



Dr. M.G.R.

EDUCATIONAL AND RESEARCH INSTITUTE

(Deemed to be University)
Maduravoyal, Chennai - 600 095

(An ISO 9001-2008 Certified Institution)



DEPARTMENT OF ECONOMICS

B.A – Economics (Full Time)

Curriculum and Syllabus

2018 Regulation

I SEMESTER

S.No	Sub.Code	Title of Subject	L	T	P	C
1	HBEN18001	English I	3	0	0	3
2	HBFR18001/HBTA18001/HBHI18001	Language I (French I/Tamil I/Hindi I)	3	0	0	3
3	HBEM18001	Micro Economics I	4	1	0	5
4	HBEM18002	Indian Economy	4	1	0	5
5	HBEM18003	Financial Accounting	3	2	0	5
6	HBEM18L01	Personality Development Practical I	0	0	3	1
TOTAL			17	4	3	22

II SEMESTER

S.No	Sub.Code	Title of Subject	L	T	P	C
1	HBEN18002	English II	3	0	0	3
2	HBFR18002/HBTA18002/HBHI18002	Language II (French II/Tamil II/Hindi II)	3	0	0	3
3	HBEM18004	Micro Economics II	4	1	0	5
4	HBEM18005	Money and Financial Markets	4	1	0	5
5	HBEM18006	Ethics in Economics	4	1	0	5
6	HBMG18FL2	Personality Development Practical II	0	0	3	1
TOTAL			18	3	3	22

III SEMESTER

S.No	Sub.Code	Title of Subject	L	T	P	C
1	HBEM18007	Statistics for Economics	4	0	0	4
2	HBEM18008	Macro Economics I	4	0	0	4
3	HBEM18009	Business Law	4	0	0	4
4	HBEM18010	Rural Economics	4	0	0	4
5	HBEM18011	Environmental Economics	4	0	0	4
6	HBEM18L023	Psychology of Health and Yoga- Practical	0	0	2	1
TOTAL			20	0	2	21



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V SEMESTER						
S.No	Sub.Code	Title of Subject	L	T	P	C
1	HBEM18017	Agricultural Economics	4	0	0	4
2	HBEM18018	Economics of Infrastructure and Development	4	0	0	4
3	HBEM18019	Principles of Insurance	4	0	0	4
4	HBEM18020	International Economics	4	0	0	4
5	HBEM18L04	Corporate Communication Skills - Practical	0	2	3	3
6	HBEM18L04	Advanced Research Methodology in Economics - Practical	0	1	2	2
TOTAL			16	3	5	21

IV SEMESTER						
S.No	Sub.Code	Title of Subject	L	T	P	C
1	HBEM18012	Macro Economics II	4	0	0	4
2	HBEM18013	Development Economics	4	0	0	4
3	HBEM18014	Public Finance	4	0	0	4
4	HBEM18015	Business Management	4	0	0	4
5	HBEM18016	Gender Economics	4	0	0	4
6	HBEM18L03	Basic Research Methodology in Economics – Practical	0	1	2	2
TOTAL			20	1	2	22



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VI SEMESTER						
S.No	Sub.Code	Title of Subject	L	T	P	C
1	HBEM18021	Behavioural Economics	4	0	0	4
3	HBEM18022	Labour Economics	4	0	0	4
4	HBEM18023	Principles of Marketing	4	0	0	4
5	HBEM18P01	Research Project in Economics	0	0	0	10
TOTAL			12	0	0	22

Credit Summary

1st Semester – 22
2nd Semester – 22
3rd Semester – 21
4th Semester – 22
5th Semester – 21
6th Semester - 22

Total No. of Credits – 130



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SEMESTER - I

HBEN18001

ENGLISH – I

L	T	P	C
3	0	0	3

Total no of hours: 45

From the Academic Year 2017-2018

COURSE OBJECTIVES

1. To prepare students for attaining a comprehensive knowledge of the communication skills
2. To make them understand the nuances of the language and use its vocabulary in appropriate contexts
3. To develop in students a knowledge of the various techniques in language use
4. To develop in them analytical and interpretative skills
5. To train learners in organized academic and business writing

Unit I-PROSE- For Detailed Study

- | | |
|-------------------------------|-----------------|
| 1. On Running After One's Hat | G.K. Chesterton |
| 2. The Unexpected | Robert Lynd |
| 3. How to be a Doctor | Stephen Leacock |

Unit II POETRY- For Detailed Study

- | | |
|------------------------------------|---------------------|
| 1. Ulysses | Lord Tennyson |
| 2. If | Rudyard Kipling |
| 3. Leave this Chanting and Singing | Rabindranath Tagore |

Unit III SHORT STORY

- | | |
|----------------------------|--------------|
| 1. A Retrieved Reformation | O'Henry |
| 2. Engine Trouble | R.K. Narayan |

Unit IV GLIMPSES FROM GREAT MINDS

- | | |
|------------------------|---------------------|
| 1. I lived with words | R.L. Stevenson |
| 2. My Vision for India | Dr. APJ Abdul Kalam |



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Unit V FUNCTIONAL ENGLISH

Enhancing LSRW Skills through Tasks

Note: Each lesson to be followed by text-based Vocabulary, Grammar, and Usage

Exercises

Synonyms, Antonyms- Affixes (prefixes & Suffixes)-Noun- Adjectives, Verb, Tense, Adverb, Preposition, 'if' clause, Articles,discourse markers,Reported and Direct speech- Voice,Degrees of comparison,Interrogatives Comprehension, Précis writing

COURSE LEARNING OUTCOME:

Students completing the General English course

1. Will be able to attain comprehensive knowledge of the four skills of communication viz.LSRW
2. Will be able to understand the nuances of English Language as use its vocabulary in appropriate contexts
3. Will have acquired the knowledge of the various techniques in language usage
4. Will have acquired proficiency in analytical and interpretative skills
5. Will be trained in organized and academic and business writing

Text Prescribed: Pushkala R, Padmasani Kannan, Chandrasena Rajeswaran, Anuradha V

Literary Melodies, Orient Black Swan, 2017

Text Books, Reference Booksand Web Resources

1. Pushkala R, P.A.Sarada, El Dorado: A Textbook of Communication Skills, Orient Blackswan, 2014
2. Padmasani Kannan.S., Pushkala.R. : Functional English
3. Hancock, Mark, English Pronunciation in Use; Cambridge Univ. Press, 2013
4. McCarthy, Michael et.al., English Vocabulary in Use, Advanced, Cambridge Univ. Press, 2011
5. Wren and Martin: Grammar and Composition, Chand & Co, 2006
6. Part I& Part II from Spring Board by Orient Black Swan Pvt. Ltd.
7. [http:// learenenglish. Britishcouncil.org](http://learenenglish.Britishcouncil.org)
8. www.englishpage.com
9. www.writingcentre.uottawa.ca/hypergrammar/preposit.html
10. www.better-english.com/grammar/preposition.html
11. <http://www.e-grammar.org/infinite-gerund/>
12. www.idiomsite.com/



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HBFR18001

L	T	P	C
3	0	0	3

FRENCH – I

Option from (French, Tamil, Hindi)

Unit I

9Hrs

Decouvrir la langue francaise

- Se presenter, dire si on comprend, presenter une personne, nommer les choses, savoir vivre, comprendre la grammaire

Unit II

9Hrs

Faire connaissance

- Donner des informations sur une personne, demander, exprimer ses preferences, parler de son travail, parler de ses activites, parler de son pays, de sa ville

Unit III

9Hrs

Organiser son temps

- Dire la date, dire l'heure, donner des informations sur un emploi du temps, proposer-accepter-refuser, interroger-repondre, faire un programme d'activites

Unit IV

9Hrs

Decouvrir son environnement

- S'orienter, situer, se loger, exprimer la possession, connaître les rythmes de vie, fixer des règles

Unit V

9Hrs

S'informer

- Dire ce qu'on fait, s'informer sur un emploi du temps passé, expliquer, exprimer la doute ou la certitude, découvrir les relations entre les mots, savoir s'informer

Total no of hours: 45

REFERENCES:

Campus 1-methode de francaise by Jacky Girardet, Jacques Pecheur.



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TAMIL - I
HBTA18001

L	T	P	C
3	0	0	3

Total no of hours: 45

நோக்கம்:

- வாய்மொழிஇலக்கியத்தையும்செய்யுள்இலக்கியத்தையும்அறிந்துகொள்ளல்.
- சிறுகதைமரபினைப்புரிந்துகொள்ளல்.
- பிழையின்றித்தமிழ்எழுதுவதற்குஅடிப்படைஇலக்கணத்தைப்பயிற்றுவித்தல்.
- கவிதைமரபினையும்சிறுகதைமரபினையும்வரலாற்றுநிலையிலிருந்துவிளக்குதல்.

