PONDICHERRY UNIVERSITY
(A CENTRAL UNIVERSITY)

B.A. ECONOMICS
(Choice Based Credit System)

Regulations & Syllabus

2017-18 onwards

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Pondicherry University
B.A. Economics
REGULATIONS
Effective from the academic year (2017-2018)

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1. Aim of the Course

The B.A. Economics course aims to impart to the students theoretical and empirical knowledge in the subject.

2. Eligibility of Admission

A candidate for admission to B.A. Economics is required to have passed 10+2 system of Examination.

3. Duration of the Course

The Course shall be of three years duration, spread over six consecutive semesters. The maximum duration to acquire prescribed number of credits in order to complete the Programme of Study shall be twelve consecutive semesters (six years).

4. **Medium**

The medium of instruction shall be English.

5. **Course Structure**

Category	Course Name	Number Of Papers	Credits Per Paper	Total Credits
MIL	Modern Indian Languages	4	3	12
ENG	English	4	3	12
AECC	Ability Enhancement Compulsory Course	2	2	4
SEC	Skill Enhancement Course	4	2	8
GE	Generic Elective Course	2	3	6
DSC	Discipline Specific Core Course	18	4	72
DSE	Discipline Specific Elective Course	4	3	12
			Total	**126**

Minimum Number of Credits

Minimum number of credits to be earned by a student for the award of UG Programme Degree in Economics is 126**.** Out of these, minimum 72 credits are mandatory from Discipline Specific Core Courses (DSC) and 12 credits from Discipline Specific Elective Courses (DSE) for obtaining a UG degree in Economics. [**Note CBCS Rules: Minimum number of credit requirements as defined by respective BOS may go beyond 120 for certain Programmes of Study, but not less than 120 credits.]**

MIL, ENG, AECC

The crediting of MIL, ENG and AECC courses is as per Pondicherry University UG CBCS Regulations.

DSC and DSE

At least 60% (72 credits) of the total minimum credit requirement must be earned by the student from Discipline Specific Core Courses and 12 credits from Discipline Specific Elective Courses.

SEC

Out of the four Skill Enhancement Courses, for two courses, viz., Economics of Insurance - Practice, and Entrepreneurial Development – Practice; practical training and mini project is mandatory. For the two Courses to be studied, the modes of Training and Project Work are to be validated or approved by a Panel of Members comprising the Department Faculty, before a student pursues the same.

The remaining two of the 02 credit Skill Enhancement Courses specified in the curriculum (B.A. Economics) could be credited to contribute to skill development, without any overlap of other courses.

The students may also substitute with Skill Enhancement Courses in the curriculum of UG Courses of other Social Science Disciplines of study that add proficiency to the students - with the advice of the Faculty Advisor, or an assortment of these without any overlap of courses.

GE

Any two of the 03 credit Generic Elective Courses specified in the curriculum (B.A. Economics) could be credited to constitute the 06 credits or substituted with Generic Elective Courses in the curriculum of UG Courses of other Social Science Disciplines of study that add proficiency to the students - with the advice of the Faculty Advisor, or an assortment of these without any overlap of courses.

DSE

The four 03 credit papers to be credited under DSE can be credited from Discipline Specific Elective specialization stream courses listed in the Syllabus. In the Semesters where Discipline Specific Electives (Allied Papers) are offered, any one of the listed DSEs in each Semester (I, II, V, & VI) may be taught based on the basis of Faculty specializations

available in the Department and approved by a Panel of Members comprising the Department Faculty, before a student pursues the same.

6. Faculty to Students Ratio

The Faculty to Student Ratio shall be maintained at 1:30.

7. Pattern of Examination

a. The End-Semester examination and internal assessments for MIL, ENG, AECC, DSC, GE, SEC and other Open Electives (OE) courses are as per Pondicherry University UG CBCS regulations.

b. The internal assessment for all courses shall be conducted as follows - 15 marks from two Internal Assessment Tests and 10 marks for Assignment and Seminar (5 each).

c. The marks for attendance (5 marks) apply to all courses and the awarding of attendance marks is as per Pondicherry University UG CBCS regulations.

Passing Minimum

Passing Eligibility and classification for the award of the Degree is as per Pondicherry University UG CBCS regulations.

8. Other Aspects of CBCS not covered in this document by default conforms to the Pondicherry University UG CBCS regulations.

PONDICHERRY UNIVERSITY

B.A. Economics for Affiliated Colleges

Course structure & Syllabus

(2017-18)

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	SEMESTER I	

Course Code	Course	Main/Allied
LTAM111	Language-I	Foundation [03 Credits]
ENGL112	Functional English I	Foundation [03 Credits]
ECON 111	Towards Understanding Economics	Main [04 Credits]
ECON 112	Statistical Methods I	Main [04 Credits]
ECON S01	Economics of Social Sector and Environmental Issues	Allied [03 Credits]
ECON S02	Population studies	Allied [03 Credits]
PADM 113	Public Administration	Compulsory [02 Credits]

	SEMESTER II	

Course Code.	Course	Main/Allied
LTAM121	Language-II	Foundation [03 Credits]
ENGL122	Functional English II	Foundation [03 Credits]
ECON 121	Microeconomics I	Main [04 Credits]
ECON 122	Mathematics for Economists I	Main [04 Credits]
ECON S03	Environmental Economics	Allied [03 Credits]
ECON S04	Regional Economics	Allied [03 Credits]
ENVS 123	Environmental Studies	Compulsory [02 Credits]

	SEMESTER III	

Course Code	Course	Main/Allied
LTAM231	Language III	Foundation [03 Credits]
ENGL232	Functional English III	Foundation [03 Credits]
ECON 231	Microeconomics II	Main [04 Credits]
ECON 232	Macroeconomics I	Main [04 Credits]
ECON 233	Statistical Methods II	Main [04 Credits]
ECON 234	Economics of Insurance	SEC-1 [02 Credits]

Note:

Of the listed Allied Papers in Semesters I, II, V & VI, any one DSE paper may be selected and taught per Semester, based on available Faculty specialization.

SEMESTER IV

Course Code	Course	Main/Allied
LTAM 241	Language IV	[03 Credits]
ENGL 242	Functional English IV	[03 Credits]
ECON 241	Money and Banking	Main [04 Credits]
ECON 242	Macroeconomics II	Main [04 Credits]
ECON 243	Mathematics for Economists II	Main [04 Credits]
ECON 244	Economics of Insurance - Practice	SEC-2 [02 Credits]

SEMESTER V

Course Code	Course	Main/Allied
ECON 351	International Economics I	Main [04 Credits]
ECON 352	Public Finance I	Main [04 Credits]
ECON 353	Basic Econometrics	Main [04 Credits]
ECON 354	Indian Economy I	Main [04 Credits]
ECON 355	Entrepreneurial Development	SEC-3 [02 Credits]
ECON S05	Development Economics	Allied [03 Credits]
ECON S06	Human Resource Management	Allied [03 Credits]
ECON S07	Society and Economy	Allied [03 Credits]
ECON 356	Gender Studies	GE-1 [03 Credits]

SEMESTER VI

Course Code	Course	Main/Allied
ECON 361	International Economics II	Main [04 Credits]
ECON 362	Public Finance II	Main [04 Credits]
ECON 363	Indian Economy II	Main [04 Credits]
ECON 364	History of Economic Thought	Main [04 Credits]
ECON 365	Entrepreneurial Development – Practice	SEC-4 [02 Credits]
ECON S08	Indian Financial Institutions and Markets	Allied [03 Credits]
ECON S09	Marketing	Allied [03 Credits]
ECON 354	Indian Economy I	GE-2 [03 Credits]

Notes:

Modern Indian Language

1) Language paper should be same in all 4 Semesters.
2) It is paper-specific, Semester-specific and year-specific.
3) The paper selected from the MIL should be continued in same language for all four Semesters by the students.
4) Not more than a minimum of two languages and maximum of five languages may be offered at any one time by a College.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester I

ECON 111: TOWARDS UNDERSTANDING ECONOMICS

Unit 1: Exploring the Subject Matter of Economics
Why study economics? – scope of economics – the economic problem: scarcity and choice – the question of what to produce, how to produce and how to distribute output – science of economics – the basic competitive model – prices, property rights and profits: incentives and information, rationing – opportunity sets – economic systems.

Unit 2: Role of Markets, their Functioning and Welfare
Markets and competition – determinants of individual demand/supply, demand/supply schedule and demand/supply curve, market versus individual demand/supply, shifts in the demand/supply curve – demand and supply together – how prices allocate resources – elasticity and its application – controls on prices – taxes and the costs of taxation – consumer, producers and the efficiency of the markets.

Unit 3: The Households
The consumption decisions – budget constraints, consumption and income/price changes, demand for all other goods and price changes – description of preferences – the investment decision – investment alternatives for a household – desirable attributes of investments – labor supply and savings decision – choice between leisure and consumption – labour force participation – tax policy and labour supply -human capital and education – budget constraints and savings – savings and interest rate, other factors affecting savings.

Unit 4: The Firm and Perfect Market Structure
Financing, controlling and managing firms – the firm' s legal form, corporate finance – why corporations care about financial structure – takeover and the market for managers – making decisions – centralization and decentralization – the boundaries of the firm. behaviour of profit maximizing firms and the production process – short run costs and output decisions.

Unit 5: Introduction to Macroeconomics and National Income Accounting
The roots of macroeconomics – concerns over macroeconomic – the role of government in the macro economy – the components of the macro economy – the methodology of macroeconomics – concepts of national income – approaches to calculating national income – nominal and real income – issues on measurement of national income, the concept of black and green income.

