

**ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
CUDDALORE-1**



**DEPARTMENT OF ECONOMICS**

**SYLLABUS 2017-2018**

ST.JOSEPH'S COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)  
CUDDALORE

**COURSE STRUCTURE UNDER CHOICE BASED CREDIT SYSTEM(U G)**

Year/ Semester	Part	Subject	Paper	Title of the Paper	Hours	Credits
I YEAR First Semester	III	<b>Allied- B.com,commerce</b>	1	Business Economics-I	5	3
		B.com,Bank Management	1	Business Economics-I	5	3
		B.A(History)	1	Tamil Nadu Economy	6	5
		BBA(CA)	1	Application Of EconomicsIn Business	5	3
I YEAR Second Semester	III	<b>Allied- B.com,commerce</b>	2	Business Economics-II	5	3
		B.com,Bank Management	2	Business Economics-II	5	3
		B.A(History)	2	Indian Economic Policy	6	5
II YEAR Third Semester	III	<b>Allied- B.com,Bank Management</b>	3	Indian Economy	5	5
		B.A(History)	3	Indian Macro Economic Environment	6	3
II YEAR Fourth Semester	III	B.com,Commerce	3	Indian Economy	5	5
		B.A(History)	4	International Economics	6	3

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CUDDALORE  
COURSE STRUCTURE UNDER CHOICE BASED CREDIT SYSTEM(P G)

Year/ Semester	Part	Subject	Paper	Title of the Paper	Hours	Credits
I YEAR First Semester		<b>Elective-</b> M.com,commerce	1	Managerial Economics	6	4
I year First Semester		<b>Elective-</b> M.com,commerce	1	Mathematical Economics	6	4

<b>I B.COM &amp; I BBM</b>	<b>BUSINESS ECONOMICS - I</b>	<b>AECM101/AEBM101T</b>
<b>SEMESTER - I</b>		<b>HRS/WK - 5</b> <b>TOTAL 75 HRS</b>
<b>ALLIED-1</b>		<b>CREDIT -3</b>

**Objectives:**

- To equip the students with basic knowledge on the principles of business economics.
- To acquaint the students with consumer behaviour, cost concepts and production function.

**Unit I: Introduction to Business Economics 15 HRS**

Economics-Meaning-Definitions-Business Economics-Definition-Nature and Scope-Role of Business Economists-Relationship of Business Economics and other disciplines.

**Unit II: Demand Analysis 15 HRS**

Demand –Meaning-Definition-Factors Influencing Demand –Law of Demand – Exceptions to the Law of Demand – Elasticity of Demand –Types of Elasticity of Demand –Demand Forecasting-Meaning-Definition-Objectives.

**Unit III: Indifference curve Analysis 15 HRS**

Indifference Curve Analysis – Marginal Rate of Substitution – Properties of Indifference Curves –Indifference Map-Budget line or Price line- Consumer’s Equilibrium-Consumer Surplus .

**Unit IV: Theory of Production 15 HRS**

Introduction-Factors of Production-Production Function –Importance of Production Function –The Cobb-Douglas Production Function – The Law of Variable Proportions – The Law of Returns to Scale .

**Unit V: Cost Function 15 HRS**

Meaning of Cost –Cost Concepts-Short Run Cost curves- Marginal Cost, Average Cost, Total Cost, Fixed Cost, and Variable Cost –Relationship between Average cost & Marginal cost-Long Run Average Cost Curve.

**Text Books :**

1. JothiSivagnanam. K &Srinivasan R, Business Economics, Tata McGraw Hill Education Pvt. Ltd., Publication, New Delhi.
2. K.K.Dewett,Modern Economic Theory,S.Chand & Company LTD,New Delhi.
3. K.P.M.Sundaram,BusinessEconomics,Sultan Chand and Sons, New Delhi.
4. T.Aryamala ,Business Economics ,Vijay Nicole Imprints Private Limited,Chennai

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**References:**

1. Lipsey, Richard, G.,1969, Introduction to Positive Economics, English Language Book Society and Weidenfeld and Nicolson, London.
2. Mannur,H.G.,1993, International Economics : Theory and Policy Issues, Vikas Publishing House Pvt. Ltd.,New Delhi.
3. Samuelson, Paul Anthony and William D. Nordhaus,1998,Economics,Ed.6,New Delhi: Tata McGraw Hill Publishing Company Ltd.New Delhi.
4. Hal R.Varian,Inter Mediate Micro Economics:A Modern Approach,W.W.Norton and Company,New York.
5. Gardner Ackley ,MicroEconomics,The Macmillan Co,New York.

