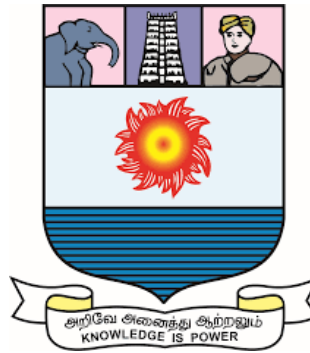


MANONMANIAM SUNDARANAR UNIVERSITY

Accredited with 'A+' Grade (CGPA: 3.46 Out of 4.0) by NAAC (4th Cycle)

Tirunelveli– 627 012, Tamilnadu, India

CENTRE FOR DISTANCE AND ONLINE EDUCATION



PROGRAMME PROJECT REPORT

B.A Economics

REGULATIONS AND SYLLABUS
[From the academic year 2026-2027 onwards]

Credit Based System

PROGRAMME PROJECT REPORT

Bachelor of Arts (Economics)

Credit Based System (CBS)

Programme's Mission & Objectives:

To provide individuals who want to gain in-depth understanding of economics and enhance their employability for their livelihood with a High Quality Under Graduate Degree (B.A.) in Economics via Distance Learning.

The objectives of the programme include:

- ❖ To provide understanding of basic economic concepts and theories.
- ❖ To teach students to comprehend society, the economy, and the world in general.
- ❖ To give students the necessary analytical skills for the country's economic development.
- ❖ To provide students to an impartial perspective on economic challenges and concerns Giving pupils a skill that will help them in the workplace and in the classroom.
- ❖ To educate students about the latest advancements in economics.
- ❖ To provide the student body with theoretical and empirical resources to improve their capacity to deal with the fundamental issues that society faces.

The program's relevance with Manonmaniam Sundaranar University Purpose & Objectives:

In keeping with the mission and objectives of Manonmaniam Sundaranar University, the B.A. Economics program is designed to be delivered via distance learning, potentially reaching the greatest number of prospective students who are unable to thrive during the rigid schedules of traditional classroom education. The nation will be elevated to Educational, Social, Technological, Environmental, and Economic Magnificence (ESTEEM) with the help of such a higher education in the arts.



Characteristics of the Potential Learner Target Group:

The B.A. Economics program is open to candidates who have completed a three-year diploma or Higher Secondary (10 + 2). Additionally, the target group of learners consists of women who are taking care of their families as well as employees at different levels of businesses, educational institutions, and other organizations.

Program Suitability for distance learning in order to gain particular competencies and skills:

Microeconomics, Indian Economy, Elements of Statistics, Fiscal Economics, Economics for Competitive Examinations, Development Economics, Money and Banking, Agricultural Economics, Tamil Nadu Economy, International Economics, and Computers and

Data Processing are among the subject-specific skills that the B.A. Economics program through Distance Learning mode aims to impart.

|  MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI UG PROGRAMMES  | | | | |
|--|----------------------------|---|--------------------|--------------------|
| OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES | | | | |
| (FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024) | | | | |
| B.A. ECONOMICS | | | | |
| Semester | Course | Title of the Course | Course Code | Course Type |
| I | Part I-Languages(Tamil) | Pothu Tamil-I-Tamil Ilakkiya Varalaru-I | J1TL11 | Theory |
| | Part II-Languages(English) | General English-I | J2EN11 | Theory |
| | Core – I | Micro Economics-I | JMEC11 | Theory |
| | Core – II | Statistics for Economics-I | JMEC12 | Theory |
| | Major Elective-I | Fundamentals of Management | JEEC11 | Theory |
| | Skill Enhancement Course-I | Demography | JSEC11 | Theory |
| | Foundation Course | Business Communication | JFEC11 | Theory |

