

Government College for Women (A), Kumbakonam.

Department of Economics

Course Structure for UG Economics (140 Credits)

UG CBCS 2018 -2019 Onwards

Sem	Part	Course Structure	Course Code	Course Title	Hrs / Week	Credits	Marks
I	I	Language	17GT1	Tamil – I	6	3	100
I	I	Language	17GE1	English – I	6	3	100
I	III	Core Course - I	18ECC101	Micro Economics - I	6	5	100
I	III	Core Course – II	18ECC102	Indian Economic Development	6	5	100
I	III	Allied Course - I	18EC1A1	Principle of Commerce	6	4	100
Total					30	20	500
II	I	Language	17GT2	Tamil – II	6	3	100
II	II	Language	17GE3	English – II	6	3	100
II	III	Core Course – III	18ECC203	Micro Economics - II	5	5	100
II	III	Allied Course – II	18EC2A2	Marketing	5	3	100
II	III	Allied Course – III	18EC2A3	Business Organization	4	3	100
II	IV	Value Education	18UVE	Yoga	2	2	100
		UGCES	UGCES	Environmental Studies	2	2	100
Total					30	21	700
III	I	Language	17GT3	Tamil – III	6	3	100
III	II	Language	17GE3	English – III	6	3	100
III	III	Core Course – IV	18ECC304	Monetary Economics	6	5	100
III	III	Core Course – V	18ECC305	International Economics	5	4	100
III	III	Allied Course – IV	18EC344	Statistical Methods – I	5	4	100
III	IV	NMEC - I	18EC3NMEC1	Agricultural Economics	2	2	100
Total					30	21	600
IV	I	Language	17GT4	Tamil – IV	6	3	100
IV	II	Language	17GE4	English – IV	6	3	100
IV	III	Core Course – VI	18ECC406	Labour Economics	5	5	100
IV	III	Allied Course – V	18EC4A5	Statistical Methods – II	5	4	100
IV	III	Allied Course – VI	18EC4A6	Statistical Methods – III	4	4	100
IV	IV	NMEC - II	18EC3NMEC2	Economics Insurance	2	2	100

IV		SBEC - 1	SBEC 1	Interpersonal Skills	2	2	100
Total					30	23	700
V	III	Core Course – VII	18ECC507	Macro Economics – I			100
V	III	Core Course – VIII	18ECC508	Fiscal Economics			100
V	III	Core Course – IX	18ECC509	Environmics			100
V	III	Core Course –X	18ECC510	Capital Market			100
V	III	Major Based Elective Course - I	18EC5EC3:1	Economics of Tourism			100
V	III	Skill Based Elective Course – II	18EC5EC3:2	Advertisement Management			100
V	IV	Skill Based Elective Course – III	SBEC 2	Office Management			100
V	IV	SBEC – 3	SBEC 3	Office Communication			100
Total					30	30	700
VI	III	Core Course – XI	18ECC611	Macro Economics	6	5	100
VI	III	Core Course – XII	18ECC612	History of Economic Thought	6	5	100
VI	III	Core Course – XII	18ECC613	Personal Management	6	5	100
VI	III	Major Based Elective Course - II	18EC6EC4:2	Rural Industrialization	5	5	100
VI	III		18EC6EC4:2	Agricultural Economics	-	-	-
VI	III	Major Based Elective Course - III	18EC6EC5:1	Entrepreneurship Development	6	4	100
VI	III		18EC6EC5:2	Energy Economics	-	-	-
VI	V			Extension Activities	-	1	-
			GS	Gender Studies	1	1	100
Total					30	26	600
Grand Total					180	140	3800

Total No of Papers : 38
Total Hours : 180
Credit : 140
Marks : 3800

Government College for Women (A), Kumbakonam.

Course Structure for B.A Economics

UG CBCS 140 Credit 2018 -2019 Onwards

Part	Course	Total No of Papers	Hours	Credits	Marks
I	Tamil	4	24	12	400
II	English	4	24	12	400
III	Core Course	13	72	60	10300
III	Allied Course	6	29	20	600
III	Major Based Elective Course	3	16	14	300
IV	Skill Based Elective Course	3	6	12	300
IV	Non-Major Elective Course	2	4	4	200
IV	Value Based Education	1	2	2	100
IV	Environmental Studies	1	2	2	100
V	Gender Studies	1	1	1	100
V	Extension Activities	0	0	1	0
	Total	38	180	140	3800

Semester : I

Hour : 6

Core course : I

Credit : 5

MICRO ECONOMICS - I

Objectives:

1. To teach the students about the basic concepts in Micro Economics.
2. To teach the Micro Economic theories with Graphical illustrations.

Module -I Nature and Scope

Definition - Scope of Economies Static and Dynamic Analysis - Inductive and Deductive Methods - Micro and Macro Economies Importance and Limitations of Micro Economics.

Module -II Cardinal Analysis of Consumer Behavior :

Meaning of Utility - Cardinal and Ordinal - Total and Marginal Utility The Law of Diminishing Marginal Utility and Equi-Marginal Utility Consumer Equilibrium and Demand. Elasticity of Demand - Consumer Surplus.

Module - III Ordinal Analysis of Consumer Behavior

Indifference Curve - Meaning - Properties - Marginal Rate of Substitution | Consumer Equilibrium | Price, Income and Substitution Effects - Critical Appraisal.

Module-IV Theory of Production

Factors of Production - Features - Production Function - Concept and Meaning Law of Variable Proportions - Laws of Return to Scale - Iso Quants - Meaning Properties Producer's Equilibrium (Least Cost Combination with Iso Quants and Iso Cost Curves)

Module - V Cost and Revenue

Concept of Costs ~Short run and Long run cost - Total Cost - Marginal Cost - Average cost Fixed Cost and Variable Cost) Derivation of Long run cost curve - Revenue - Concepts Total Revenue. Marginal Revenue and Average Revenue - Relation between AR and MR.

Text Books:

1. LLL. Abuja - Advanced L:economic Theory
2. S. Sankaran - Micro Economics

Reference Books:

1. Agarwal K.S. - Micro Economics
2. Boumol WJ. - economic theory and Operation Analysis
3. Kouosoviannis. A - Modern Micro Economies
4. Stonier and Hague - A Text book of Economic theory
5. Sundaram K.P.M - Micro Economics

Semester : I **Hour : 6**
Core course : II **Credit : 5**

INDIAN ECONOMIC DEVELOPMENT

Objectives:

1. To study the features of underdeveloped economy.
2. To highlight the population problems: and to analyze the causes for the poverty and unemployment.

Module - I Introduction

Concept of Economic Development and Growth - Basic Characteristics of Underdeveloped Economy - Factors inhibiting economic development - Economic and Non-Economic Factors

Module - II Human Resources, Poverty and Unemployment

Population Growth Age Composition Occupational Distribution Causes. Effects and remedial measures. Population policies Demographic Transition theory. Poverty Poverty Alleviation programmes. Unemployment. Types Causes and Effects.

Module - III Agriculture

Agriculture Productivity land Reforms Green Revolution Agricultural Finance marketing Mechanization. Public Distribution System. Agricultural Development under Five year Plans Second Green Revolution.

Module - IV Industry

Role of Industries - Industrial Policies of 1948, 1956 & 1991 and recent changes. Cottage and small scale industries. Large scale industries Iron and Steel. Textile and Sugar Industries. Industrial development under five year plans.

