

**B.A. DEGREE COURSE IN CORPORATE ECONOMICS  
(With effective from the academic year 2012-2013)**

<b>Paper</b>	<b>Title</b>	<b>Semester</b>	<b>Credit</b>
1.	Fundamentals of Economics - I	I	4
2.	Monetary Economics – I	I	4
3.	Fundamentals of Economics - II	II	4
4.	Monetary Economics – II	II	4

**ALLIED SUBJECTS  
(Any two Subjects)**

<b>Paper</b>	<b>Title</b>	<b>Semester</b>	<b>Credit</b>
1.	Strategic Management & Corporate Planning – I		5
2.	Strategic Management and Corporate Planning – II		5
3.	Financial Administration - I		5
4.	Financial Administration - II		5
5.	Entrepreneurial Development - I		5
6.	Entrepreneurial Development - II		5
7.	Marketing – I		5
8.	Marketing – II		5
	<b>Total</b>		<b>20 Credits</b>

			<b>(4 x 5)</b>
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### THIRD SEMESTER

Course Component	Subjects	Inst.Hrs	Credits	Exam Hrs	Max. Marks		
					Ext. Marks	Int. marks	Total
Part I	Language Paper III	6	3	3	75	25	100
Part II	English Paper III	6	3	3	75	25	100
Part III Core courses	Paper V – Cost and Management Accounting - I	5	4	3	75	25	100
	Paper VI – Principles and Practices of Management - I	5	4	3	75	25	100
Allied Subject	Allied Paper - III	6	5	3	75	25	100
Part IV	Soft Skill - III		3	3	60	40	100
Part IV	Environmental Studies	2			<b>Examination will be held in IV semester</b>		

### FOURTH SEMESTER

Course Component	Subjects	Inst.Hrs	Credits	Exam Hrs	Max. Marks		
					Ext. Marks	Int. marks	Total
Part I	Language Paper IV	6	3	3	75	25	100
Part II	English Paper IV	6	3	3	75	25	100
Part III Core courses	Paper VII – Cost and Management Accounting - II	5	4	3	75	25	100
	Paper VIII – Principles and Practices of Management - II	5	4	3	75	25	100
Allied Subject	Allied Paper - IV	6	5	3	75	25	100
Part IV	Soft Skill - IV		3	3	60	40	100
Part IV	Environmental Studies	2		3	75	25	100

### FIFTH SEMESTER

Course Component	Subjects	Inst. Hrs	Credits	Exam Hrs	Max. Marks		
					Ext. Marks	Int. marks	Total
Part III Core courses	Paper - IX –Macro Economics - I	4	4	3	75	25	100
	Paper X – Managerial Economics - I	4	4	3	75	25	100
	Paper XI – Public Finance	5	4	3	75	25	100
	Paper XII – Statistical Methods	5	4	3	75	25	100
Project (at VI Semester) or Three Electives	Elective Paper - I	6	5	3	75	25	100
Part IV	Value education						

### SIXTH SEMESTER

Course Component	Subjects	Inst. Hrs	Credits	Exam Hrs	Max. Marks		
					Ext. Marks	Int. marks	Total
Part III Core courses	Paper - X III–Macro Economics - II	4	4	3	75	25	100
	Paper XIV – Managerial Economics - II	4	4	3	75	25	100
	Paper XV – Indian Economy and Economic Reforms	5	4	3	75	25	100
Project or Electives	Elective Paper - II	5	4	3	75	25	100
	Elective Paper – III	6	5	3	75	25	100
Part V	Extension Activities						

#### List of Elective:

1. Financial Markets Basic
2. Basic Financial Accounting
3. International Economic
4. Environmental Impact of Corporate Growth
5. Industrial Organisation
6. Fundamentals of Operational Research

## **List of Allied:**

### Set I

1. Strategic Management and Corporate Planning-I
2. Strategic Management and Corporate Planning-II

### Set II

1. Financial Administration-I
2. Financial Administration-II

### Set III

1. Entrepreneurial Development I
2. Entrepreneurial Development II

### Set IV

1. Marketing-I
2. Marketing-II

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# **SYLLABUS**

## **I SEMESTER**

Core Paper : 1 FUNDAMENTALS OF ECONOMICS I

### ***UNIT I***

Definition and scope of Economics – Difference between Micro and Macro economics – Inductive and deductive methods – Positive and normative economics – Static and dynamic economics – Partial and general equilibrium

### **UNIT - II**

Utility analysis - Demand and supply - Elasticity of Demand - Consumer's surplus

### **UNIT - III**

Indifference Curve analysis of Hicks – Giffen goods vs inferior goods – Revealed Preference theory (concept only) - Hicksian analysis

### **UNIT - IV**

Theory of firm and corporate firm - Production function – Neo-classical - Leontief – Law of variable proportions - Returns to scale

### **UNIT - V**

Cost analysis – Revenue analysis – Derivation of Average Revenue and Marginal Revenue from Total Revenue – Elasticity – Theories of price determination in Corporate firms.

