

## **FIRST ALLIED – I – PRINCIPLES OF COMMERCE**

(From 2016-2017—Sem--I)

Subject Code: \_\_\_\_\_

### **UNIT - I      FUNDAMENTALS OF COMMERCE:**

Fundamentals of Commerce – Forms of Business Organisation –  
Sole Proprietor, Partnership, Corporate—Private—Public—Co-operative.

### **UNIT - II      FUNDAMENTALS OF INSURANCE:**

Life Insurance – Health Insurance – Accident Insurance – Fire Insurance –  
Principles and advantages of Insurance.

### **UNIT -- III      ADVERTISEMENT:**

Nature and objectives of -- Functions of Advertisement – Medias: Merits  
and Demerits-- Types and importance of Advertisement.

### **UNIT -- IV      BUSINESS RISK:**

Meaning and nature of Business Risk—Types of Business Risks -- Risk  
Management—Methods of handling risk—avoiding—shifting—  
Assembling and dividing risks.

### **UNIT -- V      MANAGEMENT PROCESS:**

Management – Management Process – Planning—organisation—staffing—  
Direction—control—coordination.

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### **BOOKS FOR REFERENCE:**

- |    |                      |    |  |
|----|----------------------|----|--|
| 1. | O.R. KRISHNASAMY     | -- | Essentials of Commerce,                      |
| 2. | BHUSHAN              | -- | Business Organisation,                       |
| 3. | KATHIRESAN AND RADHA | -- | Business Organisation,                       |
| 4. | SHERLAKAR S.A.       | -- | Modern Business Organisation and Management. |

## **CORE COURSE – I - INDIAN ECONOMIC DEVELOPMENT**

(From 2016 – 2017 – Sem – I)

Semester—I--Subject Code: \_\_\_\_\_

- UNIT-I ECONOMIC GROWTH AND DEVELOPMENT:**  
Economic Growth and Development – features of Indian Economy – Economic & Non-economic factors – Major issues of Economic Development.
- UNIT—II POVERTY AND UNEMPLOYMENT:**  
Poverty – rural and urban poverty – causes of poverty – Inequality in Income –causes – Poverty Alleviation Programmes: need—unemployment Types of unemployment – causes and effects – employment generation Programmes.
- UNIT—III AGRICULTURE:**  
Agriculture and its role – productivity – causes for low productivity in Agriculture – Agricultural development under five year plans –Green Revolution.
- UNIT—IV TRANSPORT AND TRADE UNION:**  
Introduction—classification of transport—role of transport in Economic Development --Trade Unionism—Labour problems—Government measures—Wage Policy—Social Security Measures
- UNIT—V FOREIGN TRADE:**  
India's Foreign Trade—composition and pattern of foreign trade—Balance Of Payment—Trade Policies—LPG—Recent Development.

### **BOOKS FOR REFERENCE:**

1. AGARWAL.A.N. (2004) -- INDIAN ECONOMY
2. AHLUWALIA.I AND I.M.D. LITTLE (1999) -INDIA'S ECONOMIC REFORMS AND DEVELOPMENT
3. DHINGRA.C. (2003) - THE INDIAN ECONOMY
4. DATT, RUDDER AND K.P.M. SUNDARAM (2002) -- INDIAN ECONOMY
5. ALAGH.Y.K. (1995) - INDIAN DEVELOPMENT PLANNING AND POLICY

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**CORE COURSE – II- TAMIL NADU ECONOMY**  
(From 2016–2017)

Semester—I--Subject Code: \_\_\_\_\_

**UNIT – I A PROFILE OF THE ECONOMY OF TAMIL NADU:**

Tamil Nadu – Salient features – Land area. Land use – Live stock – Forest Resources – Human Resources – Health, Banking, Power Transport—Soçio Economic Infrastructure.

**UNIT – II AGRICULTURAL DEVELOPMENT:**

Agricultural Development – Cropping pattern – Irrigational facilities – Green Revolution – Agricultural Marketing – Animal husbandry – And Fisheries – Self Help Groups (SHGs) and Micro Finance – Co-operative – NABARD-Commercial Banks

**UNIT – III INDUSTRIAL DEVELOPMENT:**

Automobile, leather, cotton, Software, - Small Scale Industries – Industrial Agencies – TILC, SIPCOT, Industrial Estates, DICs, EPZ, SPZ ( Export Processing Zone and Special Processing Zone)

**UNIT – IV STATE FINANCE & DEVELOPMENT PROGRAMME:**

State Finance – Revenue and Expenditure of the state – Tamil Nadu's Recent Budget – Health care – Other Govt schemes – Unemployment Oriented Programmes

**UNIT – V GENERAL PERFORMANCE OF THE STATE:**

Tourism Development in Tamil Nadu – Ports – Trade – Commerce – Science & Technology – Environmental Protective measures in Tamil Nadu.