Module - V Transport

Roadways. Railways. Airways and Waterways-Rail Road Co-Ordination. Role of Transport in economic development.

Text Books:

- 1 .Ruddar Dutt & Sundaram K.P.N Indian Economy.
- 2.Sankaran S. ~ Indian Economy

Reference Books:

1. Deweti KK Indian Economy
2. Dhingra LC Indian Economy
3. Higgins Economic Development
4. Lewis Economics of Development
- 5.Meir & Baldwin Leading Issues in Economic Development

Semester : I

Hour : 6

Core course : I

Credit : 4

PRINCIPLES OF COMMERCE

Objectives:

1. To teach the students to understand the fundamentals of commerce.
2. To make the students to study about the Sources of finance.

Module -I Introduction

Fundamentals of commerce -. Forms of Business organizations Sole proprietorship. Partnership. Company. Cooperative. Public and Joint Enterprises - Types of Business Combination.

Module- II Banks

Banks - definition kinds of banks Central Bank - objectives - functions - commercial Banks - Nationalized banks. Private Sector Banks and Regional Rural Banks - Co- operative bank and its functions.

Module - III Supply chain Management

Wholesale and retail business - Supply Chain Management -General and special shops Chain Stores multiple shops - mail order sales. - departmental stores - super market A to 7 shops.

Module - IV Insurance and Mutual Funds

Insurance - Kinds of Insurance - Life -Fire - Marine - Deposit Insurance - Insurance against Theft and Loss of Profit.

Module – V Advertisement

Advertisement-Objectives - Uses of Media Importance - Merits and demerits of Media.

Text Books:

1. Bhushan Business Organization.
2. O. R. Kirshnaswamy Essentials of Commerce.

Reference Books:

1. Kathireshan and Radha Business Organization.
2. Sherlakar S.A. - Modern Business Organization and Management.

Semester : II

Hour : 5

Core course : III

Credit : 5

MICRO ECONOMICS - II

Objectives:

1. To enable the students to know about the various forms of market structure and its price determination.
2. To study the theories of distribution and factor pricing.

Module -1 Meaning of Market and Time Element

Meaning and Forms of Market -Marshall's General Theory of Value -
'Time Element. - Equilibrium of firm and industry -Objectives of the firm.

Module – II Pricing under Perfect competition and Monopoly

Definition of perfect competition - Features Price and Output determination Monopoly - Definition and meaning of Monopoly-kinds of monopoly - price determination - Price Discrimination - Comparison between perfect competition and monopoly.

Module -III_ Pricing under Imperfect Competition.

Meaning and features of Monopolistic Competition Price Determination -
Selling cost Oligopoly Definition-Features -Price and Output determination under Oligopoly.

Module -IV Theory of Factor Pricing

Marginal Productivity Theory of Distribution - Modern Theory of
Distribution Ricardian Theory of Rent -Quasi Rent- Modern Theory of Rent.

Module -V Theory of Factor Pricing

Theories of Wages ~Subsistence theory of wages -wage fund theory
modern theory of wage. -Theories of interest - Loanable fund theory Classical
theory of interest - Keynes liquidity theory of interest Theories of Profit-
Dynamic Theory of Profit- The innovation theory of Profit.

Text Books:

1. Ahuja ILL - Advanced Economic Theory.
2. Sankaran, S - Micro L:conomics

Reference Books:

1. Agarwal HLS. - Micro [economics
2. Boumol WLI. - Economic theory.
3. Kousoyiannis. A - Modern Micro Economies |
4. Seth MI - Principles of Economics
5. Stanier and Fague - A Text book of Economic theort ae.

Semester : II

Hour : 5

Core course : II

Credit : 3

MARKETING

Objectives:

1. To know the scope and type of marketing.
2. To study about the marketing segmentation and consumer behavior.

Module - I Market and Marketing

Market evolution meaning definition - classification of market - marketing - meaning and definition marketing concept - objectives and importance - role of marketing in developing and developed countries.

Module - II Functions of Marketing

Classification of marketing function - concentration - dispersion - buying and assembling - selling transportation storage - standardization and grading - AGMARK | BIS.

Module - III Product Planning and Policy

Definition of product - product concept - product mix - product planning and policy - Product Life Cycle.

Module - IV Buyer Behaviour and Market Research

Buying motives - factors determining buyer behavior - market - segmentation methods of segmenting the market meaning of market research - definition - objectives - advantages types of marketing Research.

Module-V Channels of Distribution

Definition - Types of channels of distribution - factors considered in selecting channels - whole seller. retailer and middle men functions - elimination of middle men.

Text Books:

1. Amarchand.D and Varadharajan.B - Introduction of Marketing.
- 2.. Rajan Nair - Marketing

Reference Books:

1. Jayasankar - Marketing.
2. Pillai Bagavathi R.S.N - Modern Marketing.
3. Vasudevan - Marketing.

Semester : II

Hour : 4

Core course : III

Credit : 3

BUSINESS ORGANISATION

Objectives:

1. To know the various forms of business organizations.
2. To study about the joint stock companies, public enterprises and its forms.

Module-I Introduction

Nature and scope of business organization - Objectives of entering business - Factors influencing the selection of business.

Module-II Forms of organization

Forms of organization - Sole proprietorship- Partnership company- Private Ltd company - Public Ltd company - Merits and demerits - Private Vs Public sector.

Module-III Size of business unit

Size of business unit- concept of optimum firm - Plant location - Theories of location - localization and decentralization.

Module -IV Business combinations

Business combinations - Meaning and definitions of combinations -Types of Combinations - Merits and demerits of combinations.

Module - V Sources of Finance

Classification of Financial Requirement- Long-term, Medium term and Short term requirements- Trade Association- Kinds- Features- Objectives- Trade Associations in India.

Text Books:

1. Bhustan - Business organization
2. Sherlarkar S.N - Modern Business Organization and Management.
3. Krishnamurthy O.R - Essentials of Commerce
4. Nathiresan and Radha - Business organization

Reference Books:

1. Francis Cherunilam - Business Environment and Policy
2. Acharya & Goverkar - Business Policy and Administration.

GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS)

KUMBAKONAM.

PART – IV VALUE EDUCATION

MANAVALAKALAI YOGA

Semester : II Hour : 2

Core course : IV Credit : 2

PART	INDEX	DURATION
PART – I	Udal Nalam	6 Hours
PART – II	Manavalam	6 Hours
PART – III	Natpu Nalam	6 Hours
PART - IV	Karumaiya Thuimai	6 Hours
PART - V	Brahma Gnanam	6 Hours
Total		30 Hours

GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS)

KUMBAKONAM

Semester : II **Hour : 2**

Core course : IV **Credit : 2**

Subject Code: UGCES

ENVIRONMENTAL STUDIES

Unit:1 The Multidisciplinary Nature of Environmental Studies

Instruction Hours: 30

- Definition, scope and importance
 - Need for public awareness
 - Natural Resources
 - Renewable and non-renewable resources
 - Natural resources and associated problems (2 Hours)
- Credits: 2

Unit: 2 Biodiversity and its Conservation

- Introduction - definition: genetic, species and ecosystem diversity
- Biodiversity at global, national and local levels
- India as a mega - diversity nation
- Hot-spot of biodiversity
- Conservation of biodiversity: In-Situ conservation of biodiversity (8 Hours)

Unit: 3 Environmental Pollution

- Definition
- Causes, effects and control measures of:
 - a. Air Pollution
 - b. Water Pollution
 - c. Soil Pollution
 - d. Marine Pollution
 - e. Noise Pollution
 - f. Thermal Pollution
 - g- Nuclear hazard (Radioactive Pollution)

- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides (8 Hours)

Unit: 4 Social Issues and the Environment

- From Un-sustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns Case studies
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies
- Wasteland reclamation
- Consumerism and waste products
- Environment Protection Act
- Air (Prevention and control of Pollution) Act
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness (6 Hours)

Unit:5 Human Population and the Environment

- Population growth, variation among nations
- Population explosion - family welfare programme
- Environmental and human health
- Human Rights
- HIV/AIDS

- Women and Child welfare
- Role of information Technology in Environment and human health
- Case Studies (6 Hours)

Semester : III

Hour : 6

Core course : IV

Credit : 5

MONETARY ECONOMICS

Objectives:

1. To enable the students to know the basic concepts of money and monetary standards.
2. To study the Classical. Neo-classical, Keynesian and post Keynesian theories of money and prices.