## **Core Paper : 2 MONETARY ECONOMICS - I**

### ***UNIT - I***

Money – Functions and classification – Greshams Law - Role of money in capitalist, Socialist and mixed economies

### ***UNIT - II***

Value of money – Index numbers – Fishers equation – Cambridge equation – General evaluation of the quantity theory of money

### ***UNIT - III***

Monetary standards – Paper currency – Systems of note issue – Indian currency system – Development and problems

### ***UNIT - IV***

Factors influencing money supply – Money supply and price level – Keynesian approach – neutrality of money – Classical dichotomy – Real balance effect - Friedman's re-statement of quantity theory

### ***UNIT - V***

Inflation – Causes, types and remedies - Effects of inflation on different sections of the economy - Trade off between inflation and unemployment

## **Core Paper : 3 FUNDAMENTALS OF ECONOMICS II**

### **UNIT I**

Perfect Competition – Monopoly – Discriminating monopoly - Pricing policies of public sector undertakings

### **UNIT II**

Imperfect competition – Oligopoly – Duopoly – Wastes of Monopolistic competition

### **UNIT III**

Distinction between personal and functional distribution – Theories of distribution – Distributive shares – Marginal productivity theory – Wages theories – Real and money wages – Trade union

### **UNIT IV**

Rent – Ricardian theory – Scarcity and differential rent - Modern theory of rent – quasi and transfer earnings – Profits – Distinction between gross and net profits – Theories of profits – Break-even analysis

### **UNIT V**

Interest – Classical theories of interest – Loanable funds theory -Keynesian criticism – Liquidity Preference theory.

#### **Study Material :**

1. Bell & Todaro - Economic Theory
2. Dewett K.K. - Modern Economic Theory
3. Dominic Salvatore - Micro Economics (Schaum Series)

#### **Books for Reference**

1. A. Ashimakopoulos - An introduction to Economic theory – Micro Economics
2. Dominic Salvatore & Diulio, E.S. - Principles of Economics (Schaum Series)
3. Joan Robinson & Eatwell - Introduction to Economic Theory
4. Leftwitch - Price system and resource allocation
5. Lipsey & Steiner - Economics
6. Mc Connel & Gupta - Economics
7. Richard A Bilas - Micro economic Theory
8. Sameulson - Economics
9. Stonier & Hague - Text book of Economic theory
10. Watson, D.S. - Price theory and its uses

## **Core Paper : 4 MONETARY ECONOMICS - II**

### ***UNIT - I***

Commercial banking – Types – functions – The process of credit creation, purpose and limitations – Liabilities and assets of banks

### ***UNIT - II***

Nationalization of banks – A critical appraisal of the progress of commercial banking after nationalization – Recent reforms in banking sector in India

### ***UNIT - III***

Central Banking - Functions of a central bank – Quantitative and qualitative methods of credit control – Efficiency and limitations

### ***UNIT - IV***

Functions of Reserve Banks of India – its role in agricultural and industrial development – RBI and credit control - Objectives and limitations – RBIU and monetary policy

### ***UNIT - V***

Euro currency – Meaning and scope - Important features of the market – Origin and growth - An evaluation of the currency.

### **Study Material :**

1. Basu, C. R. - Central banking in a planned economy
2. Chandler, L.V. - Economics of money and banking
3. Clower (ed) - Monetary theory
4. Crowther, G - An outline of money
5. Gupta, G.P. - Monetary policy of the Reserve Bank of India
6. Gupta, S.B. - Monetary Economics
7. Kurihara, K - Monetary theory and public policy
8. Milton Friedman - Studies in quantity theory of money
9. Seth, M.L. - Money, Banking and International Trade
10. Sen, S.N. - Central Banking in underdeveloped countries
11. Sankaran, S - Monetary Economics
12. Narendra Jadav - Monetary Economics for India
13. Vaish, M.C. - Monetary theory



ALLIED SUBJECT

[Any FOUR subjects to be offered in I and II year]

Paper : 1 STRATEGIC MANAGEMENT AND CORPORATE PLANNING – I

**UNIT - I**

Corporate strategy and policy - Strategy – Missions – Objectives and goals –  
Kinds of strategies

**UNIT - II**

Strategic Management Process – Its Framework – Corporate planning – Systems  
Approach – Long range planning – Strategic management

**UNIT - III**

SWOT analysis – Environmental analysis – Taxonomy of environment -  
Assessing the impact of Opportunities - Environment and strategic interface

**UNIT - IV**

Competitive analysis – competitive advantage – Generic strategies – Internal  
corporate analysis – Criteria – Strengths and weakness – Synergy

**UNIT - V**

Strategic Analysis : Cost dynamics – Cost and size – Experience curve -  
Relative cost advantage and competitive strategy – Portfolio Analysis

## Paper : 2 STRATEGIC MANAGEMENT AND CORPORATE PLANNING – II

### **UNIT - I**

Display matrices – BCG growth share Matrix – Hofer's product / market evolution matrix – Operating and financial analysis – Pareto analysis – Frontier Curve

### **UNIT - II**

Strategic choices – Generic strategic alternatives – Management forces and strategy – Diversification – Types of Corporate diversification activity in India

### **UNIT - III**

Mergers and acquisitions – Screening – Assessing – Valuation – Implementation of strategy – Challenges of change - Strategy and structure – Strategy and leadership evaluation and control of strategy

