LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Semester – I

NEW No: EC1806
COURSE TITLE: MICROECONOMIC THEORY – I

Objectives

i. To get familiarity with the basic concepts pertaining to consumer and product markets.

ii. To update the recent developments in microeconomic theories.

Unit I
Definitions, methods and laws of economics – functions of economic systems – static and dynamic analysis
(12 hours)

Unit II
Consumption: Marshallian and Hicksian utility analysis – Derivation of demand curve (Samuelson, Hicks) –
Application of Indifference curves in decision making.
(12 hours)

Unit III
Choice under certainty – Neumann-Morgenstern Utility theory the Friedman Savage Hypothesis – The Markowitz
Hypothesis
(12 hours)

Unit IV
Production and costs: Variations in factor proportions – variations in scale – meaning of production functions –
costs curves under different periods – cost minimization.
(12 hours)

Unit V
Market structure: Perfect competition, monopoly and monopolistic competition – Existence, Uniqueness and
stability of equilibrium: Walras and Marshall
(12 hours)

Books for Study

References:
2. Wagner, L and Baltazzis, N, Reading in Applied Micro Economics, 1973
5. Hey, J D., Current Issues in Micro Economics, 1989
Hall of India 1976.

Journals
1. European Economic Review
2. *Econometrica*

3. *Journal of Population Economics*


5. *Oxford Economic Papers*

**Articles**


**Websites**

1. [http://ingrimayne.com/econ/Expanded_Table_Of_Contents.html](http://ingrimayne.com/econ/Expanded_Table_Of_Contents.html)


3. [http://economics.about.com/od/microeconomics/a/micro_text.htm](http://economics.about.com/od/microeconomics/a/micro_text.htm)


Major Core (MC) 6 Hours per week
Tutorial: 60 hours
Testing and Evaluation: 30 hours
4 Credits

Semester – I

NEW No: EC1807
COURSE TITLE: MACRO ECONOMIC THEORY – I

Objectives

i. To instruct what is established and useful in macroeconomics, bringing in new ideas; and

ii. To reflect the changing tone and emphasis that emerge from the past decade of macroeconomic events and scholarly research

Unit I

Classical Macroeconomics and its limitations – New Classical economics (12 hours)

Unit II

Keynesian Macroeconomics – Consumption function – Keynesian-Classical synthesis – Patinkin and the general equilibrium approach – New Keynesian Economics (12 hours)
Unit III
Investment Demand – Classical and Keynesian theories of investment – Neo-classical investment theory (Jorgenson) – Financial and Acceleration theories – Extension of the static model to include government and foreign sector

(12 hours)

Unit IV
Disequilibrium macro models – Macroeconomics when markets do not clear – Introduction to a representative agent model

(12 hours)

Unit V
Rational Expectations – Lucas critique – Theories of inflation – Phillips curve analysis – NAIRU curve

(12 hours)

Books for study

References:

Journals

Articles

Websites
http://www.imf.org
http://www.wto.org
http://www.economagic.com
http://emginkts.com
http://www.un.org
http://www.worldbank.org
Objectives

1. To grasp how ecology and economic development influence on another.

2. To understand the existing environmental policies for improving the quality of life.

Unit – I: Environmental Economics – an Introduction
Definition – importance, scope, economics and environment – Theories of optimal use of exhaustible and renewable resources – conservation of resources and bio diversity – material balance model – concept of sustainable development.

(12 hours)

Unit – II: The basic theory of environmental economics
Environmental externalities – market failure – Pareto optimality and competitive equilibrium – common property resources and environmental quality as a public good – use values; option values and non use values; valuation methods – Hedonic property values and household production models (travel cost method and household health production function)

(12 hours)

Unit – III: Environmental Policies and Regulations

(12 hours)

Unit – IV: Environmental Planning and Management

(12 hours)

Unit – V: India’s and International Environmental Awareness
Environmental education and training in India – Constitutional protection against pollution – Wildlife Policy – Forest Policy and other environmental related legislations in India – Global Politics on environmental protection – International Agreements, conferences and acceptances.

(12 hours)

Books for Study


Reference:


Journals


2. Environmental and Resource Economics

3. Ecological Economic

4. Resource and Energy Economics

Articles


2. The Oil Spill, Global Warming and Negative Externalities by Huge Holub (June 06, 2010)


4. Environmental Planning and Management of the Peri-urban interface, Perspective on an emerging field by Adrian Allen Environment and Urbanisation, Vol. 15, Pp. 501-512


Websites

www.reep.oxfordjournals.org

www.renewableenergyworld.com

www.fwr.org

www.costbenefitanalysis.org

www.environmenta.energy.gov.uk
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Major Core (MC)  6 Hours per week
Tutorial: 60 hours
Testing and Evaluation: 30 hours
4 Credits

Semester – I
NEW NO: EC1809
COURSE TITLE: MATHEMATICS AND STATISTICS FOR ECONOMISTS

Objectives
1. To strengthen the quantitative background of the learner.
2. To provide tools for scientific research work.

