

**PG & RESEARCH DEPARTMENT  
OF  
ECONOMICS**

MELAIYUR – 609 107

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**UG SYLLABUS FROM 2019 -2020 ONWARDS**

**PG & RESEARCH DEPARTMENT OF ECONOMICS**

**BOARD OF STUDIES FOR UG**

**ON**

**04-09-2019**

**TO APPROVE THE SYLLABUS FOR THE STUDENTS ADMITTED FROM THE  
ACADEMIC YEAR OF 2019 – 2020 ONWARDS**

The Syllabus has been covered by the syllabi framed and published by  
**TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION.**

**POOMPUHAR COLLEGE (AUTONOMOUS)**

**MELAIYUR – 609 107**



# PG & RESEARCH DEPARTMENT OF ECONOMICS

## POOMPUHAR COLLEGE (AUTONOMOUS)

MELAIYUR – 609 107



The Board of Studies Meeting was held in the Department of Economics on 04-09-2019 Wednesday. The Board was constituted with the following personalities. All the Constituents were present. The Syllabus that to be approved by the Board has to follow and instruct the students, both under Graduate and Post Graduate, admitted from the academic year of 2019 – 2020. The prime aims of the meeting of the Board of studies were:

- To analyse, examine and modify the syllabus framed by the Department
- To correct, re-place, order and enrich the syllabus as per instructions, suggestions given by the all the members of board after the elaborate discussion.
- To insert the vital and current issues in the syllabus for the sake of the students' community with the recommendations made by the board.
- To approve after finalising syllabus to follow and instruct the students admitted from the academic year 2019 -2020 in the UG and PG level.


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### CONSTITUENTS OF THE BOARD OF STUDIES

1. **Thiru. K. RAJU**, M.A., M.Phil., B.Ed., Chairman  
Asst. Prof & Head of the Dept.,  
Poompuhar College,  
Melaiyur – 609 107.
2. **Dr. GANESAN**, M.A., M.Phil., Ph.D., Vice-Chancellor Nominee  
Professor of Economics, (for PG)  
Barathidasan University  
Tiruchirapalli.

  
**K. RAJU**, M.A., M.Phil., B.Ed.,  
Assistant Professor & Head,  
Department of Economics,  
Poompuhar College,  
Melaiyur - 609 107

3. **Dr. S. RAJARAJAN**, M.A., M.Phil., Ph.D., Vice-Chancellor Nominee  
Professor of Economics, (for UG)  
Govt Arts College (Men)  
(Autonomous)  
Kumbakonam

  
**Dr. S. RAJARAJAN**, M.A., M.Phil., Ph.D.,  
Associate Professor of Economics,  
PG & Research Dept. of Economics,  
(Autonomous)

Not Attended -



4. **Dr. R. KARTHIKEYAN**, M.A., M.Phil., Ph.D.,  
Associate Professor of Economics,  
AVC College (Autonomous)  
Mannampandal 609 305.

Academic Council Nominee  
(for PG)

5. **Dr. V. THANDAPANI**, M.A., M.Phil., Ph.D.,  
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Academic Council Nominee  
(for UG)

*V. Thandapani*

**Dr. V. THANDAPANI, M.A., M.Phil., Ph.D.**  
Assistant Professor & Head  
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6. **Dr. K. MUTHUKUMARASAMY**, M.A., M.Phil., Ph.D.,  
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Academic Council Nominee  
(Meritorious Alumnus)

7. **Dr. A. NAVINKUMAR**, M.A., M.Phil., Ph.D.,  
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Member

*Navinkumar*  
13/3/2020

8. **Dr. R. BALASUBRAMANI**, M.A., M.Phil., Ph.D.,  
Asst., Professor of Economics,  
Poompuhar College,  
Melaiyur – 609 107.

Member

*R. Balasubramani*  
13.3.20

9. **Smt. S. PACKIYALAKSHMI**, M.A., M.Phil.,  
Ass., Professor of Economics,  
Poompuhar College,  
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Member

*S. Packiyalakshmi*  
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10. **Dr. M. ARIVAZHAGAN** M.A., M.Phil., Ph.D.,  
Associate Professor of Economics,  
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Melaiyur – 609 107.

Member

*M. Arivazhagan*  
13/03/2020



QUESTION PAPER PATTERN ( For Part - I, II, III )



Part A

Ten Questions

10 x 2 = 20

(Two Questions from each Unit – No choice)

Part B

Five Questions (either or type)

5 x 5 = 25

(Two Questions from each Unit)

Part C

Three Questions out of Five

3 x 10 = 30

(One Question from each Unit)

Total

75 Marks

QUESTION PAPER PATTERN ( For Part - IV only )

Part A

Three questions (either or type)

3 x 10 = 30

(Two questions from each unit)

Part B

Three Questions out of five

3 x 15 = 45

(At least one question from each Unit

Not more than two questions from each Unit)

Total

75 Marks

Head of the Department

**K. RAJU, M.A., M.Phil., B.Ed.,**  
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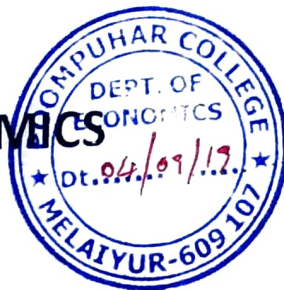
Principal

**PRINCIPAL,**  
**POOMPUHAR COLLEGE,**  
**MELAIYUR - 609 107.**

# PG & RESEARCH DEPARTMENT OF ECONOMICS

## POOMPUHAR COLLEGE (AUTONOMOUS)

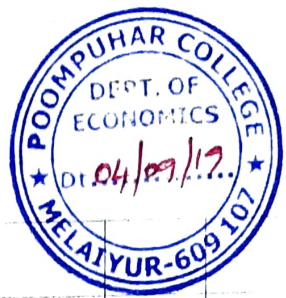
MELAIYUR - 609 107



### COURSE STRUCTURE FOR UG COURSE

(Applicable to the candidates admitted from the academic year 2019 – 2020 onwards)