### **UNIT - IV**

Strategy and technology - Technology management – Technology forecasting – In-house development - R & D - Acquisition and absorption

### **UNIT - V**

Strategy and social audit – Future of Social auditing – Corporate failures - Turn around management - Turn around process

### **Study Material :**

1. Jaich, Lawrence, R  
and William F Gluck - Strategic Management and Business policy
2. rue, Leglic W. Phyllis  
& Holland G - Strategic Management concepts and  
Experience
3. Pearce II John A &  
Richard B. Robinson Jr. – Strategic Management : strategy,  
formulation and implementation
4. Bhattacharya, S.K. &  
Venkataraman, N. - Managing Business Enterprises :  
Strategies, Structures and systems.
5. Khandwala, P.N. - Design of Organization

Paper : 3 FINANCIAL ADMINISTRATION I

**UNIT - I**

Meaning – Definitions and scope of finance function - Objectives and goals of finance management – Functions of finance and other functional areas - Profit maximization – Return of investments and wealth maximization

**UNIT - II**

Financial statements – Managerial uses – Importance of Ratio analysis – Types of ratios - Advantages and limitations of ratios

**UNIT - III**

Management of working capital – Meaning of working capital - Need for working capital – Types of working capital – Determinants of working capital – Sources

**UNIT - IV**

Meaning of portfolio management – Importance – Investment criteria – Problems of Portfolio management – Principles

**UNIT - V**

Sources of short term funds - Meaning – need – Various sources – Long term sources of funds – The need and sources

## **Paper : 4 FINANCIAL ADMINISTRATION II**

### ***UNIT - I***

Budget and budgetary control – Meaning and objectives - Fiscal federalism in India – Budget and plan co-ordination

### ***UNIT - II***

Budget making – its process – Pre-budget exercise – Execution of Budgets

### ***UNIT - III***

Legislative approval of the budget – Estimates committee - Public Accounts committee - Controller and Auditor General of India – Appointment – Powers

### ***UNIT - IV***

System of Government accounting - Standardized system of budget classification – Federal machinery in developing countries

### ***UNIT - V***

Public debt management – Debt of Union government and state government – Public debt and budget financing

Study Material :

1. Thavaraj, M.J.K. - Financial Administration of India
2. Premchand, A. - Control of Public Means – Fiscal machinery  
In developing countries

## **Paper : 5 ENTREPRENEURIAL DEVELOPMENT - I**

### **UNIT - I**

Meaning of entrepreneur – Theories – Classical – Neo Classical – Schumpeter's innovations theory

### **UNIT - II**

Role and importance of Entrepreneurship – Character of entrepreneur – Relationship between entrepreneur, Entrepreneurial and Entrepreneurship - Functions of entrepreneur – Types of entrepreneurs – Classification of entrepreneur

### **UNIT - III**

Evolution of Indian entrepreneurship – Ideology of Mahatma Gandhi on entrepreneurship – Role of entrepreneurship in Economic development - Role of Government and non-government organization policies and programmes on entrepreneur development – Industrial policy

### **UNIT - IV**

Small scale entrepreneurs – Small scale industries and Indian economic development – Small scale industries and entrepreneurial development – Concessions – Incentives and subsidies to Small scale industries – SIDBI

### **UNIT - V**

Project appraisal – Classification of projects – Project appraisal – Formation of business idea - Contents of Project Report.

## **Paper : 6 ENTREPRENEURIAL DEVELOPMENT – II**

### **UNIT - I**

Women Entrepreneurs – Definition – Problems of women entrepreneurs – Opportunities of women entrepreneurs – Future of women entrepreneurs – Rural entrepreneurship - Definition – Problems – Remedies – Marketing – Future of rural entrepreneurs

### **UNIT - II**

Management - Business analysis – Evaluation of Marketing - Forecasting techniques – Market structure – Classification of goods and services – Inventory Management

### **UNIT – III**

Financial analysis – Break-even analysis – Sources of finance – Financial institutions – Problems and remedies – Role of commercial banks.

### **UNIT - IV**

Entrepreneurial Development programmes in India – EDP Cell – District Industries Centre – KVIC – DRPA - JRY – SISI – SIDCO- NABARD.

Study Materials

### **UNIT - V**

Entrepreneurial development in Tamil Nadu – State Financial corporation - SIPCOT – ITCOT – SIDCO - Industrial policy and entrepreneur development

#### **Study Material :**

1. Bhattacharya, H - Entrepreneurial Development
2. Gupta, C.B. & Srinivasan, N. P - Entrepreneurship Development in India
3. Jayashree Suresh - Entrepreneurial Development
4. Kuldeep Mathus, A.P. - Entrepreneurship Development under TRYSEM
5. Misra, P.N. - Development Bank and new entrepreneurship in India.
6. Rao, S.K. - Entrepreneurial Development in India
7. Saravanavel - Entrepreneurial development
8. Tandon, B.C. - Environment and Entrepreneur
9. Cassion Mark - The Entrepreneur
10. Heggade D Odeyar - Women and economic development
11. Shirty Dev - Women's Occupational Mobility
12. Taut P Richard and Dorisl Taut -Entrepreneurship in India's small scale industries
13. NABARD's publications.

