

MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI
CHOICE BASED CREDIT SYSTEM
COURSE STRUCTURE FOR B.A. Economics
(With effect from the Academic Year 2017-2018 onwards)

I SEMESTER

| PART | SUBJECT STATUS | SUBJECT | HOURS | L | C |
|-------------|-----------------------|--------------------------------------|--------------|-----------|-----------|
| I | Language | Tamil | 06 | 06 | 04 |
| II | Language | English | 06 | 06 | 04 |
| III | Core 1 | Micro Economics I | 06 | 04 | 04 |
| | Core 2 | Statistical Methods I | 06 | 04 | 04 |
| | Allied I | Principles of Advertisement I | 04 | 03 | 03 |
| IV | Common | Environmental Studies | 02 | 02 | 02 |
| | | TOTAL | 30 | | 21 |

II SEMESTER

| PART | SUBJECT STATUS | SUBJECT | HOURS | L | C |
|-------------|-----------------------|---------------------------------------|--------------|-----------|-----------|
| I | Language | Tamil | 06 | 06 | 04 |
| II | Language | English | 06 | 06 | 04 |
| III | Core 3 | Micro Economics II | 05 | 04 | 04 |
| | Core 4 | Statistical Methods II | 05 | 04 | 04 |
| | Allied II | Principles of Advertisement II | 04 | 03 | 03 |
| IV | Common 2 | Value Based Education | 02 | 02 | 02 |
| | | FIELD WORK 1 | 02 | - | 02 |
| | | TOTAL | 30 | - | 23 |

III SEMESTER

| PART | SUBJECT STATUS | SUBJECT | HOURS | L | C |
|-------------|-----------------------------|--|--------------|-----------|-----------|
| I | Language | Tamil | 06 | 06 | 04 |
| II | Language | English | 06 | 06 | 04 |
| III | Core 5 | Mathematical Methods I | 06 | 04 | 04 |
| | Allied III | Entrepreneurial Development I | 04 | 02 | 03 |
| IV | Skill Based Core 1 | International Economics I | 04 | 04 | 04 |
| IV | Non Major Elective 1 | Economics for Compleitive Examination I | 02 | 02 | 02 |
| | | FIELD WORK 2 | 02 | - | 02 |
| | | TOTAL | 30 | | 23 |

IV SEMESTER

| PART | SUBJECT STATUS | SUBJECT | HOURS | L | C |
|-------------|-------------------------------|--|--------------|-----------|-----------|
| I | Language | Tamil | 06 | 06 | 04 |
| II | Language | English | 06 | 06 | 04 |
| III | Core 6 | Mathematics II | 06 | 06 | 04 |
| | Allied IV | Entrepreneurial Development II | 04 | 04 | 03 |
| | Skill Based Core 2 | International Economics II | 04 | 04 | 04 |
| IV | Non Major Elective 2 | Economics for Compleitive Exam II | 02 | 02 | 02 |
| V | Extension Activities 1 | NSS, NCC, YRC, YWF | 00 | 00 | 01 |
| | | FIELD WORK 3 | 02 | 00 | 02 |
| | | TOTAL | 30 | - | 24 |

V SEMESTER

| PART | SUBJECT STATUS | SUBJECT | HOURS | L | C |
|-------------|-----------------------------|---|--------------|-----------|-----------|
| III | Core 7 | Macro Economics I | 06 | 04 | 04 |
| | Core 8 | Public Finance I | 06 | 04 | 04 |
| | Core 9 | Money and Banking I | 06 | 04 | 04 |
| IV | Major elective 1 | Indian Economy I | 05 | 03 | 04 |
| | Major elective 2 | Labour Economics | 05 | 03 | 04 |
| | Skill based common I | Personality Development Effective / Youth Leadership | 02 | 02 | 02 |
| | | TOTAL | 30 | - | 22 |

