# Department of Economics

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16UEC1MC01 EVOLUTION OF ECONOMIC IDEAS

SEMESTER  I  CREDITS  5
CATEGORY    MC  NO.OF HOURS/ WEEK  5

Objective:

1. To enable the learners to understand and appreciate the economic ideas of economists of the world.

2. To impart the economic ideas of transition from ancient economic thought to modern economic thought

Unit I: Ancient Economic Thought  (15 Hours)

Unit II: Pre-classical Economic Thought  (15 Hours)
Mercantilism: outline of mercantilism-critical appraisal of mercantilism. The Physiocrats: -important ideas of Physiocrats-circulation of wealth (Tableau of Economique) - critical appraisal of physiocrats.

Unit III: Classical Economic Thought  (15 Hours)

Unit IV: Socialism and Marginal Revolution  (15 Hours)
Unit V: Modern Economic Thought  
(15 Hours)


**Books for Study:**


**Books/Journals for Reference:**

Websites:

www.investopedia.com/terms/e/evolutionary-economics.asp
https://en.wikipedia.org/wiki/Evolutionary_economics

16UEC1MC02 MATHEMATICS FOR ECONOMICS

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Objectives:

1. To introduce the basic mathematics concepts and enable the learners to apply in Economics;
2. To equip the students in solving problems and to understand their relevance in economic applications.

Unit I: Introduction to Elementary Mathematics (12 Hours)


Unit II: Fundamentals of Matrix Algebra (12 Hours)

Unit III: The Derivatives (12 Hours)

Differentiability of a Function – slope of a curve – increasing and decreasing functions – Simple rules of differentiation: product rule, quotient rule, function of function rule – Relationship between AR, MR and elasticity of demand – relationship between average and marginal cost (using differentiation)

Unit IV: Application of Differentiation and Integration in Economics (12 Hours)

Calculation of marginal cost, average cost, marginal revenue and average revenue – Elasticity: types of elasticity, calculation of price and income elasticity, cross (partial) elasticity of demand substitutes and compliments – Basic integration – definite integral – consumer and producer surplus

Unit V: Higher Order Differentiation–Optimization (12 Hours)

Second order derivatives – Maximization and Minimization of a function – Economic applications – Output and Revenue Maximization – Profit maximization under perfect competition, monopoly, discriminating monopoly etc., - Cost minimization – Effect of Taxation

Books for reference:


Books/Journal for Reference:

1. Journal for Mathematical Economics.
3. Applied Economics.
4. Econometrica.

Website

http://www.math.tifr.res.in/maths/all-journals.html
http://www.uccollege.edu.in
https://mitpress.mit.edu/.../mathematics-economic...

16UHT1AL01 INDIAN CONSTITUTION

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Objectives:

1. To provide an in depth knowledge on Rights and Duties.
2. To make them aware of the constitutional laws.
3. To make learners proficient within the functioning of the Govt.

Unit I: Historical background Sources of the Indian Constitution - Citizenship - Preamble.


Unit IV: Union Government - President: Election - Powers and Functions - Cabinet: Prime Minister - Parliament Composition,
Powers and functions Process of law making - Speaker – Parliamentary Committees - Supreme Court of India Composition, powers and functions.

Unit V: State Government Role of the Governor State Cabinet State Legislature High Courts - Amendments to the Constitution: Highlights.

BOOKS FOR REFERENCE:


15. Singh (Gurumukhi Nihal), Indian Constitutional and National Development, The Indian Book Shop, Benares


16UEC2MC01 MICROECONOMICS – I

| SEMESTER | II | CREDITS | 5 |
| CATEGORY | MC | NO.OF HOURS/ WEEK | 5 |

Objectives

1. To explore the basic concepts of microeconomics.
2. To provide a sound training in microeconomic theory.

Unit – I: Introduction to Microeconomics  (15 Hours)

The scope and methods of economics; scarcity and choice; basic problems of economic system and problem of distribution; the basic competitive model; prices, property rights and profits; incentives and information; rationing; opportunity sets; economic systems; reading and working with graphs.

Unit – II: Demand, Supply and Elasticity  (15 Hours)

Working mechanism of the Markets, Markets and Welfare, Individual demand and supply schedules and the derivation of market demand and supply; shifts in demand and supply curves; the role of prices in resource allocation; the concept of elasticity and its application; consumer and producer surplus; taxes and their efficiency costs.

Unit – III: Households and Consumer’s Choice  (15 Hours)

The consumption decision: preferences and their representation with indifference curves; budget constraints; a consumer’s
optimum choice; income and substitution effects; Consumer Theory of Preference; utility; budget constraint; choice; demand; Slutsky equation; buying and selling; choice under risk and inter-temporal choice; revealed preference theory.

**Unit – IV: Theory of Production and Costs**  (15 Hours)

Production, Costs and Perfect Competition, iso-quants; production with one and more variable inputs; returns to scale; short run and long run costs; cost curves in the short run and long run; review of modern cost theory.

**Unit – V: Theory of Pricing under Perfect Competition and Monopolistic Competition**  (15 Hours)

Market classification; firm and industry concepts; time element, the price and output determination process of perfect competition and monopolistically competitive market; short-run and long run decisions; review of economies of scale.

