical techniques in Economics
3. To construct different types of index numbers and the importance of index numbers in Indian Economy.

### **Learning Outcome**

Student gets equipped with the knowledge on Economic Statistics

### **Unit – I Introduction**

Meaning – Definitions – Scope – Characteristics - Limitations of Statistics – Methods of collection of primary data and Secondary data

### **Unit – II Classification, Tabulation, and Diagrams**

Meaning of classification, Types of classification and Tabulation: Types of tables – Difference between classification and Tabulation – Diagrams: Bar Diagram - Pie diagram and Histogram – Frequency Distribution Sampling Types: Non probability sampling.

### **Unit – III Measures of Central Tendency**

Meaning – definitions – objectives – Types of Averages – Calculation of Arithmetic Mean – Median – Mode – Geometric mean – Harmonic mean.

### **Unit – IV Measures of Dispersion**

Meaning – significance – methods of studying variation: Range, Quartile Deviation, Mean Deviation – Standard Deviation and note on Lorenz Curve.

### **Unit – V Index Numbers**

Meaning and uses of index numbers – problems in the construction of Index Numbers – Methods of constructing Index numbers – Calculation of Laspeyre’s, Paasche’s, Fisher’s, Dorbish and Bowley Method.

### **Text Book (s)**

1. Pillai R.S.N. & Bagavathi V., “**Statistics- Theory and Practice**”, (2012), S. Chand & Company Ltd., New Delhi.
2. Kathamba Rajan D “**Economic and Business Statistics**”, (2011), Himalaya Publishing House, Mumbai

### **Reference (s)**

1. Gupta S.P. & Gupta M.P., “**Business Statistics**”, (2008), Sultan Chand & Sons. New Delhi.
2. Gupta S.C and.Kapoor V.K, “**Fundamentals of Applied Statistics**”, 2003, Sultan Chand and Sons, New Delhi.
3. Gupta S.P., “**Statistical Methods**”, (2004), Sultan Chand & Sons, New Delhi.

### **Websites/e-books**

1. Darius Singpurwalla, “**A Handbook of Statistics-An Overview of Statistical Methods**”,  
<http://bookboon.com/en/a-handbook-of-statistics-ebook>



**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U1VSM1**

**COURSE TITLE : Elements of Communication**

**QN.NO : 5804**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objective**

To impart the communication skill

**Learning Outcome**

Student develops the skill for communication in the real world situation

**Unit – I Introduction of Communication**

Meaning of Communication - Objectives of communication– Principles of Communication – Importance of effective Communication in business – Barriers to communication – Steps to improve communication skills.

**Unit – II Written and Oral Communication**

Types of Communication – Written – Oral – Face to Face – Visual – Audio Visual – Computer based communication – Barriers to communication – Steps to improve communication skills.

**Unit – III Resume Writing**

Resume – Resume Preparation -Types of Resume – Chronological – Functional – Hybrid – Paper copy – Electronic – Important features of Resume – Sample Resume.

**Unit – IV Interview**

**hours)**

Interviews – Types of Interviews – Interview Letters – Enquires – Replies – Order – Order form – Complaints.

**Unit – V Advertisement**

Advertisement –Characteristics of Good Advertisement – Structure of Advertisement Copy -Types of Advertisement copy - Press release – Information Technology – E-mail – Voice mail.

**Text Book (s)**

1. Rajendra Pal, J.S. Korlahali, ” **Essentials of Business Communication**”, (2004) Sultan & Chand & Sons.
2. Sanjay Kumar, Pushp Lata, “**Communication Skills**”, (2012) Oxford University
3. Urmila Rai, Rai S.M. ,”**Business Communication**”, (2010) Himalaya Publishing House.

**Reference (s)**

1. Roshan Lal Raina, Iftikhar Alam, Faizia Siddiqui, 2012, Himalaya Publishing House – Professional Communication.
2. Sathya Swaroop Debasish, Bhagaban Das, 2010, Business Communication, PHI Learning Private Limited, New Delhi.

**Website**

1. Web site: [www.notedesk.com/notes/business-communication](http://www.notedesk.com/notes/business-communication)
2. [www.thebusinesscommunication.com](http://www.thebusinesscommunication.com).



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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U2VMC3 /  
17U2VMC3**

**COURSE TITLE : Export Marketing**

**QN.NO : 5805**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To know the basic concept of cost and revenue
2. To understand the idea of perfect and imperfect market structure
3. To elucidate the importance of factor pricing

**Learning Outcome**

Student acquired knowledge on micro economics

**Unit – I Equilibrium of the Firm, Cost & Revenue Analysis**

Intersection of Demand and Supply Curve – Equilibrium conditions - Concept of Costs – Fixed Cost – Variable Cost – Average cost, Marginal Cost – Relationship between Average and Marginal Cost – Concepts of Revenue – Total Revenue - Average Revenue and Marginal Revenue – Relationship between AR and MR Under Perfect and Imperfect Competition.

**Unit – II Price and Output Determination under Perfect Competition**

Meaning of Perfect Competition – Characteristics – Price and Output determination under Perfect Competition in the Short Run and Long Run – Marshall’s Time Period Analysis.

**Unit – III Price and Output Determination under Imperfect Competition**

Monopoly: - Meaning – Characteristics – Price and Output determination under Monopoly - Monopolistic Competition – Meaning – Characteristics – Price and Output determination under Monopolistic Competition- Selling Cost and Excess Capacity (Concept Only) – Oligopoly: Meaning and Features.

**Unit – IV Theories of Factor Pricing**

Marginal Productivity Theory of Distribution – Modern Theory Distribution – Rent – Meaning - Ricardian Theory of Rent – Quasi-Rent – Wage – Meaning – Subsistence Theory of Wages - The Wage Fund Theory.

**Unit – V Theories of Interest and Profit**

Interest – Meaning - Loanable fund Theory of Interest – Liquidity Preference Theory of Interest – Liquidity Trap - Profit – Meaning - Innovation Theory of Profit – Risk Theory of Profit - Uncertainty Theory of Profit.

**Text Book (s)**

1. Jhingan M.L, “**Advanced Economic Theory**”, 2011, Vrinda publications (P) Ltd, Delhi
2. John Kennedy M, “**Micro Economics**”, 2012, Himalaya Publishing House (P) Ltd, Mumbai.

**Reference (s)**

1. Koutsoyiannis A, “**Modern Microeconomics**”, 2013, (International Edition), Macmillan Press Ltd, London.
  1. Dr. Ahuja H.L, “**Principles of Microeconomics**”, 2012, S. Chand & Company Ltd, New Delhi.
  2. Deepashree, “**Principles of Micro Economics**”, 2010, Ane Book Pvt.Ltd, New Delhi

**Website**

1. [www. m.sparknotes.com](http://www.m.sparknotes.com)> Spark Notes.
2. [wikieducator.org](http://wikieducator.org)> Economics\_Textbook.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U2VMC4 /  
17U2VMC4**

**COURSE TITLE : Advertising and Sales  
Promotion**

**QN.NO : 5806**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objective**

To make the students understand the importance of Advertising and Salesmanship.

**Learning Outcome**

Obtained basic knowledge on Advertising and Sales Promotion

**Unit – I Advertising**

Meaning of Advertising – Definition – Objectives of Advertising – Functions of Advertising - – Essential of Good Advertisement - AIDA Model of Advertising – Objections of Advertising (Economic, Social and Ethical) - Advertisement vs Publicity.

**Unit – II Advertising Media**

Advertising media - Types of Advertising media – Advertisement agency – Functions – criteria for selection of an advertising agency – methods of remunerating advertising agency.

**Unit – III Sales Promotion**

Meaning-Definition of Sales Promotion-Importance-objectives-Kinds of Sales Promotion-Consumer Sales Promotion-Dealers Sales Promotion-Sales Force Sales Promotion.

**Unit – IV Sales Manager**

Sales Manager – types – duties – selection and training of salesmen – control of salesmen – remuneration of salesmen.

**Unit – V Personal Selling and Consumer Behaviour**

Meaning of personal selling – objectives of personal selling – functions of personal selling – consumer behaviour – factor influencing consumer behaviour – meaning of buying motives – important buying motives.

**Text Book (s)**

1. Pillai and Bhagavathi (2011) “**Modern Marketing**” S. Chand & Co, New Delhi
2. Thirunavukkarasu. R Dr. Ramalingam. L.P. (2009) “**Marketing Management**” Merit India Publications, Madurai

**Reference (s)**

1. Agarwal, R.C (2008), “**Salesmanship and Advertising**”, Lakshmi Narain Agarwal, Agra
2. Agarwal, R.C (2012) “**Principles of Management**” Lakshmi Narain Agarwal, Agra
3. Sherlekar S.A & Nirmala Prasad K. (2007) “**Principles of Marketing**” Himalaya Publishing House.

**Website:**

1. <http://books.google.com>books>about advertising and sales promotion. S,h,kazm, sathish K. Batra>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U2VAC2 /  
17U2VAC2**

**COURSE TITLE : Economic Statistics - II**

**QN.NO : 5807**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

1. To know the differences between correlation and regression.
2. To understand the concept of probability and counting techniques (addition rule and multiplication rule,) to compute probability.
3. To give knowledge about various measurement of trend like semi average, moving average and least square.

### **Learning Outcome**

Equipped emergence understanding on Economic Statistics

### **Unit – I Correlation**

Meaning – Definition - Significance – Types – Simple Correlation – Calculation of Karl Pearson’s Co- efficient of correlation – Spearman’s Rank Correlation.

### **Unit – II Regression**

Meaning and Uses – Difference between Correlation and Regression – Limitations - Calculation of Regression Equations of x on y and y on x.

### **Unit – III Time Series**

Definition – Significance – Components – Measurement of Trend – Freehand Method – Semi-average Method – Moving Average Method – Method of Least Squares.

### **Unit – IV Probability**

**(18 hours)**

Meaning – Importance – Calculation of Probability – Theorems of Probability: Additional Theorem, Multiplication Theorem, permutation and combinations (Simple Problems).

### **Unit – V Vital Statistics**

Meaning of Vital Statistics-uses-methods of obtaining vital statistics-Registration method-Census enumeration and Analytical method-measurement of fertility –crude birth rate-specific fertility rate-general fertility rate and total fertility rate-Measurement of mortality rate –crude death rate-specific death rate-standardized death rate.

### **Text Book (s)**

1. Pillai R.S.N. & Bagavathi V., “**Statistics- Theory and Practice**”, (2012), S. Chand & Company Ltd., New Delhi.
- 2.. Kathamba Rajan D “**Economic and Business Statistics**”, (2011), Himalaya Publishing House, Mumbai

### **Reference (s)**

1. Gupta S.P. & Gupta M.P., “**Business Statistics**”, (2008), Sultan Chand & Sons. New Delhi.
2. Gupta S.C. and Kapoor V.K., “**Fundamentals of Applied Statistics**”, 2003, Sultan Chand and Sons, New Delhi.
3. Gupta S.P., “**Statistical Methods**”, (2004), Sultan Chand & Sons, New Delhi.

### **Websites/e-books**

1. Darius Singpurwalla, “**A Handbook of Statistics-An Overview of Statistical Methods**”,

<http://bookboon.com/en/a-handbook-of-statistics-ebook>



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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U2VSM2**

**COURSE TITLE : Economics of Insurance**

**QN.NO : 5808**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Unit – I Introduction**

History of Insurance – Principles of Insurance – Indemnification – Under writing and Investing - Insurance claims

**Unit – II Insurance in India**

Insurance in India –Specialization - Insurance Regulatory and Development authority (IRDA) – Duties, Powers – Functions.

**Unit – III Life Insurance Corporation of India**

Nationalization of LIC - List of Insurance companies – Objectives of LIC – Classification of Insurance – Types of Life Insurance - Term, Permanent, Endowment policy- 4 I’s of Insurance service.

**Unit – IV Insurance Plans**

BIMA Account I – Account II – Endowment Plus – Children plans – Plans for Handicapped Dependents – Money back policy – Recent plans.

**Unit – V Life Insurers in Private Sector**

SBI Life Insurance – ICICI Prudential Life Insurance – Bajaj Allianz Life – New India Life Insurance – Sahara Life Insurance – Tata AIG Life – Birla Sun Life – Kotak Life Insurance – Reliance Life Insurance Company- Motor Insurance – Fire Insurance – Health Insurance –Insurance sector reforms and their features.

**Text Book (s)**

1. Satya N.K. Pal Sharma, Antony R, Podder S.K., “**Banking and Insurance**”, 2011 , Himalaya Publishing House, Delhi.
2. Gordon & Natarajan, “**Banking theory Law and Practice**” (2010), Himalaya Publishing House, Delhi.
3. Gurusamy S., “**Banking theory Law and Practice**”, 2009, Vijay Nicole Chennai.

**Reference**

1. Dr. Misra M.N.,”**Principles and Practice of Insurance**” , 2006, S. Chand Publications, New Delhi.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U3VMC5**

**COURSE TITLE : Money and Banking**

**QN.NO : 5809**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To understand the evolution of monetary system
2. To acquire the theories of money
3. To know the banking system, functions and monetary policy

**Learning Outcome**

Get complete knowledge on monetary and banking system

**Unit – I Introduction to Money**

Meaning of money – Definitions – Evolution of Money – Types of Money - Functions of Money – Supply of money: Determinants of money supply.

**Unit – II Theories of Money**

Fisher’s Quantity Theory of Money – Cambridge Equations: Robertson, Marshall, Pigou and Keynes.

**Unit – III Inflation, Deflation and Trade Cycle**

Inflation: Meaning, types, causes, effects, and measures to control inflation – Deflation: Meaning, disinflation and stagflation.

**Unit – IV Commercial Banking**

Meaning – Functions, Credit creation – Recent advancements in banking sector (Meaning only): E-banking (RTGS, NEFT and Online Banking), Digital Transactions (Cashless transaction, Paytm and BHEEM) and Demonetization.

**Unit – V Central Banking and Monetary Policy**

Central Bank: Meaning – Functions – Methods of Credit Methods by RBI – Monetary Policy: Meaning and Objectives.

**Text Books**

1. Jhingan, M.L. (2011), Monetary Economics, Vrinda publications (P) Ltd, Delhi.
2. Paul, R.R. (2011), Monetary Economics, Kalyani publications, New Delhi.

**References**

1. Hajela, T.N. (2009), Money, Banking and Public Finance – Ane books Pvt.Ltd, New Delhi.
2. Sankaran, S. (2010), Money, Banking and International Trade, Margham Publication, Chennai.
3. Sundharam, K.P.M. (2000), Money, Banking and International Trade, Sultan chand & Sons, New Delhi.

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U3VMC6**

**COURSE TITLE : Mathematical Methods - I**

**QN.NO : 5810**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To understand the fundamentals of elementary Mathematical tools.
2. To prepare for appearing various competitive examinations.
3. To apply them in higher studies.

**Learning Outcome**

1. Understanding of mathematical techniques most commonly used in Economic Theory
2. Apply the relevant tools for analyzing economics problems

**Unit-I Introduction to Basic Mathematics**

Uses of Mathematical Methods in Economics- Function and their Graphical Representations: Linear Function- Quadratic function-Cubic function- Power function.

**Unit - II Equations**

Solving equations in one Variable: Linear Equation-Quadratic Equations- Cubic Equations-Simultaneous Linear Equations in Two Variables (solving by factorization and formula method) and Three Variables.

**Unit -III Set Theory**

Meaning- Definition-Types of Set- De Morgan's Law-Venn Diagram- Cartesian product (simple problems)

**Unit -IV Analytical Geometry**

Introduction- Distance between two points- Mid point- Intercept form- point slope form-point of intersection of two straight lines- Perpendicular straight lines-Parallel straight lines.

**Unit -V Binomial Theorem**

Binomial Expression- Binomial Theorem for any positive Integral Index 'n'- Middle Term in Expansion.

**Text Books**

1. Bose, D. “An Introduction to Mathematical Economics”, New Delhi, Himalaya Publishing House, 2000,
2. Chilang, A.C. .,“Fundamental methods in Mathematical Economics”, 1984, McGraw Hill, New Delhi

**References**

1. Agarwal, D.R. “Mathematics for Economists”, Delhi, Vrinda Publications Pvt.Ltd, 2001 .
2. Sundaresan V. and Jeyaseelan S.D. “An Introduction to Business Mathematics”, New Delhi, S.Chand and Company Limited, 1993.
3. Vittal, P.R. “Business Mathematics”, Chennai, Margham Publication, 2003.

**Website / e-book**

1. Michael Kelein, “Mathematical Methods for Economics”,  
[www.amazon.in/Mathematical-Methods-Economics-Addison-Wesley/dp/0201726262](http://www.amazon.in/Mathematical-Methods-Economics-Addison-Wesley/dp/0201726262)



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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U3VSM3**

**COURSE TITLE : Economics of Tourism**

**QN.NO : 5811**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To understand tourism practices
2. To obtain knowledge and skills about important tourist places in the region

**Learning Outcome**

Students get awareness on tourism economics

**Unit -I: Introduction**

Meaning and Definitions – Importance of Tourism – Tourists and classification of tourist – International and domestic tourism – Socio-economic Merits of tourism – Demerits of tourism.

**Unit –II: Tourism Marketing**

Tourism marketing – Features – Tourist product – Market segmentation – Market research – Market advertisement.

**Unit –III: Tourism Transport**

Tourism transport – Functions – Classifications – Holiday-inns – Tourist Guides – Travel Documents – Travel Agents and their functions.

**Unit – IV: Tourism Development**

India Tourism Development Corporation – Tamil Nadu Tourism Development Corporation – Tamil Nadu Tourism Policy.

**Unit – V: Local Tourism**

Selective Tourist places in and around Madurai district.

**Text Book**

1. Sipra Mukhopadhyay (2008), “Tourism Economics”, Ane Books India, New Delhi.

**References**

1. Jha, S.M. (2010) , “Tourism Marketing”, Himalaya Publishing House, Mumbai.
2. Bhatia, A.K. (2001), “International Tourism Management”, Sterling Publishers Pvt. Ltd., New Delhi.
3. Vishwanath Ghosh (2000), “Tourism and Travel Management”, Vikas Publishing House, Pvt. Ltd., New Delhi.

**Website / e-book**

<https://www.kobo.com/us/en/ebook/tourism-economics>



**PROGRAMME : UG NME - Economics**

**COURSE CODE : 18U3VNM1**

**COURSE TITLE : Elements of Economics**

**QN.NO : 5812**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

- 1.To understand the basic definitions and branches of economics
2. To understand the concept of economics
3. To assess the national income and its measurement

### **Learning Outcome**

The student can have a knowledge about basic concepts in economics, it gives the idea about inflation and national income.

### **Unit – I Introduction to Economics**

Meaning of Economics – Definitions of Economics: Wealth, Welfare, Scarcity and Growth – Scope of Economics – Branches of economics.

### **Unit – II Demand**

Concept of Demand – Types of Demand - Law of demand - Determinants of Demand – Consumer’s surplus.

### **Unit – III Supply**

Concept of Supply- Supply Function – Law of Supply – Determinants of Supply –Factors of Production and their features.

### **Unit – IV National Income**

National income concepts – GNP, NNP, GDP, DI, PI – Methods of Measurement – Uses of National Income Data.

### **Unit – V Inflation**

Meaning of Inflation – Types of Inflation – Causes of Inflation – Effects and Control of Inflation – Meaning of Deflation.

### **Text Books**

1. Bose, D. and Marimuthu, A (2002), “An Introduction to Micro Economics”, Himalaya Publishing House, Mumbai.
2. Jhingan, M.L. (2005), “Principles of Economics”, Vrinda Publication (P) Ltd, New Delhi.

### **References**

1. Seth, M.L. (2002), “Principles of Economics”, Lakshmi Narain Agarwal Educational Publishers, Agra.
2. Maria John Kenedy, M. (2014), “Macro Economic Theory”, PHI Learning Pvt. Ltd., New Delhi.

### **Websites / e-books**

<https://www.wallstreetmajo.com>  
<https://www.quora.com>>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U5SME1(A)**

**COURSE TITLE : Principles of Economics**

**QN.NO : 5813**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

1. To understand the fundamental principles of economics.
2. To study the pricing techniques, National Income and Economic Policies.

### **Learning Outcome**

It enlightened the students to know about basic economic principles.