3. MICRO ECONOMICS-1

| UNIT | Contents |
|------------------|--|
| I | <p>Basic Concepts Definitions of Economics– Nature and Scope of Micro economics – Positive and Normative Approaches- Inductive and Deductive Approaches- Consumers and Firms–Decision Making–Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems - Market Mechanism and Resource Allocation.</p> |
| II | <p>Utility Analysis Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi Marginal Utility- Indifference Curves–Properties–Marginal Rate of Substitution-Budget Line –Price and Substitution Effects – Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks’ Approach.</p> |
| III | <p>Demand and Supply Analysis Demand – Types of Goods - Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types-Engel’s Law-Supply–Law of Supply –Determinants –Elasticity of Supply and its Types- Market Equilibrium -Consumer Surplus and Producer Surplus</p> |
| IV | <p>Production Analysis Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quant’s - Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution (CES) Production Function– Economies and Diseconomies of Scale</p> |
| V | <p>Cost and Revenue Concepts Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue–Relationship between AR, MR and Elasticity of Demand – Profit Maximization Rule.</p> |
| Textbooks | |
| 1. | Robert Pindyck and Daniel L. Rubinfeld,(2001) Micro Economics, Macmillan |
| 2. | HalR. Varian(2004),Intermediate Micro Economics (East-West Press: New Delhi) |
| 3. | Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020. |
| 4. | AhujaH. L(2016) Principles of Micro economics, S. Chand |
| 5. | Timothy Taylor, Steven A Green law and David Shapiro (2017) Principles of Economics, 12 th MediaServices. |

4. STATISTICS FOR ECONOMICS –I

| UNIT | Contents |
|------------------|--|
| I | Introduction and Collection of Data Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data. |
| II | Classification and Presentation of Data Classification and Tabulation of Data– Types – Frequency Distribution — Cumulative Frequency Distribution- Class Interval – Diagrams – Types- Graphical Representation–Histogram–Frequency Polygon- Ogive Curve-Lorenz Curve. |
| III | Measures of Central Tendency Measures of Central Tendency – Requisites of a Good Average–Arithmetic Mean, Median, and Mode – Relative Merits and Demerits. |
| IV | Measures of Dispersion Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation — Skewness and Kurtosis. |
| V | Correlation and Regression Correlation – Types of Correlation – Methods -Karl Pearson’s Co- efficient of Correlation -- Spearman’s Rank Correlation – Regression Equations–Distinction between Correlation and Regression Analysis. |
| Textbooks | |
| 1 | Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi. |
| 2 | Sancheti. D. C and Kapoor V.K (2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi. |
| 3 | Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S. Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co,2020. |
| 4 | Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications. |
| 5 | Dominick Salvatore and Derrick Reagle, theory and problems of Statistics and econometrics, McGraw Hill, (2002) |

5. FUNDAMENTALS OF MANAGEMENT

| UNIT | Contents |
|-------------------|--|
| I | Introduction Management – Definition - Scope – Schools of Thought in Management- Levels of Management-Role and Functions of a Manager |
| II | Planning Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making. |
| III | Organisational Levels Types of Business Organizations – Structure- Span of Control – Departmentalisation - Selection, Training and Development, Performance Management, Career Planning, and Management |
| IV | Directing Creativity and Innovation–Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity. |
| V | Controlling Process of Controlling – Types of Control – Budgetary and non- budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control– Maintenance Control–Quality Control–Planning Operations. |
| Text books | |
| 1. | Stephen A. Robbins & David A. Decenzo & Mary Coulter,(2011) “Fundamentals of Management” 7thEdition, Pearson Education |
| 2. | Tripathy PC & Reddy PN, (1999) “Principles of Management”, Tata McGraw Hill. |
| 3. | Pillai R.S.N and Kala.S (2013) Principles and Practice of Managements. Chand & Co and Company. |
| 4. | Ricky Griffin, “Fundamentals of Management”, Cengage Learning,(2016) |
| 5. | Pardeep Kumar and Amanjot Sachdeva, “Fundamentals of Management”, S. Chand Publishing,(2012) |

6. DEMOGRAPHY

| UNIT | Contents |
|-------------------|---|
| I | <p>Introduction Meaning - Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.</p> |
| II | <p>Birth Rate, Death Rate and Fertility Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate - Age Specific Birth and Death Rates – Standardized Birth and Death Rates – Fertility – Total Fertility Rate – Gross Reproduction Rate– Net Reproduction Rate.</p> |
| III | <p>Migration and Urbanisation Migration and Urbanisation – Concept - Types of Migration - Effects of Migration and Urbanisation on Population — Recent Trends in Migration.</p> |
| IV | <p>Population Trends Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.</p> |
| V | <p>Population Policy in India Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups – National Population Commission – Demographic Dividend – National Youth Policy.</p> |
| Text books | |
| 1 | Jhingan, M.L., B.K. Bhatt, J.N. Desai (2003) Demography, Vrinda Publications, New Delhi |
| 2 | Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd. |
| 3. | Jennifer Hickey Lundquist, Douglas L. Anderson and David Yaukey, “Demography: The Study of Human Population”, Wavel and Press Inc, 2015 |
| 4. | Dudley L. Poston, Jr. and Leon F. Bouvier, “Population and Society: An Introduction to Demography”, Cambridge University Press, 2015 |
| 5. | Richard. K Thomas, “Concepts, Methods and Practical Applications in Applied Demography”, Springer, 2018 |

