

**ECONOMICS  
ALLIED COURSES**

**List of Allied Courses for B.A. Economics (Choose 1 out of 3 in each Semester)**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>H/W</b>	<b>C</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>
I	22UECOA15-1	Money and Banking	5	3	25	75	100
	22UECOA15-2	Tamil nadu Economy	5	3	25	75	100
	22UECOA15-3	Economics of infrastructure	5	3	25	75	100
II	22UECOA25-1	Rural Economics	4	3	25	75	100
	22UECOA25-2	Welfare Economics	4	3	25	75	100
	22UECOA25-3	Economic History of India (1857-1947)	4	3	25	75	100

**List of Allied Courses offered to Other Departments  
(For B.Com. Programmes)**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>
I	22UECOA01	Business Economics – I
I	22UECOA02	Business Economics
II	22UECOA03	Business Economics – II

<b>SEMESTER: I</b> <b>ALLIED: I</b> <b>PART: III</b>	<b>22UECOA15-1: MONEY AND BANKING</b>	<b>CREDITS: 3</b> <b>HOURS: 5</b>
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### **COURSE OBJECTIVES**

This course exposes students to the functioning of the money and monetary Standards of the economy.

- 1) It highlights the organization, structure and role of money markets.
- 2) It also discusses Banking System and Implications of Banking in monetary control.
- 3) It explains the Objectives, Functions and Working of State Bank of India & Lead Bank
- 4) Banking sector reforms and monetary policy with special reference to India are also covered.

### **UNIT I**

Definition of Money- Monetary Standards- Definition and Meaning of Money – Characteristics of Money – Significance of Money- Evils of Money -Meaning of Monetary Standard- Forms of Monetary Standard- Principles of Note Issue Systems – Qualities of a Good Monetary Standard.

### **UNIT II**

Money Market Meaning and Definitions of Money Market – Functions of Money Market – Instruments of Money Market – Characteristics of a Good Money Market – Importance of Money Market – Indian Money Market – Structure and Defects of Indian Money Market- Suggestions for the Improvement of Indian Money Market.

### **UNIT III**

Introduction to Banking Origin of Banks -Meaning and Definition of a Bank - Characteristic Features of a Bank – Structure of Banking – Systems of Banking – Types of Banks - Social Responsibilities of Banks – Economic and Monetary Implications of Banking.

### **UNIT IV**

State Bank of India – Origin – Functions and its Role - Lead Bank Scheme - Origin of Lead Bank Scheme – Objectives- Functions- Working of Lead Bank Scheme- Criticisms.

### **UNIT V**

Central Banking and Monetary Policy- Functions; goals, targets, indicators and instruments of monetary control- current monetary policy of India. Real Time Gross Settlement- Know your customers- Customer Identification Procedure – E-Banking- Definitions- Traditional Banking vs. E-Banking – Advantages of E-Banking – E- Banking Transactions – Electronic Delivery Channels – Automated Teller Machine (ATM)- Cards- Mobile Banking - Internet Banking – Impact of Information Technology on Banking.

**COURSE OUTCOMES**

The Students will be able to

- 1) Understand the economic principles underlying the operation of money and monetary Standards of the economy. .
- 2) Understand organization, structure and role of money markets.
- 3) Understand Banking System and Implications of Banking in monetary control.
- 4) Conduct the Objectives, Functions and Working of State Bank of India & Lead Bank.
- 5) Explain the banking sector reforms and monetary policy in India.

**Supplementary Readings**

- 1) Mithani, D.M (2006), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, Mumbai.
- 2) Dharmaraj, E.(2005), Banking Theory Law and Practice, Scitech Publications ( India), Pvt Ltd, Chennai.
- 3) Rajesh .R. Sivagnanathi,(2009), Banking Theory Law and Practice, Tata McGraw –Hill Publishing Company Ltd, New Delhi.
- 4) Shekhar, K.S. LekshmyShekhar( 2005), Banking Theory and Practice, Vikas Publishing House Pvt Ltd, New Delhi.
- 5) Jhingan, M.L.(2012), Money Banking, International Trade and Public Finance, Vrinda Publications (P) Ltd, Delhi.
- 6) Various latest issues of R.B.I. Bulletins, Annual Reports, Reports on Currency and Finance and Reports of the Working Group, IMF Staff Papers.

