

**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.**

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**DEPARTMENT OF ECONOMICS**

**B.A ECONOMICS – 3UAECO**

**1.1.3 COURSES FOCUS ON EMPLOYABILITY,  
ENTREPRENEURSHIP AND SKILL  
DEVELOPMENT**

**2021 -2022**


### 1.1.3 Details of the Course offered by the Institution that Focus on Employability/Entrepreneurship/Skill Development during the year 2021 -2022

**DEPARTMENT OF ECONOMICS**  
**B.A ECONOMICS**


Total Number of Courses: 15

Name of the Course	Course Code	Activities/Content with a direct bearing on Employability/ Entrepreneurship/ Skill development	Category (Employability/ Entrepreneurship/ Skill development)
Micro Economics - I	21EC101	Skill Development	To make the students understand the decision making process of individual consumers and firms.
Tamil Nadu Economy	21EC102	Skill Development	To expose the students understand some important components of Tamil Nadu economy.
Principles of commerce	21AEC101	Skill Development and Entrepreneurship	To understand the different forms of business organizations.
Micro Economics - II	21EC203	Skill Development and Employability	Analytical Skill, Application in Research, Policy level, Higher Studies, UGC NET, and IES.
Indian Economic Development	21EC204	Skill Development	Understanding of the various phases of growth of Indian economy to enable the students to know the Economic Development of India.
Marketing Management	21AEC202	Skill Development and Employability	Marketing Information System and Marketing Research.
Macro Economics - I	21EC305	Skill Development and Employability	Studies how an overall economy—the markets, businesses, consumers, and governments—behave.
Money and Banking	21EC306	Employability	Executes the functions of shielding deposits and furnishing loans to the public.
Statistics for Economics	21AEC303	Skill Development	Concerns itself with the collection, processing, and analysis of specific economic data
Indian Economy	21NMEEC31	Skill Development	To identify the various problems faced by the Indian industries.
Macro Economics – II	21EC407	Skill Development	How the economy is regulated through monetary and fiscal policies.
Monetary Economics	21EC408	Skill Development	Functions of money and money supply.
Statistical Methods	21AEC404	Skill Development and Employability	Analytical Skill, Application in Research, Higher Studies, UGC NET and IES.
Statistics for Decision Making	21NMEEC42	Skill Development and Employability	To develop the student ability to deal with numerical and quantitative issues in business.

Quantitative Techniques in Economics	21SBEEEC1	Skill Development and Employability	Analytical Skill, Application in Research, Policy level, Higher Studies, UGC NET and IES.

  
 Head of the Department  
 PG & Research, Department of Economics  
 Sengamala Thayar Educational Trust  
 Women's College (A)  
 Sundarakkottai, Mannargudi - 614 015.

Signature of the HOD

  
 Signature of the Curriculum Director

Signature of the Curriculum Director

  
 Signature of the Principal  
 PRINCIPAL  
 Sengamala Thayar Educational Trust  
 Women's College, (Autonomous)  
 Mannargudi.

Signature of the Principal

- The relevant portions of the Syllabus are highlighted below

Colour Codes : Employability



Entrepreneurship



Skill Development





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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, Vrinda Publications P Ltd Laxmi 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.economicsnetwork.ac.uk/teaching>
5. <https://mru.org/courses/principles-economics-microeconomics>



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**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 – TIIIC, 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. Kalaiyaran 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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**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.economicdiscussion.net/banks/7-important-types-of-banks-discussed/1879>
3. <https://www.economicdiscussion.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](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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**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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**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>



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**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>



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**Semester: III-CC- V: MACRO ECONOMICS – I**

**Ins. Hrs. /Week : 6**

**Course Credit: 5**

**Course Code : 21EC305**

**OBJECTIVES:**

- To help the students understand the nature and scope of macro economics.
- To understand the functioning of economy at the macro level.
- To clarify the circular flow of income, the concepts of National Income and its accounting.

**UNIT - I: The Nature and Scope of Macro Economics (19 Hours)**

Introduction - Meaning, Definition, Nature, Scope of Macro Economics - Importance of Macro Economics, Limitations - Difference between micro and macro economics - Macro Statics – Macro Dynamics – Comparative Statics - conclusion - Stock and Flow Concepts.

**UNIT - II: National Income (20 Hours)**

National Income - Introduction – Concepts - Meaning- Definition – Measurement – GDP - GNP - Importance –Limitations –Circular Flow of Income and Expenditure –Social Accounting. Aggregates related to National Income: Gross National Product (GNP), Net National Product (NNP), Gross Domestic Product (GDP) and Net Domestic Product (NDP) – Importance – Limitations – Circular Flow of Income and Expenditure - two sector model, ThreeSector Model, Four sector model – Social Accounting.

**UNIT - III: The Classical Theory Employment (18 Hours)**

Introduction – Classical Theory of Employment and output -- Assumption - keynes criticism of classical theory - Say's Law of Markets - meaning - Determination of output and Employment -labour market equilibrium - wage price flexibility - good market equilibrium - money market equilibrium - Recession and unemployment - Assumptions and criticisms.