**Journals for Reference**

1. Journal of Applied Economics.
2. International Journal of the Economics of Business.

**Websites for Reference**

<http://www.yahoo.com/socialscience/economics/infoseek-economics>  
www.sciencedirect.com;

**Question Paper Pattern**

Time: 3 hours

Marks: 75

Part - A : (10 x 2 =20 marks)  
All the questions are to be answered

Part – B: (5 x 5 = 25 marks)  
Five questions with internal choice.  
(Either or pattern)

Part – C: (3 x 10 = 30 marks)  
Three out of five with open choice

<b>I B.COM &amp; I BBM</b>	<b>BUSINESS ECONOMICS - II</b>	<b>AECM202T/AEBM202T</b>
<b>SEMESTER - II</b>		<b>HRS/WK - 5</b> <b>TOTAL 75 HRS</b>
<b>ALLIED-2</b>		<b>CREDIT -3</b>

**Objectives :**

- To understand the behavior of Firms in different Marketcompetitions and Factor Pricing .
- To introduce Welfare Economics.

**Unit I: Theory of Pricing under Perfect Competition** **15 HRS**

Perfect Competition: Equilibrium of the Firm and Industry – Derivation of the Supply Curve – Market Adjustment Process – Time Element.

**Unit II: Theory of Pricing under Imperfect Competition** **15 HRS**

Monopolistic Competition: Product Differentiation – Selling Cost – Oligopoly – Cournot Model – Kinked Demand Curve – Collusion and Price Leadership.

**Unit III: Theory of Factor Pricing-1** **15 HRS**

Marginal Productivity Theory of Distribution- Theories of Rent: Ricardian Theory, Modern Theory and Quasi Rent -Theories Of Wages: Iron Law of Wages , Wage Fund Theory.

**Unit IV: Theory of Factor Pricing- 2** **15 HRS**

Theories of Interest: Loanable Fund Theory, Liquidity Preference Theory-Theories of Profit: Dynamic Theory, Uncertainty Theory and Innovation Theory.

**Unit V: Welfare Economics** **15 HRS**

Welfare–Meaning - Definition-Positive Economics & Welfare Economics-Divergence between Individual and Social Welfare-New Welfare Economics Pareto’s Welfare Criterion.

**Text Books :**

1. JothiSivagnanam. K &Srinivasan R, Business Economics, Tata McGraw Hill Education Pvt. Ltd., Publication, New Delhi.
- 2.Dewett.K.K,Modern Economic Theory,S.Chand&Company ltd,Delhi,PP 948-968.
3. K.P.M.Sundaram,Vaish, Micro Economic Theory,Sultan Chand and Sons, New Delhi.

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**Reference Books:**

1. Lipsey, Richard, G.,1969, Introduction to Positive Economics, English Language Book Society and Weidenfeld and Nicolson, London.
2. Mannur,H.G.,1993, International Economics : Theory and Policy Issues, Vikas Publishing House Pvt. Ltd.,New Delhi.
3. Samuelson, Paul Anthony and William D. Nordhaus,1998,Economics,Ed.6,New Delhi: Tata McGraw Hill Publishing Company Ltd.New Delhi.

**Journals for Reference**

1. Journal of Applied Economics .
2. International Journal of the Economics of Business.

**Websites for Reference**

<http://www.yahoo.com/socialscience/economics/infoseek-economics>  
[www.sciencedirect.com](http://www.sciencedirect.com);

**Question Paper Pattern**

Time: 3 hours

Marks: 75

Part - A : (10 x 2 =20 marks)  
All the questions are to be answered

Part - B: (5 x 5 = 25 marks)  
Five questions with internal choice.  
(Either or pattern)

Part - C: (3 x 10 = 30 marks)  
Three out of five with open choice

<b>II BBM &amp; II B.com.</b>	<b>INDIAN ECONOMY</b>	<b>AECBM303 /AECM403</b>
<b>SEMESTER – III &amp; IV</b>		<b>HRS/WK – 5 TOTAL 75 HRS</b>
<b>ALLIED -3</b>		<b>CREDIT –5</b>

**Objectives:**

- To help the students understand the nature of economy that India is.
- To have an all-around information about the varied sectors of the Indian Economy.