**OUTCOME MAPPING**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>CO2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>CO3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO4</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO5</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>

**1 – Low, 2 – Moderate, 3 – High**

<b>SEMESTER: I</b> <b>ALLIED: I</b> <b>PART: III</b>	<b>22UECOA15-2: TAMILNADU ECONOMY</b>	<b>CREDITS: 3</b> <b>HOURS: 5</b>
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### **COURSE OBJECTIVES**

At the end of the Course the students should be able to exhibit

- 1) Acquires knowledge about the Geographical features and Natural resources in Tamil Nadu.
- 2) Understands the Human Resources & the Human development index.
- 3) Gains knowledge of agricultural sector in Tamil Nadu.
- 4) Knowledge of the industrial sector in Tamil Nadu.
- 5) Understands the Service sector of Tamil Nadu.

#### **UNIT-1: Introduction**

Introduction-Meaning of a Regional Economy – Geographical Features of Tamil Nadu – Natural Resources in Tamil Nadu- Land, Forest, Water and Minerals

#### **UNIT II: Human Capital**

Human Capital-Meaning-Human Resources In Tamil Nadu-Size, Growth and Density of Population in Tamil Nadu –Analysis of the 2011 Census-The Occupation Pattern in Tamil Nadu – Human Development Index- Education, Health, and Nutrition, Water Supply, Housing And Slum Clearance Board –Trends in SDP & Per capita SDP.

#### **UNIT III: Agricultural Development**

Agriculture – Land use – Cropping pattern – Principal Commodities – Irrigation – Green Revolution, Blue and White Revolution – Agricultural Marketing – Regulated markets and Co- operative marketing Agricultural Finance – Agencies – Government role – Self Help Groups and Microfinance.

#### **UNIT IV: Industrial Development**

Major Industries – Automobile, leather, cotton, sugar, cement, software – MSME, Cottage industries – Ancillary industries – Handloom industries – Tamil Nadu Government's role in industrial development – Industrial Financial Institutions – TIIC, SIDCO, SIPCOT, Industrial Estate, DIC, EPZ, SPZ, SEZ (Export Processing Zone, Special Processing Zone, Special Economic Zone).

#### **UNIT V: Service Sector**

Transport and Economic development- Nationalization of Roadways-performance of public sector transports- Power development in Tamil Nadu-Rural Electrification- Social inputs and its development effects- Health, Education-Nutrition- water supply and environment.

**COURSE OUTCOMES**

At the end of the Course the students should be able

- 1) to explain the Geographical features and Natural resources in Tamil Nadu.
- 2) to understand the Human Resources in Tamil Nadu..
- 3) to assess the role of agricultural sector in Tamil Nadu.
- 4) to understand the role of industrial sector in Tamil Nadu.
- 5) to gain knowledge of the various Service sectors of Tamil Nadu.

**Text Books**

- 1) Leonard(2006), Tamil Nadu Economy, Macmillian, New Delhi.
- 2) Rajalakshmi, N.(1999), Tamil Nadu Economy, Business Publishers, Mumbai.
- 3) Perumalsamy, S.(1990), Economic Development of Tamil Nadu, S.Chand&Co. Ltd, New Delhi.

**Supplementary Readings**

- 1) Government of Tamil Nadu, Various Issues of Tamil Nadu Economic Appraisal, Department of Statistics, Govt. of Tamil Nadu
- 2) Manickam. S(2006), Economic development of Tamil Nadu in perspective,Uyirmmmai,Chennai.78
- 3) MIDS (1988) , Tamil Nadu Economy : Performance and Issues, Oxford and IBN Publishing Co. Pvt. Ltd., New Delhi
- 4) Naganathan M (2002), Tamil Nadu Economy: Trends and prospects, University Of Madras.

**OUTCOME MAPPING**

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2
CO2	2	3	3	2	3
CO3	3	2	2	3	2
CO4	3	2	2	2	3
CO5	2	2	2	3	3

<b>SEMESTER: I</b> <b>ALLIED: I</b> <b>PART:III</b>	<b>22UECOA15-3: ECONOMICS OF INFRASTRUCTURE</b>	<b>CREDITS:3</b> <b>HOURS:5</b>
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### **COURSE OBJECTIVES**

- 1) To familiarize with the role of Infrastructure in Economic Development and Growth.
- 2) To know the issues related to Physical Infrastructure Services.
- 3) To understand the problems and prospects of Economic Infrastructure.
- 4) To get exposure in the major Social Infrastructure Facilities and their Economic Implications.
- 5) To get an idea on the various Schemes available for Infrastructural Development in the country.