**Books for Study:**


**Books/Journals for Reference:**

Websites:
http://www.econlib.org/library/enc/microeconomics.html
https://en.wikipedia.org/wiki/Microeconomics
https://www.aeaweb.org/aej-micro/

16UEC2MC02 QUANTITATIVE METHODS IN ECONOMICS

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Objective

1. To introduce the Statistical concepts useful in the field of Economic Research.
2. To impart knowledge of Inference Techniques for Economic phenomena.
Unit I: Introductory Statistical Tools (18 Hours)
Statistics by Definition: Features, functions and limitations – Measures of Central tendency: Arithmetic Mean, Median and Mode – Measures of Dispersion: Range, Quartile deviation, Mean Deviation, Standard deviation – Karl Pearson’s Coefficient of Correlation – Simple regression with one independent variable. (Problems only)

Unit II: Probability and Expectations (10 hours)
Classical Probability – Conditional Probability – Axioms (Theorems) of Probability – Random variable and Expectations. (Theory and Problems)

Unit III: Theoretical Distributions (12 hours)
Binominal distribution, Properties – Poisson distribution, Properties – Normal distribution, Properties, Area under the Normal curve (Theory and Problems)

Unit IV: Testing of Hypothesis (6 hours)
Procedure of testing of Hypothesis: Null Hypothesis and Alternative Hypothesis, Computation of the test statistic, Type I and Type II error , Power of the test, One-Tailed and Two – Tailed tests, Inference. (Theory only)

Unit V: Tests of Significance (14 hours)
Distribution of Sample Mean and Variance – Tests for Large and Small Samples: t, Z, $\chi^2$, F distributions – Analysis of Variance (ANOVA) One – way Classification (Problems only)

Books for study:

   New Delhi: Sultan Chand and Sons Publishers.

Books for reference:


Web Sites for Reference:

http://www.statsoft.com
http://www.statcounter.com
http://texasoft.com

16UVC2AL01 MEDIA DESIGN & DEVELOPMENT

SEMESTER II CREDITS 3
CATEGORY AL NO.OF HOURS/ WEEK 6

Objectives:

1. The students must appreciate & become oriented towards media production.
2. Design & develop an appropriate media strategy from start to finish on a timeline.
3. Learn to evaluate media projects based on efficiency, usability & aesthetics.

**Unit 1:** Introduction to Communication: Different types of Communication, SMCR, Examples of Persuasive & Effective Communication; Simon Sinek’s Golden Circle; Introduction to Communication Concepts like 5Ws & 1H, Inverted Pyramid, AIDA, Big Idea, USP, Brand, IMC, CSR. Experiential Learning: Each student will take five photographs and tell a story with it.

**Unit 2:** Components of Successful Communication: Components of IMC: marketing & sales objectives, audience segmentation, market research, advertising, promotional & sales strategies, integrating elements & evaluation of communication. Experiential Learning: Taking examples of successful & landmark media campaigns, the students will answer: What makes an ad great? How did PR help build a strong relationship? How did Design help solve a problem?

**Unit 3:** Designing a Media Project: In groups, students will be guided to choose a Social Issue/Topic/NGO/SHG/Cause and design a media strategy for the same using free social media like FB/Twitter/Instagram, etc. Taking case studies, the students will be exposed to the planning and execution of social media campaigns. Experiential Learning: Working as a group, the students will create a Client Brief and a Media Plan.

**Unit 4:** Developing a Media Project: In groups, the students will be guided to identify key resource people, use existing research, map out roles & responsibilities within the group and create a time schedule. The students will then create posts on free social media regarding their topic. Experiential Learning: The groups will create a flowchart of tasks and activities for their social media project and execute the same.
**Unit 5:** Evaluation of a Media Project: Each group will present a summary of their activities on social media and experiences. The students will be asked to critically evaluate each other’s projects on aspects like: Usability, Efficiency, Aesthetic Quality, Depth in the subject, Reach (likes/shares/tweets), etc.

**Methodology:**

Theoretical inputs through classroom lectures and case studies and student assignments on media economics.

**Evaluation:**

1. Internal 50%: CA I &II Tests 30 marks and Assignments 20marks
2. External 50%: Semester Examination - Written 100 marks

**Key Texts:**


**Websites:**

16UEC3MC01 MICROECONOMICS – II

SEMESTER  III  CREDITS  6
CATEGORY  MC  NO.OF HOURS/ WEEK  6

Objectives

1. To impart conceptual clarity with simple applications
2. To explore advanced microeconomic concepts with applications.

Unit – I: Price Theory under Monopoly  (18 Hours)
Nature of demand and revenue curves – price and output equilibrium; short run and long run equilibrium conditions; price discrimination – degrees of price discrimination; applications of price discrimination in the dumping case. Case of dumping

Unit – II: Price Theory under Oligopoly  (18 Hours)
Characteristics of Oligopoly; Classical models of Oligopoly; Collusive Oligopoly; Cartel models; Pricing and Output under Price Leadership models; kinked demand curve hypothesis.

Unit – III: Theory of Factor Pricing  (18 Hours)

Unit – IV: Theory of Rent, Interest and Profits  (18 Hours)

Unit – V: General Equilibrium and Welfare Economics  
(18 Hrs.)
General Equilibrium, Efficiency and Welfare Equilibrium and efficiency under pure exchange and production; overall efficiency and welfare economics.

**Books for Study:**


**Books/Journals for Reference:**

16UEC3MC02 BASIC ECONOMETRICS

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Objectives:
1. To strengthen the quantitative background of the learner.
2. To provide foundations for Econometric Approach and Research.

Unit I: Nature and scope of econometrics   (18 Hours)

Unit II: Random Variables and Probability   (18 Hours)

Unit III: Methods of Estimation          (18 Hours)
Methods of Estimation: Point Estimation and Interval Estimation – Properties of a Good Estimator - Confidence Interval Approach to Hypothesis testing.

Unit IV: Basic Ideas of Linear Regression (18 Hours)
Basic Ideas of Linear Regression: The Two-Variable model – Population Regression Function (PRF) and Sample Regression Function (SRF) – Stochastic Specification of PRF – Nature of
Stochastic Error Term- Stochastic Assumptions of Error term ‘Ui’ – Two variable vs Multiple Linear Regression.