SEM	CODE	PAR T	SUBJECT	HRS	CREDIT	EXAM HRS	MARKS
I		I	Tamil - I	6	3	3	100
		II	English - II	6	3	3	100
		III	First Allied – I – Principles of Commerce	6	3	3	100
			CC - I - Indian Economic Development	5	5	3	100
			CC – II – Micro Economics - I	5	5	3	100
		IV	Value Education	2	2	3	100
			<b>TOTAL</b>	<b>30</b>	<b>21</b>		<b>600</b>
II		I	Tamil - II	6	3	3	100
		II	English - II	6	3	3	100
		III	First Allied – II – Entrepreneurial Development	5	4	3	100
			First Allied - III – Business Organisation	5	3	3	100
			CC – III - Micro Economics - II	6	5	3	100
		IV	Environmental Studies	2	2	3	100
			<b>TOTAL</b>	<b>30</b>	<b>20</b>		<b>600</b>
III		I	Tamil - III	6	3	3	100
		II	English - III	6	3	3	100
		III	Second Allied - I	5	3	3	100
			Second Allied - II	2	***	***	***
			CC – IV – History of Economic Thought	5	5	3	100
			CC – V – Macro Economics	4	4	3	100
			NME - I	2	2	3	100
			<b>TOTAL</b>	<b>30</b>	<b>20</b>		<b>600</b>
IV		I	Tamil - IV	6	3	3	100
		II	English - IV	6	3	3	100
		III	Second Allied - II	3	4	3	100
			Second Allied - III	5	3	3	100
			CC – VI – Monetary Economics	6	5	3	100
			NME - II	2	2	3	100
		IV	SBE – I – Human Resource Management	2	2	3	100
			<b>TOTAL</b>	<b>30</b>	<b>22</b>		<b>700</b>



SEM	CODE	PAR T	SUBJECT	HRS	CREDIT	EXAM HRS	MARKS
V	19'03m7	III	CC – VII – Fiscal Economics	6	5	3	100
	19'03m8		CC – VIII – International Economics	5	5	3	100
	19'03m9		CC – IX – Personnel Management	5	5	3	100
	19'03m10		CC – X – Managerial Economics	5	5	3	100
	19'03m11	IV	MBE – I – Economics for Competitive Examinations	5	5	3	100
	19'03m12		SBE – II – Human Resource Planning and Development	2	2	3	100
	19'03m13		SBE – III – Labour Economics	2	2	3	100
			<b>TOTAL</b>	<b>30</b>	<b>29</b>		<b>700</b>
VI		III	CC – XI - Industrial Economics	6	5	3	100
			CC – XII – Capital Market	6	5	3	100
			CC – XIII – Health Economics	5	5	3	100
			MBE – II – Agricultural Economics	5	5	3	100
			MBE – III – Environmental Economics	5	4	3	100
		IV	Soft Skill Development	2	2	3	100
			Gender Studies	1	1	3	100
		V	Extension Activities	--	1	--	--
			<b>TOTAL</b>	<b>30</b>	<b>28</b>		<b>700</b>
			<b>GRAND TOTAL</b>	<b>180</b>	<b>140</b>		<b>3900</b>

University Nominee

Subject Expert

Chairman

**S. RAJARAJAN, M.A., M.Phil., B.Ed., Ph.D.,**  
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### UG ECONOMICS. 2019-2020

POOMPUHAR COLLEGE ( AUTONOMOUS) MELAIYUR-609 107	
<b>Programme:</b>	<b>B.A. Economics</b>
<b>Programme Code:</b>	03
<b>Duration:</b>	<b>3 Years(UG)</b>
<b>Programme Outcomes:</b>	<p><b>PO1: Disciplinary Knowledge:</b> Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.</p> <p><b>PO2: Analytical Reasoning and Critical Thinking:</b> Critically Analyze and assess the way in which economists examine the real world to understand the current events and evaluate specific proposals.</p> <p><b>PO3: Logical Reasoning and Quantitative Ability:</b> Ability to understand how to collect and analyse data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.</p> <p><b>PO4: Communication and Research Skills:</b> Communication and Research related skills. Developing a sense of capability for relevant/appropriate inquiry and asking questions, synthesising and articulating and reporting results and to efficiently communicate thoughts and ideas in a clear and concise manner.</p> <p><b>PO5: Gender, Environment and Sustainability:</b> Comprehend the Environmental issues and Sustainable Development and strive to achieving economic and social equity for women and be Gender Sensitive.</p> <p><b>PO6: Employability and Leadership Skills:</b> Become empowered individuals to be employed in various positions in industry, academia and research and have the potential to become Entrepreneurs and take leadership roles in their chosen occupations and communities.</p> <p><b>PO7: Social Interaction:</b> Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.</p> <p><b>PO8: Digital Literacy and Lifelong Learning:</b> Capability to use ICT tools in a variety of learning situation and use appropriate software for analysis of data - Ability to acquire Knowledge situations and skills for life through self directed learning and adapt to different learning environments.</p>
<b>Programme Specific Outcomes:</b>	<p><b>PSO1:</b> To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p><b>PSO 2:</b> To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p><b>PSO 3:</b> To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p><b>PSO 4:</b> Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p><b>PSO 5:</b> Enhance skills of analytical and critical thinking to analyze</p>

	effectiveness of economic policies.
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	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>PSO 1</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 2</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO3</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 4</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 5</b>	Y	Y	Y	Y	Y	Y	Y	Y

# FIRST ALLIED – I – PRINCIPLES OF COMMERCE

(From 2019 – 2020 Onwards – Semester – I)



## UNIT – I

### FUNDAMENTALS OF COMMERCE:

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

## UNIT – II

### ADVERTISEMENT:

Nature and objectives – Functions of Advertisement – Media: Merits and Demerits – Types and importance of Advertisement

## UNIT – III

### FUNDAMENTALS OF INSURANCE:

Life Insurance – Marine Insurance – Fire Insurance – Governing Principles – Advantages of Insurance.

## UNIT – IV

### FUNCTIONS OF BANKS:

Types of Deposits – Methods and purposes of lending – Special Services rendered by Commercial Banks – Bank Balance Sheet.

