

**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
(AUTONOMOUS)**

(Affiliated to Bharathidasan University)

(Accredited with "A" Grade by NAAC; An ISO 9001:2015 Certified Institution)

SUNDARAKKOTTAI, MANNARGUDI - 614016.

TAMILNADU, INDIA.



B.A., ECONOMICS COURSE STRUCTURE UNDER CBCS

(For the candidates admitted in the academic year 2021 – 2022)

Eligibility: A Pass in H.Sc. with a minimum aggregate score of 50% from a recognized board of education such as CBSE, State Board or equivalent.

Sem.	Part	Nature of the Course	Course Code	Title of the Course	Inst. Hours/Week	Credit	Exam Hours	Marks		
								CIA	ESE	Total
I	I	Language Course(LC) –I– Tamil */Other Languages ** #	21LC101	Ikkala Ilakkiyam	6	3	3	25	75	100
	II	English Language Course(ELC) - I	21ELC101	Language through Literature I (Prose and Communication Skills)	6	3	3	25	75	100
	III	Core Course (CC)-I	21EC101	Micro Economics - I	6	5	3	25	75	100
			21EC102	Tamil Nadu Economy	6	5	3	25	75	100
			21AEC101	Principles of Commerce	4	3	3	25	75	100
	IV	Value Education	18UGVED	Value Education	2	2	3	25	75	100
	TOTAL				30	21	-	-	-	600
II	I	Language Course(LC) –II– Tamil */Other Languages ** #	21LC201	Idaikkala Ilakkiyamum Puthinamum	6	3	3	25	75	100
	II	English Language Course(ELC) - II	21ELC201	Language through Literature II (Poetry and Communication Skills)	6	3	3	25	75	100
	III	Core Course (CC) - III	21EC203	Micro Economics - II	6	5	3	25	75	100
			21EC204	Indian Economic Development	6	5	3	25	75	100
			21AEC202	Marketing Management	4	3	3	25	75	100
	IV	Environmental Studies	19UGCES	Environmental Studies	2	2	3	25	75	100
	TOTAL				30	21	-	-	-	600
III	I	Language Course(LC) –III– Tamil */Other Languages ** #		-	6	3	3	25	75	100
	II	English Language Course(ELC) - III		-	6	3	3	25	75	100
	III	Core Course (CC) - V		-	6	5	3	25	75	100
				-	6	5	3	25	75	100
				-	4	3	3	25	75	100
	IV	Non-Major Elective (NME) – I – for those who studied Tamil under Part-I a) Basic Tamil for other Language students b)Special Tamil those who studied Tamil upto 10 th +2 but option for other Languages in Degree Programme		-	2	2	3	25	75	100
	TOTAL				30	21	--	--	--	600
Sem.	Part	Nature of the Course	Course Code	Title of the Course	Inst. Hours/Week	Credit	Exam Hours	Marks		
								CIA	ESE	Total
IV	I	Language Course(LC) –IV– Tamil */Other Languages ** #		-	6	3	3	25	75	100
	II	English Language Course (ELC) - IV		-	6	3	3	25	75	100
	III	Core Course (CC) - VII		-	5	5	3	25	75	100
				-	5	5	3	25	75	100
				-	4	3	3	25	75	100
	IV	Non Major Elective (NME) – II – for those who studied Tamil under Part-II. a) Basic Tamil for other		-	2	2	3	25	75	100

		Language students	Subject	No. of Courses	Total Credits						
		b)Special Tamil students who studied Tamil upto 10 th - 12 th bit option for other Languages in Degree Programme	Skill Based Elective	4	12						
			Extension Courses	16	75						
			Skill Based Elective (SBE)	40	2120	2	2	3	25	75	100
			TOTAL		30	23			--	--	700
V	III		Core Course (CC) - IX	-	5	5	3	25	75	100	
			Core Course (CC) - X	-	5	5	3	25	75	100	
			Core Course (CC) - XI	-	5	5	3	25	75	100	
			Core Course (CC) - XII	-	5	5	3	25	75	100	
			Major Based Elective (MBE) – I	-	4	3	3	25	75	100	
	IV		Skill Based Elective (SBE) - II	-	2	2	3	25	75	100	
			Skill Based Elective (SBE) - III	-	2	2	3	25	75	100	
			Soft skills development	-	2	2	3	25	75	100	
		TOTAL		30	29	--	--	--	800		
VI	III		Core Course (CC) -XIII	-	6	5	3	25	75	100	
			Core Course (CC) -XIV	-	6	5	3	25	75	100	
			Core Course (CC) -XV	-	6	5	3	25	75	100	
			Major Based Elective (MBE) -II	-	5	4	3	25	75	100	
	V		Core course XVI	-	6	4	-	25	75	100	
			Extension Activities	-	-	1	-	--	--	--	
			Gender Studies	-	1	1	3	25	75	100	
		TOTAL		30	25		--	--	600		
		Grand Total		180	140		--	--	3900		

CURRICULUM DESIGN
LIST OF ALLIED COURSES
ALLIED COURSE I – PRINCIPLES OF COMMERCE
ALLIED COURSE II – MARKETING MANAGEMENT

Non-Major Elective	2	4

- * For those who studied Tamil upto 10th +2 (Regular Stream);
- + Syllabus for other Languages should be on par with Tamil at degree level;
- # those who studied Tamil upto 10th +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV;
- ** Extension Activities shall be outside instruction hours.