Readings
1. Karl, E. Case and Ray C. Fair (2002), Principles of Economics, 6th Edition, Pearson Education Asia Low Price Edition, Delhi.
2. N. Gregory Mankiw (2002), Principles of Economics, Thomson.
3. J.E. Stiglitz, and C.E. Walsh (2002), Principles of Economics, 3rd Edition, W.W. Norton & Company, New York.
4. R. Stone and G. Stone (1962), National Income and Expenditure, Bowes and Bowes London.
5. Paul Hayne (1998), Economic Way of Thinking, Prentice Hall, New Jersey.

ECON 112: STATISTICAL METHODS I

Unit 1: Meaning, Classification and Tabulation of Data

Primary data and secondary data: definition, sources and method of collection – quantitative data: time series data, cross section data and pooled data – qualitative data – presentation of data (table) – Simple table, complex table (manifold table) – discrete frequency distribution table – continuous or grouped frequency distribution table – relative frequency distribution – cumulative frequency distribution: less than and more than – presentation of data (diagram) : line diagram, bar diagram (simple and multiple), pie diagram – presentation of data (graph): graph of time series or line graph, logarithmic graph, graph of frequency distribution (histogram, frequency polygon, frequency curve, cumulative frequency curve / ogive).

Unit 2: Measures of Central Tendency and Partition Values

Meaning of average – types of average: arithmetic mean(for raw data, ungrouped frequency distribution and grouped frequency distribution), median (for raw data, ungrouped frequency distribution and grouped frequency distribution), mode (for raw data, ungrouped frequency distribution and grouped frequency distribution), geometric mean, harmonic mean (along with formula for each type of average, respective merits, demerits, uses and properties) – quartiles (for individual series, discrete frequency distribution and frequency distribution with class interval) – deciles (for individual series, discrete frequency distribution and frequency distribution with class interval) – percentiles (for individual series, discrete frequency distribution and frequency distribution with class interval).

Unit 3: Measures of Dispersion

Meaning of dispersion – types of dispersion: range, quartile deviation, mean deviation, standard deviation and variance (along with absolute measure, the relative measure or coefficient of each type of dispersion) – coefficient of variation – combined standard deviation – Lorenz curve (application in income distribution) – Skewness and kurtosis – Skewness – meaning of skewness and symmetry in a distribution – symmetrical distribution – asymmetrical or skewed distribution – negatively skewed and positively skewed, measures of skewness: absolute measure – Karl Pearson's coefficient of skewness – Bowley's coefficient of skewness – definition, types and measures of kurtosis – Karl Pearson's coefficient of kurtosis – Moments – Definition of central moments (both for individual series and frequency distribution) – properties of central moments – raw moments (both for individual series and frequency distribution) – moment generating function – purpose of moments.

Unit 4: Correlation

Concept of correlation – types of correlation – bivariate distribution and covariance –simple correlation – Karl Pearson's product moment coefficient of correlation measure – partial correlation: definition and measure (ceteris paribus assumption) – multiple correlation: definition and measure(long run production function) – Spearman's rank correlation coefficient (when ranks are given, when ranks are not given and when equal ranks are given)
– Properties and uses of correlation.

Unit 5: Regression Analysis

Meaning of regression – types of regression – simple and multiple linear and non-linear regressions – concept and method of least squares – line of best fit – regression coefficients – line of regression of x on y (aggregate consumption function) –line of regression on y on x (accelerator) – properties of regression coefficients – utility regression analysis in economic studies – coefficient of determination.

Readings

1. A.L. Nagar and R.K. Das (2006), Basic Statistics, Second Edition Oxford University Press, New Delhi.
2. S.P. Gupta (2000), Statistical Methods, Sultan Chand and Sons, New Delhi.
3. S.C. Gupta and V.K. Kapoor (2014), Fundamentals of Mathematical Statistics, Sultan Chand and Sons, New Delhi.
4. A.K. Md. Ehsanes Saleh and Vijay K. Rohatgi (2014), An Introduction to Probability and Statistics, 2ed, Wiley, New Jersey.

Note: Wherever possible, computations using software may be introduced using software Statistical packages.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester I
ECON S01: ECONOMICS OF SOCIAL SECTOR AND ENVIRONMENTAL ISSUES

Unit 1: Conceptual Issues
Concept of Social Sector – Significance of Social Sector – Economic Development And Social Sector Development – Equity and Social Sector – Environment of Economics – Economy – Environment Interaction- The Material Balance Principle - Entropy Law - Market Failure , Property Rights , Open Access Resources- Collective Action .

Unit 2: Educational Economics
Human Capital – Human Capital Vs. Physical Capital, Components of Human Capital: Determination of Demand for Education: Costs and Benefits of Education: Educational Planning and Economic Growth: Educational Financing: Education and Labor Market,: Economics of Education Planning In Developing Countries with special emphasis on India.

Unit 3: Health Economics
Determination of Health - Economics of Health Care: Appraisal of Health Care Financing: The concept of Human Life Value: Benefit Cost and Cost Effectiveness Approaches: Inequalities in Health and Class and Gender Perspectives: Institutional Issues in Health Care Delivery.

Unit 4: Environmental issues
Causes and effects Of Environmental Degradation – Degradation of land, Forest and Natural Resources- Pollution from Energy –effects on health, Land , water and air- valuation of Environmental Damages- direct and indirect methods- Pollution Prevention , control and abatement - direct and indirect Instruments of Pollution Control – concept and indicators of sustainable development.

Unit 5: Policy issues in India
Programmes and Policies of Educational Development – health development- Strategies, Programmes and Policies- Evolution of Environmental Policy in India – Air and Water Acts-Fiscal Incentives - Enforcement and Implementation Issues- Policies and Programmes Relating to Water Supply and Sanitation.

Readings
1. Council for Social Development (2006), India, Social Development Report, Oxford University Press, Delhi.
2. Dreze, Jean and Amartya Sen (1995), Indian Economic Development and Social Opportunity, Oxford University Press, Delhi.
3. Field, B.C. (1994), Environmental Economics: An Introduction, McGraw Hill, New York.
4. Freeman III, A.M. (1998), The Economic Approach to Environmental Policy, Chelter Law, Edward Elgar, U.K.
5. Krueger, A. and M. Lindhal (2001), "Education for Growth: Why and for Whom", *Journal of Economic Literature*, 39(4), pp. 1101 -1136.
6. Latchanna, G. and Hussein, J.O. (2007), Economics of education, Discovery publishing House, New Delhi.
7. Planning Commission Eleventh Five Year Plan, Social Services Sector (2007- 12) Vol. II, Govt. of India, New Delhi.

ECON S02: POPULATION STUDIES

Unit 1: Introduction

Population study and demography; its relation with other disciplines; Theories of Population - Malthus, Optimum theory of population, and Theory of Demographic Transition; Historical evidence of population growth in developed and developing countries.

Unit 2: Sources of Demographic Data in India

Sources of Demographic data in India: Census - Civil registration system and Demographic surveys; National Family Health Survey 1 and 2 - their relative merits and demerits.

Unit 3: Techniques of Analysis

Crude birth and death rates, age specific birth and death rates, standardized birth and death rates- Study of Fertility; total fertility rate, gross reproduction rate, and net reproduction rate — study of marital status — Life table; meaning of its columns and its uses - Reproductive and child health in India - Temporal and spatial variation in sex ratios.

Unit 4: Population Projection

Techniques of population projection - Concept of stationary, stable and quasi-stationary population - Aging of population in India - Changes in family structure and old age security.

Unit 5: Population Policy

Salient features of Population Censuses of 1971,1981,1991 and 2001; Evolution of population policy in India, shift in policy focus from population control to family welfare and to women empowerment; Demographic status and household behavior - Education women's autonomy and fertility- Population, health, poverty and environment linkage in India; Migration - Urbanisation - The New population Policy.

Readings

1. Agarwal, S.N. (1985), India's Population Problem, Tata McGraw-Hill, Bombay.
2. Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
3. Agarwala, U.D. (1999), Population Projections and their Accuracy, B.R. Publishing Corporation, New Delhi.
4. Bogue, D. J. (1971), Principles of Demography, John Wiley, New York.
5. Bose, A. (1996), India's Basic Demographic Statistics, B.R. Publishing Corporation, New Delhi.
6. Census of India, Government of India, Various Reports, New Delhi.
7. Choubey, P.K. (2000), Population Policy in India, Kanishka Publications, New Delhi.
8. Misra, B.D. (1980), An Introduction to the Study of Population, South Asian Publishers, New Delhi.
9. Srinivasan, K. (Ed.) (1999), Population Policy and Reproductive Health, Hindustan Publishing Corporation, New Delhi.

ECON 121: MICROECONOMICS I

Unit 1: Introduction
Nature and scope of micro economics – importance and limitations of micro economics – micro statics – micro dynamics – comparative statics – concept of equilibrium – static, dynamic and neutral equilibrium – Partial Vs General equilibrium – role and limitations of price mechanisms in a free market economy – frontiers & microeconomics.

Unit 2: Consumer Behavior
Demand and law of demand – utility analysis and derivation of demand – ordinal approach-indifference curve – consumer equilibrium – price, income and substitution effect(Hicks and Slutskey) – derivation of demand curve analysis – comparison of cardinal and ordinal analysis – Giffin goods – compensated demand – elasticity of demand: price, income and cross – consumers surplus – Engel curve.

Unit 3: Theory of Supply and Production
Supply and law of supply – elasticity of supply – production decision – factors of production – production function – law of variable proportion – returns to scale – economies of scale – Iso quant approach and producer's equilibrium – factor substitution – elasticity of factor substitution.