**Unit V: Linear Regression Model – Estimation (18 Hours)**


**Books for Reference:**


**Books/Journals for Reference:**

5. Econometrica.
Websites
http://econ.la.psu/-lecturers.htm
http://www.ruf.rice.edu/econ400_files/notes.htm

16UCO3AL02 ACCOUNTING FOR ECONOMISTS

SEMESTER III CREDITS 3
CATEGORY AL NO.OF HOURS/ WEEK 6

Semester: 1 Course Objectives:

1. To enable the students to prepare the financial statements of companies and appreciate the importance of cash flow in an organisation
2. To expose accounting treatment for core elements of cost to the students
3. To familiarise students with the managerial applications of marginal costing

Unit 1: Financial Statement


Unit 2: Cash Flow Statement

Cash Flow Statement – meaning – Advantages and limitations – Concept of Fund – Funds from Operation - Preparation of Cash Flow Statement as per AS 03.

Unit 3: Inventory Management


Unit 4: Labour & Overheads Accounting

Methods of Wage payments – Piece Rate – differential piece rate - Time rate – Incentive Methods – Overheads –
Classification, Allocation, Apportionment – Redistribution of overheads.

**Unit 5: Marginal Costing**

Marginal costing; meaning, advantages and limitations – Cost-Volume Profit Analysis – Break Even Analysis – Application of marginal costing in managerial decision making.

**Course Text**


**Course References**


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**16UEC4MC01 MACROECONOMICS – I**

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**Objectives**

1. To make the students to understand the basic concepts of Macroeconomics.
2. To provide a strong foundation for the students to clarify the ideas of macroeconomics.

**Unit – I: Introduction to Macroeconomics  (18 Hours)**

Nature and scope of Macroeconomics – origin and growth of Macroeconomics – why study macroeconomics - limitations of
macroeconomics – concepts used in macroeconomic analysis – Use of model in macroeconomics – Circular flow of Income and Expenditure in various sectors.

**Unit – II: National Income (18 Hours)**


**Unit – III: Classical Theory of Output and Employment (18 Hours)**


**Unit – IV: Theories of Consumption & Investment (18 Hours)**

Keynesian absolute income hypothesis – Duesenberry’s relative income hypothesis – Friedman’s permanent income hypothesis – Anto & Modigliani’s Life-Cycle hypothesis – The Keynesian approach of theory of investment and capital accumulation: investment decision – change in interest rate, MEC and Capital accumulation – the multiplier and accelerator theory of Investment.

**Unit – V: Keynesian and Post-Keynesian Theory of Money and Interest (18 Hours)**

The Keynesian Theory of Demand for Money – The Keynesian theory of interest – changes in the Money market and the interest rate – Criticism of the Keynesian theory of interest. Portfolio theory of demand for money – Baumol-Tobins
approach to demand for money – Friedman’s quantity theory of money.

**Books for Study:**


**Books/ Journals for Reference:**


**Websites:**

https://books.google.com/books/about/Macroeconomics_3E.html?id

www.economicswebinstitute.org/books.htm

www.ebooksbucket.com/economics-and-finance/economics
Objectives:

1. To make the students develop skills in decision making.
2. To equip the students with the techniques applicable to real life situations.

Unit – I: Linear Programming (18 Hours)

Linear Programming – Formulations of Problems – Graphical Solutions – Simplex Algorithm.

Unit – II: Transportation Problems (18 Hours)


Unit – III: Assignment Problems (18 Hours)

Assignment Problems – Obtaining Optimal Solutions – Sequencing – Optimal Sequence Algorithm – (2, N), (3, N) and (M, N).

Unit – IV: Network Analysis (18 Hours)


Unit – V: Inventory Management (18 Hours)

Inventory Management (Only Deterministic Models) – Economic Order Quantity.

Books for Study:


**Books for Reference:**


2. Ronald Rardin. Operations Research


4. Hillier and Libermann. Introduction to operation research

**Websites:**

www.freetechbooks.com/operations-research-f54.html


https://www.doc.ic.ac.uk/~br/berc/linearprog.pdf

**16UEC4ES02 MANAGERIAL ECONOMICS**

**SEMESTER** IV  
**CREDITS**  4  
**CATEGORY** ES  
**NO.OF HOURS/ WEEK**  6

**Objectives**

1. To relate theoretical concepts in economic theory with modern Business practices.

2. To predict the demand, cost, price, profit and capital requirements for a firm in future.
Unit – I: Introduction (18 Hours)
Definition, meaning and significance of Managerial Economics – its relationship to economic theory and business decisions – alternative objectives of firms-Decision analysis

Unit – II: Demand Forecasting (18 Hours)
Demand Forecasting – purpose and steps involved in demand forecasting – determinants of demand forecasting – methods of demand forecasting –criteria for the choice of good forecasting method

Unit – III: Cost and production (18 Hours)
Cost and managerial decision making – various types of costs – Economies of scale-an evaluation of Break even analysis.

Unit – IV: Pricing practices and strategies (18 Hours)
Pricing methods - pricing objectives- pricing process- Role of cost in pricing.

Unit – V: Capital Budgeting (18 Hours)
Capital expenditure decisions and capital budgeting – capital budgeting techniques – discounted cash flow methods and its advantages and limitations – cost of capital.

Books for Study
Books for Reference


Websites

http://economics.about.com/od/pricing

www.studyfinance.com

http://www.economicswebinstitute.org/glossary/costs.htm

16UEC4ES03 ENTREPRENEURIAL ECONOMICS

SEMESTER IV CREDITS 4
CATEGORY ES NO. OF HOURS/WEEK 6

Objectives

1. To familiarize the students with the entrepreneurial procedures and problems;

2. To enable the students to become effective and efficient entrepreneurs.

Unit – I: Introduction (18 Hours)
Meaning – origin – Definition — characteristics functions - types of entrepreneurs –social entrepreneur

Unit – II: Theories of Entrepreneurship (18 Hours)

**Unit – III: Entrepreneurship (18 Hours)**

Concept-growth of entrepreneurship in India-factors affecting entrepreneurship –Government actions-Role of women in entrepreneurship

**Unit – IV: Institutional finance to entrepreneur (18 Hours)**

Need for institutional finance-commercial banks-other financial institutions-institutional support to small entrepreneur-NSIC SIDO, SSIB, SSID, SISIs, DICs, Industrial estates, TCOs.