முதல்பருவம் – தமிழ்த்தாள் 1

அலகு – 1

செய்யுள்திரட்டுவாய்மொழிஇலக்கியம்: நாட்டுப்புறப்பாடல்கள்

1. தாலாட்டு
2. காதல்
3. ஒப்பாரி
4. காணிநிலம்வேண்டும் – பாரதி
5. நல்லதோர்வீணை - பாரதி
6. தமிழ்க்காதல் - பாரதிதாசன்
7. தமிழ்வளர்ச்சி - பாரதிதாசன்
8. எந்நாளோ? - பாரதிதாசன்
9. ஆறுதன்வரலாறுகூறுதல் – கவிமணிதேசிகவிநாயகம்பிள்ளை

அலகு – 2

1. வழித்துணை - ந. பிச்சமூர்த்தி
2. குருடர்களின்யானை – அப்துல்ரகுமான்
3. முள்முள்முள் - சிற்பி

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அலகு – 3 (புதுமைப்பித்தன்கதைகள்)

1. கடவுளும் கந்தசாமிப்பிள்ளையும்
2. செல்லம்மாள்
3. துன்பக்கேணி
4. ஆற்றங்கரைப்பிள்ளையார்
5. ஒருநாள்கழிந்தது

அலகு – 4

1. பெயர், வினை, இடை, உரிச்சொற்களின்பொதுஇலக்கணம், வலிமிகும்இடங்கள், வலிமிகாஇடங்கள்

அலகு – 5

1. தமிழ்க்கவிதையின்தோற்றமும் வளர்ச்சியும் (மரபுக்கவிதை, புதுக்கவிதை)
2. தமிழ்ச்சிறுகதையின்தோற்றமும் வளர்ச்சியும்
3. மரபுத்தொடர்கள், பொருந்தியசொல்தருதல், கலைச்சொற்கள், நேர்காணல்

மேற்பார்வைநூல்கள்:

1. சென்னைப்பல்கலைக்கழகவெளியீடு – 2013
2. பொதுஇலக்கணம்



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HINDI I

HBHI18001

Total No. of Hours: 45

L	T	P	C
3	0	0	3

Unit I

9hrs

1. Sabhyatakarahasya-lesson and annotations, questions and answers
2. Administrative terms(Prayojanmulak Hindi)

Unit II

9hrs

1. Mitrathakarahasya- lesson and annotations, questions and answers
2. Patralekham,definitions,correspondence in hindi

Unit III

9hrs

1. Paramanoorjaevam and kadhyanrakshan(lesson) annotations and answers
2. Technical terms and words, letter writing

Unit IV

9hrs

1. Yuvavon se (lesson), annotations, essay, questions and answers
2. Types of official correspondence, technical terms
3. Grammer (Change of voice, correcting the sentences)

Unit V

9hrs

1. Yogyataaurvyavasaykachunav(lesson) essay, questions and answers
2. Letter writing
3. Grammar & Technical terms

REFERENCES

1. Dr.SyedRahmatullah&PoornimaPrakshan, Hindi gadhyamaala

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2. *Dr.SyedRahmatullah&PoornimaPrakshan, Prayojanmulakhindi*
3. *Dakshin Bharat Hindi PracharaSabha,T.Nagar, Saral Hindi Vyakaran-2*

MICROECONOMICS – I

HBEM18001Total no: of hours - 50

L	T	P	C
4	1	0	5

OBJECTIVE

This course is designed to expose the students to the basic principles of micro-economic theory. The emphasis will be on thinking like an economist and the course will illustrate how microeconomic concepts can be applied to analyze real-life situations

COURSE OUTCOMES

CO 1: The students will be able to understand the basic idea of economics

CO 2: The students will be able to comprehend the financial realities of everyday life around them, in the society as well as of the individual

COURSE CONTENT

Unit I Exploring the subject matter of Economics

Why study economics? Scope and method of economics; the economic problem: scarcity and choice; the question of what to produce, how to produce and how to distribute output; science of economics; the basic competitive model; prices, property rights and profits incentives and information; rationing; opportunity sets; economic systems; reading and working with graphs.

Unit II Supply and Demand:

How Markets Work, Markets and Welfare Markets and competition; determinants of individual demand / supply; demand/supply schedule and demand/supply curve; market versus individual demand/supply; shifts in the demand/supply curve, demand and supply together; The Law of Demand, how prices allocate resources; elasticity and its application; controls on prices; taxes and the costs of taxation; consumer surplus; producer surplus and the efficiency of the markets, The Law of Variable Proportion

Unit III The Households

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The consumption decision - budget constraint, consumption and income/price changes, demand for all other goods and price changes; description of preferences (representing preferences with indifference curves); properties of indifference curves; consumer's optimum choice; income and substitution effects; labour supply and savings decision - choice between leisure and consumption.

Unit IV The Firm and Perfect & Imperfect Market Structure

Behaviour of profit maximizing firms and the production process; short run costs and output decisions; costs and output in the long run. Imperfect Market Structure - Monopoly and anti-trust policy; government policies towards competition; imperfect competition.

Unit V Input Markets

Labour and land markets - basic concepts (derived demand, productivity of an input, marginal productivity of labour, marginal revenue product); demand for labour; input demand curves; shifts in input demand curves; competitive labour markets; and labour markets and public policy.

Tutorials

- T: 1 Household budgeting : 2
- T: 2 Savings short and long term 1
- T: 3 Income tax return filing 1
- T: 4 Post-secondary education : career prospects & economic fulfillment : 1

READINGS

1. Ahuja, H.L., 2004, Modern Microeconomics, Theory and Practices, S.Chand Publications, New Delhi
2. Ahuja, H.L., 2009, Principles of Microeconomics, S.Chand Publications, New Delhi
3. Chopra, P.N., 1975, Pricing, Distribution and Welfare, Kalyani Publishers, New Delhi
4. Dominic Salvatore, 2003, Microeconomics, Vignyan Books



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INDIAN ECONOMY

HBEM18002

L	T	P	C
4	1	0	5

Total no: of hours-50

OBJECTIVES

Using appropriate analytical frameworks, this course teaches how to review major trends in economic indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm shifts and turning points.

COURSE OUTCOMES

CO 1 The students will have an introductory knowledge of the resources, institutions, prices and technology industry and services available in India

CO 2 The students will have an introductory knowledge of the Inter-play of development and demographic changes

CO 3 The students will confront the issues of Indian Demography as demographic dividend and the challenges of urbanization

COURSECONTENT

Unit I

Economic Development since Independence: Major features of the economy at independence: growth and development under different policy regimes—goals, constraints, institutions and policy framework:

Unit II

An assessment of performance—sustainability and regional contrasts; Structural change,

Unit III



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Policies and Performance - Agriculture Growth; productivity; agrarian structure and technology, Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment

UNIT IV

Population and Human Development Demographic trends and issues; education; health and malnutrition.

UNIT V

Growth and Distribution Trends and policies in poverty; inequality and unemployment. International Comparisons

READINGS:

1. Dutt, Ruddar and K.P.M.Sundaram, 2005, Indian Economy, S.Chand Publications, New Delhi
2. Dhingra,I.C., 2004, Indian Economy, S.Chand Publications, New Delhi
3. Agarwall, A.N, 2004, Indian Economy, S.Chand Publications, New Delhi



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FINANCIAL ACCOUNTING

L	T	P	C
3	2	0	5

Total No: of Hours - 50

HBEM18003

OBJECTIVE

The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

COURSE OUTCOMES:

CO 1 The students will have knowledge of understanding the nature and purpose of financial statements in relationship to decision making.

CO 2 The students will have sufficient knowledge to understand a basic accounting system as an information system and to create (record, classify, and summarize) the data needed to solve a variety of business problems beneficial

CO 3 The students will be able to develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements.

COURSE CONTENT

Unit I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives; of Accounting - Accounting Transactions - Double Entry Book keeping - Journal, Ledger, Preparation of Trial Balance - Preparation of Cash Book.

Unit II

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Preparation of Final Accounts of a Sole Trading Concern - Adjustments - Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings - Preparation of Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations (Simple Problems)

Unit III

Classification of errors - Rectification of errors - Preparation of Suspense Account - Bank Reconciliation Statement (Only simple problems).

Unit IV

Depreciation - Meaning, Causes, Types - Straight Line Method - Written Down Value Method (Change in Method excluded) - Insurance Claims - Average Clause (Loss of stock only).

Unit V

Computerized Accounting Systems Practical Lab - Computerised Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings

- Creating Accounting Ledgers and Groups;
- Creating Stock Items and Groups; Vouchers Entry;
- Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement
- Selecting and shutting a Company
- Backup and Restore data of a Company

TUTORIALS:

T:1 Any 2 practicum pertaining to Computerized Accounting

T:2 Operation of Non Governmental Organisations 3

Readings:

Financial Accounting by the Authors

1. R.L.Gupta
2. S.N.Maheshwar
3. Shukla Grewal
4. T.S.Reddy & Y Hari Prasad Reddy



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PERSONALITY DEVELOPMENT

PRACTICAL – I - HBEM18L01

OBJECTIVES

- Handling Transition from school to college – Necessary adaptation to be done in their attitude and behavior
- Developing Self motivation / self respect, self esteem, Self discipline, Social discipline
- Orientation to developing and maintaining holistic health
- Exposing students to study methodologies and study skills
- Understanding the Value of the course and its realistic prospectus
- Career mapping in the hospitality industry
- Morality development

L	T	P	C
0	0	3	1

Unit I

DEVELOPING SOCIAL DISCIPLINE

The need to respect others, developing empathetic understanding, respecting and demonstrating your thankfulness to your parents / teachers and institutions, Breaking the communication barriers, Seeking support, understanding relationships, developing genuine and trust worthy relationships, handling infatuation, managing risk taking / self destructive behaviors, significance of team work, understanding the social and spiritual values

Unit II

SCOPE AND CAREER MAPPING

Prospectus in the hotel, tourism and affiliated industry, prospectus for entrepreneurship, understanding the career map (entry level to zenith), basics of equipping self for a career, opportunities and threats in various ancillaries of hotel industry, value of smart work and consistent efforts

Unit III



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DEVELOPING SELF CONFIDENCE SELF MOTIVATION AND SELF ESTEEM

Understanding oneself by introspection, honoring the self, understanding individuality, breaking free from the self imposed barriers, negative belief systems and self-limiting thinking, Methods of self appraisal, identifying a role model,

developing passion, planning, goal setting, developing focus, setting deadlines, time management, study skills, learning from mistakes, Developing self acceptance, self control, self responsibility, living authentically and consciously, working towards self actualization. Understanding the primary concepts of holistic health the physical psychological social and spiritual health. Learning the methods of developing and maintaining holistic health.