Module -1 Evolution and functions of Money

Definition - Barter system- Evolution of money - functions of money - Forms and kinds of Money . commodity money .metallic money - paper money - credit money and near money.

Module -II Theories of Money

Value of money Quantity Theory of money -Fisher's Version Cambridge version – Keynes Theory of Money and Prices - Friedman's Restatement of the Quantity Theory of Money - Patinkin's Real Balance Effect. Supply of money Components of Money.

Module -III Inflation and Deflation

Meaning Types of Inflation - Causes. Effects and measures- Theories- Demand Pull. Cost -Push -Inflationary Gap. Deflation - Consequences and Control of Deflation.

Module -IV Business Cycle

Meaning- Phases of Trade Cycle - Theories of Trade Cycle - schumpeter - Hawtrey - Keynes ~ Hicks - Hayek's Cobb Web Theorem - Measures to control.

Module -V Banking

Central Bank - functions - Commercial Banks - Functions Balance Sheet- Credit Creation Monetary Policy - Objectives - Limitations - Methods of Credit Control.

Text Books:

1. Sankaran .S - Monetary Economies
2. Sundharam .K.P.M - Money, Banking and International Trade.

Reference Books:

1. Jhingan.M.L. - Monetary Economies
2. Mithani. D.M Money - Banking and International Trade and Public Finance.
3. Vaish M.C - Monetary Theory.

Semester : III

Hour : 5

Core course : V

Credit : 4

INTERNATIONAL ECONOMICS

Objectives:

1. To impart the knowledge about the basic concepts, principles and theories of international trade.
2. To make the students aware of the International financial Institutions.

Module -I Meaning and Features

International Economies Meaning- Features-Merits and Demerits-Domestic' Vs International Trade- Theories Of International Trade- Ricardo's Comparative Cost Theory- Heberler's Theory of Opportunity Cost - Hechsher Oblin Theory ~ Superiority of Modern theory over Classical Theory.

Module - II Free Trade Vs Protection

Free Trade Vs Protection Case For and Against Free Trade - Tariff Types - Effects: Quotas - Types - Effects: Dumping - Anti - Dumping Measures.

Module -III Balance of Payments

Balance of Payments - Meaning - Importance - Distinction between balance of trade and balance of payments Disequilibrium Causes - Measures for removing disequilibrium in balance of payments.

Module-IV Foreign Exchange

Meaning - Determination of Equilibrium exchange rate -Theories of Foreign Exchange rate The Mint Parity theory ~ Purchasing Power Parity Theory - Fixed Vs Flexible exchange rate – Merits and demerits.

Module-V International Monetary System

International Liquidity Problems IMI' - [IBRD - WYTO-UNCTAD SARRC.

Text Books:

1. Francis Cherunilam - International economics.
2. Mithant - International Economics.

Reference Books:

1. Chandra R. & Suriya kumar S.M - International Economics
2. Gupta K.R - International Economics.
3. Jhingan - International Economics.

Semester : III

Hour : 5

Core course : IV

Credit : 4

STATISTICAL METHODS - I

Objectives:

1. To study the nature, scope Functions and Limitations of Statistics.
2. To enable the students to know the various sources of data collection.

Module 1 Meaning and Definition

Introduction Definition Its relations with other Sciences - Functions Limitations.

Module - II Data Collection

Collection of Data Primary and Secondary Sources Methods of collecting primary data - Precautions in the use of Secondary data - Framing a Questionnaire.

Module - III Sampling Designs

Sampling Designs - Census and sample method - Merits and demerits - Essentials of sampling - Methods of sampling - Merits and demerits - Statistical error Measurement of errors.

Module - IV Classification & Tabulation

Classification & Tabulation - Rules and Types - Frequency Distribution - Tabulation - Parts - Rules - Types of Tables

Module -V Diagrams & Graphs

Diagrams & Graphs - Rules for making, a diagram - Types of Diagrams - Graphic Presentation - General rules - Difference between graphs and diagrams - Histogram - Frequency Polygon Frequency Curve.

Text Books:

1. Gupta S.P - Statistical Methods.
S.Chand & Sons. New Delhi.
2. Pillai & Bhagawathi, R.S.N. - Statistics.

Reference Books:

1. Chou Y, - Statistics Analysis. Holt, Reinhart and Winston .New York.
2. Nagar, A.1.. and R.K. Das (1993) - Basic Statistics . Oxford University Press. New York.

Semester : III **Hour : 5**
Core course : IV **Credit : 4**

AGRICULTURAL ECONOMICS

Objectives:

1. To teach the students to understand the India's Agricultural structure.
2. To make the students to understands Agricultural Marketing and Finance.

Module -I Nature and Scope of Economics

Agricultural development -Role of agriculture in Indian Economy -
Agricultural development under Five year plans Productivity in agriculture -
Causes for low productivity.

Module - II Structural and Institutional Changes in Agriculture

Land Reforms Measures-Progress-New Economic policy and agriculture –
Mechanization Advantages and Limitation-Second Green Revolution.

Module -III Agricultural Finance and Agencies

Capital formation in agriculture - Sources of agriculture finance -Rural
indebtedness –Causes Measures to remove indebtedness.

Module-IV Agricultural Marketing

Agricultural Marketing -Role and functions of efficient marketing system
Defects of Agricultural Marketing -Regulated Markets -Co- operative marketing
~Agricultural Price policy –Food Corporation of India (FCI) Commission on
Agricultural Cost and Prices (CACP) -Public Distribution System (PDS). |

Module-V Agricultural Labour

Problems of Agricultural Labour -Causes for poor conditions of
Agricultural Labour –Problem of Unemployment -Government measures.

Text Books:

1. Memoria - Agricultural Problems of India
2. Ruddar Dutt & Sundraram K.P .M - Indian Economy

Reference Books:

1. Bishop & Toussanit - Introduction to Agri Eco Analysis
2. Dhingra I.G - Indian Economy
3. Mellor J.W - The Agricultural Eco Analysts
4. Sadhu & Singh - Fundamentals in Agriculture

Journals:

1. Economic and Political Weekly
2. Indian Economics Journal
3. Kurushetra -Rural Development Department

Semester : IV

Hour : 5

Core course : VI

Credit : 5

LABOUR ECONOMICS

Objectives:

1. To teach the students understands of the basic concepts. definitions of Labour Economies.
2. To make the students aware of Social security Measures.