**Unit – V: Project management (18 Hours)**

Meaning – objectives-characteristics of project-project cycle-project formulation-project design-project report-proforma of a project Report

**Books for study**


**Books/Journals for Reference**

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

Websites:

www.pearsoned.co.in
www.ciionline.org
www.sabalaindia.com

16UEC4ES04 FINANCIAL SERVICES

SEMESTER IV CREDITS 4
CATEGORY MC NO.OF HOURS/ WEEK 6

Objectives:
1. To enable the student to understand the concepts and procedures in the management process of financial services.
2. To underscore the present status of financial services in developing countries vis–vis developed countries

UNIT – I: Merchant Banking (18 Hours)

UNIT – II: Mutual Fund (18 Hours)

UNIT – III: Lease Financing & Hire Purchase (18 Hours)
Methodology and Classifications – Factors influencing Lease Vs Buying decision.-Hire Purchase – Concept and Sources – RBI guidelines for Hire Purchase – Problems and Prospects of leasing, hire purchase companies in India.
UNIT – IV: Credit Cards and Credit Rating  (18 Hours)

Concept and status of credit card – Varieties of credit cards – Operational procedures – Acceptability and case of credit cards – Customers and member establishments – Other issues.

Credit Rating – Institutions engaged in credit rating – Purpose and procedure of rating of Debentures, Fixed deposits, Short term instruments – Role of CRISIL & ICRA

UNIT- V: Venture Capital  (18 Hours)

Concept and characteristics – Difference between venture capital financing and conventional funding – Venture capital schemes.

Books for Study


Books/Journals for Reference

4. Journal of Financial Services Marketing
5. Journal of Financial Services Research

Websites

http://www.vault.com
http://www.incisivemedia.com
http://www.infinancials.com

~ 30 ~
UNIT I : E-COMMERCE (12 HOURS)

UNIT II : E – MARKETING (12 HOURS)

UNIT III : E-PAYMENT SYSTEMS (13 PRACTICAL HOURS )
Introduction to E-Payment systems – Types of E-Payment Systems – E-Payment process – Participants of E-Payment system – Components of an effective E-Payment System – Economic implications of E-Payment system – Advantages of E-Payment system – Issues in E-Payment system

UNIT IV: E-COMMERCE SYSTEMS (25 PRACTICAL HOURS)
transactions– Supply Chain & Logistics – Customer Complaints – Call Centers – Popular E-Commerce Software Environment

UNIT V : LEGAL FRAMEWORK (13 HOURS)


COURSE TEXTS


COURSE REFERENCES


Objectives

1. To deepen the knowledge of students in Macroeconomics.
2. To make the students to understand different dimensions of Macroeconomics with applications.

Unit–I: Product and Money Market Equilibrium (18 Hours)

Unit – II: Inflation and Unemployment (18 Hours)

Unit – III: Business Cycles (18 Hours)
Meaning and types of Cycles; Phases of a Business cycle; Hawtrey’s Monetary Theory of Trade Cycle; Schumpeter’s Theory of Innovations; Keynesian Theory of Trade Cycle; Samuelson’s Model of Trade Cycle; Hicks’s Model of Trade Cycle; Kaldor’s Model of the Trade Cycle.

Unit – IV: Models of Growth (18 Hours)
Unit – V: Theory of Income Stabilization (18 Hours)

Role of Monetary and Fiscal Policies in maintaining real economic growth with stability.

Books for Study:


Books/Journals for Reference:


Websites:

https://books.google.com/books/about/Macroeconomics_3E.html?id
www.economicswebinstitute.org/books.htm
https://en.wikibooks.org/wiki/Macroeconomics
## 16UEC5MC02 FISCAL ECONOMICS

**SEMESTER V  CREDITS 6**  
**CATEGORY MC  NO.OF HOURS/ WEEK 6**

### Objectives:

1. To introduce the basic concepts of Public expenditure and revenue.
2. To make the students to understand the role of the state (Government).

### Unit I: Introduction (18 Hours)

- Meaning and scope of Public Finance – Fiscal tools – Objectives of Fiscal operations - Functions of the State - Comparison of Public and Private Finance – Basic Theories of Public Finance : Classical and Keynesian

### Unit II: Principle of Public Finance (18 Hours)


### Unit III: Public expenditure (18 Hours)

- Types, Canons, Growth – Effects of public expenditure on production, distribution, stability and economic growth & development

### Unit IV: Public Revenue (18 Hours)

- Sources of Public Revenue: Tax, Commercial Revenues, Administrative Revenues, Gifts & grants - Distinction between Tax and price, tax and special assessments -Theories of taxation: Cost of service – Benefit and ability theories – Objectives of taxation - Classification of taxes – Canons of taxation – Features of a good tax system – Effects of taxation on production and distribution - Taxable Capacity

### Unit V: Shifting and Incidence (18 Hours)
Meaning of impact, shifting and incidence – Distinction between impact and incidence - Theories of shifting tax incidence: concentration, diffusion and modern theories – Factors affecting incidence of a tax – Incidence of taxes under different market conditions – Criticisms of the theory of shifting

**Books for Study**


**Books/Journals for Reference**


Websites:

www.britannica.com/topic/fiscal-policy
www.tutor2u.net/economics/topics/fiscal-policy/reference

16UEC5MC03 MONEY AND BANKING

SEMESTER V CREDITS 6
CATEGORY MC NO.OF HOURS/ WEEK 6

Objectives:

1. To grasp the concept of money and the foundation of monetary theory,

2. To study the role of various kinds of banks and financial markets.

UNIT I: Money (18 Hours)
Definition, Types and functions of money – The role of money in the modern economy.