**BOOKS FOR REFERENCE:**

- |                 |    |                     |
|-----------------|----|---------------------|
| 1. RAJALAKSHMI  | -- | Tamil Nadu Economy, |
| 2. PERUMALSAMY  | -- | Tamil Nadu Economy, |
| 3. I.C. DHINGRA | -- | Indian Economy      |

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## **FRIST ALLIED – II – MARKETING**

(From 2016-2017)

Semester—II--Subject Code \_\_\_\_\_

### **UNIT – I      MARKETING MANAGEMENT:**

Marketing Management—Meaning--Planning—Objectives—Functions—  
Merits and Demerits of Sales Organisation—Marketing Risk—  
Identification of Risk and avoiding Risk.

### **UNIT—II      MARKET CONSTRUCTION:**

Marketing Concentration – Buying, Selling and Assembling—  
Transportation—Storage—Standardisation—Grading—ISI.

### **UNIT—III      MARKET INFORMATION SYSTEM:**

Marketing Information System—Marketing Research—Meaning—  
Uses—Needs—Scope—Kinds and status.

### **UNIT—IV      MARKETING FUNCTIONS:**

Price-Price Benefit—Plans—factors influencing Price—Market and  
Marketing—Sales Promotion—Methods of Sales Promotion.

### **UNIT—V      MARKET REGULATIONS:**

Regulated Markets—Meaning—Functions—Modern Marketing:  
E Business—E Marketing—E trading—E Banking—E Mail and Internet.

### **BOOKS FOR REFERENCE:**

- |                              |    |                      |
|------------------------------|----|----------------------|
| 1. R.S.N. PILLAI & BAGAVATHI | -- | Marketing Management |
| 2. MAMORIA, C.B.             | -- | Marketing Management |
| 3. RAJAN NAIR                | -- | Marketing Management |

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**FIRST ALLIED—III—BUSINESS ORGANISATION**  
(From 2016—2017)

Semester—II—Subject Code \_\_\_\_\_

**UNIT—I INTRODUCTION:**

Nature and Scope of Business Organisation—Essentials of successful business—Social Responsibility of Business—How to fulfil Social Responsibility—Selection of Business Location—factors.

**UNIT—II VARIOUS COMPANIES:**

Sole Proprietorship—features—merits and demerits—Joint Stock Companies—Private Companies—Characteristics—Public Enterprise—Co-operative enterprise—features—Co-operative and company Formation and Management.

**UNIT—III DISTRIBUTION:**

Marketing—Meaning of Marketing—Modern approach—consumer Orientation—Functions of Marketing—Classification—Channels of Distribution—Importance of role of Middleman—Merits and Demerits of Wholesale and Retail Business

**UNIT—IV FOREIGN TRADE:**

Foreign Trade—Meaning--advantages—disadvantages—problems—Functions—Objectives of Advertisement—Insurance in Business—Benefits—Kinds of Insurance.

**UNIT—V BUSINESS FINANCES:**

Functions of Business Finance—---objective of Financial Planning—Meaning—Definition—Characteristics and functions of Stock Exchanges—Securities and Exchange Board of India (SEBI)—Achievement.

**BOOKS FOR REFERENCE:**

- |                         |    |   |
|-------------------------|----|---|
| 1. BHUSAN               | -- | Business Organisation                       |
| 2. SHERLARKER.S.N.      | -- | Modern Business Organisation and Management |
| 3. KATHIRESAN & RADHA-- |    | Business Organisation                       |

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## **CORE COURSE—III—MICRO ECONOMICS**

(From 2016-2017)

Semester—II—Subject Code: \_\_\_\_\_

### **UNIT—I INTRODUCTION- CONSUMPTION:**

Definition—Scope of Micro Economics—Importance—Static and Dynamic Analysis—Inductive and Deductive Analysis—Law of Demand—Elasticity of Demand—Law of Diminishing Marginal Utility—Consumer's Equilibrium—Consumer' Surplus.

### **UNIT—II PRODUCTION, REVENUE AND COST:**

Factors of production—Production Function—Cost Function—Types of costs—Revenue Curve—Relationship between AR and MR—AC and MC.