## **Paper : 7 MARKETING - I**

### **UNIT - I**

Nature, scope and significance of marketing – Evolution of marketing – Basic concepts of marketing - Different types of markets - Modern marketing - Marketing environment

### **UNIT - II**

Functions of marketing – function of exchange – Function of physical distribution – Storage and warehousing – Transportation – Different modes of transport – Roadways, railways, waterways and airways – Choice of transport.

### **UNIT - III**

Facilitating function – Grading and Standardization - Branding, packaging and labeling – Marketing information system - Marketing research – Marketing risk - Marketing finance.

### **UNIT - IV**

Product – New product – Product planning and development – Product Life Cycle - Marketing of manufactured goods – Manufactured consumer goods – Manufactured industrial goods – Their classification – Characteristics and channels of distribution.

### **UNIT - V**

Marketing of agricultural products - Regulated and organized market – Co-operative marketing bodies.

## **Paper : 8    MARKETING - II**

### **UNIT - I**

Consumer and marketing – Consumer movement – Consumerism – Consumer co-operatives and Consumer councils.

### **UNIT - II**

Price – Pricing objectives and price determination – Basic methods of setting prices – Pricing strategies and policies – Pricing strategy of new products.

### **UNIT - III**

Marketing structure – Wholesalers and retailers – Basic wholesaler distribution structure – Functions and services of wholesalers – Retail distribution – Basic retail structure - Large, Medium and Small scale retail institutions – Super markets – Departmental and chin stores.

### **UNIT - IV**

Promotional programme - Promotional mix - Advertising and other sales promotion efforts – Social and economic effects of advertising – Planning and knowledge of advertisements – Advertising media and agencies - Advertising budget.

### **UNIT - V**

Personal selling – Salesmanship – nature and functions of salesman – Recruitment and training of salesman – Advertisement and salesmanship - Sales force management – Evaluation of salesmanship - Sales organization and selling methods.

### **Study Material :**

1. Ramaswamy & Ramakumari - Marketing Management
2. Nag - Marketing Strategy
3. Converse, Huegym, Mitchell - Elements of Marketing
4. Mamoria & Joshi - Principles and practice of Marketing in India
5. Moore, Joshi & Khusro - Indian Food grain Marketing
6. Saxena & Nigam - A study of Marketing in India
7. J.C. Sinha - Principles of marketing and Salesmanship
8. tousely, Clark & Clark - Principles of Marketing
9. William J. Stanton - Fundamentals of Marketing



### **III SEMESTER**

#### **CORE PAPER V: COST AND MANAGEMENT ACCOUNTING - I**

##### **UNIT - I**

**Cost Accounts - Meaning, Scope and Objectives of Cost Accounting.**

##### **UNIT - II**

**Different types of costs - Material costs - Labour costs and overheads - preparation of cost sheet.**

##### **UNIT - III**

**Methods of costing - Job, Batch and contract costing - Process Costing - Operating costing - Reconciliation of cost and financial accounts.**

##### **UNIT - IV**

**Costing for control - Budgetary control - Meaning, advantages and limitations of Budgetary control - steps in Budgetary control - Fixed and Flexible Budgeting.**

##### **UNIT - V**

**Standard costing - Application of standard costing - Analysis of variances, cost audit - scope, Techniques and advantages of cost audit.**

#### **BOOKS FOR REFERENCE:**

- 1. Shukla and Grewal : "Cost Accounts - Text and problems", S. CHand & Co. New Delhi,**
- 2. Maheswari and Mittal : "Cost Accounting", Shree Mahavir Book Publishers, New Delhi,**
- 3. Khanna, Pande and Ahuja : "Practical Costing, Sultan, Chand & Co., New Delhi, 1990**
- 4. Gupta S.P.: "Management Accounting", Sahitya Bhavan, Agra, 1995**
- 5. Man Mohan and Goyal : "Management Account", Sahitya Bhavan, Agra, 1996**
- 6. Hingorochi, Ramanathan & Grewal : "Management Accounting", Sultan Chand & Co.,**

## CORE PAPER VI: PRINCIPLES AND PRACTICES OF MANAGEMENT – I

### UNIT – I

**The Society – Need for business – Economics of business – Business and Management – the Management of Organisation - The caring role of business and its concern for society – Cases.**

### UNIT – II

**Creation of Organisation – Goals at Different levels – differences in goal preparation – Changing Goals – Orientation towards future – Causes. The individual and Organisation – Needs satisfaction outside the business organization – Responsive and Unresponsive organization – Responsive organization and individual goal – cases.**

### UNIT – III

**The Management process – Components of management – Study of Management – Management Principles – Creative process and its importance – Creativity and Conformity – Goal Setting – Plans for goal management - Planning departments – Length of Planning period – Evaluation the success of plans – quantitative tools in planning –cases.**

### UNIT – IV

**Fundamentals of organization – Types of departmentation – Span of Management – Informal Organization – Employee motivation – Management by objectives – Continuing challenge of motivation – Process of communication – involuntary communication – Cases.**