UNIT II: Value of Money (18 Hours)
Concepts and determinants of the demand and supply of money – Measuring changes in the value of money – Index numbers of prices.

UNIT III: Theories of Money (18 Hours)
UNIT IV: Banking (18 Hours)

Central bank: Traditional functions and promotional role, Instruments of credit control – their efficacy and limitations – The working of the RBI. Commercial banks: Functions – types – distribution of assets and liabilities – investment policy of commercial banks – development of commercial banks in India – The role of the State Bank of India and performance of commercial banks.

UNIT V: Financial Markets (18 Hours)

Financial markets: Money market – Meaning, constituents and functions – Money market in India – Capital market – Primary and Secondary markets (stock exchanges) – types of securities – Capital market in India.

Books for Study


Books for Reference


Websites:

www.rbi.org.in
www.cpolicy.rbi.org.in
www.bulletin.rbi.org.in

16UEC5ES01 HUMAN RESOURCE MANAGEMENT

SEMESTER V CREDITS 4
CATEGORY ES NO. OF HOURS/ WEEK 6

Objectives:

1. To enable the students to acquire the leadership skills.
2. To enable the students to understand, influence and manage people at work places.

Unit – I: Human Resource Management (18 Hours)


Unit – II: Human Resource Planning and Employee Reward System (18 Hours)

Unit – III: Motivation (18 Hours)

Theories of Motivation – Maslow’s Hierarchy Needs – Herzberg’s Two Factor Model – Other Theories – Behavioral modification – Motivation concepts.

Unit–IV: Leadership, Communication and Counseling (18 Hours)


Unit–V: Industrial Relations and Future Directions in HRM (15 Hours)


Books for Study


Books/Journals for Reference

Websites

www.National human resource association.com
www.society for human resource management.com
www.hr.com

16UES5ES02 PRINCIPLES OF MARKETING
SEMESTER V CREDITS 4
CATEGORY ES NO.OF HOURS/ WEEK 6

Objectives

1. To comprehend the role of marketing in an economy; and
2. To understand the performance of marketing in various sectors at the national and international levels

Unit – I: Market and Marketing – An Overview (18 Hours)

Introduction, Definition of Market, Types of Markets, Meaning and Definition of Marketing, Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling
Unit – II: Marketing Environment (18 Hours)
Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment

Unit – III: Marketing Mix (18 Hours)
Introduction, Evolution of the “Marketing mix”, Components of a traditional marketing mix, Additional components in the mix, Importance of marketing mix in marketing decisions.

Unit – IV 4P’S (18 Hours)


Distribution Strategy: Introduction, Meaning, Need for and Importance of Distribution Channel, Factors Influencing Channel Decisions,

Promotion Mix: Introduction, Promotion mix and its components, Advertising, Sales Promotion, Personal selling, direct marketing, Public Relations and publicity, online marketing.

Unit – V: Recent Trends in Marketing (18 Hours)
Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing

Books for Study

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Books for Reference:

Websites

www.marketingprinciples.com
http://www.businesschambers.com
http://marketing.mcdar.net/31946.php
Objective:

1. To understand the nature of insurance and the principles that governs general insurance.
2. To gain an insight on the nature of insurances and procedures for making claims against different kinds of insurance policies.

Unit I: Introduction to Insurance (18 Hours)

Meaning and definition of Insurance – Nature and Principles of Insurance - Functions of Insurance – importance of insurance to individuals, business and society.

Unit II: Life Insurance contract (18 Hours)


Unit III: Nature of Marine Insurance contract (18 Hours)


Unit IV: Fire Insurance contract (18 Hours)


Unit V: General Insurance (18 Hours)


Books for study:


Books/Journals for Reference:


Websites:
www.jstor.org/stable/2967578

16UEC5ES04 SOCIAL ECONOMICS

SEMESTER V CREDITS 4
CATEGORY ES NO.OF HOURS/ WEEK 6

Objectives:

1. To present a framework of basic tools effective in the analysis of social problems; and

2. To discover ways to resolve social problems
Unit I: Introduction (18 Hours)

Unit II: Poverty (18 Hours)

Unit III: Human Capital (18 Hours)
Problems in Education and Health services – Energy crisis and related issues.

Unit IV: Discrimination (18 Hours)
Sources, kinds and costs – Consumerism – Provision of information – Protection from business manipulation

Unit V: Economic Crimes (18 Hours)
Causes and consequences – remedial course of action - Economic crimes and their prevention – Violation of Human Rights – Need to control terrorism.

Books for Study
Books for Reference


Websites for reference

- http://www.corecentre.org/consumerism_articles
- http://www.globalissues.org/TradeRelated/Poverty.asp
- http://www.fas.org/irp/threat/terror.htm

16UEC5SK01 RESEARCH METHODS IN ECONOMICS

**SEMESTER** V **CREDITS** 4 **CATEGORY** MC **NO.OF HOURS/ WEEK** 6

Objective:

1. To empower the students to employ appropriate methods and statistical tools in research activities.

2. To empower the students to gain research skill for their employability.

Unit I: Introduction to Research Methods (18 Hours)
Meaning and Definition of Research-Research Method versus Research Methodology-Types of Research-Qualities of Good Research-Significance-Criteria of Good Research

**Unit II: Selection of Research Problem and Review of Literature.** (18 Hours)

Selection of a problem for research - Mode of selection of research problem - Sources of problems - Criteria of selection-Formulation of the selected problem - Defining objectives of the study - Delimiting the scope of the study.

Review of Literature: Importance of Review of Literature-Types of Literature Review - Obtaining Literature Sources-Searching the Literature.