## UNIT – V

### TRANSPORT SYSTEM AND CONSUMERISM

Surface, Water and Air Transport – Relative Advantages – Transport Coordination – Problems – Consumer Rights – Consumer Protection – Consumer Councils – Functions

## BOOKS FOR REFERENCE:

1. Bushan Y.K. (2002), Business Organisation and Management (Sultan Chand & Sons, New Delhi)
2. Radhasamy and Vasudevan (2001), Theory of Banking (Sultan Chand & Sons, New Delhi)
3. Mishra M.N. (2000) Insurance – Principles and Practice (Sultan Chand & Sons, New Delhi)
4. Sheriekar S.A. (2000), Trade Practices and Consumerism (Himalaya Pub. House, Bombay)
5. Jingan M.L. (2002), International Economics (Konark Publications, New Delhi).

  
University Nominee

  
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# CORE COURSE – I – INDIAN ECONOMIC DEVELOPMENT

(From 2019 – 2020 Onwards – Semester – I)




- UNIT – I**      **ECONOMIC GROWTH AND DEVELOPMENT:**  
Economic Growth and Development – Features of Indian Economy –  
Economic and non-Economic Factors – Major Issues of Economic  
Development.
- UNIT – II**      **POVERTY, UNEMPLOYMENT AND INEQUALITY**  
Poverty: Rural and Urban Poverty – Causes of Poverty – Effects – Measures for  
Poverty Alleviation Programmes – Unemployment: Types – Causes and Effects –  
Employment Generation Programmes - Inequality of income – causes – Measures
- 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 and Trends of Foreign Trade –  
Balance of Payments – Trade Policies – LPG – New Trade Policy.

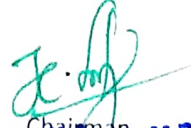
## BOOKS FOR REFERENCE:

1. AGARWAL, A.N. (2004) *Indian economy*, Wishwa Prakashan, New Delhi.
2. AHLUWALIA, I AND I.M.D. LITTLE (1999) *INDIA'S ECONOMIC REFORMS AND DEVELOPMENT*, Oxford University Press, New Delhi,
3. DHINGARA.C. (2003) *The Indian Economy*, Sultan & Chand, New Delhi,
4. DATT, RUDDER AND K.P.M. SUNDARAM (2015), *Indian Economy*, S. Chand & Co, New Delhi.
5. ALAGH, Y.K. (1995), *Indian Development Planning and Policy*, Vikas, New Delhi.

  
University Nominee

  
Subject Expert  
**Dr. V. THANDAPANI, M.A., M.Phil., Ph.D.,**  
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# CORE COURSE – I – MICRO ECONOMICS - I

(From 2019 – 2020 Onwards – Semester – I)



## UNIT – I

### INTRODUCTION TO MICRO ECONOMICS:

Definition – Nature and Scope of Micro Economics – Methodology in Economics: Positive and Normative Economics – Static and Dynamic Analysis – Deductive and Inductive Methods – Choice as an Economic Problem.

## UNIT – II

### DEMAND AND SUPPLY ANALYSIS:

Law of Demand – Demand Curve – Change in Demand and Quantity Demanded – Determinants of Demand – Elasticity of Demand: Types and Determinants - Supply: Law of supply – Supply curve – Determinants of Supply - Elasticity of Supply: Types and determinants.

## UNIT – III

### MARKET EQUILIBRIUM:

The concept of Equilibrium – Demand and Supply Interaction – Price as outcome of demand and supply interaction and Market Equilibrium – Desirability of Equilibrium: Consumer Surplus and Producer Surplus

## UNIT – IV

### CONSUMER THEORY: UTILITY ANALYSIS:

The concept of Utility – Ordinal and Cardinal Utility – Total and Marginal Utility – Law of Diminishing Marginal Utility – Law of Equi Marginal Utility

## UNIT – V

### CONSUMER THEORY: INDIFFERENCE CURVE ANALYSIS

The Indifference Curves and Maps – properties of indifference curves – Marginal Rate of Substitution – The Budget line – Price and Substitution Effects - Optimal Choice

## BOOKS FOR REFERENCE:

1. SANKARAN. S. (2000), Micro economics, Margham Publications, Chennai,
2. AGARWAL.S.K. (2007), General Economics, S. Chand & Company Ltd., New Delhi
3. Koutsyannis (2003), Modern Micro Economics, Palgram Macmillan (UK), 2<sup>nd</sup> Edition
4. Robert Pindyck and Daniel L. Rubinfeld, (2001), Micro Economics, Macmillan.
5. E.K. Browing and J M Browing (2012), Micro Economics – Theory ad Application.

University Nominee

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& Research Dept. of Economics,  
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**K. RAJU**  
Chairman, A.M.Phil., B.Ed.,  
Assistant Professor & Head,  
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Melaiyur - 609 107



## FIRST ALLIED – II – ENTREPRENEURIAL DEVELOPMENT

(From 2019 – 2020 Onwards – Semester –II )

- UNIT – I**                      **ENTREPRENEUR - INTRODUCTION**  
Evolution of the concept – Definition: Risk Bearer, Organiser, Innovator –  
Characteristics of Entrepreneur – Entrepreneur Vs Manager – Types of  
Entrepreneurs – Intrapreneur Vs Entrepreneurs .
- UNIT – II**                      **ENTREPRENEURSHIP:**  
Concept – Role of Entrepreneurship in Economic development: Classical Views  
and Modern views – Factors affecting Entrepreneurial Growth: Economic and  
Non-Economic Factors – Psychological Factors.
- UNIT – III**                      **RURAL ENTERPRENEURSHIP:**  
Meaning and Definition – need for rural entrepreneurship – Agripreneur –  
problems of rural Entrepreneurs – Women Entrepreneurs: Definition – functions –  
problems of women Entrepreneurs.
- UNIT – IV**                      **ENTREPRENEURIAL MOTIVATION:**  
Meaning and Definition – Motivating factors: Internal and External Factors –  
Motivation Theories: Maslow's Need Hierarchy Theory – McClelland's Acquired  
Needs Theory.
- UNIT – V**                      **INSTITUTIONAL FINANCE AND PROJECT REPORT:**  
IDBI, ICICI, NSIC, SSIB, DICs – Industrial Estates - Project Formulation: Meaning –  
significance – contents – Formulation of a Project Report – Project Appraisal:  
Concept – Methods.