Module-I Meaning of Labour

Labour -Meaning Characteristics of labour- Migratory character - Causes for migration- absenteeism-measures to reduce absenteeism -Labour turnover - Measurement-difficulties in Measurement-causes for low labour turnover.

Module-II wage Concept

Wages-Real wages and nominal wages-Factors affecting real wage-Causes for wage differences- methods of wage payments-Living wage-Minimum wage and fair wage.

Module-III Industrial Disputes

Industrial Disputes-Forms of Industrial Disputes-L facts of industrial disputes-Prevention of industrial disputes-Methods for the settlement of industrial disputes.

Module-IV Trade Union

Trade union -Meaning -Objectives -Structure of trade union in India - Functions of trade union - Factors affecting the growth of trade unions -Growth of trade unions in India -ILO -Aim -functions.

Module-V Social Securities

Social security -Benefits provided under social security-Social security measures in India- Working conditions- Hours of work-Occupational hazards - Housing conditions- Workers education.

Text book:

1. Pant c, Indian Labour Problems (Allahabad. Chaitanya Publishing House, Bombay).
2. Tyagi.BePL Labour economies and social welfare, Jain prakash Nath & co.Meerut.

Reference:

1. Girt VV Labour Problems in India Industry, (Asia Publishing House. Bombay).
2. Tyagi.B.P.- Labour problems in India. S.chand & co New Delhi.

Semester : IV

Hour : 5

Core course : V

Credit : 4

STATISTICAL METHODS - II

Objectives:

1. To make the students to study about the Rules and Types of data Classification.
2. To make the students to learn the Basic and elementary tools in statistics such as Correlation, Regression and Time Series etc.

Module - I Measures of Central Tendencies

Measures of Central Tendency Mean Median - Mode ~ Harmonic Mean and Geometric Mean Relationship between different averages.

Module - II Measures of Dispersion

Measures of dispersion - Properties of a good measure of Variation - Range Merits and Demerits Quartile Deviation Merits and Demerits Standard Deviation - Merits and Demerits Co-Efficient of Variation Lorenz Curve.

Module III Skewness & Kurtosis

Skewness Meaning Types of skewness - Karl Pearson and Bowles measures of skewness Kurtosis Meaning Measures of kurtosis.

Module- IV Correlation Analysis

Correlation analysis- Types of Correlation- Scatter diagram- Graphic method- Karl Pearsons Co-efficient of Correlation- Co-efficient of determination- Spearman's Rank correlation Simple Problems.

Module - V Regression Analysis

Regression Analysis - Meaning and Uses - Correlation Vs Regression analysis – Two Regression Lines - Regression Co-efficient - Simple problems.

Text Books:

1. Gupta S.P - Statistical Methods, S-Chand & Sons. New Delhi.
2. Pillai & Bhagavathi RS.N. = Statistics,

Reference Books:

1. Chou .Y (1975). - Statistics Analysis. Holt. Reinhart and Winston . New York.
2. Nagar, A.L and RK. Das(1993). - Basic Statistics . Oxford University Press.
New York.

Semester : IV

Hour : 5

Core course : V

Credit : 4

STATISTICAL METHODS - III

Objectives:

1. To know about the index numbers and construction statistically.
2. To know the methods of obtaining some vital statistics.

Module - I Analysis of Time Series

Analysis of Time series - Components of Time Series - Graphic Method - Semi- Average Method - Moving Averages Method - Method of Least squares.

Module - II Index Numbers

Index Numbers - Uses and construction of index numbers - Laspeyer's, Paache. Fisher - Marshall . Edge worth and Bowleys' index numbers - Chain index. Base Shifting. Splicing. deflating. Cost of living Index - Simple problems only.

Module III - Association of attributes & Types of Sets

Association of attributes ultimate class frequencies Order of classes - Determination of frequencies - Consistency of data - Types of association - Set and sub-sets. finite & infinite sets. universal set. disjoint sets, union & inter Section of two sets (simple problems).

Module - IV Indian Statistics

Agricultural statistics - Agricultural planning Cattle Statistics - Sources Uses – Industrial statistics - Sources - Uses - Population statistics sources & uses - National income & Accounting statistics - Sources & Uses.

Module - V Vital statistics

Vital statistics - Importance - Types - uses - methods Standard birth rate © Standard death rate - Mortality rate - Crude birth rate -Life table.

Text Books:

1. Gupta S.P (1993)- Statistical Methods, S-Chand & Sons. New Delhi.
2. Chou .Y (1975). - Statistics Analysis. Holt. Reinhart and Winston . New York.

Reference Books:

1. Gupta S.P (2002) – Statistical Methods, Sultan Chand, New Delhi.
2. Nagar, A.t.. and RK. Das(1993). - Basic Statistics . Oxford University Press. New York.

Semester : IV

Hour : 4

Core course : VI

Credit : 3

ECONOMICS OF INSURANCE

Objectives:

1. To create knowledge about basic concepts of Insurance.
2. To impart knowledge about insurance agent and Information technology.

Module – I Meaning and importance

Meaning -Features -Characteristics of insurance Importance of Insurance Principles and Functions of insurance.

Module -II Insurance Organizations

Kinds of insurance - Types of insurance organizations - Insurance organization in India – Case study IRDA certification.

Module -III Life Insurance

Life Insurance Policy- Kinds of life insurance policies - Advantages of life insurance policies- Difference between life and non-life insurance policies- Performance of Private companies.

Module-IV Other Insurances

Health insurance- Fire insurance- property insurance- Marine insurance- Personal accident insurance- Fidelity Insurance- Workmen's Compensation insurance- Automobile Insurance –Crop Insurance

Module -V Insurance Salesmanship

Insurance Agent - Definition Characteristics Qualities of development officers and insurance agents -Usage of Information technology.

Text Books:

1. Murthy A. - elements of Insurance.
2. Perivasamy.P. = “Insurance-principles and practice” Himalaya publishing house. Mumba.

References:

1. Mishra, = M.N. - “Insurance-principles and practice” S.chand & company Ltd.. New Delhi.
2. Indrajith Singh.Rakesh Katyal Arora -“Insurance-principles and practice” Kalyani publications. Kolkata.

அரசினர் மகளிர் கல்லூரி (தன்னாட்சி), சும்பகோணம்.

2011-2012

Skill Based Elective Course

Interpersonal Skills

அலகு - 1

வேக வாசிப்புத் திறன் - விரைவான வாசிப்புத் திறன் தேவை - எதை வாசிக்க வேண்டும் - எப்படி வாசிக்க வேண்டும் - வளர்சிக் கட்டம் - பயன் - குதியாட்ட வாசிப்பு - தகர்க்க வேண்டிய மனத் தடைகள் - எழுத்துத் திறன்.

அலகு - 2

படைப்புத் திறன்-கவனிக்கும் திறன்-செவிமடுக்கும் செயல்பாடு ஒரு கலைத் திறன் - கூர்ந்து கவனிப்பது - கவனித்தலில் 4 படிக்கட்டுகள் - சரியாக கவனிக்க முடியாமை.

அலகு - 3

பேச்சுத்திறன் - எவற்றில் தெளிவு வேண்டும் - செந்தமிழும் நாப்பழக்கம் - மேடைத் தோற்றம் - கோளாறும் வேட்ப மொழிவது எப்படி - தரமான நல்ல பேச்சு - வளரும் பேச்சாளர்.