**Unit III: Hypotheses and Sampling Design** (18 Hours)


**Unit IV: Data Collection and Data Analysis (Lab content) using Excel and SPSS** (18 Hours)

Primary and Secondary data collection- Levels of measurement: Nominal, Ordinal, Interval and Ratio, Data coding- Data entry-Editing – Recoding - Exploring the data: Stem and Leaf-Histogram-Box Plots- Scatter plots-finding Outliers in the data and Descriptive statistics.

Hypothesis Testing: one sample ‘t’ test, Independent sample ‘t’ test, Paired sample ‘t’ test and $X^2$ test.

Bivariate Analysis - Correlation, Simple Regression. Multivariate Analysis-Multiple Regression and Binary Logistic Regression
Unit V: Report Writing  
(18 Hours)

Significance of report writing - Different steps in report writing-
Layout of the research report- Types of report-Mechanics of
writing research report- Precautions for writing research reports.

Books for study:

and Techniques (Second Revised Edition), New Age
International Private Ltd, Publishers.
Skill – Building Approach (Fourth Edition) John Wiley
& sons, Inc.
4. John Adams, Hafiz T.A. Khan, Robert Raeside and
SAGE, New Delhi.
Applied Orientation, Dorling Kindersley (India), Pvt.
Ltd, New Delhi

Books/Journals for Reference:

Business Research Methods (9th Edition), The McGraw-
Hill companies, New Delhi.
2. Dasgupta, Manas. (2007). Research Methodology in
Economics, Problems and Issues. Deep & Deep
Data Analysis with SPSS 14, 15 and 16. A Guide for
Social Scientists. Routledge, Taylor & Francis Group,
London and New York.
Published by Prentice-Hall, Inc., Upper Saddle River,
New Jersey, USA.
Publication, New Delhi.

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Websites:
www.csus.edu/indiv/y/yangy/145Ch1.htm
manoa.hawaii.edu/ctahr/aheed/Carl/Lecture1_Introduction_Chop1.ppt
mscebs.gr/uploadfolder/research_methods_in_economics.pdf.

16UEC6MC01 PORTFOLIO MANAGEMENT

SEMESTER VI CREDITS 6
CATEGORY MC NO.OF HOURS/ WEEK 6

Objectives
1) To expose the students to the basics of portfolio management.
2) To enable the students to develop a broad view of investment management and security analysis.

Unit I: Risk and Return (18 Hours)
Definition of investment, concept of risk and return, investment avenues, definition of portfolio management, functions of portfolio management, types of managed portfolios, measurement of risk and return in individual stocks and portfolios, Markowitz diversification and classification of risks, William Sharpe’s single index market model.

Unit II: Asset Pricing Models (18 Hours)
Capital Asset Pricing Model, Arbitrage Pricing Theory-theoretical and empirical validation.

Unit III: Efficient market theories (18 Hours)
Cootner’s price-value interaction model, Samuelson’s continuous equilibrium model, different forms of market
efficiency identified by Fama, empirical evidence on efficient markets.

**Unit IV: Risk management with derivatives (18 Hours)**

The state preference model and arbitrage pricing, types of derivative assets, option pricing models- binomial option pricing model, Black-Scholes option pricing model, swap valuation, forward pricing,

**Unit V: Hedging techniques (18 Hours)**

Delta hedging and options, managing interest rate risk with swaps, managing foreign exchange risk – forward hedge, money market hedge, currency swaps, managing credit risk with derivatives.

**Books for Study**


**Books/Journals for Reference**

Investment Analysis, Ed. 6, Chichester: John Wiley & Sons, New York


Websites:
www.reuter.com
www.iijournal.com/jpm
http://www.pacificedge.com

16UEC6MC02 INDIAN FISCAL SYSTEM

SEMESTER VI CREDITS 6
CATEGORY MC NO.OF HOURS/ WEEK 6

Objectives:

1. To make the students to understand the conflict between Centre and State on Financial matters.

2. To make the students to understand the financial administration of the Indian Economy.

Unit I: Taxes Levied by the Central Government (18 Hours)

Unit II: Taxes Levied By State Governments (18 Hours)
Tax on Agricultural Income, Professional Income Tax, Sales Tax, State Excise Duties, Motor Vehicle Tax, Taxes on Goods
and Passengers, Taxes and Duties on Electricity and Other Taxes

**Unit III: Local Finance** (18 Hours)

Functions and Resources of Local Bodies – Zilla Parishads, Panchayat Samities, Gram Panchayats, Municipal Corporations - A Critique

**Unit IV: Budget** (18 Hours)

Union Budget: Revenue Budget and Capital Budget – Deficit financing in India – Causes and Consequences of deficit financing. Analysis of last two years Budgets.

**Unit V: Federal Finance** (18 Hours)

Centre-State Financial relations – Role of finance commissions – Recommendations of Last three finance commissions.

**Books for Study**


**Books/Journals for Reference**


Websites:

http://finmin.nic.in
http://indiabudget.nic.in
http://finmin.nic.in/topics/centre_state_finance/index.html.

16UEC6MC03 INTERNATIONAL ECONOMICS

SEMESTER VI CREDITS 6
CATEGORY MC NO.OF HOURS/ WEEK 6

Objectives:

1. To understand the theories governing international trade; and

2. To evaluate the policies pursued by various economic bodies in international economic transactions.

Unit I: Introduction (18 Hours)
Meaning of International Trade – Reasons for international Trade. Interdependence of International and Domestic Trade.

UNIT II: Classical and Modern Theories (18 Hours)
Theories of International Trade: Classical theories by Adam Smith and David Ricardo – Modern theory by Heckscher-Ohlin.
Unit III: Terms of Trade  
(18 Hours)

Terms of Trade: Types of terms of trade, Net and Gross terms of trade, Income terms of trade, Single factor terms of trade, Double factor terms of trade, Real cost terms of trade and Utility terms of trade – Factors affecting terms of trade – gains arising out of International trade. Free Trade and Protection – Optimum tariff.