### UNIT – V

**Controlling Process –Steps in controlling – Setting Standards - Making standard measurable – Performance Measurement – Corrective Action – Specific Control Techniques – effects of control on Employees behavior – Gaining acceptance of controls – cases.**

## CORE PAPER VII: COST AND MANAGEMENT ACCOUNTING - II

### UNIT - I

**Management accounting - Definition, Scope, Objectives - Advantages and Limitations of Management accounting - Distinction between financial, cost and management accounting.**

### UNIT - II

**Marginal Costing - Meaning and Significance - Role of contribution - Application of marginal costing, Marginal costing - Meeting**

### UNIT - III

**Cost - Volume - Profit Relationship - Break Even Analysis - Graphical representation.**

### UNIT - IV

**Fund flow and Cash flow Analysis - Meaning of the term "Fund" - Flow of Fund - preparation of fund flow state - Advantages and limitations of fund flow statement.**

### UNIT - V

**Preparation of cash flow statement - Merits and limitations of cash flow statement - Merits and limitations of cash flow statement - Distinction between fund flow and cost flow statements.**

#### BOOKS FOR REFERENCE:

- 1. Shukla and Grewal - Cost Accounts - Text and Problems**
- 2. Maheswari and Mittal - Cost Accounting**
- 3. Khanna, Pande and Ahuja - Practical Costing**
- 4. Gupta S.P. - Management Accounting**
- 5. Man Mohan and Goyal - Management Accounting**

## **CORE PAPER VIII: PRINCIPLES AND PRACTICES OF MANAGEMENT –II**

### **UNIT – I**

Planning by Production – Product design – Plant location –Plant layout – Scheduling – Product inspection – Finance and sources of funds – Cost of capital – Capital budgeting – Manpower planning – Recruitment – selection, training and development - Cases

### **UNIT – II**

Management information system – Unified information – Formal and informal information system – The data processing department – Marketing process – Marketing segmentation – Consumer study and evaluation – Cases.

### **UNIT – III**

The process of budgeting – Importance of budgeting in a business organization – Steps in budgeting – Budget in its form – The review process – Appraisals – Re-engineering the process – Cases.

### **UNIT – IV**

Management and trade unions – Trade unionism in the competitive environment – Legal environment and trade unions – Employees participation in management – Cases.

### **UNIT - V**

Business and non-business organizations – Characteristics of non-business organizations – Managing non-business organizations – Leading issues in management of non-business organizations – Cases – Management and environment issues – Business ethics – Codes of ethics – corporate social responsibilities – Concern for the environment – Natural, Physical and social environment – Challenges of the future - Cases

### **Books for Reference:**

1. Herbert G Hicks/C.Ray Gullet : Modern Business Management, McGraw Hill.
2. Koontz H & Weithrich H : Management
3. Koontz H & O'Donnel C : Principles of Management – An analysis of managerial function, McGraw Hill.
4. James Stoner & R.E Freeman : Management, Printice Hall, New Delhi.
  
5. Basu C R. : Organisation and Management, S.Chad & co
6. Khan M.B.A : Understanding Management through cases, Discovery Publishing, New Delhi.

## **CORE PAPER IX: MACRO ECONOMICS - I**

### **UNIT - I**

Nature and scope of macro Economics - Micro and Macro economics - circular flow of income - Two sector model.

### **UNIT - II**

National income - GNP - NNP - Personal Income - Disposable Income - Real Income - Per capita Income - Measurement - Uses - Social Accounting.

### **UNIT - III**

Classical Theory of Employment and Income - Say's Law of market.

### **UNIT - IV**

Consumption Function - Meaning - Keynes's Psychological Law of consumption Determination, measures to raise consumption function

### **UNIT - V**

Investment Function - Meaning - Types - Determinants of Investment - MEC – MEI- Simple Keynesian model of income and employment determination.

## CORE PAPER X: MANAGERIAL ECONOMICS - I

### UNIT - I

Introduction - Definition of the Subject - Scope of the Subject - the Central concept of Managerial Economics - Relationship of Managerial Economics with other Disciplines - Significance of the Subject - Decision making and Forward Planning - Discounting Principle - Opportunity cost - Equi-managerial Principle.

### UNIT - II

Firm objectives and the Role of Managerial Economist - Profit Maximization - Sales Maximisation - Sales Maximisation - Other objectives - Role of Managerial Economist - Importance of Environmental Studies - Business Operations.

### UNIT - III

Demand forecasting techniques - Meaning - Types of Forecasting - Objectives and purposes - Approach to Forecasting - Methods of Forecasting - Features of Good Forecast - Forecasting for durable and capital Goods - Advantages of Forecasting.

### UNIT - IV

Break - Even Analysis and Cost Control - Meaning - BEP - Determination in terms of physical units and Sales value - Assumptions of BEP Analysis - Usefulness and Limitations - Techniques of cost control - Cost Control and Cost Reduction - Optimum Firm.

### UNIT - V

Pricing methods - Objectives and Role of Pricing - Marginal Cost Pricing - Average Cost Pricing - Cost plus pricing - Pricing in Public Utilities - Pricing of Joint Products - Pricing of New Product Legal Constraints in Pricing.