**UNIT - IV: The Principles of Effective Demand (17 Hours)**

Introduction - Effective Demand – Meaning – Aggregate Demand Price – Aggregate Supply Price – Determination of Effective Demand – Importance of Effective Demand – Keynesian Theory of Employment.

**UNIT - V: Consumption Function (16 Hours)**

Introduction - Meaning - Significance of MPC, Keynes " Psychological Law of Consumption - Determinants of Consumption Function – Theories of Consumption Function - The Absolute Income Hypothesis – The Relative Income Hypothesis – Permanent Income Hypothesis.

**Total Lecture Hours - 90**

**COURSE OUTCOME:**

1. The students will be able to explain the concept of macroeconomics.
2. Students have the knowledge to apply the circular flow of income and expenditure.
3. Learners can analyse the income determination through classical and Keynesian economics.
4. Learners integrate the role of fiscal and monetary policies in regulating economy.
5. Learners understand the tenets of Neoclassical Economics; identify the Neoclassical portion of the AS curve and explain the logic for it; differentiate between the long run and short run aggregate supply curves.

**TEXT BOOKS:**

1. Ahuja, H.L. (2007), Macro Economics Theory and Policy –Advanced Analysis, S. Chand & Company Ltd, New Delhi.
2. Deepashree, Vanita Agarwal, (2007), Macro Economics, Tata McGraw –Hill Publishing Company Ltd, New Delhi.
3. Gupta, K.R., Mandal, R.K. and Anitha Gupta (2008), Macro Economics, Atlantic Publishers, New Delhi
4. M.L. Jhingan (2005), Macro Economic Theory, Vrinda Publications (P) Ltd, New Delhi.
5. Sankaran, S. (2006), Macro Economics, Margham Publications Chennai.

**REFERENCE BOOKS:**

1. Blanchard, O.J. & S. Fisher (1989), “Lectures on Macroeconomics,” MIT Press, Cambridge.
2. Froyen, R.T. (1999), “Macroeconomics: Theories and Policies,” Addison Wesley Longman, New York.
3. Olivier Blanchard (2009), Macroeconomics, Pearson Education, Inc., Hong Kong.
4. Richard T. Froyen (2005), Macroeconomics, Pearson Education Asia Ltd, Hong Kong.
5. Scarth, W., (2007), “Macroeconomics: An Introduction to Advanced Methods,” Third edition, Thomson, Oxford University Press, London.

**E RESOURCES:**

1. <https://old.amu.ac.in/emp/studym/99995492.pdf>
2. <https://www.toppr.com/guides/fundamentals-of-economics-and-management/national-income/concept-of-national-income/>
3. <https://www.economicdiscussion.net/keynesian-economics/keynes-theory/the-principles-of-effective-demand-and-employment-determination-keynes-general-theory/14375>
4. [https://en.wikipedia.org/wiki/Say%27s\\_law](https://en.wikipedia.org/wiki/Say%27s_law)
5. <https://www.investopedia.com/terms/c/consumptionfunction.asp>
6. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11>



**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE  
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**DEPARTMENT OF ECONOMICS  
B.A. ECONOMICS**

**Semester: III-CC- VI: MONEY AND BANKING**

**Ins. Hrs. /Week : 6**

**Course Credit: 5**

**Course Code : 21EC306**

**OBJECTIVES:**

- To identify the functions and characteristics of money
- To enable the students understand the concepts of Money Market and the recent banking.
- To analyze customers identification procedure of banking.

**UNIT - I: Definition of Money and Monetary Standards (19 Hours)**

Definition and Meaning of Money – Characteristics of Money – Significance of Money- Evils of Money - Meaning of Monetary Standard - Forms of Monetary Standard - Principles of Note Issue Systems – Qualities of a Good Monetary Standard.

**UNIT - II: Money Market (20 Hours)**

Meaning and Definitions of Money Market – Functions of Money Market – Instruments of Money Market – Characteristics of a Good Money Market – Importance of Money Market – Indian Money Market – Structure and Defects of Indian Money Market- Suggestions for the Improvement of Indian Money Market

**UNIT - III: Introduction to Banking (18 Hours)**

Origin of Banks -Meaning and Definition of a Bank - Characteristic Features of a Bank – Structure of Banking – Systems of Banking – Types of Banks - Social Responsibilities of Banks – Economic and Monetary Implications Banking - Recent reforms in banking sector in India.

**UNIT - IV: State Bank of India & Lead Bank Scheme (17 Hours)**

State Bank of India – Origin – Functions and its Role - Lead Bank Scheme - Origin of Lead Bank Scheme – Objectives- Functions- Working of Lead Bank Scheme- Criticisms

**UNIT - V: Advancements in Banking (16 Hours)**

Real Time Gross Settlement - Know your customers - Customer Identification Procedure – E-Banking- Definitions- Traditional Banking vs E-Banking – Advantages of E- Banking – E-Banking Transactions – Electronic Delivery Channels – Automated Teller Machine (ATM)- Cards- Mobile Banking - Internet Banking – Impact of Information Technology on Banking

**Total Lecture Hours - 90**

**COURSE OUTCOME:**

1. The students understand the evolution of monetary system.
2. The course makes them to understand money market system.
3. Students get guidance about operations of banking system in different channels.
4. Students learn about Role and functions of Indian banking system.
5. Students get knowledge on the E-Banking Transactions.