### BOOKS FOR REFERENCE:

1. Khanka, S.S. (2007), Entrepreneurial Development, S. Chand & Company, New Delhi.
2. Vasant Desai, (2008), Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, New Delhi.
3. C.B. Gupta, (1992), Formulation of a Project, S. Chand & Company, New Delhi.
4. Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd, (2007), Entrepreneurship, Tata McGraw Hill, New Delhi

University Nominee

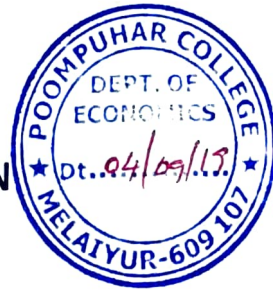
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Subject Expert

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Melaiyur - 609 107





## FIRST ALLIED – III – BUSINESS ORGANISATION

(From 2019 – 2020 Onwards – Semester – I I )

### UNIT – I

#### INTRODUCTION:

Nature and Scope of Business – Essentials of successful Business – Social Responsibility of Business – Selection and factors of Business Location -

### UNIT – II

#### ORGANISATIONAL TYPES:

Sole Proprietorship – Features – Merits and Demerits – Joint Stock Companies – Private Companies – Characteristics – Public Companies – Co-operative Enterprises Company formation and Management

### UNIT – III

#### DISTRIBUTION:

Marketing: Meaning – Modern Approach – Consumer Orientation – Functions of Marketing - Channels of Distribution – Importance of Middleman – Wholesaler and Retail Business and their Merits and Demerits.

### UNIT – IV

#### FOREIGN TRADE AND INSURANCE:

Foreign Trade – Meaning – Advantages, Disadvantages and Problems of Foreign Trade – Insurance: Meaning – Benefits – Types: Life Insurance, Marine Insurance, Fire Insurance.

### UNIT – V

#### BUSINESS FINANCES:

Functions of Business Finance – Financial Planning: Meaning and Definition – Need – Stock Exchanges: Functions – Securities and Stock Exchange Board of India (SEBI) – Achievements.

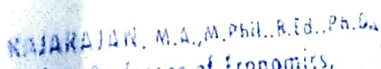
### BOOKS FOR REFERENCE:

1. Dinkar Pagare . ((1993), Business Organisation and Management, Sultan Chand & Sons, New Delhi
2. R.N. Gupta, (2008), Business Organisation and Management, S. Chand & Company Ltd., New Delhi
3. Y.K. Bhushan, (1996), Business Organisation and Management, Sultan Chand & Sons, New Delhi
4. Gupta, C.B. ((1996), Business Organisation and Management, Sultan Chand & Sons, New Delhi

  
University Nominee

  
Subject Expert

  
Chairman

  
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## CORE COURSE – III – MICRO ECONOMICS – II

(From 2019 – 2020 Onwards – Sem – I I)

### UNIT – I

#### PRICE DETERMINATION UNDER PERFECT COMPETITION:

Market Structure - Classification of Markets - Perfect Competition:  
Meaning - Features - Short Run and Long Run - Price and output  
Determination under Perfect Competition

### UNIT – II

#### PRICE DETERMINATION UNDER MONOPOLY:

Meaning - Features of Monopoly - Price and output Determination under  
Monopoly - Price Discrimination: Meaning - Price Discrimination under Monopoly

### UNIT – III

#### MONOPOLISTIC COMPETITION:

Monopolistic Competition – Features – Price and Output Determination under  
Monopolistic Competition – Oligopoly: Meaning – features – Kinked  
Demand Curve

### UNIT – IV

#### THEORIES OF RENT AND WAGES:

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

### UNIT – V

#### THEORIES OF INTEREST AND PROFIT:

Theories of Interest – Classical Theory of Interest – Neo-classical's Loanable Funds  
Theory – Modern Theory of Interest – Theories of profit: Schumpeter's Innovation  
Theory.

### BOOKS FOR REFERENCE:

1. Koutsyannis (2003), Modern Micro Economics, Palgram Macmillan (UK) 2<sup>nd</sup> Edition
2. Ahuja, H.L. (2003), Advanced Economic Theory, S. Chand & Co Ltd, New Delhi
3. Sankaran. S (2000), Micro Economics, Margham Publications, Chennai
4. Gregory Mankiw (2012), Principles of Micro Economics, Cengage India
5. E K Browing and J M Browning (2012), Micro Economics: Theory and Applications

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## CORE COURSE – IV – HISTORY OF ECONOMIC THOUGHT

(From 2019 – 2020 Onwards – Semester –III )

### UNIT – I

#### PRE-CLASSICAL THOUGHT:

Mercantilism: Factors shaping Mercantilism – Main ideas – Physiocracy: Factors that gave rise to Physiocracy – Main ideas: Natural Order, Net Product, Circulation of Wealth.

### UNIT – II

#### CLASSICAL ECONOMISTS AND MARX:

Adam Smith – Division of Labour – Theory of value – Laissez fair – Canons of Taxation- Ricardo: Theory of Rent – Comparative advantage theory of trade- Malthus: The principles of Population –Proposals to check population growth – Marx: Theory of surplus value – Breakdown of the Capitalist system.

### UNIT – III

#### NEO-CLASSICAL AND INSTITUTIONALIST THOUGHT:

The Marginalist revolution – Marshall: Value and role of time – Marginal Utility and consumer's surplus – Marshallian concepts – Representative firm, Economies of scale, Quasi rent – Veblen Institutionalism

### UNIT – IV

#### KEYNESIAN REVOLUTION AND MODERN THOUGHT:

KEYNES: Psychological law of consumption – MPC – Investment Multiplier – Theory of Employment – National income level – Hicks theory of Trade Cycle – New Classical Economics – Rational Expectation Hypothesis.

### UNIT – V

#### INDIAN ECONOMIC THOUGHT:

Naoroji Drain Theory – Gandhian Economics: Sarvodaya – Trusteeship – Ambedkar: Contribution to Monetary Economics – Amartya Sen: Choice of Technique – Theory of Entitlement – Gender bias in Poverty.