**Unit I : Introduction 10 HRS**  
Economic Growth and Economic Development – Features of a Developing Economy – Indicators of Economic Development.

**Unit II : National Income 20 HRS**  
National Income: Concept and Significance of National Income – Estimation of National Income – Problems in the Estimation of National Income – Trends in National Income – Causes of Slow Growth – Structural Changes in Indian Economy As Seen in the National Income Data.

**Unit III :Problems of the Indian Economy 15 HRS**  
Major Problems of the Indian Economy: Poverty and Inequality – Magnitude of Poverty in India – Nature and Causes of Poverty – Measures to Reduce Poverty – Poverty Alleviation Programmes – New Economic Policy.

**Unit IV :Foreign Trade 20HRS**  
Foreign Trade: Trade and Economic Growth – Trade Policy and Strategy – India’s Foreign Trade During Plans – Balance of Payment and the Problem of Deficit.

**Unit V :Public Finance 10 HRS**  
Public Finance: Meaning – Components – Fiscal Policy in a Liberalized Era.

**Text Books :**

1. S.Sankaran,Indian Economy ,Marghampublication,Chennai.
2. I.C. Dingra ,IndianEconomy,Sultan Chand and Sons,New Delhi.

**Reference:**

1. RuddarDutt and K.P.M.Sundharam ,IndianEconomy,S.Chand and Co.Pvt. Ltd (Recent edition), New Delhi.
2. A.N.Agarwal ,Indian Economy : Problems of Development and Planning, Wishwaprakashan,New Delhi.
3. S.K.Misra and V.K. Puri, Indian Economy : Its Development Experience, Himalaya Publishing House, Mumbai.



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## Question Paper Pattern

Time: 3 hours

Marks: 75

Part - A : (10 x 2 =20 marks)  
All the questions are to be answered

Part - B: (5 x 5 = 25 marks)  
Five questions with internal choice.  
(Either or pattern)

Part - C: (3 x 10 = 30 marks)  
Three out of five with open choice

<b>I M.Com</b>	<b>MANAGERIAL ECONOMICS</b>	<b>CODE:EPCM705S</b>
<b>SEMESTER - I</b>		<b>HRS/WK - 6</b> <b>TOTAL 90 HRS</b>
<b>Elective-1</b>		<b>CREDIT -4</b>

**Objectives:**

- To introduce the concepts in Economics required for Managers.
- To provide an understanding of Managerial models.

**Unit I: Introduction 15 HRS**

Managerial Economics-Meaning-Definition-Features-Scope of Managerial Economics -Economic theory and managerial theory-Decision making process-Social Responsibility of Business.

**Unit II: Demand Forecasting 20 HRS**

Demand Forecasting- Meaning – Purpose – Methods of Demand Forecasting – Survey Methods –Expert opinion–Market Experiments – Econometric method-Statistical Methods-Forecasting Demand for New products-Criteria for Good Forecasting Method.

**Unit III: Capital Budgeting 15 HRS**

Capital Budgeting-Pre-Requisite of Capital Budgeting –Nature of Capital Budgeting- Methods Of Appraising Profitability.

**Unit IV: Product Pricing 20 HRS**

PricingMethods-Cost oriented & competition oriented-Pricing a new product-Price discrimination-meaning- International price discrimination and dumping- Cost Function – Revenue Function – Equilibrium of the Firm – Break-Even Analysis .

**Unit V: Linear Programming 20 HRS**

Linear Programming-Meaning-Features- Formulation of Linear Programming Problems – Graphical Solution – Simplex Method.