## **CORE PAPER XI: PUBLIC FINANCE**

### **UNIT - I**

Meaning and scope of public finance - Distinction between private and public finance - Role of government – Need for Government activity.

### **UNIT - II**

Public expenditure - Classification - Causes – Public and Private Expenditure comparison – Principles of Public Expenditure - Effects of public expenditure

### **UNIT - III**

Public revenue sources - Distinction between tax revenue and non tax Revenue - Taxation - Meaning - Sources of taxation - Classification of taxes - Characteristics of a good tax - Canons of taxation - Theories of taxation - Impact and incidence of taxation - Effects of taxation - Taxable capacity

### **UNIT - IV**

Public Debt – Classification of Public debt - Sources Public debt – Public Debt and Private Debt - Effects of public debt - - Repayment of Public debt - Management of public debt.

### **UNIT - V**

Budget – Budgetary Procedure – Preparation, enactment and Execution of the Budget. Deficit financing - Meaning - Objectives - Role of deficit financing in India - Fiscal policy - Objectives and instruments.

### **Books for Reference:**

- |                           |   |   |
|---------------------------|---|---|
| 1. Tyagi, B.P.            | - | Public Finance                              |
| 2. Sankaran .S.           | - | Fiscal Economics                            |
| 3. Sundaram K.P.M.        | - | Fiscal Economics                            |
| 4. Cauvery and Others     | - | Fiscal Economics                            |
| 5. Bhargava R.N.          | - | Indian public finance.                      |
| 6. Bhatia                 | - | Public finance                              |
| 7. Chellaih.R.            | - | Fiscal policy in under developed countries. |
| 8. Dalton.H               | - | Principles of public finance.               |
| 9. U.R..Hicks             | - | Public finance                              |
| 10. Musgrave and Musgrave | - | Theory and practice of public finance       |

## **CORE PAPER XII: STATISTICAL METHODS**

### **UNIT - I**

Nature - Significance and limitations of statistics - collection, classification, types and tabulation of data - Sampling - methods of sampling, use of sampling in business. - Diagrammatic graphic representation.

### **UNIT - II**

Measures of central tendency - Arithmetic Mean, Median mode, Marmonic mean and Geometric mean.

### **UNIT - III**

Correlation - Limits of Co-efficient of correlation - calculation of co-efficient of correlation - Rank Correlation co-efficient - Regression - Two variable linear regression - meaning - Regression lines and regression co -efficient.

### **UNIT - IV**

Index numbers - Unweighted indices - Weighted indices - Tests of adequacy - Consumer price Index. Time Series Analysis - components - Trend analysis - Measurements of secular and cyclical Variations.

### **UNIT - V**

Probability Analysis -(simple problems) - Addition and Multiplication Theorem - Conditional Probability - Bayes theorem (without proof), Binomial, poisson and Normal distribution).

### **Books for Reference:**

1. Gupta S.P.: Statistical Methods, Sultant Chand & Co. New Delhi, 2001.
2. Mason, Lind & Marchal: Statistics Techniques in Business & Economics, McGraw Hill, G.S.Monga : Mathematics and Statistics for Economics, Vikas Publishing House Pvt. Ltd.
3. P.R.Vittal : Business Mathematics, and Statistics, Marham Publishers,
4. T.Yamane : Statisticsa
5. Croxten and Cowden : Applied General Statistics
6. Nagar A.L and Das : Statistics
7. R.S.N Pillar & V.Bagavathi : Statistics
8. Richard A. Johnson : Probability and Statistics for Engineers.
9. Hooda R.P. : Statistics for Business and Economics.



## **Core Paper XIII: MACRO ECONOMICS - II**

### **UNIT - I**

Multiplier - Static and dynamic multipliers - Induced investment and accelerator The interaction principle - Basics of income and Employment multiplier.

### **UNIT - II**

Money in the Keynesian Model - Demand for money in the Keynesian theory - Liquidity trap - Keynesian Revolution and its application to less developed countries.

### **UNIT - III**

Monetary theory in relation to underemployment and full employment - Integration of monetary and output theories - Patinkin.

### **UNIT - IV**

Post Keynesian macro analysis - General equilibrium of monetary and real sector - Contribution of Hicks, Hanson – IS and LM - Diagram.

### **UNIT - V**

Objectives and importance of Macro Economic policy.