நேர்க்காணல் திறன் - வேலை தேடுவோர் அறிந்திருக்க வேண்டிய அடிப்படைகள் - தன்விவரத் தயாரிப்பு - மாதிரி நேர்காணல் வினாக்கள் - ஒரு வேலையில் எதிர்பார்ப்பு - வேலைக்கு தகுதியாக்கிக் கொள்ளும் பண்பு நலன்கள் - உங்களுக்கு எதிரான குணங்கள் - நேர்காணல்.

அலகு - 4

தலைமைத் திறன் - யானை குருவி நண்பர்கள் கதை - வெற்றிகரமான தலைவர் உன்னத தலைவர்களது தலைமையின் இரகசியங்கள் - போலித் தலைவர்கள் - மேலாண்மைத் திறன் - மேலாளர் இலட்சிய மனக்காட்சியை உருவாக்குதல் - குழு மேலாண்மை செயல்பாடு - குழுவைச் சிறப்பாக செயல்படச் செய்யும் கலை - தரமான குழுவின் தடைமைகள் - தடைகள் - தளைகள் - மனித வளர்ச்சியில் மேலாளர் திறன் - எச்சரிக்கைகள்.

அலகு - 5

மன அழுத்தம் எதிர்கொள் திறன் - அதன் அடையாளம் - எதிர்கொள்வது - நுனி முதல் அடிவரை அலசி ஆராய்தல் - உத்திகள் - மக்களை எதிர்கொள்ளும் திறன் - மன இறுக்கத்தை தளர்த்தும் முறை உத்திகள் - மனக்காட்சியால் களிப்புற்று அமைதியுறல்.

மனப்படமப் பதிவுத் திறன் - தேவை - பயன்படுத்துதல் - மனப்படமப் பதிவு - உருவாக்கும் 10 விதிகள் - மறதி.

Semester : V **Hour** : 6
Core course : VIII **Credit** : 6

MACRO ECONOMICS - I

Objectives :

1. To teach the students to understand the basic concepts of macro economics.
2. To make the students to understand macro economic policies

Module - 1 Nature and scope of macro economics

Nature and scope of macro economics - Micro and macro economics - Static - Dynamic and comparative statics ~ Fundamental concepts - Variables - Stocks - Flow concepts.

Module - II National Income

Circular flow of income - National income - Concepts of national income GNP NNP Personal income - Disposable income - Percapita income - Methods of measuring national income Difficulties in the measurement of national income Importance of national income.

Module - III Classical Theory of Employment

Classical theory of employment and income - Say's Law of market - Pigou's reformulation of the classical theory - Keynes - Pigou's controversy.

Module-IV Keynes theory of employment

Effective Demand ~ Meaning , importance and principles of effective demand - Repudiation of Say's Law - The concept of effective supply - Keynes under employment equilibrium.

Module- V Consumption Function

Consumption function - Meaning - Keynes psychological Law of Consumption - Theories of consumption function - The relative income hypothesis - Permanent income hypothesis and Life Cycle Hypothesis.

Text Books:

1. Jhingan ML - Macro economics
2. Seth ML - Macro economics

Reference Books:

1. Acklew G. - Macro Economics
2. Dudley Dillar - Economics of J.M. Keynes
3. Harold R. Williams - Macro Economics
4. Shapiro E, - Macro Economics

Semester : V

Hour : 5

Core course : VIII

Credit : 5

FISCAL ECONOMICS

Objectives:

1. To create knowledge about revenue and expenditure of the State and Central Government.
2. To make the student aware of the concepts in fiscal economics,

Module - I Meaning and Importance

Nature and scope of fiscal economics - Importance - Public Finance and Private Finance Principles of Maximum Social Advantage and Private Finance

Module – II Public Revenue

Public Revenue ~Meaning- Sources of Public Revenue-Tax Revenue and Non-tax Revenue- Objectives- Cannons of Taxation — Direct Tax Income Tax - Indirect Tax-Sales Tax-Methods of taxation — Shifting. Impact and incidence of Taxation.-Effects of Taxation.

Module - III Public Expenditure

Public Expenditure-meaning - Causes — Public and private Expenditure-
Cannons - Effects and control of public Expenditure-Budget-Meaning-Types -
Balanced and Unbalanced Budget-Performance Budget-Zero based Budget .

Module -IV Public Debt

Public Debt -Meaning-Causes of Public Debt—Sources of Public debt-
Effects of Public debt- Internal debt-External debt-Redemption of Public debt.

Module-V: Federal Finance

Meaning-Principles-Problems of central and state relationship -Local
Finance — Fiscal Policy Meaning —-Definition -Objectives Instruments —Uses
-Limitations.

Text Books:

1. Sankaran. Public Finance
2. Sundaram K.P.M ~ Fiscal Economics

Reference Books:

1. Dalton ~ Public Finance
2. Hicks. - Public Finance
3. Musgrave & Musgrave ~ Theory and Practice of Public Finance

Semester : V

Hour : 5

Core course : VIII

Credit : 5

ENVIRONOMICS

Objectives:

1. To make the students aware of the basic concepts, definitions and theories in environomics.
2. To impart knowledge about pollution, Global issues in Environmental Quality.

Module - I Meaning and Importance

Meaning of environment- Economics and environment-Transformation curve- Scope and Significance of Environomics -Tragedy of commons- An analysis: Taj Mahal, River Ganges, Marina Beach and Public parks.

Module -II Basic Theories of Environomics

Market failure and externality- Types of externality- perfect competition and externality- Imperfect competition and externality.

Module -III Environmental Problems and Protection

Types of Pollution- Air, water and Noise Pollution- Pollution control and Environmental Protection- Solid waste management.

Module-IV - _ Environmental Education and Law

Environmental awareness- Education through environmental movements- Silent valley movement- Narmada movement. Fundamental Right- Legal policy and environmental protection- Issues relating to science & technology- The water (prevention and control of pollution) Act.1974- Air (prevention and control of pollution) Act.1981- The environment (protection) Act 1986- The Forest conservation Act.

Module-V Current Environmental Issues

Global warming- Green House Effect- Ozone depletion- Acid rain- Deforestation- Wild life Conservation.

Text Books:

1. Karpagam M. Environmental Economics
1. 2.Sankaran A. -- Environmental Economics

Reference Books:

1. Peter A. Victor “Economies of pollution”, The Macmillan press ltd. London. Vandhana Asthana. “The politics of environment”, Ashish publishing house New Delhi. Edition 1992
2. Yogendran N. Srivatsava. “Environmental pollution” Ashish publishing house. .

Semester : V

Hour : 5

Core course : X

Credit : 5

CAPITAL MARKET

Objectives:

1. To create knowledge about capital market, growth and functions.
2. To make the students aware of the concepts. the shares. bonds and debentures.

Module – I Functions and Importance

Capital Market -Definition - Features - Concepts - Functions - Structure - Importance and growth of Capital Market in India - Money market- definition - features - Capital market Vs Money Market - Role of Commercial Banks.

Module - II Corporate Securities

Long term Sources - Corporate Securities - Equity shares - Merits and Demerits- Preference shares- Merits and Demerits - Debentures and Bonds - Convertible and Non-Convertible Debentures Full and partly Convertible debentures - Company Deposits.

Module III - Financial Institutions

Financial Institutions - LIC - UTI - {DBI - SIDBI » SFCs - Mutual Funds-
Open and close ended Mutual funds - Global Depository Receipts

Module - IV Primary Market and Secondary market

Public issues of Shares - Primary Market- Secondary Market- Issue of shares at Par and at Premium - Right issue of shares - Issue of Bonus shares- Underwriting of shares - Merchant Banks Foreign Institutional investors.