### **UNIT- I:**

Concept-Forms; Physical, Economic and Social Infrastructures; Need and Significance of Infrastructure; Issues and Problems: Special Characteristics of Public Utilities; Infrastructure and Agriculture; Infrastructure and Industry interlinkages.

### **UNIT- II: Physical Infrastructure**

Transportation: Railways, Roadways, Airways and Waterways: Progress; and Challenges; Communication: Tele-density, Mobile and Internet, Social Media; Growth of IT-IT Enabled Services.

### **UNIT- III: Economic Infrastructure**

Energy: Sources - Classification: Renewable and Non-Renewable- Features and Forms; Energy and Economic Development; Energy Conservation: Problems and Potential of Special Economic Zones (SEZs), Export Processing Zones (EPZs) and Special Investment Region (SIR). Banking and Financial Services: Technology Interface of Financial Services; Financial Inclusion Initiatives.

### **UNIT- IV: Social Infrastructure**

Health: Indicators- Health Care Services-Health and Economic Development; Issues and Measures; Drinking Water and Sanitation: Need and Significance, Issues and Measures; Education: Concept and Forms. Education and Economic Growth. New Education Policy in India.

### **UNIT- V: Special Programmes in Rural and Urban Infrastructure**

Provision of Urban Amenities in Rural Areas (PURA); PMGSY; Deendayal Upadhyaya Gram Jyoti Yojana (DDUGJY); Reviving Water Harvesting Systems and Watershed; Swachh Bharat Mission (Rural and Urban); Smart City: Key Components, Performance and Challenges.

## COURSE OUTCOMES

After the Successful completion of this course, the students will be able

- 1) To expose to the concepts related to Infrastructures and their Economic Implications.
- 2) To understand the various forms of Physical Infrastructure and their Economic Implications.
- 3) To able to know the role and forms of Economic infrastructure in Economic Development.
- 4) To know about the importance and issues in the Social infrastructure and their Economics.
- 5) To exhibit Special Initiatives Programmes in Rural and Urban areas.

### Text Books

- 1) Agarwal, Indian Economy- Problems of Development and Planning (Recent Edition), Vishal Publications, New Delhi.
- 2) Das, K. (2010), 'Lopsided Infrastructure', in Alternative Survey Group (Ed.), Alternative Economic Survey, India: Two Decades of Neoliberalism, Daanish Books, Delhi.
- 3) Goel, M.M. (2011), Economics of Human Resource Management in India, VK Global Publications, New Delhi.
- 4) Misra.S.K and Puri.V.K (2017), Indian Economy, Himalaya Publication Houses, Mumbai.
- 5) RuddarDatt&Sundaram. K.P.M(2003), Indian Economy, Sultan Chand & Co., New Delhi.

### Supplementary Readings

- 1) Arnold Picot, Massimo fiorio, Nico Grove and Johann Karanz. (2015), The Economics of Infrastructure Provisioning. The MIT Press, UK.
- 2) Dash L.N. (2007) Economics of Infrastructure, Regal publication, New Delhi.
- 3) Morris, S. (2007), 'Infrastructure',KaushikBasu (Ed.), The Oxford Companion to Economics in India, Oxford University Press, New Delhi.
- 4) Northon, H.J. (1971), Modern Transport Economics, C.E. Merrill London.
- 5) Parikh, J. (1997) Energy Models for 2000 & Beyond, Tata McGraw - Hill, New Delhi.

### OUTCOME MAPPING

	PO1	PO2	PO3	PO4	PO5
CO1	2	3	3	3	3
CO2	3	2	3	2	3
CO3	3	3	3	3	2
CO4	2	2	3	3	3
CO5	3	2	3	3	2

1-LOW 2- MEDIUM 3- HIGH

<b>SEMESTER: II</b> <b>ALLIED: II</b> <b>PART: III</b>	<b>22UECOA25-1: RURAL ECONOMICS</b>	<b>CREDITS:3</b> <b>HOURS:5</b>
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### **COURSE OBJECTIVES**

- 1) To develop farm, home, public service and village commUNITY.
- 2) To bring improvement in producing crops and animals living condition.
- 3) To improve health and education condition etc. improvement of the rural people.
- 4) To improve villagers with their own efforts.
- 5) To improve village communication.