### **Unit I Introduction to Economics**

Meaning - Definitions of economics - Nature – Scope - Methods – Concepts - Uses and Limitations.

### **Unit II Demand and Supply Analysis**

Meaning – Law of Demand and its determinants – Meaning, types and degrees of Elasticity – Measurement of elasticity of demand - Law of diminishing marginal utility – Law of equi-marginal utility – Consumer’s surplus – Law of supply.

### **Unit III Costs and Revenue Analysis**

Cost analysis – Cost concepts: TVC, TFC, TC, AVC, AFC, AC and MC – Money cost – Real cost – Explicit cost – Implicit cost – Economic cost – Social cost – opportunity cost – Sunk cost – Floating cost – Prime cost – Revenue analysis – Revenue concepts: TR, AR and MR.

### **Unit IV Pricing Techniques**

Full-cost pricing- Marginal Pricing- Target pricing- Peak-load pricing- Going rate pricing- Cyclical pricing- Customary pricing- Product line pricing - Skimming pricing- Penetrating pricing.

### **Unit V National Income and Economic Policies**

National Income - Concepts - Methods and Difficulties in the calculation of National Income- Monetary policy and Fiscal policy and their objectives.

### **Text Books**

1. S.Sankaran, (2011), Micro Economics, Margham Publications, Madras.
2. Ahuja H.L. (1996), Principles of Micro Economics, A New look at Economic Theory, S.Chand, New Delhi.

### **References**

1. Kennedy, Maria John M., (1999). Advanced Micro Economic Theory (Second Edition) Himalaya, Publishing House, NewDelhi.
2. Stigler, G.. (1996). Theory of Price (Fourth Edition) PrenticeHall of India, New Delhi.
3. Jhingan M. L., (1992). Micro Economic Theory, Konark, New Delhi.

### **Websites / e-books**

1. Karl Menger, “Principles of Economics”, <https://www.free-ebooks.net/ebook/Principles-of-Economics>
2. N.Gregory Mankiw, “Principles of Economics”, <https://www.amazon.in/Principles-Economics-N-Gregory-Mankiw-ebook/dp/B07D6PJO6L>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U4VMC7**

**COURSE TITLE : International Economics**

**QN.NO : 5814**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

1. To understand the theories of international trade.
2. To obtain knowledge and skill about the trade policy and balance of payment position.
3. To have an idea about international economic institutions and impact on the economy.

### **Learning Outcome**

Develops the skill to Understand foreign trade practices and ways to correct the disequilibrium in the trade.

### **Unit: I Introduction**

Meaning of International Trade – Need – Features – Internal VS International Trade – Similarities – Differences.

### **Unit: II Theories of International Trade**

Classical of International Trade – Adam Smith – David Ricardo – Haberler – Modern Theory of International Trade – (H.O. Theory)

### **Unit: III Trade Policy**

Free Trade Meaning – Case for Free Trade – Case against Free Trade – Protection – Meaning - Arguments for Protection – Arguments Against Protection.

### **Unit: IV Balance of Trade and Balance of Payments**

Meaning of Balance of trade and Balance of Payments – Components - Causes for disequilibrium in Balance of Payments – Measures to correct disequilibrium in Balance of Payments.

### **Unit: V International Economic Institutions and Relations**

International Economic Institutions – IMF – WTO - World Bank (IBRD) – Objectives and Functions – Globalisation and its Impact on Indian Economy.

### **Text Books**

1. M.L.Seth (2007), “Money, Banking, International Trade and Public Finance”, Lakshmi Narain Agarwal, Agra.
2. M.L.Jhingan (2011), “International Economics”, Vrinda publications, (P) Ltd, Delhi.

### **References**

1. M.C.Vaish.Sudama Singh(2006), “International Economics”, Oxford & IBH publishing co. Pvt.Ltd, New delhi.
2. K.C.Rana & K.N.Verma (2012), “International Economics”, Vishal Publishing Co.,Jalandar, Delhi.
3. W. Charles Sawyer & Richard L.Sprinkle (2010), “International Economics”, PHI Learning Private Ltd, New Delhi.

### **Websites / e-books**

<https://www.e-booksdirectory.com/> E-Books directory is a daily growing list of links to freely accessible eBooks’, <https://www.saylor.org>, <https://www.springer.com>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U4VMC8**

**COURSE TITLE : Mathematical Methods - II**

**QN.NO : 5815**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To understand the fundamentals of elementary Mathematical tools.
2. To prepare for appearing various competitive examinations.
3. To apply them in higher studies.

**Learning Outcome**

Enabled the students to know mathematical techniques most commonly used in Economic Theories

**Unit - I Matrices**

Meaning - Types of Matrices - Operations with Matrices: Addition – Subtraction- Multiplication – Transpose of matrices – Inverse of matrices.

**Unit - II Differential Calculus - One Variable**

Meaning – Rules of Differentiation-Addition- Subtraction-Product- Quotient- Higher order derivation.

**Unit - III Differential Calculus -Two Variables**

Meaning-Rules of Partial Differentiation- Addition-Subtraction- Product-Quotient-partial derivatives of second order- simple problems.

**Unit - IV Integral Calculus**

Meaning –Definition-Basic Rules of Integration –Cost functions and Revenue Functions– Definite Integration.

**Unit - V Linear Programming**

Introduction – Meaning – Basic Concepts – Mathematical Formulation of L.P.P (simple problems).

**Text Books**

1. Bose, D. “An Introduction to Mathematical Economics”, New Delhi, Himalaya Publishing House, 2000,
2. Chilang, A.C. .,“Fundamental methods in Mathematical Economics”, 1984, McGraw Hill, New Delhi

**References**

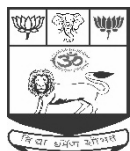
1. Agarwal, D.R. “Mathematics for Economists”, Delhi, Vrinda Publications Pvt.Ltd, 2001 .
2. Sundaresan V. and Jeyaseelan S.D. “An Introduction to Business Mathematics”, New Delhi, S.Chand and Company Limited, 1993.
3. Vittal, P.R. “Business Mathematics”, Chennai, Margham Publication, 2003.

**Website / e-book**

Michael Kelein, “Mathematical Methods for Economics”,

[www.amazon.in/Mathematical-Methods-Economics-Addison-Wesley/dp/0201726262](http://www.amazon.in/Mathematical-Methods-Economics-Addison-Wesley/dp/0201726262)

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U4VSM4**

**COURSE TITLE : Soft Skills**

**QN.NO : 5816**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives:** 1. To impart knowledge on Soft Skills.  
2. To equip the students to obtain employment.

**Learning Outcome:**

Students can learn about different life skills and its importance

**Unit- I: Soft Skills an Introduction**

Soft Skills: Meaning – Importance – Attributes regarded as Soft Skills- Soft Skills Training – Identification and improving soft skills.

**Unit – II: Art of Listening and Reading**

Meaning of listening – factors that hamper listening - Advantages of active listening - Benefits of reading - Kinds of reading – Tips for effective reading.

**Unit- III: Art of Writing and Speaking**

Importance of writing – Important writing Tips - Meaning of Communication – Communication Process - Barriers to communication – Tips for Powerful presentation – Art of Public Speaking.

**Unit – IV: Group Discussion (GD)**

Meaning of GD – Characters tested in GD – Types of Group Discussion – Skills required in a GD – Dos and Don'ts in a GD.

**Unit- V: Preparing Curriculum Vitae (CV) / RESUME**

Meaning of CV – Difference among Bio-data, CV and Resume – CV/ Resume writing tips – The Dos and Don'ts in CV – sample CV/ Resume.

**Text Books**

1. Dr.K. Alex (2016) “Soft Skills” S.C hand Publishing, Newdelhi-55.

**References**

1. Prashant sharm (2009), “soft skills” BPB Publication, New Delhi.
2. Gopalsamy Ramesh & mahalevan Ramesh (2010), “The ACE of Soft Skills” person – Publication, Noida.

**Websites / e-books**

1. [www.nationalsoftskills.org](http://www.nationalsoftskills.org)
2. [www.careerindia.com](http://www.careerindia.com)

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U4VAC4**

**COURSE TITLE : Agricultural Economics**

**QN.NO : 5817**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives:**

1. To understand the Indian Agricultural problems.
2. To examine the impact of Agricultural Revolutions.

**Learning Outcome**

Students can obtain the knowledge on Agriculture and its Allied activities.

**Unit- I: Introduction to Agricultural Economics**

Definition of Agricultural Economics – Nature and scope of Agricultural Economics – Interdependence of agriculture and industry - Role of agriculture in Economic development.

**Unit- II: Agricultural Production**

Agricultural Production – Trends in agricultural crop Production in India – Causes for low productivity in agriculture – Suggestions for improving agricultural productivity.

**Unit- III: Agricultural Problems and Solutions**

Agricultural Problems – Causes and Evil effects of Sub – division and fragmentation– Consolidation of Holdings – Financial Constraints – Communication gap – General Problems – Farmer’s Suicide – Measures to overcome agricultural problems.

**Unit – IV: Agriculture Allied Activities**

Magnitude of Cattle population – Importance of cattle in national economy – Present Position of Cattle in India – Poultry – Causes of Low Production in Poultry – Dairy Industry – Problems of Dairy Industry – Cattle Insurance.

**Unit – V: Revolutions in Agricultural Sector**

Green Revolution - Factors responsible for Green Revolution - Economic benefits of Green Revolution - Problems created by Green Revolution - White Revolution – Blue Revolution – Golden Revolution – Grey Revolution .

**Text Books**

1. S.Subba Reddy, P. Raghu ram, T.V.Neelakanta Sastry, I. Bhavani Devi (2005) “Agricultural Economics”, Oxford & IBH Publishing co.Pvt.Ltd. New Delhi.

**Reference Books**

1. S.Sankaran (2017) “Indian Economy” Margham Publications, Chennai-17.
2. R.N. Soni, (2010), “ Leading Issues in Agricultural Economics “, Vishal Publishing Co, Jalandhar.
3. C.B.Memoria, Badri Bishal Tripathi (2008), “Agricultural Problems of India, Kitab Mahal, Alahabad.

**Websites / e-books**

[www.agriculture.gov.in](http://www.agriculture.gov.in)



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**PROGRAMME : UG NME - Economics**

**COURSE CODE : 18U4VNM2**

**COURSE TITLE : Elements of Public Finance**

**QN.NO : 5818**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To understand the functions of the state.
2. To obtain knowledge about sources of income and public expenditure and public debt.
3. To have an idea about deficits financing and budgetary procedure in the federal system.

**Learning Outcome**

Students can understand the federal finance systems and gain knowledge about budget.

**Unit: - I Introduction**

Meaning of Public Finance – differences between Public Finance and Private Finance – Functions of State

**Unit: - II Public Expenditure**

Meaning of Public expenditure –Reasons for growth of Public expenditure.

**Unit: - III Public Revenue**

Public Revenue – Meaning – Sources of Public Revenue – Direct and Indirect Taxes – Good and Services Tax

**Unit: - IV Public Debt**

Meaning of Public debt – Causes for increasing public debt-Redemption of public debt.

**Unit: - V Budget**

Budget – Meaning – Types – Budgetary Procedure – Types of deficit in budget (Revenue, Budgetary, fiscal and primary deficit) – Deficit financing-Federal finance –Meaning –Principles-Finance Commission – Local Finance – Sources and revenue functions – fiscal policy-objectives and tools.

**Text Book**

1. M. Maria John Kennedy, “ Public Finance” 2012 PHI Learning Private Limited, New Delhi.

**References**

1. Musgrave R.A. & Musgrave P.B.(1976), “Public Finance in Theory and Practice”, McGraw Hill, Kogakusha, Tokyo.
2. Thyagi B.P. (2004), “Public Finance”, Jai Prakash Nath & Co., Meerut.
3. Bhatia H.L. (2006), “Public Finance”, Vikas Publishing House, Pvt. Ltd., New Delhi.

**Website / e-book**

Chandana Ghosh <https://www.amazon.in> > publicfinance.com > [www.isec.ac.in](http://www.isec.ac.in) > [instituteofsocialandeconomicchanges.com](http://instituteofsocialandeconomicchanges.com)

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 17U6SME2(D)**

**COURSE TITLE : Indian Economy**

**QN.NO : 5819**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

1. To enlighten the students about the performance of Agriculture, Industries and Service Sector in India.
2. To understand the recent economic reforms.

### **Learning Outcome**

It helped the students to take decisions in business

### **Unit I Introduction to Indian Economy**

Economic growth and development – Meaning – Differences - Features of Indian Economy – Economic and Non-Economic factors – Demographic composition in India - India as Developing Economy.

### **Unit II Agricultural Sector in India**

Nature and Importance of Agriculture – Green Revolution - Agricultural Production and Productivity - Factors Influencing Agricultural Development - Agricultural Marketing - Sources of Agricultural Finance - Agricultural Labour in India – Recent Developments in Agriculture - Traditional Farming – Organic Farming - Precision Farming – Corporate Farming – Genetically Modified Seeds – Sustainable Agriculture-Second Green Revolution.

### **Unit III Industrial Sector in India**

Pattern of Industrialization - Industrial Policy: 1948 and 1991 – MSMEs and Large scale industries: Problems - Measures and their pros and cons - Role of Industry in Economic Development.

### **Unit IV Services Sector in India**

Role of Service Sector in Economic Development – Banking – Insurance – Telecommunications – IT Industry – Education and Health – Health Tourism.

### **Unit V Economic Reforms in India**

New Economic Policy 1991: Objectives - Liberalization, Privatization and Globalization – WTO – MNCs: Role and objectives – Second Generation Reforms – Demonetisation and its impact – GST salient features – FDI and economic development.

### **Text Books**

1. Ruddar Datt, K.P.M.Sundharam(2011), “Indian Economy”, S.Chand & Company Ltd, New Delhi.
2. A.N.Agarwal(2011), “Indian Economy-problems of Development and Planning”, New Age International Publishers (P) Ltd, New Delhi.

### **References**

1. H.S.Agarwal (2007), “Simple Indian Economics”, Lakshmi Narain Agarwal, Agra.
2. Misra & Puri (2016), “Indian Economy”, Himalaya Publishing House, Mumbai.
3. Ishwar c.dhingra(2010), “ The Indian Economy”, Sultan Chand & Sons, New Delhi.

### **Websites / e-books**

1. Anoop Kumar Atria (2018), Indian Economic Development, <http://www.gkpltd.com/our-books/Economics-Books/indian-economic-development>
2. Uma Kapila (2017), Indian Economy: Economic Development and Policy, <https://www.amazon.in/Indian-Economy-Economic-Development-Policy/dp/9332703744>



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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U5VMC9**

**COURSE TITLE : Macro Economics - I**

**QN.NO : 5822**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

1. To know the basic macroeconomic concepts.
2. To acquire knowledge about National Income and Consumption Function.
3. To understand theories of Employment and its determinants.

### **Learning Outcome**

1. Acquire knowledge in fundamentals of macroeconomics.
2. Familiar with National Income Concepts and its estimation.
3. Examine the importance of consumption function and theories of consumption.
4. Analyse the Classical and Keynesian Theories of Employment
5. Understand the various models of trade cycle.

### **Unit-I: Nature of Macro Economics**

Meaning – Definitions – Importance – Differences and Relation between Micro Economics and Macro Economics – Economic Statics, Dynamics and Comparative statics – Economic system.

### **Unit-II: National Income**

Meaning – Definitions – Importance – Concepts: GNP, GDP, NNP, NDP, Per-capita Income, Disposable Income, Personal Income, Real Income – Methods of Calculating National Income – Difficulties of Calculating National Income.

### **Unit-III:Consumption Function**

Meaning – Importance – Consumption Function Schedule – Keynes Psychological Law of Consumption – Determinants of Consumption Function – Properties or Technical Attributes of the Consumption Function.

### **Unit-IV: Theories of Employment**

Meaning of Full Employment – Types of Unemployment – Classical Theory of Employment – Say’s Law of Markets – Keynes’s Theory of Employment – Aggregate Demand Function and Aggregate Supply Function.

### **Unit-V:Trade Cycle**

Meaning – Features – Classification – Phases – Control of Trade Cycle – Sunspot Theory – Psychological Theory – Innovation Theory and Monetary Theory.

### **Text Books**

1. Maria John Kennady, M. (2011). **Macro Economic Theory**. New Delhi: PHI Learning Pvt. Ltd.
2. Cauvery, R. and Sudhanayak, & U. K. (2006). **Macro Economics**. New Delhi: S. Chand & Co. Ltd.
3. Dwivedi, D. N. (2008). **Macro Economics**. New Delhi: Tata McGraw - Hill Publishing Company Limited.

### **References**

1. Jhingan, M. L. (2008). **Macro Economic Theory**. New Delhi: Vrinda Publications (P) Ltd.
2. Gupta, G. S. (2008). **Macro Economic Theory and Applications**. New Delhi: Tata McGraw - Hill Publishing Company Limited.
3. Ahuja, H. L. (2010). **Macro Economics: Theory and Policy**. New Delhi: S. Chand & Co. Ltd.

### **Websites / e-books**

1. [https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/Macroeconomics2e-OP\\_08uAIKN.pdf](https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/Macroeconomics2e-OP_08uAIKN.pdf)
2. <https://2012books.lardbucket.org/pdfs/theory-and-applications-of-macroeconomics.pdf>
3. <https://www.bu.edu/econ/files/2014/08/DLS1.pdf>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U5VMC10**

**COURSE TITLE : Economics of  
Development and Planning**

**QN.NO : 5823**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To understand the determinants & problems in economic development.
2. To know about various theories of economic development.
3. To familiar with the role of different sectors in economic development.
4. To identify the importance of capital formation and planning.

**Learning Outcome**

1. Can differentiate economic growth and economic development
2. Acquire knowledge on theoretical background of economic development.
3. Outline the role of various sectors in economic development.
4. Understand the importance of capital formation and reasons for low capital formation.
5. Evaluate the various five year plans in India.

**Unit-I: Introduction**

Meaning – Definitions – Features – Difference between Economic Growth and Economic Development – Factors Affecting Economic Development – Obstacles to Economic Development – Role of the State in Economic Development

**Unit-II: Theories of Economic Development**

Adam Smith’s Theory – Rostow’s Stages of Development – Marxian Theory – Lewis Theory of Unlimited Supply of Labour – Doctrine of Balanced and Unbalanced Growth.

**Unit-III: Capital Formation and Economic Development**

Capital Formation – Meaning – Importance – Stages – Reasons for Low Capital Formation – Measures to Rise Capital Formation – Human Capital Formation.

**Unit-IV: Development Issues**

Role of Agricultural and Industrial Development – Technology and Technological Change – Role of Technology – Problems – Remedies.

**Unit-V: Planning**

Meaning – Features – Role of Planning – Types – Difficulties – Conditions for Successful Planning – Objectives – Achievements and Failures of XI and XII Five Year Plans – Niti Aayog: Objectives and Functions.

- 1.

### **Text Books**

1. Jhingan, M. L. (2003). **The Economics of Development and Planning**. New Delhi: Vrindha Publications Pvt. Ltd.
2. Agarwal, R. C. (2011). **Economics of Development and Planning**. Agra: Lakshmi Narain Agarwal.

### **References**

1. Taneja, M. L., and Myer, R. M. (2010). **Economics of Development and Planning**. Delhi: Vishal Publishing House.
2. Misra, S., and Puri, V. K. (2002). **Economics of Development and Planning**. New Delhi: Himalaya Publishing House.
3. Lekhi, R. K. (2009). **Economics of Development and Planning**. New Delhi: Kalyani Publishers.

### **Website / e-book**

1. <http://www.economicwebinstitute.org/books>
2. [https://www.academia.edu/31858453/M.L.\\_Jhingan\\_The\\_Economics\\_of\\_Development\\_and\\_Planning\\_BookZZ.org](https://www.academia.edu/31858453/M.L._Jhingan_The_Economics_of_Development_and_Planning_BookZZ.org)
3. <https://www.freebookcentre.net/business-books-download/Economic-Growth-Lecture-Notes.html>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U5VMC11**

**COURSE TITLE : Labour Economics**

**QN.NO : 5824**

**TIME : 3 Hours**

**MAX.MARKS :75**

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**Objectives**

1. To understand the basic concepts of labour economics.
2. To trace the evolution of trade union movement in India.
3. To identify the reasons and corrective measures for industrial disputes.
4. To understand wage theories and various social security measures.