Note:

	CIA	ESE
1. Theory	25	75
2. Separate passing minimum is prescribed for Internal and External marks		

FOR THEORY

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]
 The passing minimum for University Examinations shall be 40% out of 75 marks
 [i.e. 30 marks]

NON MAJOR ELECTIVE (NME) OFFERED BY THE DEPARTMENT

Semester	Part	Nature of the Course	Course Code	Title of the Course
III	-	NME -I	-	-
IV		NME -II	-	-

SKILL BASED ELECTIVE (SBE) OFFERED BY THE DEPARTMENT

Semester	Part	Nature of the Course	Course Code	Title of the Course
IV	-	SBE-I	-	-
V		SBE-II	-	-
V		SBE-III	-	-

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B.A., ECONOMICS

(For the candidates admitted in the academic year 2021-2022)

Question Paper Pattern

Max time: 3 Hours

Max Marks: 75

Section – A (10 x 2 = 20)
Answer all the questions
Answer in One or Two sentences each

1. }
2. } Unit I
3. }
4. } Unit II
5. }
6. } Unit III
7. }
8. } Unit IV
9. }
10. } Unit V

Section – B (5 x 5 = 25)
Answer all the questions
Each answer should not exceed 500 words

11. a (or) }
 b } Unit I
12. a (or) }
 b } Unit II
13. a (or) }
 b } Unit III
14. a (or) }
 b } Unit IV
15. a (or) }
 b } Unit V

Section – C (3 x 10 = 30)
Answer any THREE questions in 1200 words

16. Unit I
17. Unit II
18. Unit III
19. Unit IV
20. Unit V



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DEPARTMENT OF ECONOMICS
B.A. ECONOMICS

Semester: I-CC- I: MICRO ECONOMICS - I

Ins. Hrs. /Week : 6

Course Credit: 5

Course Code : 21EC101

OBJECTIVES:

- To make the students understand the decision making process of individual consumers and firms.

- To enable the students to make decisions wisely using cost-benefit analysis.
- To apply the basic theories of Economics in critical thinking and problem solving.

UNIT - I: Introduction to Micro Economics (19 Hours)

Definitions of Economics: Wealth definition, Welfare definition, Scarcity definition and Growth Definition - Methodology in Economics: Positive and Normative Economics – Static and Dynamic analysis – Deductive and Inductive methods –Definition ,Scope and importance of Micro Economics –Difference between Micro and Macro Economics.

UNIT - II: Marginal/ Cardinal Utility Analysis (20 Hours)

Utility – Cardinal and Ordinal approaches- Law of Diminishing Marginal Utility – Law of Equi-marginal utility – Demand – Demand schedule and demand curve –Individual and market demand schedule-factors influencing demand-Types of demand :Price, Income and Cross demand- Law of demand –Exceptions-Elasticity of demand -Meaning, types and methods of measuring Price Elasticity of Demand -Income Elasticity of Demand: Meaning and types - Cross elasticity of demand- Consumer’s surplus.

UNIT - III: Ordinal Utility Approach (17 Hours)

Indifference curve analysis – Assumptions-indifference schedule, indifference curve and indifference map- Consumer’s equilibrium under IC analysis -Marginal Rate of Substitution –Characteristics of Indifference curves –Income effect, Substitution effect and Price effects-Revealed Preference Theory.

UNIT - IV: Theory of Production (17 Hours)

Production: Meaning and features – Production function – Law of diminishing returns, Law of Variable Proportions - Iso-quants- Characteristics of Iso-quants -Producer’s equilibrium –Increasing, diminishing and constant returns to scale – Internal and external Economies of scale-Optimum factor combination.

UNIT - V: Cost and Revenue Analysis (17 Hours)

Cost concepts – Opportunity cost- Money Cost- Real Cost- Social Cost- Cost Function- Short- run and Long- run costs- Theories of costs –Total, fixed, variable and marginal cost – relationship between AC and MC – AR and MR – Relationship between cost and revenue curves-Equilibrium of the firm.

Total Lecture Hours - 90

COURSE OUTCOME:

1. Students understand the scope and importance of Economics
2. Students are aware of the different basic laws of marginal utility analysis
3. Students gain knowledge on consumer behaviour with the help of indifference curves
4. Knowledge on decision about production.
5. Students are able to differentiate between different types of cost & revenue.