### **UNIT I**

Nature- Scope and Factors determining Rural Economy- Characteristics of Rural Economy - Social Aspects of India's Rural Areas - Barter System -Non-monetized Sector - Economic Characteristics - Land and Asset Distribution - Agricultural Income - Vagaries of Monsoon.

### **UNIT II**

Rural Unemployment - Types and Magnitude , Agricultural Labour –Marginal Productivity – Agricultural Wage – Minimum Wages Act, Rural Employment Programmes – MGNREGA – Rural Poverty – Nature, Causes and Consequences – Poverty Alleviation Programmes.

### **UNIT III**

Agricultural Marketing – Minimum Support Price linked to Production Cost - Agriculture Marketing Development – eNAM system (online Agriculture Market Place) Crop Insurance - Rural Finance - Causes and magnitude of rural indebtedness, Sources of rural credit: Unorganized: Money lenders, Indigenous Bankers, Organized: Co-operatives, Commercial Banks, Regional Rural Banks – NABARD.

### **UNIT IV**

Rural Development Programmes –PradhanMantriSadakYojana – PradhanMantriAwaasYojana –National Rural Health Mission – National Rural Livelihood Mission.

### **UNIT V**

Rural Industrialization - Agro-based Industries – Cottage Industries, Rural artisans - Cooperative societies – Rural Marketing. Cooperative Marketing-Role of Self Help Groups – PURA Model – Recent Government Policy for Rural Development.



**COURSE OUTCOMES**

The Students will be able to

- 1) Define the Agriculture, rural areas and rural families and principles of rural economic Development Understand
- 2) Explain the types of agriculture to include, horticulture, dairying and allied rural activities
- 3) Distinguish the rural poverty and land holdings
- 4) Elucidate the Agricultural Finance and rural credits system and marketing system

**Text Books**

- 1) Agarwal A.N., KundanLal, (1990), Rural Economy of India, Vikas, Delhi.
- 2) Choudry. C.M, (2009), Rural Economics- Jaipur- Sublime Publication.
- 3) DhingraI.C., (2010), The Indian Economy, Sultan Chand, New Delhi.
- 4) L.C. Jain, (1985), Grass without Roots: Rural Development Under Government Auspices, Sage Publications, New Delhi.
- 5) Patel, K.V, Shan A.C, and Mello L.D, (1984), Rural Economics, Himalaya, Mumbai.
- 6) Prasad B.K. Rural Development, (2003), Concept, Approach and Rural StrategyHimalaya, Mumbai.

**OUTCOME MAPPING**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>CO2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>CO3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO4</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO5</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>

**1 – Low, 2 – Moderate, 3 – High**

<b>SEMESTER: II</b> <b>ALLIED: II</b> <b>PART: III</b>	<b>22UECOA25-2: WELFARE ECONOMICS</b>	<b>CREDITS:4</b> <b>HOURS:5</b>
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### **COURSE OBJECTIVES**

- 1) To know the basic concepts Welfare Economics.
- 2) To get know the comprehensive Knowledge of Old Welfare Economics.
- 3) To get an insight into Social Welfare Function.
- 4) To know the developments of Social Welfare Function.
- 5) To know the recent developments in Welfare Economics.

### **UNIT- I Introduction to Welfare Economics**

Welfare Economics: Meaning -Nature and Scope; Applications of Welfare Economics – Relations to Micro Economics and Macro Economics -Approaches to Welfare Economics- Role of Value Judgments in Welfare Economics

### **UNIT :II Old Welfare Economics**

Benthamite Approach to Aggregate Welfare; Marshallian Welfare Economics; Concept of Individual Welfare- Concept of Aggregate Welfare - Concept of Consumer's Surplus; and Tax-Bounty Analysis Pigouvian Welfare: Concept of Dual Criterion.

### **UNIT – III: Social Welfare Function**

Social Welfare Function – Bergson – Samuelson Social Welfare Function – Social Welfare Function and Value Judgments – Grand Utility Possibility Frontier and Point of Constrained Bliss– A Critical Evaluation of Bergson – Samuelson Social Welfare Function – Prof. Amertiya Sen's Critique.