Module - V Stock Exchange

Stock Exchange - Meaning- Definition - Characteristics - Functions - Listing of securities- Dealers in Stock Exchange - Securities and Exchange Board of India (SEBI) - Functions - Powers and Performance.

Text Books:

1. Kutchal. S. - Corporate Finance
2. Varmaand Agrwal - Corporate Finance

Reference Books:

1. Ishwan C.Dingra - Indian Economic Problems.
2. Khan and Jain - Corporate Finance.

Semester : V **Hour** : 5
Core course : I (A) **Credit** : 5

TOURISM ECONOMICS

Objectives:

1. To teach the students to understand the tourism management.
2. To make the students to understand the instruments of tourism.

Module-I = Nature and Growth

Meaning and Nature of Tourism. Basic components of Tourism. Elements of Tourism, Factors influencing the growth of Tourism.

Module-II Economic and social significance of tourism

Economic benefits- the Multiplier effect - Development of infrastructure- Regional Development- Effects on employment-Tourism and economic value of cultural resources- Tourism and marketing.

Module-III Tourism Planning and Development

Planning for Tourism-Co-ordination- Planning Assessment - of Tourist demand and supply-Establishing objectives-Basic - infrastructure-Financial Planning-Human Resource _ Planning- Environmental Planning.

Module-IV Accommodation

Definition-Hotel-Types of Hotel-Supplementary accommodation-
Classification – Registration and graduation.

Module-V Tourism Promotion

State and Central Government measures- Tourism development during five
year plans-Ministry of Tourism - Tourism Development Corporations of India -
Tamilnadu Tourism Development Corporation.

Text Books:

1. Bhatia ALK. (2001) International tourism management, sterling publishers
Pvt. New Delhi.
2. John M. Bryder (1973) Tourism and development, Cambridge University
Press. London.

Reference Books:

1. Michael Peteres - International Tourism. Hutchinson, London
2. Rajasekara Thangaman - Tourism Development Madras Art Printers, Chennai.

Semester : V **Hour** : 5
Core course : I(B) **Credit** : 5

(B) ADVERTISEMENT MANAGEMENT

Objectives:

1. To enable the students to understand the purpose of advertisement.
2. To study the advertising strategy and research.

Module-1 Introductory Aspects of Advertisement

Meaning of advertising - Purpose and functions - Objectives and role - Advertising In marketing Mix - Advertising process - Economic and social implications of advertisement.

Module -II Creativity and its role

Creativity - Meaning and sources - Development of creative strategy - Trend in creative communication - Contemporary advertising - Government Regulation - Restrictions.

Module -III Advertising Strategy and Organization

Contribution of Advertising - Strategy - Level of decision making - Factors influencing organizational features ~ Organizational approach.

Module-IV Advertising Budget and Research

Advertising budget - Advertisement as Investment - Advertisement Budget Making process Advertising Appropriation practices - Advertising Research - Fundamentals of Qualitative and Quantitative Research.

Module-V Future Trend in Advertisement

Future trend of Advertisement - Role of Advertising agents - Competition among agencies - Ethics and Morale of Advertisement - Role of Technology in Advertising, Global Marketing and Advertising.

Text Books:

1. Bastia, GR. & NLR. Sharma (1996). Effective Advertising Marketing and Sales Management. Mangal Deep Publ.. Jaipur.
2. Kumar Ku. K.C. Sethia, G.V. Subramanian and V.G. Suchank, (1999), Advertising Theory and Practice. Himalaya, Mumbai.

References:

1. Mathur. U.C.. (2002) Advertising Management New Age, New Delhi.
2. 2. Patel LS.K. (1988). Salesmanship and Publicity, Sultan Chand.

Semester : V **Hour** : 2
Core course : IV **Credit** : 2

(Skill Based Elective Course -II)

OFFICE MANAGEMENT

UNIT I

Office Management -meaning- Elements of office management- Functions of office Management.

UNIT II

Office accommodation and layout- factors influencing location- Principles of office layout- office environment.

UNIT III

Office records management-Importance- Filing essentials- Classification of files - Modern filing devices.

UNIT IV

Office machines- Objectives of introducing office machines-Principles for selection of office machines- Advantages and disadvantages

UNIT V

Types of office machines- Duplicators- Calculating machines- Addressing machine - Franking machine.

அலுவலக மேலாண்மை

Credit : 4

Hour : 2

அலகு - 1

அலுவலக மேலாண்மை _ விளக்கம் - அலுவலக மேலாண்மையின்
படை கூறுகள் - அலுவலக மேலாண்மையின் பணிகள்

அலகு - 2

அலுவலக இடவமைவு - தீர்மானிக்கும் காரணிகள் - அலுவலக அமைப்பு
திட்டத்தின் முக்கிய கோட்பாடுகள் அலுவலகச் சூழ்நிலைகள்

அலகு - 3

அலுவலக பதிவுகள் மேலாண்மை - முக்கியத்துவம் - கோப்பு முறையின்
இயல்புகள் - கோப்புகளை வகைப்படுத்துதல் - நவீன கோப்பு முறைகள்

அலகு - 4

அலுவலக எந்திரங்கள் - நோக்கங்கள் - தேர்ந்தெடுப்பதற்கான தத்துவங்கள் - நன்மைகள்,
தீமைகள்

அலகு - 5

அலுவலக கருவிகளின் வகைகள் - படிப்பெருக்கி .- கணக்கிடும் கருவிகள் முகவரி
பொறிப்பு கருவிகள் - முத்திரை பொறிக்கும் கருவி

Semester : V **Hour** : 2
Core course : IV **Credit** : 2

(Skill Based Elective Course -III)

OFFICE COMMUNICATION

UNIT I

Communication - Meaning and definition - Medium of communication -
Barriers to communication

UNIT II

Office communication Methods of office communication- Internal and
external communication- mailing -Handling of mail - Procedure for inwards mail
and outwards mail.

UNIT III

Office forms- Meaning. purpose of forms -Types -Advantages- Factors to
be considered in designing office forms.

UNIT IV

Office report writing- Meaning - Advantages - Characteristics of a good
report - Classification of Reports.

UNIT V

Collection and recording of data - Factors to be considered for collection of
data - Sources of data - Recording of data.

அலுவலக தகவல் தொடர்பு

அலகு - 1

தகவல் தொடர்பு விளக்கம், இலக்கணம் - கூறுகள் - வகைகள் தகவல் தொடர்பு தடைகள்

அலகு - 2

அலுவலக தகவல் தொடர்பு - அலுவலக தகவல் முறையின் வகைகள் உள்தொடர்பு வெளித் தொடர்பு அஞ்சல் கையாளும் முறை உள்வரும் அஞ்சல் மற்றும் வெளிச் செல்லும் அஞ்சல்

அலகு - 3

அலுவலக படிவங்கள் - விளக்கம் - நோக்கங்கள் - வகைகள் - நன்மைகள் - அலுவலக படிவங்களின் வடிவமைப்பை தீர்மானிக்கும் காரணிகள்

அலகு - 4

அலுவலக அறிக்கை தயாரித்தல் - விளக்கம் - நன்மைகள் - அலுவலக அறிக்கையின் தன்மைகள் - அலுவலக அறிக்கையின் வகைகள்

அலகு - 5

புள்ளி விவரம் சேகரித்தல் மற்றும் பதிவு செய்தல் - கவனத்தில் கொள்ள வேண்டிய காரணிகள் - புள்ளி விவரங்கள் சேகரிக்கப்படும் வழிகள் - புள்ளி விவரங்களை பதிவு செய்தல்

Core course : XI

Credit : 5

MACRO ECONOMICS - I

Objectives:

1. To teach the students to understand the basic concepts of macro economics.
2. To make the students to understand macroeconomic policies and theories

Module-I Investment function

Meaning - Kinds - Autonomous and induced investment - Factors determining investment. Marginal efficiency of capital - Meaning - Calculation - MEC Schedule - Factors determining MEC - long-run and short-run factors - Rate of interest.