**Learning Outcome**

1. Understand the basic labour economic concepts.
2. Outline the importance, objectives and workings of Indian Trade Union Movement.
3. Identify industrial disputes and methods to solve industrial disputes.
4. Examine the various theories of wages.
5. Explain the different social security measures in India.

**Unit-I: Introduction**

Meaning of Labour – Nature and Scope of Labour Economics – Labour as Factor of Production – Importance of Labour Economics – Special Characteristics of Labour – Characteristics of Indian Labour – Meaning of Organised and Unorganised Labour.

**Unit-II: Trade Unions**

Meaning of Trade Unions – Origin and Growth of Trade Unions – Role of Trade Unions – Marxian Ideas of Trade Union – Gandhian Ideas of Trade Union – Objectives of Trade Unions – Classifications and Pattern of Trade Unions – Functions of Trade Unions – Present Status.

**Unit-III: Industrial Relations**

Industrial Relations – Meaning of Industrial Disputes – Causes – Preventive Measures – Workers Participation in Management – Role of Incentives – Human Relations in Industry – Principles of Personnel Management.

**Unit-IV: Theories of Wages**

Residual Claimant Theory – Marginal Productivity Theory of Wages – Methods of Wage Payment – Real Wage – Money Wage – Minimum Wage – Fair and Living Wages.

## **Unit-V: Social Security**

Meaning of Social Security – Objective of Social Security – The Concept of Social Insurance – Commercial Insurance – Social Assistance – Social Security in India – Role of International Labour Organisations with Special Reference to Indian Economy – GPF – EPF – CPS/NPS – ESI – GIS: Objectives and Functions.

### **Text Book**

1. Tyagi, B. P. (2008). **Labour Economics and Social Welfare**. Meerut: Jai Prakash Nath & Co.
2. Saxena, R. C. (1986). **Labour Problems and Social Welfare**. Meerut: K. Nath & Co.
3. Kulshrestha, U. C. (2005). **Labour Problems and Social Welfare**. Agra: Lakshmi Narain Agarwal.

### **References**

1. Sharma, A. K. (2006). **Labour Economics**. New Delhi: Anmol Publications Pvt. Ltd.
2. Cahue, Pierre and Zylberberg, Andre. (2009). **Labour Economics**. New Delhi: PHI Learning (P) Ltd.
3. Desai, S. S. M. and Bhalerao, N. (2012). **Industrial Economy of India**. Mumbai: Himalaya Publishing House.
4. Sinha, P. R. N., InduBala Sinha & Seema Priyadharhini Shekhar. (2011). **Industrial Relations, Trade Unions and Labour Legislations**. Noida: Pearson Dorling Kindersly (India) Pvt. Ltd.
5. Datt, Ruddar and Sundaram, K. P. M. (2010). **Indian Economy**. New Delhi: S. Chand & Company Ltd.
6. Agarwal, A. N. (2011). **Indian Economy – Problems of Development and Planning**, New Delhi: New Age International Publishers (P) Ltd.

### **Website / e-book**

1. [https://www.e-elgar.com/sites/e-elgar/files/industrial-labour-economics\\_1.pdf](https://www.e-elgar.com/sites/e-elgar/files/industrial-labour-economics_1.pdf)
2. [https://www.academia.edu/24939684/Labor\\_Economics\\_-\\_George\\_Borjas](https://www.academia.edu/24939684/Labor_Economics_-_George_Borjas)

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U5VME1**

**COURSE TITLE : Environmental  
Economics**

**QN.NO : 5825**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To understand the foundations of environmental economics.
2. To know about ecological systems.
3. To assess the various sources of energy.
4. To identify the different types of pollution.
5. To aware about the environmental conservation methods.

**Learning Outcome**

1. Acquire knowledge on environmental economic components.
2. Explain the ecological segments and eco systems.
3. Outline the importance of energy resources and its present scenario.
4. Sketch the various problems of pollution and its effects.
5. Summarise the different conservation methods.

**Unit-I: Introduction**

Definition and Role of Environmental Economics – Economics and Environment – Transformation Curve – Scope and Significance of Environmental Economics – Integration of Conservation and Development.

**Unit-II: Ecology**

Environmental Ecology – Environmental Segments – Ecology and Eco Systems – Organisation – Structure and Dynamics of the Eco System – Biotic Elements – Abiotic Elements.

**Unit-III: Energy**

Meaning of Energy – Sources of Energy and Classification – Renewable and Non-Renewable Sources of Energy – Conventional and Non-Conventional Energy Resources – Energy Scenario in India.

**Unit-IV: Pollution**

Water Pollution: Definition – Classification – Water Pollution in India – Control – Ensuring Adequate Supply of Pure Water – Marine Pollution – Causes and Extent – Marine National Park – Air Pollution – Atmospheric Structure – Causes and Effects – Acid Rain – Photo Chemical Smog – Ozone Depletion – Effects of Deteriorating Air Quality – Air Pollution in Indi – Bhopal Gas Tragedy.

## **Unit-V: Conservation of Resources**

Conservation of Resources – Conservation and Preservation – Man’s Impact on Resources – Conservation Awareness – Methods of Conservation – Material Substitution – Product Life Extension – Recycling Waste Reduction.

### **Text Books**

1. Sharma, B. K. (2009). **An Introduction to Environmental Pollution**. Goel Publishing House, Meerut.
2. Karpagam, M. (1991). **Environmental Economics: A Text Book**. New Delhi: Sterling Publishers Pvt. Ltd.
3. Sankaran, S. (2012). **Environmental Economics**. Chennai: Margham Publishers.

### **References**

1. Eugene, T. (2010). **Environmental Economics**. New Delhi: Vrinda Publishers.
2. Jhingan, M. L. and Chander K. Sharma (2011). **Environmental Economics – Theory, Management and Policy**. Delhi: Vrinda Publications (P) Ltd.
3. Katar Singh and Anil Shishodia (2009). **Environmental Economics – Theory and Applications**. New Delhi: Sage Publications.
4. Metha, Mundle and Sankar, U. (2008). **Controlling Pollution: Incentives and Regulations**. New Delhi: Sage Publications.
5. Nick Hanely, Jason F. Shogren and Ben White. (2009). **Environmental Economics in Theory and Practice**. New Delhi: Macmillan India Limited.

### **Websites / e-books**

1. <https://epdf.pub/queue/natural-resource-and-environmental-economics.html>
2. <https://www.ebooks.com/en-us/subjects/business-environmental-economics-ebooks/1322/>
3. <https://www.amazon.in/Environmental-Economics-Theroy-Management-Policy-ebook/dp/B00YE2GEGE>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U5VME2**

**COURSE TITLE : Fundamentals of  
Computer**

**QN.NO : 5826**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To understand the basic knowledge about computers.
2. To know about operating systems.
3. To identify the applications of MS office.
4. To evaluate the basics of internet.

**Learning Outcome**

1. Can aware about the fundamentals of computer.
2. Access the workings of Operating System.
3. Working knowledge about MS-Word.
4. Able to operate worksheet and present PowerPoint.
5. Apply the internet in Business and Commercial activities.

**Unit-I: Fundamentals of Computer**

Definition – Generation of Computer – Components of a Computer – Advantages – Types of Computer System – Basic Architecture of CPU: ALU, MU, CU – Types of Memory – Basic Input Devices – Output Devices – Computer Software: System Software, Application Software and Utility Software.

**Unit-II: Operating System**

MS-DOS – Advantages and Disadvantages – Internal Commands – External Commands.  
MS-Windows – Meaning – Basic Components – Desktop – Start Menu – My Computer – Control Panel – Accessories.

**Unit-III: MS-Office-I: Word Processing**

Introduction to MS-Office – Features and Advantages – MS-Word – Types of Views – Functions of Keys in MS-Word – Creation of Documents – Editing a Text – Formatting a Text – Working with Table – Using Tools: Spelling Check, Treasures, Dictionary – Mail Merge

**Unit-IV: MS-Office-II: Electronic Spreadsheet and Slide Presentation**

MS-Excel: Introduction – Structure of Spreadsheet – Working with Spreadsheet – Calculation Operators: Arithmetic, Comparison, Text, Reference and Other Operators – Auto Filling – Chart – Creation of Chart – Types of Chart.

MS-Power Point: Introduction – Creating a Presentation – Customizing a presentation – Working with different views – Insert objects – Templates.

P.T.O.

### **Unit-V: Internet Basics**

Internet – Features and Advantages – www – Networking – Types of Networking Communication: E-mail; Chat; Voice Mail – Use of Business and Commercial Activities like E-commerce, E-banking.

### **Text Books**

1. Rajaraman, V. (1996). **Fundamentals of Computers**. New Delhi: Prentice Hall of India Pvt. Ltd.
2. Sanders, D. H. (1988). **Computer Today**. New York: McGraw Hill.
3. Ravichandran, D. (2001). **Introduction to Computers and Communication**. New Delhi: Tata McGraw Hill Publishing Company Ltd.

### **References**

1. Kanter. (2000). **Introduction to Computers – Management Information Systems**. New Delhi: Prentice Hall of India Pvt. Ltd.
2. Saxena, Sanjay. (2007). **A First Course in Computer**. New Delhi: Vikas Publishing House Pvt. Ltd.
3. Gupta, C. P. (2013). **Fundamentals of Computer and Information Technology**. Agra: Laxmi Narain Agarwal.

### **Websites / e-books**

1. <https://edutechlearners.com/computer-fundamentals-p-k-sinha-free-pdf/>
2. <https://www.amazon.in/Computer-Fundamentals-Anita-Goel-ebook/dp/B00AE3T6LC>
3. <https://www.indiamart.com/proddetail/fundamentals-of-computer-and-information-technology-6265105991.html>

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**THE MADURA COLLEGE (Autonomous), MADURAI – 625 011**  
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RE-ACCREDITED (3<sup>rd</sup> Cycle) WITH “A” GRADE BY NAAC

**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U5VSM5**

**COURSE TITLE : Retail Marketing**

**QN.NO : 5827**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

1. To understand the knowledge in retail business
2. To explain retail location theories.
3. To aware information technology in retail business.

### **Learning Outcome**

1. Acquire knowledge in functions of retailing.
2. Categorize the classification of retailers.
3. Examine the Retail Location Theories.
4. Identify the present situation of Retail Market Segmentation in India
5. Apply information technology in Retail Business

### **Unit-I: Introduction**

Retailing: Meaning and Definitions – Features of Retailing – Functions of Retailing –Retailing Format.

### **Unit-II: Retailers**

Retailers: Meaning and Functions – Characteristics of Retailers – Classification of Retailers by Philip Kotler.

### **Unit-III: Retail Location**

Criteria in selecting location for retail business – Types of Decisions on Retail Location – Factors Determining Retail Location – Retail Location Theories: Central Place Theory, Bid Rent Theory and Principle of Minimum Differentiation.

### **Unit-IV: Retail Market Segmentation**

Retail Market Segmentation: Meaning and Benefits – Criteria for Effective Market Segmentation – Retail Market Segmentation in India.

### **Unit-V: Information Technology in Retailing**

Information Technology: Meaning and Advantages – Limitations of Using Information Technology – Electronic Retailing.

### **Text Books**

1. Natarajan, L. (2009). **Retail Marketing**. Chennai:Margham Publications.
2. Chetan Bajaj, Rajnish Tuli and Nidhi V. Srivastava (2014). **Retail Management**. New Delhi: Oxford University Press.

### **References**

1. Barry Bermann, Evans, Joel R. and Mini Mathur. (2011). **Retail Management – A Strategic Management**”, (2011), Pearson Publishers, New Delhi.
2. Jain, J. N. and Singh, P. P., **Modern Retail Management: Principles and Techniques**, (2007), Regal Publications, New Delhi.

### **Website / e-book**

1. <https://www.freebookcentre.net/business-books-download/Retail-Marketing.html>
2. <https://www.springer.com/gp/book/9783658046293>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U6VMC12**

**COURSE TITLE : Macro Economics - II**

**QN.NO : 5828**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

1. To know the role of and determinants of investment and interest rate.
2. To acquire knowledge on multiplier and acceleration principle.
3. To analyse causes and effects of inflation and deflation
4. To understand macro economic theories of distribution.
5. To know about objectives of macroeconomic policies.

### **Learning Outcome**

1. Can determine volume of investment.
2. Familiar with multiplier and acceleration concepts.
3. Explain causes and various theories of inflation.
4. Examine theories of income distribution.
5. Understand the macroeconomic policies and its instruments.

### **Unit-I: Investment Function**

Meaning – Types of Investment – Determinants of Investment: MEC: Meaning, Calculation, Factors Determining Marginal Efficiency of Capital, Relationship among the MEC, the MEI and Rate of Interest.

### **Unit-II: Multiplier and Accelerator**

Meaning – Assumptions, Importance, Leakages of Multiplier, Significance of Multiplier, Criticisms, Significance – Types of Multiplier – Acceleration, Principles of Accelerator – Super Multiplier.

### **Unit-III: Inflation and Deflation**

Definition, Types, Effects, Control, Inflationary Gap, Modern Theories of Inflation, Deflation – Meaning, Effects, Deflationary Gap – Stagflation – Disinflation – Reflation.

### **Unit-IV: Theories of Distribution**

Ricardian Theory of Income Distribution – Marxian Theory of Income Distribution – Kaldor's Theory of Macro Distribution.

### **Unit-V: Macro Economic Policies**

Meaning – Objectives – Monetary Policy: Meaning, Objectives and Instruments – Fiscal Policy: Meaning, Objectives and Limitation.

### **Text Books**

1. Maria John Kennady, M. (2011). **Macro Economic Theory**. New Delhi: PHI Learning Pvt. Ltd.
2. Cauvery, R. and Sudhanayak, & U. K. (2006). **Macro Economics**. New Delhi: S. Chand & Co. Ltd.
3. Dwivedi, D. N. (2008). **Macro Economics**. New Delhi: Tata McGraw - Hill Publishing Company Limited.

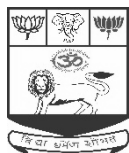
### **References**

1. Jhingan, M. L. (2008). **Macro Economic Theory**. New Delhi: Vrinda Publications (P) Ltd.
2. Gupta, G. S. (2008). **Macro Economic Theory and Applications**. New Delhi: Tata McGraw - Hill Publishing Company Limited.
3. Ahuja, H. L. (2010). **Macro Economics: theory and policy**", New Delhi.: S. Chand & Co. Ltd.

**Websites / e-books**

1. [https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/Macroeconomics2e-OP\\_08uAIKN.pdf](https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/Macroeconomics2e-OP_08uAIKN.pdf)
2. <https://2012books.lardbucket.org/pdfs/theory-and-applications-of-macroeconomics.pdf>
3. <https://www.bu.edu/econ/files/2014/08/DLS1.pdf>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U6VMC13**

**COURSE TITLE : Indian Economics**

**QN.NO : 5829**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To outline the basic characteristics of Indian economy.
2. To recognize the importance of balanced regional development.
3. To analyze performance of Indian public sector and the need of Privatization.
4. To know the role and significance of foreign capital.
5. To identify reasons for parallel economy and its remedies.

**Learning Outcome**

1. Able to understand salient features of Indian economy.
2. Evaluate the causes of backwardness and its policy measures.
3. Analyze the performance of Indian public sectors.
4. Explain the role of FDI.
5. Outline the reasons for black money

**Unit-I: Features of Indian Economy**

Under Development – Meaning – Features – Predominance of Agricultural Sector – Per Capita Income – Inequalities – Inadequate Capital Formation – Infrastructure – Technological Backwardness – Demographic Pressures – Unemployment and Employment – Low Quality Human Capital – Low Social Development – Mixed Economy – Features – India as Developing Economy – Sustained Growth – Self-Reliance – Changes in Agriculture – Industry – Foreign Trade – Science and Technology.

**Unit-II: Balanced Regional Development**

Meaning of Regional Disparities – Indicators – Causes of Economic Backwardness – Five-Year Plans and Industrial Backwardness – Policy Measures to Remove the Regional Disparities.

**Unit-III: Public Sector and Issues of Privatisation**

Meaning of Public Sector – Role of Public Sector in Indian Economy – Growth – Performance – Shortcomings – Measures to Improve the Performance of PSUs – Privatization: Meaning – Scope – Disinvestment Policy on Privatisation in India.

**Unit-IV: Foreign Capital**

Meaning of Foreign Capital – Categories and Composition – Significance of Foreign Capital – Government Policy Towards Foreign Capital – Advantages and Disadvantages of Foreign Capital – Flow of Foreign Investment in the Post-Reform Period - A Critical Appraisal.

**P.T.O.**

**Unit-V: Parallel Economy**

Meaning of Parallel Economy – Causes – Effects of Black Income on the Economic and Social System – Measures to Unearth Black Economy – Corruption – Meaning – Causes – Corruption and Development in India – NITI Aayog.

### **Text Book**

1. Agarwal, A. N. (2011). **Indian Economy – Problems of Development and Planning**. New Delhi: New Age International Publishers (P) Ltd.
2. Deepashree. (2011). **Indian Economy – Performance and Policies**. New Delhi: Ane Books Pvt. Ltd.
3. Agarwal, H. S. (2007). **Simple Indian Economics**. Agra: Lakshmi Narain Agarwal.
4. Sankaran, S. (2014). **Indian Economy**. Chennai: Margham Publications.

### **References**

1. Datt, Rudder and Sundaram, K. P. M. (2011). **Indian Economy**. New Delhi: S. Chand & Company Ltd.
2. Dhingra, I. C. (2010). **The Indian Economy**. New Delhi: Sultan Chand & Sons.
3. Misra, S. K. and Puri, V. K. (2011). **Indian Economy**. Mumbai: Himalaya Publishing House.
4. Hariharan, N. P. (2005). **Lights and Shades of Indian Economy**. Jalandhar: Vishal Publishing Co.

### **Website / e-book**

1. <https://www.amazon.in/Indian-Economy-Ramesh-Singh-ebook/dp/B0774SJ7TL>
2. <https://www.goodreads.com/book/show/8094649-indian-economy-since-independence>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U6VMC14**

**COURSE TITLE : Public Finance**

**QN.NO : 5830**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To know the meaning and scope of public finance.
2. To examine causes for an increase in public expenditure in modern days and to identify various sources of public revenue.
3. To acquire basic knowledge on taxation.
4. To classify public debt and budget.
5. To explain centre – state financial relationship.

**Learning Outcome**

1. Compare public finance with private finance.
2. Evaluate the effects of public expenditure.
3. Able to compare direct tax and indirect tax.
4. Outline budgetary procedure followed in India.
5. Examine the role of federal finance.

**Unit-I:Introduction**

Meaning of Public Finance – Scope and Importance of Public Finance – Role of the State on Economic Activities – Comparison of Public Finance and Private Finance – Principle of Maximum Social Advantage.

**Unit-II:Public Expenditure and Public Revenue**

Public Expenditure – Meaning – Classification – Canons of Public Expenditure – Causes for the Growth of Public Expenditure – Effects of Public Expenditure.

Public Revenue – Meaning – Sources of Public Revenue – Tax Revenue and Non-Tax Revenue: Grants and Gifts – Administrative Revenue – Commercial Revenue.

**Unit-III:Taxation**

Meaning and Definition of Tax – Canons of Taxation – Concepts: Impact, Shifting, Incidence of Taxation – Classification of Taxes – Direct Tax and Indirect Tax (Merits and Demerits) – Effects of Taxation on Production and Distribution – Meaning of Taxable Capacity – Absolute and Relative Taxable Capacity – Factors Determining Taxable Capacity.

**Unit-IV: Public Debt and Budget**

Meaning – Classification – Objectives of Public Debt – Effects – Methods of Debt Redemption – Burden of Public Debt.

Meaning of Budget – Types of budget – Budgetary procedure in India.

**Unit-V: Federal Finance and Fiscal Policy**

Federal Finance – Meaning – Importance – Finance Commission – Central and State Financial Relationship – Local Finance – Functions and Problems.

Meaning of Fiscal Policy – Concepts: Fiscal Deficit, Revenue Deficit, Primary Deficit – Objectives – Limitations.