**Text Books:**

- 1.R.L.Varshney&K.L.Maheshwari, Managerial Economics,Sultan Chand and Sons,New Delhi.
- 2.H.L.Ahuja, Managerial Economics,S Chand and Co ltd,New Delhi.

**Reference Books:**

1. DominickSalvatore , Managerial Economics,Schaum’s outline series,McGraw-Hill Book company New Delhi.

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## Question Paper Pattern

Time: 3 hours

Marks: 75

Part - A : (10 x 2 = 20 marks)  
All the questions are to be answered

Part - B: (5 x 5 = 25 marks)  
Five questions with internal choice.  
(Either or pattern)

Part - C: (3 x 10 = 30 marks)  
Three out of five with open choice

<b>I M.Com</b>	<b>Mathematical Economics</b>	<b>CODE:EPCM705A</b>
<b>SEMESTER - I</b>		<b>HRS/WK - 6 TOTAL 90 HRS</b>
<b>Elective-2</b>		<b>CREDIT -4</b>

**Objectives:**

- **To Improve the mathematical skills necessary to study economics**
- **To analyze non linear functions using differential calculus**

**Unit-I Differential Calculus**

**20 HRS**

Variables – Constants – Parameters- functions- Limits – Derivatives of algebraic functions- - Exponential, Logarithmic functions- Parametric differentiation – product and quotient rules – successive differentiation of second order- partial differentiation.

**Unit-II Maxima and Minima concepts15 HRS**

Slope of a curve- Maxima and Minima – Points of inflexion –Cobb Douglas production function and its properties-Eulers theorem – Lagrange’s method.

**Unit-III Integral Calculus15 HRS**

Integration – Standard forms- Definite and indefinite integrals – Integration by parts- Area of a curve –Consumer’s Surplus-Producer’s surplus.

**Unit-IV Differential Equations**

**20 HRS**

Homogenous and Linear Differential Equations-Second order derivatives and Curvature Convex, Concave, Point of Inflexion - Application in Economics: TC, AC, MC curves - Elasticity and the derivatives.

**Unit-V Financial Mathematics**

**20 HRS**

Growth rate- Simple and Compound, Depreciation- Time Value of Money- Future and Present Value, Compounding and Discounting, Net Present Value and Internal Rate of Return. NB: (Mathematical proof of Theorems is not necessary.)

**Textbooks:**

1. Mehta and Madnani (2004), Mathematics for Economics Sultan Chand & sons publications, New Delhi.
2. Bradley, Teresa and Paul Patton (2008) Essential Mathematics for

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Economics Bersicess, Wiley India, New Delhi References.

**References:**

1. Anthony, Matrix and Norman Biggs (2009) Mathematics for Economics and Finance: methods and modeling Cambridge University, Omen, United Kingdom .
2. Rehshaw, Geoff (2009), Maths for Economics; 2nd Edition Oxford University Press, New Delhi.
3. Vittal .P.R.(2012), Business Mathematics and Statistics, Margham Publication, Chennai.

<b>YEAR - I</b>	<b>TAMIL NADU ECONOMY (For B.A. History)</b>	<b>AECHI101</b>
<b>SEMESTER - I</b>		<b>HRS/WK - 6 TOTAL 90 HRS</b>
<b>ALLIED - 1</b>		<b>CREDIT - 5</b>

**Objectives:**

- To understand the relevance of regional economics; and
- To understand the sectors of Tamil Nadu

**Unit I:Introduction**

**18 HRS**

Introduction: Meaning of a Regional Economy – Geographical Features of Tamil Nadu – Natural Resources in Tamil Nadu; Land, Forest, Water (Fisheries) and Minerals.

**Unit II:Human Capital**

**18 HRS**

Human Capital:Human Resources In Tamil Nadu-Size, Growth and Density of Population in Tamil Nadu – The Occupation Pattern in Tamil Nadu – Analysis of the 2011 Census – Social Inputs in Development Efforts: Education, Health, and Nutrition, Water Supply, Housing And Slums – Evaluation of Poverty Alleviation Programmes in Tamil Nadu.

**Unit III:Planning**

**18 HRS**

Planning: Economic Planning and Development in Tamil Nadu – Trend and Composition of GDP – Per Capita GDP – Sectoral Composition.

