

YADAVA COLLEGE
(Autonomous)

Govindarajan Campus, Thiruppalai.
Madurai – 625 014.



DEPARTMENT OF ECONOMICS
(REGULAR)

CURRICULUM AND SYLLABUS
(BASED ON CHOICE BASED CREDIT SYSTEM)

EFFECTIVE FROM THE ACADEMIC YEAR 2022 -2023

YADAVA COLLEGE (Autonomous), MADURAI-14
DEPARTMENT OF ECONOMICS(R)

Semester : I	MANAGERIAL ECONOMICS	Hours/Week : 6
Sub-Code :		Credit : 5

Objectives:

1. To enable the students to acquire knowledge on the Fundamentals of Managerial Economics.

UNIT I: INTRODUCTON

Definition of Economics and Managerial Economics – Nature, Scope and Significance of Managerial Economics – difference between Economics and Managerial Economics - functions of Managerial Economics – Role of Managerial Economist.

CO-1	Comprehend the basic concepts of economics and role of managerial economics
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UNIT II: MODERN BUSINESS

Firm and Industry – Differences – Objectives of a Modern Business firm – Five Fundamental Concepts – The Concepts –The Incremental Concept – The Concept of Time perspective – The opportunity cost concept – The Discounting concept and The Equi-Marginal Concept.

CO-2	Acquire knowledge on modern business and incremental and equi-marginal concept
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UNIT III: DEMAND AND SUPPLY

Meaning of demand – Law of Demand, Types of demand (Income, price and cross) Factors Determining demand – Meaning of Elasticity of demand – Measurement of Elasticity of demand – Meaning of Supply – Law of Supply – Factors determining Supply.

CO-3	After completion of this unit the students will understand the concept of demand and supply
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UNIT IV: DEMAND FORECASTING

Sales and Demand Forecasting – Meaning, factors in Demand Forecasting, Short term and Long term Demand Forecasting – Methods of Demand Forecasting – For an established product and new product.

CO-4	The students will gain knowledge on demand forecasting
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UNIT V: PROFIT AND PRICING POLICIES

Profit – Profit planning – Profit forecasting – Pricing policies – Methods of pricing – Pioneer pricing – Skimming pricing – Penetration pricing – Capital Budgeting.

CO-5	Familiarize the profit, pricing policies and capital budget.
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Pedagogy:

Chalk & Talk, Power point presentations, Group Discussion, Seminar, Quiz and Assignment

Textbooks:

1. Managerial Economics by Dr. N. Srinivasam, Meenakshipathippagam, 4/593 Vandiyur main road, Sathasiva Nagar, Madurai – 625 020.
2. Managerial Economics, arshney R.C. and Maheswari, Sultan Chant & Sons

Reference Books:

Managerial Economics by K.P.M. Sundaram & E.N. Sundharam, Sultan Chant & Sons
23, Daryagang, New Delhi – 110 002.

E-RESOURCES:

www.managerialeconomics.Org.

YADAVA COLLEGE (Autonomous), MADURAI-14
DEPARTMENT OF ECONOMICS(R)

Semester : II	INDIAN ECONOMY	Hours/Week : 6
Sub-Code :		Credit : 5

Objectives:

To expose the students to the importance of and issues in Indian Economy

UNIT I: INTRODUCTON

Nature and basic characteristics of Indian Economy – HDI (Human Development Indicators) – Poverty and Unemployment – Population (Meaning, Growth, Causes, Theory of Demographic-Transition) and Economic Development.

CO-1	Comprehend the characteristics of Indian economy and theory o demographic transition
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UNIT II: AGRICULTURE

Role and Importance of Agriculture in the Indian Economy. Agricultural Inputs – Irrigation Fertilizer pesticides, farm labour – Farm Mechanization – Green Revolution – Recent Trends in Agriculture in India – WTO and Agriculture

CO-2	Acquire knowledge on agricultural sector and incremental and green revolution.
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UNIT III: PLANNING AND DEVELOPMENT

Economic planning –Historical perspectives of Indian planning – Objectives and Strategies of Eleventh Five Year Plan –Twelth Five Year Plan - NITI, Aayog – Economic Systems – Capitalist, Socialist and Mixed Economy.

CO-3	After completion of this unit the students will understand the concept of economic planning
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UNIT IV: INDUSTRY

Industrial policy resolution – 1948,1956,1969,1991 – Trends and problems of large scale Industries and MSME – Labour and Industrial Relations - Trade Union Movement – Industrialist – Trade policy – EXIM policy in Recent years.

CO-4	The students will gain knowledge on industrial policy resolution and trade union movement
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UNIT V: SERVICE SECTOR AND NEW ECONOMIC REFORMS

Service Sector: Health, Education, Railways and Airways. Liberalization, Privatization and Globalisation.

CO-5	Familiarize the economic reforms in India.
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Pedagogy:

Chalk & Talk, Power point presentations, Group Discussion, Seminar, Quiz and Assignment

Textbooks:

Economic Development of India by Dr.N. Srinivasan, MeenakshiPadhippagam 4/593, Vandiyur Main Road, Sathasiva Nagar, Madurai-625 020.

Reference Books:

Indian Economy by Datt and Sundaram 19th Edition (1985) Sultan Chand & Sons 23, Panjagary, New Delhi-110 002.

E-RESOURCES:

WWW.IndianEconomic.org.