7. BUSINESS COMMUNICATION

| UNIT | Contents |
|------------------|--|
| I | Communication Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication – Communication Networks-Types and Media of Communication– Barriers to Communication-Characteristics for Successful Communication |
| II | Communication in Management Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization. |
| III | Business Letters Business Letter: Need –Functions–Kinds–Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment. |
| IV | Correspondence Correspondence: Bank Correspondence – Insurance Correspondence– Agency Correspondence - Import-Export Correspondence |
| V | Report Writing Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting. |
| Textbooks | |
| 1. | Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi. |
| 2. | Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited. |
| 3. | Raymond Lesikar and John Pettit, Jr. (2016) Report Writing for Business McGraw Hill Education |
| 4. | Scott Mclean, “Business Communication for Success”, Flat World Knowledge, 2010 |
| 5. | Virander K. Jain, “Business Communication”, S. Chand Limited, 2008 |



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024)

B.A. ECONOMICS

| Semester | Course | Title of the Course | Course Code |
|----------|--------------------------------|------------------------------------|-------------|
| II | Part I-Languages (Tamil) | தமிழ் இலக்கிய வரலாறு - II | J1TL21 |
| | Part II-Languages(English) | General English – II | J2EN21 |
| | Core – III | Micro Economics - II | JMEC21 |
| | Core – IV | Statistics for Economics - II | JMEC22 |
| | Generic Elective - II | History of Economic Thought | JEEC21 |
| | Skill Enhancement Course – II | Economics for Investors | JSEC21 |
| | Skill Enhancement Course – III | Computer Applications in Economics | JSEC22 |

MICRO ECONOMICS - II

| UNIT | Contents |
|------------------|---|
| I | Perfect Competition Features of Perfect Competition – Equilibrium of the firm and the Industry in the Short Run-Long-Run Equilibrium in Perfect Competition- Time Element Analysis. |
| II | Monopoly and Price Discrimination Definition of Monopoly – Demand and Marginal Revenue – Equilibrium under Monopoly–Dead Weight Loss – Policies to Control Monopoly–Price Discrimination–First Degree, Second Degree And Third-Degree Price Discrimination – Dumping. |
| III | Monopolistic and Oligopoly Competition Monopolistic Competition – Features– Product Differentiation – Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium – Excess Capacity - Oligopoly – Kinked Demand Curve– Collusion – Cartels and Price Leadership – Game Theory – Minimax – Maximin – Nash Equilibrium. |
| IV | Distribution Theory Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP. |
| V | Welfare Economics and General Equilibrium Welfare Criteria – Adam Smith – Edge worth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution. |
| Textbooks | |
| 1. | Robert Pindyck and Daniel L. Rubinfeld, (2001) Micro Economics, Macmillan. |
| 2. | HalR. Varian (2004), Intermediate Micro Economics East – West Press: New Delhi. |
| 3. | Walter Nicholson and Christopher Snyder, Micro Economic Theory – Basic Principles and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016. |
| 4. | Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020. |
| 5. | Timothy Taylor, Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12 th Media Services. |

STATISTICS FOR ECONOMICS-II

| UNIT | Contents |
|------------------|--|
| I | Index Numbers Index Numbers – Methods – Unweighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed based Index Numbers– Test of Adequacy of Index Numbers – Wholesale Price Index – Consumer Price Index–Cost of Living Index. |
| II | Time Series Analysis Definition – Components and Measurement – Graphic Method – Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis. |
| III | Theory of Probability key Concepts of Probability – Importance – Theorems of Probability: Addition, Multiplication and Bayes’ Theorem - Discrete and Continuous Random Variables– Theoretical Distributions – Binomial, Poisson and Normal – Properties-Uses and Applications. |
| IV | Sampling Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non – Random Sampling - Size of Sample – Merits and Limitations of Sampling – Sampling and Non – Sampling Errors. |
| V | Testing of Hypothesis Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis – Test: Null and Alternative Hypothesis – Type – I and Type – II Errors–‘t’ Test– Paired‘t’-test–Chi–Square test, ‘F’ test–Analysis of Variance –One way and Two-way ANOVA. |
| Textbooks | |
| 1 | S.P Gupta, (2017) “Statistical Methods”, Sultan Chand & Sons. |
| 2 | Anderson, Sweeney and Williams (2012),“Statistics for Business and Economics Cengage,2012. |
| 3 | Pillai R.S.N.& Bagavathi V (2012), “Statistics: Theory and Practice” S.Chand & Company Ltd. New Delhi. |
| 4. | Dr.T.K.V.Iyengar, Dr.B.Krishna G and hi S.Ranganantham, Dr. M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020. |
| 5. | Prof S.G. Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications. |