**Unit IV:Agricultural and Industry Sector**

**18 HRS**

Agriculture: Agricultural Growth – Cropping Patter – Agricultural Inputs – Irrigation, Fertilizer – Agricultural Marketing: Co-operative Movement In Agriculture – Animal Husbandry, Forestry And Fisheries.

Industry: Growth of Industry – Changes in Industrial Structures – Major Industries: Cotton Textiles, Sugar, Cement, Automobiles, Leather and Electronics – Small and Cottage Industries – Light Engineering Industries – Industrial Finance.

**Unit V:Service Sector**

**18 HRS**

Service Sector: Infrastructure in Tamil Nadu – Energy, Power, Transport, Communication and Banking.

**Text Books:**

2. A G Leonard S J . 2006. Tamil Nadu Economy,RajivBero Macmillan India Limited,New Delhi.
3. Dr.N.Rajalakshmi. 1999. Tamil Nadu Economy, Business Publication,Mumbai.

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**Reference Books:**

1. Kurien, C.T and James Jospeh, 1979, Economic change in Tamil Nadu; A Regionally and Functionally Disaggregated study, Allied Publishers Pvt Ltd., New Delhi.
2. Government of Tamil Nadu, Tamil Nadu, An Economic Appraisal, Evaluation and Applied Research Department, Chennai, Various Issues.
3. Madras Institute of Development studies, 1988, Tamil Nadu Economy Performance and Issues, Oxford and IBH Publishing Co., New Delhi.
4. Tamil Nadu Economic Appraisal

**Question Paper Pattern**

Time: 3 hours

Marks: 75

Part - A : (10 x 2 =20 marks)  
All the questions are to be answered

Part – B: (5 x 5 = 25 marks)  
Five questions with internal choice.  
(Either or pattern)

Part – C: (3 x 10 = 30 marks)  
Three out of five with open choice

<b>I - B.A (History)</b>	<b>INDIAN ECONOMIC POLICY (For B.A. History)</b>	<b>AEHI202S</b>
<b>SEMESTER - II</b>		<b>HRS/WK - 6 TOTAL 90 HRS</b>
<b>ALLIED - 2</b>		<b>CREDIT - 5</b>

**Objectives:**

- To understand the Economic system in India.
- To understand the Agricultural pricing policy, Industrial sickness.

**Unit I: Economic System in India 18 HRS**

Capitalism-Socialism-Mixed Economy-Policy of Mixed economy and its relevance to India-Emergence of capitalism-NITI Aayog

**Unit II:Agriculture 18 HRS**

Place of Agriculture in Indian Economy-Need For Food Security In India-Irrigation and Agricultural Input Pricing Policies in India - Agricultural Subsidy- Second Green Revolution -Agricultural Output and Pricing Policies in India.

**Unit III:Industry 18 HRS**

Role of Industries in Indian Economic Development-Small Vs Large Scale Industries - Reasons For Industrial Sickness in India – Tell About the Latest Sickness- Industrial Growth in the Last Two Five Year Plans-Industrial Policy of Government of India 1956,1991-Globalization and Industrial Growth. .

**Unit IV:Population 18 HRS**

An Analysis on Recent Population Census-Theory of Demographic Transition-EffectsofRising Population in India - Family Planning Policy in India under Five Year Plans - New Population Policy.

**Unit V:Service Sector 18 HRS**

Role of Different Modes of Transport in Indian Economic Development-Need for Government Intervention in the Provision of Health and Education in India-Composition of India’s Foreign Trade -Performance of Indian Capital Markets – Role of SEBI-Impact of WTO in India.