**TEXT BOOKS:**

1. Dharmaraj, E (2005), Banking Theory Law and Practice, Scitech Publications ( India) Pvt Ltd, Chennai
2. Dr.S.Sankaran (1983), Monetary Economics, Margham Publications, Chennai.
3. Eugene A.Diulio (1987), Money and Banking, McGRAW-HILL Book Company, Singapore.
4. Mithani, D.M, Money (2012), Banking, International Trade and Public Finance, Himalaya Publishing House, Mumbai.
5. Sankaran (2002), Currency and banking, Margham Publications, Chennai.

**REFERENCE BOOKS:**

1. Dr.S.Gurusamy (2009), Banking Theory Law and Practice, McGraw Hill Education Pvt. Ltd, New Delhi.
2. Jhingan, M.L, Money Banking (2013), International Trade and Public Finance, Vrinda Publications (P) Ltd, Delhi.
3. MC.Vaish (1985), Money Banking Trade and Public Finance, New Age International (P) Ltd, New Delhi.
4. Rajesh .R. Sivagnanathi (2009), Banking Theory Law and Practice, Tata McGraw – Hill Publishing Company Ltd, New Delhi.
5. Shekhar, K.S. Lekshmy Shekhar (2013), Banking Theory and Practice, Vikas Publishing House Pvt Ltd, New Delhi.

**E RESOURCES:**

1. <https://www.economicdiscussion.net/monetary-standards/types-of-monetary-standards-metallic-and-paper-standard-economics/31186>
2. <https://www.economicdiscussion.net/monetary-policy/money-market-characteristics-and-constituents/6493>
3. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11>
4. <https://www.economicdiscussion.net/india/state-bank-of-india/state-bank-of-india-establishment-objectives-functions-and-achievements/31372>
5. <https://www.economicdiscussion.net/banks/commercial-bank-definition-function-credit-creation-and-significances/607>

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**DEPARTMENT OF ECONOMICS  
B.A. ECONOMICS**

**Semester: III-AC- III: STATISTICS FOR ECONOMICS**

**Ins. Hrs. /Week : 4**

**Course Credit: 3**

**Course Code : 21AEC303**

**OBJECTIVES:**

- To develop the students ability to deal with numerical and quantitative issues in business
- To enable the use of statistical, graphical and algebraic techniques wherever relevant
- To have a proper understanding of Statistical applications in Economics and Management

**UNIT - I: Nature, Scope of Statistics and Sampling (14 Hours)**

Meaning - Nature and Scope of Statistics - Functions- Characteristics- Limitations - Collection of data-Primary and Secondary sources –Methods of Sampling-Random Sampling methods: Simple or Unrestricted random sampling-Lottery Method, Table of random numbers-Restricted random sampling: Stratified Sampling, Systematic Sampling, Cluster Sampling-Non- Random Sampling: Judgment Sampling , Convenience Sampling, Quota Sampling.

**UNIT - II: Classification Tabulation and Diagrammatic Representation (13 Hours)**

Classification –Meaning- Characteristics of classification –Types of classification- Tabulation of Data-Meaning-Objects, Difference Between classification and Tabulation- Parts of Tabulation- Types of Tables – Diagrammatic and Graphic Representation- Advantages of Diagrammatic and Graphic Representation- Types of Diagram- Graphs- Histogram –Frequency Polygon –Limitations of diagrams and graphs.

**UNIT - III: Measures of Central Tendency (12 Hours)**

Characteristics of a Good Average-Measures of central tendency- Arithmetic mean- Merits and Demerits- Median-Mode- Harmonic Mean- Geometric Mean- Simple problems on Individual observations-Discrete and Continuous series.

**UNIT - IV: Measures of Dispersion (11 Hours)**

Meaning of Dispersion – Range - Quartile Deviation- Mean Deviation- Standard Deviation- Coefficient of Variation-Simple problems (Individual observations-Discrete and Continuous series ) Lorenz curve.

**UNIT - V: Skewness (10 Hours)**

Skewness – Meaning- Applications-Karl Pearson, Bowley and Kelly's Measures of Skewness- Simple Problems

**Total Lecture Hours - 60**

**COURSE OUTCOME:**

1. Students are able to describe and discuss the key terminology, concepts tools and techniques used in Statistics.
2. Learners are capable to critically evaluate the underlying assumptions of analysis tools.
3. Students understand and critically discuss the issues surrounding sampling and significance.
4. Students enrich their knowledge to discuss critically the uses and limitations of statistical analysis.
5. Students get knowledge on the E-Banking Transactions.