#### **Books for Reference:**

1. Jhingan M.L. - Macro Economics Theory
2. Vaish M.C - Macro Economics Theory
3. Sankaran S. - Macro Economics
4. Broo man - Macro Economics
5. Derberg and Mc. Dougal - Macro Economics
6. Dillard D. - Macro Economics
7. Shapiro .E - Macro Economics Analysis
8. Gupta .R.D - Introduction to post Keynesian Economics

## CORE PAPER XIV: MANAGERIAL ECONOMICS - II

### UNIT - I

**Pricing Policies and Techniques - Target pricing - Going - rate pricing customary pricing - Differential pricing - Actual pricing - Skimming pricing - Life-cycle pricing - Mark-up and Mark-down pricing - Dural pricing - Administered pricing - Product Line Pricing - Penetration Pricing.**

### UNIT - II

**Capital Budgeting - Meaning and need for Capital Budgeting - Process of Investment Decision - Making - Forms of Capital Budgeting - Problems in Capital Budgeting - Demand and supply of capital - Capital Rationing.**

### UNIT - III

**Project Profitability - Methods of Appraising Projects - Pay Back Method - Rate of Return Method - Discounted Cash Flow Method - Net Present Value Method - Evaluation - Importance.**

### UNIT - IV

**Managerial decision making and Linear Programming - Risk and Uncertainty - Essentials of Decision making - Procedure - Classification of Managerial Decision Making Problems - Meaning of Linear Programming - Assumptions and Use - Graphical Method.**

### UNIT - V

**Business Cycle and Business Policy : Meaning and Phases at Business Cycle - Theories of Business Cycle - Impacts and Methods to Controls Business Cycle - Business Cycle and Business Policy.**

### Books for Reference:

1. Mankar - Business Economics
2. Dean, Joel - Managerial Economics
3. Hague D.C. - Managerial Economics
4. Mote, Paul and Gupta - Managerial Economics Concepts and Cases
5. Savage and Small - Introduction to Managerial Economics
6. Sankaran S. - Managerial Economics
7. Maheswari and Varshany - Managerial Economics

## **CORE PAPER XV: INDIAN ECONOMY AND ECONOMIC REFORMS**

### **UNIT-I**

Features of less developed and developing Economies - Economic and non-Economic factors impeding economic development - Capital formation - Human and Physical, Savings and investment Pattern during the plans.

### **UNIT - II**

Agriculture - Its contribution to Economic development - Food problems - Methods of solving - Measures to increase agricultural Productivity - Land reforms - Green revolution - Agricultural Inputs and Agricultural Credit - Evaluation of Agricultural Policy during the plan Period - Reforms in Agricultural sector.

### **UNIT - III**

Role of industries in Economic development - Cottage, small scale and large scale (cotton, iron and steel, jute, sugar and tea) - Assessment of industrial Policy during the plan period - Public Sector - Privatization - Industrial reforms.

### **UNIT - IV**

Transport - Importance of transport (Road, Railways, Shipping and Civil Aviation) to Economic growth - Evaluation of Government Policy - Transport Co-ordination - Reforms, Monetary Reforms.

### **UNIT - V**

Poverty in India - Poverty eradication programmes - Regional Development Disparities - Economic development and Social Changes - India's foreign trade and Balance of Payment - Trade Reforms.

### **Books for Reference:**

1. Dhingara : Indian Economy
2. Datt & Sundaram : Indian Economy
3. Jhingan : Economics of development and planning
4. Sanakaran S. : Indian Economy
5. A.N.Agarwal : Indian Economy
6. Alak Ghosh : Indian Economy
7. Government of India : Five Year plan reports

***ELECTIVES [Any THREE subjects to be offered in III Year]***

**PAPER 1 : FINANCIAL MARKETS BASIC**

*Paper : 1 FINANCIAL MARKETS*

**UNIT - I**

Structure of Indian Capital market – Primary market – Secondary market - Financial institutions – basic infrastructure - Types of Financial markets - Non banking financial companies – new financial institutions – Mutual funds – Venture capital – Credit rating agencies

**UNIT - II**

Working of Stock exchanges - Bombay stock exchange – national stock exchange – OTCEI - Types of issue – Debt instruments – Short term – Innovative instruments – Derivatives – Global Depository Receipts – Intermediaries – SEBI regulations

**UNIT - III**

Regulatory environment in India - Securities market regulation – Capital issues control Act 1947 - Securities Contracts Regulation Act 1956 – SEBI Act, 1992 - Regulation of OTCEI - National Depositories ordinance

**UNIT - IV**

Indian Financial system – Capital formation – Hindrances – need for Financial intermediaries - Direct versus Indirect finance – Evolution of Indian Financial System

**UNIT - V**

Mutual funds – concept and nature – Types of schemes – Asset management companies - SEBI guidelines on mutual funds – Investment pattern and performance of mutual funds

**Books for Reference:**

1. Khan, M.Y. - Indian Financial systems theory and practice
2. Srivasthava, R.M. - Management of Indian Financial Institutions
3. Avadhani, V.A. - Investment and securities markets in India
4. Srinivasan, N.P. & Saravanavel, P - Development banking in India and abroad
5. Devi Singh - Economics of Exchange Rate Management

## **PAPER 2 : BASIC FINANCIAL ACCOUNTING**

### ***UNIT - I***

Accounting – Principles – Concepts and conventions - Double entry system of accounting

### ***UNIT - II***

Introduction to basic books of accounts of sole proprietary concern – Closing of books of accounts and preparation of Trial Balance

### ***UNIT - III***

Preparation of Financial accounts : Trading, Profit and Loss Account – Balance sheet

### ***UNIT - IV***

Introduction to Company Final Accounts

### ***UNIT - V***

Methods of depreciation Accounting - Inventory valuations

#### **Books for Reference:**

1. Gupa, T.L. & Radhaswamy, M. - Advanced Accounting
2. Shukla & Grewal - Advanced Accounting
3. Maheswari, S.N. - Financial Accounting
4. Jain, S.P. & Narang, K.L - Advanced Accounting