### **UNIT—III MARKET AND COMPETITION:**

Market Structure—types of Markets—Price and Output Determination Under Perfect Competition—Monopoly and its types—Price and Output Determination under Monopoly.

### **UNIT—IV DISTRIBUTION:**

Theories of Distribution—Theories of Rent—Ricardo's and modern Theories of Rent—Quasi Rent—Theories of Wages—Real and Money Wages—Marginal Productivity Theories.

### **UNIT—V GENERAL EQUILIBRIUM AND WELFARE ECONOMIES:**

General Equilibrium—the Walrasian's system of Welfare Economy—Growth of GNP—Criterion—Optimality Criterion.

### **BOOKS FOR REFERENCE:**

1. AHUJA, H.L. -- Advanced Economic Theory
2. SEN. A -- Micro Economic Theory and Application
3. VAIRAN, H -- Micro Economic Analysis.

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## **CORE COURSE—IV—HISTORY OF ECONOMIC THOUGHT** (From 2016-2017)

Semester—III—Subject Code \_\_\_\_\_

### **UNIT—I PRE-CLASSICAL THOUGHT:**

Mercantilism: Factors shaping Mercantilism—Main ideas—  
Critical Estimation—Physiocracy: Factors that gave rise to—  
Main ideas—Natural Order—Net Product—Circulation of Wealth.

### **UNIT—II CLASSICAL AND NEO CLASSICAL THOUGHT:**

Classical School: Adam Smith—Life History—Factors influencing  
Smithy—The Philosophy of Adam Smith—Main Economic Ideas:  
Division of Labour—Role of State Economic Liberty—Neo-Classical  
School: Marshall—Ideas—Utility and Demand—Laws of Returns—  
Internal and External Economies.

### **UNIT—III AUSTRIAN AND INDUSTRIAL SCHOOL:**

Austrian School—Marginalize—Gossans—Karal-Menger—Industrial  
School: Features—Veblen

### **UNIT—IV MARXIAN THOUGHT:**

Karl Marx: Influencing Factors—Scientific Socialism—Marxian  
Philosophy—Class Struggle—Economic Theories: Labour Theory  
Of Value—Theory of Surplus Value—Theory of Capitalist Exploitation.

### **UNIT—V KEYNESIAN AND INDIAN ECONOMIC THOUGHT:**

J.M. Keynes versus Classical School—Consumption Function—  
Factors determining Consumption Function—MEC—Liquidity  
Preference Theory—Motives—Thiruvalluvar—Gokale—Nehru—  
Mahathma Gandhiji—E.V. Ramasamy—Amartya sen

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### **BOOKS FOR REFERENCE:**

- |   |    |                                |
|---|----|--------------------------------|
| 1. ADAM SMITH                           | -- | Wealth of Nations              |
| 2. ALFRED MARSHALL                      | -- | Principles of Economics.       |
| 3. BELL J.F.                            | -- | A History of Economic Thought  |
| 4. J.A. SCHUMPETER                      | -- | A History of Economic Analysis |
| 5. M. GIRIJA, A.MANIMEKALAI, L.SASIKALA | -- | History of Economic Thought.   |

## **CORE COURSE—V—MACRO ECONOMICS**

(From 2016-2017)

Semester—III—Subject Code \_\_\_\_\_

### **UNIT—I INTRODUCTION:**

Introduction—Nature and Scope of Macro Economics—Difference Between Macro and Micro Economics—Statics—Comparative Statics And Dynamics—Macro Economic Variables.

### **UNIT—II NATIONAL INCOME:**

National Income: Meaning—Concept—Measurement—Importance And Limitation—Circular flow of National Income—Social Accounting.

$$GDP + NP / NI$$

### **UNIT—III CONSUMPTION AND INVESTMENT:**

Consumption and Investment—Keynes Consumption Function—Assumption—Proposition—Implication—Factors influencing—Keynes Investment Function—Autonomous and Induced—MEC and The rate of interest.

### **UNIT—IV EMPLOYMENT THEORIES:**

Employment Theory: Say' Law and Classical Theory of Employment—Principles of Aggregate Supply and Demand—Keynesian Theory of Employment.

### **UNIT—V EQUILIBRIUM ANALYSIS:**

General Equilibrium: Keynes Effect—Pigou's Effect—IS-LM equilibrium—Objectives of Macro Economic policies—Monetary and Fiscal Policy Measures.