### **UNIT-IV New Welfare Economics-**

New Welfare Economics: Compensation Principle – Kaldor, Hicks Welfare Criterion: Compensation Principle – Scitovsky's Paradox – A Critique of The Compensation Principle – Kenneth Arrow's Impossibility Theorem.

### **UNIT –V Recent Developments in Welfare Economics**

Divergence between Private and Social Costs; Problems of Non-Market Interdependence; Externalities of Production and Consumption; External Economies and Diseconomies; Market Failures; Problem of Public Goods: The Theory of Second –Best.

### **COURSE OUTCOMES**

After completion of this course Welfare Economics, the students will be able

- 1) To understand the Evolution and the Nature and Significance of Welfare Economics.
- 2) To acquire knowledge about Old Welfare Economics.
- 3) To depict and understand the Social Welfare Function and its implications.
- 4) To know the improved versions Welfare Economics.
- 5) To comprehend the concepts of Recent Developments in Welfare Economics.

**Text Books**

- 1) Ahuja H.L. (2001), Advanced Economics Theory- Micro Economic Analysis, S. Chand & Company Ltd, New Delhi.
- 2) Dwivedi D.N. (2008), Microeconomics Theory and Applications, Dorling Kindersley, Delhi, India.
- 3) Jhingan, M.L. (2012), Advanced Economic Theory, Virunda Publications(P).Ltd, New Delhi.

**Supplementary Readings**

- 1) Arrow, K.J. (1951), Social Choice and Individual Values, Yale University Press, New Haven.
- 2) Baumol, W.J. (1965), Welfare Economics and the Theory of the State (Second Edition), Longmans Press, London.
- 3) Baumol, W.J. (ed.) (2001), Welfare Economics, Edward Elgar Publishing Ltd, U.K.
- 4) Broadway, R.W and N. Bruce (1984), Welfare Economics, Basil Blackwell, Oxford.
- 5) Deaton Angus (2013), The Great Escape: Health, Wealth, and the Origins of Inequality, Princeton University Press, New Jersey.

**OUTCOME MAPPING**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>CO4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

**1-LOW 2- MEDIUM 3- HIGH**

<b>SEMESTER: II</b> <b>ALLIED: II</b> <b>PART: III</b>	<b>22UECOA25-3: ECONOMIC HISTORY OF INDIA</b> <b>(1857-1947)</b>	<b>CREDITS:4</b> <b>HOURS:5</b>
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### **COURSE OBJECTIVES**

- 1) To make the students understand the meaning and scope of economic history.
- 2) To make them aware of the economic conditions that existed during colonial period.
- 3) To make them understand the growth and structural changes during colonial rule.
- 4) To gain knowledge about the impact of the colonial rule on agriculture and industry.
- 5) To gain knowledge about colonial fiscal and monetary systems.

### **UNIT I – Introduction to economic history**

Meaning and scope of economic history – Importance – Theories of economic history.

### **UNIT II – Growth and structural change**

Measuring change – Patterns of trade – Balance of payments – Savings and investment – Public finance – Prices.

### **UNIT III – Agriculture**

Trends in production and income – Resources and technique – Markets – Effects of market expansion – Agriculture in major regions – Land, labor and credit markets – Stagnation.

### **UNIT IV – Industry**

Types of industry – Long term pattern of industrialization – Two models of transition in handicrafts – Handloom weaving – Other industries – Major large-scale industries – Stages of industrialization – Labor and finance – Technology and colonization.

### **UNIT V – Fiscal and monetary system**

Policy making – Trade policy – Fiscal system – Monetary system.

### **COURSE OUTCOMES**

After the completion of the course, the students should

- 1) Understand the importance of study of economic history
- 2) Gain knowledge about the structural changes in colonial period
- 3) Understand the changes in agricultural sector
- 4) Get knowledge about impact of colonial rule on industrial sector
- 5) Evaluate the fiscal and monetary system during colonial period

**Textbooks**

- 1) Tirthankar Roy - The Economic History of India, 1857-1947 – Oxford University Press, New Delhi
- 2) CA Bailey (ed) – An Illustrated History of Modern India, 1600-1947 - Oxford University Press, New Delhi
- 3) Amartya Sen – Poverty and famines - Oxford University Press, New Delhi

**Supplementary Readings**

- 1) Patrick K O'Brien (1988) – The costs and benefits of British imperialism, 1846-1914 past and present.
- 2) Tirthankar Roy – Artisans and industrialization: Indian weaving in 20<sup>th</sup> century - Oxford University Press, New Delhi.
- 3) Kumar Dharma edited (1982) – The Cambridge Economic History of India – Orient Longman, Hyderabad.
- 4) Bipan Chandra – The rise and growth economic nationalism in India – People's publishing house, New Delhi.