## **Paper : 3 INTERNATIONAL ECONOMICS**

### **UNIT I**

Introduction of International Trade - Inter-regional and international trade - Theories of international trade – Classical - Adam Smith – Ricardo - Heckscher & Ohlin

### **UNIT II**

Free trade Vs. Protection – Case for and against free trade and protection - Tariffs – Meaning and types – Effects of tariffs on imports – Quotas – meaning and types – Effects of quotas on imports – Dumping – Anti-dumping measure

### **UNIT III**

Balance of trade - Balance of payments – Concepts – Structure – Disequilibrium in Balance of Payments – Measures for removal of disequilibrium

### **UNIT IV**

Foreign exchange - meaning – Demand for and supply of Foreign exchange – Equilibrium exchange rate – Foreign exchange market – Functions – Purchasing Power Parity theory – Stable and flexible exchange rates – Devaluation – Convertibility

### **UNIT V**

Evolution of IMF and World Bank – Functions - WTO – Function of WTO – Indian Economy under WTO – TRIPS & TRIMS-IBRD

#### **Books for Reference:**

- |                                     |                           |
|-------------------------------------|---------------------------|
| 1. Mithani                          | - International Economics |
| 2. Gupta, K.R.                      | - International Trade     |
| 3. Jhingan, M.L.                    | - International Economics |
| 4. Mannor                           | - International Trade     |
| 5. Chandra, R.K & Suriyakumar, S.M. | - International Economics |
| 6. Bosodesten                       | - International Economics |
| 7. Ellsworth                        | - International Economics |
| 8. Robert J. Carbaugh               | - International Economics |
| 9. Kaliyamoorthi, V.                | - International Economics |

## **Paper : 4 ENVIRONMENTAL IMPACT OF CORPORATE GROWTH**

### **UNIT I ECO SYSTEMS**

Meaning of Environment - Concept of Ecosystem - Forest ecosystem – Grassland ecosystem – Desert ecosystem and Aquatic ecosystem - Biodiversity

### **UNIT II ENVIRONMENTAL DEGRADATION**

Meaning of Environmental pollution – Air pollution –Sources of air pollution and control of air pollution – Water pollution and effects of water pollution – Control measures of water pollution - Soil pollution and control of soil pollution – Causes of thermal pollution – Control of thermal pollution

### **UNIT III WASTE MANAGEMENT**

Solid and hazardous wastes - Hazardous wastes and environmental problems - Nuclear energy and radioactive wastes - Waste disposal methods

### **UNIT IV SUSTAINABLE DEVELOPMENT**

Meaning of Sustainable development - Factors determining development process - Energy problems of urbanized population - Role of science and technology in sustainable development - Role of planning in sustainable development

### **UNIT V HUMAN POPULATION AND ENVIRONMENT**

Population growth - Environment and human health – HIV and AIDS – Child labour – Framing welfare programmes - Value education.

#### **Books for Reference:**

1. Sankaran - Environmental Economics
2. Karpagam - Environmental Economics
3. Murthy, C - Environmental Science

## Paper: 5 INDUSTRIAL ORGANIZATION

### **UNIT - I**

Introduction – Various types of Business organizations – Sole Trader - Partnership – Joint Stock companies - Co-operatives – Advantages and disadvantages of various forms

### **UNIT - II**

Joint sector management contribution and participation

### **UNIT III**

Nature, scope and functions of management – Planning – Organization – Direction – Control - Principles and concepts - Communication – Leadership styles – Motivation – Delegation and decentralization

### **UNIT IV**

Introduction – Nature and challenge of personnel management – Personnel management functions – Job Analysis - Recruitment

### **UNIT V**

Training – Performance Appraisal methods – Methods of wages and incentive payment – Collective bargaining.

### **Books for Reference:**

1. Drucker F. Peter - Practice of Management
2. Harold O. Koontz & Heinz Weihrich - Management
3. Shukla, M.C. - Business Organization and Management
4. Bhusan, Y.K. - Business Organization and Management



## **Paper : 6 FUNDAMENTALS OF OPERATIONS RESEARCH**

### **UNIT - I**

Operations research - Introduction - Definition and Characteristics of Operations research - Deductive and Inductive approaches - Operations research methodology - Operations research technique

### **UNIT - II**

Linear Programming - basic concepts - Formulation of models - Limitations of linear programming - Graphical method

### **UNIT - III**

Linear Programming - Simplex method

### **UNIT - IV**

Linear Programming - Transportation model

### **UNIT - V**

Network Techniques - PERT and CPM - Evolution of network model - Network construction – Probability and PERT Network

### **Books for Reference:**

1. Chiang, A.C. - Fundamental methods of Mathematical Economics
2. Dorfman, R., Samuelson, P & Solow, R - Linear Programming and Economic analysis
3. Levin, R. I. & Kirkpatrick, C.A. - Quantitative approaches to Management
4. Mehta, P.L. - Managerial Economics
5. Kharidehal Venkata Rao - Management Science

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