### BOOKS FOR REFERENCE:

1. Srivastava, S K (2002), History of Economic Thought, Sultan Chand & Sons, New Delhi,
2. Bhatia, H L, (2006), History of Economic Thought, Himalaya Publishing House, Mumbai.
3. Amartya Sen (1982), Welfare and Measurement, Oxford University Press, New Delhi.
4. Gandhi, M.K. (1938), Economics of Village Industries, Navjivan Publishers, New Delhi

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## CORE COURSE –V – MACRO ECONOMICS

(From 2019 – 2020 Onwards – Semester –III )



### 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 – concepts – measurement – importance and limitations – Circular Flow of National Income – Social Accounting

### UNIT – III

#### UNEMPLOYMENT: KEYNESIAN THEORY:

Keynes's critique of classical theory – Involuntary unemployment – Effective Demand and components – Consumption: Marginal Propensity to consume – Marginal Efficiency of Capital – Underemployment equilibrium.

### UNIT – IV

#### INFLATION:

Definition of inflation – Types of Inflation – Causes - Measuring Price Level – Consumer price index – wholesale price index – producer price index – Inflation and unemployment - trade-off

### UNIT – V

#### BUSINESS CYCLES:

Phases of business cycle – Macro Economic Variables and business cycles – Classical Theory and Business Cycle – Keynesian Theory of Business Cycles.

### BOOKS FOR REFERENCE:

1. Ahuja, H L (2007), Macro Economics: Theory and policy, S. Chand & Company Ltd, New Delhi.
2. Jhingan, M L (2005), Macro Economic Theory, Vrinda Publications, (p) Ltd, New Delhi
3. Dornbusch, Rudiger, Stanley Fischer, and Richard Startz (2000), Macro Economics, Tata McGraw-Hill Publishing Company, New Delhi.
4. Mankiw. N. Gregory (2000), Macro Economics, Worth Publishers, New De York,

  
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# CORE COURSE –VI – MONETARY ECONOMICS

(From 2019 – 2020 Onwards – Semester –IV )



- UNIT – I**      **THEORIES OF DEMAND FOR MONEY:**  
Classical Theory of money – Keynesian Monetary theory – James Tobin's Portfolio Analysis of Money Demand – Milton Friedman's reformulated Quantity theory
- UNIT – II**      **MONETARISM VS KEYNESIANISM:**  
Monetarism and Keynesianism – Comparison – Determinants of money supply – Money Multiplier – Supply side policies of Inflation
- UNIT – III**      **MONEY MARKET:**  
Money Market and Capital Market in India – The role of financial Intermediaries – effect of financial intermediation of the cost and availability of finance – Non banking financial Institutions in India.
- UNIT – IV**      **BANKING:**  
Commercial Banks and multiple credit creation function – Commercial Bank's role after nationalisation – RBI's role in Economic Development – Narasimhan Committee Report.
- UNIT – V**      **MONETARY POLICY:**  
Monetary Policy operation in India – Limitation of Monetary Policy – effects of Debt Management Policy.

## BOOKS FOR REFERENCE:

1. Gupta R.D. (1995), Keynes and Post Keynesian Economics, Kalyani Publishers, New Delhi.
2. Vaish M C (2004), Money, Banking and International Trade, New Age International (p) Ltd, New Delhi
3. Sundaram K P M, (1996) Money, Banking and International Trade, Vikas, New delhi
4. Jhingaon M L (2004), Monetary Economics, Konark Publication, New Delhi.
5. S.K. Basu (1975), Recent Banking Development, Chand and Co., New Delhi.

  
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## SKILL BASED ELECTIVE – I – HUMAN RESOURCE MANAGEMENT

(From 2019 – 2020 Onwards – Semester –IV )

### UNIT – I

#### HRM –INTRODUCTION AND JOB ANALYSIS:

HRM: Meaning – Definition – Objectives of HRM – Scope – Functions of HRM: Managerial Function – Operative Functions – Job Analysis: Definition – 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 – Phases – Induction Programmes

### BOOKS FOR REFERENCE:

1. Jayasankar. J (2013), Human Resource Management, Margham Publication, Chennai,
2. Khanka, S S (2010), Human Resource Management, S. Chand & Company Ltd, New Delhi
3. Memoria C B (2001), Personnel Management, Text & Case, Himalaya Publishing House, Mumbai.

  
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**CORE COURSE –VII – FISCAL ECONOMICS**

(From 2019 – 2020 Onwards – Semester –V )



- UNIT – I**                      **INTRODUCTION:**  
Public Finance: Meaning – Nature – Scope of Public Finance – 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 – Causes – Growth of Public Expenditure – Control of Public Expenditure
- UNIT –IV**                      **FISCAL POLICY AND FISCAL FEDERALISM:**  
Objectives and Instruments of Fiscal Policy – Compensatory Fiscal Policy – Fiscal Federalism: Role of Finance Commission – Principles – Recommendation of the latest Finance Commission- Transfer of resources from Union and States and States to Local Bodies.
- UNIT –V**                      **INDIAN PUBLIC FINANCE:**  
Financial Autonomy in India – Tax Reform Proposals of Kelkar Committee – Fiscal Responsibilities of central and state Governments – Central and State Budgets – Issues of Fiscal Deficit .

**BOOKS FOR REFERENCE:**

1. Sankaran, S (1985) Fiscal Economics, Shree Karthikeyan Publishing Company, Chennai,
2. Thiyaagi, B P (2003 – 4) Public Finance, Jai Prakash Nath & Company, Meerut,
3. Sundaram K P M & Andley K K (1998) Public Finance Theory & Practice, Sultan & Sons Company, New Delhi.
4. Kavita Rao R. (2004), Impact of VAT Central & State Finance, EPW No:26
5. Kelkar V (2002), Indian Tax Reform Report of a Survey – Ministry of Finance

  
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# CORE COURSE –VIII – INTERNATIONAL ECONOMICS

(From 2019 – 2020 Onwards – Semester –V)

19/03/18



## UNIT – I

### INTRODUCTION:

Distinction between national and International Trade – Classical Theory of International Trade – David Ricardo's Comparative cost Theory – Heberler's Opportunity cost Theory – Hecksher – Ohlin Theorem

## UNIT – II

### FREE TRADE VERSUS PROTECTION:

Case for and against free trade and protection – Productive Tariffs – Meaning – Types – effects – Quotas: Meaning – types – Dumping – Pre condition for dumping – effects and anti-dumping measures.