**TEXT BOOK(S):**

1. Pillai R.S. N. & Bagavathi (2016) , Statistics-Theory and Practice, S.Chand & Company Ltd, New Delhi.
2. Elhance & Veena Elhance (2018), Fundamentals of Statistics, Kitab Mahal Publishers
3. S.C.Gupta (2018), Fundamentals of Statistics, Himalaya publishing House
4. B.Dasgupta (2013), Fundamentals of Statistics, World Press pvt Ltd
5. Dr. S.P. Gupta (2021), Statistical Methods, Sultan Chand Sons & Co, New Delhi

**REFERENCES BOOKS:**

1. Arora P.N., Sumeet Arora and Amit Arora (2007) , Elements of Statistical Methods, Sultan Chand Sons & Company Limited, Ram Nagar, New Delhi
2. Ken Black (2012), Applied Business Statistics, Wiley Publishers
3. B.L. Agarwal (2013) , Basic Statistics, New Age international private limited
4. Daryab Singh (latest edition) , Principles of Statistics, Atlantic Publishers limited
5. N.G.Das (latest edition) . Statistical Methods, McGraw Hill Education India

**E RESOURCES:**

1. [www.mids.ac.in](http://www.mids.ac.in)
2. [www.usiu.libguides.com](http://www.usiu.libguides.com)
3. <https://epgp.inflibnet.ac.in/Home/>
4. <https://ocw.mit.edu/courses/economics/14-30-introduction-to-statistical-method-in-economics-spring-2006/>
5. [https://ebooks.lpude.in/arts/ma\\_economics/year\\_2/DECO504\\_STATISTICAL\\_METHODS\\_IN\\_ECONOMICS\\_ENGLISH.pdf](https://ebooks.lpude.in/arts/ma_economics/year_2/DECO504_STATISTICAL_METHODS_IN_ECONOMICS_ENGLISH.pdf)



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**DEPARTMENT OF ECONOMICS  
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**Semester: III-NME- I: INDIAN ECONOMY**

**Ins. Hrs. /Week : 2**

**Course Credit: 2**

**Course Code : 21NMEEC31**

**OBJECTIVES:**

- To give a basic knowledge of Indian Economy.
- To know the Millennium Development Goals
- To identify the various problems faced by the Indian industries

**UNIT - I: Characteristic Features of Indian Economy (6 Hours)**

British Rule - Impacts on the Indian Economy - Characteristic Features of Indian Economy – Socialistic Pattern of Society – Meaning of Development and Growth – Millennium Development Goals.

**UNIT - II: Nature and Significance of Agriculture (6 Hours)**

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.

**UNIT - III: Industries in India (8 Hours)**

Pattern of Industrialization - Industrial Policy: 1948, 1956 and 1991 - Role of Industry in Economic Development – Major Industries: Cotton Textile Industry - Iron and Steel Industry and Cement Industry - Role and Problems of Medium, Small Scale and Cottage Industries.

**UNIT - IV: Unemployment and Poverty in India (5 Hours)**

Meaning and Causes of Unemployment and Poverty in India - Measures taken by the Government to solve Unemployment and Poverty.

**UNIT - V: Planning in India (5 Hours)**

Economic Planning - Meaning and significance of planning - Planning Strategies of India - Achievements and Failures of Planning

**Total Lecture Hours - 30**

**COURSE OUTCOME:**

1. Students get knowledge about features of Indian Economy.
2. Students gain knowledge about sources of agricultural finance.
3. Students get knowledge about significance of industrial policy of India.
4. Students learn about to remove unemployment and poverty.
5. Students understand economic planning strategies in India.

**TEXT BOOKS:**

1. Ishwar.C.Dhingra (2017), The Indian Economy, Twenty first edition, Sultan Chand, New Delhi.
2. Meier, G.M. (2005), Leading Issues in Economic Development, O U P, New Delhi
3. Mishra & Puri (2017), Economics of Development and Planning, Himalaya, Mumbai.
4. Ruddar Datt and Sundharam K.P.M. (2018), Indian Economy, Sultan Chand, New Delhi.
5. Uma Kapila, Indian Economy (2019), Published by Academic Foundation, 2010.

**REFERENCE BOOKS:**

1. Alak Ghosh (1958), 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 (1949), 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, VKPuri, Indian Economy its Development experience (2019), Himalaya Publishing House, Delhi.

**E RESOURCES:**

1. <https://www.economicdiscussion.net/indian-economy/characteristics-indian-economy/top-13-characteristics-of-the-indian-economy/18981>
2. <https://sgp1.digitaloceanspaces.com/forumias/noticeboard/wp-content/uploads/2019/12/26121759/Indian-Agriculture-Part-1.pdf>
3. <https://www.economicdiscussion.net/industries/role-of-industries-in-indian-economy/29539>
4. <https://www.economicdiscussion.net/essays/main-causes-of-poverty-in-india/2277>
5. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11>



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**DEPARTMENT OF ECONOMICS  
B.A. ECONOMICS**

**Semester: IV-CC- VII: MACRO ECONOMICS –II**

**Ins. Hrs. /Week : 5**

**Course Credit: 5**

**Course Code : 21EC407**

**OBJECTIVES:**

- To enable the students to understand the concepts of investment, multiplier, accelerator and General Equilibrium.
- To Understand how the economy is regulated through monetary and fiscal policies.
- To study the important indicators of the economy and their significance.