Unit IV: Foreign Exchange Rates  
(18 Hours)


Unit V: India’s Foreign Trade  
(18 Hours)

Foreign trade of India: Composition and direction of India's International Trade – Recent import and export policies of Government of India – Impact of Globalization on the pattern of trade – Meaning of convertibility of current and capital accounts. Role of IMF, IBRD and WTO.

Books for Study


Books/Journals for Reference


3. International Trade Journal

4. International Review of Applied Economics

5. Journal of International Development

Website

http://www.tradeget.com/partners.html
http://commin.nic.in
http://ipindia.nic.in/ipr/patent/patents.htm

16UEC6MC04 INDIAN ECONOMY

SEMESTER VI CREDITS 6
CATEGORY MC NO.OF HOURS/ WEEK 6

Objectives

1. To highlight the problems of the various sectors and to evaluate the remedies offered to solve them.
2. To enable the students to understand the importance of different sectors and to understand sustainable development.

Unit – I: Indian Economy since Independence (18 Hours)

Unit –II: The Agriculture in the National Economy

(18 Hours)


Unit – III: Indian Industries and Development (18 Hours)

Industrial Development in India, Pattern of Industrialization, Industrial Policy in India, Industrial Licensing in India, Phases of Liberalization, Weaknesses of Industrial Policy, Large-scale industries and their problems with special reference to Cotton Textile, Jute, Iron and Steel, Sugar.

Unit – IV: Service Sector in Indian Economy (18 Hours)

Transport Development in India, Railways: Roadways, Waterways, Airways, Telecommunications, Banking, Insurance Energy Problems in India (Renewable and Non-Renewable).

Unit – V: Rural Development and Indian Economy (18 Hours)

Community Development Programmes (CDP); India’s Mission; Co-operation and Rural Development; Panchayati Raj in India; Rural Non-farm Sector; Current strategies for improving Rural India. MGNREGA.

Books for Study


Books/Journals for Reference:

Websites:
http://planningcommission.nic.in/aboutus/history/spembody.htm
Objectives

1. To make the students understand the role of Financial Managers in India

2. To introduce the basic financial concepts for understanding, and evaluating financial decisions.

Unit I: Introduction (18 Hours)


Unit II: Regulations (18 Hours)

Organizational, Regulatory and Tax. Frame work – Forms of Business organization – Sole proprietorship, Partnership, Cooperative society, Private Company and public company. Regulatory Frame work - Industrial policy, Companies Act and SEBI guidelines. Relevance of Tax Structure - Direct and Indirect Taxes applicable to companies.

Unit III: The Indian Financial System (18 Hours)


Unit IV: Discounting Techniques (18 Hours)

Unit V: Cost of Capital (18 Hours)


Books for Study


3. V.K. Bhalla, Financial Management & Policy, Anrnol Publications, Delhi

4. Dr. S.N. Maheshwari, Financial Management, Principles And Practice, Sultan Chand And Sons, New Delhi.


Books/Journals for Reference


Websites

http://financialmanagement-strategy.com

http://financialmanagementguide.investmentzone.com

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ECONOMICS ALLIED OFFERED TO OTHER DEPARTMENTS

16UEC1AL01 BUSINESS ECONOMICS

Semester: I   Credits: 3
Category: MC   Hours/Week : 6

Objectives:
1. To have a grasp of the elements of economics
2. To prepare students to face competitive examinations in Economics.

Unit I: Microeconomics  (18 Hours)
Nature and Scope of Economics - Concept of Demand and Supply, Elasticity concepts - Agents of production; Concepts of costs and Revenue - Competitive Market Structure and Determination of prices - Pricing under Monopoly and Monopolistic Competition

Unit II: Macroeconomics  (18 Hours)
National Income concepts and difficulties - Determination of National Income - Determinants of consumption, saving and investment

Unit III: Money and Banking  (18 Hours)
Definition, Types and Functions of money - Commercial Banks and Credit Creation - Central Bank and Credit Control.

Unit – IV: Money Supply and Price Level  (18 Hours)
Measures of money supply; Velocity of money - Determination of the price level - Inflation, deflation and stagflation - causes and remedies

Unit V: Public Finance  (18 Hours)
Scope of Public Finance - Direct and Indirect Taxes in India - Role and Types of Public Borrowing in India - Causes for the
growth of Public Expenditure in India - Budget and its importance

**Books for Study**


**Books/Journals for Reference**


**Websites**

www.rbi.org.in
www.cpolicy.rbi.org.in
www.bulletin.rbi.org.in
16UEC3AL01 INDIAN ECONOMIC PLANNING AND POLICY

UG Offered to: B.A History
Category: AL Credits: 3
Semesters: III Hrs/Wk: 6 hrs.

Objectives

1. To understand the concept planning in India.
2. To familiarize the issues associated with Agriculture, Industry and Service sectors.

Unit – I: Economic Planning in India (18 Hours)
History of Economic Planning in India - Objectives of Five year Plans - Policy of Mixed Economy and its relevance - An analysis of the last two five year plans – Sectoral Contribution to GDP - Limitations of Indian Planning Techniques.
NITI-Ayog

Unit – II: Agriculture (18 Hours)
Place of Agriculture in Indian Economy - Need for Food Security in India - Irrigation and Agricultural Input Pricing Policies in India - Rural Land Reforms policies in India - Agricultural Output Pricing Policies in India in the last two years.

Unit – III: Industry (18 Hours)
Role of Industries in Indian Economic Development - Small Vs Large Scale Industries - Reasons for Industrial Sickness in India - Industrial growth in the last two five year plans - Industrial policy of Government of India since 1948 – performance of the Industry in the last two years.