## UNIT – III

### FOREIGN EXCHANGE MARKET:

Functions of foreign exchange market – Exchange Rates – nominal and real exchange rates – purchasing power parity – fixed exchange rate – flexible exchange rate.

## UNIT – IV

### BALANCE OF PAYMENT:

Balance of payments – current account and capital account – causes and measures for disequilibrium in the Balance of Payment – exchange rates and balance of payments.

## UNIT – V

### TRADE POLICY:

Barriers to trade – tariffs – effects of a tariff – quotas – arguments for and against protection – free trade – arguments for and against free trade – trade and economic development

## BOOKS FOR REFERENCE:

1. Jhingan, M L (2013), International Economics, Virinda Publications (p) Ltd, New Delhi
2. Mithani, D M, (2003), International Economics, Himalaya Publishing House, Mumbai
3. Francis Cherunillam, (2004), International Economics, Tata McGraw Hill, New Delhi.
4. Gupta, K R. (1972), International Economics, Adma Ram and Sons, New Delhi
5. Mithani, D M (2002), Introduction to International Economics, Vora & Co Publishers, Bombay.

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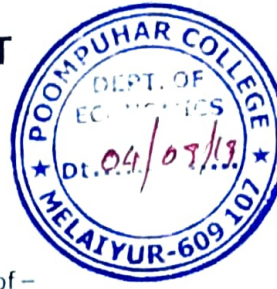
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# CORE COURSE –IX – PERSONNEL MANAGEMENT

(From 2019 – 2020 Onwards – Semester –V )



## UNIT – I

### PERSONNEL MANAGEMENT - INTRODUCTION:

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 good reports – Personnel Audit: Objectives – Importance of Personnel Audit – Personnel Research: Meaning and characteristics of – Objectives of Personnel Research

## 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:

Meaning – special issues – QWL and productivity – Ergonomics: Meaning – Advantages of Ergonomics- Empowerment: Meaning and Importance - Total Quality Management: Meaning and Definition – Principles of TQM.

## BOOKS FOR REFERENCE:

1. Jayasankar. J (2013), Human Resource Management, Margham Publication, Chennai,
2. Khanka, S S (2010), Human Resource Management, S. Chand & Company Ltd, New Delhi
3. Memoria C B (2001), Personnel Management, Text & Case, Himalaya Publishing House, Mumbai.

  
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## CORE COURSE –X – MANAGERIAL ECONOMICS

(From 2019 – 2020 Onwards – Semester –V )



### UNIT – I

#### NATURE AND SCOPE OF MANAGERIAL ECONOMICS:

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 – Measurement – Importance – Demand Forecasting: importance and Methods

### UNIT – III

#### PRICING STRATEGIES:

Price Discrimination: First Degree, Second Degree and third Degree Price Discrimination – Approached to Pricing: (a) Cost-plus pricing (b) target return pricing (c) product life cycle pricing (d) transfer pricing.

### UNIT – IV

#### NON PRICE COMPETITION:

Non price competition: Components of the Marketing Mix – Promotion in marketing Mix – Product Mix Decisions – Selecting a marketing channel.

### UNIT – V

#### INVESTMENT APPRAISAL:

The Investment selection Process – Estimating cash flows – Evaluating Investment: (a) payback method (b) net present value method –The cost of capital (a) dividend valuation model (b) capital-asset pricing model

#### BOOKS FOR REFERENCE:

1. Howard Davies, (1998), Managerial Economics, London, Pitman
2. William Boyes (2005), The New Managerial Economics, Indian Adaptation Edn, New Delhi
3. Varshney R L and Maheswari K L (1994) Managerial Economics, Himalaya Publication, Mumbai

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# Major Based Elective – I –ECONOMICS FOR COMPETITIVE EXAMINATIONS

(From 2019 – 2020 Onwards – Semester –V )



- 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, CO-OPERATION 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 to control
- UNIT – V** **INTERNATIONAL ECONOMIC CO-OPERATION:**  
New Economic Policy – Role of MNCs – Barriers – Foreign Trade and Balance of Payment - Globalisation

## BOOKS FOR REFERENCE:

1. Ahuja, H L (2007), Macro Economics: Theory and policy, S. Chand & Company Ltd, New Delhi.
2. Gregory Mankiw (2012), Principles of Micro Economics, Cengage India
3. E K Browning and J M Browning (2012), Micro Economics: Theory and Applications
4. Sundaram K P M, (1996) Money, Banking and International Trade, Vikas, New Delhi
5. AGARWAL S.K. (2007), General Economics, S. Chand & Company Ltd., New Delhi

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# skill Based Elective – II –HUMAN RESOURCE PLANNING AND DEVELOPMENT

(From 2019 – 2020 Onwards – Semester –V )



## 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.

## 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 – Lay off – Retrenchment and Dismissal.

## UNIT – III

### EMPLOYEE HEALTH AND SAFETY:

Meaning of health – importance of health – occupational Hazards and diseases –  
statutory provisions – Accidents: Types and causes – Industrial Safety Measures or  
Programme

### BOOKS FOR REFERENCE:

1. Jayasankar. J (2013), Human Resource Management, Margham Publication, Chennai.
2. Khanka, S S (2010), Human Resource Management, S. Chand & Company Ltd, New Delhi
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# Skill Based Elective – III – LABOUR ECONOMICS

(From 2019 – 2020 Onwards – Semester –V )



## UNIT – I

### INTRODUCTION

Meaning and Definition of Labour Economics – Scope and nature of Labour Economics – Characteristics of Labour Market – Nature of Labour market in developing countries like India – Demand and supply of Labour

## UNIT – II

### INDUSTRIAL RELATIONS

Growth pattern and structure of labour Union in India – Labour Movements in India – Industrial relations: Industrial disputes and Industrial Peace – Social Security: Need – Social assistance – Minimum wages Act

## UNIT – III

### CHILD LABOUR AND WOMEN WORKERS

Child Labour – causes of child labour – constitutional and legislative provision – measures to regulate child labour – status of women workers – problems of women workers – protective provision