Unit – I

Unit – II:
Derivatives-Partial Derivatives-Total Differential-Marginal and elasticity concepts. Applications. (12 hours)

Unit – III:
Convex and Concave functions: Optimization Technique-Maxima and Minima- First and Second order conditions-Utility and / Profit Maximization-Cost minimization. Constrained optimization (n-variables and m – constraints). Hessian, Bordered Hessian and Jacobian Determinants. (12 hours)

Unit – IV:
Correlation and regression coefficient – Multiple Regression –Time Series Analysis: Measures of trend and seasonal variations. (12 hours)

Unit – V:
Theoretical Distribution: Binomial, Poisson, and Normal distributions- Tests of Hypothesis; Student’s t-test, chi-square test and Goodness of fit-analysis of Variance: one-way classification. (12 hours)

Books for Study

References:
5. Andre Francis (2004), Business Mathematics and Statistics, EMEA
Journals

1. Journal of Political Economy
2. Review of Economics and Statistics
3. American Economic Review
4. Journal of Economic Perspectives
5. Journal of Mathematical Economics

Websites

http://www.flipkart.com/mathematics+statistics
http://gettextbook.com
http://electronicstudent.blogspot.in/20102112/free-download-business-mathematics.html
http://earch-ebooks.eu/business-mathematics-statistics
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Major Core (MC)  6 Hours per week
Tutorial: 60 hours
Testing and Evaluation:30 hours
4 Credits

Semester – I

NEW NO: EC1810
COURSE TITLE: INTERNATIONAL ECONOMICS

Objectives

1. To understand the theories governing international trade; and
2. To evaluate the policies pursued by various economic bodies in international economics.

Unit – I:
Law of Comparative Advantage – Comparative Advantage and Opportunity Costs – Offer curves – Terms of Trade – Factor endowments and Heckscher – Ohlin theory – Imperfect competition and international trade – Technological gap and product cycle models. (12 hours)

Unit – II:

Unit – III:
Balance of payments accounting principles – Equilibrium foreign exchange rates – Euro currency and offshore financial markets – Purchasing power parity theory – Monetary approach to balance of payment – the price adjustment mechanism with flexible and fixed rates – the income adjustment mechanism and synthesis of automatic adjustments. (12 hours)

Unit – IV:
Internal and external balance with expenditure changing and expenditure – switching policies – Policy mix and price changes – Optimum currency areas, the European Monetary System and the European Monetary Union – Currency Board arrangements and Dollarization. (12 hours)

Unit – V:

Books for Study

1. Salvatore, Dominick, (2011), International Economics, Wiley India Pvt. Ltd., New Delhi, Ed. 8
4. Salvatore (D), (1990), Schaums Outline of Theory and Problems of International Economics.
5. Sodersten, Bo and Geoffery Reed,(1998), International Economics, Hong Kong: Macmillan Education Ltd.

References:


Articles


Websites
http://www.imf.org
http://www.wto.org
http://www.economagic.com
http://emginkts.com
http://www.un.org
http://www.worldbank.org
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Major Core (MC) 6 Hours per week
Tutorial: 60 hours
Testing and Evaluation: 30 hours
5 Credits

Semester – II

OLD NO: EC2808/ NEW NO: 2808
COURSE TITLE: EC 2804 MICRO ECONOMIC THEORY – II

Objectives
i. to deepen the understanding of the working of the firms under oligopoly market conditions; and
ii. to introduce the concept of welfare and its implications on the society.