**UNIT - I: The Investment Function**

**(15 Hours)**

Meaning of Capital and Investment – Types of Investment (Induced vs Autonomous), Determinants of Investment –Marginal Efficiency of Capital (MEC)-Relation between MEC and MEI – Factors other than the interest rate affecting inducement to invest.

**UNIT - II: The Concept of Multiplier**

**(16 Hours)**

Introduction - The Investment Multiplier –Working of the Multiplier - forward operation, backward operation – Assumptions to Multiplier - importance of multiplier Leakages of Multiplier – Criticism of Multiplier –The Dynamic Multiplier - The Employment Multiplier.

**UNIT - III: Balanced Budget Multiplier and Foreign Trade Multiplier**

**(16 Hours)**

Introduction - Government expenditure multiplier - tax multiplier - Balanced Budget Multiplier

its Assumptions, limitations and Criticism - Foreign Trade Multiplier - meaning, and its working assumption, diagrammatic explanation, foreign Repercussion or backward effect- implication of foreign repercussion- Criticism of the Foreign Trade Multiplier.

**UNIT - IV: The Principles of Acceleration and Super Multiplier**

**(14 Hours)**

Acceleration – Meaning - The principles of Acceleration – Operation of the Acceleration principle – Assumptions - Criticism - The Super Multiplier or the Multiplier and Accelerator Interaction – Use of Multiplier and Acceleration interaction in Business Cycles.

**UNIT - V: General Equilibrium**

**(14 Hours)**

General Equilibrium:IS and LM function Hicks - Hansen Analysis – Derivation of IS - LM Curves - Keynes effect - Keynes IS and LM and Pigou effect – IS - LM Equilibrium – Objectives of Macro Economic Policy – Monetary and Fiscal Policy Measures.

**Total Lecture Hours - 75**

**COURSE OUTCOME:**

1. Learners understand why household, business, government and global behavior determine the aggregate demand for goods and services.
2. Learners understand why the behavior of businesses and the rest of the world determine the aggregate supply of goods and services.
3. Students understand how aggregate demand and aggregate supply interact to drive a free market economy.
4. Learners construct the aggregate demand and aggregate supply model of the macro economy and use it to illustrate macroeconomic problems and potential monetary and fiscal policy solutions.
5. Students understand the IS - LM equilibrium.

**TEXT BOOKS:**

1. Arjo Klammer (Ed.) (2010), "The New Classical Macro Economics: Conversations with New Classical Economics and their opponents", Oxford University Press, New Delhi.
2. Froyen Richard T (1999), "Macroeconomics", Addison Welsey Publishers, Delhi.
3. M.L. Jhingan (2005), Macro Economic Theory, Vrinda Publications (P) Ltd, New Delhi-110091.
4. R.Levacic and Rebmann (1994), "Macro Economics", Second Edition, ELBS Macmillan Publications, New Delhi.
5. Sankaran,S. (2006), Macro Economics, Margham Publications Chennai.

**REFERENCE BOOKS:**

1. Ahuja,H.L.(2007), Macro Economics Theory and Policy –Advanced Analysis, S. Chand & Company Ltd, New Delhi.
2. Andrew B. Abel and Ben S. Bernanke (2011), Macroeconomics, Pearson Education, Inc., Hong Kong.
3. Bain, K. & P.G.A. Howells (2003), "Monetary Economics: Policy and its Theoretical basis", Palgrave Macmillan, London.
4. Dornbusch, Fischer and Startz (2010), Macroeconomics, McGraw Hill, New York.
5. Dwivedi, D.N., (2005), Macro Economics: Theory and Policy, Tata McGraw Hill Publishing Company Ltd., New Delhi.
6. Gupta,K.R., Mandal, R.K.and Anitha Gupta(2008), Macro Economics, Atlantic Publishers, New Delhi.
7. Olivier Blanchard (2009), Macroeconomics, Pearson Education, Inc., Hong Kong.
8. Richard T. Froyen (2005), Macroeconomics, Pearson Education Asia, Hong Kong.

**E RESOURCES:**

1. [https://en.wikipedia.org/wiki/Investment\\_function](https://en.wikipedia.org/wiki/Investment_function)
2. [https://en.wikipedia.org/wiki/Multiplier\\_\(economics\)](https://en.wikipedia.org/wiki/Multiplier_(economics))
3. <https://www.economicdiscussion.net/income/balanced-budget-multiplier-with-diagram/6313>
4. <https://www.economicdiscussion.net/economics-2/acceleration-principle/acceleration-principle-in-economics-meaning-working-and-operation/8207>
5. <https://www.economicdiscussion.net/macroeconomics/general-equilibrium-analysis-meaning-nature-objectives-and-uses-macro-economics/14315>
6. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11>



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**DEPARTMENT OF ECONOMICS  
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**Semester: IV-CC- VIII: MONETARY ECONOMICS**

**Ins. Hrs. /Week : 5**

**Course Credit: 5**

**Course Code : 21EC408**

**OBJECTIVES:**

- To explain the theoretical aspects of monetary and banking sectors to the students.
- To identify the functions of money and money supply.
- To describe the functions of Reserve Bank of India.