HISTORY OF ECONOMIC THOUGHT

| UNIT | Contents |
|------------------|---|
| I | Pre-Classical Thought Nature and Scope of Economic Thought - Mercantilism: Growth of Mercantilism- Main Principles – Important Mercantilists -Physiocracy – Main concepts -Important Physiocrats |
| II | Classical Economists and Karl Marx Adam Smith- Division of Labour- Theory of Value- Laissez Faire- Canons of Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of Trade- Malthus-Theory of Population – Theory of Gluts–Karl Marx-Theory of Surplus Value – Breakdown of the Capitalist System |
| III | Neo-Classical and Institution a list Thought The Marginalist Revolution- Marshall: Value and Role of Time – Marginal Utility and Consumer’s Surplus – Distribution – Marshallian Concepts – Representative Firm, Economies of Scale, Quasi-Rent-Institutional Economics –Veblen – Mitchell– J.R. Commons. |
| IV | Keynesian Revolution and Modern Thought Keynes – Psychological law of Consumption- Effective Demand- Theory of Employment- Schumpeter’s Theory of Innovation –Hicks theory of Trade Cycle-New Keynesian Economics –New Classical Economics – Rational Expectation Hypothesis. |
| V | Nobel Laureates in Economics and Indian Economic Thought Nobel Laureatesin Economics – Paul A Samuelson – Kuznets – Hicks – Myrdal – Milton Friedman – Recent Nobel Laureates (Last Three Years)-Indian Economic Thought–Dadabhai Naoroji – Mahatma Gandhi-B.R. Ambedkar – Amartya Sen – Sen’s Capability Approach–Poverty and Inequality. |
| Textbooks | |
| 1 | Lokanathan, V, History of Economic Thought, S Chand & Co Ltd. |
| 2 | Bhatia, H.L.(2018),History of Economic Thought, S Chand & Co Ltd. |
| 3 | Srivastava S.K (2002) History of Economic Thought, S. Chand Publication. |
| 4 | M.L Jhingan, M.Girija, L.Sasikala “History of Economic Thought” 3rdEdition, Virnda Publication 2014. |
| 5 | R.R.Paul “History of Economic Thought”, Kalyani Publisher, 2018. |

ECONOMICS FOR INVESTORS

| UNIT | Contents |
|------------------|---|
| I | Introduction Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role |
| II | Investment Avenues Traditional Investment– Cash, Deposits, Gold, Silver, Commodities and Real Estates. Modern Investment – Direct Investment – Portfolio Investment – Insurance – Mutual Funds-Traded Funds. |
| III | Investment Markets Capital Market –Share Market –Primary and Secondary– Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options |
| IV | Economic fundamentals for Investors Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic, Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange – Global Recession- Oil Market–War Between Countries |
| V | Investment Methods and Strategies. Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management. |
| Textbooks | |
| 1 | Ken Mc Elroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA |
| 2 | Esme Faerber (2013), All about Stocks, Tata M Graw Hill, New Delhi |
| 3 | Christopher D. Piros, Jerald E. Pinto (2013),“Economics for Investment Decision Makers: Micro, Macro, and International Economics, Workbook”, Wiley, 2013 |
| 4. | John Calverley, “TheInvestor's Guide to Economic Fundamentals”, Wiley, 2003 |
| 5 | Howards Marks, Mastering the Market Cycle :Getting the Oddson Your Side”, John Murray Press, 2018 |