TEXT BOOKS:

1. D.N.Dwivedi (2016), Micro Economics: Theory & Applications, Pearson Education (Singapore) Pvt ltd, Indian Branch, New Delhi
2. I.C.Dhingra&V.K.Garg (2012), Introductory Micro Economic Theory, Sultan Chand &Sons Educational Publishers, New Delhi
3. M.L. Jhingan (2014), Micro Economics, VrindaPublications P LtdLaxmi Narain Agarwal, Sanjay Palace, Agra, UP.
4. Sankaran .S (2012), Micro Economics, Magham Publications, Chennai.

5. William J. Baumol and Alan S. Blinder (2011), Micro Economics: Principles and Policy, Sanat Printers, Kundli (Haryana)

REFERENCE BOOKS:

1. Agarwal & Varma, M.M.(2018), Introductory Micro Economics ,Vishal Publishing House
2. Agarwal S.K (2011), General Economics-S.Chand& Company Ltd. New Delhi
3. A.Kotsoyiannis (2003), Modern Micro Economics ,Macmillan ,UK
4. Samuelson P.A. and W.D. Nordhaus (2019),” Economics”, Tata McGraw Hill, New Delhi.
5. Varian H.R.(2019),“Intermediate Micro Economics: A Modern Approach”, East West Press, New Delhi.
6. Mansfield E, “Micro Economics”(1988), W.W. Norton and Company New York

E RESOURCES:

1. <https://ocw.mit.edu/courses/economics/14-01-principles-of-microeconomics-fall-2018/lecture-videos>
2. <https://www.khanacademy.org/economics-finance-domain/microeconomics>
3. <https://open.umn.edu/opentextbooks>
4. <https://www.economicnetwork.ac.uk/teaching>
5. <https://mru.org/courses/principles-economics-microeconomics>

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DEPARTMENT OF ECONOMICS

B.A. ECONOMICS

Semester: I-CC- II: TAMIL NADU ECONOMY

Ins. Hrs. /Week : 6

Course Credit: 5

Course Code : 21EC102

OBJECTIVES:

- To expose the students to the basics of Tamil Nadu economy.
- To expose the students understand some important components of Tamil Nadu

economy.

- To teach the students about profile, agriculture and industrial sector of Tamil Nadu.

UNIT - I: A Profile of the Tamil Nadu Economy (17 Hours)

Tamil Nadu – Salient Features- Land Area – Distribution of occupational structure in Tamil Nadu – population of Tamil Nadu – Land use – Livestock – Forest resources – Human Resources – Infrastructure: Rural – Urban Education, Health, Banking, Power, Transport and Communication.

UNIT - II: Agricultural Development (19 Hours)

Agriculture – Land use – Cropping pattern – Principal Commodities – Irrigation – Green Revolution, Blue and White Revolution – Agricultural Marketing – Defects, remedial measures – Animal husbandry and fisheries – Agricultural Finance – Agencies – Government role – Self Help Groups and Microfinance.

UNIT - III: Industrial Development (20 Hours)

Major Industries – Automobile, leather, cotton, sugar, cement, software – MSME, Cottage industries – Ancillary industries – Handloom industries – Tamil Nadu Government's role in industrial development – Industrial Financial Institutions – TIIC, SIDCO, SIPCOT, Industrial Estate, DIC, EPZ, SPZ, SEZ (Export Processing Zone, Special Processing Zone, Special Economic Zone).

UNIT - IV: State Finance & Development Programmes (17 Hours)

State Finance – Revenue and Expenditure of the State – Tamil Nadu's Recent Budget – Poverty Alleviation Programmes in Tamil Nadu – Unemployment Problem – MGNREGS – Women Development Programmes.

UNIT - V: General Performance of the State (17 Hours)

Tourism Development in Tamil Nadu – Ports – Trade – Commerce – Role of Local bodies – Industrial sector and its role – Science & Technology – Environmental Protective measures in Tamil Nadu.

Total Lecture Hours - 90

COURSE OUTCOME:

1. The students get ability to compare Tamil Nadu infrastructure with rest of states and Country
2. Students understand the process of growth in Tamil Nadu economy
3. Students comprehend the specific economic issues pertaining to the region
4. The students know about strengths and weaknesses of Tamil Nadu's agricultural pattern and marketing.
5. The students get the knowledge of policy analysis regarding Tamil Nadu economy

TEXT BOOKS:

1. Sambandam Manickam, (2013), Perspectives on Economic Development of Tamil Nadu, Chennai.
2. Perumalsamy, S, (1985) Economic Development of Tamil Nadu, S.Chand &Co. Ltd, New Delhi.
3. Rajalakshmi, N (2009), Tamil Nadu Economy, Business Publishers, Mumbai.