**UNIT - I : Evolution of Money (16 Hours)**

Evolution and Functions of Money – Forms of Money – Money and Near Money – Supply of Money (M1, M2, M3 and M4) – Value of Money – Quantity Theory of Money – Fisher's version – Cambridge version.

**UNIT - II : Demand for Money (15 Hours)**

Demand for Money – Keynes's theory of Demand for money – Friedman's Restatement of the quantity theory of money – Patinkin's Real Balance Effect.

**UNIT - III: Banking (15 Hours)**

Commercial and Central Banking – Functions – Balance Sheet – Credit Creation – Nationalization of Banks – Performance of Public Sector Banks in India – RBI Functions.

**UNIT - IV: Trade Cycle (15 Hours)**

Trade Cycle – Causes and control - Phases of Trade Cycle – Theories of Trade Cycle – Schumpeter – Hawtrey – Hicks and Samuelson.

**UNIT - V : Inflation (14 Hours)**

Economics of Inflation – Meaning – Types – Causes and Measures – Theories: Demand Pull, Cost-Push and Structural Inflation – Stagflation

**Total Lecture Hours - 75**

**COURSE OUTCOME:**

1. Students understand the functions of money and the components of the money supply.
2. Students gain knowledge about theories of demand for money.
3. Students learn about merits and demerits of different monetary policies used by central bank
4. Students understand the impact of cyclical fluctuation on the growth of business.
5. Students get knowledge about different measures to control Inflation.

**TEXT BOOKS:**

1. Dr.S.Sankaran (1983), Monetary Economics, Margham Publications, Chennai.
2. E.S.Srinivasan (2003), Macro Economics, Sultan Chand & Sons, Newdelhi.
3. Jhingan, M.L. (2014), Monetary Economics, Virnda Publications (P) Ltd, Delhi.
4. M.L.Jhingan (2016), Macro Economics, Margham Publications, Chenna.
5. Mithani, D.M. (2012), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, New Delhi.

**REFERENCE BOOKS:**

1. Dr.M.C.Vaish (2005), Monetary Theory, Ratan Prakashan Mandir, Agra.
2. Dwivedi, D.N. (2010), Macro Economics: Theory and Policy, Tata McGraw Hill Publishing Company Ltd, New Delhi.
3. G.L.Jain (2007), Macro Economic System Problem and Functions, Mangal Deep Publications, Jaipur.
4. Narendra Jadhav (1994), Monetary Economics for India, Macmillan India Ltd, New Delhi.
5. Seth, M.L. (1981), Monetary Economics, Lakshmi Varain Agarwal – Agra.
6. V.D.Shah (2001), Macro Economics, Sublime Publications, Jaipur.

**E RESOURCES:**

1. <https://www.economicdiscussion.net/money/money-useful-notes-on-evolution-of-money-discussed/601>
2. <https://www.economicdiscussion.net/money/top-5-theories-of-demand-for-money/10465>
3. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11>
4. <https://www.economicdiscussion.net/trade-cycle/trade-cycle-meaning-features-and-theories/21071>
5. <https://www.economicdiscussion.net/inflation/inflation-definitions-kinds-and-causes-of-inflation/4065>

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**Semester: IV-AC- IV: STATISTICAL METHODS**

**Ins. Hrs. /Week : 4**

**Course Credit: 3**

**Course Code : 21AEC404**

**OBJECTIVES:**

- To enrich the students to organize, manage and present data.
- To enable the learners to analyze statistical data graphically using frequency distributions.
- To demonstrate the ability in statistical analysis and interpret results.

**UNIT - I : Correlation**

**(12 Hours)**

Correlation - Meaning – Types of correlation -Methods of measuring correlation: Scatter diagram method, merits and demerits, graphic method, Karl Pearson's coefficient of correlation: assumptions, merits and demerits, Direct and assumed mean method ,Uses- Rank correlation-features, merits and demerits , simple problems, Concurrent deviation method: simple problems, merits and demerits

**UNIT - II : Regression**

**(10 Hours)**

Regression – Meaning, types, uses and limitations- Difference between correlation and regression –regression lines- Regression Equations X on Y and Y on X– Simple problems.

**UNIT - III :Analysis of Time Series**

**(13 Hours)**

Meaning – Components of Time Series Analysis: Secular trend: methods of measuring trend– Graphic method - Semi Averages Method - Moving Average Method – method of least squares Merits and Demerits of each method- Cyclical variations - Irregular variations – Simple problems.