Unit 4: Theory of Cost
What are costs? – production and costs – various measures of cost – cost curves and their shapes – the relationship between short run and long run average total cost – elasticity of cost.

Unit 5: Theory of Revenue and Equilibrium
What are revenues – average and marginal revenue – relation between AR and MR Curves – AR, MR and elasticity – importance of revenue curves – interactions of cost and revenues – conditions of equilibrium of a firm.

Readings
1. A. Koutsoyannis (1979), Modern Micro Economics, MacMillan Press, London.
2. H.R.Varian (1993), Intermediate Microeconomics a Modern Approach, 3rd Edition, Affiliated East West Press, Chennai.
3. N.G. Mankiw (2009), Economics: Principles and Application, Cengage Learning, Delhi.

B.A. Economics for Affiliated Colleges
Semester II

ECON 122: MATHEMATICS FOR ECONOMISTS I

Unit 1: Preliminaries
Elements of logic and proof – mathematical induction – sets and set operations – ordered pairs, Cartesian products of sets – relations functions, one to one and onto functions, composite functions, the inverse function – the real numbers, natural numbers, integers, rational and irrational numbers – absolute value and intervals –inequalities.

Unit 2: Functions of One Real Variable and Limits
Examples (linear functions, polynomials, etc.) – Sets of points in the plane determined by equations or inequalities **-** Infinite sequence and series – the concepts of convergence and limits – algebraic properties of limits – the limit of f(x) as x →a – continuity – the intermediate – value theorem.

Unit 3: Elementary Linear Algebra
Two, three and n – dimensional row and column vectors – vector addition and scalar multiplication – length of a vector, scalar products, orthogonality – Lines and planes in R^2 and R^3 – linear and convex combinations of vectors – linear independence.

Unit 4: Determinants
Determinats – definition, properties, minors and cofactors – expansion by alien cofactors – singularity and invertibility –the adjoint matrix and formula for the inverse.

Unit 5: Matrices and Matrix Operations
Addition, scalar multiplication, matrix multiplication – the transpose – the inverse of a square matrix – rank of matrix – invertibility and rank for square matrices, characteristic roots and eigen values, Cramer rule.

Readings
1. Knut Sydsaeter and Peter J. Hammond (2002), Mathematics for Economic Analysis, Pearson Educational Asia, Delhi (Reprint of 1st 1995 Edition).
2. Alpha C. Chiang (1984), Fundamental Methods of Mathematical Economics, McGraw Hill (3rd Edition), Delhi.
3. Hadley, G. (1987), Linear Algebra, Addison-Wesley, Delhi.
4. Metha, B.C. and Madnani, GMK (2004), Mathematics for Economists, Sultan Chand & Sons, New Delhi.

Note: Wherever possible, statistical package computations may be introduced to students.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester II

ECON S03: ENVIRONMENTAL ECONOMICS

Unit 1: Theory and Concept
Nature and Significance of Environmental Economics – definition and scope of environmental economics – basic theory – market system and the environment – welfare and environment – the economics of externalities.

Unit 2: Environment and Economics
Environment – economy linkage – environment as a necessity and luxury – population and environment linkage – environmental use as an allocative problem – environment as a public good – valuation of environmental damages: land, water, air and forest.

Unit 3: Environmental Problems
Economic development and environmental problems – air pollution – water pollution – sound pollution – energy use and environment problem – pollution and urbanization – global warming and green house effect – health, urbanization, transport and technology – environmental degradation.

Unit 4: Pollution Control
Prevention, control and abatement of pollution – choice of policy instruments in developing countries – environmental law – sustainable development – indicators of sustainable development – environmental planning – environmental accounting.

Unit 5: Policy measures
Basic approach – design of environmental policy – Indian environment policies and performance – pollution control boards and their function.

Readings
1. M. Karpagam (1993), Environmental Economics, Sterling Publishers, New Delhi.
2. S. Sankaran (1994), Environmental Economics, Margham, Madras.
3. N. Rajalakshmi and Dhulasi Birundha (1994), Environomics, Economic Analysis of Enviroment, Allied Publishers, Ahmedabad.
4. S. Varadarajan and S. Elangovan (1992), Environmental Economics, Speed, Chennai.
5. Singh G.N (Ed.) (1991) Environmental Economics, Mittal Publications, New Delhi.
6. Garge, M.R. (Ed.) (1996), Environmental Pollution and Protection, Deep and Deep Publications, New Delhi.
7. Lodha, S.L (Ed.) (1991), Economics of Environment, RBSA Publishers, Jaipur.
8. The Hindu, Survey of Environment: Annual Reports, Chennai.
9. U. Shankar (2001), Environmental Economics, Oxford University Press, New Delhi.

ECON S04: REGIONAL ECONOMICS

Unit 1: Concepts
Why Regional Economics? What is a region? Different types of regions; Regional Income; Problems of estimation; Indicators of regional development.

Unit 2: Location of Firms
One market one input case; More generalized versions; Locational interdependence; Hotelling phenomena; General equilibrium; Uncertainty; Maximizing vs. satisfying.

Unit 3: Spatial Price Theory
Price equilibrium in geographically separated and interlinked markets; Market area boundaries; Reilly's law; Models of pricing under free entry; Spatial .monopoly and Price discrimination; Spatial monopolistic competition.

Unit 4: Techniques of Regional Analysis
Regional and interregional input-output analysis; Attraction model; Gravity model; Shift-share analysis; Impact studies.

Unit 5: Regional Policy
People prosperity versus Place prosperity; Formulation of interregional objectives; Consistency between national and regional objectives; Alternate regional policy measures; Historical evidence ; Agriculture, Industry, Physical infrastructure, Social Sector.

Readings

1. Chand, M. and V.K. Puri (1983), Regional Planning in India, Allied Publishers, New Delhi.
2. Richardson, H.W. (1969), Regional Economics, Weidenfield, M. and Nicolson, London.
3. Hoover, E.M. (1974), An Introduction to Regional Economics, Alfred A. Knopf, New York.
4. Isard, W. (1960), Methods of Regional Analysis, MIT Press, Cambridge, Mass.
5. Nair, K.R.G. (1982), Regional Experience in a Developing Economy, Wiley-Eastern, New Delhi.
6. Brahmananda, P.R. and V.R.Panchmukhi (Eds.) (2001), Development Experience in the Indian Economy: Inter-State Perspectives, Bookwell, Delhi.

ECON 231: MICROECONOMICS II

Unit 1: Market Structure and Equilibrium

Market forms – perfect and imperfect forms – equilibrium of a firm under perfect competition, monopoly, monopolistic competition, duopoly and oligopoly – importance of time element in price theory – price discrimination and measure of monopoly power – control and regulation of monopoly – collusive price leadership – kinked demand curve-taxation and equilibrium of a firm-comparison of various markets.

Unit 2: Pricing Methods

Mark up pricing – break even pricing – rate of return pricing – variable cost pricing – peak load pricing – going rate pricing – controlled or administered pricing – minimum support price.

Unit 3: Factor Pricing

Market for the factors of production – marginal productivity theory of pricing of factor (distribution theory) – Euler's theorem-linkages among the factors of production – theories of wages – determination – wages and collective bargaining – wage differentials – rent – Ricardian and modern theories of rent – scarcity rent – differential rent and quasi rent – interest – classical and Keynesian theories – profit – innovation, risk and uncertainty theories
– the concept of normal profit – monopoly profit.

Unit 4: Welfare Economics

What is welfare economics – economic and general welfare problems in measuring welfare – classical welfare economics – Pigovian welfare condition – Pareto's criteria – value judgment – concept of a social welfare function-compensation principle –the Kaldor- Hicks criterion.

Unit 5: General Equilibrium

General Equilibrium – concept – Two-sector model – Problem of Uniqueness, Existence and Stability – Walrasian model – Non- Walrasian model (descriptive).

Readings
1. A. Koutsoyannis (1979), Microeconomics A Modern Approach, East West Press, New Delhi.
2. H.R. Varian (1993), Intermediate Microeconomics, W.W. Norton, New York.
3. J.l. Ryan (1962), Price Theory, MacMillan Press, London.
4. N.C. Ray (1998), An Introduction to Microeconomics, MacMillan Press, London .
5. N.G. Mankiw (2009), Economics: Principles and Applications, Cengage Learning, Printed in India.

ECON 232: MACROECONOMICS I

Unit 1: Nature and Scope of Macroeconomics
Nature and scope of macroeconomics – Meaning and definition of key macroeconomic variables (output, unemployment, inflation etc.) – Concepts of national income – Methods of measuring national income – Circular flow of income – Issues in national income accounting.

Unit 2: Employment and Output in a Growing Economy
The goal of full employment – Frictional and structural unemployment – Unemployment and inadequate demand – The concept of potential output – Factors affecting output – production and employment with economic growth – Growth of actual and potential output

Unit 3: The Classical System
The classical revolutions – Say's law – Quantity theory of money– Wages, prices, employment, and production – Rigid wages and monetary policy in the classical model.

Unit 4: The Keynesian Model
The problem of unemployment – The components of aggregate demand – Equilibrium income – Determination of equilibrium income – Changes in equilibrium income – The role of fiscal policy and multiplier – The concept of balanced budget multiplier – Exports and imports in Keynesian model.

Unit 5: Money, Interest and Income
The money supply, money demand and interest rate – The relationship between bond prices and interest rates – The Keynesian theory of money demand and interest rate – The liquidity trap – The implications of increase in money supply.

