

DEPARTEMENT OF ECONOMICS

ALLIED PAPER

COURSE CONTANT

SEMESTER	Sub.Code	Title of the part	Teaching Hrs/week	credits	Evaluation			Examination Hours
					internal	External	Total	
I		Business Economics*	6	5	25	75	100	3
II		Dynamics of Indian Economics Issues*	6	5	25	75	100	3
III		General Economics I*	6	5	40	60	100	3
IV		General Economics II*	6	5	25	75	100	3

DEPARTMENT OF ECONOMICS

YADAVA COLLEGE (Autonomous)

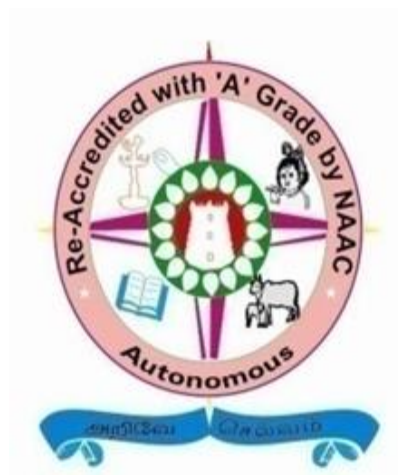
(An Aided Autonomous & Co- Educational Institution)

(Affiliated to Madurai Kamaraj University)

Nationally Re- Accredited (2nd Cycle) with 'A' Grade by NAAC.

Thiruppalai, Madurai – 625 014.

**Regulations and Syllabus under CBCS for B.A., History and B.Com., Subjects in
ECONOMICS**



With effect from for the Academic year

2018 - 2019

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

MANAGERIAL ECONOMICS

Semester : I
Sub. Code :

Hours/Week: 6
Credit : 5

Objective:

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

UNIT – 1

Definition of economics and managerial economics- nature and scope, significance of managerial economics- economics and managerial economics differentiation – functions of managerial economics- Role of managerial Economist.

UNIT – 2

Firm and Industry – Differences - 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-3

Meaning of demand – law of demand, types of demand (income, cross price) factors determining demand – meaning of elasticity of demand – measurement of elasticity demand. – Meaning of Supply – Law of Supply – Factors Determining Supply

UNIT – 4

Sales and Demand forecasting – meaning, factor involved Demand forecasting, short term and long term Demand forecasting, methods of Demand forecasting, for an established product and new product.

UNIT – 5

Profit- Profit planning- – profit forecasting –pricing policies, methods of pricing policies – pioneer pricing, skimming pricing, penetration pricing – Capital Budgeting.

References Book:-

Managerial Economics by K.P.M. Sundharam &E.N. Sundharam ,sultan chant & sons
23,Daryaganj , New Delhi -110 002.

Text Book:-

Managerial Economics by Dr. N. Srinivasan, Meenkashi Pathippagam 4/593 Vandiyur main road, sathasiva nagar, Madurai -625020.

Website:-

www. Managerial economics.org.

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DEPARTMENT OF ECONOMICS
B.Com., (NCA)

INDIAN ECONOMY

Semester : II

Hours/Week: 6

Sub. Code :

Credit : 5

Objective:

To enable the students to acquire knowledge on the Indian Economy.

UNIT -1

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.

UNIT -2

Agriculture:- Role and importance of agriculture in the Indian Economy Agriculture Inputs – Irrigation, Fertilizer, Pesticides – Farm mechanisation – Green Revolution – Recent Trends in agriculture in India – WTO and agriculture.

UNIT -3

Planning: Economic Planning - Historical perspectives of Indian planning – objectives and strategies of Eleventh five year plan – Twelfth five year plan – NITI , Aayog – Economic systems – Capitalist, Socialist and Mixed Economy.

UNIT -4

Industry: industrial policy resolution – 1948, 1956, 1969, 1991 – Trends and problems of Large scale Industries and MSMEs – Labour and Industrial Relations – Trade union movement – Industrialist - Trade policy – EXIM policy in Recent years.

UNIT -5

New Economic Reforms:- Service Sector(Health, Education, Railways and Airways) Liberalization, Privatization and Globalisation.

Reference Book:

Indian Economy by Datt and sundarm 19th Edition (1985) sulthan chand & sons , 23 panjaganj, New Delhi -110 002.

Text Book:

Economic Development of India by Dr. Srinivasan, meenakshi pathippagam, 4/593, vandiyur main road, sathasiva nagar, Madurai -625 020.

Website:

www.Indian economy.org

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

GENERAL ECONOMICS-I

Semester : III

Hours/Week: 6

Sub. Code :

Credit : 5

Objective:

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

UNIT – 1

Introduction : Definitions of Economics – Adamsmith, Alfredmarshall, Lionel Robbins, - Samuelson – Main Divisions of Economics – Basic Economic Concepts – Goods , Utility , Wants , Value , Price, Market and Income.

UNIT – 2

Consumption:- Law of Diminishing marginal utility – Law of Equi - marginal utility – Demand, Law of Demand and Elasticity of Demand- Methods of measuring Elasticity of Demand - Supply and Elasticity of Supply - Malthusian Theory of population and Optimum Theory of Population.

UNIT – 3

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

UNIT – 4

Production: Meaning – Land - Characteristics of Land - Theories of Land - Labour – Theories of Labour – Capital - Theories of Capital and Organization – Theories of Organization - Division of Labour – Localisation of Industry – Large Scale Industries and MSMEs.

UNIT – 5

Oligopoly Market – Features – Kinked Demand Curve – Cartel and Price Leadership - Duopoly.

References Book:

Principles of Economics by M.L. Seth 7th Edition (1996) Sulthan Chand & Sons , 23, Danjanganj , New Delhi – 110 002.

Text Book:

General Economics-I by Dr. N. Srinivasan 7th Revised Edition (2004) Meenakshi Pathippagam 4/593, Vandiyur Main Road , Sathasiva Nagar, Madurai -625 020.

Website:

www.principlesofeconomics.org

**DEPARTMENT OF ECONOMICS
YADAVA COLLEGE,
THIRUPPALAI, MADURAI-625014
B.A. HISTORY**

GENERAL ECONOMICS -II

Semester : IV

Hours/Week: 6

Sub. Code :

Credit : 5

Objective: To enable the students to acquire knowledge on the principles of Economics.

UNIT – 1

Distribution – National Income – Definition and Basic Concepts – Marginal Productivity Theory of Distribution – Rent and Ricardation Theory of Rent – Wages – Marginal Productivity theory of wage – Interest – Keynesian Theory of Interest – Profit - Innovation Theory of Profit.

UNIT - 2

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

UNIT - 3

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

UNIT – 4

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

UNIT – 5

Planning and Economic Development:- Mixed Economy – Eleventh and Twelfth five year plan in India – NITI –(National Institution for Transforming India) –Aayog -(Replaces Planning Commission) Objectives, Population (Meaning, Growth, Causes, Theory of Demographic Transition – Malthusian Theory of Population and Optimum Theory of Population)

Reference Book:

Indian Economy by S.K.Mishra and Puri 5th Edition (1990) sulthan chand & sons23, Danjaganj, New Delhi – 110 002.

Text Book:

General Economics - II by Dr.N.Srinivasan, meenakshi pathipagam, 4/593 vandiyur main road , sathasiva nagar, Madurai – 625 020.

Website

www.generalEconomics.org