**UNIT - IV: Index Numbers**

**(15 Hours)**

Problems in constructing index numbers, Uses, Methods of constructing: Unweighted index numbers: Simple aggregative method, simple average of price relatives method, merits and limitations - Weighted aggregative indices : Fisher's ideal method-Chain index number, merits and limitations

**UNIT - V: Vital statistics**

**(10 Hours)**

Definition, uses, methods of obtaining Vital statistics: registration method, census enumeration, analytical method- Measurement of fertility: crude birth rate, Measurement of mortality: crude death rate, uses of life table

**Total Lecture Hours - 60**

**COURSE OUTCOMES:**

1. Students understand the types and methods of estimating correlation between two variables
2. Students are able to estimate the degree and causes of regression between two variables
3. Learners have the ability to predict the trend value and understand the components of time series
4. Learners get knowledge on the methods of constructing index numbers
5. Students are familiar with the important terms related to vital Statistics

**TEXT BOOKS:**

1. Pillai R.S. N. & Bagavathi (2016) , Statistics-Theory and Practice, S.Chand & Company Ltd, New Delhi.
2. Elhance & Veena Elhance (2018), Fundamentals of Statistics, Kitab Mahal Publishers
3. S.C.Gupta (2018), Fundamentals of Statistics, Himalaya publishing House
4. B.Dasgupta (2013), Fundamentals of Statistics, World Press pvt Ltd
5. Dr. S.P. Gupta (2021), Statistical Methods, Sultan Chand Sons & Co, New Delhi

**REFERENCE BOOKS:**

6. Arora P.N., Sumeet Arora and Amit Arora (2007) , Elements of Statistical Methods, Sultan Chand Sons & Company Limited, Ram Nagar, New Delhi
7. Ken Black (2012), Applied Business Statistics, Wiley Publishers
8. B.L. Agarwal (2013) , Basic Statistics, New Age international private limited
9. Daryab Singh (latest edition) , Principles of Statistics, Atlantic Publishers limited
10. N.G.Das (latest edition) . Statistical Methods, McGraw Hill Education India

**E – RESOURCE:**

1. NIST/SEMATECH e-handbook of statistical methods
2. <https://epgp.inflibnet.ac.in/Home/>
3. <https://onlinestatbook.com/>
4. [https://ebooks.lpude.in/arts/ma\\_economics/year\\_2/DECO504\\_STATISTICAL\\_METHODS\\_IN\\_ECONOMICS\\_ENGLISH.pdf](https://ebooks.lpude.in/arts/ma_economics/year_2/DECO504_STATISTICAL_METHODS_IN_ECONOMICS_ENGLISH.pdf)
5. <https://open.umn.edu/opentextbooks/textbooks/459>



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

**SUNDARAKKOTTAI, MANNARGUDI - 614016.**  
*(For the candidates admitted in the academic year 2020-2021)*

**DEPARTMENT OF ECONOMICS  
B.A. ECONOMICS**

**Semester: IV-NME- II: STATISTICS FOR DECISION MAKING**

**Ins. Hrs. /Week : 2**

**Course Credit: 2**

**Course Code : 21NMEEC42**

**OBJECTIVES:**

- To familiarise the importance of the application of basic statistical methods in decision making for the students from other disciplines than Economics.
- To develop the student ability to deal with numerical and quantitative issues in business.
- To have a proper understanding of Statistical applications in Economics and Managements.

**UNIT - I : Measures of Central Tendency**

**(5 Hours)**

Application of Measures of Central Tendency – Computing Mean, Median, Mode, Geometric Mean, Harmonic Mean and Weighted Averages.

**UNIT - II : Measures of Dispersion**

**(6 Hours)**

Use of Measures of Dispersion– Computing Range, Mean Deviation, Quartile Deviation, Standard Deviation and Coefficient of Variation – Significance of Dispersion in Decision Making.

**UNIT - III : Probability**

**(7 Hours)**

Probability - Meaning of Probability – Steps of Probability – Approaches of Probability – Rules of Probability (Addition & Multiplication) – Simple problems.

**UNIT - IV : Correlation**

**(6 Hours)**

Correlation Analysis – Types of Correlation – Interpretation of 'r' in analysis – Application of Correlation in Empirical Works and in Decision Making.

**UNIT - V : Regression Analysis**

**(6 Hours)**

Methods of Estimation of Regression Coefficient – Simple Linear Regression Model, Multiple Linear Regression Model.

**Total Lecture Hours - 30**

**COURSE OUTCOME:**

1. Students get knowledge about the underlying assumptions of analysis tools.
2. Students understand the average variation of different values from the average of a series.
3. Students understand the concept of probability.
4. Students understand correlation coefficients and their limitations.
5. Students gain knowledge about regression analysis and to use it for prediction and forecasting.

**TEXT BOOKS:**

1. Agarwal, Y.P. (2012) Statistical Methods: Concepts, Applications and Computations. Sterling Publishers. New Delhi.
2. Damodar Gujarati (2017), Basic Econometrics. Tata Mcgraw Hill. New Delhi.
3. Gupta, C.B. (2004), An Introduction to Statistical Methods. Vikas Publishers. New Delhi.
4. Gupta, S.C. (2018), Fundamentals of Statistics. Himalaya Publishing House. Bombay.
5. R.S.N.Pillai and Bagavathi (2010), Statistics theory and practices, S.Chand (G/L) & Company Ltd, New Delhi.