Readings
1. R T Froyen (2008), Macroeconomics, Theory and policies, Prentice Hall.
2. N. Gregory Mankiw (2002), Principles of Economics, Thomson.
3. Gardner Ackley (1978), Macroeconomics, Theory and Policy, Macmillan Library.
4. William H. Branson (1997), Macroeconomic Theory and Policy, Harper and Row Publishers, New York.
5. Errol D'Souza (2009), Macroeconomic, Prentice Hall, New Delhi.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester III

ECON 233: STATISTICAL METHODS II

Unit 1: Probability Theory
Elements of Probability Theory - Sample Space, Events Meaning of Probability, Classical Definition of Probability - Addition Rule - The Multiplication Rule - Theorems of Total Probability - Conditional Probability and Statistical Independence Limitations of the Classical definition - counting techniques: conditional probability Frequency definition - Axiomatic Approach - Bayes' Rule.

Unit 2: Probability Distribution
Definition of random variable – discrete and continuous random variable - probability mass function - probability density functions - Expectation and Variance of random variables. Univariate Probability Distributions: Binomial – Poisson - Normal and Standard Normal Distribution - Mean Variance, Skewness and Kurtosis - Moment Generating Functions - Limiting form of Binomial distribution - Limiting form of Poisson distribution - Importance of Normal Distribution in Statistics - Central Limit Theorem.

Unit 3: Sampling and Sampling Distributions
The Central Limit Theorem - distributions of the sample mean and the sample variance for a normal population - Principal steps in a sample survey; methods of sampling - the role of sampling theory - properties of random samples- Point and Interval: estimation - Estimation of population parameters using methods of moments and maximum likelihood procedures - properties of estimators - confidence intervals for population parameters - Chi-Square, t, z, F distributions - problems.

Unit 4: Testing of Hypotheses and Confidence Interval
Basic Concepts Concerning Testing of Hypotheses - Procedure for Hypothesis Testing - Flow Diagram for Hypothesis Testing - Measuring the Power of a Hypothesis Test - Tests of Hypotheses - Important Parametric Tests - Hypothesis Testing of Means - Hypothesis Testing for Differences between Means - Hypothesis testing for Comparing Two Related Samples - Hypothesis Testing of Proportions - Hypothesis Testing for Difference between Proportions - Hypothesis Testing for Comparing a Variance to Some Hypothesized Population Variance - Testing the Equality of Variances of Two Normal Populations - Hypothesis Testing of Correlation Coefficients - Limitations of the Tests of Hypotheses - R^2 - F (ANVOA) Test - Goodness of Fit Tests - The Neyman-Pearson Lemma

Unit 5: Statistical Inference
Collecting, summarizing and visualizing data - Distribution of sampling statistics - Point estimation and confidence intervals - Hypothesis testing - Inference with two populations - Goodness of fit - Regression (simple linear regression, multiple regression, ANOVA, logistic regression) - Nonparametric methods - Heuristics of Hypothesis Testing - Set Estimation: Sample Size - One-Sided Confidence Intervals.

Readings
1. Harold J. Larson (1982), Introduction to Probability Theory and Statistical Inference, 3rd Edition, Wiley.

2. A.M. Mathai and P.N. Rathie (1977), Probability and Statistics, Palgrave Macmillan.
3. A. M. Goon, M. K. Gupta and B. Dasgupta (1968), Fundamentals of Statistics, Vol. 1, The World Press Private Ltd, Calcutta.
4. A.K. Md. Ehsanes Saleh and Vijay K. Rohatgi (2014), An Introduction to Probability and Statistics, 2ed, Wiley.
5. Ajit C. Tamhane and Dorothy D. Dunlop (2000), Statistics and Data Analysis: From Elementary to Intermediate, Pearson.
6. CR Kothari (2004), Research Methodology Methods and Techniques, 2nd Edition, New Age International Publisher.
7. Mario F Triola (2010), Elementary Statistics , Pearson Education, New York.
1. Ajit C. Tamhane and Dorothy D. Dunlop (2000), Statistics and Data Analysis: From Elementary to Intermediate, Pearson.
2. CR Kothari (2004), Research methodology methods and techniques, 2nd Edition, New age international Publisher.
3. William Feller (2008), An Introduction to Probability Theory and its Applications, Vol. 1, 3ed, Wiley.
4. Seymour Lipschutz and Kanchan Jain (2009), Probability, Schaum's Outlines Series, second edition, McGraw Hill Education.
5. Murray Spiegel, Larry Stephens, Narinder Kumar (2010), Statistics, Schaum's Outlines Series, Fourth Edition, McGraw Hill Education.
6. Sheldon Ross (2013), A First Course in Probability, 9th, Pearson Education India.
7. A.K. Md. Ehsanes Saleh and Vijay K. Rohatgi (2014), An Introduction to Probability and Statistics, Second Edition, Wiley.

Note: Wherever possible, statistical package computations may be introduced to students.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester III

ECON 234: ECONOMICS OF INSURANCE

Unit 1: Introduction to Insurance
Meaning, Definition, Nature and Functions - Evolution of Insurance - Principles of Insurance – General Principles – Specific Principles - Miscellaneous Principles - Importance of Insurance – Concepts used in Insurance - Classification of Insurance: on the basis of nature of Insurance.

Unit 2: Insurance and Economic Development
Role of insurance in developing economies – Economic overview of Insurance - Insurance Density - Demand for insurance – Elasticity of Demand for insurance – Price – Income – Cross elasticity - Supply of insurance – Pricing of insurance – Economic and social benefits of insurance – Factors affecting insurance consumption.

Unit 3: Risk Management
Risk and uncertainty – Risk and Insurance – Need for security against economic difficulties - Risk Management and insurance (loss, permit, risk, hazard / types etc.) - Risk management of Life Insurance Companies – Insurance company operations - Calculation of premium.

Unit 4: Insurance Intermediaries and Marketing
Insurance Broker – Processing of application for broker-ship – Code of conduct for brokers – Insurance agents – Surveyor and loss assessors – Third party administrators –Marketing strategies for insurance products – Product development process of insurance companies.

Unit 5: Insurance Industry in India
Insurance Organizations in India - Insurance sector reforms – Private players in the market – Entry of banks into Insurance – Foreign Insurers in India – Insurance and social security – Social security to Individuals and Business - Financial Planning and taxation - Savings – Insurance vis-à-vis Investment in the Units Mutual Funds, Capital Markets – Life Insurance in Individual Financial Planning – Implications in IT treatment.

Readings
1. K.C. Mishra and Mangala Bakshi (2009), Insurance Business Environment and Insurance Company Operations, National Insurance Academy, Cengage Learning, New Delhi.
2. George E. Rejda, Principles of Risk Management and Insurance, 9th Edition, Pearson Education. USA.
3. M.N. Mishra and S.B. Mishra (2007), Insurance Principles and Practice, S. Chand Publisher, New Delhi.
4. L.M. Bhole (1999), The Indian Financial system, Tata McGraw Hill, New Delhi.
5. K. Black Jr. and H.D. Skipper Jr. (2000), Life and Health Insurance, Prentice Hall, New Jersey.

6. Insurance Institute of India, General Insurance (IC-34), Mumbai.
7. Insurance Institute of India, Life Insurance Underwriting (IC-34), Mumbai.
8. B.S. Bodla, M.C. Garg and K.P. Singh (2003), Insurance – Fundamentals, Environment and Procedures, Deep & Deep Publications Pvt. Ltd., Delhi.
9. A. Murthy (2006), Elements of Insurance, Margham Publications, Chennai.
10. Nalini Prava Tripathy and Prabir Pal (2005), Insurance – Theory and Practice, Prentice Hall of India (Pvt.) Ltd., New Delhi.

B.A. Economics for Affiliated Colleges
Semester IV

ECON 241: MONEY AND BANKING

Unit 1: Concept of Money and Banking Definition, Functions and Theories of Money
Money and its function – the concepts and definitions of money – measurement of money – advantages of money – banking – nature and functions of banks – process of credit creation – Gurley and Shaw hypothesis – NBFIs - money and banking in the era of globalisation.

Unit 2: Demand for Money
Theories of demand for money: classical approach, the transactions and cash balance approach, Keynesian analysis, post-Keynesian developments, monetarist approach.

Unit 3: Money Supply
Theories of money supply – mechanistic model of money supply determination – high powered money and behavioral model of money supply determination – methods of monetary control – Interest rates in closed and open economies.

Unit 4: Central Banking
Functions of a central bank – quantitative and qualitative methods of credit control – bank rate policy, open market operations, cash reserve ratio, selective methods – banking regulation and supervision – Basel prudential norms on capital adequacy and NPA management .

Unit 5: Conduct of Monetary Policy in India Monetary Policy
Role and functions of Reserve Bank of India (RBI) – evolution of RBI's monetary policy – Objectives, Instruments and targets of monetary policy in India – operating procedure – lags in monetary policy – rules versus discretion debate – limitations of monetary policy with special reference to India.

Readings
1. Pierce, D G and P J Tysome (1985), *Monetary Economics: Theories, Evidence and Policy,* Butterworths, London.
2. Carl E Walsh (1998), *Monetary Theory and Policy,* MIT Press, Cambridge.
3. Mishkin, Frederic S. (2004), *Economics of Money, Banking and Financial Markets*, Pearson Addison Wesley.
4. C Rangarajan (1999), *Indian Economy: Essays in Money and Finance*, UBSPD, New Delhi.
5. Samantaraya, Amaresh (2015), *Conduct of Monetary Policy in India: Changing Dimensions in the Post-reform Period*, TR Publications, Chennai.
6. Bennett McCallum (1989), *Monetary Economics: Thoery and Policy*, Macmillan.
7. Narendra Jadhav (1994), *Monetary Economics for India,* Macmillan.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester IV

ECON 242: MACROECONOMICS II

Unit 1: Microeconomic Foundations
Consumption – absolute income hypothesis, relative income hypothesis, life cycle hypothesis, permanent income hypothesis – investment (business fixed investment, residential investment and inventory investment) – neo-classical theory of investment – accelerator theory of investment – the Tobin's theory.