### **Text Books**

1. Sankaran, S. (2007). **Fiscal Economics**. Chennai: Margham Publications.
2. John Kennady, M. (2012). **Public Finance**. New Delhi: PHI Learning Pvt. Ltd.
3. Agarwal, R. C. (2011). **Public Finance**. Agra: Lakshmi Narain Agarwal.
4. Cauvery, R., Sudhanayak, U. K., Girija, M., and Meenakshi, R. (2000). **Public Finance**. New Delhi: S. Chand & Co. Ltd.
5. Sundaram, K. P. M. (2004). **Public Finance**. New Delhi: S. Chand & Company Ltd.

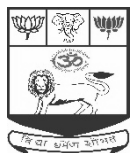
### **Reference Books**

1. Tyagi, B. P. (2004). **Public Finance**. Meerut: Jai Prakash Nath & Co.
2. Bhatia, H. L. (2006). **Public Finance**. New Delhi: Vikas Publishing House Pvt. Ltd.
3. Jhingan, M.L. (2012). **Public Finance**. New Delhi: Vrinda Publications (P) Ltd.

### **Websites / e-books**

1. <https://bookauthority.org/books/best-public-finance-ebooks>
2. <https://www.amazon.in/PUBLIC-FINANCE-AMBAR-GHOSH-ebook/dp/B00OPV7RII>

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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U6VME3**

**COURSE TITLE : Economic Thinkers**

**QN.NO : 5831**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

1. To trace the evolution of economic thought.
2. To know the various views of classical and neo- classical thinkers.
3. To analyse socialist and communist economic ideas.
4. To outline the contribution of modern economic thinkers.
5. To identify the history of Indian economic thoughts.

### **Learning Outcome**

1. Explain the history of economic thought in the earlier period.
2. Compare classical views with neo – classical ideas.
3. Evaluate various defects of socialism and communism.
4. Able to understand the views of modern economists.
5. Outline the growth of Indian economic thoughts.

### **Unit-I: Significance of Economic Thought, Mercantilists and Physiocrats**

Definition – Nature – Scope and Classification – Significance of the Study of Economic Thought – Mercantilism Meaning – Physiocrats – Factors Responsible for Physiocracy.

### **Unit-II: Classical and Neo-Classical Economists**

Classicism Economist: Adam Smith – Malthus: Population Theory – David Ricardo – J. B. Say – Neo-Classical Economist: Alfred Marshall, J. B. Clark and Irving Fisher.

### **Unit-III: Socialists and Communists**

Socialism: Definition, Features, Defects and Forms of Socialism – Karl Marx Scientific Socialism – Communism: Lenin, Stalin and Gorbachev.

### **Unit-IV: Modern Economists**

Modern Economic Thought: J. M. Keynes – D. H. Robinson – J. R. Hicks –J.A. Schumpeter – Mrs. Joan Robinson – P. A. Samuelson.

### **Unit-V: Indian Economic Thought**

Thiruvalluvar – Kautilya – Dada Bhai Naoroji – R. C. Dutt – G. K. Gokale – Gandhian Economics – Jawaharlal Nehru – V. K. R. V. Rao – B. R. Ambedkar – C. Rajagobalachari – Amertya Sen – Abijith Banerjee.

### **Text Books**

1. Jingan, M.L., Girija, M. and ManiMekalai, A. (2003). **History of Economic Thought**. New Delhi: Vrinda Publications.
2. Kulshrestha, U. C. (2007). **History of Economic Thought**. Agra: Lakshmi Narain Agarwal Educational Publishers.

3. Lokanathan, V. (1995). **A History of Economic Thought**. New Delhi: S. Chand & Company Ltd.
4. Sankaran, S. (2006). **A History of Economic Thought**. Chennai: Margham Publications.

### **References**

1. ErestoScrapanti and Stefano Zamagni. (2005). **An Outline of the History of Economic Thought**. New York: Oxford University Press.
2. Ghosh, B. N. and Rama Ghosh, (1990). **Concise History of Economic Thought**. Mumbai: Himalaya Publishing House.
3. Srivastava, S. K. (2002). **History of Economic Thought**. New Delhi: S. Chand & Co.

### **Websites / e-books**

1. <https://www.free-ebooks.net/academic-economics/Historical-Materialism-and-the-Economics-of-Karl-Marx>
2. <https://www.free-ebooks.net/academic-economics/Economics-Of-Nobel-Laureates>
3. <https://www.kobo.com/us/en/ebook/a-brief-history-of-economic-thought>
4. <https://www.amazon.in/History-Economic-Thought-William-Barber-ebook/dp/B00519B6QW>

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RE-ACCREDITED (3<sup>rd</sup> Cycle) WITH “A” GRADE BY NAAC

**CLASS: B.A. Economics**

**QN.NO : 5832**

**TITLE : Entrepreneurship Development**

**CODE : 18U6VME4**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Objectives**

1. To acquire knowledge of basic entrepreneurship concepts.
2. To know the importance of women entrepreneurship and rural entrepreneurship in India.
3. To identify various entrepreneurial motivation.
4. To search an opportunity to start a SSI.
5. To find financial sources available to SSIs

**Learning Outcome**

1. Explain the characteristics and functions of entrepreneurship.
2. Analyse the problems of women entrepreneurs in India.
3. Able to outline the entrepreneurial motivation.
4. Acquire knowledge to start a small scale unit.
5. Identify the sources of industrial finance.

**Unit-I: Entrepreneur and Entrepreneurship**

The Concept of Entrepreneur – Definition – Characteristics and Functions of Entrepreneur – Distinction between Entrepreneur and Manager – Types of Entrepreneur – The Concept of Entrepreneurship – The Role of Entrepreneurship in Economic Development.

**Unit-II: Women Entrepreneurs and Rural Entrepreneurship**

Women Entrepreneurs – Concept – Functions of Women Entrepreneurs – Problems – Women Entrepreneurship in India – Rural Entrepreneurship – Need for Rural Entrepreneurship – Problems – Measures to Develop Rural Entrepreneurship.

**Unit-III: Entrepreneurial Motivation**

Entrepreneurial Motivation Theories – Motivation Process – Motivating Factors – Entrepreneurial Mobility – Factors Influencing Mobility – Need for Entrepreneurship Development Programmes – Objectives of EDPs.

**Unit-IV: Small Scale Industries and Project Identification**

Small Scale Industries – Definition – Types of Small Scale Industries – Characteristics – Importance of Small Enterprises in Economic Development – Problems of Small Scale Industries – Project Identification and Selection – Project Classification – Formulation of Project Report – Significance of Project Report – Contents of Project Report.

**P.T.O.**

## **Unit-V: Institutional Finance to Entrepreneurs**

IFCI – ICICI – IDBI – IRBI – SIDBI – EXIM Bank – UTI – LIC – SFC – SIDC – TIIC – Commercial Banks.

### **Text Books**

1. Gupta, C. B. and Srinivasan, N. P. (2003). **Entrepreneurial Development**. New Delhi: Sultan Chand and Sons.
2. Suresh, Jayshree. (2003). **Entrepreneurial Development**. Chennai: Margham Publications.
3. Rengarajan, L. (2008). **Entrepreneurial Development**. Rajapalayam: SreeRenga Publications.

### **References**

1. Khanka, S. S. (2004). **Entrepreneurial Development**. New Delhi: S. Chand & Company Ltd.
2. Baporikar, Neeta. (2002). **Entrepreneurship and Small Industries**. Mumbai: Himalaya Publishing House.
3. Arora, Renu and Sood, S. K. (2003). **Fundamentals of Entrepreneurship and Small Business**. New Delhi: Kalyani Publishers, Ludhiana.
4. Vasant Desai (2003). **Small Scale Industries and Entrepreneurship**. Mumbai: Himalaya Publishing House.

### **Websites / e-books**

1. <https://www.freebookcentre.net/business-books-download/Entrepreneurial-Development.html>
2. <https://tim-halloran.com/entrepreneurship-development-ebook-free-download/>

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## PATTERN OF QUESTION PAPER

TIME: 3 Hours

MAXIMUM MARKS: 75

### SECTION – A (10 x 1 =10)

Answer All the Questions (Multiple Choice Questions)

Question No. 1, 2 from	Unit – I
Question No. 3, 4 from	Unit - II
Question No. 5, 6 from	Unit - III
Question No. 7, 8 from	Unit – IV
Question No. 9, 10 from	Unit - V

### SECTION – B (5 x 7 = 35)

Answer All the Questions (Either OR Pattern) each answer not exceeding 3 pages

Question No. 11(a) (OR) Question No. 11(b)	From Unit -I
Question No. 12(a) (OR) Question No. 12(b)	From Unit -II
Question No. 13(a) (OR) Question No. 13(b)	From Unit -III
Question No. 14(a) (OR) Question No. 14(b)	From Unit -IV
Question No. 15(a) (OR) Question No. 15(b)	From Unit -V

### SECTION – C (3 x 10 = 30)

Answer 3 out of 5 Questions (Open choice) each answer not exceeding 4 pages.

Question No. 16 from Unit - I
Question No. 17 from Unit - II
Question No. 18 from Unit - III
Question No. 19 from Unit - IV
Question No. 20 from Unit - V





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**PROGRAMME : B.A., Economics**

**COURSE CODE : 18U6VSM6**

**COURSE TITLE : Human Resource  
Management**

**QN.NO : 5833**

**TIME : 3 Hours**

**MAX.MARKS :75**

### **Objectives**

1. To know about scope of HRM.
2. To aware on organizational structure of HR.
3. To familiar with computer applications in HRM.
4. To acquire knowledge on job analysis.
5. To understand recruitment and selection process.

### **Learning Outcome**

1. Understand the fundamentals of HRM.
2. Comprehend the organizational design of HR
3. Discuss the computer applications in HRM.
4. Aware in techniques of job analysis.
5. Identified common interviewing mistakes.

### **Unit-I: Introduction**

Meaning – Scope of HRM – Objectives of HRM – Features of HRM – Influencing Factors.

### **Unit-II: Organizational Structure and HRM**

Organizational Design of HR – Organization structure of HR in a line organization – Organization Structure of HR in a line and staff organization.

### **Unit-III: Human Resource Information System**

Definitions – Functional Components of HRIS – Advantages of Using Computers in HRIS – Computer Applications in HRM.

### **Unit-IV: Job Analysis**

Job Analysis: Meaning – Definitions – Techniques of Job Analysis – Advantages – Uses of Job Analysis.

### **Unit-V: Recruitment and Selection Process**

Recruitment and selection: Meaning – Constraints and Challenges – Selection Process – Employment Planning and Forecasting – Employment Inducement Approach – Types of Tests – Types of Interviews – Common Interviewing Mistakes – Designing and Conducting Effective Interview.

### **Text Books**

1. Balaji, C. D. (2017). **Human Resource Management**. Chennai: MarghamPublicitions.
2. Gupta, Shashi. K. and Rosy Joshi. (2008). **Human Resource Management**. New Delhi: Kalyani Publishers.

## References

1. Dessler, Gary. (2016). **Human Resource Management** (15<sup>th</sup> Edition). Noida: Pearson Publications.
2. Rao, S. P. (2000). **Human Resource Management: Text and Cases**. New Delhi: Excel Books.
3. Prasad, L. M. (2018). **Human Resource Management**. New Delhi: Sultan Chand and Sons.
4. Rao, P. L. (2005). **Comprehensive Human Resource Management**. New Delhi: Excel Books.

## Websites / e-books

1. <https://www.topfreebooks.org/free-human-resources-and-personal-management-books/>
2. <https://www.freebookcentre.net/business-books-download/Introduction-to-Human-Resource-Management.html>

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QN.NO-10501 SUB.CODE-20U1VMC1

<i>DEPARTMENT OF ECONOMICS</i>				<i>CLASS: I B.A. Economics</i>				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
I	Core		Micro Economics – I	3	5	25	75	100

**Course Objectives:**

1. To Introduce Basic Concepts and Definitions of Economics
2. To Enable the Students to understand the important areas of Micro Economics
3. To Teach the Students about the theory of consumer's behaviour and production

S. No.	COURSE LEARNING OUTCOME	Knowledge Level
CLO1	Student gathered knowledge in fundamental concepts of Economics	Up to K2
CLO2	Comparison of Total, Average and Marginal Utility and Explanation of Laws of Consumption	Up to K3
CLO3	Illustration of Ordinal Utility Analysis	Up to K3
CLO4	Determination of Demand and Supply and its elasticity measure	Up to K4
CLO5	Outline of Factors of Production and Theories of Production	Up to K2

**Unit-I: Basic Concepts in Economics**

Definitions of Economics (Wealth, Welfare, Scarcity and Growth) – Differences between Micro and Macro Economics – Economics is a Positive or a Normative Science – Methods of economics – Inductive and deductive – Concepts in Economics – Wants – Characteristics of Wants – Utility – Wealth – Income – Commodity and price.

**Unit-II: Cardinal Utility Analysis**

Concepts of Total and Marginal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Consumer's surplus.

**Unit-III: Ordinal Utility Analysis**

Meaning of Indifference Curve – Indifference Schedule – Indifference Map – Properties of Indifference Curve – Marginal Rate of Substitution – Consumer's Equilibrium – Superiority of Indifference Curve over the Cardinal Utility Analysis.

**Unit-IV: Demand and Supply Analysis**

Law of Demand – Demand Schedule – Demand Determinants – Types of Demand – Reasons for the Negative Slope of Demand curve – Exceptions – Elasticity of Demand – Types of Elasticity of Demand – Degrees of Price Elasticity of Demand – Measurement of Elasticity of Demand – Factors Determining Elasticity of Demand – Law of Supply – Determinants of Supply.

**Unit-V: Theory of Production**

Factors of Production – Land, Labour, Capital and Organisation and their Characteristics – Meaning of Production Function – The law of variable proportions – The laws of Returns to scale – Isoquant – Iso-cost line – Producer's equilibrium.

**Books for Study**

1. John Kennedy, M., "Micro Economics", 2012, Year of Publication, Himalaya Publishing House (P) Ltd., Mumbai
2. Deepashree, "Principles of Micro Economics", 2010, Ane book Pvt. Ltd., New Delhi.

3. Bose, D. and Marimuthu, A., “**An Introduction to Micro Economics**”, (2011), Himalaya Publishing House, Mumbai.

#### **Books for Reference**

1. Koutsoyiannis, A., “**Modern Microeconomics**”, (2013), (International Edition), Macmillan Press Ltd, London.
2. Jhingan, M.L., “**Advanced Economic Theory**”, (2011), Vrinda publications (P) Ltd, Delhi.
3. Ahuja, H.L., “**Principles of Microeconomics**”, (2012), S. Chand & Company Ltd, New Delhi.

#### **Web Resources**

1. [www.m.sparknotes.com](http://www.m.sparknotes.com)> Spark Notes.
2. [www.wikieducator.org](http://www.wikieducator.org)>Economics\_Textbook.

#### **Pedagogy**

Chalk and Talk, Peer Teaching and Learning, ICT enabled teaching aids.

## LESSON PLAN

Units	Description	Hours	Mode
I	Definitions of Economics: <ul style="list-style-type: none"> <li>• Wealth</li> <li>• Welfare</li> <li>• Scarcity and Growth</li> </ul> Characteristics of Human wants Differences between Micro and Macro Economics Economics is a Positive or a Normative Science Methods of economics – Inductive and deductive – Concepts in Economics: Utility – Wealth – Income – Commodity	5 2 1 2 2 3	Chalk and Talk, PPT
II	Concepts of Total and Marginal Utility Law of Diminishing Marginal Utility Law of Equi-Marginal Utility Consumer's surplus.	2 5 5 3	Chalk and Talk, PPT
III	Meaning of Indifference Curve, Indifference Schedule and Indifference Map Properties of Indifference Curve Marginal Rate of substitution Consumer's Equilibrium Superiority of Indifference curve over the cardinal utility analysis.	3 3 2 3 4	Chalk and Talk, PPT
IV	Law of Demand, Demand schedule and Demand determinants Types of Demand Reasons for the Negative slope of Demand curve – Exceptions Elasticity of Demand and Types of Elasticity of Demand Degrees of Price Elasticity of Demand Measurement of elasticity of Demand Factors Determining elasticity of Demand Law of supply - Determinants of Supply.	2 1 2 1 2 4 1 2	Chalk and Talk
V	Factors of Production and its characteristics <ul style="list-style-type: none"> <li>• Land</li> <li>• Labour</li> <li>• Capital and</li> <li>• Organisation</li> </ul> Functions of an Entrepreneur The law of variable proportions The laws of Returns to scale Isoquant – Iso-cost line – Producer's equilibrium	5 2 3 3 2	Chalk and Talk

**Course Designer:**

1. Dr. S. Sureshkannan
2. Dr. J. Premkumar

**Learning Outcome Based Education & Assessment (LOBE)**  
**Formative Exam – Blue Print (CIA I & II)**  
**Articulation Mapping - K Levels with Course Learning Outcomes (CLOs)**

Internal	CLOs	K- Level	Section A		Section B		Section C (Either/or Choice)	Section D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K- Level	No. of Questions	K- Level		
<b>CIA I</b>	CLO 1	Up to K2	2	K1& K1	1	K1	2 (K2&K2)	1(K2)
	CLO 2	Up to K3	2	K1& K2	2	K2	2 (K3&K3)	2(K2&K3)
<b>CIA II</b>	CLO 3	Up to K3	2	K1& K2	1	K1	2 (K3&K3)	2(K3)
	CLO 4	Up to K4	2	K1& K2	2	K2	2 (K3&K3)	1(K3&K4)
<b>Question Pattern (CIA I &amp; II)</b>	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		2		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		<b>4</b>		<b>6</b>		<b>10</b>	<b>20</b>

- CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Distribution of Section-wise Marks with K Levels \***

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated %
K1	2	2	-	-	<b>4</b>	6.67	<b>67</b>
K2	2	4	10	20	<b>36</b>	60	
K3	-	-	10	10	<b>20</b>	33.33	<b>33</b>
K4	-	-	-	-	-	-	-
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated
K1	2	2	-	-	<b>4</b>	6.67	<b>16</b>
K2	2	4	-	-	<b>6</b>	10.00	
K3	-	-	20	20	<b>40</b>	66.67	<b>84</b>
K4	-	-	-	10	<b>10</b>	16.66	
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

**Mapping of Course Learning Outcomes (CLO's) with Programme Specific Outcomes (PSO's):**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
<b>CLO 1</b>	3	3	3	2	3	3
<b>CLO 2</b>	3	3	3	-	3	2
<b>CLO 3</b>	3	3	3	2	3	3
<b>CLO 4</b>	3	3	3	2	3	3
<b>CLO 5</b>	3	2	2	-	2	2

3- Advance application; 2- Intermediate level; 1- Basic level

**Mapping of Course Learning Outcomes (CLO's) with Programme Outcomes (PO's):**

	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CLO 1</b>	3	3	2	2	-
<b>CLO 2</b>	3	3	3	2	1
<b>CLO 3</b>	3	3	2	3	2
<b>CLO 4</b>	3	3	3	2	1
<b>CLO 5</b>	3	3	3	2	1

3- Advance application; 2- Intermediate level; 1- Basic level

**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

Units	CLOs	K-Level	Section – A		Section – B		Section – C (Either / or Choice)	Section – D (Open Choice)
			MCQs		Short Answers			
			No.of Questions	K-Level	No. of Questions	K-Level		
1	CLO 1	Up to K2	2	K1 & K2	1	K1	2(K2&K2)	1(K2)
2	CLO 2	Up to K3	2	K1 & K2	1	K1	2(K3&K3)	1(K3)
3	CLO 3	Up to K3	2	K1 & K2	1	K2	2(K3&K3)	1(K3)
4	CLO 4	Up to K4	2	K1 & K2	1	K2	2(K4&K4)	1(K4)
5	CLO 5	Up to K2	2	K1 & K2	1	K2	2(K2&K2)	1(K3)
No. of Questions to be asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
<b>Total Marks for each section</b>			<b>10</b>		<b>10</b>		<b>25</b>	<b>30</b>

**Distribution of Section-Wise Marks with K Levels**

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (No Choice)	Section D (No Choice)	Total Marks	% of Marks (without choice)	Consolidated
K1	5	4	-	-	9	7.50	42
K2	5	6	20	10	41	34.17	
K3	-	-	20	30	50	41.67	42
K4	-	-	10	10	20	16.67	16
<b>Total Marks</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100.00</b>	<b>100</b>

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## **QN.NO-10502 SUB.CODE-20U1VMC2**

### **Course Objectives:**

1. To understand the performance of marketing activity
2. To comprehend the role of marketing in an economy
3. To identify the marketing research and information system

<b>S. No.</b>	<b>COURSE LEARNING OUTCOME</b>	<b>Knowledge Level</b>
CLO1	Student Gained Knowledge on Marketing and its role in Economic Development	Up to K2
CLO2	Identification of Marketing Functions and able to Market Segmentation	Up to K4
CLO3	Acquired Knowledge on Marketing Mix	Up to K2
CLO4	Analyse pricing policies and channels of distribution	Up to K4
CLO5	Examine the Marketing Research Information System	Up to K3

### **Unit-I: Introduction of Marketing**

Meaning of Marketing – Definitions – Evolution of Marketing – Objectives of Marketing – Concepts – Distinction between Marketing and Market – Role of Marketing in the Economic Development.