**REFERENCE BOOKS:**

1. Gupta, S.C. (2014), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi.
2. Gupta, S.P. (2012), Statistical Methods. S. Chand & Company. New Delhi. Murray,
3. R. Spiegel (1992), Theory and Problems of Statistics. McGraw-Hill. Singapore.
4. Salvatore, Dominick (2011), Statistics and Econometrics, McGraw Hill, New Delhi.
5. Wooldridge M. (2012), Introductory Econometrics: A Modern Approach. Cengage Learning India Private Limited. Delhi.

**E RESOURCES:**

1. <https://www.economicdiscussion.net/central-tendency/central-tendency-a-close-view/12182>
2. <https://www.economicdiscussion.net/dispersion/measures-of-dispersion-a-close-view/12173>
3. <https://www.economicdiscussion.net/business/uncertainty/uncertainty-risk-and-probability-analysis/21795>
4. <https://www.yourarticlelibrary.com/statistics-2/correlation-meaning-types-and-its-computation-statistics/92001>
5. <https://www.economicdiscussion.net/economics-2/econometrics/application-of-econometric-methods-to-various-economic-problems/24492>



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**Semester: IV -SBE- I: QUANTITATIVE TECHNIQUES IN ECONOMICS**

**Ins. Hrs. /Week : 2**

**Course Credit: 2**

**Course Code : 21SBEEC1**

**OBJECTIVES:**

- To develop a strong foundation in mathematics and statistical theory as the basis for growth over a professional career.
- To develop a high level of expertise in the application of statistics or psychometrics to educational research.
- To develop the ability to serve as a consultant to educational researchers, and to employ the appropriate quantitative methods in a wide variety of contexts.

**UNIT - I : Basic Matrix**

**(6 Hours)**

Meaning, Definition of Matrix, Types, Matrix manipulations and their rules, Order of Matrix, Transpose of Matrix- Determinants up to order 3x3- Properties and Value of determinant, Minor and Cofactor, Inverse and Cramer's Rule.

**UNIT - II : Calculus**

**(6 Hours)**

Derivatives: Meaning and significance - Rules of differentiation – First order and second order derivatives – Maxima and Minima of functions. Applications in economics.

**UNIT - III : Functions of Variables**

**(6 Hours)**

One, Two or more independent variables Partial differentiation techniques; Geometric interpretation of partial derivatives; Partial derivatives in Economics; Elasticity of a function – demand and cost elasticity, cross and partial elasticity.

**UNIT - IV : Theory of Probability**

**(6 Hours)**

Meaning, Definition, Scope of probability in Economics- the case of uncertainty - Concepts – Rules of probability (addition and multiplication theorem – statement only) – Different approaches – Important terms related to probability (Random experiments, sample space, events) – Simple economic problems based on probability theorems.

**UNIT - V : Logarithm**

**(6 Hours)**

Meaning – Definition – Formula (product, quotient, exponent) – Calculation using logarithmic tables (Simple Problems).

**Total Lecture Hours - 30**

**COURSE OUTCOME:**

1. Students learn to evaluate the determinant of the  $3 \times 3$  matrix.
2. Students to identify the key learning points for calculus.
3. Students identify the isolated singularities of a function and determine whether they are removable, poles, or essential.
4. Learners gain the knowledge about the Problems of Probability.
5. Students understand the measurement of Logarithm.

**TEXT BOOKS:**

1. Chiang A.C. (2005). Fundamental methods of mathematical Economics. McGraw Hill, New York.
2. Gupta S.P, (2012) Statistical methods, Sultan Chand & Sons, New Delhi
3. Richard I Levin et.al.(2020) Statistics for management. India: Pearson Education, HongKong.
4. Sharma J.K, (2007) Business statistics. Pearson Education, New Delhi
5. Srivastava U.K et.al,(2010)Quantitative techniques for managerial decisions, New Age International Publishers, New Delhi.

**REFERENCE BOOKS:**

1. Allen R.G.D, (2006), Mathematical analysis for economists. Palgrave Mac Millan.
2. Bradley Terasa, (2017) Essential mathematics for economics and business. New Delhi Wiley India Edn, New Delhi
3. Elhance D.N, (2018) fundamentals of statistics, Kitab Mahal, Wholesale Division, Allahabad.
4. Monga G.S, (2000) Mathematics and statistics for economists. Vikas Publishing House.
5. Taro Yamane, ( 1964) Mathematics for Economics, Prentice - Hall of India, New Delhi

**E RESOURCES:**

1. <https://in.mathworks.com/help/matlab/math/basic-matrix-operations.html>
2. <https://byjus.com/maths/calculus/>
3. [https://math.libretexts.org/Bookshelves/Calculus/Book%3A\\_Active\\_Calculus\\_\(Boelkins\\_et\\_al\)/9%3A\\_Multivariable\\_and\\_Vector\\_Functions/Section\\_1%3A\\_Functions\\_of\\_Several\\_Variables\\_and\\_Three\\_Dimensional\\_Space](https://math.libretexts.org/Bookshelves/Calculus/Book%3A_Active_Calculus_(Boelkins_et_al)/9%3A_Multivariable_and_Vector_Functions/Section_1%3A_Functions_of_Several_Variables_and_Three_Dimensional_Space)
4. <https://www.britannica.com/science/probability-theory>
5. <https://byjus.com/jee/logarithm/>