COMPUTER APPLICATIONS IN ECONOMICS

| UNIT | Contents |
|------------------|--|
| I | <p>Introduction to Computers Computer and Peripherals: Meaning, Types, Features and Limitations– Basic Components – Input and Output Devices –Primary Memory and Secondary Storage – Computer Software–Types–Malicious Software–Operating Systems: Functions and Types.</p> |
| II | <p>MS Office Windows Explorer - MS Word: Basic Operations in Word – Editing– Formatting – Text Creation of Tables and Volumes - MS Power Point Presentation- Creating, Opening and Saving Slideshow and Animations - MS Excel: Work Sheet and Work Book – Opening and Formatting.</p> |
| III | <p>Data Processing Data Processing Techniques using MS Excel: Concept of Data – Record and File – Types of Data – Data Entry – File Handling and Operations–Opening, Appending and Cascading – Closing and Attribute Controls –Data Storage and Retrieval.</p> |
| IV | <p>Introduction to MS Excel Calculation Operators: Arithmetic Operators – Comparison Operators Logical Operations – Excel Tool Bars-Formatting of Text, Tables and Graphs.</p> |
| V | <p>Application of MS Excel in Statistics and Economics Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance- Index Numbers and Growth Rates - Demand Function – Supply Function, Production Function and Consumption Function – Demand for and Supply of Money-Correlation – Regression.</p> |
| Textbooks | |
| 1 | Hem Chand Jain and H.N. Tiwari (2019), Computer Applications In Business, 5 th Edition Taxmann Publication. |
| 2 | Dhanasekaran.K (2010) Computer Applications in Economics Vrinda Publications. |
| 3 | Asthana and Braj Bhushan (2007), Statistics for Social Sciences (with SPSS Applications). |
| 4. | Dan Kookin, “Word for Dummies”, Wiley, 2021 |
| 5. | Joseph Muller, “Statistical Analysis with Excel for Dummies”, Wiley, 2008 |



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024 ONWARDS)

B.A. ECONOMICS

| Semester | Course | Title of the Course | Course Code |
|----------|-----------------------------|--------------------------------|-------------|
| III | Part I-Languages(Tamil) | தமிழக வரலாறும் பண்பாடும் | J1TL31 |
| | Part II-Languages(English) | General English-III | J2EN31 |
| | Core – V | Macro Economics-I | JMEC31 |
| | Core – VI | Mathematics for Economics | JMEC32 |
| | Major Elective-III | Principles of Marketing | JEEC31 |
| | Skill Enhancement Course-IV | Entrepreneurial Economics | JSEC31 |
| | NMC /Substitute Paper | Economics of Transportation | JNEC31 |
| | EVS | Environmental Studies (Common) | JEVS31 |

Macro Economics-I

| UNIT | Contents |
|------|---|
| I | National Income National Income: Definition –Concepts: GDP,GNP and Per Capita Income- National Income Measurement: Expenditure, Income and Value Added Approaches- Real and Nominal GDP – National Income Accounting - GDP Deflator – Green GDP – Happiness Index - Circular Flow of Income and Expenditure |
| II | Full Employment: Classical Theory Introduction - Aggregate Demand and Aggregate Supply – Assumptions of Classical Theory – Say’s Law – Wage and Price Flexibility - Employment and Output determination in Classical Model -Three Ranges in Aggregate Supply (AS)Curve |
| III | Under Employment: Keynesian Theory Keynes’s Critique of Classical Theory – Involuntary Unemployment – Underemployment Equilibrium- Effective Demand – Components - Wage Rigidity – Liquidity Preference - Consumption Function: Meaning and Attributes. |
| IV | Theories of Consumption Keynesian Absolute Income Hypothesis – Duesenberry’s RelativeIncome Hypothesis – Friedman’s Permanent Income Hypothesis. |
| V | Investment Function Meaning – Autonomous Investment – Induced Investment- MEC – MEI – Theory of Multiplier – Super Multiplier - Principle of Accelerator. |

| Textbooks |
|---|
| Mankiw. N Gregory (2000), Macroeconomics, Worth Publishers, New York |
| VaishM.C.(2003) Macro Economic Theory, S.Chand & Company Ltd New Delhi |
| Paul Krugman and Robin Wells(2015) Macroeconomics Worth Publisher |
| H.L. Ahuja, Macro Economics: Theory and Policy S.Chand, 2016 |
| Andrew B. Abel and Ben S.Bernanke, Macro Economics, Pearson Education, Inc., 7th Edition, 2011. |