4. Sankaran .S (2015), Indian Economy Problems, Policies & Development, Margham Publications, Chennai.
5. Shanmugam K.R. (2018), Growth dynamics of Tamil Nadu economy, Madras School of Economics, Chennai.

REFERENCE BOOKS:

1. Handbook of Statistics (2019), Department of Economics and Statistics, Government of Tamil Nadu.
2. Jeyaseela Stephen (2014), Primus Books, New Delhi
3. Kalaiyarasan A. and M. Vijayabaskar (2021), The Dravidian model : interpreting the political economy of Tamil Nadu, Cambridge University Press, United Kingdom
4. Leonard, A.G. (2006), Tamil Nadu Economy, Macmillan, New Delhi.
5. MIDS, Tamil Nadu Economy - Performance and Issues.

E RESOURCES:

1. <https://www.britannica.com/place/Tamil-Nadu/Economy>
2. <https://www.economicdiscussion.net/economic-development/role-of-agriculture-in-the-economic-development-of-a-country/4652>
3. <https://www.economicdiscussion.net/articles/role-of-industrial-development-in-economic-growth/2227>
4. <https://www.economicdiscussion.net/economic-development/role-of-state-in-economic-development/13123>
5. <https://www.nap.edu/read/25022/chapter/1>

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DEPARTMENT OF ECONOMICS

B.A. ECONOMICS

Semester: I-AC- I: PRINCIPLES OF COMMERCE

Ins. Hrs. /Week : 4

Course Credit: 3

Course Code : 21AEC101

OBJECTIVES:

- To explain the basic principles of commerce
- To understand the different forms of business organizations.

- To provide basic knowledge and skill to the intermediate level students to become valuable and responsible members of society.

UNIT - I: Fundamentals of Commerce (13 Hours)

Fundamentals of commerce – Forms of Business Organizations – Sole Proprietorship, partnership, company, cooperative, public and joint enterprises — Types – causes and control of Monopoly Concentration.

UNIT - II: Banking and Insurance (13 Hours)

Banks – kinds – RBI – Structure – Objectives – functions – management – evaluation – SBI – functions – Cooperative Banks – Commercial Banks – Other Banks – Life Insurance – Fire – Marine – Insurance against theft and loss.

UNIT - III: Advertisement and Marketing (12 Hours)

Advertisement – importance of advertising –marketing definition function- marketing Mix- Market Segmentation- Advertising Type- Advertising media –kinds of media-advantages and disadvantages of media.

UNIT - IV: Finance (11 Hours)

Finance – Working Capital and Fixed Capital – Factors affecting the Working Capital and Fixed Capital – Shares and Debentures – Types of Shares and Debentures – Institutional Finance - Public Deposits – Ploughing back to profits.

UNIT - V: Principles of Management (11 Hours)

Role and Importance of Management – Management Process – Planning – Organization – Staffing – direction – Communication - leadership – coordination – control – professionalization of management in India.

Total Lecture Hours - 60

COURSE OUTCOME:

1. Students understand the basic nature, scope and branches of a business system.
2. Students get knowledge about the functions of RBI.
3. Students understand the significance of advertising in business.
4. Students learn about the different types of shares.
5. Students learn the Definitions given by various authors, elements of directing, process of controlling, techniques of controlling

TEXT BOOKS:

1. Dinkar Pagare (2018), Business Management, Sultan Chand & Sons, New Delhi.
2. Dr. C.D. Balaji (2016), Principles of Commerce, Margham Publications, Chennai.
3. Gupta, C.B (2017), Business Organisation and Management, Sultan Chand & Sons, New Delhi.
4. K.Anbuvelan (2007), Principles of Management, University science press, New Delhi.
5. T.Ramasamy (2014), Principles of Management, Himalaya Publishing House Pvt. Ltd, Mumbai.

REFERENCE BOOKS:

1. B.M.Wali, Y.B.Yalawar (1988), Business Management and Policy, Sterling Publishers (P) Ltd, New Delhi.
2. Dr.M.J.Mathew (2010), Business Organiation, Sheel Sons, Jaipur
3. Kathiresan, Dr.Radha (2018), Business Organisation, Bhavani Publications, Chepauk,

Chennai.

4. Mitra J.K (2020), Principles Of Commerce, ABS Publishing House, Kolkata.
5. Ramasamy (2010), Principles of management, Himalaya Publishing House Pvt. Ltd, Mumbai.