Unit 2: The Closed Economy in the Short Run
The goods market and derivation of IS curve – real influences and Shift in IS schedule – the money market and derivation of LM curve – the shift in LM curve – determination of equilibrium income and interest rates – the relative efficacy of fiscal and monetary policy.

Unit 3: The Aggregate Demand and Supply
The derivation of aggregate demand and supply curves – the Keynesian aggregate demand with vertical aggregate supply curve – sources of wage rigidity and unemployment – the flexible price with fixed money wage model – labour supply and money wage – the shift in aggregate supply – Keynes vs. Classics.

Unit 4: Output, Inflation and Unemployment
Inflation: concepts and consequences- The Phillips curve – the natural rate of unemployment – factors affecting natural rate of unemployment – the adaptive expectation and long-run Phillips curve – the concept of rational expectations – policy ineffectiveness debate – New classical ideas.

Unit 5: Open Economy Models
The Mundell-Fleming model – determining equilibrium output in a small open economy – the monetary and fiscal policy under flexible and fixed exchange rates regimes – the Mundell-Flemming model with changing price level.

Readings
1. R T Froyen (2008), Macroeconomics, Theory and policies, Prentice Hall.
2. N. Gregory Mankiw (2010), Macroeconomics (7th Edition), Worth Publishers .
3. Rudiger Dornbusch, Stanley Fischer and Richard Startz (2007), Macroeconomics, McGraw Hill.
4. Jones, Charles I. (1998), Introduction to Economic Growth, W.W. Norton & Company, Chapters 1, 2, 8.
5. Errol D'Souza (2009), Macroeconomic, Prentice Hall.

B.A. Economics for Affiliated Colleges
Semester IV

ECON 243: MATHEMATICS FOR ECONOMISTS II

Unit 1: Topics in Calculus
The derivative of a function – differentiability and continuity – techniques of differentiation – sums, products and quotients of functions – composite functions and the chain rule – exponential and logarithmic functions – logarithmic differentiation – inverse functions – second and higher order derivatives - – partial differentiation – tangent planes to a surface – higher–order partial derivatives – partial derivatives in economics

Unit 2: Integration
Concept – dynamics and integration – indefinite integrals – definite integrals – improper integrals

Unit 3: Differential Equations
First order linear differential equations with constant coefficient and constant term – dynamics of market price – variable coefficient and variable term – exact differential equations – non-linear differential equations of the first order and first degree

Unit 4: Problem of Optimization
Homogeneous functions – elasticity of substitution –concave and convex functions – convex sets – maxima and minima – saddle points – unconstrained optimization – necessary and sufficient conditions for local optima – constrained optimization (equality constraints) – the method of Lagrange multipliers – interpretation of the necessary conditions and of the Lagrange multiplier – sufficient conditions – economic examples.

Unit 5: Applications in Economics
The role of concavity and convexity – applications, profit maximization of firms, utility maximization and cost minimization using optimization – integration and its application in economics.

 Readings
1. Knut Sydsaeter and Peter J. Hammond (2002), Mathematics for Economic Analysis, Pearson Educational Asia: Delhi (reprint of 1st 1995 edition).
2. Alpha C. Chiang (1984), Fundamental Methods of Mathematical Economics, McGraw Hill (3rd edition).
3. Weber Jean, E (1982), Mathematical Analysis, Harper Collins College Div:4, Sub edition.

Note: Wherever possible, statistical package computations may be introduced to students.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester IV

ECON 244: ECONOMICS OF INSURANCE - PRACTICE

- FIELD SURVEY & SUBMISSION OF REPORT -

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B.A. Economics for Affiliated Colleges
Semester V

ECON 351: INTERNATIONAL ECONOMICS I

Unit 1: Introduction to International Economics
Importance of international economics – international trade & economic growth – subject matter of international economics – purpose of international economic theories and policies – current international economic problems - Gains from Trade - Meaning – factors determining the gains from trade – gains from trade and income distribution – measurement of gains from trade and their distribution – the gains from trade in the case of large and small country – free trade vs. no trade – restricted trade vs. no trade.

Unit 2: Theories of International Trade
Distinguishing features of internal and international trade – the pure theory of international trade-theories of absolute advantage, comparative advantage and opportunity cost – Heckscher-Ohlin theory of trade – factor price equalization theory – empirical relevance of the H-O theory.

Unit 3: Alternative Trade Theories
Vent for surplus approach – Kravis and Linders theory of trade – imitation gap and product cycle theory, role of dynamic factor in explaining the emergence of trade, trade under imperfect competition and increasing returns to scale – measurement of gains from trade and their distribution.

Unit 4: Economic Growth and International Trade
Introduction – effect of growth on trade – production and consumption effects of growth, combined effect – effects of growth on terms of trade, immiserizing growth – technical progress and international growth – import substitution and export promotion strategy.

Unit 5: Terms of Trade, Tariff and Protection
Concept of terms of trade – their uses and limitations – importance in the theory of trade – secular deterioration of terms of trade, its empirical relevance and policy implications for less developed countries – trade as a engine of growth – theories of terms of trade – views of British school, Rawl, and Singer and Prebisch– theory of intervention – economic effects of tariff on national income, terms of trade and income distribution – effects of quotas – effective rate of protection.

Readings
1. Paul Krugman and Maurice Obstfeld (2002), International Economics: Theory and policy, Addison Wesley.
2. Salvatore, D. (1997), International Economics, PHI, New York
3. Dana, M.S. (2000), International Economics, Routledge Publications, London.
4. Carbough, R.J (1999), International Economics
5. Bhagwati, J. (1981), International Trade, Cambridge University Press, London.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester V

ECON 352: PUBLIC FINANCE I

Unit 1: Role of Government
Nature and scope of public finance - Rationale for government intervention – Musgrave's three function of government – types of government intervention – production versus provision – regulation of markets – sources of public revenue – deficit financing.

Unit 2: Taxation
Theories of taxation– ability and benefit principles of taxation (Lindhal) – Principle of maximum social advantage – taxable capacity – shifting and incidence – types of taxes – characteristics of good tax system.

Unit 3: Public Expenditure
Theories of public expenditure – Wagner's law – Peacock-Wiseman hypothesis – Samuelson theory of public goods– basics of cost benefit analysis.

Unit 4: Decentralization
Rationale for decentralization – economic, administrative and political – assignment of taxes and expenditure between various tiers of a federal government – rationale and role of local governments.

Unit 5: Public Debt Management
Concept of debt – Budget analysis – Fiscal deficit – primary deficit – current and capital account deficit - Pattern of financing deficit - Fiscal Responsibility and Budget Management (FRBM).

Readings
1. Goode, R. (1986), Government Finance in Developing Countries, TMH, New Delhi.
2. Jha. R. (1998), Modern Public Economics, Routledge, London.
3. Musgrave, R.A. and P.B. Musgrave (1976), Public Finance in Theory and Practice, McGraw Hill, Kogakusha, Tokyo.
4. Atkinson, A.B. and J.E. Stiglitz (1980), Lectures on Public Economics, TMH, New York.
5. Herber, B.P. (1967), Modern Public Finance, Richard D. Irwin, Homewood.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester V

ECON 353: BASIC ECONOMETRICS

Unit 1: Nature and Scope of Econometrics
Meaning of econometrics – relationship between statistics, mathematics and economics – economic and econometric models – the aims and methodology of econometrics – historical origin of the term regression and its modern interpretation – statistical vs. deterministic relationship – regression vs. causation – regression vs. correlation – terminology and notation – the nature and sources of data for econometric analysis.

Unit 2: Two Variable Regression Analysis
The basic two variable regression models: estimation – statistical inference and prediction – extensions of two variable regression model – regression through origin – scaling and units of measurement – functional forms of regression model.

Unit 3: Multiple Regression Analysis
Multiple Regression Analysis: The problem of estimation – notation and assumptions – meaning of partial regression coefficients the multiple coefficient of determination – R^2 and the multiple coefficient of correlation R – R^2 and adjusted R^2 – partial correlation coefficients – interpretation of multiple regression equation.

Unit 4: Testing of Hypothesis
The normality assumption – hypothesis testing about individual partial regression coefficients – testing the overall significance of the sample regression – testing the equality of two regression coefficients – restricted least squares – testing for structural stability of regression models – testing the functional form of regression.

Unit 5: Relaxing the Assumptions of the Classical Regression Model
Multicollinearity, Heteroscedasticity and Autocorrelation: Nature, consequences, methods of detection and remedial measures.

Readings
1. Gujarathi, D. (2003), Basic Econometrics, 4th Edition, McGraw Hill, New York.
2. Maddala, G. (1992), Introduction to Econometrics, 2nd ed., MacMillan, New York.
3. A. Koutsoyiannis (1977), Elements of Econometrics, 2nd ed., Harper and Row, New York.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester V

ECON 354: INDIAN ECONOMY I

Module 1: Indian Economy during the Colonial Period
People, resources and institutions in the pre-independent India – Structure of Indian villages, land and agriculture, traditional industries and handicrafts, infrastructure – urban centres, roadways, railways and ports, economic consequences of the Colonial rule and the theory of drains.