**OUTCOME MAPPING**

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	2	3	3	2
CO3	3	3	2	2	2
CO4	2	3	2	2	2
CO5	2	3	2	3	3

1-LOW    2- MEDIUM    3- HIGH

<b>SEMESTER: I PART: III</b>	<b>22UECOA01: BUSINESS ECONOMICS- I</b>	<b>CREDITS:3 HOURS:5</b>
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### **COURSE OBJECTIVES**

- 1) To expose students to economic concepts and analytical approach.
- 2) To make them understand the role and responsibilities of business.
- 3) To make them to apply economic concepts in decision making.
- 4) To make them acquire knowledge about economic concepts which are used in business.
- 5) To make them apply economic concepts to different economic and business conditions.

### **Unit I: Nature and Scope of Business Economics**

Meaning and scope of Business Economics- objectives of business- role and responsibilities of business-Micro economics and Macroeconomics- meaning and scope- interdependence between the two.

### **Unit II: Utility Analysis**

Utility- meaning and types – cardinal utility analysis – law of diminishing marginal utility - law of equi – marginal utility – ordinal utility analysis – indifference curves – meaning and properties – budget line – consumer equilibrium using indifference curves .

### **Unit III: Demand and Supply Analysis**

Meaning – determinants of demand - law of demand – exceptions to law of demand – supply - meaning – law of supply – elasticity of demand – price, income and cross elasticity of demand – methods of measuring elasticity of demand – importance of elasticity of demand.

### **Unit IV: Demand forecasting**

Demand forecasting – definition – objectives – forecasting techniques – importance of demand forecasting.

### **Unit V: Production function**

Meaning – short run and long run production functions – law of variable proportion – laws of returns – Cobb-Douglas production function

### **COURSE OUTCOMES**

After the completion of the syllabus the students

- 1) Understand the meaning and importance of business economics and role of business
- 2) Understand cardinal and ordinal utility analysis
- 3) Get knowledge about demand, supply and elasticity of demand
- 4) Get knowledge about demand forecasting and use in business
- 5) Understand production function and laws.

**Text Books**

- 1) Sankaran.S- *Business Economics (6 th ed)*- Margam Publication-Chennai
- 2) Ahuja.H.L-*Business Economics*- Sultan Chand& Sons-New Delhi
- 3) Chaudhary.C.M-*Business Economics*- RBSA Publishers-Jaipur

**Supplementary Readings**

- 1) Mithani. D.M& Murthy-*Fundamentals of BusinessEconomics*- Himalaya Publishing House-New Delhi
- 2) Cauvery- *Managerial Economics*- S.Chand-New Delhi
- 3) Sundaram.K.P.M and Sundaram .E.N-*Micro Economics*-S.Chand –New Delhi

**OUTCOME MAPPING**

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	3	3	2	3
CO3	3	2	2	3	3
CO4	2	2	2	2	2
CO5	3	2	2	3	3

1-LOW    2- MEDIUM    3- HIGH

<b>SEMESTER: I</b> <b>PART: III</b>	<b>22UECOA02: BUSINESS ECONOMICS</b>	<b>CREDITS:3</b> <b>HOURS:5</b>
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### **COURSE OBJECTIVES**

- 1) To expose students to economic concepts and analytical approach.
- 2) To make them understand the role and responsibilities of business.
- 3) To make them to apply economic concepts in decision making.
- 4) To make them acquire knowledge about economic concepts which are used in business.
- 5) To make them apply economic concepts to different economic and business conditions.

### **UNIT I:Nature and Scope of Business Economics**

Meaning and scope of Business Economics- objectives of business- role and responsibilities of business-Micro economics and Macroeconomics- meaning and scope - interdependence between the two.

### **UNIT II: Demand and Supply Analysis**

Meaning – determinants of demand - law of demand – exceptions to law of demand – supply - meaning – law of supply – elasticity of demand – price, income and cross elasticity of demand – methods of measuring elasticity of demand – importance of elasticity of demand.