Unit IV

Personality definition and a clear understanding, Theories of personality, Personality development, Self concept (SWOT analysis), Developing self respect, self discipline, self confidence and self esteem

Unit V

Developing emotional intelligence, Problem solving (creative, analytical, lateral thinking, 8Dmodel), Decision making, Crisis intervention and contingency management, Goal setting, systematic planning and execution

Reference Books:-

- Human Behavior at work By: Keith Davis
- I'm OK, You're OK by Thomas A Harris
- Pleasure of your company By:-Ranjana Salgaocar
- How to get the Job you want By: Arun Agarwal
- Get that Job ,Rohit Anand & Sanjeev Bikhanchandani,Harper Collins



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MARKING SCHEME FOR PRACTICAL EXAMINATION

Duration **03:00hrs**

1. Uniform & Grooming	10
2. Courtesy & Manners	10
3. Speech and Communication	30
4. Technical Knowledge	30
5. Practical Situation Handling	30
6. Journal	10

100 Marks



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DEPARTMENT OF ECONOMICS



SEMESTER II

ENGLISH – II **HBEN18002**

FROM THE ACADEMIC YEAR 2017-2018

COURSE OBJECTIVES

1. To prepare students to attain a comprehensive knowledge of the communication skills
2. To make them understand the nuances of the English language and use the vocabulary in appropriate contexts
3. To develop in students a knowledge of the various techniques in language usage
4. To develop in them analytical and interpretative skills
5. To train learners in organized, academic and business writing

Unit I PROSE- For Detailed Study

- | | |
|------------------------------|---------------|
| 1. Spoon Feeding | W.R. Inge |
| 2. Disaster Management | B.M. Hegde |
| 3. If You are Wrong Admit it | Dale Carnegie |

Unit II POETRY- For Detailed Study

- | | |
|----------------------------|-----------------|
| 1. Psalm of Life | H.W. Longfellow |
| 2. Anthem for Doomed Youth | Wilfred Owen |
| 3. Street Cries | Sarojini Naidu |

Unit III SHORT STORY

- | | |
|-----------------------------------|------------------|
| 1. How Much Land does a Man Need? | Leo Tolstoy |
| 2. Uncle Podger Hangs the Picture | Jerome K. Jerome |

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Unit IV DRAMA

1. Excerpts from The Merchant of Venice William Shakespeare
2. Monkey's Paw W.W. Jacob

Unit V FUNCTIONAL ENGLISH

Enhancing LSRW Skills through Tasks

Note: Each lesson to be followed by text-based Vocabulary, Grammar, and Usage Exercises

Synonym and Antonym, Phrasal Verb- Idioms and Phrases, Collocation. Gerund and infinitives, Auxiliaries: Primary and Modals, Use of 'as soon as', 'No soonerthan',

'Hardly had-when', 'Scarcely had-when', 'too....to', 'so...that'-Subject- Verb

Agreement Comprehension, note- making from an unknown passage, Expanding Hints into a meaningful paragraph, Essay writing

COURSE LEARNING OUTCOME:

Students completing the general English course

1. will attain advanced comprehensive knowledge of the four skills of communication viz. LSRW
2. will understand the nuances of English language as use its vocabulary in appropriate contexts
3. will acquire the advanced knowledge of the various techniques in language usage
4. will acquire advanced proficiency in analytical and interpretative skills
5. will get trained in organized academic and business writing

Text Prescribed: Pushkala R, Padmasani Kannan, Chandrasena Rajeswaran, Anuradha V

Literary Melodies, Orient Black Swan, 2017

Text Books, Reference Books and Web Resources

1. Pushkala R, P.A.Sarada, El Dorado: A Textbook of Communication Skills, Orient Blackswan, 2014
2. Padmasani Kannan.S., Pushkala.R. : Functional English
3. Hancock, Mark, English Pronunciation in Use; Cambridge Univ. Press, 2013
4. McCarthy, Michael et.al., English Vocabulary in Use, Advanced, Cambridge Univ. Press, 2011
5. Wren and Martin: Grammar and Composition, Chand & Co, 2006
6. Part I& Part II from Spring Board by Orient Black Swan Pvt. Ltd.
7. [http:// learenenglish. Britishcouncil.org](http://learenenglish.Britishcouncil.org)
8. www.englishpage.com
9. www.writingcentre.uottawa.ca/hypergrammar/preposit.html
10. www.better-english.com/grammar/preposition.html
11. <http://www.e-grammar.org/infinitive-gerund/>
12. www.idiomsite.com/



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L	T	P	C
3	0	0	3

FRENCH-II HBFR18002

Total no: of hours - 45

Unit I 9hrs

Cultiveres relations

- Recevoir, Communiquer, Parler des Personnes, Donner des informations, écrire et lire à l'aise avec les autres

Unit II

9hrs

Decouvrir le passe

- Parler du passé, raconter les moments d'une vie, parler de la famille, préciser le moment de la durée, parler des habitudes et des changements, connaître quelques repères de l'histoire

Unit III

9hrs

Entreprendre

- Parler d'une entreprise, Exprimer un besoin, Parler du futur, présenter les étapes d'une réalisation, Rapporter des paroles, Faire un projet de réalisation

Unit IV

9hrs

Prendre des decisions

- Comparer des qualités, comparer des quantités et des actions, Exprimer la ressemblance ou la différence, Faire des suppositions, Comparer des lieux, Parler de la télévision

Unit V

9hrs

Faire face aux problems

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- Poser un probleme, caracteriser une action, Parler de la santé, Interdire-Autoriser, Connaitre la vie politique

REFERENCE:

Campus 1-Methode de francaise by Jacky Girardet, Jacques Pecheur

L	T	P	C
3	0	0	3

இரண்டாம் பருவம் – தமிழ்த்தாள் 2

HBTA18002

Total no.of hours:45

நோக்கம்:

- தமிழ்இலக்கியவரலாற்றில் சிற்றிலக்கியங்கள் பெறும் இடத்தைப்பற்றி எடுத்துரைத்தல் .
- சைவ, வைணவ சமயங்களோடு தமிழ்இலக்கியமரபுகொண்டுள்ள உறவினைப்போல பிற சமயங்களான கிறித்தவ, இஸ்லாம் சமயங்களோடும் தமிழ்இலக்கியம் உறவுகொண்டு விளங்குவதனை எடுத்துரைத்தல் .
- காப்பியமரபினை எடுத்துரைத்து ஒரு சில காப்பியங்களைப்பயிற்றுவித்தல் .
- அடிப்படை இலக்கணத்தைப்பயிற்றுவித்தல் .

அலகு – 1

1. சிற்றிலக்கியவரலாறு
2. கிறித்துவ இலக்கியவரலாறு
3. இஸ்லாமிய இலக்கியவரலாறு

அலகு – 2

1. நந்திக்கலம்பகம்
2. முத்தொள்ளாயிரம்
3. தமிழ்விடுதூது (36 கண்ணிகள்)

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அலகு – 3

1. திருக்குற்றாலக்குறவஞ்சி
(குறத்திமலைவளம்கூறுதல்)
2. முக்கூடற்பள்ளு (நாட்டுவளம்)
3. இயேசுபிரான்பிள்ளைத்தமிழ் (செங்கீரைப்பருவம்முதல் 5 செய்யுட்கள்)

L	T	P	C
3	0	0	3

அலகு – 4

1. நளவெண்பா (கலிநீங்குகாண்டம்)
2. சீறாப்புராணம் (மானுக்குப்பிணைநின்றபடலம்)

அலகு – 5

1. இலக்கணக்குறிப்பு: உவமைத்தொகை, பண்புத்தொகை, உம்மைத்தொகை, வேற்றுமைத்தொகை, வினைத்தொகைஇருபெயரொட்டுப்பண்புத்தொகை, அன்மொழித்தொகை
2. ஒருபொருள்குறித்தபலசொல், பலபொருள்குறித்தஒருசொல்
3. ஒருமை, பன்மை – மயக்கம், பிறமொழிச்சொற்களைநீக்குதல், அகரவரிசைப்படுத்துதல்

மேற்பார்வைநூல்கள்:

- 1. சென்னைப்பல்கலைக்கழகவெளியீடு – 2013
- 2. பொதுஇலக்கணம்

HINDI II HBHI18002

(Poetry,HindiComputing,Alankar)

Total no.of hours:45

Unit I

9hrs

1. Poetry- Virpooja, Kaidiaurkokila - kaviparichay, annotation, summary makhanlalChaturvedi
2. Poetry-Kabirdass-Sakhi-Kantash 01-10(Doha)
3. Alankar-Aupras and Upama only

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Unit II

9hrs

1. Poetry-Aansu, Shradhakasaundarya Annotation, KaviParichay, Summary
2. Poetry-Surdas-Two Padhya

L	T	P	C
4	1	0	5

Unit III

9hrs

1. Poetry-SubramaniyaBahrathi-Nachenge-Hum Annotation, KaviParichay, Summary
2. KaamKaji Hindi Concept of official Language and Hindi Computing Theory

Unit IV

9hrs

1. Poetry-Galiv-Chunin da ser-annotation, summary, KaviParichay
2. Computer internet in Hindi latest tools and packages

Unit V

9hrs

1. KaviParichay, Jaishankar Prasad, SubramaniyaBharathi and Mirzagalib, Makhanlalchaturvedi
2. SleshaAlankar

MICROECONOMICS-II HBEM18004

Total No :of Hours -50

OBJECTIVE



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The emphasis will be on giving conceptual clarity to the student coupled with the use of mathematical tools and reasoning. It aims at making the students discover general equilibrium and welfare, imperfect markets and topics under information economics.