Unit I
Critique of the neoclassical theory of the firm: Alternatives to profit maximization – Full Cost or Mark up pricing (Andrews) Sales maximization (Baumol) – Behavioural theories (Simon) – Maximisation of Utility Function (Scitovsky and Williamson) – Maximisation of Marginal Utility Function (Marris). (12 hours)

Unit II
Theories of Oligopoly – Sweezy’s kinked demand curve, Collusive and leadership models – Game theoretic approach to oligopoly, product differentiation – Limit Pricing. (12 hours)

Unit III

Unit IV

Unit V

Books for Study

References
1. Arrow; Scitovsky, Readings in welfare economics, (London: Gerald Duckworth & Co Ltd 1969)
2. Chopra, P.N., Micro Economics, 1986

Journals
1. European Economic Review
2. *Econometrica*

3. *Journal of Population Economics*


5. *Oxford Economic Papers*

**Articles**


**Websites**

- [http://ingrimayne.com/econ/Expanded_Table_Of_Contents.html](http://ingrimayne.com/econ/Expanded_Table_Of_Contents.html)
- [http://www.econlib.org/library/Enc/Microeconomics.html](http://www.econlib.org/library/Enc/Microeconomics.html)
- [http://economics.about.com/od/microeconomics/a/micro_text.htm](http://economics.about.com/od/microeconomics/a/micro_text.htm)
- [http://www.amazon.com/gp/product/B000VE4UEW?ie=UTF8&tag=contlife-20&linkCode=as2&camp=1789&creative=390957&creativeASIN=B000VE4UEW](http://www.amazon.com/gp/product/B000VE4UEW?ie=UTF8&tag=contlife-20&linkCode=as2&camp=1789&creative=390957&creativeASIN=B000VE4UEW)
COURSE TITLE: MACRO ECONOMIC THEORY – II

Objectives

1. To Understand the nature and functions of trade cycles
2. To study the process of economic growth using growth models.

Unit – I: Theories of the trade cycles: Samuelson – Hicks – Kaldor – Goodwin. (12 hours)


Unit – III: Beyond the Solow Model: Growth Theory – Research and Development Models – A Model of Human Capital and Growth. (12 hours)

Unit – IV: Real –Business Cycle Theory, Traditional Keynesian Theories of Fluctuations. Microeconomics foundations – The Lucas imperfect – Information model, Rational expectations hypothesis. (12 hours)
Unit – V: New Keynesian Economics – Coordination – Failure Models and Real Non- Walrasian Theories – Inflation and Monetary Policy – Seignorage and Inflation. (12 hours)

Books for Study:
6. Dornbusch, Fischer and Starz, (2005), Macroeconomics, Ed. 5.

References:

Articles

Websites
http://www.imf.org
http://www.wto.org
http://www.economagic.com
http://emginkts.com
http://www.un.org
http://www.worldbank.org
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

COURSE TITLE: HUMAN RESOURCES MANAGEMENT

NEW NO: 2812

Major Core (MC) 6 Hours per week
Tutorial: 60 hours
Testing and Evaluation:30 hours
5 Credits

Semester – II

Objectives
1. To enable the students to learn the principles and practices of developing human resources
2. To enable the students to acquire skills needed for career.

Unit – 1: Introduction

Unit – II: Human Resource Planning
Meaning, objectives, inter linkages with other HRM functions, processes, techniques, methods and issues relating to the following a) human resource planning b)career and succession planning c) recruitment screening selection, placement, induction, internal mobility and separation and exit interview, d) job analysis and job design e) performance appraisal and potential appraisal f) training and development g) outsourcing (12 hours)

Unit – III: Compensation
Compensation wage policy, wage and salary, administration bonus important wage legislations and their salient features, incentives and fringe benefits, dearness allowance concepts, ESOP, VRS schemes – scope, issues and effects – employment welfare safety and health related policies and procedures. (12 hours)

Unit – IV: Administration
Administration of discipline – employment grievances and their redressal, industrial relations – role of employee unions and government in industrial relations – current trends in industrial relations – industrial disputes and their settlement – trade unions – Historical perspective and problems of trade union movement in India. (12 hours)

Unit – V: Social Security

Books for Study

Reference:
Journals

1. The International Journal of Human Resource Management
2. Human Resource Development Review
3. Journal of Management
5. International Journal of Training and Development

Articles

2. Organizational Success through Effective Human Resources Management by Ronald R Sims, 395 pgs
3. Reinvesting Human Resources Management: Challenges and New Directions by Ronald J Burke, Cary L Cooper. 283 pgs
5. Managing Human Resources: Exercises, Experiments and Applications Workbook by Alan B Clardy. 172 pgs

Websites

http://www.shrm.org
http://www.nlma.org
http://www.utdlibrary.com
http://www.geolerinig.com
Objectives
i. To get acquainted with the tools of Econometrics for applied research in Economics; and
ii. To impart the knowledge of econometric techniques for better understanding of the methods in Economics.