### **Unit-II: Marketing Functions And Market Segmentation**

Functions of Marketing: Functions of Exchange – Functions of Physical Supply – Facilitating Functions – Meaning and Definition of Market Segmentation – Importance of Market Segmentation – Methods of Segmenting Markets.

### **Unit-III:Marketing Mix**

4P's (Product, Price, Place (Distribution), Promotion) and their Meaning – Factors Influencing Product Mix – Product Life Cycle – Product Promotion Related Strategies

### **Unit-IV:Pricing & Channels of Distribution**

Objectives – Pricing Policies and Strategies – Channels of Distribution – Structure and Types of Marketing Channels – Channels Functions – Factors Influencing the Choice of Channels.

### **Unit-V:Marketing Research and Information System**

Meaning of Marketing Research: Objectives – Process – Advantages – Limitations – Meaning of Market Information – Development of Market Information System – Essential Requisites of a Good Market Information System – Benefits of Market Information System.

### **Books for Study**

1. Pillai, R. S. N. and Bhagavathi (2011) **“Modern Marketing”**S.Chand& Co, New Delhi.
2. Agarwal, R. C. (2012) **“Principles of Management”** Lakshmi Narain Agarwal, Agra.
3. Sherlekar S.A. & Nirmala Prasad, K. (2007) **“Principles of Marketing”** Himalaya Publishing House.

### **Books for Reference**

1. Philip Kotler (2009) **“Marketing Management”**, Dorling Kindersley (India ) Pvt. Ltd
2. Thirunavukkarasu. R and L.P. Ramalingam (2009) **“Marketing Management”**, Merit India Publications, Madurai.

### **Web Resources**

1. <https://open.lib.umn.edu/principles.ma...>
2. <https://www.amazon.com/principles.ma...>

### **Pedagogy**

Chalk and Talk, Peer Teaching and Learning, ICT enabled teaching aids.

## LESSON PLAN

Units	Description	Hours	Mode
I	Meaning and Definitions of marketing	1	Chalk and Talk, PPT
	Evolution of marketing	3	
	Objectives and Concepts of marketing	4	
	Distinction between marketing and market	2	
	Role of Marketing in the Economic development	2	
II	Functions of marketing: Functions of exchange, Functions of physical supply and Facilitating functions	6	Chalk and Talk, PPT
	Meaning and definition of market segmentation	2	
	Importance of market segmentation	2	
	Methods of segmenting Markets	2	
III	4P's	4	Chalk and Talk, PPT
	• Product		
	• Price		
	• Place (Distribution)		
	• Promotion and their meaning	3	
	Factors influencing product mix	3	
Product life cycle	2		
IV	Product related strategies	4	Chalk and Talk
	Objectives of Pricing, Pricing policies and strategies		
	Channels of distribution: Structure and types of marketing channels		
V	Channels functions – factors influencing the choice of channels	4	Chalk and Talk, Peer Teaching
	Meaning and Objectives of marketing research	3	
	Advantages and Limitations of marketing research	2	
	Meaning of market information and Development of market information system	2	
	Essential requisites of a good market information system Benefit of market information system.	3	
		2	

**Course Designer:**

1. Mrs. M. Manjula
2. Dr. S. Sureshkannan

**Learning Outcome Based Education & Assessment (LOBE)**  
**Formative Exam – Blue Print (CIA I & II)**  
**Articulation Mapping - K Levels with Course Learning Outcomes (CLOs)**

Internal	CLOs	K- Level	Section A		Section B		Section C (Either/or Choice)	Section D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K- Level	No. of Questions	K- Level		
CIA I	CLO 1	Up to K2	2	K1& K1	1	K1	2 (K2&K2)	1(K2)
	CLO 2	Up to K4	2	K1& K2	2	K2	2 (K3&K3)	2(K3&K4)
CIA II	CLO 3	Up to K2	2	K1& K2	1	K1	2 (K2&K2)	1(K2)
	CLO 4	Up to K4	2	K1& K2	2	K2	2 (K2&K2)	2(K3&K4)
Question Pattern (CIA I & II)	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		2		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		<b>4</b>		<b>6</b>		<b>10</b>	<b>20</b>

- CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Distribution of Section-wise Marks with K Levels \***

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated %
K1	2	2	-	-	<b>4</b>	6.67	<b>50</b>
K2	2	4	10	10	<b>26</b>	43.33	
K3	-	-	10	10	<b>20</b>	33.33	<b>33</b>
K4	-	-	-	10	<b>10</b>	16.67	<b>17</b>
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated
K1	2	2	-	-	<b>4</b>	6.67	<b>50</b>
K2	2	4	10	10	<b>26</b>	43.33	
K3	-	-	10	10	<b>20</b>	33.33	<b>33</b>
K4	-	-	-	10	<b>10</b>	16.67	<b>17</b>
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

**Mapping of Course Learning Outcomes (CLO's) with Programme Specific Outcomes (PSO's):**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
<b>CLO 1</b>	3	3	3	3	3	2
<b>CLO 2</b>	3	3	3	-	3	3
<b>CLO 3</b>	3	2	3	2	3	3
<b>CLO 4</b>	3	3	2	2	3	3
<b>CLO 5</b>	3	2	3	3	2	3

3- Advance application; 2- Intermediate level; 1- Basic level

**Mapping of Course Learning Outcomes (CLO's) with Programme Outcomes (PO's):**

	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CLO 1</b>	3	3	2	2	1
<b>CLO 2</b>	3	3	3	2	2
<b>CLO 3</b>	2	3	3	2	2
<b>CLO 4</b>	3	3	3	2	2
<b>CLO 5</b>	2	2	3	2	3

3- Advance application; 2- Intermediate level; 1- Basic level

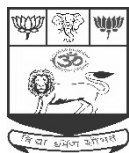
**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

Units	CLOs	K-Level	Section – A		Section – B		Section – C (Either / or Choice)	Section – D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K-Level	No. of Questions	K-Level		
1	CLO 1	Up to K2	2	K1 & K2	1	K1	2(K2&K2)	1(K2)
2	CLO 2	Up to K4	2	K1 & K2	1	K1	2(K4&K4)	1(K4)
3	CLO 3	Up to K2	2	K1 & K2	1	K2	2(K2&K2)	1(K3)
4	CLO 4	Up to K4	2	K1 & K2	1	K2	2(K4&K4)	1(K4)
5	CLO 5	Up to K3	2	K1 & K2	1	K2	2(K3&K3)	1(K3)
No. of Questions to be asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
<b>Total Marks for each section</b>			<b>10</b>		<b>10</b>		<b>25</b>	<b>30</b>

**Distribution of Section-Wise Marks with K Levels**

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (No Choice)	Section D (No Choice)	Total Marks	% of Marks (without choice)	Consolidated
K1	5	4	-	-	9	7.50	42
K2	5	6	20	10	41	34.17	
K3	-	-	10	20	30	25.00	25
K4	-	-	20	20	40	33.33	33
<b>Total Marks</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100.00</b>	<b>100</b>

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**THE MADURA COLLEGE (Autonomous), MADURAI – 625 011**  
(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY)  
RE-ACCREDITED (3<sup>rd</sup> Cycle) WITH “A” GRADE BY NAAC

**PROGRAMME : B.A., Economics**

**COURSE CODE : 20U2VAC1**

**COURSE TITLE : Economic Statistics – I**

**QN.NO : 10503**

**TIME : 3 Hours**

**MAX.MARKS :75**

DEPARTMENT OF ECONOMICS				CLASS: I B.A. ECONOMICS		
Semester	Course Type	Course Code	Course Title	Time	Maximum	Question Number
2	Core	20U2VAC1	Economic Statistics – I	3 hrs	75 marks	10503

**Course Objectives:**

1. To acquire basic Knowledge about Statistics
2. To use the statistical techniques in Economics
3. To construct different types of index numbers and the importance of index numbers in Indian Economy

S. No.	COURSE LEARNING OUTCOME	Knowledge Level
CLO1	Student gets equipped with the knowledge on methods of collecting data.	Up to K1
CLO2	Analyze and interpret of statistical data.	Up to K4
CLO3	Measure of averages	Up to K3
CLO4	Acquired knowledge to measure variations.	Up to K3
CLO5	Gained knowledge to construct price index.	Up to K4

**Unit-I: Introduction to Statistics**

Meaning – Definitions – Scope – Characteristics – Limitations of Statistics – Data – Types – Methods: Primary data and Secondary data – Census Vs Sampling

**Unit-II: Classification, Tabulation, and Presentation**

Meaning of Classification, Types of classification and Tabulation: Types of tables – Difference between classification and Tabulation – Diagrams: Bar Diagram – Pie diagram and Histogram – Frequency Distribution.

**Unit-III: Measures of Central Tendency**

Meaning – Definitions – objectives – Types of Averages – Calculation of Arithmetic Mean, Median, Mode, Geometric mean and Harmonic mean.

**Unit-IV: Measures of Dispersion**

Meaning – Significance – Methods of Studying Variation: Range, Quartile Deviation, Mean Deviation – Standard Deviation and Note on Lorenz Curve.

**Unit-V: Index Numbers**

Meaning and uses of index numbers – problems in the construction of Index Numbers – Methods of constructing Index numbers – Calculation of Laspeyre’s, Paasche’s, Fisher’s, Edgeworth Method.

### **Books for Study**

1. Pillai, R.S.N. & Bagavathi, V., “**Statistics – Theory and Practice**”, (2012), S. Chand & Company Ltd., New Delhi.
2. KathambaRajan, D., “**Economic and Business Statistics**”, (2011), Himalaya Publishing House, Mumbai.
3. Manokaran, M., “**Statistical Methods**”, (2015), Palani Paramount Publications, Palani.

### **Books for Reference**

1. Gupta, S. P. & Gupta, M.P., “**Business Statistics**”, (2008), Sultan Chand & Sons, New Delhi.
2. Gupta, S. C. and Kapoor, V.K., “**Fundamentals of Applied Statistics**”, (2003), Sultan Chand and Sons, New Delhi.
3. Gupta S.P., “**Statistical Methods**”, (2004), Sultan Chand & Sons, New Delhi.

### **Web Resources**

1. Darius Singpurwalla, “**A Handbook of Statistics-An Overview of Statistical Methods**”,  
<http://bookboon.com/en/a-handbook-of-statistics-ebook>.

### **Pedagogy**

Chalk and Talk, Peer Teaching and Learning, ICT enabled teaching aids.

**Learning Outcome Based Education & Assessment (LOBE)**

**Formative Exam – Blue Print (CIA I & II)**

**Articulation Mapping - K Levels with Course Learning Outcomes (CLOs)**

Internal	CLOs	K- Level	Section A		Section B		Section C (Either/or Choice)	Section D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K- Level	No. of Questions	K- Level		
CIA I	CLO 1	Up to K1	2	K1& K1	1	K1	2 (K1&K1)	1(K1)
	CLO 2	Up to K4	2	K1& K2	2	K2	2 (K4&K4)	2(K3&K4)
CIA II	CLO 3	Up to K3	2	K1& K2	1	K1	2 (K3&K3)	2(K2&K3)
	CLO 4	Up to K3	2	K1& K2	2	K2	2 (K3&K3)	1(K3)
Question Pattern (CIA I & II)	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		2		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		<b>4</b>		<b>6</b>		<b>10</b>	<b>20</b>

- CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Distribution of Section-wise Marks with K Levels \***

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated %
K1	2	2	10	10	<b>24</b>	40.00	<b>50</b>
K2	2	4	-	-	<b>06</b>	10.00	
K3	-	-	-	10	<b>10</b>	33.33	<b>33</b>
K4	-	-	10	10	<b>20</b>	16.67	<b>17</b>
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated
K1	2	2	-	-	4	6.67	<b>33</b>
K2	2	4	-	10	16	26.67	
K3	-	-	20	20	40	66.66	<b>67</b>
K4	-	-	-	-	-	-	
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

**Mapping of Course Learning Outcomes(CLO's) with Programme Specific Outcomes (PSO's):**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CLO 1	3	2	1	3	2	1
CLO 2	3	-	2	2	2	-
CLO 3	3	3	2	2	3	3
CLO 4	3	3	3	2	2	3
CLO 5	3	3	2	2	3	3

3- Advance application; 2- Intermediate level; 1- Basic level

**Mapping of Course Learning Outcomes (CLO's) with Programme Outcomes (PO's):**

	PO 1	PO 2	PO 3	PO 4	PO 5
CLO 1	3	3	3	-	1
CLO 2	3	3	2	3	2
CLO 3	2	3	3	3	2
CLO 4	2	2	3	2	1
CLO 5	3	2	3	2	1

3- Advance application; 2- Intermediate level; 1- Basic level

**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

Units	CLOs	K-Level	Section – A		Section – B		Section – C (Either / or Choice)	Section – D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K-Level	No. of Questions	K-Level		
1	CLO 1	Up to K1	2	K1 & K2	1	K1	2(K1&K1)	1(K1)
2	CLO 2	Up to K4	2	K1 & K2	1	K1	2(K4 &K4)	1(K4)
3	CLO 3	Up to K3	2	K1 & K2	1	K2	2(K3&K3)	1(K3)
4	CLO 4	Up to K3	2	K1 & K2	1	K2	2(K3&K3)	1(K3)
5	CLO 5	Up to K4	2	K1 & K2	1	K2	2(K4&K4)	1(K4)
No. of Questions to be asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
<b>Total Marks for each section</b>			<b>10</b>		<b>10</b>		<b>25</b>	<b>30</b>

**Distribution of Section-Wise Marks with K Levels**

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (No Choice)	Section D (No Choice)	Total Marks	% of Marks (without choice)	Consolidated
K1	5	4	10	10	29	24.17	34
K2	5	6	-	-	11	9.17	
K3	-	-	20	20	40	33.33	33
K4	-	-	20	20	40	33.33	33
<b>Total Marks</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100.00</b>	<b>100</b>

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DEPARTMENT OF ECONOMICS				CLASS: I B.A. ECONOMICS		
Semester	Course Type	Course Code	Course Title	Time	Maximum	Question Number
2	Core	20U2VMC3	Micro Economics – II	3 hrs	75 marks	10504

**Course Objectives:**

1. To know the basic concept of cost and revenue
2. To understand the idea of perfect and imperfect market structure
3. To elucidate the importance of factor pricing

S. No.	COURSE LEARNING OUTCOME	Knowledge Level
CLO1	Familiar with nature and shape of cost and revenue curves	Up to K1
CLO2	Determine the Price and output under Perfect competition	Up to K3
CLO3	Illustrate the Price and output under Imperfect competition	Up to K3
CLO4	Discuss Wage and Rent Theories	Up to K2
CLO5	Examine Interest And Profit Theories	Up to K4

**Unit-I: Equilibrium of the Firm, Cost & Revenue Analysis**

Conditions of Equilibrium – Concept of Costs – Fixed Cost – Variable Cost – Average cost, Marginal Cost – Relationship between Average Cost and Marginal Cost – Concepts of Revenue – Total Revenue – Average Revenue and Marginal Revenue.

**Unit-II: Price and Output Determination under Perfect Competition**

Meaning of Perfect Competition – Characteristics – Price and Output determination under Perfect Competition in the Short Run and Long Run – Marshall’s Time Period Analysis.

**Unit-III: Price and Output Determination under Imperfect Competition**

Monopoly: - Meaning – Characteristics – Price and Output determination under Monopoly - Monopolistic Competition – Meaning – Characteristics – Price and Output determination under Monopolistic Competition – Selling Cost and Excess Capacity (Concept Only) – Oligopoly: Meaning and Features.

**Unit-IV: Factor Pricing: Land and Labour**

Marginal Productivity Theory of Distribution – Modern Theory of Distribution – Rent – Meaning – Ricardian Theory of Rent – Quasi-Rent – Wage – Meaning – Subsistence Theory of Wages - The Wage Fund Theory.

**P.T.O.**

## **Unit-V: Factor Pricing: Capital and Organisation**

Interest – Meaning – Loanable Fund Theory of Interest – Liquidity Preference Theory of Interest – Liquidity Trap – Profit – Meaning - Innovation Theory of Profit – Risk Theory of Profit – Uncertainty Theory of Profit.

### **Books for Study**

1. John Kennedy, M., “**Micro Economics**”, (2012), Himalaya Publishing House (P) Ltd., Mumbai.
2. Deepashree, “**Principles of Micro Economics**”, (2010), Ane Book Pvt. Ltd., New Delhi.
3. Bose, D. and Marimuthu, A., “**An Introduction to Micro Economics**”, (2011), Himalaya Publishing House, Mumbai.

### **Books for Reference**

1. Koutsoyiannis, A., “**Modern Microeconomics**”, (2013), (International Edition), Macmillan Press Ltd., London.
2. Ahuja, H.L, “**Principles of Microeconomics**”, (2012), S. Chand & Company Ltd., New Delhi.
3. Jhingan, M.L., “**Advanced Economic Theory**”, (2011), Vrinda Publications (P) Ltd., Delhi

### **Web Resources**

1. [www. m.sparknotes.com](http://www.m.sparknotes.com)> Spark Notes.
2. [wikieducator.org](http://wikieducator.org)>Economics\_Textbook.

### **Pedagogy**

Chalk and Talk, Peer Teaching and Learning, ICT enabled teaching aids.