COURSE OUTCOMES

CO1 The students will understand the basics of national income accounting

CO 2 The students will understand the interaction between the domestic economy and the rest of the world

CO 3 The students will understand theoretical concepts and analytical tools

COURSE CONTENT

Unit I General Equilibrium, Efficiency and Welfare Equilibrium and efficiency under pure exchange and production; overall efficiency, welfare economics, Market Failure-Externalities

Unit II Market Structure: Monopoly; pricing with market power; price discrimination; peak-load pricing; monopolistic competition and oligopoly

Unit III Consumer Theory Preference; utility; budget constraint; choice; Revealed preference.

Unit IV Production, Costs and Perfect Competition, returns to scale, Slutsky Equation

Unit V Short run and long run costs and revenue, Cost curves in the short run and long run, Markets with asymmetric information.

READINGS

1. Ahuja, H.L., 2004, Modern Microeconomics, Theory and Practices, S.Chand Publications, New Delhi
2. Ahuja, H.L., 2009, Principles of Microeconomics, S.Chand Publications, New Delhi
3. Chopra, P.N., 1975, Pricing, Distribution and Welfare, Kalyani Publishers, New Delhi
4. Dominic Salvatore, 2003, Microeconomics, Vignyan Books



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MONEY AND FINANCIAL MARKETS HBEM18005

L	T	P	C
4	1	0	5

Total No :of Hours -50

OBJECTIVE

This course exposes students to the theory and functioning of the monetary and financial sectors of the economy. It highlights the organization, structure and role of financial markets and institutions. It also discusses interest rates, monetary management and instruments of monetary control. Financial and banking sector reforms and monetary policy with special reference to India are also covered.

COURSE OUTCOME

- CO 1. Students will discover functioning of the monetary and financial sectors of the economy.
- CO 2. Students will discover functioning of the monetary and financial sectors of the economy.
- CO 3. Students will know how the interest rates work, effects of monetary management and instruments of monetary control

COURSECONTENT

Unit I Money Concept, functions, measurement; theories of money supply determination.

Unit II Financial Institutions, Markets, Instruments and Financial Innovations

- a. Role of financial markets and institutions; problem of asymmetric information– adverse selection and moral hazard; financial crises.
- b. Money and capital markets: organization, structure and reforms in India; role of financial derivatives and other innovations.

Unit III Interest Rates Determination; sources of interest rate differentials; theories of term structure of Interest rates; interest rates in India.

Unit IV Banking System

- a. Balance sheet and portfolio management.
- b. Indian banking system: Changing role and structure; banking sector reforms.



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Unit V Central Banking and Monetary Policy

Functions, balance sheet; goals, targets, indicators and instruments of monetary control; monetary management in an open economy; current monetary policy of India.

TUTORIALS/PRESENTATIONS

- Read and explain to classmates a Balance Sheet of one company
- Read and explain to classmates a Cash Flow Statement of one company
- Read and explain to classmates an Income Statement of one company
- Report to classmates about Research Companies
- Explain what Gross Margin is, why it is important in an organization and how to calculate it
- Explain what market capitalization is and what it means in different contexts
- Explain what a capitalization table is and how to construct a basic one

READINGS

1. Monetary Economics by Jhingan ML – 2011, Vrinda Publications
2. Rakesh Mohan, Growth with Financial Stability-Central Banking in an Emerging Market, Oxford University Press, 2011.
3. R Parameswaran, S Natarajan Indian Banking Paperback – New Century Publication 2013
4. Money, Banking, International Trade and Public Finance, by Jhingan ML – 2011, Vrinda Publications



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ETHICS IN ECONOMICS
HBEM18006

L	T	P	C
4	1	0	5

OBJECTIVE

To introduce principles of ethical behaviours in economic issues. To learn standards and code of conduct and moral judgments in ethical dilemmas by analysis of the options and appropriate choices

To develop the understanding of making economic decisions in ethically optimal ways

To help the students understand how time place and situation can affect moral judgements in business and in economic choices

Course outcomes

- The students will discover, explain and interpret the principles underlying decision-making
- The students will learn how to critique, design and interpret experiments
- The students will be able to design nudges and decision-tools to help people make better decisions

Course Content

Unit I Introduction to Ethics, standards of conduct and moral judgements that differentiate right from wrong.

Unit II Business ethics as applied ethics and application of moral standards and moral code of conduct in business. Earning profits without harming individuals or society as a whole.

Unit III - Human rights – History & Origin, Indian Scenario, UN Declaration

Unit IV- NGOs – Origin, Role of NGOs in Economic Development



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Unit V – United Nations & Human Rights – International Court of World Justice, International Labour Organization – Role, Functions and their significance.

Tutorials

1. Debates
2. Case studies

Readings:

1. Sen, Amartya, 1999. "On Ethics and Economics," OUP Catalogue, Oxford University Press
2. A Sen: Choice, welfare, and measurement
books.google.com- 1997

PERSONALITY DEVELOPMENT PRACTICAL– II HBMG18FL2

L	T	P	C
0	0	3	1

1. Handling Transition from school to college – Necessary adaptation to be done in their attitude and behavior
2. Orientation to developing and maintaining holistic health
3. Exposing students to study methodologies and study skills
4. Understanding the Value of the course and its realistic prospectus
5. Morality development

Unit I

Communication skills (verbal, non verbal, body language), Art of effective conversation, Art of listening, Email & telephone communication etiquettes, Dressing, Grooming, Personal hygiene, Social etiquettes



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Unit II

Time management, Kaizen's VAT and NVAT, Overcoming procrastination and excuse making, Relationship management, Developing workable relationship with superiors, subordinates, customers

Unit III

Basic concepts of recruitment and selection, Selection procedures, Types of interviews, Preparing for an interview, writing resume, obtaining knowledge of company profiles, updating current affairs and preparing possible questions

Attending interviews, Effective participation in GD, Facing interview panel, Time keeping, Basic etiquettes, Self introduction, Panel addressing, Mental frame work during interviews, Manifesting clarity of thoughts and expression.

Unit IV

Understanding office dynamics and managing office politics, Developing leadership skills, Team building, Team management, Enhancing inter & intra team coordination, Motivating the team, Assertiveness. Mindfulness as a method manifesting efficiency, use of here and now techniques for effective functioning, Stress management

Unit V

Presentation skills, Seminar taking skills, Public speaking skills, Extempore speaking, Conducting /participating in meeting, Objective agenda orientation, Clarity of thought and expression, Conduct during meeting, Making minu

SEMESTER - III

CORE SUBJECT
STATISTICS FOR ECONOMICS
HBEM18007

L	T	P	C
4	0	0	4

Total No: of Hours - 50

COURSE OUTCOMES

CO 1.The students will be exposed to basic statistical tools and methods.



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CO 2. The students will be able to equip themselves with skills for describing, analysing and interpreting statistical data.

CO 3. The students will be able to equip themselves with understanding of the principles and assumptions on which these procedures are based.

OBJECTIVES

- i. To introduce basic concepts in statistics to the students and the way in which these concepts are applied in simple problems in Economics; and
- ii. To help solving problems in statistics and interpreting the results obtained.

COURSE CONTENT

Unit I (10 hours)

INTRODUCTION TO STATISTICS & DATA COLLECTION

Meaning of Statistics and Functions – Importance – Uses and Limitations of Statistics - Data collection and Presentation Collection, Classification, Tabulation and Diagrammatic and Graphic Representation of data

Unit II (10 hours)

MEASURES OF CENTRAL TENDENCY

Averages and Dispersion Measures of Central Tendency – Mean, Median, Mode, Geometric Mean, Harmonic Mean Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation; Skewness and Kurtosis

Unit III (10 hours)

CORRELATION AND REGRESSION

Correlation and Regression - Simple Correlation – Scatter Diagram, Rank Correlation, Karl Pearson's Correlation Coefficient Simple Regression – OLS Techniques, Standard Error.

Unit IV (10 hours)

TIME SERIES

Time Series and Index Numbers Analysis of Times Series (Linear Relationship only) Index Numbers – Index number of prices, Cost of living index – Uses and Limitations of Index numbers

Unit V (10 hours)

MS EXCEL

Basics of MS Excel, Tools of MS Excel, Data collection & recording, Data Analysis, making projections,

REFERENCES



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1. S. P. Gupta Statistical Methods – 2012 Sultan Chand Publications

MACRO ECONOMICS I

HBEM18008

Total No: of Hours - 50

L	T	P	C
4	0	0	4

OBJECTIVE

In this course, the students are introduced to the long run dynamic issues like growth and technical progress. It also provides the micro-foundations to the various aggregative concepts used in the previous course.

COURSE OUTCOMES

CO 1. The students will understand concepts of the relation between inflation and unemployment and output

CO 2. The students will be able to analyze causes of inflation and depression and be able to discuss various approaches to confront them

CO 3. The students will be able to critically discuss about policy shifts and changes in various sectors and their effects on the rest of the economy .

COURSE CONTENT

Unit I (10 hours)

INTRODUCTION TO MACRO ECONOMICS

Introduction - Nature and scope of Macro Economics – Micro and Macro Economics – Basic concepts in Macro economics: Equations, stocks and flows; continuous and period analyses variables, functional relationship and parameters; Time series and cross section data analyses; Static, comparative static and dynamic analysis; ex post and ex ante

Unit II (10 hours)

NATIONAL INCOME

National Income Introduction – Estimation of National income and Social Accounting – The circular flow of income and expenditure.



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Unit III (10 hours)

CONSUMPTION:

Classical Theory and Keynesian consumption function; Fisher's theory of optimal Inter temporal choice; life-cycle and permanent income hypotheses; Absolute Income and Relative Income Theory.

Unit IV(10 hours)

INVESTMENT

Theories of Investment- Neo classical theory of investment, Residential theory of Investment, Accelerated theory of investment, Duesenberry's theory of investment.