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### **BOOKS FOR REFERENCE:**

- |                  |    |                        |
|------------------|----|------------------------|
| 1. DHINGRA, I.C. | -- | Macro Economics        |
| 2. DWIVEDI, D.N. | -- | Macro Economics        |
| 3. JHINGAN, M.L. | -- | Macro Economic Theory. |



## **CORE COURSE—VI—MONETARY ECONOMICS**

From 2016-2017

Semester—IV—Subject Code \_\_\_\_\_

### **UNIT—I THEORIES OF MONEY:**

Quantity Theory—Evolution and Functions of Money—Form of Money—Money and Near Money—Value of Money—Quantity Theory of Money—Fisher's Version—Cambridge Version

### **UNIT—II DEMAND FOR MONEY:**

Demand for money—Keynes's Theory of Demand for Money—Friedman's Restatement of the Quantity Theory of Money.

### **UNIT—III COMMERCIAL BANKS AND CENTRAL BANKING—FUNCTIONS:**

Commercial and Central Banking – Commercial Banking Functions—Performance of Public Sector Banks in India—RBI—Functions.

### **UNIT—IV TRADE CYCLE:**

Trade Cycle—Phases of Trade Cycle—Theories of Trade Cycle—Schumpeter—Haw trey and Hicks.

### **UNIT—V INFLATION:**

Economics of Inflation—Meaning—Types—Causes and Measures—Theories: Demand-pull Inflation—Cost-push Inflation and Structural Inflation.

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### **BOOKS FOR REFERENCE:**

- |                    |   |  |
|--------------------|---|--|
| 1. GHOSE, B.N.     | - | Fundamentals of Monetary Economics (1989)                  |
| 2. JHINGAN, M.L.   | - | Monetary Economics (2003)                                  |
| 3. DILLARD, DUDLEY | - | The Economic of J.M. Keynes (1977)                         |
| 4. MITHANI, D.M.   | - | Money and Banking, International Trade and Public Finance. |

## **SKILL BASED ELECTIVE—I—HUMAN RESOURCE MANAGEMENT**

(From 2016-2017)

Semester—IV—Subject Code \_\_\_\_\_

### **UNIT—I HRM-INTRODUCTION AND JOB ANALYSIS:**

HRM—Meaning—Definition—Objectives of HRM—Scope of HRM—  
Functions of HRM: Managerial Function, Operative Functions—  
Job analysis: Definition—Job Evaluation—Advantages of Job Analysis—  
Process of Job Analysis.

### **UNIT—II JOB DESIGN AND RECRUITMENT:**

Job design: Definition—Factors affecting Job Design: Organisational  
Factors, Environmental Factors, Behavioural Factors. Recruitment:  
Meaning and Definition—Factors affecting Recruitment: Internal and  
External Factors.—Sources of Recruitment: Internal and External  
Sources—Methods of Recruitment.

### **UNIT—III SELECTION-PLACEMENT-INDUCTION:**

Selection: Meaning and Definition—Recruitment Vs Selection—  
Methods of Selection—Placement: Meaning Induction: Meaning—  
Objectives of —phases of Induction Programmes.

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### **BOOKS FOR REFERENCE:**

- |                    |   |  |
|--------------------|---|--|
| 1. Dr. SUBBA RAO,  | - | Personnel and Human Resource Management (2002) |
| 2. S.S. KHANKA,    | - | Human Resource Management (2010)               |
| 3. EDWIN B. FLIPPO | - | Personnel Management (1984)                    |
| 4. C.B. MEMORIA,   | - | Personnel Management                           |

## **CORE COURSE—VII—FISCAL ECONOMICS**

(From 2016-2017)

Semester—V—Subject Code\_\_\_\_\_

### **UNIT—I INTRODUCTION:**

Public Finance: Meaning—Nature—Scope of Public Finance—Public Finance in Indian Economy—Public Finance Vs Private Finance

### **UNIT—II PUBLIC REVENUE:**

Meaning—Source of Revenue—Tax and Non-Tax Revenue--Classification—Objectives of Taxation—Types of Taxation—Cannon of Taxation

### **UNIT—III PUBLIC EXPENDITURE:**

Meaning—Nature—Scope—Public and Private Expenditure—Classification—Growth of Public Expenditure—Control of Public Expenditure.

### **UNIT—IV PUBLIC DEBT:**

Meaning—Causes and Effects of Public Debt—Recent public Debt in India—Deficit Financing in India.

### **UNIT—V FEDERAL FINANCE:**

Central and State Financial Relationship—Local Finance—Fiscal Policy—Objectives—Fiscal Policy in India.