VI SEMESTER

| PART | SUBJECT STATUS | SUBJECT | HOURS | L | C |
|-------------|-------------------------|-----------------------------|--------------|-----------|-----------|
| III | Core 10 | Macro Economics II | 05 | 05 | 04 |
| | Core 11 | Public Finance II | 04 | 04 | 04 |
| | Core 12 | Money and Banking II | 04 | 04 | 04 |
| | Core 13 | Indian Economy II | 04 | 04 | 04 |
| IV | Major Elective 3 | Planning and Growth | 05 | 05 | 03 |
| | Project | Group | 08 | - | 08 |
| | | TOTAL | 30 | - | 28 |

Hours Total : 180

Credit Total : 141

Core: 13

Allied :04

Skill Based Core: 02

Skill Based Common: 01

Non Major Elective: 02

Major Elective: 03

Field Work : 03

Common : 02

Project : 01

Extension Activity : 01

STATISTICAL METHODS-I

Unit – I Introduction:

Definition of statistics and explanations –collection of data – primary and secondary data.

Unit – II Classification and Tabulation:

Meaning and objectives of classification –Tabulation – Rules for constructing diagrams – graphs of time series data and frequency distribution.

Unit – III Averages:

Averages – Qualities of a good average – Measurement of average – Arithmetic Mean, Media, Mode– Relative merits and demerits.

Unit – IV Dispersion:

Measures of Dispersion – Qualities of good measure of dispersion – Types of dispersion –Range, Quartile deviation – Mean deviation – Standard deviation – absolute and relative measures.

Unit – V Skewness and kurtosis:

Skewness – Types – Measures of Skewness – absolute and relative measures – Four types of moments – Kurtosis.

Text Books:

1. S.P.Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2011.
2. R.S.N.Pillai & Mrs.Bagawathi, Statistics, S.Chand & Company, Ramnagar, New Delhi, 2006.

Reference Books:

1. H.C.Sexeva and P.V.Surendran, Statistical inference, S.Chand & Company New Delhi.
2. Raonald J.Wonnacott, Introductory Statistics, John Wiley & Sons, New York.
3. Atty Marry R Spie Gel, Statistics in S.I.Units, McGraw Hill International Book Company, Newyork.
4. G.Undy Yule , Theory of Statistics, Universal Book Stall, New Delhi.
5. R.P.Hooda, Introduction to statistics, Macmilan & company, New Delhi,2002.
6. B.L.Agarwal, Basic Statistics, New Age International New Delhi 2009.
7. D.M.Mithani, Economics Statistics, Oxford & IPH Publishing Company, New Delhi, 2001.
8. C.P.Gupta, Statistical Methods , Vikas Publishers Pvt. Ltd., New Delhi 2005.
9. Girija, M.Sasikala.L, and Girija Bai, Introduction to Statistics, Vrinda publications, New Delhi, 2004.

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Principles of Advertisement- I Allied I

- Unit I - Introduction
 Meaning- definition - features and importance of advertising - types of advertising.
- Unit II - Advertising media - meaning - selection - Factors influencing selection of media - Display advertising.
- Unit III - Press advertising
 Newspapers, Foreign papers, magazines - magazine circulation.
- Unit IV - Outdoor advertising
 Features - Forms of outdoor advertising - merits & Demerits -indoor vs outdoor
- Unit V - Electronic media
 Radio Advertising - Television advertising - Film advertising - Internet - Audio - visual cassettes - screen slides - Electronic signs.

SEM – II

MICRO ECONOMICS – II

Unit – I Cost and Revenue

Cost concepts – Fixed cost and variable cost – Average cost and marginal cost – Shortrun cost curves – Longrun curves.

Revenue concepts – Revenue curves under different market conditions.

Unit – II Market theories

Perfect competition – Features – Price determination – Equilibrium of firm and industry. Monopoly – Types – Features – Price determination – Monopolistic competition – Features – Price determination.