Unit V(10 hours)

FISCAL AND MONETARY POLICY

Active or passive; monetary policy objectives and targets; rules versus discretion: Instruments of monetary policy, public debt and debt management.

REFERENCES

1. Hal R. Varian, Intermediate Microeconomics, a Modern Approach, 8th edition, W.W. Norton and Company/Affiliated East-West Press (India), 2010. The workbook by Varian and Bergstrom could be used for problems.
2. C. Snyder and W. Nicholson, Fundamentals of Microeconomics, Cengage Learning (India), 2010.
3. N. Gregory Mankiw: Macroeconomics, 7th Edition, : Worth Publishers. (www.worthpublishers.com/mankiw) 2010.
4. Dornbusch and Fischer, Macroeconomics 4th or later edition
5. Abel, A. and Bernanke, B. S. Macroeconomics, 4th Edition, New York: 2001
6. Macro Economic Analysis, K C Rana , K N Varma Vishal Publications



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DEPARTMENT OF ECONOMICS

BUSINESS LAW

HBEM18009

Total No: of Hours- 50

L	T	P	C
4	0	0	4

OBJECTIVE

This course provides the students with the knowledge of legal principles and the kind of environment in which a business operates.

COURSE OUTCOME

CO1- The students will have awareness on laws related to business activities

CO2 – The students will be introduced to business acts and their practical application in business and business transactions.

CO3- The students will understand the legal requirements of a business.

COURSE CONTENT

Unit I (10 hours)

CONTRACTS, OFFER AND ACCEPTANCE

Law – Meaning and importance – Law of Contract Meaning – Essential Elements of Valid Contract – Types of Contracts - The Indian Contract Act, 1872 - Offer – Legal Rules relating to Offer – Acceptance – Essentials of Valid Acceptance – Revocation of Offer and Acceptance.

Unit II (10 hours)

CONSIDERATIONS

Consideration – Essentials of Valid Consideration – Capacity to Contract – Law relating to Minor, Unsound Mind – Persons Disqualified by Law.

Unit III (10 hours)

PERFORMANCE AND BREACH OF CONTRACT

Performance of Contract – Modes of Performance – Quasi-Contract – Discharge of Contract – Modes of Discharge - Remedies for Breach of Contract-Contract of Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety.- Bailment and Pledge.

Unit IV (10 hours)

AGENCY

Agency – Creation of Agency – Kinds of Agent – Rights and Duties of Principal and Agent - Relation of Principal and third parties – Termination of Agency-



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Unit V (10 hours)

SALE OF GOODS

Sale of goods – Sale and Agreement to sell – Condition and Warranties – Law of Carriage of Goods - Remedies for breach – Unpaid Seller - Rights of unpaid seller – Auction sale – Rules relating delivery of goods.

REFERENCES

1. N.D. Kapoor, “Business Law”, Sultan Chand & Sons, New Delhi 2005
2. R.S.N. Pillai & Bagavathi, “Business Law” S.Chand, New Delhi 2005.
3. Commercial Law - M.C.Shukla, S.Chand & Sons, New Delhi.
4. Business Law - M.C.Kuchal
5. Business Law - PC Tulsian, The McGraw Hill Companies



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DEPARTMENT OF ECONOMICS

RURAL ECONOMICS

HBEM18010

Total No of Hours - 50

L	T	P	C
4	0	0	4

OBJECTIVE

- To introduce the students to the management of the material resources of the country's supply and demand links with the other Indian industries.
- To make the students acquire knowledge of the economic growth development, and change ; size and spatial distribution of production and household units and interregional trade; land use; housing and non-housing as to supply and demand in rural areas of the world and specially in India.

COURSE OUTCOME

CO 1. The subject will help the students acquire knowledge of the potential for jobs creation

CO 2. The subject will help the students aware of sustainable development and economic growth

CO 3. The subject will help the students to work with communities and farmers.

CO 4. The subject will help the students to work with government agencies

CO 5. The subject will help the students to be aware of the market players to improve the living conditions and lives of the rural people.

COURSE CONTENT

Unit I (10 hours)

INTRODUCTION TO RURAL ECONOMICS

Nature and scope of rural Economy, Importance of Agriculture in economic Development of India, Rural Economic problems of India; Nature of land Problems-Evolution of Policy-Land Reforms.

Unit II (10 hours)

AGRICULTURE

Agricultural Holdings, Fragmentation and Sub-division of Holdings, cooperative Farming-Rural Labour Problems-nature of Rural Unemployment- Employment and Wage Policy-Sources of Technological change and Green Revolution.



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Unit III (10 hours)

RURAL SOCIETY

Rural Society - its Structure and Change; Village and its Social Organization-Indian Village and its types, Rural-Urban Continuum and Rural-Urban relationships.

Unit IV (10 hours)

RURAL SOCIAL INSTITUTIONS

Rural social Institutions-family, Property, caste, Class, Agrarian structure, indebtedness and Poverty, Jajmani/Yajman System, Religion, Village, Local Self Government, Panchayat Raj and Community Development Programmes.

Unit V (10 hours)

SOCIAL CHANGE

Social Change in Rural India-Impact of Westernization, Secularization, Modernization of Indian Rural Society-Post Modernization and Globalization and Indian Villages.

TUTORIALS

- Make project reports to help people to start some projects:
- Develop the project for a NGO
- Small business ideas

REFERENCES

1. Carver, The Principles of Rural Economics.
2. Desai, A., Rural Sociology in India.
3. Dube, S.C., India's changing villages.
4. Nanavati & Anjala, rural problems in India.
5. Ruddar Dutt & K.P.M.Sundaram, Indian Economy.
6. Sachdeva, D.A.& Vidya Bhushan, An Introduction to Sociology



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ENVIRONMENTAL ECONOMICS

HBEM18011

Total No:of Hours - 50

L	T	P	C
4	0	0	4

OBJECTIVE

- To familiarize the students with the factors related to the economics of environment
- To make the students understand the importance of environmental protection along with economic growth

COURSE OUTCOMES

CO1.The students will be able to understand the role of environment in sustainable development

CO 2. The students will be able to apply the basic concepts of economics in environment-related aspects

CO 3.The students will be able to equip themselves with understanding of the principles and policies of environmental protection

COURSE CONTENT

This is a course on the economics of environment. It begins with basic features of the nature and the economy and terminology that are associated with environmental economics. It covers various aspects related to the legal procedures involved in protecting the environment and addresses the basic problems that are harmful to both nature and mankind.

Unit I (10 hours)

INTRODUCTION TO ENVIRONMENTAL ECONOMICS

An Introduction to Environmental Economics – Economy-Environment Linkages – The Material Balance Principle – Market Failure – Private Versus Social Cost — Sustainable Development

Unit II (10 hours)

ENVIRONMENTAL PROBLEMS

Sources and Types of Pollution: Domestic and Industrial Pollutions (Air, Water, Solid Waste, Land Degradation) – Causes and Effects of Environmental Degradation – Urban and Rural Environmental Problems – Energy: Renewable and Non-Renewable Resources – Global Environmental Problems: Global Warming; Climate Change.



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Unit III (10 hours)

ENVIRONMENTAL ECONOMIC THEORIES

Resource Allocation – Externalities – Pareto Efficiency” and the Market – Limits to Growth – Coase’s Theorem- Simon Kuznet” s Inverted “U” Shaped Curve –Technology Versus Environment – Population and Environment.

Unit IV (10 hours)

ENVIRONMENTAL MANAGEMENT

Economics of Pollution Control - Environmental Impact Assessment (EIA) – Benefit/Cost Analysis

Unit V (10 hours)

ENVIRONMENTAL POLICIES

Policy Measures International Environmental Policy – India’s Environmental Policy – Law and Environmental Protection in India.

REFERENCES

- 1.U. Shankar (2000), “Environmental Economics”, Oxford University Press, New Delhi
- 2.Eugine T. (2005), “Environmental Economics”, Vrinda Publications, Pvt. Ltd, New Delhi.
3. M. Karpagam (2000), “Environmental Economics”, Sterling Publisher, Pvt.Ltd. New Delhi
4. Ramprasad Sengupta (2000), “Ecology and Economics”, Oxford University Press, New Delhi
5. Charles D. Kolstad (2000), “Environmental Economics”, Oxford University Press, New York



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PSYCHOLOGY OF HEALTH AND YOGA HBEM18L02 - Practical

L	T	P	C
0	0	2	1

OBJECTIVES

1. To introduce health psychology and arrive at the introduction to the philosophy and practice of Yoga
2. To introduce the concepts of transformation of person as the core objective of Indian Psychology, through the study of different traditions of yoga

COURSE OUTCOME

CO1 – The students will have the essential knowledge of health psychology and impact of stress and life style on health.

CO2 – The students will have the essential knowledge of role of yoga on health and promoting health through yoga.

COURSE CONTENT

Unit I HEALTH AND BEHAVIOUR

Healthy Behaviour, Health compromising Behaviours: Smoking, Alcoholism and Substance abuse. Health enhancing behaviors: Weight control, Diet, Exercise, Role of Health and Yoga in changing behavior. A critical evaluation of the applications of psychological knowledge in the area of health and identification of gaps.

Unit II UNDERSTANDING STRESS

Stress and lifestyle disorders: Meaning and definition, development of stress; nature of stressors: Frustration, pressure; Factors predisposing stress: life events and daily hassles; Burnout. Coping with stress: Problems oriented and emotion oriented.

Stress management: Meaning and definition; Changing thoughts, behaviour and physiological responses.

Unit III YOGA PHILOSOPHY

Introduction to Yoga and Yogic Practices – Definition, History, Aim and Objectives, Four Paths of Yoga and Principles of Yoga, Hatha Yoga – Distinction between Yoga and Non Yogic Practices, Concept of Yogic diet, Purpose and Utility of Asanas in Hatha Yoga, Introduction to Patanjali.