Module - II Multiplier and Accelerator Principles

Multiplier - Meaning - Diagrammatic Illustration - Leakages - Importance - Limitations. Acceleration - Meaning - Assumptions - Diagrammatic explanation - Importance - Limitations - Interaction between Multiplier and Accelerator - Super Multiplier or Leverage effect.

Module - III Theories of Distribution

Ricardian Theory of Income Distribution - Marxian theory of income distribution - Kaldor's Theory of Macro distribution.

Module-IV_ Inflation and Deflation

Meaning - Types - Causes - Phases of Inflation - Anti-inflationary measures - Effects of Inflation - Inflationary Gap - Meaning - Illustration - Phillip's Curve - Deflation - Meaning - Deflationary Gap.

Module - V Macro Economic Policies

Meaning - Objectives of Economic Policies - Instruments of Monetary policy - Fiscal policy - Objectives - Fiscal policy during Inflation and Deflation - Role of Fiscal policy in a developing country.

Text Books:

1. Jhingan M.L. - Macro Economic Theory

2. Sankaran S. - Macro Economics

References:

1. Cauvery, Sudhanayak & Girija . - Macro Economics.

2. Keynes J.M. - General Theory of Employment, Interest and Money

3. Seth M.L. - Macro Economic Theory.

Semester : VI **Hour** : 6
Core course : XII **Credit** : 5

HISTORY OF ECONOMIC THOUGHT

Objectives:

1. To make the students aware of the various schools of the economics thought.
2. To make the students to understand the contributions of various economists.

Module - I Pre classical Economics ideas

Nature and Significance of History of Economic Thought - Mercantilism - Physiocracy

Module - II Classical ideas

Adam Smith -Division of Labour -Value theory -Wages -Role of Money -Thomas Robert Malthus -Theory of Population -Glut theory -Neo -Malthusianism, David Ricardo - Ricardian Theory of Rent - Theory of stationary state -Comparative Cost Theory- J.B.Say - Law of Market, J.S.Mill - Socialist Reforms.

Module - III Socialistic School

Sismondi - St. Simon -Karl Marx -Capitalistic Exploitation -Surplus Value Theory.

Module - IV Neo classical, Keynesian and Welfare school

Alfred Marshall - Consumption- Production Distribution and Value - J.M.Keynes – Keynesian theory of Employment -Multiplier theory - Pigou -welfare ideas.

Module - V Indian Economic Thought

Gokale - Naoroji - Gandhiji - Nehruji - Ambedkar ~ Periyar -Amartya Sen.

Text Books:

1. Loganathan V. - History of Economic Thought.
2. Sankaran S. - History of Economic Thought.

Referencé Books:

1. Gitija and Manimekalai - History of Economic Thought
2. Hageela TN - History of Economic Thought.
3. Srivastava - History of Economic Thought.

Semester : VI

Hour : 6

Core course : XIII

Credit : 5

PERSONNEL MANAGEMENT

Objectives:

1. To enable the students to know about the meaning, scope, principles and functions of personnel management.
2. To make the students to study about the man power planning, job analysis, motivation and leadership of personnel management.

Module I - Meaning, Principles and Functions

Meaning and definition of personnel management-Characteristics, scope, objectives-Principles- functions- Managerial and operative functions-Problems.

Module II - Man Power planning

Meaning -Definition - Importance of man power planning- Characteristics- Objectives – Needs - Factors influencing manpower planning: Internal and External Factors- Steps involved in manpower planning- Limitations.

Module III - Job Analysis

Recruitment, selection and placement of personnel- Job analysis, job description, job specification, job evaluation - Interviews and Tests. Promotion, Transfer, training and methods training.

Module IV - Motivation

Meaning - Definition ~ Nature and Characteristics of Motivation - Importance - Theories of motivation - Maslow's Need Hierarchy Theory. - Mc.Gregor's X and Y theories - Herblor's two factor theory - Vroom's expectancy theory.

Module V- Leadership

Concept and Characteristics of Leadership - Importance - Qualities - Functions- Types of , leadership - Theories of Leadership -Traits theory; behavioral theory- Situational theory.

Text Books:

1. Bhushan Y.K ~ Busness Management
2. Memoria C.13 - Personnel Management

Reference Books:

1. Agarwal R.D - Dynamics of personnel! managemenit
2. Dale - Personnel Mariagement |
3. Ghidshs - Perenne] Management.

Semester : VI **Hour** : 5
Core course : II(A) **Credit** : 5

(A) RURAL INDUSTRIALIZATION

Objectives:

1. To make the students to know about the meaning of Rural Industrialization.
2. To study the role of Rural Industrialization and its major steps taken for its development. |

Module - I Meaning and Role of Industrialization

Introduction - Meaning of Rural Industrialization - Comparison of Rural and Urban Industries - Role of Rural Industrialization.

Module - II Types of Rural Industries

Introduction - Cottage Industries - Definition - Features of Cottage and Small- Scale Industries - Difference between Small scale and Cottage Industries - Agro - Based Industries - Khadi and Village Industries - Handicrafts . Handloom Industry - Sericulture - Coir Industry.

Module - III Sources of Finance

Types of Industrial Finance - Drawbacks of Small scale and cottage industries- Sources of finance- Institutional sources and Non- Institutional sources.

Module - IV Problems of Rural Industries

Introduction - Problems of locations - Raw Materials -Skilled labour- Capital- Entrepreneurship -Technology - Marketing- Infrastructure, undue concentration.

Module - V Government Policy towards Rural Industries

Introduction - Views of Gandhi on rural industries- Industrial policy of 1991 with reference to rural industries- Rural Industries and five Year planning-Government measures and programmes for the promotion of rural Industries.

Text Books:

1. Begin - Rural Industrialization in India.
2. Sen. KK. - Rural Industrialization in India

Reference Books:

1. Rao R.V « Rural Industrialization.

Semester : VI **Hour : 5**
Core course : II(B) **Credit : 5**

(B) AGRICULTURAL ECONOMICS

Objectives:

1. To teach the students to understand the India's Agricultural structure.
2. To make the students to understands Agricultural Marketing and Finance.

Module - I Nature and Scope of Economics

Agricultural development -Role of agriculture in Indian Economy -Agricultural development under Five year plans ~Productivity in agriculture -Causes for low productivity.

Module - II Structural and Institutional Changes in Agriculture

Land Reforms -Measures-Progress-New Economic policy and agriculture - Mechanization - Advantages and Limitation-Second Green Revolution.

Module - III Agricultural Finance and Agencies

Capital formation in agriculture -Sources of agriculture finance -Rural indebtedness - Causes - Measures to remove indebtedness.