**Test Books:**

1. Datt, Ruddar and KPM Sundharam, Indian Economy, S.Chand and Co.Pvt. Ltd , New Delhi.
2. Dhingra, I C, Indian Economy, New Delhi, Sultan (Recent edition)



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**Reference Books:**

1. Agarwal, A.N., Indian Economy: Problems of Development and Planning, WishwaPrakashan, New Delhi.
2. Uma Kapila, Indian Economy since Independence, Academic Foundation 2002.
3. Sen, Raj Kumar and Chatterjee, Biswaajit, India Economy: Agenda for the 21<sup>st</sup> century, Deep and Deep Publications 2002
4. Bhagwati, Jagdish N. and Padma Desai, Planning for Industrialisation, Oxford University Press, London (Recent edition)
5. Francis Cherunilam, Industrial Economics: Indian Perspective, Himalaya Publishing House, Mumbai (Recent edition)
6. Kuchhal, S.C., The Industrial Economy of India, Chaitanya Publishing House, Allahabad (Recent edition)

**Question Paper Pattern**

Time: 3 hours

Marks: 75

Part - A : (10 x 2 = 20 marks)  
All the questions are to be answered

Part - B: (5 x 5 = 25 marks)  
Five questions with internal choice.  
(Either or pattern)

Part - C: (3 x 10 = 30 marks)  
Three out of five with open choice

<b>II B.A HISTORY</b>	<b>INDIAN MACRO ECONOMIC ENVIRONMENT</b>	<b>AEHI303S</b>
<b>SEMESTER - III</b>		<b>HRS/WK - 6 TOTAL 90 HRS</b>
<b>ALLIED-3</b>		<b>CREDIT -3</b>

**Objectives:**

- To impart the students with the basic principles and concepts of the Indian Environment.
- To provide knowledge on socially relevant environment.

**Unit I: Major problems of the Indian Environment 15 HRS**

Meaning and Measurement of Economic Growth – Growth Vs Development – Other Indicators of Growth – Determinants of Economic Development – Economic Growth in India – The Twelfth Five Year Plan-Major Macro Economic goals.

**Unit II: Economic Growth and Population 15 HRS**

Relationship Between Economic Growth And Population: Theories Of Population – Malthusian Theory, The Optimum Theory, The Demographic Theory of Transition – Evaluation of India’s Population Trends – Growth of Population in India and Its Effect on Economic Development –Demographic Profile of India 2011-National Population Policy 2000.

**Unit III: Unemployment and Poverty 20 HRS**

Unemployment and Poverty: Meaning and Types of Unemployment – Causes of Unemployment – Extent of the Problem – Unemployment Among Particular Categories – Concept of Poverty- Causes of Poverty – Review of Poverty – Removal and Employment Generation Programmers.

**Unit IV: Monetary Policy 20 HRS**

Monetary Policy: Meaning and Objective of Monetary Policy – Instrument of Monetary Policy – Monetary Policy In India.

**Unit V: Fiscal Policy 20 HRS**

Fiscal Policy: Meaning of Fiscal Policy – Objectives of Fiscal Policy – Tools of Fiscal Policy – Fiscal Policy In India – Public Revenue in India – Tax Revenue – Tax Structure in India – Tax Reforms in India-Non Tax Revenue.

**Text Book:**

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1. RudderDutt&Sundharam P,2000, Indian Economy,Sultan Chand & Sons, New Delhi.
  2. Diwedi DN,2002, Indian Economy,Vikas Publishing House (P) Ltd, New Delhi.

**References:**

1. M.L. Jingham, 2000, Development Economics, Sultan Chand and Sons, New Delhi.
2. FrancisCherunilam, Indian Economy, Himalaya Publishing House, New Delhi.

**Question Paper Pattern**

Time: 3 hours

Marks: 75

Part - A : (10 x 2 =20 marks)  
All the questions are to be answered

Part - B: (5 x 5 = 25 marks)  
Five questions with internal choice.  
(Either or pattern)

Part - C: (3 x 10 = 30 marks)  
Three out of five with open choice

<b>II B.A HISTORY</b>	<b>INTERNATIONAL ECONOMICS</b>	<b>CODE:AEHI404</b>
<b>SEMESTER - IV</b>		<b>HRS/WK - 6</b> <b>TOTAL 90 HRS</b>
<b>ALLIED-4</b>		<b>CREDIT -3</b>

**Objectives :**

- To impart the students with the basic principles and concepts of International Economics.
- To provide knowledge on the present international environment.

**Unit I: International Trade 15 HRS**

International Trade: Meaning of Composition and direction of India's Foreign Trade – Pattern of Imports – Sources of Imports – Pattern of Exports – Direction of Exports – Terms of Trade – Causes of unfavorable terms of trade for Developing Countries.