**P.T.O.**

**Learning Outcome Based Education & Assessment (LOBE)**

**Formative Exam – Blue Print (CIA I & II)**

**Articulation Mapping - K Levels with Course Learning Outcomes (CLOs)**

Internal	CLOs	K- Level	Section A		Section B		Section C (Either/or Choice)	Section D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K- Level	No. of Questions	K- Level		
CIA I	CLO 1	Up to K1	2	K1& K1	1	K1	2 (K1&K1)	1(K1)
	CLO 2	Up to K3	2	K1& K2	2	K2	2 (K3&K3)	2(K2&K3)
CIA II	CLO 3	Up to K3	2	K1& K2	1	K1	2 (K3&K3)	2(K2&K3)
	CLO 4	Up to K2	2	K1& K2	2	K2	2 (K2&K2)	1(K2)
Question Pattern (CIA I & II)	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		2		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		<b>4</b>		<b>6</b>		<b>10</b>	<b>20</b>

- CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Distribution of Section-wise Marks with K Levels \***

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated %
K1	2	2	10	10	<b>24</b>	40.00	<b>67</b>
K2	2	4	-	10	<b>16</b>	26.67	
K3	-	-	10	10	<b>20</b>	33.33	<b>33</b>
K4	-	-	-	-	-	-	-
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated
K1	2	2	-	-	4	6.67	<b>67</b>
K2	2	4	10	20	36	60.00	
K3	-	-	10	10	20	33.33	<b>33</b>
K4	-	-	-	-	-	-	
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

**Mapping of Course Learning Outcomes(CLO's) with Programme Specific Outcomes (PSO's):**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
<b>CLO 1</b>	3	3	2	3	2	-
<b>CLO 2</b>	3	3	-	-	3	3
<b>CLO 3</b>	3	3	3	3	3	3
<b>CLO 4</b>	3	3	3	3	3	3
<b>CLO 5</b>	3	3	3	2	2	2

3- Advance application; 2- Intermediate level; 1- Basic level

**Mapping of Course Learning Outcomes (CLO's) with Programme Outcomes (PO's):**

	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CLO 1</b>	3	2	3	2	-
<b>CLO 2</b>	3	3	3	1	-
<b>CLO 3</b>	3	3	3	1	-
<b>CLO 4</b>	3	3	2	1	1
<b>CLO 5</b>	3	3	2	1	1

3- Advance application; 2- Intermediate level; 1- Basic level

**P.T.O.**

**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

Units	CLOs	K-Level	Section – A		Section – B		Section – C (Either / or Choice)	Section – D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K-Level	No. of Questions	K-Level		
1	CLO 1	Up to K2	Up to K1	2	K1 & K2	1	K1	2(K1&K1)
2	CLO 2	Up to K3	Up to K3	2	K1 & K2	1	K1	2(K3&K3)
3	CLO 3	Up to K4	Up to K3	2	K1 & K2	1	K2	2(K3&K3)
4	CLO 4	Up to K2	Up to K2	2	K1 & K2	1	K2	2(K2&K2)
5	CLO 5	Up to K4	Up to K4	2	K1 & K2	1	K2	2(K4&K4)
No. of Questions to be asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
<b>Total Marks for each section</b>			<b>10</b>		<b>10</b>		<b>25</b>	<b>30</b>

**Distribution of Section-Wise Marks with K Levels**

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (No Choice)	Section D (No Choice)	Total Marks	% of Marks (without choice)	Consolidated
K1	5	4	10	10	29	24.17	50
K2	5	6	10	10	31	25.83	
K3	-	-	20	20	40	33.33	33
K4	-	-	10	10	20	16.67	17
<b>Total Marks</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100.00</b>	<b>100</b>

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**THE MADURA COLLEGE (Autonomous), MADURAI – 625 011**  
(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY)  
RE-ACCREDITED (3<sup>rd</sup> Cycle) WITH “A” GRADE BY NAAC

**PROGRAMME : B.Com., (PA)**  
**COURSE TITLE : Entrepreneurship**  
**Development**

**COURSE CODE : 20U2VMC4**  
**QN.NO : 10505**

**TIME : 3 Hours**

**MAX.MARKS :75**

<i>DEPARTMENT OF ECONOMICS</i>				<i>CLASS: I B.A. Economics</i>		
<b>Sem</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Time</b>	<b>Maximum</b>	<b>Question Number</b>
<b>II</b>	<b>Core</b>	<b>20U2VMC4</b>	<b>Entrepreneurship Development</b>	<b>3 hrs</b>	<b>75</b>	<b>10505</b>

**Course Objectives:**

1. To acquire knowledge of basic entrepreneurship concepts.
2. To identify entrepreneurial growth.
3. To search an opportunity to start a SSI and find financial sources available to SSIs

<b>S. No.</b>	<b>COURSE LEARNING OUTCOME</b>	<b>Knowledge Level</b>
CLO1	Acquire knowledge on entrepreneurship and its role on economic development	Up to K2
CLO2	Identify the role and problems of women entrepreneurs	Up to K3
CLO3	Analyse the importance of Small Scale Industries	Up to K4
CLO4	Gather the knowledge about industrial estates	Up to K2
CLO5	Identify the various financial sources to start SSIs	Up to K3

**Unit-I: Introduction to Entrepreneur**

Definitions of Entrepreneur – Entrepreneurs and Managers- Characteristics of an Entrepreneur – Barriers to Entrepreneurship – Environmental factors affecting Entrepreneurship- Types of Entrepreneurs – Functions of Entrepreneurs – Entrepreneurship and Economic Development – Phases of Entrepreneurship Development.

**Unit-II: Women Entrepreneurs**

Women Entrepreneur – Characteristics of Indian Women Entrepreneur – Problems of Women Entrepreneurs – Measures to Overcome the Problems of Women Entrepreneur – Training Programmes for Women Empowerment – Functions of Women Entrepreneurship – Schemes to assist the women entrepreneurs

**Unit-III: Small scale and Cottage Enterprises**

Definitions of small scale Enterprises- Classification of Small Scale Industries – Measures – Causes of Industrial Disputes – Lockouts – The principal causes – Settlement of Industrial dispute – Joint Management Councils – Code of Discipline – The Role of Small Scale and Cottage Industries in Indian Economy.

**Unit-IV: Industrial Estates**

Definitions of Industrial Estates – Types of Industrial Estates – Objectives of Industrial Estates – Causes of Industrial Estates – Measures of Industrial Estates.

### **Unit-V: Institutional Finance**

Need and Importance of Institutional Finances – Types of Industrial Finance – Sources of Finance – Financing for Industrial Estates – IDBI – ICICI – SSDC – SISIs – DICs.

P.T.O.

### **Books for Study**

1. Theenathayalan, S. (2016). **Entrepreneurship**. Tamil Nadu: Vergal Publication.
2. Anil Kmar, S. and Jayashree, K. (2003). **Entrepreneurship Development**. New Delhi: New Age International Publishers.
3. Gupta, C. B. and Srinivasan, N. P. (2003). **Entrepreneurial Development**. New Delhi: Sultan Chand and Sons.
4. Suresh, Jayshree. (2003). **Entrepreneurial Development**. Chennai: Margham Publications.
5. Rengarajan, L. (2008). **Entrepreneurial Development**. Rajapalayam: SreeRenga Publications.

### **Books for Reference**

1. Gordon, E. and Natarajan, K. (2010). **Entrepreneurship Development**. Mumbai: Himalaya Publishing House.
2. Khanka, S. S. (2004). **Entrepreneurial Development**. New Delhi: S. Chand & Company Ltd.
3. Baporikar, Neeta. (2002). **Entrepreneurship and Small Industries**. Mumbai: Himalaya Publishing House.
4. Arora, Renu and Sood, S. K. (2003). **Fundamentals of Entrepreneurship and Small Business**. New Delhi: Kalyani Publishers, Ludhiana.
5. Vasant Desai (2003). **Small Scale Industries and Entrepreneurship**. Mumbai: Himalaya Publishing House.
6. Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd. (2007). **Entrepreneurship**. New Delhi: Tata McGraw Hill.
7. Poornima M. Charantimath. (2007). **Entrepreneurship Development and Small Business Enterprises**. New Delhi: Pearson Education.

### **Web Resources**

1. <https://www.freebookcentre.net/business-books-download/Entrepreneurial-Development.html>
2. <https://tim-halloran.com/entrepreneurship-development-ebook-free-download/>

### **Pedagogy**

Chalk and Talk, Peer Teaching and Learning, ICT enabled teaching aids.

**Learning Outcome Based Education & Assessment (LOBE)**

**Formative Exam – Blue Print (CIA I & II)**

**Articulation Mapping - K Levels with Course Learning Outcomes (CLOs)**

Internal	CLOs	K- Level	Section A		Section B		Section C (Either/or Choice)	Section D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K- Level	No. of Questions	K- Level		
<b>CIA I</b>	CLO 1	Up to K2	2	K1& K1	1	K1	2 (K2&K2)	1(K2)
	CLO 2	Up to K3	2	K1& K2	2	K2	2 (K3&K3)	2(K2&K3)
<b>CIA II</b>	CLO 3	Up to K4	2	K1& K2	1	K1	2 (K3&K3)	2(K3&K4)
	CLO 4	Up to K2	2	K1& K2	2	K2	2 (K2&K2)	1(K2)
Question Pattern (CIA I & II)	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		2		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		<b>4</b>		<b>6</b>		<b>10</b>	<b>20</b>

- CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Distribution of Section-wise Marks with K Levels \***

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated %
K1	2	2	-	-	<b>4</b>	6.67	<b>67</b>
K2	2	4	10	20	<b>36</b>	60.00	
K3	-	-	10	10	<b>20</b>	33.33	<b>33</b>
K4	-	-	-	-	-	-	-
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated
K1	2	2	-	-	4	6.67	50
K2	2	4	10	10	26	43.33	
K3	-	-	10	10	20	33.33	33
K4	-	-	-	10	10	16.67	17
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

**Mapping of Course Learning Outcomes (CLO's) with Programme Specific Outcomes (PSO's):**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
<b>CLO 1</b>	3	3	2	3	-	2
<b>CLO 2</b>	3	3	3	3	2	1
<b>CLO 3</b>	3	3	3	3	2	2
<b>CLO 4</b>	3	3	3	3	2	2
<b>CLO 5</b>	3	3	3	3	3	3

3- Advance application; 2- Intermediate level; 1- Basic level

**Mapping of Course Learning Outcomes (CLO's) with Programme Outcomes (PO's):**

	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CLO 1</b>	3	3	2	2	1
<b>CLO 2</b>	3	3	2	2	-
<b>CLO 3</b>	2	3	2	2	-
<b>CLO 4</b>	3	2	2	3	-
<b>CLO 5</b>	3	3	3	2	1

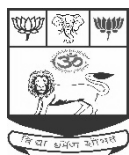
3- Advance application; 2- Intermediate level; 1- Basic level

Units	CLOs	K-Level	Section – A		Section – B		Section – C (Either / or Choice)	Section – D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K-Level	No. of Questions	K-Level		
1	CLO 1	Up to K2	Up to K2	2	K1 & K2	1	K1	2(K2&K2)
2	CLO 2	Up to K3	Up to K3	2	K1 & K2	1	K2	2(K3&K3)
3	CLO 3	Up to K4	Up to K4	2	K1 & K2	1	K3	2(K4&K4)
4	CLO 4	Up to K2	Up to K2	2	K1 & K2	1	K2	2(K2&K2)
5	CLO 5	Up to K3	Up to K3	2	K1 & K2	1	K2	2(K3&K3)
No. of Questions to be asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30

#### Distribution of Section-Wise Marks with K Levels

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (No Choice)	Section D (No Choice)	Total Marks	% of Marks (without choice)	Consolidated
K1	5	4	10	-	19	15.83	67
K2	5	6	30	20	61	50.83	
K3	-	-	10	20	30	25.00	25
K4	-	-	-	10	10	8.33	8
<b>Total Marks</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100.00</b>	<b>100</b>

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**THE MADURA COLLEGE (Autonomous), MADURAI – 625 011**  
(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY)  
RE-ACCREDITED (3<sup>rd</sup> Cycle) WITH “A” GRADE BY NAAC

**PROGRAMME : B.A., Economics**  
**COURSE TITLE : Economic Statistics-II**  
**TIME : 3 Hours**

**COURSE CODE : 20U1VAC2**  
**QN.NO : 10506**  
**MAX.MARKS :75**

<i>DEPARTMENT OF ECONOMICS</i>				<i>CLASS: I B.A. Economics</i>		
<b>Sem</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Time</b>	<b>Maximum</b>	<b>Question Number</b>
<b>II</b>	<b>Allied</b>	<b>20U2VAC2</b>	<b>Economic Statistics – II</b>	<b>3 hrs</b>	<b>75 marks</b>	<b>10506</b>

**Course Objectives:**

1. To know the differences between correlation and regression.
2. To understand the concept of probability and counting techniques (addition rule and multiplication rule,) to compute probability.
3. To give knowledge about various measurement of trend like semi average, moving average and least square.

<b>S. No.</b>	<b>COURSE LEARNING OUTCOME</b>	<b>Knowledge Level</b>
CLO1	Students can correlate variables	K4
CLO2	Prediction of one variable from another variable	K2
CLO3	Examine the relationship between attributes	K4
CLO4	Analyse the Methods of Trend Projection	K4
CLO5	Gathered knowledge on Basic Probability Theorems	K1

**Unit-I: Correlation**

Meaning – Definition - Significance – Types – Simple Correlation – Calculation of Karl Pearson’s Co- efficient of correlation – Spearman’s Rank Correlation.

**Unit-II: Regression**

Meaning and Uses – Difference between Correlation and Regression – Limitations – Regression Lines – Calculation of Regression Equations of x on y and y on x.

**Unit-III: Association of Attributes**

Introduction – Difference between Correlation and Association – Notation and Terminology – Association and Disassociation – Methods of Studying Association: Comparison of Observed and Expected Frequencies Methods, Proportion Method, Yule’s Coefficient of Association, Coefficient of Colligation.

**Unit-IV: Time Series**

Definition – Significance – Components – Measurement of Trend – Freehand Method – Semi-average Method – Moving Average Method – Method of Least Squares.

**Unit-V: Probability** Meaning – Importance – Calculation of Probability – Theorems of Probability: Additional Theorem, Multiplication Theorem, Permutation and Combinations (Simple Problems).

**P.T.O.**

### Books for Study

1. Pillai, R.S.N. & Bagavathi V., “**Statistics- Theory and Practice**”, (2012), S. Chand & Company Ltd., New Delhi.
2. KathambaRajan, D., “**Economic and Business Statistics**”, (2011), Himalaya Publishing House, Mumbai.
3. Manokaran, M., “**Statistical Methods**”, (2010), Palani Paramount Publications, Palani.

### Books for Reference

1. Gupta, S.P. & Gupta M.P., “**Business Statistics**”, (2008), Sultan Chand & Sons. New Delhi.
2. Gupta, S.C. and Kapoor, V.K, “**Fundamentals of Applied Statistics**”, (2003), Sultan Chand and Sons, New Delhi.
3. Gupta, S.P., “**Statistical Methods**”, (2004), Sultan Chand & Sons, New Delhi.

### Web Resources

1. Darius Singpurwalla, “**A Handbook of Statistics-An Overview of Statistical Methods**”,  
<http://bookboon.com/en/a-handbook-of-statistics-ebook>

### Pedagogy

Chalk and Talk, Peer Teaching and Learning, ICT enabled teaching aids.

### Learning Outcome Based Education & Assessment (LOBE) Formative Exam – Blue Print (CIA I & II)

#### Articulation Mapping - K Levels with Course Learning Outcomes (CLOs)

Internal	CLOs	K- Level	Section A		Section B		Section C (Either/or Choice)	Section D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K- Level	No. of Questions	K- Level		
CIA I	CLO 1	Up to K4	2	K1& K1	1	K1	2 (K3&K3)	1(K3&K4)
	CLO 2	Up to K2	2	K1& K2	2	K2	2 (K2&K2)	2(K2)
CIA II	CLO 3	Up to K4	2	K1& K2	1	K1	2 (K3&K3)	2(K3&K4)
	CLO 4	Up to K4	2	K1& K2	2	K2	2 (K3&K3)	1(K4)
Question Pattern (CIA I & II)	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		2		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		4		6		10	20

- CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Distribution of Section-wise Marks with K Levels \***

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated %
K1	2	2	-	-	4	6.67	<b>50</b>
K2	2	4	10	10	26	43.33	
K3	-	-	10	10	20	33.33	<b>33</b>
K4	-	-	-	10	10	16.67	<b>17</b>
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated
K1	2	2	-	-	4	6.67	<b>33</b>
K2	2	4	-	-	16	26.67	
K3	-	-	20	10	40	66.66	<b>67</b>
K4	-	-	-	20	-	-	
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

**Mapping of Course Learning Outcomes(CLO's) with Programme Specific Outcomes (PSO's):**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
<b>CLO 1</b>	3	3	3	2	2	3
<b>CLO 2</b>	3	3	3	3	2	3
<b>CLO 3</b>	3	3	3	3	3	2
<b>CLO 4</b>	3	2	-	2	2	1
<b>CLO 5</b>	3	3	2	2	-	2

3- Advance application; 2- Intermediate level; 1- Basic level

**P.T.O.**

**Mapping of Course Learning Outcomes (CLO's) with Programme Outcomes (PO's):**

	PO 1	PO 2	PO 3	PO 4	PO 5
CLO 1	3	2	3	2	-
CLO 2	3	3	3	2	-
CLO 3	2	3	3	2	-
CLO 4	3	3	3	1	2
CLO 5	3	3	3	2	2

3- Advance application; 2- Intermediate level; 1- Basic level

**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

Units	CLOs	K-Level	Section – A		Section – B		Section – C (Either / or Choice)	Section – D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K-Level	No. of Questions	K-Level		
1	CLO 1	Up to K4	2	K1 & K2	1	K1	2(K4&K4)	1(K4)
2	CLO 2	Up to K2	2	K1 & K2	1	K1	2(K2&K2)	1(K2)
3	CLO 3	Up to K4	2	K1 & K2	1	K2	2(K4&K4)	1(K4)
4	CLO 4	Up to K1	2	K1 & K2	1	K2	2(K3&K3)	1(K3)
5	CLO 5	Up to K2	2	K1 & K2	1	K2	2(K2&K2)	1(K3)
No. of Questions to be asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
<b>Total Marks for each section</b>			<b>10</b>		<b>10</b>		<b>25</b>	<b>30</b>

**Distribution of Section-Wise Marks with K Levels**

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (No Choice)	Section D (No Choice)	Total Marks	% of Marks (without choice)	Consolidated
K1	5	4	-	-	<b>9</b>	7.50	<b>42</b>
K2	5	6	20	10	<b>41</b>	34.17	
K3	-	-	10	20	<b>30</b>	25.00	<b>25</b>
K4	-	-	20	20	<b>40</b>	33.33	<b>33</b>
<b>Total Marks</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100.00</b>	<b>100</b>

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**THE MADURA COLLEGE (Autonomous), MADURAI – 625 011**  
(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY)  
RE-ACCREDITED (3<sup>rd</sup> Cycle) WITH “A” GRADE BY NAAC

**PROGRAMME : B.A., Economics**  
**COURSE TITLE : Money and Banking**  
**TIME : 3 Hours**

**COURSE CODE : 20U3VMC5**  
**QN.NO : 10507**  
**MAX.MARKS : 75**

**Course Objectives**

- To understand the evolution of monetary system
- To acquire knowledge on various theories of money
- To know the banking system, functions and monetary policy

Unit	Course Content	Hours	K-Level	CLO
I	<b><u>Introduction to Money</u></b> Meaning of Money – Definitions – Evolution of Money – Types of Money – Functions of Money – Supply of money: Determinants of money supply.	12	2	1
II	<b><u>Theories of Money</u></b> Fisher’s Quantity Theory of Money – Cambridge Equations: Robertson – Marshall – Pigou and Keynes.	12	3	2
III	<b><u>Inflation, Deflation and Trade Cycle</u></b> Inflation: Meaning – Types – Causes – Effects and Measures to Control Inflation – Deflation: Meaning – Disinflation and Stagflation – Trade Cycle: Meaning and Phases.	12	3	3
IV	<b><u>Commercial Banking</u></b> Meaning – Functions – Credit creation – Recent advancements in banking sector (Meaning only): E-banking (RTGS - NEFT and Online Banking), Digital Transactions (Cashless transaction – Paytm and BHIM) and Demonetization.	12	4	4
V	<b><u>Central Banking and Monetary Policy</u></b> Central Bank: Meaning – Functions – Methods of Credit Control adopted by RBI – Monetary Policy: Meaning and Objectives.	12	3	5

**Books for Study**

1. Jhingan, M.L., “**Monetary Economics**”, 2011, Vrinda Publications (P) Ltd., Delhi.
2. Paul, R.R., “**Monetary Economics**”, 2011, Kalyani Publications, New Delhi.
3. Mithani, D. M., “**Money, Banking, International Trade and Public Finance**”, 2020, Himalaya Publishing House, Mumbai.

**Books for References**

1. Hajela, T.N., “**Money, Banking and Public Finance**”, 2009, Ane books Pvt. Ltd, New Delhi.
2. Sankaran, S., “**Money, Banking and International Trade**”, 2010, Margham Publication, Chennai.
3. Sundharam, K.P.M., “**Money, Banking and International Trade**”, 2000, Sultan Chand & Sons, New Delhi.
4. Seth, M. L., “**Money, Banking, International Trade and Public Finance**”, 2020, Lakshmi Narain Agarwal, Uttarpradesh.
5. Uppal, R. K., “**Banking with Theory**”, 2008, New Century Publications, New Delhi.

**Web Resources**

1. Ken Hoyle, Money and Banking, 1982, <https://www.elsevier.com/books/money-and-banking/hoyle/978-0-434-98505-0>.
2. Robert Wright, Money and Banking, 2012, <https://open.umn.edu/opentextbooks/textbooks/money-and-banking>.
3. Babasaheb Sangale, Salve, T. N. and Mulani, M. U., Fundamentals of Banking, 2013, <https://appl1.unipune.ac.in/external/course-material/Fundamental-of-Banking-English.pdf>

## Rationale for Nature of the Course

A study of economics gives a perspective and a macro attitude while analyzing financial activities. It provides an insight into various economic problems faced by a country and also provides solutions to solve these problems.