Module - IV Agricultural Marketing

Agricultural Marketing -Role and functions of efficient marketing system -Defects of Agricultural Marketing -Regulated Markets ~Co- operative marketing -Agricultural Price policy -Food Corporation of India (FCI) - Commission on Agricultural Cost and Prices (CACP) -Public Distribution System (PDS).

Module - V Agricultural Labour

Problems of Agricultural Labour -Causes for poor conditions of Agricultural Labour - Problem of Unemployment -Government measures.

Text Books:

1. Bishop & Toussant - Introduction to Agri Eco Analysis
2. Dhingra I.G - Indian Economy

Reference Books:

1. Mellor J.W - The Agricultural Eco Analysis
2. Memoria - Agricultural Problems of India
3. Rudder Dutt & Sundraram K.P .M - Indian Economy
4. Sadhu & Singh - Fundamentals in Agriculture

Semester : VI **Hour** : 6
Core course : III(A) **Credit** : 4

(A) ENTREPRENEURSHIP DEVELOPMENT

Objectives:

1. To enable the students to understand the entrepreneurship and its uses in the society.
2. To discuss the various sources of finance and study about the women entrepreneur.

Module - I Meaning and Importance

Entrepreneurship - Definition- Concepts - Scope - Significance of entrepreneurship- Functions- types - Growth of Entrepreneurship -Theories - Intrapreneur - Features of successful entrepreneur Role of entrepreneurship in economic development.

Module - II Business Ventures

Business Ventures- Steps for starting a small [Industry - significance- problems of small scale industry-industrial policy on small scale industries- incentives - subsidies.

Module - III Project Analysis

Project - Meaning - objectives - identification - classification- project selection - internal and external constraints- project formulation- feasibility- project preparation and Project report.

Module - IV Sources of finance

Financial Planning- Needs- Sources-Internal sources-External Sources- Role of DiC THC, SIDBI, SIDICO, SIPCOT, and Industrial Estate - Commercial Banks- Micro Finance.

Module - V Women Entrepreneurs

Women entrepreneurs -objectives of EDPS -Performance and criticism of EDPS – Women entrepreneur - features -growth -problems- prospects and development schemes- SHG's.

Text Books:

1. Gupta C.B & Srinivasan N.P. - Entrepreneurship and development in India,
2. Saravanavel - Entrepreneurial Development

Reference Books:

1. Bhattacharee.H - Entrepreneurial Development.
2. Dhingra ishwan.C | - Indian Economic Development
3. Rao S.K - Entrepreneurial Development in India.

Semester : VI **Hour** : 6
Core course : III(B) **Credit** : 4

(B) ENERGY ECONOMICS

Objectives:

1. To make the students to know about the energy resources. |
2. To study the role of UNDP and World Bank's Energy Programme.

Module - I Energy Needs and Energy Resources

Role of energy in daily living - Domestic energy requirements - Women as change Agents to Conserve Energy Farms of renewable and Non - Renewable Energy.

Module - II Energy Costs and Prices

Benefits and costs of energy projects - Energy demand management - Measures for managing energy demand ~ New energy Technologies.

Module - III Energy - Environment and Economic Development

The Nexus - Energy and Environmental Linkage - Climate change effect – Environmental effects of Energy Consumption - Policy Instruments.

Module – IV Energy Policy in India

Policy Interventions and Future Scenarios - Energy Problems and Planning in india energy Conservation Ethics in various Environs - Industry, Agricultural, Transport and Domestic Sector.

Module – V Global Perspectives

Oil Crisis of the World - Energy Programmes of the International Organizations Role of UNDP - World Bank's Energy Programme.

Text Books:

1. Ashok V. Desai (ed.), (1990), Energy Economics . Wiley Eastern Limited Tokyo.
2. Beena Shah (ed.) (1990) Energy Education, Northern Book Centre. New Delhi.

Reference Books:

1. Dhulaaasi Birundha Varadaarajan, (1993) Energy Economics. Sterling Publishers. New Delhi.
2. Girippa (ed.) 1986, Rural Energy Giris, Himalaya Publishing House, Bombay.

பாலின சமத்துவம்

அலகு - 1

பாலினம் தொடர்பான கோட்பாடுகள் பாலியல் - பாலினம் - உடற்கூறுரீதியாக றாரணயித்தல்
- ஆணாதிக்கம் - பெண்ணியம் - பாலின பாகுபாடு - பாலின வேலைப்பாகுபாடு - பாலின ஒரு முத்தானவைகள் -
பாலின உணாஷ்ட்டல் - பாலின சமவாய்ப்பு - பாலின சமத்துவம் - பாலின மையநீரோட்டமாக்கல் -
அதிகாரப்படுத்துதல்

அலகு - 2

மகளிரியல் vs பாலின சமத்துவக்கல்வி - பல்கலைக்கழக மாணியக்குழுவின் வழிகாட்டுதல்கள் ஏழாவது
ஐந்தாண்டுதிட்டம் முதல் பதினோராவது ஐந்தாண்டுதிட்டம் - பாலின சமத்துவக்கல்வி . பெய்ஜிங் மாநாடு மற்றும்
பெண்களுக்கு எதிரான அனைத்து வன்முறைகளையும் ஒழிப்பதற்கான சாவதேச உடன்படிக்கை - இணைத்தல் /
உட்படுத்துதல் / ஒதுக்கல்.

அலகு - 3

பாலியல் பாகுபாட்டிற்கான தளங்கள் - குடும்பம் : பாலின விகிதாச்சாரம் - கல்வி - ஆரோக்கியம் - ஆளுமை -
மதம் - வேலை vs வேலைவாய்ப்பு - சந்தை - ஊடகங்கள் - அரசியல் - சட்டம் - குடும்ப வன்றை - பாலியல்
துன்புறுத்தல் - அரசு கொள்கைகள் மற்றும் திட்டங்கள்.

அலகு - 4

பெண்கள் மேம்பாடு மற்றும் பாலின சமத்துவ மேம்பாடு : முயற்சிகள் - சர்வதேச பெண்களுக்கான தசாப்தம்
- சர்வதேச பெண்கள் ஆண்டு - பெண்களின் மேம்பாட்டிற்கான தேசிய கொள்கை - பெண்கள் அதிகார ஆண்டு 2001 -
சர்வதேச கொள்கைகளை மைய நீரோட்டமாக்கல்

அலகு - 5

பெண்கள் இயக்கங்கள் மற்றும் பாதுகாப்பு நிறுவன ஏற்பாடுகள் : தேசிய மற்றும் மாநில மகளிர் ஆணையம் -
அனைத்து மகளிர் காவல் நிலையங்கள் - குடும்ப நீதி மன்றங்கள் : குடும்ப வன்முறையிலிருந்து பெண்களைப்
பாதுகாக்கும் சட்டம் 2005 - பணியிடங்களில் பெண்கள் மீதான பாலியல் துன்புறுத்தல்களை தடுப்பதற்கான
உச்சந்திமன்ற வழிகாட்டுதல்கள் தாய்சேய் சேமநலச்சட்டம் - பெண்கிசவை கருவிலேயே கண்டறியும் தொழில்
நுட்பம் (முறைப்படுத்துதல் மற்றும் தவறாக பயன்படுத்துதலை தடை செய்திடும்) சட்டம் - ஈவ்ஈசிங் (பெண்களை
தொல்லை செய்தல்) தடுப்புச்சட்டம் - சுய உதவிக் குழுக்கள் - பஞ்சாயத்து அமைப்புகளுக்கான 73வது மற்றும் 74வது
சட்டதிருத்தம்.

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