Unit – IV: Population (18 Hours)
An analysis on recent population census - Theory of Demographic transition - Good and Bad effects of rising

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population in India - Family planning policy in India under five year plans - National Population Policy in recent years.

**Unit – V: Service Sector** (18 Hours)

Role of different modes of Transport in Indian Economic Development - Need for Government intervention in the provision of Health and Education in India - Composition of India’s foreign Trade - Performance of Indian capital Markets – Role of SEBI - Impact of WTO on India – Performance of the service sector in the last two years.

**Books for Study**


**Books for Reference**


Websites

http://dare.nic.in
http://agricoop.nic.in
http://planningcommission.gov.in

16UEC3AL02 ECONOMICS FOR MEDIA AND ENTERTAINMENT

UG Offered to: B.Sc. Viscom
Category: AL - III Credits: 3
Semesters: III Hrs/Wk: 6 hrs.

Objectives:

1. To enable the students to apply economic principles in the study of media industries.
2. To help students to analyse the functions and activities of companies involved in the media.

Unit 1: Introduction (18 Hours)
Definition of Media Economics, the importance of studying media economics, macro & micro economic issues in media, types of media companies, the economic problem of production, distribution & consumption, types of economies.

Unit 2: Principles of Media Economics (18 Hours)
Supply & demand, the demand curve, price elasticity & cross elasticity of demand, types of demand for media products. Product & geographic dimensions of media markets, market
structures – monopoly, oligopoly, monopolistic competition, perfect competition, media industries and market structure, market conduct.

Unit 3: Evaluating Media Markets (18 Hours)

What is a media market and who are its major players? Methods used to measure market concentration and diversification within a firm, impact of regulation and impact of technology on media markets and individual firms.

Unit 4: The Broadcast, Cable, Satellite Television & Internet Industries (18 Hours)

The radio, cable & satellite television and internet industries – industry trends, major players, market structure and economic characteristics, role of regulatory and technological forces and future of the respective industries.

Unit 5: The Print Media (18 Hours)

The newspaper industry – major players, market structure and economic characteristics, role and type of advertising in newspapers, impact of the internet on newspapers, economic future of the newspaper industry. The magazine industry – major players, market structure and economic characteristics, types of division in magazine publishing, various markets for magazines, impact of technology and the internet on the magazine industry.

Books for Study:


Books for Reference:


16UEC4AL01 ECONOMICS FOR MANAGERIAL DECISION

UG Offered to: B.Com.
Category: AL- III Credits: 3
Semester: IV Hrs/Wk: 6 hrs.

Objectives

1. To provide principles to understand the organizational goals.
2. To enable the learners to acquire the art of taking the managerial decisions.

Unit – I: Introduction (18 Hours)
Definition, meaning and significance of Managerial Economics – its relationship to economic theory and business decisions – alternative objectives of firms-Decision analysis

**Unit – II: Demand Forecasting**  (18 Hours)
Demand Forecasting – purpose and steps involved in demand forecasting – determinants of demand forecasting – methods of demand forecasting –criteria for the choice of good forecasting method

**Unit – III: Cost and production**  (18 Hours)
Cost and managerial decision making – various types of costs – Economies of scale–an evaluation of Break even analysis.

**Unit – IV: Pricing practices and strategies**  (18 Hours)
Pricing methods - pricing objectives- pricing process- Role of cost in pricing.

**Unit – V: Capital Budgeting**  (18 Hours)
Capital expenditure decisions and capital budgeting – capital budgeting techniques – discounted cash flow methods and its advantages and limitations – cost of capital.

**Books for Study**

Books for Reference


Websites

http://economics.about.com/od/pricing
http://hadm.sph.sc.edu/courses/econ/tutorials.html
ebooks.cambridge.org/ebook.jsf?bid...

16UEC4AL02 INDIAN ECONOMIC PLANNING AND POLICY

UG
Category: AL-IV
Semester: IV

Offered to: B.A Sociology
Credits: 3
Hrs/Wk: 6 hrs.

Objectives

1. To understand the concept of planning in India.

2. To familiarize the issues associated with Agriculture, Industry and Service sectors.

Unit – I: Economic Planning in India (18 Hours)
History of Economic Planning in India - Objectives of Five year Plans - Policy of Mixed Economy and its relevance - An analysis of the last two five year plans – Sectoral Contribution to GDP - Limitations of Indian Planning Techniques. – NITI Ayog.

Unit – II: Agriculture (18 Hours)
Place of Agriculture in Indian Economy - Need for Food Security in India - Irrigation and Agricultural Input Pricing Policies in India - Rural Land Reforms policies in India - Agricultural Output Pricing Policies in India in the last two years.

Unit – III: Industry (18 Hours)
Role of Industries in Indian Economic Development - Small Vs Large Scale Industries - Reasons for Industrial Sickness in India - Industrial growth in the last two five year plans - Industrial policy of Government of India since 1948 – Performance of Industry in the last two years.

Unit – IV: Population (18 Hours)
An analysis on recent population census - Theory of Demographic transition - Good and Bad effects of rising population in India - Family planning policy in India under five year plans - National Population Policy in recent years.

Unit – V: Service Sector (18 Hours)
Role of different modes of Transport in Indian Economic Development - Need for Government intervention in the provision of Health and Education in India - Composition of India’s foreign Trade - Performance of Indian capital Markets – Role of SEBI - Impact of WTO on India – Performance of service sector in the last two years.

Books for Study


• Uma Kapila. (2002). Indian Economy since Independence, Academic Foundation.

Books/Journals for Reference

• Uma Kapila. (2002). Indian Economy since Independence, Academic Foundation.

• Sen, Raj Kumar and Chatterjee, Biswaajit. (2000). India Economy: Agenda for the 21\textsuperscript{st} century, Deep and Deep Publications


Websites
http://dare.nic.in
http://agricoop.nic.in
http://planningcommission.gov.in