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### **BOOKS FOR REFERENCE:**

- |                    |   |                  |
|--------------------|---|------------------|
| 1. Dr. S. SANKARAN | - | Public Finance   |
| 2. B.P. Thiyagi    | - | Public Finance   |
| 3. K.P.M. SUNDARAM | - | Fiscal Economics |
| 4. P. LOGANATHAN   | - | Public Finance.  |

**CORE COURSE—VIII—INTERNATIONAL ECONOMICS**  
(From 2016-2017)

Semester—V—Subject Code \_\_\_\_\_

- UNIT—I THEORIES OF INTERNATIONAL TRADE:**  
Distinction between National and International Trade—Classical Theory of International Trade—David Ricardo Comparative Cost Theory—Heberler's Opportunity Cost Theory—Heckscher—Ohlin Theorem
- UNIT—II FREE TRADE VERSUS PROTECTION:**  
Case for against free trade and protection—Productive Tariffs—Meaning—types—effects quotas—meaning—types—dumping—Pre condition for dumping—effect anti-dumping measures.
- UNIT—III BALANCE OF PAYMENTS:**  
Concepts—Importance—Structure—Distinction between BOP and BOT—Disequilibrium in the BOP—short run—long run—causes—Measures for Removal of Disequilibrium.
- UNIT—IV FOREIGN EXCHANGE:**  
Meaning—Importance and demand for Foreign Exchange—Supply of Foreign Exchange—Equilibrium Rate of Foreign of Exchange—Purchase Power Parity Theory—Stable and Flexible Foreign Exchange Rate.
- UNIT—V INTERNATIONAL MONETARY SYSTEM:**  
International Monetary System's—IMF—IBRD—ADB—SAARC—WTO—WTO and India.

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**BOOKS FOR REFERENCE:**

- |                         |   |   |
|-------------------------|---|---|
| 1. JHINGAN, M.L. (2003) | - | International Economics                                 |
| 2. MITHANI, D.M. (1997) | - | Money, Banking, International Trade and Public Finance. |
| 3. RANCIS CHERUNILAM    | - | International Finance,                                  |
| 4. GUPTA, K.R.          | - | International Trade                                     |
| 5. MANUR, H.G.          | - | International Economics.                                |



**CORE COURSE—IX—ENTREPRENEURIAL DEVELOPMENT**  
(From 2016-2017)

Semester—V—Subject Code \_\_\_\_\_

- UNIT—I      ENTREPRENEUR – INTRODUCTION:**  
Evolution of the concept—Definition: Risk Bearer, Organiser, Innovator—Characteristics—Entrepreneur Vs Manager—Types of Entrepreneurs—Intrapreneur Vs Entrepreneur.
- UNIT—II    ENTREPRENEURSHIP:**  
Concept—Role of Entrepreneurship in Economic Development: Classical views—Modern views—Factors affecting Entrepreneurial Growth: Economic factors—Non Economic factors—Psychological Factors.
- UNIT—III    RURAL ENTREPRENEURSHIP:**  
Meaning and Definition—Need for Rural Entrepreneurship—Problems Of—Women Entrepreneurs: Definition—Functions of—Problems of Women entrepreneurs.
- UNIT—IV    ENTREPRENEURIAL MOTIVATION:**  
Meaning and Definition—Motivation Theories: Maslow's Need Hierarchy Theory—McClelland's Acquired Needs Theory—Motivating Factors: Internal and External Factors.
- UNIT—V      INSTITUTIONAL FINANCE TO SUPPORT ENTREPRENEURS:**  
IDBI, ICICI, NSIC, SSIB and DICs,--Industrial Estates—**Project Formulation:** Meaning, Significance, Contents, Formulation of a Project Report—**Project Appraisal:** Concept—Methods

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**BOOKS FOR REFERENCE:**

1. S.S. KHANKA, -- Entrepreneurial Development (2004)
2. RICHARD CANTILLAN-- Entrepreneurship and Economic Development (1971).
3. C.B. GUPTA - Formulation of a Project (1992)
4. P. SUBBA RAO - Human Resource Management (2002)