Module 2: Indian Economy at the time of Independence
Structure of the Indian economy – natural resources – land, forest, mineral resources, fisheries; national income and contributions from various sectors; theory of demographic transition, age and sex ratio, density of population, social infrastructure.

Module 3: Planning in India
Need for planning in India, objectives, overview of plans in India – approaches, outlays, targets and priorities, broad achievements and failures, new-economic reforms, Liberalization, Privatisation, and Globalisation – rationale behind new economic reforms, progresses during the post-reform period.

Module 4: Planning and Indian Agriculture
Land and agriculture in India – land, climate and irrigational infrastructure; land reforms and its implementation across states, green revolution and the advent of HYV seeds, green revolution in retrospect – pros and cons; Nationalization of banks and farmers' access to formal credit and its social implications.

Module 5: Need for an Inclusive Growth
Human Resources: Social institutions and peoples' access to productive resources; population distribution across rural and urban, access to education and employment, patterns and determinants of migration, access to health care. Change in attitude towards the poor and marginalized and the need to evolve a model for inclusive growth.

Readings
1. Ahluwalia. I.J. and I.M.D Little (Eds) (1999), India's Economic Reforms and Development, Oxford University Press (OUP), New Delhi.
2. Bardhan, P.K. (1999), The Political Economy of Development in India, OUP, New Delhi.
3. Bawa, R.S. and P.S. Raikhy,(1997), Structural Changes in Indian Economy, Gurunanak Dev University press, Amritsar.
4. Chakravarty, S. (1987), Development planning: The Indian Experience, OUP, New Delhi.
5. Datt R. (2001), Second Generation Economic Reforms in India, Deep & Deep Publications.

6. Ruddar Datt and K.P.M. Sundaram. (2008), Indian Economy, Sultan Chand and Co, New Delhi.

7. Harriss-White, Barabara (2003), *India Working: Essays on Society and Economy*, Cambridge University Press, Cambridge

8. Tirtankar Roy (2011), *The Economic History of India,* Oxford University Press, New Delhi.

9. Raychaudhuri, Tapan and Habib, Irfan (ed. 2004), The Cambridge Economic History of India Vol. 1, Reprint, Orient Longman Private Ltd, New Delhi.

10. Dharma Kumar (1983) edited The Cambridge Economic History of India, Volume 2, Cambridge University Press, Cambridge.

11. Dharma Kumar (1965), *Land and Caste in South India: Agricultural Labour in Madras Presidency in the Nineteenth Century*, Cambridge University Press, Cambridge.

12. Uma Kapila (Ed), Indian Economy since Independence, Academic Foundation, EPW articles.

ECON 355: ENTREPRENEURIAL DEVELOPMENT

Unit 1: Entrepreneurship
Definition, importance and characteristics of Entrepreneurship - Functions, types, and motives of Entrepreneurship - Types of Entrepreneurs -- Difference between Entrepreneur and Intrapreneur - Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

Unit 2: Functions and Types of Entrepreneurs
Functions and role of rural entrepreneurs and women entrepreneurs - Their problems– Types of industries / business for rural entrepreneurs and women entrepreneurs – SHGs scheme -Selection of industry by women entrepreneurs.

Unit 3: Entrepreneurship Development
Need, Objectives - Small Enterprises - Definition, Classification - Characteristics, Ownership Structures - Project Formulation - Steps involved in setting up a Business - Identifying, selecting a good business opportunity - Entrepreneurship Development Programmes.

Unit 4: Support to Entrepreneurs
Government Policy for Small Scale Enterprises - Growth strategies in small industry - Training and Finance - Objectives of training – Special agencies for training – Skill development programmes - Institutional finance with special reference to commercial banks, SIDBI, NABARD, Khadi and Village Industries Commission –Micro Finance.

Unit 5: Government Role in Promoting Entrepreneurship
Role of Central and State Government in promoting Entrepreneurship – Introduction of various incentives, subsidies and grants – Fiscal and Tax concessions available – Role of entrepreneurship in export promotions and import substitution - Make in India programme - Awareness and marketing - Other recent programmes.

Readings
E. Gordan and K. Natarajan (2005), Entrepreneurial Development, Himalaya Publishing House, New Delhi.
C.B. Gupta and NP Srinivasan (2003), Entrepreneurial Development, Sultan Chand & Sons, New Delhi.
Robert D. Hisrich (2016), International Entrepreneurship: Starting, Developing, and Managing a Global Venture, Sage Publication, New Delhi.
Shivganesh Bhargava (2007), Developmental Aspects of Entrepreneurship, Response Books - A Division of Sage Publication, New Delhi.
S. S. Khanka (2014), Entrepreneurship Development, S. Chand & Co., New Delhi.
A. Nirjar (2012), Entrepreneurship Development, IIM Lucknow, World Press, Lucknow.
Scott Andrew Shane (20103), A General Theory of Entrepreneurship: The Individual Opportunity Nexus, Edward Elgar, USA.
Sangeeta Sharma (2016), Entrepreneurship Development, PHI, New Delhi.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester V
ECON S05: DEVELOPMENT ECONOMICS

Unit 1: Nature and Scope of Development Economics
Emergence of development economics – reasons, subject matter, nature and significance – role of values in development economics.

Unit 2: Economic Development (Meaning and Measurement)
Meaning of economic development – distinction between growth and development – new view of economic development (Dudley Seers view) – three core values of development: sustenance, self-esteem and freedom – growth and environmental degradation – economic development and human welfare – measurement of economic development – limitations of using per capita income as a measure – alternative measures: PQLI and Human Development Index - Alternative measures of development – human development index-gender based development index, gender empowerment measure- international poverty index, global hunger index- social sector and development- Education and health.

Unit 3: Theories of Growth and Development
Classical Economic Theory, Neo-Classical Economic Theory, Marxian Economics, Keynesian Economics - Rosenstein Rodan's Big-Push theory, Theory of Backwash and Spread effect - Stage theories of development: Marx and Rostow - Schumpeterian analysis of capitalism.

Unit 4: Dualism
Social, technical and financial dualism. Lewis model of economic development - Ranis and Fei model - Jorgenson's model - Criticism - Balanced and unbalanced growth - Linkage effect Hirschman and Nurkse.

Unit 5: Theories of Development and the Indian experience
Indian Social Structure and Development – Caste – Properties, Common Property Resources - Agriculture and labour, access to land, access to education, employment, judicial and political power and development.

Readings
1. Michael P. Todaro (1998), Economic Development, Longman, UK.
2. A.P. Thirwall (2005), Growth and Development: With Special Reference to Developing Economies, Palgrave Macmillan, UK.
3. Denis Gullet (1971), The Cruel Choice: A New Choice in the Theory of Development, Anthenepm, New York.
4. Charles P. Kindleberger and Bruce Herrick (1983), Economic Development, McGraw-
5. Adam Szirmai (2005), The Dynamics of Economic Development: An Introduction Cambridge University Press, Cambridge.
6. Harriss-White, Barabara (2003), *India Working: Essays on Society and Economy*, Cambridge University Press, Cambridge.
7. Harriss-White, Barabara (2007), *India's Socially Regulated Economy*, Critical Quest, New Delhi.
8. Higgins (1968), Economic Development, WW Norton & Co., New York.
9. G.M. Meier (2003), Leading Issues in Economic Development, Oxford University Press.
10. Amartya Sen (2004), *Social Exclusion,* Critical Quest, New Delhi.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester V

ECON S06: HUMAN RESOURCE MANAGEMENT

Unit 1: Human Resource Management
Nature and Scope – objectives – nature of people and organizations – Personnel policies and principles – Environment of human resource management – social systems – human resource accounting and audit.

Unit 2: Human Resource Planning
Human resource/ manpower planning – meaning – process of HR Planning – job analysis – recruitment and selection – orientation and placement – orientation programmes.

Unit 3: Employee and Reward Systems
Training personnel – job – job evaluation – job satisfaction – appraising and rewarding performance – money as means of rewarding – economic incentive systems – wage incentives – wage administration – benefits and services – profit and production sharing.

Unit 4: Motives
Human needs – theories of motivation –Maslow's Hierarchy needs – Hertzberg's two factor model – other theories – Behavioral modification – motivational patterns – expectancy model – application of motivation concepts.

Unit 5 Leadership, Communication and Counseling
Nature of leadership behavior – leadership style – employee participation – nature, scope programmes and benefits of participation – employee communication process – communication systems – employee counseling and types.

Readings
1. Michael V. P. (1998), Human Resource Management and Human Relations, Himalaya Publishing House, New Delhi .
2. M. N. Rudrabasavaraj (1998), Cases in Human Resource Management, Himalaya Publishing House, New Delhi.
3. H. John Bernardin and Richard W. Beauty (1984), Performance Appraisal: Assessing Human Behaviour at Work, Kent, Bosten.
4. George T. Milkovich and John W. Boudreu (1998), Personal Human Resource Management: A Diagnostic Approach, Ed. Plano, TX Business Publications.

Objective: With the students being taught concepts in economics through Micro and Macroeconomics as the basis and other mainstream branches, this paper attempts to facilitate the students to relate socio-religious institutions and the economy and how does these institutions determine people access to productive resources.

Module 1: Nature as the determinant of People's culture and their life
Geography – availability and nature of land and water, human society, evolution of culture, culture as the foundation for socio-economic structures.

Module 2: Need, Availability and Allocation of Resources
People and their Systems of allocation and use - Land, Water, agriculture and production and ideas of demand and supply of resources and the resultant production of goods.