**Unit II: Balance of Trade and Balance of Payment 20 HRS**

Balance of Trade – Balance of Payment – Trends in Balance of Payments – Measures for Overcoming the Critical BoP Problem – Devaluation – Devaluation in India – Devaluation in 1991 – Foreign Trade Policy – Export-Import Policy.

**Unit III: India and the World Economy 15 HRS**

Meaning of Globalisation – Merits and Demerits of Globalisation – Effect of Globalisation on Indian Economy.

**Unit IV: World Trade Organization 20 HRS**

Historical growth of WTO – Origin and Structure of WTO – Features of WTO – Functions of WTO – Major Trade Agreements – Areas of relevance in the Indian Context .

**Unit V: International Financial Organizations 20 HRS**

International Monetary Fund: functions – Operations of the IMF – Special Drawing Rights – World Bank: Objectives – Functions – Asian Development Bank: Objectives – functions – European Union: Objectives – Institutions of the EU – Achievements of the EU – EU and India.

**Text Books:**

Dominic Salvatore, 2008 Ed, International Economics ,ESS PEE KAY Publishing House.

**References:**

1. Sundaram KPM & Sundaram EN, 2000, Business Economics, Sultan Chand and Sons, New Delhi.
2. Cherunilam, Francis, Business Environment, Himalaya Publishing House, New Delhi.

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## Question Paper Pattern

Time: 3 hours

Marks: 75

Part - A : (10 x 2 = 20 marks)

All the questions are to be answered

Part - B: (5 x 5 = 25 marks)

Five questions with internal choice.

(Either or pattern)

Part - C: (3 x 10 = 30 marks)

Three out of five with open choice

<b>I BBA(CA)</b>	<b>APPLICATION OF ECONOMICS IN BUSINESS</b>	<b>17 ABB01</b>
<b>SEMESTER - I</b>		<b>HRS/WK - 5</b>
<b>ALLIED-1</b>		<b>TOTAL 75 HRS</b>
		<b>CREDIT -3</b>

**Objectives:**

- To equip the students with basic knowledge of Economics.
- To acquaint the students with consumer behavior, cost concepts and production function and business cycle.

**Unit I: Introduction to Economics**

**15 HRS**

Definitions of Economics –Scope –Positive and Normative Economics-Economics and Business

**Unit II: Demand and Supply Analysis**

**20 HRS**

Law of Demand –Factors Influencing Demand –Law of Supply –Factors determining supply-Elasticity of Demand –Types-Price Elasticity –Income Elasticity–Cross Elasticity-Demand Forecasting-Meaning-Definition-Forecasting demand for New products.

**Unit III: Cost and Revenue Analysis**

**15 HRS**

Meaning of Cost –Cost Concepts-Short Run Cost curves- Marginal Cost, Average Cost, Total Cost, Fixed Cost, and Variable Cost –Opportunity cost-Relationship between Average cost & Marginal cost-Long Run Average Cost Curve. Concepts of Revenue-Average Revenue-Marginal Revenue

**Unit IV: Production Analysis and Pricing policy**

**15 HRS**

Production Function –Laws of Production–The Law of Returns to Scale-Economies and Diseconomies of scale-Market Morphology-Introduction of Types of market- Pricing in imperfect competition.

**Unit V: Business cycles**

**10 HRS**

Meaning–Definition-Characteristics-Phases of Business Cycle- Theories of Business cycle-Schumpeters Innovation theory-Sun spot theory-Control of business cycle.

**Text Books :**

- 1.JothiSivagnanam. K &Srinivasan R, Business Economics, Tata McGraw Hill Education Pvt. Ltd., Publication, New Delhi.
- 2.S.Sankaran,Business Economics,Margham Publication,Chennai
- 3.T. Aryamala ,Business Economics ,Vijay Nicole Imprints Private Limited,Chennai.
- 4.K.P.M.Sundaram,BusinessEconomics,Sultan Chand and Sons, New Delhi.