Unit IV YOGA IN HEALTH CARE

Yoga for specific lifestyle disorders: Asthma, Sleeplessness, Diabetes, Blood pressure and Heart Diseases. Research evidence on the impact of yoga intervention on lifestyle disorder



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YOGA PRACTICAL

1. MEDITATIVE ASANAS

- Padmasana
- Sukhasana
- Vajrasana
- Sthitaprathanasana

2. CULTURAL ASANAS

Asanas for upward stretch

- Parvatsana
- Talasana.
- Yastikasana

Forward bending Asanas

- Hastapadasna
- Yoga Mudra
- Paschimottanasana

Backward bending Asanas

- Bhujangasana
- Dhanurvakrasana
- Shalabasana

Sideward bending Asanas]

- Konasana – I and II
- Trikonasana - I and II

Asanas for torsion of the spine

- Konasana III
- Vakrasana

Asanas for Extremities

- Ekpadasana
- Utkatasana
- Bhadrasana
- Matsyasana

Non – Traditional Techniques

B.A – Economics -2018 Regulation



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Surya Namaskar

Pranayamas

REFERENCES

1. Babu, R.K (2011). Asana sutras. Viziyanagaram, India: Home of Yoga publications
2. Desikacha5r, T.K.V. (2003). Reflections on Yoga sutras of Patanjali. Krishnamacharya Yoga Mandiaram
3. Ogden, J. (2012). Health Psychology. McCrawhill Foundation
4. Morrison, V., & Bennett, P. (2009). Introduction to Health Psychology(2nd Ed) Pearson Education Limited, New York.
5. Sarafino, E. P. (1994). Health Psychology, Biopsychosocial interactions. John Wiley & Sons, New York



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SEMESTER – IV

L	T	P	C
4	0	0	4

MACRO ECONOMICS II

HBEM18012

Total No: of Hours - 50

OBJECTIVES

The emphasis will be on giving conceptual clarity to the student coupled with the use of mathematical tools and reasoning. It covers general equilibrium and welfare, imperfect markets and topics under information economics.

COURSE OUTCOMES

- CO 1.** The students will be able to identify the importance of different theories
- CO 2.** The students will be able to identify the various macroeconomic aggregates.
- CO 3.** The students will be able to analyze the main macroeconomic theories of short term
Fluctuations and long term growth in the economy
- CO 4.** The students will be able to apply the main macroeconomic theories in analysis of the
Determinants of business cycles and the implications for government intervention
- CO 5.** The students will be able to critically evaluate the consequences of basic macroeconomic policy options under differing economic conditions within a business cycle.

COURSE CONTENT

Unit I (10 hours)

KEYNESIAN CLASSICAL SYNTHESIS

IS-LM analysis – A comparison of Classical and Keynesian views on the determination of income, employment and output

Unit II (10 hours)

POST KEYNESIAN THEORIES

Post-Keynesian Consumption Functions Absolute Income Hypothesis, Relative Income Hypothesis and Permanent Income Hypothesis.



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Unit III (10 hours)

BUSINESS CYCLES

Theories of Trade Cycle Contribution by Hawtrey, Hayek and Joseph A Schumpeter - Multiplier and Accelerator Interaction model by Paul Antony Samuelson and J.R. Hicks.– Kaldor's theory of trade cycle

Unit IV (10 hours)

PRICE LEVEL THEORIES

Theories of Price Level Determinants of General Price Level – Inflation: Types of Inflation, causes and effects of inflation and remedial measures.

Unit V (10 hours)

THEORY OF INCOME STABILIZATION

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

REFERENCES

1. Hal R. Varian, Intermediate Microeconomics, a Modern Approach, 8th edition, W.W. Norton and Company/Affiliated East-West Press (India), 2010. The workbook by Varian and Bergstrom could be used for problems.
2. C. Snyder and W. Nicholson, Fundamentals of Microeconomics, Cengage Learning (India), 2010.
3. N. Gregory Mankiw: Macroeconomics, 7th Edition, : Worth Publishers. (www.worthpublishers.com/mankiw) 2010.
4. Dornbusch and Fischer, Macroeconomics 4th or later edition
5. Abel, A. and Bernanke, B. S. Macroeconomics, 4th Edition, New York: 2001
6. Macro Economic Analysis, K C Rana , K N Varma Vishal Publications



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DEVELOPMENT ECONOMICS

HBEM18013

Total No: of Hours - 50

L	T	P	C
4	0	0	4

OBJECTIVES

- This course aims to conduct discussions on alternative conceptions of development and their justification.
- This course aims to educate students on aggregate models of growth and cross-national comparisons of the growth experience that can help evaluate these models
- This course aims to conduct lessons on the axiomatic basis for inequality measurement used to develop measures of inequality and connections between growth and inequality
- This course aims to conduct discussions on the role of the state in economic development and the informational and incentive
- This course aims to treat problems that affect state governance and political institutions to growth and inequality

COURSE OUTCOMES

CO 1.The students will be able to understand some basic theoretical models central to development economics.

CO 2.The students will be able to critically evaluate development research on traditional development economic questions inside the syllabus and questions in the general domain

COURSE CONTENT

Unit I (10 hours)

DEMOGRAPHIC CONCEPTS

Demography and Development Demographic concepts; birth and death rates, age structure, fertility and mortality; demographic transitions during the process of development; gender bias in preferences and outcomes and evidence on unequal treatment within households; connections between income, mortality, fertility choices and human capital accumulation; migration



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Unit II (10 hours)

GROWTH MODELS

Growth Models - The Harrod -Domar model, the Solow model and its variants, endogenous growth models and evidence on the determinants of growth.

Unit III (10 hours)

POVERTY

Poverty and Inequality: Definitions, Measures and Mechanisms Inequality axioms; a comparison of commonly used inequality measures; connections between inequality and development; poverty measurement; characteristics of the poor; mechanisms that generate poverty traps and path dependence of growth processes.

Unit IV (10 hours)

POLITICAL ECONOMY

Political Institutions and the Functioning of the State The determinants of democracy; alternative institutional trajectories and their relationship with economic performance; within-country differences in the functioning of state institutions; state ownership and regulation; government failures and corruption.

Unit V (10 hours)

THEORIES OF ECONOMIC GROWTH

Neo classical theory – James Meade Model , Solow’s Model, Swan’s Model and Tobin’s Model, Jorgenson Model of Dual Economy.

REFERENCES

1. Debraj Ray, Development Economics, Oxford University Press, 2009.
2. Partha Dasgupta, Economics, A Very Short Introduction, Oxford University Press, 2007.
3. Abhijit Banerjee, Roland Benabou and Dilip Mookerjee, Understanding Poverty, Oxford University Press, 2006.
4. Kaushik Basu, The Oxford Companion to Economics in India, OUP, 2007.
5. Amartya Sen, Development as Freedom, OUP, 2000.
6. Daron Acemoglu and James Robinson, Economic Origins of Dictatorship and Democracy, Cambridge University Press, 2006.
7. Robert Putnam, Making Democracy Work: Civic Traditions in Modern Italy, Princeton University Press, 1994
8. Economics of Development and Planning, M L Jhingan Sultan Chand Publications.



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PUBLIC FINANCE

HBEM18014

Total No:of Hours - 50

L	T	P	C
4	0	0	4

OBJECTIVES

- To enable the students to understand the role of government
- To introduce basic concepts of public expenditure and revenue
- To enlighten the students on the significance of taxation.

Unit I (10 hours)

INTRODUCTION TO PUBLIC FINANCE

Meaning and definition of Public finance, Difference between Public finance and Private finance, Maximum Social Advantage Principle.

Unit II (10 hours)

PUBLIC EXPENDITURE

Public Expenditure- Types, Growth, Canons, Public Expenditure - Importance - Classification of Public Expenditure, Effects of public expenditure on production employment and distribution - Measures to reduce public expenditure in India, Public expenditure on production, distribution and consumption-Effects

Unit III (10 hours)

PUBLIC REVENUE

Public Revenue – Sources of taxation, Canons of Taxation, Features of a good tax system, Taxation on production, distribution and consumption-Effects, Classification of Taxes, Objectives of Taxation and Significance of taxation.

Unit IV (10 hours)

PUBLIC DEBT

Public debt - Meaning and classification of public debt - Need for public borrowing - Effects of public debt on production, consumption and distribution - Growth of public debt in India - control of public debt - burden of public debt

Unit V (10 hours)

THEORIES OF TAXATION

Theories of taxation - Factors determining Taxable capacity - limits - Shifting and incidence of taxes - Distinction between impact and incidence - Factors affecting incidence - tax evasion



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REFERENCES

1. Sundharam K.P.M - Fiscal Economics
2. Tyagi, B.P - Public Finance
3. Sankaran.S - Fiscal Economics
4. Cauvery et al. - Public Finance
5. Musgrave and Musgrave - Public finance Theory and Practical
6. Richard and Peggy B. Musgrave, 1980, Public Finance in Theory and Practice, McGraw Hill International Book Co

BUSINESS MANAGEMENT HBEM18015

L	T	P	C
4	0	0	4

Total No:of Hours - 50

OBJECTIVE

- To make the students understand the concepts of management
- To improve their decision making skills
- To enrich the students with the required knowledge in organisational processes.

COURSE OUTCOME

- This course aims to provide students the knowledge of how an organisation works.
- It also ensures that their decision making ability is fine tuned to get themselves adapted in a working environment
- It also helps them to understand the practical applicability of management theories.