**CORE COURSE—X—MANAGERIAL ECONOMICS**  
(From 2016-2017)

Semester—V—Subject Code \_\_\_\_\_

- UNIT—I NATURE AND SCOPE OF MANAGERIAL ECONOMICS:**  
Introduction—Managerial Economics—Definition—Characteristics—  
Objectives of the firm: Profit Maximisation, Sales, Revenue Maximisation  
And satisfying behaviour of firms—Decision Making: Meaning  
And Stages.
- UNIT—II DEMAND ANALYSIS:**  
Demand Analysis and Forecasting Demand—Concepts—Laws of  
Demand—Elasticity of Demand—Types—Determinants—Methods of  
Measurement—Importance—Demand Forecasting: Methods—Importance.
- UNIT—III COST ANALYSIS:**  
Cost Analysis: Cost—Different types of Cost—Cost-output relationship  
In the short run and long run—Cost Control—need and methods.
- UNIT—IV PRICING:**  
Pricing—Pricing practices—Objectives of pricing policy—pricing Methods—  
Full cost pricing—Pricing for a Rate of Return—Marginal Cost Pricing—  
Going Rate Pricing.
- UNIT—V PROFIT AND CAPITAL MANAGEMENT:**  
Profit and Capital Management—Nature and functions of Profit—  
Profit Planning and Forecasting—Break Even Analysis—Capital  
Budgeting: Meaning—Concepts—Need—Importance—Nature of  
Capital Budgeting Problems.

**BOOKS FOR REFERENCE:**

1. VARSHNEY,R.L. AND K.L. MAHESWARI(1994) - Managerial Economics
2. SANKARAN.S. - Managerial Economics.
3. MITHANI,D.M. - Managerial Economics.
4. JOEL DEAN, - Managerial Economics.
5. SAMUEL WEB, - Managerial Economics.

**MAJOR BASED ELECTIVE—I—ECONOMICS FOR COMPETITIVE EXAMINATIONS**  
(From 2016-2017)

Semester—V—Subject Code \_\_\_\_\_

**UNIT—I MICRO AND MACRO ECONOMICS:**

Indifference Curve Analysis—Revealed Preference Approach—Theory of Product Pricing—Pure Competition—Oligopoly—Monopolistic Competition—National Income—Social Accounting.

**UNIT—II BANKING, PUBLIC FINANCE AND INDUSTRIAL ECONOMICS:**

Public, Private and joint Sector—Cottage and Small Scale Industry—Sources of Industrial finance—Industrial Policy and location—Union—State Financial relationship.

**UNIT—III AGRICULTURAL, COOPERATION AND RURAL ECONOMICS:**

Land Reforms—Agricultural Finance—Technology in Agriculture—Economics and social Infrastructure—Education—Drinking water—Rural Housing—Environmental Issues.

**UNIT—IV PLANNING, DEVELOPMENT AND DEMOGRAPHY:**

Urbanisation and problem of slums—Role of women in Economic Activity—Basic Economic indicators in India—Unemployment: Types—Causes—Measures—Poverty: Analysis and Causes—Measures Population Explosion: Causes—Measures and control

**UNIT—V INTERNATIONAL ECONOMIC CO-OPERATION:**

New Economic Policy—Role of MNCs—Barriers—Foreign Trade and Balance of Payment—Globalisation.

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**BOOKS FOR REFERENCE:**

- |                  |   |   |
|------------------|---|---|
| 1. RAJALAKSHMI   | - | Tamil Nadu Economy                                      |
| 2. PERUMALSAMY   | - | Tamil Nadu Economy                                      |
| 3. I.C. DHINGRA  | - | Indian Economy  |
| 4. GUPTA, K.R.   | - | International Trade                                     |
| 5. MANUR, H.G.   | - | International Economics.                                |
| 6. MITHANI, D.M. | - | Money, Banking, International Trade and Public Finance. |



**SKILL BASED ELECTIVE—II—HUMAN RESOURCE PLANNING AND DEVELOPMENT**  
(From 2016-2017)

Semester—V—Subject Code \_\_\_\_\_

- UNIT—I HRP-CAREER PLANNING & EMPLOYEE TRAINING:**  
Definition—Objectives of HRP—Importance of HRP—Problems of HRP—  
Concept of career and Planning—Stages—Career Planning Process—  
Employee Training: Concept of training—Need for Training—  
Importance of Training—Objectives and Methods of Training.
- UNIT—II INTERNAL MOBILITY AND SEPARATIONS:**  
Promotion: Types of Promotion—Objectives and types of Promotion  
Policy—Types of Transfer—Demotion: Meaning and causes—Separation:  
Retirement—Resignation, Layoff—Retrenchment and Dismissal.
- UNIT—III EMPLOYEE HEALTH AND SAFTY:**  
Meaning of Health—Importance of Health—Occupational Hazards and  
Diseases—Statutory Provisions—Accidents: Types and causes—  
Industrial Safety Measures or Programmes.