Unit I
Nature and scope of econometrics – the econometric approach – economic theory - Statistics and econometrics –
Nature and use of econometric models. (12 hours)

Unit II
Linear regression – Two variable regression – Multiple regression – Correlation coefficient – Multicollinearity –
Extensions of linear regression – functional forms – dummy variables – Analysis of variance. (12 hours)

Unit III
Generalized least squares – heteroscedastic errors – Auto correlation – Errors in variables – Methods of
instrumental variable – grouping of observations and grouping of equations. (12 hours)

Unit IV
Simultaneous equation methods – The problem of identification – Estimation – Two stage least squares –
introduction to limited information and full information – maximum likelihood and three stage least squares.
(12 hours)

Unit V
Some illustrations of the applications of econometric methods. (12 hours)

Books for Study:
4. Koutsoyannis, A., Theory of Econometrics: An Introductory Exposition to Econometric Methods, London and

Reference:

Journals
1. Economic Development and Cultural Change
2. American Economic Review
4. Econometrica
5. Journal of Economic Perspectives

Websites
http://econ.la.psu.edu/~lecturers.htm
www.ruf.rice.edu/econ400_files/notes.htm
www.jstor.org/journal/08837252.htm
www.bseu.by/russian/faculty5/stat
Objective

i. To provide a framework of tools effective in the analysis of social problems; and

ii. To discover ways to resolve social problems.

Unit I
Social Economics: Definition – equality in Human Societies – Principles of social doctrines: Gandhi, Marx, Amartya Sen. (9 hours)

Unit II
The world poverty situation – causes and consequences – Requisites of economic growth – Role of Government – Social security: Origin and growth — Social Banking Unemployment Migration and Inequality Issues (9 hours)

Unit III
Human capital-components of Human capital- Problems in Secondary and Higher Education – Health Dimensions of development- Economic dimensions of health care-demand and supply of health care-inequalities in Health and Gender perspectives. (9 hours)

Unit IV
Economic Crimes: their prevention, Role of SEZ’s –Pros and cons of SEZ’s in Indian context. (9 hours)

Unit V:

Books for Study
2. Rao, M. Gonda Development, Poverty, and fiscal policy Decentralization of
3. Institutions-New Delhi: OUP, 2002
5. Sondhi, M. L. Towards a New Era Economic, Social & Political Reforms

References:
2. Douglass C North and Roger Leroy Miller, the Economics of Public Issues, New York: Harper and Row. 1971
12. Economic Survey, Published by Government of India

Websites
- www.tiss.edu
- www.issin.org
- www.isical.ac.in
- www.mgu.ac.in
- www.cds.edu
- www.ansiss.org
Objective

i. To grasp the characteristics of modern agriculture; and
ii. To analyze how the agricultural sector contributes to the Indian economy.

Unit I: Agricultural Performance since Independence
Output and productivity growth – regional and crop perspectives – agricultural growth and instability - Characteristics of modern agriculture (9 hours)

Unit II: Agricultural Policy Environment
Agricultural price policy and subsidies – the public distribution system - agricultural finance (9 hours)

Unit III: Resource Use Efficiency
Fertilizer, water, farm size and other inputs (9 hours)

Unit IV: Current issues in Indian Agriculture
Sustainable agricultural growth – concepts and constraints – prospects for dry land agriculture – international trade in agriculture – technology policy – market infrastructure – crop insurance. (9 hours)

Unit V: Agricultural Exports
Quantitative Restrictions (QRs) and non-tariff barriers – WTO and Subsidies in developed countries – Management of shortages and surpluses. (9 Hours)

Books for Study

References:

Journals for Reference
1. Economic and Political Weekly
2. Southern Economist
3. Yojana

Websites

http://dare.nic.in
http://ari.gov.in
http://aquaculture.tn.nic.in
http://agricoop.nic.in
http://drdpat.bih.nic.in
http://www.nddb.org
http://dahd.nic.in
http://www.niam.gov.in
http://www.manage.gov.in
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Major Core (MC)  5 Hours per week
Tutorial: 50 hours
Testing and Evaluation:25 hours

Semester – III
OLD NO: EC 3808 \ NEW NO:3808
4 Credits
COURSE TITLE: MONETARY ECONOMICS

Objectives:

i. to capture the influence of money on the real economy; and,
ii. to discuss the recent demand and supply theories of money.