Unit – III Distribution Theory

The Marginal Productivity theory of Distribution – Rent – Ricardian theory of rent – Quasi – rent – Modern theory of rent.

Unit – IV Wages

Wages – Money wage – Real wage – Difference in wage – Theories of wages – Trade union and wages.

Unit – V Interest and Profit

Interest – Net interest – Gross interest – Theories of interest – Liquidity Preference theory – Loanable fund theory – Profit – Net Profit – Gross Profit – Theories of Profit – Risk and uncertainty theories – Dynamic theory of profit.

Reference :

1. Micro Economics - S. Sankaran
2. Principles of Economics - M.L. Seth
3. Advanced Economic theory - M.L. Jhingan

STATISTICAL METHODS - II

UNIT I : Correlation And Regression :

Meaning – Types of Correlation – Karl Pearson's Co-efficient of Correlation – Rank Correlation.

Regression: Meaning – Uses of Regression analysis – difference between correlation and– regression line equations.

UNIT II : Analysis of Time Series :

Secular Trend – Seasonal Variations – Classification of time series- Measurement of trend – Free hand or Graphic Method – Method of least squares.

UNIT III: Index Number :

Uses, Problems in the construction of Index Number – Methods of Constructing index number- Lapser's method – Pastel's method – Fisher's ideal index number – Consumer Price.

UNIT IV: Probability:

Definition – mutually exclusive events – Equally likely events – Simple and Compound events– addition and multiplication theorems (Without proof- Only basic elementary level simple problems)

UNIT V: Association of Attributes:

Meaning – Uses – Consistency of data – Methods of studying association – Yule's co-efficient.

Reference Books:

1. D.G.Rees, Essential Statistics, Chapman and Hall, London, Newyork, 2nd Edition, 1985.
2. Ronald J.Wonnacott , Introductory Statistics, Johnwiley & Sons, New York, 4th Edition, 1985.
3. Murray.R. Spiegel, Statistics, McGraw – Hill International Book Company, New York, 1st Edition, 1981.
4. B.L.Agarwal, Basic Statistics, Wiley Easter Ltd., New Age International Ltd., New Delhi. 2nd Edition, 1988.
5. D.C.Sancheti, Statistics, Sultan Chand & sons, New Delhi, 7th Edition, 2005
6. P.N. Arora, Statistics, S.Chand & company Ltd., Ram Nagar, New Delhi. 1st Edition, 1994.
7. J.Medhi, Statistical Methods, Wiley Eastern Limited New Delhi, 7th Edition, 1992.
8. Shivakumar, Practical Statistics, Sulthan chand & Sans, Daryaganj, New Delhi, First Edition, 1981.
9. M. Manokaran, Statistical Methods, Palani Paramount Publications, Anna Nagar, Palani, 1st Edition, 1992
10. Agarwal D.R. Mathematics and Statistics in economics, Vrinda Publications, (P) Ltd., New Delhi, 1st Edition, 2003.

Principles of Advertisement - II Allied II

- Unit I - Advertising budget
Advertising Budget - methods of Budgeting - importance and factors affecting advertising Budget.
- Unit II - Advertising copy
Preparation of an effective advertising copy - Qualities of a good advertising copy - classification -elements.
- Unit III - Layout : Meaning - preparation of layout - types of layout - components - Printing - Typography - Proof reading & proof correction - Language for advertisement - correction marks
- Unit IV - Advertising Appeal - meaning - types - Buying motives - Evaluation of Advertising effectiveness - methods of Advertising effectiveness.
- Unit V - Advertising agency
Advertising agency - Types and structure of advertising agency - functions - selection of advertising agency - services of advertising agency.

Reference Books

Advertising planning and Implementation - Sangeetha Sharma
Advertising - Dr. Pazhani & Dr. Jessi
Advertising management - R.K. Chandran
Advertising as career - Subrata Bannerjee
Marketing - Rajan Nair
Principles of Marketing - Rajan Nair & Ranjit Nair