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**BOOKS FOR REFERENCE:**

- |                    |   |  |
|--------------------|---|--|
| 1. Dr. SUBBA RAO,  | - | Personnel and Human Resource Management (2002) |
| 2. S.S. KHANKA,    | - | Human Resource Management (2010)               |
| 3. EDWIN B. FLIPPO | - | Personnel Management (1984)                    |
| 4. C.B. MEMORIA,   | - | Personnel Management                           |



**SKILL BASED ELECTIVE—III—UNION MANAGEMENT AND**  
*Industrial* **RELATIONS**  
(From 2016-2017)

Semester—V—Subject Code \_\_\_\_\_

**UNIT—I TRADE UNIONS:**

Definition—Need for Trade Unions—Characteristics of Trade Unions—  
Functions and Role of Trade Unions—Objectives of Trade Unions.

**UNIT—II COLLECTIVE BARGAINING:**

Definition—Characteristics—Importance—Functions of Collective  
Bargaining—Process of Collective Bargaining—Problems of Collective  
Bargaining—Conditions for the success of Collective Bargaining.

**UNIT—III INDUSTRIAL RELATIONS:**

Meaning—Characteristics—Factors of Industrial Relations—Three Actors  
Of Industrial Relations—Industrial Conflicts: Definition—Prevention and  
Settlement of Industrial Conflicts—Worker's Participation in Management  
(WPM)—Definition—Objectives—Suggestions for the success of WPM.

**BOOKS FOR REFERENCE:**

1. Dr. P. SUBBA RAO - Personnel and Human Resource Management.
2. S.C. SRIVASTAVA - Industrial Relations and Labour Laws.
3. M.N. RUDRABASAVARAJ- Dynamic Personnel Administration.

**CORE COURSE—XI—INDUSTRIAL ECONOMICS**  
(From 2016-2017)

Semester—VI—Subject Code \_\_\_\_\_

**UNIT—I INTRODUCTION:**

Industrialisation—Factors Hampering Rapid Industrialisation of India—  
Industrialisation of Economic Development—Role of Technology

**UNIT—II INDUSTRIAL LOCATION:**

Industrial Location—Alfred Weber's Pure Theory of Industrial Location—  
Sergeant Florence Industrial Analysis—Factors influencing Location  
of Industry.

**UNIT—III INDUSTRIAL FINANCE:**

Financial Infrastructure—Indian Capital Market—Function—Specialised  
Financial Institution—IFCI—SFC—SIICs.

**UNIT—IV INDUSTRIAL DEVELOPMENT:**

Development of Industries—Challenges and Opportunities—Suggested  
Measures—New Industrial Policy—Industrial Licensing Policy.

**UNIT—V INDUSTRIAL PRODUCTIVITY:**

Industrial Productivity—Importance of Productivity Analysis—Factors  
Influencing Productivity—Productivity Movement in India—  
National Productivity Council

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**BOOKS FOR REFERENCE:**

1. S.S.M. DESAI - Industrial Economy of India.
2. S.C. KUCHHAL - Industrial Economy of India.

**CORE COURSE—XII—CAPITAL MARKET**

(From 2016-2017)

Semester—VI—Subject Code \_\_\_\_\_

- UNIT—I** Capital Market—Growth—Concepts—Functions—Structure
- UNIT—II** Long – Term Finance—Sources—Financial Institution—LIC—UTI—IDBI—ICICI—Public Deposit—Mutual Funds.
- UNIT—III** Corporate Securities—Equity Shares—Preference Shares—Debentures And Bonds—Convertible and Non-Convertible Debentures—Fully and Partly Convertible Debentures.
- UNIT—IV** Exchanges—Functions—Listing of Certificate—Dealers in Stock Exchanges—Role of Securities and Stock Exchange Board of India (SEBI) In Share Market Operations.
- UNIT—V** Public Issues of Shares—Primary Market—Secondary Market—Right Issues of Shares—Issues of Bonus Shares—Underwriting of Shares—Merchant Banks—Foreign Institutional Investors.

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**BOOKS FOR REFERENCE:**

- |                   |   |                             |
|-------------------|---|-----------------------------|
| 1. KUCCHAL S.C.   | - | Corporate Finance.          |
| 2. CHANDRU        | - | Financial Management        |
| 3. ISHWAR C DWGVA | - | Indian Economic Development |

## **CORE COURSE—XIII—PERSONNEL MANAGEMENT**

(From 2016-2017)

Semester—VI—Subject Code\_\_\_\_\_

### **UNIT—I PERSONNEL MANAGEMENT:**

Meaning and Definition—Features of—Importance of—objectives of—Characteristics and qualities of Personnel Manager—Role/Functions of Personnel Manager.