Module 3: Social Institutions and Resource Allocation
Functions of village, caste, family, kinship, and their role in determining access to resources.

Module 4: State, Market, and Resource allocation
State, Market, and Resource allocation: Access to Productive resources, education and employment and the livelihood patterns of people.

Module 5: Resources, People and their survival
Resources, People and their survival as Land, Labour, production organization.

Readings
1. Knowles, R. and Wareing, J. (1996), *Economic and Social Geography*, Rupa & Co, Delhi.
2. Guha, Ramachandra Ed. (2011), *Social Ecology,* Oxford University Press, New Delhi.
3. Ludden, David E. (1993), *Peasant history in South India*, Oxford University Press, Delhi.
4. Lakshmi Narasu, P. (2003), *A Study of Caste*, Asian Educational Services, New Delhi.
5. Moon, Vasant Ed., *Writings and Speeches of Dr. B.R. Ambedkar*, Volumes 1, 2, 5 and 7, Education Department, Government of Maharashtra, Maharashtra.
6. Deshpande, Satish (2004), Contemporary India: Sociological Perspectives, Sage Publications, New Delhi.
7. Harriss, John (1982), Capitalism and Peasant Farming: Agrarian Structure and Ideologies in Northern Tamil Nadu, OUP, New Delhi.
8. Barbara-Harriss White (2003), *India Working: Essays on Economy and Society,* Cambridge University Press, Cambridge.
9. Mosse, David (2003), *The Rule of Water: Statecraft, Ecology and Collective Action in South India*, Oxford University Press, New Delhi.
10. Ludden, David E. (1978), "Ecological Zones and the Cultural Economy of Irrigation in Southern Tamilnadu"*, Journal of South Asian Studies*, New Series Vol. I, No. 1.

PONDICHERRY UNIVERSITY
B.A. Economics for Affiliated Colleges
Semester V

ECON 356: GENDER STUDIES

Unit 1: Gender Studies and Women's Studies
Evolution of Women's Studies to Gender Studies: A Paradigm Shift - Gender sensitisation through gender related concepts - Gender stereotyping and gender discrimination.

Unit 2: Gender and Development
Gender disparity - Global and Indian scenario - Literacy - Labour force participation - Political participation - Health - HDI, GDI, etc. - Structures of gender inequality - Gender inequality in terms of caste, class and religion - Patterns of violence against women - Female foeticide, female Infanticide, child marriage - Widowhood, female commercial sex workers, problems of elderly and single women.

Unit 3: Laws and Legal System for Women
Constitutional law, CEDAW and International Human Rights – Women's Rights: Access to justice – Criminal Laws – Crime against women – Domestic violence – Dowry harassment and deaths – Molestation – Sexual abuse and rape – Various protective Acts and Laws in India - Law enforcement agencies - Loopholes in Practice.

Unit 4: National and International Initiatives for Women Development
Mexico City conference, Copenhagen conference, Nairobi Conference, Beijing Conference, Beijing +5, +10, +15, MDGs, SDGs - Engendering development policies - National policies and programs for women development in India - Gender analysis of development policy.

Unit 5: State and Non-State Actors in Women Development
Role of State and non-State actors - NGOs – Women's Organisations - Mobilising, Networking Advocacy - Women Empowerment - Grass root level initiatives - Micro finance and micro enterprises - SHGs as a movement of empowerment - Critical review of women development programs.

Readings
M. Holmes (2007), What is Gender, Sage Publications, New Delhi.
Kimmel S. Michael (2004), The Gendered Society, Oxford University Press, Oxford.
P. Arora (2011), Gender and Power, Pacific Publication, Delhi.
M. Holmes (2007), What is Gender, Sage Publications, London.
R. Rayle (2011), Questioning Gender: A Sociological Exploration, Sage, New York.
T. B. Sonderregger (Ed.) (1985), Psychology and Gender, University of Nebraska Press, Nebraska.
I. Whelehan and J. Pilicher (2004), 50 Key Concepts in Gender Studies, Sage Publications, New Delhi.

Devaki Jain (2005), Women Development and the UN: A Sixty Year Quest for Equality and Justice, Indiana University, Bloomeston.

J. H. Momsen (2010), Gender and Development, 2nd Edition, Routledge, New York.

J. Pubantz and J. Allphin Moore Jr. (2008), Encyclopedia of United Nations, Infobase Publishing, New York.

M.G. Schechtester (2005), United Nations Global Conferences, Routledge, New York.

N. Vishwanthan (Ed.) (2006), The Women, Gender and Development Reader, Zubaan, New Delhi.

J. Dreze and A. Sen (2002), India Economic Development and Social Opportunity, OUP, New Delhi.

A. S. Gupta, et. al (Eds.) (2005), Reflections of the Right to Development, Centre for Development and Human Rights, Sage Publication, New Delhi.

M. Porter and E. Judd (1999), Feminists Doing Development, Zed Books, London.

G. Sen and G. Caren (1985), Development Crisis and Alternative Visions: Third World Women's Perspectives, Institute of Social Studies Trust, New Delhi.

M. Sen and A. K. Sivakumar (2002), Women in India: How Free, How Equal, UNDP, New Delhi.

www.fao.org/regional/ Europe/wid_rd12.htm

www.womenink.org/

www.ids.ac.uk.bridge/index.html

www.undp.org/toppages/gender/genframe.htm

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ECON 361: INTERNATIONAL ECONOMICS II

Unit1: Balance of Payment Accounting
National income accounts and Balance of Payments accounts: balance of trade, BoP on capital and current account, overall BOP, BOP accounting principles (credits & debits, double entry book keeping).

Unit 2: Balance of Payment Theories and Adjustments
Meaning structure and components of balance of payment – equilibrium and disequilibrium in the balance of payment – consequences of disequilibrium in the balance of payment – balance of payment and balance of trade – causes and methods of its correction (both monetary and non- monetary measures and their relative merits and demerits).

Unit 3: Balance of Payment and Policy
Automatic adjustment mechanism under Gold Standard – Balance of Payment and national income – expenditure reducing and expenditure switching policies – direct control for adjustment – policies for achieving internal and external balance.

Unit 4: International Economic Integration
Benefits of integration – types of integration – forms of economic cooperation – the theory of custom union – its features – partial and general equilibrium approach – Vanek model – welfare gains or losses from a custom union – Lipsey model – dynamic effects of custom union.

Unit 5: Exchange Rate Fixed versus Floating Exchange Rate
Foreign Exchange Markets: fixed vs. floating exchange rate; spot vs. forward rates, swaps; Exchange rate determination; Intervention in Foreign Exchange Markets; International Capital Markets: Credit and Money Markets; Forecasting Exchange Markets; India's trade policies.

Readings
1. Salvatore D (1997), International Economics, John Willey & Sons.
2. Paul Krugman and Maurice Obstfeld (2002), International Economics: Theory and Policy, Latest Edition, Pearson Education low-price edition, distributed in India by Addison-Wesley Longman.
3. Amitav K. Dutt (1995), "The Open Economy" in Prabhat Patnaik (ed.), Macro-economics, OUP, Delhi.
4. T.N. Srinivasan (1998), Developing Countries and the Multilateral Trading System, OUP, Delhi, Chapters 5-8.
5. W.M. Corden (1974), Trade Policy and Welfare, Claredon Oxford, Chapters 1, 2 and 9.
6. Mannur, H.G. (2000), International Economics, Vikas Publishing, New Delhi.

ECON 362: PUBLIC FINANCE II

Unit 1: Trend and Pattern of Public Revenues

India's public revenue – taxes of union, state and local Governments – trends in tax revenue – tax/GDP – tax and distributive justice – direct versus indirect taxes – tax reforms - rate and procedure rationalization – VAT in union and state taxes.

Unit 2: Trend and Pattern of Public Expenditure

India's public expenditure – trend in union, state and local Government's public expenditure – public expenditure/GDP – change in the composition of public expenditure – developmental versus non developmental – plan versus non plan – revenue versus capital – economic and functional classification of public expenditure – implications.

Unit 3: Basics of Budgeting

Constitutional basis for budgeting – process of passing finance and appropriation bills in the parliament/assembly – CAG and PAC – FRBM – deficit, public debt and monetary management.

Unit 4: Centre State Financial Relationships

Role of Finance Commission in filling vertical and horizontal fiscal imbalance – plan transfers and discretionary transfers – latest finance commission report of the union and state governments.

Unit 5: Recent Fiscal Reforms

Latest commentary on India's fiscal policy – Tax reforms, expenditure pruning, constitutional constraints on deficit - Fiscal and monetary policy nexus.

Readings

1. Goode, R. (1986), Government Finance in Developing Countries, TMH, New Delhi.
2. Jha, R. (1998), Modern Public Economics, Routledge, London.
3. Musgrave, R.A. and P.B. Musgrave (1976), Public Finance in Theory and Practice, McGraw Hill, Kogakusha, Tokyo.
4. Atkinson, A.B. and J.E. Stiglitz (1980), Lectures on Public Economics, TMH, New York.
5. Herber, B.P. (1967), Modern Public Finance, Richard D. Irwin, Homewood.

PONDICHERRY UNIVERSITY
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Semester VI

ECON 363: INDIAN ECONOMY II

Unit 1: Important Areas of Concern

Poverty and inequality in India – Informal and Formal sector – Rising unemployment, rising prices, industrial Relations – regional disparities – Environmental degradation- parallel economy – Nature and significance of agriculture – trends in agriculture production and productivity – factors determining productivity – progress of agriculture under the five year plans – new agriculture strategy and green revolution – land reforms – irrigation, rural credit, marketing and warehousing – agricultural labour.