COURSE CONTENT

Unit I (10 hours)

INTRODUCTION TO MANAGEMENT

Introduction to Management - Nature and Scope of Management – Functions of Management – Importance of Management- Scientific Management – Theories by Henry Fayol and F.W Taylor – Administration vs Management – Managerial work and roles



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Unit II (10 hours)

PLANNING

Planning: Definition- Nature –Objectives – Policies – Importance – Steps in Planning – Procedures and Methods – Natures and Types of Policies – MBO – Characteristics – Advantages and Limitations - Decision making – Process of Decision making – Types of Decision.

Unit III (10 hours)

ORGANIZATION

Organization – Meaning, Nature and Importance – Theories of organization -Types of organization – Organization Process - Span of Control and Delegation - Centralization and Decentralization – Departmentation.

Unit IV(10 hours)

STAFFING

Staffing – Meaning and Significance- Elements of Staffing Process- Recruitment – Selection and Training – Appraisal and Promotion - Leadership – Needs for leadership – Qualities of a leader - Types of leadership.

Unit V (10 hours)

MOTIVATION

Motivation - Meaning –Elements – Process – Nature and Importance - Benefits – Maslow’s Need Hierarchy and McGregor theories. Communication – Process – Types – Barriers - Co-ordination – Principles of Co-ordination - Control – Steps in Control – Essentials of Effective Control.

REFERENCES

1. Gupta R N , Principles of Management Sultan Chand and Co Ltd.
2. Dinkar Pagare , Principles of Mangement Sultan Chand and Sons
3. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
4. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
5. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata McGraw Hill - New Del



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GENDER ECONOMICS

HBEM18016

Total Hours: 50

L	T	P	C
4	0	0	4

COURSE OBJECTIVE

1. To enable the students focus on theories of development, development strategy and examine key issues in globalization from a gender perspective.
2. It surveys various gender dimensions of economic development with the aim that students will gain a fundamental theoretical understanding.

Unit I

INTRODUCTION TO GENDER

Definition of Gender – Gender and sex ratio – Gender Equity and Gender Equality – Gender Development – Human Development Index and Gender Development index – Gender Disparity Index – Gender Empowerment Measure

Unit II

GENDER DISCRIMINATION IN INDIA

Gender Discrimination in Labour Force Participation – Occupational Segregation and Wage Differences – Gender Discrimination in Education, Health, Employment, Political Participation and Decision Making – Gender division of labour – Gender stereotyping.

Unit III

CONCEPTUALIZATION OF WOMEN'S WORK

Conceptualization of Women's Work: Concept and analysis of women's work; Valuation of production and unproductive work; visible and invisible work; paid and unpaid work; economically productive and socially productive work – economic status, private property, and participation of women in preindustrial and industrial societies – Female contribution to National Income.

Unit IV

GLOBALISATION AND WOMEN EMPOWERMENT

Women and Globalization – Economic and social Aspects - Impact of Globalization in the light of multiple roles of women - Structural Adjustment Program and Employment of Women- Social and Economic Empowerment of Women Employment Generation Schemes - Approaches and Access to Credit (from traditional form of credit to microcredit), Microfinance revolution - SHGs and Economic Empowerment.



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Unit V

GENDER PLANNING – DEVELOPMENT OF POLICIES AND GOVERNMENT:

Gender Planning, Developing Policies and Government: Gender and development indices; Mainstreaming gender into development policies; Gender planning techniques; Gender sensitive governance; Paradigm shifts from women's well being to women's empowerment; Democratic decentralization (Panchayats) and women's empowerment in India.

REFERENCE

1. Gita Sen and Canen Crown; Gender and Class in Development Experience
2. Gender Challenges, Bina Agarwal
3. National Institute of Public Finance and Policy (NIPFP)
4. Capabilities, freedom and equality: Amartya Sen's work from a gender perspective (Delhi: oxford university press, 2006).



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BASIC RESEARCH METHODOLOGY IN ECONOMICS–PRACTICAL HBEM18L03

L	T	P	C
0	1	2	2

OBJECTIVE

- To make the students understand the basic concepts and principles of different methodologies used in research
- To throw light on the process of literature survey.

COURSE OUTCOME

- The students will be aware of the basic design of a research process.
- The students will be able to identify methods that can be applied in their research project.

COURSE CONTENT

- **Unit I**
Basics of Research Methodology – Introduction to Project Study
- **Unit II**
Identify a topic for Research
Abstract Writing
- **Unit III**
Conduct a Literature Survey
Identifying, Analysing and Arriving at relevant Literatures for Review.
- **Unit IV**
Introduction to Review Literature
Review and Summary the collected literature in 200 words or less
- **Unit V**
Introductions to Research design
Ethical Issues in Research development – Importance of References – Plagiarism Check.

REFERENCES

1. Research Methodology C R Kothari, Gaurav Garg– Sultan Chand Publications



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SEMESTER V

AGRICULTURAL ECONOMICS

HBEM18017

Total Hours: 50

L	T	P	C
4	0	0	4

COURSE OBJECTIVE

- This paper outlines the scope of agriculture in economic development.
- It helps the students understand the various aspects of agriculture and its relation with industry.
- It also helps the students gain knowledge on agriculture production.

Unit I- INTRODUCTION TO AGRICULTURAL ECONOMY

Nature and Scope of Agricultural Economics. Factors affecting agricultural development: technological, institutional and general. Interdependence between agriculture and industry.

Unit II- PRODUCTION FUNCTION

Concept of production function : input-output and product relationship in farm production.

Unit III- GROWTH AND PRODUCTIVITY

Growth and productivity trends in Indian agriculture with special reference to Tamil Nadu. Agrarian reforms and their role in economic development.

Unit IV- SYSTEMS OF FARMING

Systems of farming, farm size and productivity relationship in Indian agriculture with special reference to Tamil Nadu - New agriculture strategy and Green revolution : and its Impact

Unit V- TRENDS IN AGRICULTURE

Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to industrial sector with specific reference to agro-industries in agribusiness enterprises.

REFERENCE

1. Sadhu An, Singh Amarjit and Singh Jasbir (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi
2. Lekhi RK and Singh Joginder, Agricultural Economics, Kalyani Publishers
3. Bhaduri, A. (1984), The Economic Structure of Backward Agriculture, Macmillan, Delhi.
4. Bilgrami, S.A.R. (1996), Agricultural Economics, Himalayas publishing house, Delhi.
5. Dantwala, M.L. et.al (1991), Indian Agricultural Development Since Independence, Oxford & IBH, New Delhi



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**ECONOMICS OF INFRASTRUCTURE
AND DEVELOPMENT**

HBEM18018

Total Hours: 50

L	T	P	C
4	0	0	4

COURSE OBJECTIVE

This paper helps the students to gain an insight on the important factors that promote growth in the economy. The students will be able to identify the actors and its role in the economic development of the country. The student will also have an idea about the policies and regulations of economic development.

Unit I

ECONOMIC GROWTH AND DEVELOPMENT

Concepts of Growth and Development -Measuring of Growth and Development -- factors affecting Economic Growth – PCI, PQLI, HDI, WDI other indices – Components of Human Development.

Unit II

FACTORS OF ECONOMIC DEVELOPMENT

Characteristics of under Developing economies – factors deterring of Economic Development – Population and Economic Development – Demography and Transition – Human Resource Development (HRD) and Economic Development.

Unit III

THEORIES OF ECONOMIC DEVELOPMENT

Concepts of balanced and unbalanced growth – Theories of Nurkse and Hirschman – Lewis model of unlimited supply of labour - Schumpeter theory of innovations – choice of techniques - Role of technology in Economic Development. ,

Unit IV

INFRASTRUCTURE AND ECONOMIC DEVELOPMENT

Concept of Infrastructure – Infrastructure as a public good - Social Infrastructure – Education and Health – Physical Infrastructure - Energy and Transportation – Characteristic of Public Utilities – Role of Social and Physical Infrastructure in Economic Development.

Unit V

GOVERNMENT POLICIES ON DEVELOPMENT AND INFRASTRUCTURE

Introduction to Government schemes – NITI AYOOG - Schemes on Human Resource development – Schemes on Health Mission – Schemes and Policies on Housing – Schemes on Transportation.



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1. Chakravarthi, S : Development Planning, The Indian Experience, Clarendon Press, Oxford.
2. Brahmananda, P.R & Vakil, C.V. : Planning for an Expanding Economy, Vora & Co, Bombay.
3. A.K.Sen : Choice of Techniques, Basil Blackwell, London.
4. Ghosh & Ghosh : Planning Models & Techniques & Indian Planning.
- 5: Human Development Report. 8 Gerald Meir : Leading Issues in Economic Development.
6. M.P. Todaro : Economic Development in the third world.
7. Misra & Puri : Economic Development, Himalaya Publishing, House.



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PRINCIPLES OF INSURANCE

HBEM18019

Total Hours: 50

L	T	P	C
4	0	0	4

COURSE OBJECTIVE

1. To understand the nature of insurance and the principles that governs general insurance.
2. To gain an insight on the nature of life insurance, fire insurance and marine insurance and to know the procedures for making claims against different kinds of insurance policies
3. To understand the importance of burglary insurance and personal accident insurance.

Unit I

INTRODUCTION TO INSURANCE

Insurance - Meaning, functions, nature and principles of insurance, importance of insurance to individuals and business.

Unit II

LIFE INSURANCE

Life Insurance – features of a life insurance contract – classification of policies – investment of funds – surrender value – bonus option – policy condition – annuity contracts.

Unit III

MARINE INSURANCE

Marine Insurance- Contract of marine insurance – elements of marine insurance – classes of policies – policy conditions – clause in a marine insurance policy – marine losses.

Unit IV

FIRE INSURANCE

Fire Insurance – features of a fire insurance – kinds of policies – policy conditions – payment of claims – reinsurance.

Unit V

MISCELLANEOUS INSURANCE

Miscellaneous Insurance – motor insurance – burglary – personal accident insurance.