## Activities having direct bearing on Skill Development / Employability / Entrepreneurship

- Activities related to advanced banking
- Discussions related to Banking activities and advancements
- 

## Pedagogy

Chalk and Talk, Peer Teaching and Learning, ICT enabled teaching aids.

## LESSON PLAN

Units	Topics	Allotted Hours	Mode
I	Meaning and Definitions of Money	1	Chalk and Talk, PPT and Quiz
	Evolution of Money	3	
	Types of Money	2	
	Functions of Money	3	
	Supply of Money: Determinants of money supply	3	
II	Fisher's Quantity Theory of Money	3	Chalk and Talk, PPT and Quiz
	Cambridge Equations		
	○ Robertson	3	
	○ Marshall	3	
	○ Pigou and Keynes	3	
III	Inflation: Meaning and types	3	Chalk and Talk, PPT and Quiz
	Causes and effects of Inflation	3	
	Measures to Control Inflation	3	
	Deflation: Meaning – Disinflation and Stagflation	3	
	Trade Cycle: Meaning and Phases	3	
IV	Meaning and Functions of commercial banking	2	Chalk and Talk and Quiz
	Credit creation	3	
	Recent advancements in banking sector (Meaning only):	2	
	E-banking (RTGS – NEFT and Online Banking)	2	
	Digital Transactions (Cashless transaction – Paytm and BHIM) and	2	
	Demonetization.	1	
V	Central Bank: Meaning and Functions	4	Chalk and Talk, Quiz and Assignment
	Methods of Credit Control adopted by RBI	4	
	Monetary Policy: Meaning and Objectives.	4	

## Course Learning Outcomes

On successful completion of the course, the student will be able to:

S. No.	Course Learning Outcomes	Knowledge Level
CLO1	Explain the supply of money and its determinants.	Up to K2
CLO2	Identify the Cambridge Equations of Money	Up to K3
CLO3	Find the causes and effects of inflation and measures to control it.	Up to K3
CLO4	Examine the recent advancements in banking.	Up to K4
CLO5	Estimate the methods of credit control and monetary policy	Up to K3

## Mapping of Course Outcomes (CLO's) with Programme Outcomes (PO's)

	PO 1	PO 2	PO 3	PO 4	PO 5
CLO 1	3	2	3	2	2
CLO 2	3	2	3	1	-
CLO 3	3	3	3	3	3
CLO 4	3	3	3	3	3
CLO 5	3	2	2	2	1

3 – Advance Application; 2 – Intermediate Level; 1 – Basic Level

**Learning Outcome Based Education & Assessment (LOBE)**  
**Formative Exam – Blue Print (CIA I & II)**  
**Articulation Mapping - K Levels with Course Learning Outcomes (CLOs)**

Internal	CLOs	K- Level	Section – A		Section – B		Section C (Either/or Choice)	Section D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K- Level	No. of Questions	K- Level		
<b>CIA I</b>	CLO 1	Up to K2	2	K1& K2	1	K1	2 (K1&K1)	1(K2)
	CLO 2	Up to K3	2	K1& K2	2	K2	2 (K3&K3)	2(K2&K3)
<b>CIA II</b>	CLO 3	Up to K3	2	K1& K2	1	K1	2 (K2&K2)	2(K3)
	CLO 4	Up to K4	2	K1& K2	2	K2	2 (K3&K3)	1(K3&K4)
Question Pattern (CIA I & II)	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		<b>4</b>		<b>6</b>		<b>10</b>	<b>20</b>

- CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Distribution of Section-wise Marks with K Levels \***

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated %
K1	2	2	10	-	<b>14</b>	23.33	<b>67</b>
K2	2	4	-	20	<b>26</b>	43.33	
K3	-	-	10	10	<b>20</b>	33.33	<b>33</b>
K4	-	-	-	-	-	-	-
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated
K1	2	2	-	-	<b>4</b>	6.67	<b>33</b>
K2	2	4	10	-	<b>16</b>	26.67	
K3	-	-	10	20	<b>30</b>	50.00	<b>50</b>
K4	-	-	-	10	<b>10</b>	16.67	<b>17</b>
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

**Articulation Mapping – K Levels with Courses Learning Outcomes (CLOs)**

Units	CLOs	K-Level	Section – A		Section – B		Section – C (Either / or Choice)	Section – D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K-Level	No. of Questions	K-Level		
1	CLO 1	Up to K2	2	K1 & K2	1	K1	2(K1&K1)	1(K2)
2	CLO 2	Up to K3	2	K1 & K2	1	K1	2(K2&K2)	1(K3)
3	CLO 3	Up to K3	2	K1 & K2	1	K2	2(K3&K3)	1(K3)
4	CLO 4	Up to K4	2	K1 & K2	1	K2	2(K4&K4)	1(K4)
5	CLO 5	Up to K3	2	K1 & K2	1	K2	2(K3&K3)	1(K3)
No. of Questions to be asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
<b>Total Marks for each section</b>			<b>10</b>		<b>10</b>		<b>25</b>	<b>30</b>

**Distribution of Section-Wise Marks with K Levels**

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (No Choice)	Section D (No Choice)	Total Marks	% of Marks (without choice)	Consolidated
K1	5	4	10	-	19	15.83	42
K2	5	6	10	10	31	25.83	
K3	-	-	20	30	50	41.67	42
K4	-	-	10	10	20	16.67	16
<b>Total Marks</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100.00</b>	<b>100</b>

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RE-ACCREDITED (3<sup>rd</sup> Cycle) WITH “A” GRADE BY NAAC

**PROGRAMME : B.A., Economics**

**COURSE CODE : 20U3VMC6**

**COURSE TITLE : Mathematical Methods-I QN.NO : 10508**

**TIME : 3 Hours**

**MAX.MARKS : 75**

**Course Objectives**

- To understand the fundamentals of elementary Mathematical tools.
- To prepare for appearing various competitive examinations.
- To apply them in higher studies.

Unit	Course Content	Hours	K-Level	CLO
I	<b>Introduction to Basic Mathematics</b> Uses of Mathematical Methods in Economics – Function and their Graphical Representations: Linear Function – Quadratic function – Cubic function – Power function.	12	2	1
II	<b>Equations</b> Solving equations in one Variable: Linear Equation – Quadratic Equations – Cubic Equations – Simultaneous Linear Equations in Two Variables (solving by factorization and formula method) and Three Variables.	12	3	2
III	<b>Set Theory</b> Meaning – Definition – Types of Set – De Morgan’s Law – Venn Diagram – Cartesian product (simple problems).	12	3	3
IV	<b>Analytical Geometry</b> Introduction – Distance between two points – Midpoint – Intercept form – Point slope form – Point of intersection of two straight lines – Perpendicular straight lines – Parallel straight lines.	12	4	4
V	<b>Binomial Theorem</b> Binomial Expression – Binomial Theorem for any positive Integral Index ‘n’ – Middle Term in Expansion.	12	3	5

**Books for Study**

1. Bose, D. “**An Introduction to Mathematical Economics**”, 2000, Himalaya Publishing House, New Delhi
2. Chilang, A.C., “**Fundamental Methods in Mathematical Economics**”, 1984, McGraw Hill, New Delhi.
3. Monga, C. S., “ **Mathematics and Statistics for Economics**”, 2001, Sangam Books Limited.

**Books for Reference**

1. Agarwal, D. R. “**Mathematics for Economists**”, 2001, Vrinda Publications Pvt. Ltd, Delhi.
2. Sundaresan V. and Jeyaseelan S.D. “**An Introduction to Business Mathematics**”, 1993, S. Chand and Company Limited, New Delhi.
3. Vittal, P.R. “**Business Mathematics**”, 2003, Margham Publication, Chennai.
4. Mehta, B. C. and Madnani, G. M. K., “**Mathematics for Economists**”, 2001, Sultan Chand & Sons, New Delhi.
5. Aggarwal, S. C., Rana, R. K. and Gupta, Leena, “**Mathematics for Economists**”, 2020, V. K. Global Publications Private Limited, Haryana.

**Web Resources**

1. Michael Kelein, “**Mathematical Methods for Economics**”, [www.amazon.in/ Mathematical-Methods-Economics-Addison-Wesley/dp/0201726262](http://www.amazon.in/Mathematical-Methods-Economics-Addison-Wesley/dp/0201726262).
2. Mike Rosser, “**Basic Mathematics for Economists**”, <http://www.railassociation.ir/Download/Article/Books/Basic%20Mathematics%20for%20Economists.pdf>
3. Hemanta Saikia, “**Mathematical Economics**”, <https://www.amazon.in/Mathematical-Economics-Hemanta-Saikia-ebook/dp/B015GSF95G>

### Rationale for Nature of the Course

Economics is basically quantitative and involves relationships among variables. Thus, it necessitates as well as facilitates the use of mathematics in Economics. The use of mathematics helps in

systematic understanding of the relationships and in derivation of certain results which would either be impossible through verbal logic or would involve clumsy, complex and circular process.

### Activities having direct bearing on Skill Development / Employability / Entrepreneurship

- Quantitative reasoning
- Construct logical arguments
- Problem solving

### Pedagogy

Chalk and Talk, Peer Teaching and Learning, ICT enabled teaching aids.

### LESSON PLAN

Units	Topics	Allotted Hours	Mode
I	Uses of Mathematical Methods in Economics	3	Chalk and Talk, PPT and Quiz
	Function and their Graphical Representations Linear Function, Quadratic function, Cubic function and Power function	9	
II	Solving equations in one Variable	3	Chalk and Talk, PPT and Quiz
	Linear Equation, Quadratic Equations & Cubic Equations Simultaneous Linear Equations in Two Variables (solving by factorization and formula method) and Three Variables.	9	
III	Meaning and Definition	1	Chalk and Talk, PPT and Quiz
	Types of Set	3	
	De Morgan's Law-Venn Diagram	4	
	Cartesian product (simple problems)	4	
IV	Introduction and Distance between two points	2	Chalk and Talk and Quiz
	Midpoint and Intercept form	2	
	point slope form-point of intersection of two straight lines	4	
	Perpendicular straight lines and parallel straight lines.	4	
V	Binomial Expression	2	Chalk and Talk, Quiz and Assignment
	Binomial Theorem for any positive Integral Index 'n'	5	
	Middle Term in Expansion.	5	

### Course Learning Outcomes

On successful completion of the course, the student will be able to:

S. No.	Course Learning Outcomes	Knowledge Level
CLO1	Trace the mathematical methods used in Economics	Up to K2
CLO2	Solving equations with one and more than one variable.	Up to K3
CLO3	Identify the various types of set and De Morgan's Law	Up to K3
CLO4	Examine the slope and intercept	Up to K4
CLO5	Apply the Binomial Theorem	Up to K3

### Mapping of Course Learning Outcomes (CLO's) with Programme Outcomes (PO's)

	PO 1	PO 2	PO 3	PO 4	PO 5
CLO 1	3	3	2	-	-
CLO 2	3	3	3	-	2
CLO 3	3	3	3	-	1
CLO 4	3	3	3	1	1
CLO 5	3	3	3	1	1

3 – Advance Application; 2 – Intermediate Level; 1 – Basic Level

**Learning Outcome Based Education & Assessment (LOBE)**  
**Formative Exam – Blue Print (CIA I & II)**  
**Articulation Mapping - K Levels with Courses Learning Outcomes (CLOs)**

Internal	CLOs	K- Level	Section A		Section B		Section - C (Either/or Choice)	Section - D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K- Level	No. of Questions	K- Level		
<b>CIA I</b>	CLO 1	Up to K2	2	K1& K2	1	K1	2 (K1&K1)	1(K2)
	CLO 2	Up to K3	2	K1& K2	2	K2	2 (K3&K3)	2(K2&K3)
<b>CIA II</b>	CLO 3	Up to K3	2	K1& K2	1	K1	2 (K2&K2)	2(K3)
	CLO 4	Up to K4	2	K1& K2	2	K2	2 (K3&K3)	1(K3&K4)
Question Pattern (CIA I & II)	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		<b>4</b>		<b>6</b>		<b>10</b>	<b>20</b>

- CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Distribution of Section-wise Marks with K Levels \***

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated %
K1	2	2	10	-	14	23.33	<b>67</b>
K2	2	4	-	20	26	43.33	
K3	-	-	10	10	20	33.33	<b>33</b>
K4	-	-	-	-	-	-	-
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated
K1	2	2	-	-	4	6.67	<b>33</b>
K2	2	4	10	-	16	26.67	
K3	-	-	10	20	30	50.00	<b>50</b>
K4	-	-	-	10	10	16.67	<b>17</b>
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

**Articulation Mapping – K Levels with Courses Learning Outcomes (CLOs)**

Units	CLOs	K-Level	Section – A		Section – B		Section – C (Either / or Choice)	Section – D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K-Level	No. of Questions	K-Level		
1	CLO 1	Up to K2	2	K1 & K2	1	K1	2(K1&K1)	1(K2)
2	CLO 2	Up to K3	2	K1 & K2	1	K1	2(K3&K3)	1(K3)
3	CLO 3	Up to K3	2	K1 & K2	1	K2	2(K3&K3)	1(K3)
4	CLO 4	Up to K4	2	K1 & K2	1	K2	2(K4&K4)	1(K4)
5	CLO 5	Up to K3	2	K1 & K2	1	K2	2(K2&K2)	1(K3)
No. of Questions to be asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
<b>Total Marks for each section</b>			<b>10</b>		<b>10</b>		<b>25</b>	<b>30</b>

**Distribution of Section-Wise Marks with K Levels**

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (No Choice)	Section D (No Choice)	Total Marks	% of Marks (without choice)	Consolidated
K1	5	4	10	-	19	15.83	42
K2	5	6	10	10	31	25.83	
K3	-	-	20	30	50	41.67	42
K4	-	-	10	10	20	16.77	16
<b>Total Marks</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100.00</b>	<b>100</b>

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RE-ACCREDITED (3<sup>rd</sup> Cycle) WITH “A” GRADE BY NAAC

**PROGRAMME : B.A., Economics**

**COURSE CODE : 20U3VSM1**

**COURSE TITLE : Economics of Tourism**

**QN.NO : 10509**

**TIME : 3 Hours**

**MAX.MARKS :75**

**Course Objectives**

- To understand tourism practices
- To obtain knowledge and skills about important tourist places in Tamil Nadu and India
- To identify the selective tourist spots in and around Madurai

Unit	Course Content	Hours	K-Level	CLO
I	<b><u>Introduction</u></b> Meaning and Definitions – Importance of Tourism – Tourists and classification of tourist – International and domestic tourism – Medical Tourism – Socio-economic Merits of tourism – Demerits of tourism.	6	2	1
II	<b><u>Tourism Marketing</u></b> Tourism marketing – Features – Tourist product – Market segmentation – Market research – Market advertisement.	6	3	2
III	<b><u>Tourism Transport</u></b> Tourism transport – Functions – Classifications – Holiday-inns – Tourist Guides – Travel Documents – Travel Agents and their functions.	6	3	3
IV	<b><u>Tourism Development</u></b> India Tourism Development Corporation – Tamil Nadu Tourism Development Corporation – Tamil Nadu Tourism Policy.	6	3	4
V	<b><u>Local Tourism</u></b> Selective Tourist places in and around Madurai district.	6	4	5

**Books for Study**

1. Sipra Mukhopadhyay, “**Tourism Economics**”, 2008, Ane Books India, New Delhi.
2. Vijaya Babu, K. and Jayaprakashnarayana Gade, “**Tourism in India**”, 2014, Zenon Academic Publishing House, Hyderabad.
3. Mark Anthony Camilleri, “**Travel Marketing, Tourism Economics and the Airline Products: An Introduction to Theory and Practice**”, 2018, Springer Publications, New York.

**Books for References**

1. Jha, S. M., “**Tourism Marketing**”, 2010, Himalaya Publishing House, Mumbai.
2. Bhatia, A.K., “**International Tourism Management**”, 2001, Sterling Publishers Pvt. Ltd., New Delhi.
3. Vishwanath Ghosh, “**Tourism and Travel Management**”, 2000, Vikas Publishing House, Pvt. Ltd., New Delhi.
4. Clare Inkson and Lynn Minnaert, “**Tourism Management: An Introduction**”, 2018, Sage Publications Limited, New York.
5. David, J. Telfer and Richard Sharpley, “**Tourism and Development in the Developing World**”, 2015, Routledge Publications, United Kingdom.

**Web Resources**

1. <https://www.kobo.com/us/en/ebook/tourism-economics>
2. [http://www.ebooks-for-all.com/bookmarks/list/onecat/Electronic-books+Tourism-and-travel/0/all\\_items.html](http://www.ebooks-for-all.com/bookmarks/list/onecat/Electronic-books+Tourism-and-travel/0/all_items.html)
3. <https://rmit.libguides.com/c.php?g=721838&p=5145785>

## Rationale for Nature of the Course

Tourism industry makes commercial provision of services. It became even bigger business internationally in the latter half of twentieth century. Tourism Economics arms students and industry professionals with a solid working knowledge of economic concepts and analytical techniques as they apply to tourism.

### Activities having direct bearing on Skill Development / Employability / Entrepreneurship

- Initiative
- Planning and organizing
- Problem Solving

### Pedagogy

Chalk and Talk, Peer Teaching and Learning, ICT enabled teaching aids.