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**References:**

- 1.Lipsey, Richard, G.,1969, Introduction to Positive Economics, English Language Book Society and Weidenfeld and Nicolson, London.
- 2.Mannur,H.G.,1993, International Economics : Theory and Policy Issues, Vikas Publishing House Pvt. Ltd.,New Delhi.
- 3.Samuelson, Paul Anthony and William D. Nordhaus,1998,Economics,Ed.6,New Delhi: Tata McGraw Hill Publishing Company Ltd.New Delhi.
- 4.HalR.Varian,InterMediateMicro Economics:A Modern Approach,W.W.Norton and Company,New York.
- 5.Gardner Ackley ,MicroEconomics,The Macmillan Co,New York.

**Journals for Reference**

- 1.Journal of Applied Economics.
- 2.International Journal of the Economics of Business.

**Websites for Reference**

<http://www.yahoo.com/socialscience/economics/infoseek-economics>  
www.sciencedirect.com;

**Question Paper Pattern**

Time: 3 hours

Marks: 75

Part - A : (10 x 2 =20 marks)  
All the questions are to be answered

Part - B: (5 x 5 = 25 marks)  
Five questions with internal choice.  
(Either or pattern)

Part - C: (3 x 10 = 30 marks)  
Three out of five with open choice

	<b>ECONOMICS IN EVERYDAY LIFE</b>	
<b>I B.Sc &amp; BCA</b>		<b>HRS/WK - 5</b>
<b>ELECTIVE</b>		<b>TOTAL HRS</b>
		<b>CREDIT -4</b>

**Objectives:**

- To introduce the most basic concepts of Economics to the non economics students.
- To acquaint the students with concepts that are used in everyday life.

**Unit I: Introduction to Economics 15 HRS**

Economics-Meaning-Definitions of Economics-Scope-Basic problems of an economy-What to produce-How to produce-For whom to produce.

**Unit II: Micro Economic concepts**

**15 HRS**

Demand –Meaning-Factors Influencing Demand –Law of Demand – Elasticity of Demand –Types of Elasticity of Demand –Supply-Meaning-Supply function.

**Unit III: Macro Economic concepts**

**15 HRS**

National Income-Meaning-Definition-Concepts-GNP-GDP-Per capita income-Fiscal Policy-Meaning-Instruments-Monetary policy- Meaning-Instruments-Budget-Balance of Payment-Balance of Trade.

**Unit IV: Economic System**

**15 HRS**

Economic system-Meaning-Capitalism-Socialism-Mixed Economy-Resource allocation.

**Unit V: New Economic Policy 15 HRS**

New Economic Policy: Objectives – Liberalization – Privatization – Globalization in India – Merits and Demerits-Make in India-Stand up India.

**Text Books :**

- 1.K.K.Dewett,Modern Economic Theory,S.Chand & Company LTD,New Delhi.
2. K.P.M.Sundaram&Vaish, Micro Economic Theory,Sultan Chand and Sons, New Delhi.
3. K.P.M.Sundaram,BusinessEconomics,Sultan Chand and Sons, New Delhi.



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4. Riddar Dutt and K.P.M. Sundharam, Indian Economy, S.Chand and Co.Pvt. Ltd (Recent edition), New Delhi.
  4. A.N. Agarwal, Indian Economy : Problems of Development and Planning, Wishwaprakashan, New Delhi.

**References:**

1. Lipsey, Richard, G., 1969, Introduction to Positive Economics, English Language Book Society and Weidenfeld and Nicolson, London.
2. Hal R. Varian, Intermediate Micro Economics: A Modern Approach, W.W. Norton and Company, New York.
3. Gardner Ackley, Micro Economics, The Macmillan Co, New York.

**Journals for Reference**

3. Journal of Applied Economics.
4. International Journal of the Economics of Business.

**Websites for Reference**

<http://www.yahoo.com/socialscience/economics/infoseek-economics>  
www.sciencedirect.com;

**Question Paper Pattern**

Time: 3 hours

Marks: 75

Part - A : (10 x 2 = 20 marks)  
All the questions are to be answered

Part - B: (5 x 5 = 25 marks)  
Five questions with internal choice.  
(Either or pattern)

Part - C: (3 x 10 = 30 marks)  
Three out of five with open choice