Unit I: Concepts of Money
Definition and Function, Classification of Money-Traditional and modern – concepts of liquidity – Newlyn – Radcliffe Committee – Gurley-Shaw and others. (10 hours)

Unit II: Demand for Money
Analysis of the demand for money – transactions demand for money – Baumol’s asset demand for money – Keynes speculative demand for money – Friedman’s restatement – Gurley and Shaw thesis ( Inside and Outside Money) (10 hours)

Unit III: Classical and Neo-Classical Views on Money
Neutrality and non-neutrality of money – classical and neoclassical dichotomy - integration of monetary and value theories (10 hours)

Unit III: Keynesian and Post Keynesian Views on Money
Keynes – Patinkin and the real balance effect – Keynesians vs. monetarists - monetary policy – goals, techniques and constraints - transmission mechanism of monetary policy - problem of lags (10 hours)

Unit V: The Nature of Money Supply and overview
Theories of money supply — Nature and role of Financial System, Development Financial institutions – Banking and Non-banking institutions. (10 hours)

Books for Study

Books for Reference


**Journals for Reference**

1. *Journal of Banking and Finance*

2. *Journal of Money, Credit and Banking*

3. *International Journal of Central Banking*

4. *Journal of Financial Economics*

**Websites for reference**

- [www.rbi.org.in](http://www.rbi.org.in)
- [www.cpolicy.rbi.org.in](http://www.cpolicy.rbi.org.in)
- [www.bulletin.rbi.org.in](http://www.bulletin.rbi.org.in)
- [www.bankreport.rbi.org.in](http://www.bankreport.rbi.org.in)
- [http://mospi.nic.in](http://mospi.nic.in)
- [http://www.indiastat.com](http://www.indiastat.com)
Objectives:

i. To analyze the need for government intervention in economic activities,

ii. Explain the role of fiscal tools in the regulation of economic activities.

Unit I: Introduction
Theories of Public Finance - Theories of social goods – market failure – social and private goods – Principles of allocation, distribution and stabilization. (10 hours)

Unit II: Public Choice in a Democracy and The theory of Public Expenditure
Contribution by Wiksell – James N. Buchanan and Gorden Tullock, K.J. Arrow. Wagner's law, Peacock and Wiseman hypothesis – partial and general equilibrium models – Contribution by Bowen and Lindahl, Buchanan, Samuelson and Musgrave (10 hours)

Unit III: Cost Benefit Analysis
Types of direct and indirect benefits and costs – public programming budgeting system – problems in the measurement of cost and benefits – criteria for public expenditure – Crude investment criteria – Discounting techniques (10 hours)

Unit IV: Public Sector
Size, growth, role and objectives – Public sector in India – Public sector pricing – Methods of pricing – public pricing and welfare objectives. (10 hours)

Unit V: Public Debt
Principles, burden and management of Public Debt (10 hours)

Books for Study

Books for Reference
2. Herber, Bernard P., 1988, Modern Public Finance (Fifth Edition), All India Traveller Book Seller, Delhi
3. Due and Friedlender., Government Finance (Sixth Edition)Irwin Series in Economics


**Journals for Reference**
1. Economic and Political Weekly
2. Southern Economist
3. National Tax Journal
4. American Economic Review

**Articles**

**Websites for Reference**
- [http://finmin.nic.in](http://finmin.nic.in)
- [http://indiabudget.nic.in](http://indiabudget.nic.in)
- [http://policies.gov.in](http://policies.gov.in)
- [http://finmin.nic.in/revenuesummary/login.asp](http://finmin.nic.in/revenuesummary/login.asp)
- [http://finmin.nic.in/topics/center_state_finance/index.html](http://finmin.nic.in/topics/center_state_finance/index.html)
- [http://finmin.nic.in/topics/legislation/index.html](http://finmin.nic.in/topics/legislation/index.html)
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Major Core (MC) 5 Hours per week
Tutorial: 50 hours
Testing and Evaluation: 25 hours
4 Credits

Semester – III

OLD NO: EC 3810 \ NEW NO: 3810

COURSE TITLE: RESEARCH METHODS IN ECONOMICS

Objectives:
i. To understand the basic ingredients of research, and,
ii. To prepare an outline of a project in Economics

Unit I: Research in Economics
Meaning, Objectives, need and scope – Present position of research in Economics in India (10 hours)

Unit II: Scientific attitude in economic research
Dangers to be avoided – basic elements of scientific method fact, conceptual and operational definitions, assumptions, hypotheses, theories and laws – Field and documentary sources – Primary and Secondary data. (10 hours)

Unit III: Research Design
Meaning and types – Surveys and sampling – probability and non-probability sampling Logical – Mathematical and Statistical methods – Case study methods. (10 hours)

Unit IV: Tools of research
Participant and non-participant observation – Questionnaire – interview schedule – pilot study – pre-testing. (10 hours)

Unit V: Report writing
Plan of a research report – Style and mechanics of writing research reports. (10 hours)