REFERENCES

- M.N.Mishra, Modern concepts of Insurance, S.Chand&Co., 2000
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M. N. Mishra, Insurance Principles And Practice,S. Chand & Co, New Delhi,



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INTERNATIONAL ECONOMICS

HBEM18020

Total Hours: 50

L	T	P	C
4	0	0	4

COURSE OBJECTIVE

This subject helps the student gain an insight about the international trade and the relationship between countries in trade. Also it will help the student to know about the tariffs and exchanges happening in the market and will be able to understand the basic terms of international trade.

Unit I

INTRODUCTION TO INTERNATIONAL TRADE

Meaning and importance of International Trade - Inter - Regional and International Trade.

Unit II

THEORIES OF INTERNATIONAL TRADE

Theories of International Trade - theory of absolute advantage - theory of comparative cost and Hecksher - Ohlin theory.

Unit III

TERMS OF TRADE

International Trade and Economic growth - Terms of trade - Gross Barter and Net Barter and Income terms of trade.

Unit IV

TARIFFS

Tariffs - meanings and definition - Types of tariffs - Concept of optimum tariff Balance of payments - Causes for disequilibrium in balance of payments.

Unit V

FOREIGN TRADE

India's Foreign Trade - composition and direction. Recent EXIM policy – Role of IMF, IBRD & WTO. Concept of outsourcing.



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- 3.. J.Bhagawathi - "International Trade - Selected Readings", Cambridg University Press
4. D.M.Mithani & G.K.Murty - "Business Economics", Himalaya Publishing House, 2015.
5. Salvatore Dominick (2005) International Economics, John Wiley & Sons, Inc
6. Mithani D.M (2003) International Economics, Himalaya Publishing House, Mumbai
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8. Jhingan M L International Economics 2009, Vrinda Publications



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CORPORATE COMMUNICATION SKILLS - PRACTICAL

HBEM18L04

Total Hours:40

L	T	P	C
0	2	3	3

COURSE OBJECTIVES

Skills required to make the students acclimatize faster in a corporate set up once they successfully complete their Graduation and take up an employment, are covered in this subject / paper. The syllabus covers important areas of communication in the context of economics and has scope to get practically trained in different kinds of communication skills which are essential for corporate kind of an environment. The content chosen for training skills will be essentially economics and the allied fields, so as to make the students not only develop the skills but also employ knowledge that they gain through the subjects of economics in the skill based learning.

COURSE OUTCOMES

Unit I – Students would have a formal understanding of what effective communication is and how the FOUR communication skills (Reading, Listening, Speaking and Writing) impact communication, per se

Unit II - Students learn Various business and social etiquettes that one should follow in different formal and informal situations

Unit III – Students are exposed to learn to apply different kinds of corporate tools for communications to the different stake holders of corporates.4

Unit IV – Speaking skills – One to one, one to group, formal, informational and instructional mode of communication through speaking.

Unit V – Students are made to learn basic writing skills for different purposes

CORPORATE COMMUNICATIONS

Unit I

ORGANIZATIONAL COMMUNICATION SKILLS

Introduction to Formal and informal Communication - Reading skills - Importance of Reading, Role of Reading in Communication – Reading exercises and activities - Listening skills – Importance of Listening, Role of Listening in Communication – Listening exercises and activities – Speaking skills - Importance of Speaking, Role of Speaking in Communication –Speaking exercises and activities



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Unit II

BUSINESS AND SOCIAL ETIQUETTES

Formal and Informal Gatherings – Meetings - Conferences – Telephonic Conversations / conference, Video Conference

Unit III

TOOLS FOR CORPORATE COMMUNICATION

Seminars – Presentations – Workshops - Group Discussions – Addressing a group of audience.

Unit IV

NARRATION SKILLS

Narration skills based on situations - . Anecdotes; short stories; JAM session training; subject narratives

Unit V

WRITING SKILLS

Importance of Writing as a skill, Role of Writing in Communication – One sentence definition, Extended definition; Writing exercises and activities; E-mail writing – Report Writing – Summary Writing – Creative writing.



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ADVANCED RESEARCH METHODOLOGY IN ECONOMICS–PRACTICAL HBEM18L05

L	T	P	C
0	1	2	2

Unit I

DATA COLLECTION

Introduction to Data Collection – Types of Data – Importance of data

Unit II

Introduction to Profile of Study

Unit III

ANALYSIS OF DATA

Introduction to data analysis – Methods of data analysis in research.

Unit IV

Comprehensive understanding and formulating the findings of analyzed data.

Unit V

Writing Summary and Conclusion.



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SEMESTER VI

L	T	P	C
4	0	0	4

BEHAVIOURAL ECONOMICS

HBEM18021

Total Hours: 50

COURSE OBJECTIVE

This subject throws light on the attitude and behaviour of the consumer in the market. It will help the student understand the needs and evaluate the consumer based on their needs. It will also help the student have an idea about the market requirements and consumer requirements.

Unit I

INTRODUCTION

Definition of consumer behavior, Scope, Marketing concepts, Customer Value, Customer satisfaction and retention. Market segmentation – Meaning of market segmentation, basis, product positioning – meaning and types.

Unit II

CONSUMER BEHAVIOUR

Consumer Motivation – Needs, Goals, Arousal, Applications and Evaluation, Consumer Perception. Consumer learning - Elements and Measures

Unit III

CONSUMER ATTITUDE AND COMMUNICATION PROCESS

Attitudes – meaning, formation, strategies of attitude change, marketing communication, components of communication, communication process, designing and persuasive communication

Unit IV

CONSUMER IN SOCIAL AND CULTURAL SETTING

Reference groups – meaning, power, types, family, lifecycle, consumption rules – social class – nature, categories – affluent consumer, middle class, techno class,- culture- influence of consumer behavior, geographic and regional cultures.

Unit V

CONSUMER DECISION MAKING

Consumer decision making – levels, meaning, views and models – consumer influence and diffusion of innovation diffusion process – opinion leadership.

REFERENCES

1. Batra Satish K and S H H Kazmi 2004 Consumer Behaviour – Text and cases, Excel Book

B.A – Economics -2018 Regulation



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LABOUR ECONOMICS

HBEM18022

Total Hours: 50

L	T	P	C
4	0	0	4

COURSE OBJECTIVE

1. To enable the students have an insight about the labour market
2. To help the students understand the different policies of labour market and wages.

Unit I

INTRODUCTION TO LABOUR ECONOMICS

Introduction - Labour Economics – Concept and definition – Nature, Scope and Importance – Labour as a unique factor of production.

Unit II

LABOUR MARKET

Labour Market - Concept of labour Market and its features –Determinants of the supply and the demand for labour – Organized and unorganized labour

Unit III

WAGE POLICY

Wages - Wage Concept and Definitions – Wage and development – Collecting bargaining – Wage differentials – Wage Policy - Objectives and importance

Unit IV

LABOUR PRODUCTIVITY

Labour Productivity, State and labour - Concept of Labour Productivity – Measurement and Importance of Labour productivity – Determinants – Causes for Low Labour Productivity and Measures to Increase Labour Productivity – Technology and Labour Productivity

Unit V

STATE AND LABOUR

State and labour – Need for State intervention in Labour matters – methods of intervention – Labour Social Security and Labour Welfare Measures – Labour Policy, Objectives and Importance – Emerging perception on state intervention.

REFERENCE

1. Bhagoliwal T.N (2000), Economics of Labour and Industrial relations. Sahitya Bhavan, Agra.
2. McConnel C.R. and S.L. Brue (2002), Contemporary Labour Economics, McGraw Hill, New York.
3. Mittal and Sanjay Prakash Sharma (2000), labour Economics, RSBA Jaipur
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PRINCIPLES OF MARKETING

HBEM18023

Total Hours: 50

L	T	P	C
4	0	0	4

COURSE OBJECTIVES

1. To enable the students to understand the elements of the complex world of marketing.
2. To impart to the students the need for marketing science in the modern business world.

Unit I

INTRODUCTION TO MARKETING

Definition of markets, Marketing and Marketing Management - Marketing and consumer environment - Marketing Mix - understanding the consumer, consumer markets and business markets.

Unit II

PRODUCT MARKET

Marketing Segmentation, Targeting and Positioning. - Product - New product development - Product mix and product life cycle strategy - product levels and product lines - Branding, Packaging and Labeling.

Unit III

PRICING

Pricing - factors to consider for pricing - internal and external, including pricing objectives - methods of pricing - adopting the price- Marketing channels and its nature - their functions and types - Channel design management - Channel behavior, organisation and conflict.

Unit IV

PROMOTION

Promotion - a view of the communication process - Setting the communication objectives - Steps in developing effective communication - Setting the total promotion budget - Setting the promotion mix.

Unit V

COMPETITIVE ADVANTAGE

Competitor Analysis – Identifying Competitor – Assessing Competitor – Selection Competitor To Attack And Avoid – Designing A Competitive Intelligence System – Competitor Strategy – Approaches to Marketing Strategies – Basic Competitive Strategies – Competitive Positions – Market Leader Strategies – Market Follower Strategies – Market Nicher Strategies – Balancing Customer And Competitor Orientation.



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1. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri, Ehsan ul Haque, Principles of Marketing, A South Asian Perspective, PHI pubn. 13 Edition, 2012.
2. Dr. R L Varshney & Dr. S L Gupta, Marketing Management - An Indian Perspective, 2002. COURSE REFERENCES 1. William J Stanton, Michael J Etzel, Bruce J Walker, Fundamentals of Marketing, Mc GrawHill, 1994.
3. Rajan Nair, Sanjjit Nair, Marketing, Sultan Chand Publications

PROJECT/DISSERTATION

HBEM18P01

L	T	P	C
			10

Research to be conducted on a topic related to the field of Economics or any activities associated with Economics.

Project report to be submitted with Presentation followed by Viva Voce.