E RESOURCES:

1. <https://pcer.ac.in/wp-content/uploads/2015/12/Commercelandingmaterial.pdf>
2. <https://www.economicsdiscussion.net/banks/7-important-types-of-banks-discussed/1879>
3. <https://www.economicsdiscussion.net/marketing-2/market-marketing-2/market/32437>
4. https://www.shaalaa.com/question-bank-solutions/distinguish-between-fixed-capital-working-capital-concept-fixed-working-capital_717
5. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=6>

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B.A. ECONOMICS

Semester: I-Part-IV: VALUE EDUCATION

Ins. Hrs. /Week : 2

Course Credit: 2

Course Code : 18UGVED

UNIT - I: Philosophy of Life and Social Values

Human Life on Earth (Kural 629) Purpose of Life (Kural 46) Meaning and Philosophy of Life

(Kural 131, 226) Family (Kural 45), Peace in Family (Kural 1025) Society (Kural 446), The Law of Life (Kural 952), Brotherhood (Kural 807) Five responsibilities / duties of Man (a) to himself (b) to his family (c) to his environment (d) to his society, (e) to the Universe in his lives (Kural 43, 981).

UNIT - II: Human Rights and Organizations

Definitions, Nature of Human Rights. Universal Declaration of Human Rights, International covenant on Civil and Political Rights - International covenant of Economic, Social and Cultural Rights. Amnesty International Red Cross. Contemporary Challenges: Child Labour – Women's Right - Bonded Labour - Problems of refugees - Capital punishment. National and State Human Rights Commissions.

UNIT - III: RTI Act, 2005 & Consumer Protection Act, 1986

Definition of RTI Act, 2005 and obligations of Public Authorities – The Central Information Commission – The State Information Commission – Powers and Functions of the Information Commissions – Appeal and Penalties. Definition of The Consumer Protection Act, 1986 – State and Central Consumer Protection Councils – Consumer Disputes Redressal Agencies.

UNIT - IV: Yoga and Health

Definition, Meaning, Scope of Yoga - Aims and objectives of Yoga - Yoga Education with modern context - Different traditions and schools of Yoga - Yoga practices: Asanas, Pranayama and Meditation.

UNIT - V: Role of State Public Service Commission

Constitutional provisions and formation - Powers and Functions - Methods of recruitment - Rules and notification, syllabi for different exams - written and oral - placement.

BOOKS FOR REFERENCES:

1. Thirukkural with English Translation of Rev. Dr. G.U. Pope, Uma Publication, 156, Serfoji Nagar, Medical College Road, Thanjavur 613 004
2. திருக்குறள் - ஜி.யு.போப் - ஆங்கில மொழியாக்கத்துடன் உமா நூல். வெளியீட்டகம், தஞ்சாவூர்.
3. Leah Levin, Human Rights, NBT, 1998
4. V.R. Krishna Iyer, Dialectics and Dynamics of Human Rights in India, Tagore Law Lectures.
5. Yogic Therapy - Swami Kuvalayananda and Dr.S.L.Vinekar, Government of India, Ministry of Health, New Delhi.
6. SOUND HEALTH THROUGH YOGA - Dr.K.Chandrasekaran, Prem Kalyan Publications, Sedapatti, 1999.
7. Right to Information Act, 2005-Website:
www.tnpsc.gov.in/RTI%20ACT%202005.pdf
8. The Consumer Protection Act, 1986 – Website:
http://ncdrc.nic.in/bare_acts/consumer%20Protection%20Act-1986.html



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DEPARTMENT OF ECONOMICS

B.A. ECONOMICS

Semester: II-CC- III: MICRO ECONOMICS - II

Ins. Hrs. /Week : 6

Course Credit: 5

Course Code : 21EC203

OBJECTIVES:

- To enable the students to understand about the price and output determination in perfect and imperfect market
- To understand the different theories of rent
- To gain knowledge about the payment to factors of production (wage, interest & profit)

UNIT - I: Price Determination under Perfect Competition

(17 Hours)

Market Structure – Classification of Markets - Equilibrium of the Firm and Industry-Perfect Competition – Meaning- Features- Characteristics of perfect competition - Short run & Long run - Price and Output Determination under Perfect Competition.

UNIT - II: Price Determination under Monopoly, Duopoly and Bilateral Monopoly

(17 Hours)

Meaning – Features of Monopoly – Types of Monopoly- Characteristics of Monopoly -Price and Output Determination under Monopoly - Price Discrimination - Meaning – Price Discrimination under Monopoly, Duopoly - Meaning- Features- and Bilateral Monopoly- Meaning- Features.

UNIT - III: Monopolistic Competition (18 Hours)

Monopolistic Competition – Features – Characteristics of Monopolistic Competition - Price and Output Determination under Monopolistic Competition - Wastages of Monopolistic Competition – Oligopoly – Meaning -Features- Features-Kinked Demand.

UNIT - IV: Theories distribution (19 Hours)

Meaning of Interest – Classical Theory of Interest – Productivity Theory of Interest - Loanable Fund Theory - Meaning of Profit – Rent theory of Profit - Marginal theories of profit - Schumpeter's Innovation Theory of Profit.