Books for Study

Books for Reference
1. Bhattarya S.K., 1990, Methodology in Research
2. Das Gupta, 1995, Methodology in research
3. Ferber and Verdorn, Research Methods in Economics and Business

Journal for Reference
1. International Journal of Social Research Methodology
2. Economic and Political Weekly
3. Southern Economist
4. National Tax Journal
5. American Economic Review
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Major Core (MC) 5 Hours per week
Tutorial: 50 hours
Testing and Evaluation:25 hours
3 Credits

Semester – III

NEW NO: 3812

COURSE TITLE: HEALTH ECONOMICS

Objectives:

i. To enable the students to understand the importance of health economics.

ii. To equip them with necessary techniques to measure the health status and health indicators

Unit – I: HEALTH ECONOMICS
Definition – Approaches to measurement of value of life – The role of economists in the health sector – Demand for health care – health indicators – health status and nutritional status – Medical care as an investment.

(10 hours)

Unit – II: HEALTH PRODUCTION FUNCTION APPROACH
Health inputs and health output – production, efficiency and health care – skills and efficiency of production of health services – Choice of health care.

(10 hours)

Unit – III: SUPPLY AND COST OR HEALTH CARE AND HEALTH SERVICES

(10 hours)

Unit – IV: ECONOMIC EVALUATION IN HEALTH CARE

(10 hours)

Unit – V: HEALTH INSURANCE AND HEALTH POLICIES
Risk and insurance – Voluntary insurance – Social insurance systems – Health policy in India with special reference to Tamil Nadu.

(10 hours)

Books for Study:


Reference:


Journals

1. Journal of Health Economics

2. Journal of Human Resources

3. Economic Development and Cultural Change

4. Journal of Development Economics

5. Review of Economics and Statistics

Websites

http://en.wikipedia.org/wiki/health_economics
www.healtheconomics.com
www.healtheconomics.org
www.who.int/topic/health_economic/en/
www.journals.elsevier.com/journal-of-health-economics
COURSE TITLE: PRINCIPLES OF MARKETING

Objectives:

iii. to comprehend the meaning and role of marketing in an economy; and
iv. to understand the performance of marketing in various sectors, at the national and international levels.

Unit I
Marketing: Concept – Definition, Function and Significance of Marketing -Marketing in developing and developed countries – Social marketing and economic development in Indian context. (9 hours)

Unit II
Marketing Environment–Market segmentation and Positioning -Market mix –Marketing Strategy Buyer behavior; consumer versus organizational buyers; Consumer decision making process. (9 hours)

Unit III
Marketing information systems (MKIS) and marketing research (9 hours)

Unit IV: - Four P's

Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process.

Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of Distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.
Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations

Unit V
Issues and Development in Marketing: Social, ethical and legal aspects of marketing; International marketing; Green marketing; Cause marketing, Relationship marketing and other developments of marketing.

Books for study
1. Marketing defined, explained applied Michael Levens pearson 2011

References:

Journals for references
3. Journal of Consumer Behaviour
5. Journal of Marketing
6. Journal of Marketing Channels
7. Journal of Marketing Communications

Websites for references
www.ijmr.com

www.marketingpower.com

www.wtamu.edu

www.springer.com

www.aabri.com
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS
Elective Subject (ES)  4 Hours per week
Tutorial: 45 hours
Testing and Evaluation: 15 hours
3 Credits
Semester – III
Old No: EC2952 NEW NO: 3952
COURSE TITLE: INDIAN ECONOMIC PLANNING AND POLICY

Objectives:

i. to make the students understand the importance of planning as a technique to accelerate economic growth and development and
ii. to make the students understand how to link various economic policies with plan objectives.

Unit I
Indian Economic Planning: Objectives – Strategy – rate and pattern of investment in the five-year Plans – Problems of resource mobilization – Evaluation of five year plans in India. (9 hours)

Unit II
Economic Policy: Objectives – Impact of new economic policy on poverty, unemployment and inequality in the distribution of income – Employment policy and its conflict between output and employment goals – Manpower and education policies in India. (9 hours)

Unit III
Public sector in India: Objectives – its contribution to Indian economy – recent trends in Indian PSUs (privatization and disinvestments) - PSUs pricing policies - Dual pricing, multiple pricing and administered price mechanism - Agricultural pricing policy in India. (9 hours)

Unit IV
Quality of Life in India and abroad: Poverty eradication policies in India – Target group approach – An evaluation of Rural Employment Guarantee Scheme. (9 hours)

