

**YADAVA COLLEGE (AUTONOMOUS), MADURAI – 625 014**  
**DEPARTMENT OF ECONOMICS**  
**I B.Com., (NCA)**  
**I Semester**  
**BUSINESS ECONOMICS**

**Semester : I**

**Hours/Week: 5**

**Sub. Code :**

**Credit : 3**

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**Objective:**

*To enable the students to acquire knowledge on the fundamentals of Business Economics.*

**UNIT – I**

Definition of Economics and Managerial Economics - Nature and Scope of Managerial Economics - Economics and Managerial Economics Differentiation – Functions of Managerial Economics.

**UNIT – II**

Objectives of a Modern Business Firm – Five Fundamental Concepts: The Incremental Concept, the Concepts of Time Perspective, the Opportunity Cost Concept, the Discounting Concept and the Equi-Marginal Concept.

**UNIT - III**

Meaning of Demand – Law of Demand, Types of Demand (Income, Cross Price) Factors Determining Demand – Meaning of Elasticity of Demand – Measurement of Elasticity Demand. Malthusian Theory of Population and Optimum Level of Population

**UNIT – IV**

Sales Forecasting – Meaning, Factors Involved, Short Term and Long Term Forecasting Methods of Forecasting, for an Established Product and New Product.

**UNIT – V**

Profit Planning – Profit Forecasting – Pricing Policies, Methods of Pricing Policies – Pioneer Pricing, Skimming Pricing, Penetration Pricing.

**Book for Reference:**

1. Business Economics by K.P.M. Sundharam & E.N. Sundharam, Sultan Chant & Sons 23, Daryaganj, New Delhi -110 002.
2. Managerial Economics (Analysis, Problems and Cases) by P. L. Mehta, Sultan Chant & Sons, 23, Daryaganj, New Delhi -110 002.
3. Managerial Economics by Dr. N. SRINIVASAN, MEENAKSHI PATHIPPAGAM, 4/593, VANDIYUR main Road, Sathasiva Nagar, Madurai – 625 020.
4. Economic Analysis by K. P. M. SUNDHARAM & E. N. SUNDHARAM, SULTHAN CHAND & Sons, 23, Daryaganj, New Delhi -110 002.
5. Comprehensive Managerial Economics by P. L. Mehta, Sultan chant & Sons, 23, Daraganj, New Delhi -110 002.

**YADAVA COLLEGE (AUTONOMOUS), MADURAI – 625 014**  
**DEPARTMENT OF ECONOMICS**  
**I B.Com., (NCA)**  
**II Semester**  
**DYNAMICS OF INDIAN ECONOMICS**

**Semester : II**

**Hours/Week: 5**

**Sub. Code :**

**Credit : 3**

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**Objective:**

*To enable the students to acquire knowledge on the Dynamics of Indian Economics.*

**UNIT - I**

Nature and Characteristics of Indian Economy – Indicators of Development Poverty and Unemployment - Population and Economic Development.

**UNIT - II**

Agriculture: Role and Importance of Agriculture in the Indian Economy – Technological Inputs – Irrigation – Power Mechanization – Green Revolution – Recent Trends in Agriculture in India – Public Distribution System.

**UNIT - III**

Industry: Industrial Policy Resolution – 1948, 1956, 1969, 1991 – Trends and Problems of Large Scale and Small Scale Industries – Labour and Industrial Relations – Trade Union Movement – Trade Policy – EXIM Policy in Recent Years.

**UNIT - IV**

Planning: Historical Perspectives of Indian Planning – Objectives and Strategies of Tenth Five Year Plan – Eleventh Five Year Plan.

**UNIT - V**

Economic Reforms: Liberalization, Privatization and Globalisation National Income (Meaning, Methods, Uses difficulties) Population (Meaning, Growth, Theory of Demographic Transition).

**Book for References:**

1. Indian Economy by Datt and Sundarm 19<sup>th</sup> Edition (1985) Sulthan Chand & Sons, 23, Panjaganj, New Delhi -110 002.
2. Indian Economy by A. N. Agarwal 7<sup>th</sup> Edition (1991) Sulthan Chand & Sons, 23, Danjaganj, New Delhi – 110 002.
3. Indian Economy by S. K. Mishra and Puri 5<sup>th</sup> Edition (1990) Sulthan Chand & Sons, 23, Danjaganj, New Delhi – 110 002.
4. Economic Development of India by Dr. Srinivasan, Meenakshi Pathippagam, 4/593, Vandiyur Main Road, Sathasiva Nagar, Madurai -625 020.
5. Indian Economy by Rruddar Datt & K. P. M. Sundharam 58<sup>th</sup> Fully Revised Edition (2008), Sulthan Chand & Company Ltd., Ram Nagar, New Delhi - 110 055.
6. Monetary Planning in India by S. B. Gupta 5<sup>th</sup> Edition (2001) Sulthan Chand & Sons, 23, Danjaganj, New Delhi -110 002.
7. Indian Economy by Ishwar C. Dhirngra 18<sup>th</sup> Edition (2004) Sulthan Chand & Sons, 23, Danjaganj, New Delhi – 110 002.