### **UNIT III: Demand forecasting**

Demand forecasting – definition – objectives – forecasting techniques – importance of demand forecasting.

### **UNIT IV: Market Structure**

Types of market-features-price and output determination under perfect competition (short run and long run)-monopoly-monopolistic competition-oligopoly

### **UNIT IV: Pricing Methods**

Different Pricing methods- full cost pricing-target pricing-marginal cost pricing-going rate pricing-customary pricing-differential pricing-pricing of new products-pricing of public utilities

### **COURSE OUTCOMES**

After the completion of the syllabus the students

- 6) Understand the meaning and importance of business economics and role of business.
- 7) Get knowledge about demand, supply and elasticity of demand.
- 8) Get knowledge about demand forecasting and use in business.
- 9) Gain knowledge about pricing under different market conditions.
- 10) Understand about the pricing methods.



**Text Books**

- 1) Sankaran.S- *Business Economics (6 th ed)*- Margam Publication-Chennai.
- 2) Ahuja.H.L-*Business Economics*- Sultan Chand& Sons-New Delhi.
- 3) Chaudhary.C.M-*Business Economics*- RBSA Publishers-Jaipur.

**Supplementary Readings**

- 1) Mithani. D.M& Murthy-*Fundamentals of BusinessEconomics*- Himalaya Publishing House-New Delhi.
- 2) Cauvery- *Managerial Economics*- S.Chand-New Delhi.
- 3) Sundaram.K.P.M and Sundaram .E.N-*Micro Economics*-S.Chand –New Delhi.

**COURSE MAPPING**

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	3	3	2	3
CO3	3	2	2	3	3
CO4	2	2	2	2	2
CO5	3	2	2	3	3

1-LOW    2- MEDIUM    3- HIGH

<b>SEMESTER:II PART: III</b>	<b>22UECOA03: BUSINESS ECONOMICS II</b>	<b>CREDITS:3 HOURS:5</b>
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### **COURSE OBJECTIVE**

- 1) To make students to understand about the cost and revenue concepts
- 2) To make them understand pricing under different market structures
- 3) To give them knowledge about theories of distribution
- 4) To make them understand the different pricing methods
- 5) To make them understand the techniques of capital budgeting

### **UNIT I: Cost and Revenue Analysis**

Different types of costs-cost and output relation - TC, AC and MC- short run and long run cost-types of revenue-revenue curves under different market structures.

### **UNIT II: Market Structure**

Types of market-features-price and output determination under perfect competition (short run and long run)-monopoly-monopolistic competition-oligopoly

### **UNIT III: Theories of Distribution**

Meaning and types of distribution- theories of distribution-Marginal productivity theory-modern theory- theories of profit

### **UNIT IV: Pricing Methods**

Different Pricing methods- full cost pricing-target pricing-marginal cost pricing-going rate pricing-customary pricing-differential pricing-pricing of new products-pricing of public utilities

### **UNIT V: Capital Budgeting**

Meaning and need for capital budgeting- forms of capital budgeting-problem-requisites of good capital budgeting.

### **COURSE OUTCOME**

After the completion of the course the students would be able to

- 1) Understand cost and revenue concepts
- 2) Gain knowledge about pricing under different market conditions
- 3) Get knowledge about theories of distribution and determination of profit
- 4) Learn about the pricing methods
- 5) Analyse capital budgeting

### **Text Books**

- 1) Sankaran.S- *Business Economics (6 th ed)*- Margam Publication-Chennai
- 2) Ahuja.H.L-*Business Economics*- Sultan Chand& Sons-New Delhi
- 3) Chaudhary.C.M-*Business Economics*- RBSA Publishers-Jaipur

**Supplementary Readings**

- 1) Mithani. D.M& Murthy-*Fundamentals of BusinessEconomics*- Himalaya Publishing House-New Delhi
- 2) Cauvery- *Managerial Economics*- S.Chand-New Delhi
- 3) Sundaram.K.P.M and Sundaram .E.N-*Micro Economics*-S.Chand –New Delhi

**OUTCOME MAPPING**

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2
CO2	2	3	3	2	3
CO3	3	2	2	3	2
CO4	3	3	2	2	3
CO5	2	2	3	3	3

1-LOW    2- MEDIUM    3- HIGH