### BOOKS FOR REFERENCE:

1. Gupta P K, (2012), Labour Economics, New Delhi Virinda Publication (p) Ltd
2. Bhagoliwal. T.N. (2002), Economics of Labour and Industrial Relations, Sahitya Bhavan, Agra.
3. Papola, T. S. ,Ghosh P. P Shama A.N. , Eds) (1993), Labour Employment: Industrial relation in India, B.R. Publishing Corporation

  
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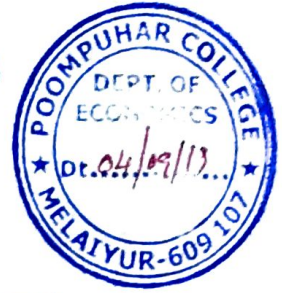
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# Core Course – XI - INDUSTRIAL ECONOMICS

(From 2019 – 2020 Onwards – Semester –VI )



- UNIT – I**      **BASIC CONCEPTS, THEORY OF FIRM AND PRICING:**  
Concepts: Firm, Industrial combination – causes- conglomerate, cartel, pattern of – Industrialisation – Economies of scale – Market structure – objectives of Firms – Growth of Firms – Marginal cost pricing Vs full cost pricing – Depreciation – Administered prices.
- UNIT – II**      **INDUSTRIAL ORGANISATION:**  
Industrial organisation – structure and change – Monopoly and concentration: Concepts – measures of Monopoly – control of monopoly – Industrial Monopoly legislation – The Indian MRPT Act, 1969.
- UNIT – III**      **THEORIES OF INDUSTRIAL LOCATION AND REGIONAL DEVELOPMENT:**  
Industrial Location: Factors affecting Industrial location – Measures of localisation – Weber and Sargent Florence – Regional growth of industry in India – Need for Balanced regional Development of Industries – Industrial Policy
- UNIT – IV**      **INDUSTRIAL PRODUCTIVITY AND FINANCE:**  
Industrial Productivity – Measures – factors affecting Productivity-Industrial finance – sources of finance – Industrial Development Bank of India – objectives and functioning
- UNIT – V**      **ISSUES IN INDIAN INDUSTRY:**  
Public sector: Rationale – organisation- pricing policies – Performance of Public sector in India – Industrial Problems: Industrial sickness – Industrial Reform measures – Role of MMNC in India.

## BOOKS FOR REFERENCE:

1. Divine, P.J. et al., (1978), An Introduction to Industrial Economics , George Allen and Unwin, London.
2. Hay, D.A., and Morris . D.J. (1979), Industrial Economics: Theory and Evidence, Oxford University Press, New Delhi.
3. Kuchhal, S.C. (1981), Industrial Economy of India, Himalaya Publication, Mumbai.

  
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## Core Course – XII - CAPITAL MARKET

(From 2019 – 2020 Onwards – Semester –VI )



### UNIT – I

#### INTRODUCTION

Capital Market – Growth – Concepts – Functions – Structure

### UNIT – II

#### FINANCIAL INSTITUTIONS

Long term Finance – Sources – Financial Institution – LIC – UTI – IDBI – ICICI – Public Deposit – Mutual Funds.

### UNIT – III

#### SECURITIES AND DEBENTURES

Corporate securities – Equity Shares – Preference Shares – Debentures and Bonds  
Convertible and Non - convertible Debentures – Fully and Partly convertible Debentures.

### UNIT – IV

#### STOCK EXCHANGES

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

#### SHARE MARKET

Public Issues of shares – Primary Market – Secondary Market – Right Issues of Shares – Issues of Bonus Shares – Underwriting of Shares – Merchant Banks – Foreign Institutional Investors.

#### BOOKS FOR REFERENCE:

1. Kuchhal. S.C. (1981), Corporate Finance, Himalaya Publication, Mumbai.
2. Chandru, (1973), Financial Management, B R Publishing Corporation
3. Ishwar C Dwgva (1992), Indian Economic Development.

  
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# Core Course – XIII - HEALTH ECONOMICS

(From 2019 – 2020 Onwards – Semester –VI )




- UNIT – I**      **INTRODUCTION**  
Health and Economic Development – Investment in man – Health and Social Welfare – Determinants of Health – Income and Health Linkages – Economic Analysis of Health Care
- UNIT – II**      **HEALTH DEMAND**  
Demand for Health Care Services – Preference for Health care using indifference curves – Budget constraints – Income and Price effects for Health Care – Elasticity of Demand for Medical Care.
- UNIT – III**      **HEALTH SUPPLY**  
Supply of Health care services – Physicians and Medical Personnel as Health care Providers – Non labour inputs – Hospitals – Interaction of Demand and Supply of Healthy care.
- UNIT – IV**      **HEALTH INDICATORS**  
Health Indicators – Birth rate – Fertility – Morbidity – Mortality IMR – CMR – MMR – Disability Adjusted Life Year (DALY) – Quality Adjusted Life Year (QALY), Sex Ratio.
- UNIT – V**      **HEALTH INSURANCE AND TOURISM**  
Health Insurance – Medical Ethics – Medical Tourism


## BOOKS FOR REFERENCE:

1. Banerjee, D (1975), Social and Cultural Foundations of Health Services Systems of India, Inquiry, Supplement to Vol XII, June
2. Grossman, M (1991), The Shadow price of Health in the Economics of Health, Vol. 1 by A.J. Culyes (ed), Edward Elger Publishing Ltd, UK
3. World Development Report, (1993), Investing in Health, the World Bank.

  
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# Major Based Elective – II – AGRICULTURAL ECONOMICS

(From 2019 – 2020 Onwards – Semester –VI )



## UNIT – I

### INTRODUCTION:

Scope and significance of Agriculture – Agriculture and Industry : A comparison – Role of Agriculture in India's Development

## UNIT – II

### AGROCULTURAL PRODUCTION AND PRODUCTIVITY:

Production function Analysis – Relevance to Farm Production Economics – Productivity Trends; Low production and productivity: Causes – Consequences and measures

## UNIT – III

### AGRICULTURAL LABOUR:

Agricultural Labour: Types – Supply of Labour – Problems – Rural Unemployment: Types, consequences and remedial measures – minimum wages for agricultural workers – Poverty Eradication Programmes

## UNIT –IV

### AGRICULTURAL FINANCE AND CAPITAL:

Agricultural Finance: Meaning, Nature, Types, Sources and Problems of Agricultural Finance – Role of Commercial Banks and NABARD in Rural Finance – Farm Capital: Meaning, types, and Marginal Efficiency of Farm Capital.