UNIT - V: General Equilibrium Theory and Welfare Economics (19 Hours)

Edge worth box diagram - General of individual equilibrium – praetorian welfare criteria of equilibrium- definition- Assumption - Social welfare function - Three Concepts of Social Welfare.

Total Lecture Hours - 90

COURSE OUTCOME:

1. Students understand the behavior of firms in perfect competition
2. Students acquire the knowledge of the firms in output and price determination in a perfect competition.
3. Students gain knowledge about the role of scarcity, specialization, and opportunity cost and cost/benefit analysis in economic decision-making.
4. Students are able to identify the determinants of supply and demand; demonstrate the impact of shifts in both market supply and demand curves on equilibrium price and output.
5. Students gain knowledge of marginal productivity theory of distribution and theories of rent, interest, profit, and wage.

TEXT BOOKS:

1. Ahuja H.L, (2019) Advanced Economic Theory, S.Chand&Co.Ltd, New Delhi.
2. Dutt &Sundaram,(2000) Micro Economics, S. Chand & Co Ltd, New Delhi.
3. Sankaran, S, (2014) Micro Economics, Margham Publications, Chennai.
4. Sen. A. (1999), Microeconomics: Theory and Application, Oxford University Press, New Delhi.
5. Seth, M.L,(2018) Principles of Economics, Lakshmi NarainAgarwal, Agra.

REFERENCE BOOKS:

1. Agarwal S.K, (2015) General Economics-S.Chand& Company Ltd. New Delhi.
2. Agarwal&Verma, (2000) M.M, Micro Economics Forwarded Book depot-New Delhi.
3. Cauvery, R., Sudhanayak,U.K. Girija, M., Kruparani N., and Meenakshi, R,(2013) Micro Economic Theory, S. Chand & Co . Ltd, New Delhi..
4. Kreps David M. (1990), A Course in Microeconomic Theory, Princeton University Press, Princeton

5. Samuelson, P. A. and Nordhaus (1998), Economics, 16th Edition, Tata McGraw Hill, New Delhi

E RESOURCES:

1. <https://www.economicdiscussion.net/price/price-determination-under-perfect-competition-with-diagram/1727>.
2. <https://www.economicdiscussion.net/monopoly/bilateral-monopoly/bilateral-monopoly-meaning-and-price-output-determination/18667>.
3. <https://www.toppr.com/guides/business-economics/determination-of-prices/monopolistic-competition/>.
4. <https://www.economicdiscussion.net/theories-of-distribution/distribution-and-theories-of-distribution-with-diagram/13897>.
5. <https://www.economicdiscussion.net/general-equilibrium-theory/general-equilibrium-theory-welfare-economics/24417>

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DEPARTMENT OF ECONOMICS

B.A. ECONOMICS

Semester: II-CC- IV: INDIAN ECONOMIC DEVELOPMENT

Ins. Hrs. /Week : 6

Course Credit: 5

Course Code : 21EC204

OBJECTIVES:

- To make the students understand some important components of Indian economy and the socioeconomic problems.
- To provide an understanding of the various phases of growth of Indian economy
- To enable the students to know the Economic Development of India

UNIT - I: Economic Development and National Income

(19 Hours)

Economic growth and development – determinants of economic growth – Economic and non-economic factors – Barriers to economic development – National Income – Methods of measuring National Product – trends – difficulties in measuring National Income – Social Accounting.

UNIT - II: Population, Poverty and Unemployment

(19 Hours)

Population– growth – Age composition – Demographic theory – causes, effects and remedial measures – Population policy –Poverty – rural and urban poverty – causes – poverty alleviation – programmes – Unemployment – types – causes and effects – Employment

generation programmes.

UNIT - III: Agriculture (17 Hours)

Agriculture and its role – productivity – causes for Low productivity in Agriculture – land reforms - Agricultural Marketing - Sources of Agricultural Finance - Agricultural Labour in India- Government measures – Agricultural development under Five Year Plans.

UNIT - IV: Industries (20 Hours)

Role of Cottage MSMEs and large scale industries – New Industrial Policy in 1991 and recent changes – problems of rural industries – Industrial Sickness in India - Government remedial measures to solve the problems – Industrial development under Five Year Plans – Liberalisation, Privatisation and Globalisation.

UNIT - V: Transport and Labour in Economic Development (15 Hours)

Role of Transport in Economic Development – Transport coordination – Labour – causes for low productivity – Trade unionism – Labour problems – Government measures – wage policy – Recent trends.