**YADAVA COLLEGE (AUTONOMOUS), MADURAI – 625 014**  
**DEPARTMENT OF ECONOMICS**  
**II B.A. HISTORY**

**III Semester**

**GENERAL ECONOMICS-1**

**Semester : III**

**Hours/Week: 5**

**Sub. Code :**

**Credit : 3**

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**Objective:**

*To enable the students to acquire knowledge on the Fundamental of Economics.*

**UNIT – I**

Introduction : Definitions of Economics – Adam Smith, Marshal, Robbins, Main Divisions of Economics – Basic Concepts – Goods, Utility, Wants, Value, Price, Market and Income

**UNIT – II**

Consumption: Law of Diminishing, Marginal, Utility – Law of Equimarginal Utility – Demand and Elasticity of Demand, Supply and Elasticity of Supply.

**UNIT – III**

Production: Meaning – Characteristics of Land, Labour, Capital and Organization – Malthus and Optimum Level of Population – Division of Labour – Localisation of Industry – Large Scale and Small Scale Production.

**UNIT – IV**

Value: Price and Output, Perfect Competition – Imperfect Competition – Monopoly Market – Monopolistic Competition – Price and Output Determination.

**UNIT – V**

Oligopoly (Market) – Feature – Kinked Demand Curve – Price Leadership.

**Book for References:**

1. Principles of Economics by M.L. Seth 7<sup>th</sup> Edition (1996) Sulthan Chand & Sons, 23, Danjanganj, New Delhi – 110 002.
2. Principles of Economics by K.P.M. Sundaram 9<sup>th</sup> Edition (2000) Sulthan Chand & Sons, 23, Danjanganj, New Delhi – 110 002.
3. Economic Analysis by Dr. N. Srinivasan 7<sup>th</sup> Revised Edition (2004) Meenakshi Pathippagam 4/593, Vandiyur Main Road, Sathasiva Nagar, Madurai - 625 020.
4. Business Economics by S. Sankaran 7<sup>th</sup> Edition (1990) Margham Publications, Publishers and Book Sellers, 8, Janaki Avenue, Abhirama Puram, Madras – 606 018.
5. Managerial Economics by R. Cauvary, V.K. Sudha Nayak 19<sup>th</sup> Edition (2001) Sulthan Chand & Sons, 23, Danjanganj, New Delhi – 110 002.
6. Micro Economics by M. Maria John Kennedy 5<sup>th</sup> Edition (1995) Pavai Pathippagam, 296/1, Pudumandapam, Madurai -625001.
7. Economics by Samuelson and Nordhans 18<sup>th</sup> Edition Tata McGraw Hill Edition Publishing Company, New Delhi 8<sup>th</sup> reprint 2007.

**DEPARTMENT OF ECONOMICS  
YADAVA COLLEGE,  
THIRUPPALAI, MADURAI – 625 014  
II B.A. HISTORY**

**IV Semester**

**GENERAL ECONOMICS -II**

**Semester : IV**

**Hours/Week: 5**

**Sub. Code :**

**Credit : 3**

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**Objective:** To enable the students acquire knowledge on the Principles of Economics.

**UNIT – I**

Distribution – National Income – Definition and Basic Concepts Only – General Theory of Distribution – Rent and Recordation Theory of Rent – Wages – Marginal Productivity Theory of Wage – Interest – Keynesian Theory of Interest – Profit Innovation Theories of Profit.

**UNIT - II**

Money and Banking – Meaning, Types and Functions of Money – Functions of Commercial Banks and Central Bank.

**UNIT - III**

International Trade: Meaning – Differences Balance of Trade – Balance of Payments Objectives and Functions of IMF, IBRD and WTO.

**UNIT – IV**

Public Finance: Sources of Public Revenue, Public Expenditure – Principles of Taxation – Public Debt.

**UNIT – IV**

Planning and Economic Development: Mixed Economy – Tenth and Eleventh Five Year Plans in India – Objectives, Population (Meaning, Growth, Theory of Demographic Transition).

**Book for References:**

1. Indian Economy by Datt and sundaram 19<sup>th</sup> Edition (1985), Sulthan chand & Sons, 23, Danjaganj, New Delhi – 110 002.
2. Indian Economy by A.N.Agarwal 7<sup>th</sup> Edition (1991), Sulthan chand & sons, 23, Danjaganj, New Delhi – 110 002.
3. Economic Development of India by Dr. N. Srinivasan Meenakshi Pathipagam, 4/593, Vandiyur Main Road, Sathasiva Nagar, Madurai – 625 016.
4. Indian Economy by S. K. Mishra and Puri 5<sup>th</sup> Edition (1990) Sulthan Chand & Sons, 23, Danjaganj, New Delhi – 110 002.
5. Indian Economy by Ishwar C. Dhingra 18<sup>th</sup> Edition (2004) Sulthan Chand & Sons, 23, Danjaganj, New Delhi – 110 002.
6. Monetary Planning in India by S. B. Gupta 5<sup>th</sup> Edition (2001) Sulthan Chand & Sons, 23, Danjaganj, New Delhi – 110 002.
7. Indian Economy by Ruddar Datt & K. P. M. Sundaram 58<sup>th</sup> Fully Revised Edition (2008) Sulthan chand & company Ltd., Ram Nagar, New Delhi – 110 055.