Unit V
Trade Policy: Impact of WTO on India’s import, export and tariff policies – The policy of flexible exchange rates and its impact on Indian economy. (9 hours)

Books for study
1. Dhingra, I.C. Indian Economy (New Delhi: S Chand and son Co Pvt. Ltd.) (Recent Edition)
4. Uma Kapila (Ed), Indian Economy since Independence (Academic Foundation 2002)

References:

Articles


Journals

1. International Monetary and Financial Issues

2. Economic and Political Weekly

3. The Future of Economic Reforms, Oxford University Press


5. Journal of Policy Modeling

6. India Economic Thinking

7. Journal of Economic Studies

Websites

1. http://planningcommission.nic.in/aboutus/history/spemsabody.htm


4. http://sae.sagepub.com/content/3/1/77.abstract

5. http://www.unrisd.org/unrisd/website/document.nsf/ab82a6805797760f80256b4f005da1ab/7ee221555523155dc1256c7703cfaed/$file/ghoslong.pdf
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Semester – III

Old No: EC3875 NEW NO: 3813
COURSE TITLE: MODERN ECONOMETRICS

Objectives:

i. To enable the students to apply econometrics.
ii. To help students understand and appreciate the potential of the subject for application.
iii. To equip them with necessary skills to use software packages meant for Econometrics.

Unit I: Inference and structural change
Testing linear restrictions – Modeling and testing for structural break. (12 hours)

Unit II: Tests of model stability
Hansens' test, Recursive residuals and CUSUMS test, predictive test, Causality tests. (12 hours)

Unit III: Qualitative dependent variable models
Probit, logit, multinomial logit and tobit. (12 credit)

Unit IV: Models for panel data
Fixed effects and Random effects. (12 hours)

Unit V: Time series econometrics
Stationary stochastic processes – non stationarity and unit roots – co-integration. ARCH and GARCH (12 hours)

Books for Study
4. Leighton Thomas, 1996, Modern Econometrics, Pearson

Books for Reference
1. Franses (Philip Hans), 2002, Concise Introduction to Econometrics, Dist. Sharma Books, Chennai

Journals for Reference
1. Journal of Mathematical Economics
2. Review of Economics and Statistics
3. Econometrica
4. Applied Economics
5. MARGIN

Website for Reference
www.jae.wiley.com
Objectives:

- To enable students to appreciate the use of finance theory in Investment management.
- To provide a basis for the measurement and analysis of the risk of financial investments.

UNIT I: FINANCIAL MARKETS AND INSTRUMENTS:

UNIT II: DERIVATIVE MARKETS AND INSTRUMENTS:
Derivative assets - Pricing Forward contracts, Mechanism of Futures trading – Put Call parity – Option pricing models –Binomial Option Pricing and Black-Scholes Option Pricing models, Swap operation. (12 hours)

UNIT III: INVESTMENT STRATEGIES AND EFFICIENT MARKET HYPOTHESIS:
Fund management and Investment alternatives, Historical Mutual fund performance, hedge funds – Market efficiency and Behavioral finance. (12 hours)

UNIT IV: PORTFOLIO ANALYSIS AND FACTOR MODELS:

UNIT V: RISK AND PERFORMANCE MANAGEMENT:
Types of risk, Regression methods of measuring risk, Value –at- risk, risk adjusted performance measures; m-squared measure, performance measurement with changing portfolios. (12 hours)

Books for Study

Books for Reference:


**Articles for Reference**


**Journals for Reference**


**Web sites**

http://www.investtools.com
http://www.commerce_database.com
http://www.iijournal.com/jpm
http://www.pacificedge.com
http://www.reuter.com
Objectives

i) To understand the nature and working of fiscal policy,
ii) To examine the revenue and expenditure administration at the national, regional and local levels

Unit – I: Fiscal Policy
Evolution of fiscal policy for economic development, growth and stabilization – Pump priming and counter cyclical expenditure – Compensatory finance - Fiscal dynamics and growth – Applicability of fiscal theories in growth models (12 hours)

Unit II: Integration of fiscal and monetary policies
In Keynesian and Post-Keynesian frame work. (12 hours)

Unit III: Federal Finance
Centre-State financial relations - Recommendation of the last three Finance Commissions – Finances and performance of Local bodies (12 hours)

Unit IV: Indian tax and expenditure structure
Taxes levied by Central and State Governments – Pattern of expenditure incurred by Central and State Governments – Tax and expenditure reforms in India – Deficit finance – Causes and consequences. (12 hours)

Unit V: Shifting and incidence
Incidence and output effects – Excess burden – Allocation effects. (12 hours)