Total Lecture Hours - 90

COURSE OUTCOME:

1. Students know about basics of economic growth, economic development, factor affecting economic growth
2. Students are able to analyze the methodology to calculate National Income
3. Students are able to evaluate the Population Policies followed in India
4. Students identify the various problems faced by the Indian industries
5. Student understand the significance of Infrastructure in Indian Economy

TEXT BOOKS:

1. A.N.Agarwal (2016), Indian Economy Problems of Development and planning, Wishwa Prakashan (A division of wiley Eastern Ltd), Madras.
2. Datt, Rudder and K.P.M.Sundharam (2004), Indian Economy, S.Chand& Co., NewDelhi.
3. Dhingra.C (2014), The Indian Economy, Sultan & Chand, NewDelhi.
4. K.K.Dewett, J.D. Varma, M.L. Sharma, Indian Economics (1949), S.Chand & Company LTD, New Delhi.
5. Sankaran .S (2014), Indian Economy Problems, Policies & Development, Margham Publications, Chennai.

REFERENCE BOOKS:

1. Alak Ghosh (2010), Indian Economy its Nature and Problems, The New Book Stall, Calcutta.
2. Handbook of statistics (2019), Department of Economics and Statistics, Government of India
3. K.K.Dewell, J.D.Varma, M.L.Sharma (2008), Indian Economics, Shyamlal Charitable Trust Ram Nagar. New delhi.
4. Sampat mukherjee, Debes Mukherjee (2019), Indian Economy, New Central Book Agency (p) Ltd, Chintamani das Lane, Calcutta.

5. SK. Misra, VK. Puri (2016), Indian Economy its Development experience, Himalaya Publishing House, Delhi.

E RESOURCES:

1. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11>
2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2781831/>
3. <https://www.economicdiscussion.net/agricultural-economics/agricultural-economics-meaning-scope-and-nature/21406>
4. <https://www.economicdiscussion.net/industries/role-of-industries-in-indian-economy/29539>
5. <https://www.economicdiscussion.net/india/development-india/transport-system-and-economic-development-of-india/20962>

SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE (AUTONOMOUS)



SUNDARAKKOTTAI, MANNARGUDI - 614016.

(For the candidates admitted in the academic year 2021-2022)

DEPARTMENT OF ECONOMICS

B.A. ECONOMICS

Semester: II-AC- II: MARKETING MANAGEMENT

Ins. Hrs. /Week : 4

Course Credit: 3

Course Code : 21AEC202

OBJECTIVES:

- To enable the students to understand the basic aspects of marketing.
- To understand the place and contribution of marketing to the business enterprise
- To list out and describe the steps in the new-product development (NPD) process; describe how the NPD process meshes with the adoption and diffusion process for those products

UNIT - I: Marketing Concepts

(11 Hours)

Marketing – Meaning and Definition – Planning – Planning process – Marketing objectives – Marketing strategy – Marketing organization – marketing risk.

UNIT - II: Functions of Marketing

(14 Hours)

Functions of marketing – concentration – dispersion – Equilisation – buying and assembling – selling – transportation – storage – standardization – grading – AGMARK – ISI – ISO Certification.

UNIT - III: Marketing Information System and Marketing Research

(12 Hours)

Marketing Information System – meaning and definition – characteristics – need – uses – components – marketing research – need – scope – kinds – procedure for marketing research.

UNIT - IV: State Trading and Pricing Policies (10 Hours)

State and marketing in India – State Trading – benefits – pricing policies – methods of sales promotion.

UNIT - V: Marketing Management (13 Hours)

Definition and Objectives of Marketing Management – Functions and responsibilities of the Marketing executives – Qualifications of Marketing Manager - Problems of Marketing Management.

Total Lecture Hours - 60

COURSE OUTCOME:

1. Students understand the different strategies of marketing.
2. Students gain knowledge about the different functions of marketing.
3. Students learn about marketing research.
4. Students are aware of the different methods of sales promotion.
5. Knowledge on the functions of regulated markets and commodity exchange

TEXT BOOKS:

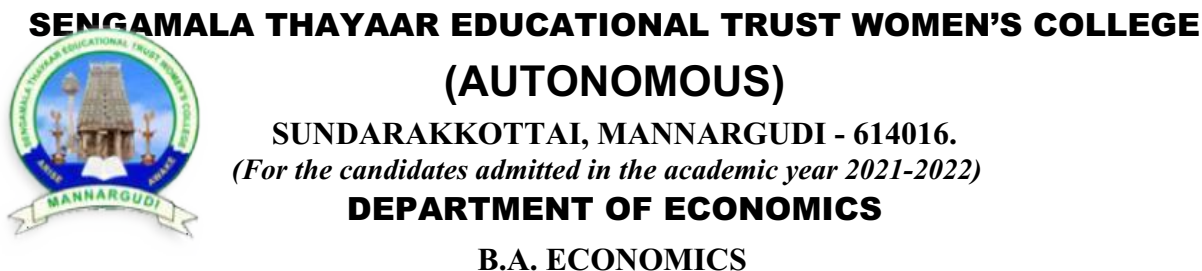
1. Sherlekar, S.A (2016), Marketing Management, Himalaya Publishing House, Mumbai
2. R.S.N.Pillai&Bagavathi (2012), Marketing Management, S Chand and Company (P) Ltd, New Delhi.
3. R.S.N.Pillai&Bagavathi (2010), Modern Marketing Principles and Practices
4. Kathiresan, S. & Radha, V, Marketing Management, Prasanna Publications, Chennai.
5. Mamoria, C.B. and Satish Mamoria , Marketing Management, Himalaya Publishing House, Mumbai.