Mathematics for Economics

| UNIT | Contents |
|------|---|
| I | Introduction Variables, Constants, Equations and its types – Uses and limitations of Mathematics in Economics- Functions of one or more variables – Linear function, Parabola, Rectangular Hyperbola- Exponential, Logarithmic, Power function and Homogenous Function – Applications in Economics |
| II | Matrix Algebra and Determinants Types of Matrices- Matrix Operations – Addition – Subtraction- Matrix Multiplication – Transpose –Determinants, Inverse and Properties (Problems). |
| III | Applications of Matrix Algebra Solving a system of Linear Equations – Cramer’s Rule and Matrix Inverse Method- Leontief’s Input-Output Model – Open and Closed Model- Components, Uses, and Limitations- Hawkins – Simon Conditions for Viability of Input and Output Model (Problems). |
| IV | Differentiation Differentiability of a Function – Slope of a Curve – Increasing and Decreasing Functions – Rules- Exponential and Logarithmic Functions-Implicit Differentiation– Economic Applications: Marginal and Elasticity Concepts – Relationship between AR, MR, and Price Elasticity of Demand – Relationship Between Average and Marginal Cost. |
| V | Optimization (Single Variable) Second Order Derivatives–Maximization and Minimization of a Function– Economic Applications – Output and Revenue Maximization -Cost Minimization – Profit Maximization under Perfect Competition, Monopoly, Discriminating Monopoly (Problems). |

| Textbooks | |
|-----------|--|
| 1 | Mehta and Madnani (2019) Mathematics for Economists Sultan Chand and Sons |
| 2 | Edward T. Dowling,(2002) “Mathematical Methods for Business and Economics”, Schaum’s Outline Series, 3 rd Edition, Mc Graw Hill |
| 3 | Renshaw Geoff, (2005) Maths for Economics, 3 rd Edition Oxford University Press, Oxford |
| 4 | Carl P Simon & Lawrence E. Blume, “Mathematics for Economists”, Published by W. W. Norton & Company, 2010 |
| 5 | Ian Jacques, “Mathematics for Economics and Business”, Pearson, 2018 |

Principles of Marketing

| UNIT | Contents |
|------|---|
| I | Introduction Marketing: Definition, Nature and Scope – Marketing Functions– Modern Concept of Marketing– Classification of Markets – Buying – Transportation – Warehousing – Standardization – Grading. |
| II | Buying Behaviour and Market Segmentation Buying Behaviour– Classification - Buying Decision Process– Buying Motives – Consumer Protection Act 1986 and Latest Amendments- Market Segmentation: Concept and Methods - Product Differentiation Vs. Market Segmentation - Marketing Mix |
| III | Product and Pricing Decisions Product: Meaning and Classification - Product Mix –Branding- Brand Decisions – Packaging and Labelling – Product Support - Product LifeCycle - New Product Development -Pricing Objectives - Pricing Policies and Strategies – Pricing of New Products |
| IV | Distribution and Promotion Decisions Channels of Distribution: Meaning and Importance - Wholesaling and Retailing – Promotional Methods – Promotion Mix – Advertising: Objectives, Characteristics and Types of Advertising Mediums - Publicity – Personal Selling: Importance and Process - Sales Promotion and Distinctive Characteristics. |
| V | Modern Marketing Techniques Modern Marketing– Direct Marketing– Social Marketing- Relationship Marketing– E- Marketing - Green Marketing – Marketing of Industrial and Consumer Products –Marketing of Services – Marketing of Agricultural Products –Market Information System (MIS). |

| Textbooks |
|--|
| Dr.Rajan Nair(2020),Marketing, Sultan Chand and Sons. |
| Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited |
| Karunakaran K (2011) Marketing Management (Text and Cases in Indian Context), Himalaya Publishing House Mumbai |
| Seema Gupta (2022) Digital Marketing 3 rd Edition McGraw Hill |
| Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, “Principles of Marketing”, Pearson, 2017 |

Entrepreneurial Economics

| UNIT | Contents |
|------|--|
| I | Introduction Entrepreneurship: Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental - Characteristics of an Entrepreneur - Types of Entrepreneurs- New Generations of entrepreneurship - Barriers to entrepreneurship |
| II | Entrepreneurial Motivation Motivation: meaning and Definition – Theories of Motivation: Maslow's, Herzberg's, McGregor's and Achievement Theory - Culture & Society - Values / Ethics – Risk-taking behaviour |
| III | Creativity and Entrepreneurship Creativity and entrepreneurship - Steps in Creativity - Innovation and inventions - Legal Protection of innovation - Skills of an Entrepreneur - Decision making and Problem Solving (Steps in Decision Making) |
| IV | Sources of Finance Sources of Finance: Long term Sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO-SEBI- FDI- Institutional Finance - Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFCs in India - Merchant Banks in India - NBFCs in India |
| V | Rules and Legislation Industrial Disputes Act 1947 - Factories Act 1948 - The Sale of Goods Act, 1950 - Industries Development (Regulations) Act, 1951 - The Industrial Employment (Standing Orders) Act- Environment (Protection) Act, 1986 |