### **UNIT—II PERSONNEL POLICIES:**

Meaning—Aims and objectives of—Need for—Principles of Personnel Policies—Types of coverage of Personnel Policies—Mechanism/steps To design Personnel Policies.

### **UNIT—III PERSONNEL RECORDS:**

Meaning and significance—essentials of good records—Personnel Reports: Meaning and essentials of reports—Personnel Audit: Objectives—Importance of Personnel Audit—Need for Audit—Personnel Research: Meaning and characteristics of—Objective of

### **UNIT—IV RECRUITMENT:**

Meaning—Recruitment Policy—Sources of Recruitment: Internal and External Sources—Methods of Recruitment—**Selection:** Meaning—Selection Procedure.

### **UNIT—V QUALITY OF WORK LIFE:**

Meaning—Special Issues—QWL and Productivity—**Ergonomics:** Meaning—Advantages of Ergonomics. **Empowerment:** Meaning and Importance. **Total Quality Management:** Meaning and Definition---Principles of TQM.

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### **BOOKS FOR REFERENCE:**

- |                     |   |   |
|---------------------|---|---|
| 1. C.B. MAMORIA.    | - | Personnel Management.                     |
| 2. Dr. P. SUBBA RAO | - | Personnel and Human Resources Management. |
| 3. S C SRIVASTAVA   | - | Industrial Relations and Labour Laws.     |



**MAJOR BASED ELECTIVE—II—ADVERTISEMENT MANAGEMENT**  
(From 2016-2017)

Semester—VI—Subject Code\_\_\_\_\_

**UNIT—I**

**MODERN ADVERTISEMENT:**

Introduction—Evolution—Basic features—Objectives—Role of Advertisement in modern business world—Advertisement and Publicity—Economic and Social Responsibility of Advertisement—Criticism.

**UNIT—II**

**PROCESSING OF ADVERTISEMENT:**

Process—Qualities of Creative visualisation—Slogans—Why Slogan—Good slogans—Essential of good Illustration—Meaning and functions of Designs and layout.

**UNIT—III**

**ADVERTISEMENT RESEARCH:**

Research—Role—Advertisement Research—Indoor and Outdoor Advertising—Indoor: Press—Radio—Television—Film—Video—Cable. Outdoor: Posts—Painted display—Indirect and other advertising.

**UNIT—IV**

**SALESMANSHIP:**

Sales Knowledge, Attitude—Sales force—Motivation—Methods—Individual and group Motivation.

**UNIT—V**

**IMPACTS OF ADVERTISEMENT:**

Effects of Advertising on Production—Distribution—Advertising Elasticity of Demand—Advertisement Expenditure and life-Cycle of The Product.

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**BOOKS FOR REFERENCE:**

- |                                |   |                                   |
|--------------------------------|---|-----------------------------------|
| 1. C.N. SONTAKKI               | - | Advertising and Sales Management. |
| 2. R.S.N. PILLAI AND BAGAVATHI | - | Modern Marketing                  |

**MAJOR BASED ELECTIVE—III—ENVIRONMENTAL ECONOMICS**  
(From 2016-2017)

Semester—VI—Subject Code \_\_\_\_\_

- UNIT—I ENVIRONMENTAL ECONOMICS:**  
Definition and scope of Environmental Economics—The Environmental And economics—Basic Theory of Environmental Economics—Problems Of Second Best Theory—Efficiency in a Private Market.
- UNIT—II NATIONAL RESOURCES:**  
Environmental quality as a Public Goods—Tragedy of commons—National Resources—Need for public Awareness.
- UNIT—III COST BENEFIT ANALYSIS:**  
Cost Benefit Analysis—Pollution Cost Distribution—Total Damage Cost—Total Controlling Cost—Benefit from controlling Pollution—Limitations Of the Cost Benefit Analysis—Optimum Level of Pollution
- UNIT—IV ENVIRONMENTAL QUALITY:**  
Environmental Quality—Land use area and water pollution—Noise Pollution—Global Warming—Acid Rain—Ozone Layer—Dispersion.
- UNIT—V IMPACT ON ENVIRONMENT:**  
Globalisation and Impact on Environment—Law and Environment Protection in India.

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**BOOKS FOR REFERENCE:**

- |             |   |                          |
|-------------|---|--------------------------|
| 1. KARPAGAM | - | Environmental Economics  |
| 2. KULKARNI | - | Environmental Economics. |