REFERENCE BOOKS:

1. Johny K. Johansson (2009), Global Marketing, MccGraw- Hill/ Irwin.
2. Kapoor, D.C (2004), Marketing Management and Sales Management”, Sultan Chand & Company Ltd, New Delhi.
3. SachinK.Sharma (2012), Marketing Management, Kanishka Publishers
4. Philip Kotler, Keven Lane Keller(2017), Marketing Management, Pearson Education
5. Pearson (2018), Principles of Marketing, Pearson Education

E RESOURCES:

1. <https://www.economicdiscussion.net/marketing-2/what-is-marketing-concept/31883>
2. <https://www.economicdiscussion.net/marketing-2/functions-of-marketing/31596>
3. <https://www.economicdiscussion.net/marketing-2/marketing-information-system-introduction-importance-components-and-advantages/31600>
4. <https://www.economicdiscussion.net/price/pricing-policy-meaning-objectives-and-factors/21757>
5. <https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>
6. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>



**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
(AUTONOMOUS)**

SUNDARAKKOTTAI, MANNARGUDI - 614016.
(For the candidates admitted in the academic year 2021-2022)

DEPARTMENT OF ECONOMICS

B.A. ECONOMICS

Semester: II-Part- IV: ENVIRONMENTAL STUDIES

Ins. Hrs. /Week : 2

Course Credit: 2

Course Code : 19UGCES

UNIT – 1 : The Multidisciplinary nature of environmental studies

Definition, scope and importance.
Need for public awareness

(2 lectures)

UNIT – 2 : Natural Resources:

Renewable and non-renewable resources:
Natural resources and associated problems.

- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

- e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f) Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 lectures)

UNIT – 3 : Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession.
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

(6 lectures)

UNIT – 4 : Biodiversity and its conservation

- Introduction – Definition : Genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Biological Diversity Act 2002/ BD Rules, 2004

(8 lectures)

UNIT – 5 : Environmental Pollution

Definition

Causes, effects and control measures of :

- a. Air Pollution
- b. Water Pollution
- c. Soil Pollution
- d. Marine Pollution
- e. Noise pollution
- f. Thermal Pollution
- g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides.

- Ill-Effects of Fireworks: Firework and Celebrations, Health Hazards, Types of Fire, Firework and Safety

(8 lectures)

UNIT – 6 : Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation
- Public awareness

(7 lectures)

UNIT – 7 : Social Issues and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights - Value Education
- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case studies

UNIT – 8 : Field Work

- Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain

References:

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2. Bharucha Erach, (1989) The Biodiversity of India, Mapin Publishing Pvt ltd, Ahamedabad – 380013, India, E-mail: mapin@icenet.net(R)
3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480 p
4. Clark R.S. (2001) Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, (2001)W.P.Cooper, T.H.Gorhani E & Hepworth, M.T.
6. De A.K.(2007) Environmental Chemistry, Wiley Eastern Ltd
7. Down to Earth, (2017) Centre for Science and Environment (R)
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9. Hawkins, (1983) R.E. Encyclopedia of India Natural History, Bombay Natural History Society, Bombay (R)

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11. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws Himalaya Pub. House, Delhi 284 p.
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13. Mhaskar A.K. (1996) Matter Hazardous, Techno-Science Publications (TB)
14. Miller T.G. Jr. (1971) Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p
16. Rao MN & Datta, A.K. (1987) Waste Water treatment, Oxford & IBH Publication Co. Pvt Ltd 345 p.
17. Sharma B.K. (2001) Environmental chemistry Goel Publ House, Meerut.
18. Survey of the Environment, (2011) The Hindu (M).
19. Townsend C. Harper, J and Michael Begon, (2008) Essentials of Ecology, Blackwell science (TB)
20. Trivedi R.K.(2010) Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media (R).
21. Trivedi R.K. and P.K. Goel, (1998) Introduction to air pollution, Techno-Science Publications (TB).
22. Wagner K.D.(1998) Environmental Management. W.B. Saunders Co. Philadelphia USA 499
23. [http://nbaindia.org/uploaded/Biodiversityindia/Legal/33%20Biological%20Diversity%20 Rules,%202004.pdf](http://nbaindia.org/uploaded/Biodiversityindia/Legal/33%20Biological%20Diversity%20Rules,%202004.pdf). *