## UNIT –V

### AGRICULTURAL POLICY:


Agricultural Price Policy – Objectives, Instruments and impact – Economic Reforms and Agricultural Policy – WTO and Agriculture - Agricultural Taxation and its relevance

### BOOKS FOR REFERENCE:

1. Hanumantha Rao C H. (1975), Technological Changes and distribution of grains in Indian Agriculture, Macmillan, New Delhi
2. Ruddar Datt and K.P.M. Sundharam, (2001), Indian Economy, S. chand and Sons Ltd, Ram Nagar, New Delhi.
3. Vasant Desai, B.P. (1996), Agricultural Economics, Rura; Development, Jai Prakash North , Meerut.

  
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# Major Based Elective – III – ENVIRONMENTAL ECONOMICS

(From 2019 – 2020 Onwards – Semester –VI )



## UNIT – I

### ENVIRONMENTAL DEGRADATION AND ECOLOGICAL IMBALANCE:

Environmental Degradation – Definition of environment – Causes of environmental degradation – effects of environmental degradation – Definition of ecology – eco system – functions of ecosystem Ecological Imbalance.

## UNIT – II

### ENVIRONMENT AND ECONOMIC DEVELOPMENT:

Economic Functions of Environment: Economy and Environment –Accounting for Environment – Economic Development VS Environmental Quality – Trade off between environment and economic development

## UNIT – III

### ECONOMICS FOR SUSTAINABLE DEVELOPMENT:

Definition of sustainable development – components of sustainable development – Strong Vs Weak sustainable development – objectives of sustainable development and measures to achieve sustainable development.

## UNIT –IV

### ENVIRONMENTAL ECONOMICS - THEORY:

Theoretical foundations of environmental economics: Welfare Economics covering Paretian Optimality concept and efficiency conditions – Market failure – causes For market failure and effects – Environmental quality as a public good – Second Best theorem – Optimum Pollution.

## UNIT –V

### ENVIRONMENTAL POLICY:

Principles of pollution control – Precautionary principle and polluter pays principles – Classification of pollution control –Policy instruments: Command and control, market using instrument (pigovial tax) – India's environment – challenges and policy.

## BOOKS FOR REFERENCE:

1. Karpagam M (2017) Environmental Economics , Third Edition, Sterling Publication Pvt, Ltd, Noida

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# Non Major Elective – I – HUMAN RESOURCE PLANNING AND DEVELOPMENT

(From 2019 – 2020 Onwards –)



## UNIT – I

### HRP – CAREER PLANNING & EMPLOYEE TRAINING:

Definition – Objective 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.

## 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 – Lay off – Retrenchment and Dismissal.

## UNIT – III

### EMPLOYEE HEALTH AND SAFETY:

Meaning of health – importance of health – occupational Hazards and diseases –  
statutory provisions – Accidents: Types and causes – Industrial Safety Measures or  
Programme

### BOOKS FOR REFERENCE:

1. Jayasankar. J (2013), Human Resource Management, Margham Publication, Chennai,
2. Khanka, S S (2010), Human Resource Management, S. Chand & Company Ltd, New Delhi
3. Memoria C B (2001), Personnel Management, Text & Case, Himalaya Publishing House, Mumbai.

  
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## Non Major Elective – II – HUMAN RESOURCE MANAGEMENT

(From 2019 – 2020 Onwards – Semester –IV )



### UNIT – I

#### HRM –INTRODUCTION AND JOB ANALYSIS:

HRM: Meaning – Definition – Objectives of HRM – Scope – Functions of  
HRM: Managerial Function – Operative Functions – Job Analysis: Definition  
– 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 – Phases -  
Induction Programmes

### BOOKS FOR REFERENCE:

1. Jayasankar. J (2013), Human Resource Management, Margham Publication, Chennai,
2. Khanka, S S (2010), Human Resource Management, S. Chand & Company Ltd, New Delhi
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## Non Major Elective – III – ENTREPRENEURIAL DEVELOPMENT

(From 2019 – 2020 Onwards –)

- UNIT – I**                      **ENTREPRENEUR - INTRODUCTION**  
Evolution of the concept – Definition: Risk Bearer, Organiser, Innovator –  
Characteristics – Entrepreneur Vs Manager – Types of Entrepreneurs –  
Women Entrepreneurial ship: Functions - Problems
- UNIT – II**                      **ENTREPRENEURSHIP AND PROJECT:**  
Concept – Role of Entrepreneurship in Economic development: Classical Views and  
Modern views – Factors affecting Entrepreneurial Growth: Economic and non-  
Economic Factors  
Meaning – Identification – Selection – Project Formation: Meaning and significance  
– Contents of a Project Report - Formation
- UNIT – III**                      **PROJECT APPRAISAL AND FINANCE:**  
Concept – Methods of Appraisal – Need for financial Planning – Source of Finance –  
Capital Structure – Capitalisation – Venture Capital – Export Finance.  
Commercial Bank, Industrial Development Bank of India (IDBI), - Industrial Credit  
and Investment Corporation of India (ICICI) – State Financial Corporation's (SFCs) –  
State Industrial Development Corporation (SIDCO) – National Small Industries  
Corporation Ltd (NSIC) – Small Industries Development Organisation (SIDO) – Small  
Industries Service Institutes (SISI) – District Industries Centre (DICs)

### BOOKS FOR REFERENCE:

5. Khanka, S.S. (2007), Entrepreneurial Development, S. Chand & Company, New Delhi.
6. Vasant Desai, (2008), Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, New Delhi.
7. C.B. Gupta, (1992), Formulation of a Project, S. Chand & Company, New Delhi.
8. Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd, (2007), Entrepreneurship, Tata McGraw Hill, New Delhi

  
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