Books for Study

Books for Reference
Journals for Reference
1. Economic and Political Weekly
2. Southern Economist
3. National Tax Journal
4. American Economic Review

Articles

Websites for Reference
http://finmin.nic.in/
http://indiabudget.nic.in
http://policies.gov.in
http://finmin.nic.in/revenuesummary/login.asp
http://finmin.nic.in/topics/center_state_finance/index.html
http://finmin.nic.in/the_ministry/dept_eco_affairs/economic_div/eco_survey/index.htm
http://finmin.nic.in/stats_data/central_govt_borrowings/index.html
http://finmin.nic.in/foreign_investment/dissinvestments/index.html
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Major Core (MC)  6 Hours per week
Tutorial: 60 hours
Testing and Evaluation: 30 hours
5 Credits

Semester – IV

OLD NO: EC4809 NEW NO: _______

COURSE TITLE: INDIAN ECONOMIC DEVELOPMENT AND POLICY

Objectives

To analyze basic Indian economic problems and
To find out solutions for economic and social maladies

Unit I: Characteristics
Current characteristics of Indian Economy – Determinants of Economic Development – Economic and non-economic factors. (12 hours)

Unit II: Human Resource Development

Unit III: Industrial Development

Unit IV: Policy and Infrastructure

Unit V: Poverty
Poverty, inequality and planning process in India – Studies of poverty in India – International comparisons of poverty and inequalities of income – Economic reforms and reduction of poverty – causes of failure to remove poverty – poverty eradication programs. (12 hours)

Books for Study

Books for Reference
2. Centre for Monitoring Indian Economy – Recent Issues
4. NCAER The India Infrastructure Report (Rekesh Mohan Committee).
Articles


Journals

1. International Monetary and Financial Issues

2. Economic and Political Weekly

3. The Future of Economic Reforms, Oxford University Press


5. Journal of Policy Modeling

6. India Economic Thinking

7. Journal of Economic Studies

Websites

http://planningcommission.nic.in/aboutus/history/spemsabody.htm
http://en.wikipedia.org/wiki/Economic_development_in_India
http://www.emeraldinsight.com/journals.htm?articleid=846112&show=html
http://sae.sagepub.com/content/3/1/77.abstract
http://www.unrisd.org/unrisd/website/document.nsf/ab82a6805797760f80256b4f005da1ab/7ee22155523155dc1256c77003cfaed/$file/ghoslong.pdf
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Major Core (MC)  6 Hours per week
Tutorial: 60 hours
Testing and Evaluation: 30 hours
Semester – IV
OLD NO: EC4090 NEW NO: EC 4016
COURSE TITLE: ENTREPRENEURIAL ECONOMICS

4 Credits

Objectives

i. to familiarize the students with the entrepreneurial procedures and problems;
ii. to enable the students to become effective and efficient entrepreneurs.

UNIT – I
Meaning – origin – Definition — Entrepreneur and Enterprise – characteristics and types of entrepreneurs – role of entrepreneurship in economic development. (12 hours)

UNIT – II
Competing theories of Entrepreneurship
The theories and conceptual models of entrepreneurship – Schumpeter’s theory of innovation – McClelland’s theory of achievement – Peter Drucker,s theory of ‘opportunity’- Walker’s theory. (12 hours)

UNIT – III
Entrepreneurial motivation and performance
The motivating factors, entrepreneurial ambitions, compelling factors, facilitating factors – evaluating entrepreneurial performance and problems – Role of NBFI’s and BFI in entrepreneurial development – factors promoting the growth of entrepreneurship. (12 hours)

UNIT – IV
Project identification and formulation
Meaning of project, project identification-project classification (internal and external constraints) – project objectives, desk research and techno-economic survey – project life cycle – project report, selection – project formulation, financial institutions and government. (12 hours)

UNIT – V
Women entrepreneurship and entrepreneurial scene in India
Definitions – challenges and strategies for the development of women entrepreneurship – institution supporting women entrepreneurship in India – contribution of entrepreneurs in favorable conditions. (12 hours)

Books for study
1. Drucker Peter.F. Innovation and Entrepreneurship.

Books for Reference
2. Dr.Jayastree Suresh – Entrepreneurial Development.

Journals
2. Theoretical Economics, Be press publication
4. Journal of Applied Economics, Universidad del CEMA
6. Entrepreneurship

WEBSITES:
www.pearsoned.co.in
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034
DEPARTMENT OF ECONOMICS

Major Core (MC)  6 Hours per week

Semester – IV  5 Credits

NEW NO: _______

COURSE TITLE: PROJECT