Unit 2: Indian Industries

Role of Indian industries – industrial development during the planning period – industrial policies – licensing policy – growth and problems of some large scale industries: iron and steel, cotton, jute, sugar and cement – growth and problems of small scale enterprises – role, growth and problems of public sector enterprises in India.

Unit 3: Indian Currency, Financial System and Public Finance

Indian currency systems today – sources of broad of money (M3): factors affecting money supply in India – progress of banking in India since 1969 – role of reserve bank of India in Indian economic development – competition of India's capital and money markets – revenues and expenditure of central government – current central budget – revenue and expenditure of state government – financial relation between the centre and states.

Unit 4: Puducherry Economy

A short review of Puducherry economy as it emerged from the French rule- An overview of structure of Puducherry Economy - physical and Human resources- Growth of agriculture and its present problems – Measures taken by the Government to improve agriculture production and productivity- industrial growth and Industrial Issues –Industrial policies – Infrastructure development-Energy, Transport, Education, Health, Housing and Banking.

Unit 5: Planning, Government Finance and Development Issues of Puducherry

Overview of planning in Puducherry- Achievements and failures of planning in Puducherry – Government finance – Structure and Growth of government's Revenue – Growth and trends in Public expenditure – m Central Government t assistance to Puducherry as Union Territory – Development issues of Puducherry – Urbanization and its problems – Environmental issues – poverty and unemployment – Inter regional disparities – Growing financial stresses of the UT Government – Demand for statehood to Puducherry and UT states to Karaikal – GST.

Readings

1. Aluwalia, I.J. and I.M.D. Little (Eds) (1999), India's Economic Reforms and Development, Oxford University Press, New Delhi.
2. Bardhan,P.K. (1999), The Political Economy of Development in India, Oxford University Press, New Delhi.
3. Bawa, R.S. and P.S. Raikhy, (1997), Structural Changes in Indian Economy, Gurunanak Dev University Press, Amritsar.

4. Chakravarty, S. (1987), Development Planning: The Indian Experience, Oxford University Press, New Delhi.
5. Datt.R. (2001), Second Generation Economic Reforms in India, Deep and Deep Publications, New Delhi.
6. Ramadass, M. (1987), Pondicherry Economy, Priser.
7. M.Y. Khan (2008), Indian Financial System, 5th Edition, T.M.H Publishing Company.
8. Ruddar Datt and K.P.M Sundharam (2008), Indian Economy, S. Chand & Company Ltd.

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Semester VI

ECON 364: HISTORY OF ECONOMIC THOUGHT

Unit 1: Early Period
Nature and importance of history of economic thought – ancient economic thought – Aristotle, Plato-Medieval economic thought – contribution of early Muslim scholars to economic thought: Abu Yusuf, Marwadi, Gazali, Ibn Themiah, Ibn Hazm and Ibn Khaldun, Mercantilism: Main characteristics – Physiocracy: main characteristics .

Unit 2: Classical Period
Adam Smith – David Ricardo – Thomas R. Malthus – German romantics and socialists – Sismondi, Karl Marx – economic ideas of J.B.Say – J.S.Mill – Historical School: Senior, List.

Unit 3: Marginalists
The precursors of marginalism – Cournot, Thunen, Gossen – the marginalist revolution – Jevons, Walras and Menger-Bohm-Bawerk, Wicksell and Fisher – the rate of interest – Wicksteed and Weiser – distribution-Marshall as a great synthesizer – Pigou: welfare economics – Schumpeter: role of entrepreneur and innovations.

Unit 4: J M Keynes and his Contributions
A Treatise on Money – The General Theory of Employment, Interest and Money.

Unit 5: Indian Economic Thought
Early economic ideas: Kautilya, Valluvar – Modern economic ideas: Naoroji, Ranade, R.C. Dutt, Gokhale, J.K. Metha and M.N. Roy – Economic ideas of Gandhi: Village, swadesi, place of machine and labor, cottage industries, trusteeship – Early approaches to planning – cooperation as a strategy – Contributions of Vakil, Gadgil and VKRV Rao – Economic thought of Dr. Ambedkar - Islamic Economic thought.

Readings
1. Bhatia H.L (1994), History of Economic Thought, Vikas Publishing House, New Delhi.
2. Ganguli, B.N. (1977), Indian Economic Thought: A Nineteenth Century Perspective, TMH, New Delhi.
3. Roll, Eric (1992), History of Economic Thought, Faber & Faber, London.
4. Seshari, G.B (1997), Economic Doctrines, B.R. Publishing Corporation, New Delhi.
5. Haney, Lewis H. (1977), History of Economic Thought, Macmillan, New York.
6. Gide, Charles and Rist, Charles, Economic Thought.
7. Shanmugasundaram, V. (1981), Indian Economic Thought and Policy, S. Chand & Co., New Delhi.
8. Ghosh, B. N. and R. Ghosh (1988), Concise History of Economic Thought, Palgrave Macmillan, New Delhi.
9. Ed. Abul Hassan M. Sadeq and Aidit Ghazali (1992), Readings in Islamic Economic Thought, Longman, Malaysia.

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Semester VI

ECON 365: ENTREPRENEURIAL DEVELOPMENT – PRACTICE

-   FIELD SURVEY AND REPORT SUBMISSION   -

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ECON S08: INDIAN FINANCIAL INSTITUTIONS AND MARKETS

Unit 1: Introduction to Money
Simple exposition to money demand and money supply – RBI and measures of money supply – Commercial banks and credit creation – RBI control on money supply – Time value of money and interest rates.

Unit 2: Introduction to Indian Financial System
Overview of Indian Financial System – Functions of financial system – Players – Structure and growth – Regulatory bodies.

Unit 3: Money and Capital Markets
Indian money market – Instruments – Institutions – Functioning of Indian money market – changes in the regulatory framework – Growth – Socks and bonds – Primary and secondary markets – Process of initial public offer – Offer of Government bonds – Stock market functioning – Stock indices – Evaluation of stocks and bonds – Understanding stock market information.

Unit 4: Foreign Exchange Market
Exchange rate – Types – Determination of exchange rate – Nature of forex market – Nature of forex inflow and outflow – Examples of ECBs and NREs – RBI and exchange rate management.

Unit 5: Financial Inclusion and Financial Development
Financial Inclusion – Formal and informal banking – People and access to formal finance – Need for Alternatives – Microfinance – SHGs – Islamic Banking.

Readings
1. Bhole, L.M. (2002), Indian Financial Institutions and Markets, Tata McGraw Hill Ltd, New Delhi.
2. David S. Kidwell, David W. Blackwell, David A. Whidbee, Richard L. Peterson (2005), Financial Institutions, Markets, and Money, 9th Edition, Wiley Publication, New York.
3. Khan, M.F. (2006), Indian Financial Institutions, Tata McGraw Hill Ltd, New Delhi.
4. Pathak, Bharathi V. (2007), The Indian Financial System: Markets, Institutions and Services, 2/e, Pearson Education India, New Delhi.

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ECON S09: MARKETING

Unit 1: Introduction
Nature and scope of marketing – Importance of marketing as a business function and in the economy – Marketing concepts; traditional and modern, selling vs. marketing – Pricing –Marketing mix – Marketing environment.

Unit 2: Consumer Behaviour and Market Segmentation
Nature, scope and significance of consumer behavior and market segmentations – Concept and importance – Bases for market segmentation.

Unit 3: Product
Concept of product, consumer, and industrial goods – Product planning and development – Packaging role and functions – Brand name and trade mark – After sale service – Product life cycle concept.

Unit 4: Distribution Channels
Distribution Channels – Concept and role – Type of distribution channels – Factors affecting choice of a distribution channel – Retailer and wholesaler – Physical distribution of good transportation – Warehousing; inventory control – Order processing.

Unit 5: Promotion Methods
Promotion methods of promotion – Optimum promotion mix – Advertising media – Their relative merits and limitations – Characteristics of an effective advertisement – Personal selling; selling as a career – Classification of a successful sales personal – Functions of a salesman.

Readings
1. Phillip Kotler (2000), Marketing Management, Englewood Cliffs, Prentice Hall, NJ.
2. William M. Pride and O. C. Ferrell (2003), Marketing, Houghton-Millin, Boston.
3. W. J. Stanton, Micheal J. Etzel and Bruce J. Walker (2005), Fundamentals of Marketing, McGraw Hills, New Delhi.
4. Charles W. Lamb, Joseph F. Hair, and Carl McDaniel (2000), Principles of Marketing, South Western Publishing Cincinnati, Ohio.
5. David W. Cravens, Gerald E. Hills and Robert B. Woodruff (2004), Marketing Management, Homewood, Ilinois.
6. Phillip Kotler and G. Armstron (2005), Principles of Marketing, Englewood Cliffs Prentice Hall, NJ.

Generic Electives-2

ECON 354: Indian Economy - I
Or, any other paper from the list approved.

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This BOS approves the following Courses as well:-

Skill Based Elective Course

1. ECON 234: Economics of Insurance
2. ECON 244: Economics of Insurance – Practice
3. ECON 355: Entrepreneurship Development
4. ECON 365: Entrepreneurship Development – Practice

Generic Electives

1. ECON 354: Indian Economy - I
2. ECON 356: Gender Studies
3. ECON S03: Environmental Economics
4. ECON 241: Money and Banking
5. ECON S07: Society and Economy

The syllabuses for these papers have been approved by this BOS.

V. Nirmala
Chairman, UG BOS