## LESSON PLAN

Units	Topics	Allotted Hours	Mode
I	Meaning, Definitions and Importance of Tourism	2	Chalk and Talk, PPT and Quiz
	Tourists and classification of tourist	2	
	International and domestic tourism – Medical Tourism		
	Socio-economic Merits of tourism and Demerits of tourism.	2	
II	Tourism marketing: Meaning and Features	2	Chalk and Talk, PPT and Quiz
	Tourist product, Market segmentation, Market research and Market advertisement.	4	
III	Tourism transport: Functions & Classifications – Holiday-inns Tourist	4	Chalk and Talk, PPT and Quiz
	Guides – Travel Documents	2	
	Travel Agents and their functions		
IV	India Tourism Development Corporation	2	Chalk and Talk and Quiz
	Tamil Nadu Tourism Development Corporation	2	
	Tamil Nadu Tourism Policy.	2	
V	Selective Tourist places in and around Madurai district	6	Chalk and Talk, Quiz and Assignment

### Course Learning Outcomes

On successful completion of the course, the student will be able to:

S. No.	Course Learning Outcomes	Knowledge Level
CLO1	Explain the Merits and Demerits of Tourism	Up to K2
CLO2	Identify the various concepts in tourism marketing	Up to K3
CLO3	Find the functions of travel agents	Up to K3
CLO4	Estimate the Tourism Corporations and Tourist Policies	Up to K3
CLO5	Focus on Tourist places in and around Madurai district	Up to K4

### Mapping of Course Learning Outcomes (CLO's) with Programme Outcomes (PO's)

	PO 1	PO 2	PO 3	PO 4	PO 5
CLO 1	3	1	3	2	2
CLO 2	3	3	2	3	2
CLO 3	3	3	3	3	1
CLO 4	3	3	2	3	2
CLO 5	3	3	3	3	2

3 – Advance Application; 2 – Intermediate Level; 1 – Basic Level

**Learning Outcome Based Education & Assessment (LOBE)**  
**Formative Exam – Blue Print (CIA I & II)**  
**Articulation Mapping - K Levels with Course Learning Outcomes (CLOs)**

Internal	CLOs	K- Level	Section – A		Section – B		Section - C (Either/or Choice)	Section - D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K- Level	No. of Questions	K- Level		
CIA I	CLO 1	Up to K2	2	K1& K2	1	K1	2 (K2&K2)	1(K2)
	CLO 2	Up to K3	2	K1& K2	2	K2	2 (K2&K2)	2(K2&K3)
CIA II	CLO 3	Up to K2	2	K1& K2	1	K1	2 (K2&K2)	2(K2)
	CLO 4	Up to K3	2	K1& K2	2	K2	2 (K3&K3)	1(K2&K3)
Question Pattern (CIA I & II)	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		4		6		10	20

- CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Distribution of Section-wise Marks with K Levels \***

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated %
K1	2	2	-	-	4	6.67	83
K2	2	4	20	20	46	76.67	
K3	-	-	-	10	10	16.67	17
K4	-	-	-	-	-	-	-
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated
K1	2	2	-	-	4	6.67	67
K2	2	4	10	20	36	60.00	
K3	-	-	10	10	20	33.33	33
K4	-	-	-	-	-	-	-
<b>Total Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100.00</b>	<b>100%</b>

**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

Units	CLOs	K-Level	Section – A		Section – B		Section – C (Either / or Choice)	Section – D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K-Level	No. of Questions	K-Level		
1	CLO 1	Up to K2	2	K1 & K2	1	K1	2(K1&K1)	1(K2)
2	CLO 2	Up to K3	2	K1 & K2	1	K1	2(K2&K2)	1(K3)
3	CLO 3	Up to K3	2	K1 & K2	1	K2	2(K3&K3)	1(K3)
4	CLO 4	Up to K3	2	K1 & K2	1	K2	2(K3&K3)	1(K3)
5	CLO 5	Up to K4	2	K1 & K2	1	K2	2(K4&K4)	1(K4)
No. of Questions to be asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
<b>Total Marks for each section</b>			<b>10</b>		<b>10</b>		<b>25</b>	<b>30</b>

**Distribution of Section-Wise Marks with K Levels**

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (No Choice)	Section D (No Choice)	Total Marks	% of Marks (without choice)	Consolidated
K1	5	4	10	-	19	15.83	42
K2	5	6	10	10	61	25.83	
K3	-	-	20	30	50	41.67	42
K4	-	-	10	10	20	16.77	16
<b>Total Marks</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100.00</b>	<b>100</b>

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**THE MADURA COLLEGE (Autonomous), MADURAI – 625 011**  
(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY)  
RE-ACCREDITED (3<sup>rd</sup> Cycle) WITH “A” GRADE BY NAAC

**PROGRAMME : B.A., Economics**  
**COURSE TITLE : Financial and Management**  
**Accounting**

**COURSE CODE : 20U3VAC3**  
**QN.NO : 10510**

**TIME : 3 Hours**

**MAX.MARKS :75**

<b>Course Objectives</b>				
<ul style="list-style-type: none"><li>To understand the basic concepts of accounting system</li><li>To familiarize the concept of journal entries and preparation of subsidiary books</li><li>To gain working knowledge on preparation of Ledger accounts and Trial Balance</li><li>To prepare Trading and Profit &amp; Loss Account</li><li>To understand concept of Financial Statement and prepare Balance Sheet</li></ul>				
<b>Unit</b>	<b>Course Contents</b>	<b>Hours</b>	<b>K level</b>	<b>CLO</b>
<b>I</b>	<b>Introduction to Accounting, Journal &amp; Subsidiary Books</b> Meaning – Definition – Features of Good Accounting System - Principles of Accounting – Concepts and Conventions – Book keeping – Importance – Golden Rules of Accounting – Journal – Meaning – Journal Entries. Subsidiary Books – Meaning - Benefits of Subsidiary Book System – Types - Purchase & Sales Book - Purchase Return & Sales Return Book-Bills Receivable & Bills Payable Book- Cash Book – Simple Cash Book-Two Column Cash Book-Triple Column Cash Book - Imprest system of Petty Cash Book.	18	Up to K2	CLO 1
<b>II</b>	<b>Ledger and Trail Balance</b> Ledger – Meaning – Distinction between Journal and Ledger - Posting from journal to Ledger- Balancing of Ledger Accounts. Trail Balance - Meaning – Objectives of preparing Trial Balance - Methods of Preparation of Trial Balance - Balance and unbalance method – Rectification of Errors	18	Up to K3	CLO 2
<b>III</b>	<b>Final Accounts for Sole Traders</b> Final Accounts - Meaning – Manufacturing Account - Features - Preparation of Trading Account - Preparation Profit & Loss Account with simple adjustments – Preparation of Balance sheet with simple adjustments	18	Up to K3	CLO 3
<b>IV</b>	<b>Preparation of Cost sheets</b> Introduction of costing – Objectives of Cost – Classification of Cost - Cost sheet – Meaning – format of Cost sheet – Preparation of Cost sheet - Elements of Cost (Simple problems).	18	Up to K4	CLO 4
<b>V</b>	<b>Marginal Costing</b> Introduction - Cost Volume Profit analysis – Profit Volume ratio – Break even analysis –Margin of Safety(Simple problems)	18	Up to K3	CLO 5

**Note:** The Questions should be asked in the ratio of 80 % for Problem and 20% Theory.

*\*Syllabus for the course on ‘Financial and Management Accounting’ passed by the Board of Studies of Department of Commerce.*

### Books for Study

1. Dr. Shazuli Ibrahim, *Financial Accounting – I*, PASS Publications, Madurai.
2. S.P. Jain & K.L Narang, *Cost Accounting*, Kalyani Publishers, Ludhiana.
3. Murthy A. & S. Gurusamy, *Management Accounting*, Vijay Nicole Imprints Private Limited, Chennai.

### Books for Reference

1. S.P. Jain & K.L Narang, “*Advanced Accountancy*” Vol-I, Nineteenth Edition, 2015, Kalyani Publishers, Mumbai.
2. R.L. Gupta & M. Radhaswamy, “*Advanced Accountancy*” Vol-I, 2015, Sultan Chand & Sons, New Delhi.
3. Nellai Kannan C, “*Tally*”, 2004, Nels Publications.
4. Shraddha Singh & Navneet Mehra, “*Tally.ERP 9- Power of Simplicity*”, 2014, ITC Publication.

### Web Resources

1. <https://byjus.com/commerce/class-11-accountancy-chapter-1-introduction-to-accounting/>
2. <https://www.accountingtools.com/articles/what-is-a-ledger-account.html>
3. [https://www.investopedia.com/terms/t/trial\\_balance.asp](https://www.investopedia.com/terms/t/trial_balance.asp)
4. <https://byjus.com/commerce/final-accounts/>
5. <https://www.zoho.com/books/guides/cost-sheet.html#:~:text=A%20cost%20sheet%20document%20can,just%20before%20the%20production%20begins.>
6. <https://kfknowledgebank.kaplan.co.uk/management-accounting/costing/tac-v-mc#:~:text=Marginal%20costing%20is%20the%20accounting,as%20costs%20of%20the%20product.>

**Pedagogy:** Chalk & Talk, Assignments, PPTs, & Case studies

**Rationale for Nature of the Course:** Can get comprehensive knowledge in Accounting to pursue higher studies.

### Activities to be given

1. Prepare comprehensive problems in Financial Accounting, Cost Accounting and Management Accounting under various situations
2. Assignment on Preparation of Trading and Profit & Loss Account.

### LESSON PLAN

Unit	Course Contents	Hrs	Mode of Teaching
I	<b>Introduction to Accounting, Journal &amp; Subsidiary Books</b> Meaning – Definition – Features of Good Accounting System - Principles of Accounting – Concepts and Conventions – Book keeping – Importance – Golden Rules of Accounting – Journal – Meaning – Journal Entries.	9	Chalk and Talk Exercise Quiz
	Subsidiary Books – Meaning - Benefits of Subsidiary Book System – Types - Purchase & Sales Book - Purchase Return & Sales Return Book-Bills Receivable & Bills Payable Book- Cash Book – Simple Cash Book-Two Column Cash Book-Triple Column Cash Book - Imprest system of Petty Cash Book.	9	
II	<b>Ledger and Trail Balance</b> Ledger – Meaning – Distinction between Journal and Ledger - Posting from journal to Ledger- Balancing of Ledger Accounts.	9	Chalk and Talk Exercise Quiz
	Trail Balance - Meaning – Objectives of preparing Trial Balance - Methods of Preparation of Trial Balance - Balance and unbalance method – Rectification of Errors	9	

<b>III</b>	<b>Final Accounts for Sole Traders</b> Final Accounts - Meaning – Manufacturing Account - Features - Preparation of Trading Account - Preparation Profit & Loss Account with simple adjustments	9	Chalk and Talk Exercise Quiz
	Preparation of Balance sheet with simple adjustments	9	
<b>IV</b>	<b>Preparation of Cost sheets</b> Introduction of costing – Objectives of Cost – Classification of Cost - Cost sheet – Meaning – format of Cost sheet	9	Chalk and Talk Exercise Quiz
	Preparation of Cost sheet - Elements of Cost (Simple problems).	9	
<b>V</b>	<b>Marginal Costing</b> Introduction - Cost Volume Profit analysis – Profit Volume ratio –	9	Chalk and Talk Exercise Quiz Assignment
	Break even analysis –Margin of Safety(Simple problems)		

### Course Learning Outcomes

CLOs	On completion of the course, the students should be able to	K- Level
CLO 1	Describe the principles of Accounting, journal and Subsidiary Books	Up to K2
CLO 2	Prepare the ledger and trail balance under various transactions	Up to K3
CLO 3	Prepare Trading, Profit & Loss Account and Balance Sheet	Up to K3
CLO 4	Analyze the cost sheet	Up to K4
CLO 5	Find the profit volume ratio, break even point and margin of safety	Up to K3

### Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

(CLOs)	Programme Outcomes (with Graduate Attributes)					
	PO 1 (Knowledge Base)	PO 2 (Problem Analysis & Investigation)	PO 3 (Communication Skills & Design)	PO 4 (Individual and Team Work)	PO 5 (Professionalism Ethics and equity)	PO 6 (Life Long Learning)
CLO 1	2	2	2	2	2	2
CLO 2	2	2	2	2	2	2
CLO 3	2	2	2	2	2	2
CLO 4	2	2	2	2	2	2
CLO 5	2	3	2	2	2	2

3- Advance Application      2- Intermediate Level      1- Basic Level

### Formative Examination- Blue Print

#### Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)

CIA	CLOs	K- Level	Section A MCQ	Section B Short Answers	Section C (Either/Or Choice)	Section D (Open Choice)
I	CLO 1	Up to K2	2 (K1& K2)	1 (K1)	2 (K2&K2)	2(K2 & K2)
	CLO 2	Up to K3	2 (K1& K2)	2 (K2)	2 (K2&K2)	1(K3)
II	CLO 3	Up to K3	2 (K1& K2)	2 (K2)	2 (K2&K2)	1(K3)
	CLO 4	Up to K4	2 (K1& K2)	1 (K2)	2 (K3&K3)	2(K4 & K4)
No. of Questions to be asked			4	3	4	3
No. of Questions to be answered			4	3	2	2
Marks for each question			1	2	5	10
<b>Total Marks for each section</b>			<b>4</b>	<b>6</b>	<b>10</b>	<b>20</b>

**Distribution of Marks with K Level for CIA I & CIA II**

CIA	K Levels	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated
I	K1	2	2	-	--	4	6.67	67%
	K2	2	4	10	20	36	60.0	
	K3	-	-	10	10	20	33.33	33%
	<b>Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100</b>	<b>100%</b>
II	K1	2	-	-	--	2	3.34	34%
	K2	2	6	10	--	18	30.00	
	K3	-	-	10	10	20	33.33	33%
	K4	-	-	-	20	20	33.33	33%
	<b>Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>30</b>	<b>60</b>	<b>100</b>	<b>100%</b>

CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Summative Examination -Blue Print**

**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

Units	CLOs	K- Level	Section A (MCQs)	Section B (Short Answers)	Section C (Either/Or Choice)	Section D (Open Choice)
1	CLO 1	Up to K2	2 (K1&K2)	1 (K1)	2 (K1&K1)	1(K2)
2	CLO 2	Up to K3	2 (K1&K2)	1 (K1)	2 (K2&K2)	1(K3)
3	CLO 3	Up to K3	2 (K1&K2)	1 (K2)	2 (K3&K3)	1(K3)
4	CLO 4	Up to K4	2 (K1&K2)	1 (K2)	2 (K4&K4)	1(K4)
5	CLO 5	Up to K3	2 (K1&K2)	1 (K2)	2 (K3&K3)	1(K3)
No. of Questions to be asked			10	5	10	5
No. of Questions to be answered			10	5	5	3
Marks for each question			1	2	5	10
<b>Total Marks for each Section</b>			<b>10</b>	<b>10</b>	<b>25</b>	<b>30</b>

**Distribution of Marks with K Level for Summative Examination**

K Levels	Section A (MCQs)	Section B (Short Answers)	Section C (Either/Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated
K1	5	4	10	-	19	15.83	42%
K2	5	6	10	10	31	25.83	
K3	-	-	20	30	50	41.67	42%
K4	-	-	10	10	20	16.67	16%
<b>Total</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100</b>	<b>100%</b>

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

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**THE MADURA COLLEGE (Autonomous), MADURAI – 625 011**  
**(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY)**  
**RE-ACCREDITED (3<sup>rd</sup> Cycle) WITH “A” GRADE BY NAAC**

**PROGRAMME : B.A., Economics**  
**COURSE TITLE : Elements of Economics**  
**TIME : 3 Hours**

**COURSE CODE : 20U3VNM1**  
**QN.NO : 10511**  
**MAX.MARKS :75**

Course Objectives	
➤	To understand the basic definitions and branches of economics
➤	To understand the concept of economics
➤	To assess the national income and its measurement

Unit	Course Content	Hours	K-Level	CLO
I	<b>Introduction to Economics</b> Meaning of Economics – Definitions of Economics: Wealth – Welfare – Scarcity and Growth – Scope of Economics – Branches of economics.	6	K2	1
II	<b>Demand</b> Concept of Demand – Types of Demand – Law of demand – Determinants of Demand – Elasticity of Demand – Consumer’s surplus	6	K2	2
III	<b>Supply</b> Concept of Supply – Supply Function – Law of Supply – Determinants of Supply – Factors of Production and their features.	6	K2	3
IV	<b>National Income</b> National income concepts – GNP – NNP – GDP – DI – PI – Methods of Measurement – Uses of National Income Data.	6	K2	4
V	<b>Inflation</b> Meaning of Inflation – Types of Inflation – Causes of Inflation – Effects and Control of Inflation – Meaning of Deflation.	6	K2	5

**Books for Study**

1. Bose, D. and Marimuthu, A., “**An Introduction to Micro Economics**”, 2002, Himalaya Publishing House, Mumbai.
2. Jhingan, M.L., “**Principles of Economics**”, 2005, Vrinda Publication (P) Ltd, New Delhi.
3. Srinivasan, N. “**General Economics**”, 2015, Meenakshi Pathippagam, Madurai.

**Books for Reference**

1. Seth, M.L., “**Principles of Economics**”, 2002, Lakshmi Narain Agarwal Educational Publishers, Agra.
2. Maria John Kennedy, M., “**Macro Economic Theory**”, 2014, PHI Learning Pvt. Ltd., New Delhi.
3. Agarwal, S. K., “**General Economics**”, 2018, S. Chand and Company Limited, New Delhi.
4. Aryamala, T. “**Business Economics**”, 2013, Vijay Nicole Imprints Private Limited, Chennai.
5. Dharmaraj, E. “**Business Economics**”, 2005, Scitech Publications (India) Pvt. Ltd., Chennai.

**Web Resources**

1. <https://www.wallstreetmajo.com>
2. <https://www.quora.com>
3. <https://www.free-ebooks.net/economy/Principles-of-Economics>

**Rationale for Nature of the Course**

Economics deals with problems and questions that affect almost all kinds of individuals in their capacities as consumers and producers; an adequate knowledge of the science of economics is a prerequisite for understanding their economy and its various components.

## Activities having direct bearing on Skill Development / Employability / Entrepreneurship

- Focus on real life
- Better solutions to solve economic problems.
- Discussions related to market works

### Pedagogy

Chalk and Talk, Peer Teaching and Learning, ICT enabled teaching aids.

### LESSON PLAN

Units	Topics	Allotted Hours	Mode
I	Meaning of Economics and Definitions of Economics: Wealth – Welfare – Scarcity and Growth	2	Chalk and Talk, PPT and Quiz
	Scope of Economics	2	
	Branches of economics	2	
II	Concept of Demand and Types of Demand	2	Chalk and Talk, PPT and Quiz
	Law of demand – Determinants of Demand and Consumer's surplus.	4	
III	Concept of Supply and Supply Function	2	Chalk and Talk, PPT and Quiz
	Law of Supply and Determinants of Supply	2	
	Factors of Production and their features	2	
IV	National income concepts: GNP – NNP – GDP – DI – PI	2	Chalk and Talk, and Quiz
	Methods of Measurement	2	
	Uses of National Income Data	2	
V	Meaning of Inflation and Types of Inflation	2	Chalk and Talk, Quiz and Assignment
	Causes of Inflation – Effects and Control of Inflation	3	
	Meaning of Deflation	1	

### Course Learning Outcomes

On successful completion of the course, the student will be able to:

S. No.	Course Learning Outcomes	Knowledge Level
CLO1	Explain the scope and branches of Economics	Up to K2
CLO2	Discuss the determinants of demand and Consumer's Surplus	Up to K2
CLO3	Classify the factors of production and their features	Up to K2
CLO4	Outline the various concepts of National Income and its measurement	Up to K2
CLO5	Indicate the Causes and Effects of Inflation	Up to K2

### Mapping of Course Learning Outcomes (CLO's) with Programme Outcomes (PO's)

	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CLO 1</b>	3	3	3	2	-
<b>CLO 2</b>	3	3	3	3	1
<b>CLO 3</b>	3	3	3	3	2
<b>CLO 4</b>	3	3	3	3	2
<b>CLO 5</b>	3	3	3	3	1

3 – Advance Application; 2 – Intermediate Level; 1 – Basic Level

### Learning Outcome Based Education & Assessment (LOBE)

#### Formative Exam – Blue Print (CIA I & II)

#### Articulation Mapping - K Levels with Courses Learning Outcomes (CLOs)

CLOs	K- Level	Section – A		Section – B		Section – C	
		Short Answers		(Either/or Choice)		(Open Choice)	
		No. of Questions	K- Level	No. of Questions	K- Level	No. of Questions	K- Level
CLO x	Up to K2	1	K1	1	K2/K2	1	K1
CLO y	Up to K2	2	K1	1	K2/K2	2	K1
No. of Questions to be asked		3		2		3	

No. of Questions to be answered	3		2		2	
Marks for each question	2		7		10	
Total Marks for each section	<b>6</b>		<b>14</b>		<b>20</b>	

- CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

#### Distribution of Section-wise Marks with K Levels (CIA I & II)

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice	Consolidated %
K1	6	-	30	-	<b>36</b>	56.25	<b>100</b>
K2	-	28	-	-	<b>28</b>	43.75	
K3	-	-	-	-	-	-	-
K4	-	-	-	-	-	-	-
<b>Total Marks</b>	<b>6</b>	<b>28</b>	<b>30</b>	<b>-</b>	<b>64</b>	<b>100.00</b>	<b>100%</b>

#### Articulation Mapping – K Levels with Courses Learning Outcomes (CLOs)

Units	CLOs	K-Level	Section – A		Section – B		Section – C	
			Short Answers		(Either / or Choice)		(Open Choice)	
			No. of Questions	K-Level	No. of Questions	K-Level	No. of Questions	K-Level
1	CLO 1	Up to K2	1	K1	1	K2/K2	1	K1
2	CLO 2	Up to K2	1	K1	1	K2/K2	1	K1
3	CLO 3	Up to K2	1	K1	1	K2/K2	1	K1
4	CLO 4	Up to K2	1	K1	1	K2/K2	1	K1
5	CLO 5	Up to K2	1	K1	1	K2/K2	1	K1
No. of Questions to be asked			5		5		5	
No. of Questions to be answered			5		5		3	
Marks for each question			2		7		10	
<b>Total Marks for each section</b>			<b>10</b>		<b>35</b>		<b>30</b>	

#### Distribution of Section-Wise Marks with K Levels

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (No Choice)	Section D (No Choice)	Total Marks	% of Marks (without choice)	Consolidated
K1	10	-	50	-	60	46.15	100
K2	-	70	-	-	70	53.85	
K3	-	-	-	-	-	-	-
K4	-	-	-	-	-	-	-
<b>Total Marks</b>	<b>10</b>	<b>35</b>	<b>50</b>	<b>-</b>	<b>130</b>	<b>100.00</b>	<b>100</b>

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