| Textbooks |
|--|
| Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House. |
| Srinivasan, N. P., & Gupta, G. P. (2001). Entrepreneurial Development". <i>Sultan Chand and Sons</i> , New Delhi |
| Simon. C Parker, "The Economics of Entrepreneurship", Cambridge University Press, 2009 |
| K. Glancey, R. McQuaid and Jo Campling, "Entrepreneurial economics", PalgraveMacmillan UK, 2000 |
| Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University Press, 2002 |

Economics of Transportation

| UNIT | Contents |
|-------------|--|
| I | Transport Meaning - Classification of Transport: Land –Water- Air - Importance of Transport - Limitations. |
| II | Road Transport Characteristics of road transportation - Types of Roads based on Location and Traffic Type – Importance of Road Transport – Problems. |
| III | Rail Transport Characteristics of rail transport- Types – Importance of rail Transport - Drawbacks |
| IV | Water Transport Characteristics of Water Transport- Types – Significance of water transport- Limitations |
| V | Air Transport Characteristics – Types of air transport - Advantages of air transport - Disadvantages. |

Reference books

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|---|
| Puri. V.K & S.K. Misra (2022) Indian Economy |
| K. R. Gupta, J. R. Gupta, “ Indian Economy”, Altanic, 2008 |
| Sankaran, S., Indian Economy, Margham Publications, Chennai, 2015 |
| Ramesh Singh, “Indian Economy”, Mc Graw Hill, 2022 |



MANONMANIAM SUNDARANAR UNIVERSITY -
TIRUNELVELI



UG PROGRAMMES

OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

**(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024
ONWARDS)**

B.A. ECONOMICS

| Semester | Course | Title of the Course | Course Code |
|-----------------|----------------------------|--------------------------------|--------------------|
| IV | Part I-Languages(Tamil) | தமிழும் அறிவியலும் | J1TL41 |
| | Part II-Languages(English) | General English - IV | J2EN41 |
| | Core – VII | Macro Economics – II | JMEC41 |
| | Core – VIII | Indian Economy | JMEC42 |
| | Major Elective-IV | Health Economics | JEEC41 |
| | Skill Enhancement Course-V | Modern Banking and Insurance | JSEC41 |
| | NMC /Substitute Paper | Rural Economics | JNEC41 |
| | Value Education | Value Based Education (Common) | JVBE41 |

தமிழும் அறிவியலும்

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| அலகு-1 | தமிழரின் அறிவியல் சிந்தனைகள் |
| | <ul style="list-style-type: none"> • அறிவியலும் மனித வாழ்வும் • ஐந்திணைப் பகுப்பும் சூழலியலும் • தொழில்நுட்ப மேலாண்மை • நீர் நில மேலாண்மை |
| அலகு-2 | பழந்தமிழ் இலக்கியங்களில் அறிவியல் சிந்தனைகள் |
| | <ol style="list-style-type: none"> 1. நிலவியல் 2. உலோகவியல் |

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| | <ol style="list-style-type: none"> 3. வானவியல் 4. உயிரியல் 5. உளவியல் |
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| அலகு-3 | இடைக்கால இலக்கியங்களில் அறிவியல் சிந்தனைகள் |
| | <ol style="list-style-type: none"> 1. காப்பியங்களில் அறிவியல் 2. சிற்றிலக்கியங்களில் அறிவியல் 3. உரைநூல்களில் அறிவியல் |

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| அலகு-4 | இணையத் தமிழ் |
| | <ol style="list-style-type: none"> 1. இணையத் தமிழ் பயன்பாடு - அறிமுகம் 2. இணையத்தமிழ்க் கல்விக்கழகம் 3. இணைய தூலகம் 4. செயற்கை நுண்ணறிவியல் 5. தமிழ்நாட்டு அறிவியல் ஆளுமைகள் |

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| அலகு-5 | கடிதம் எழுதுதலும் கட்டுரை எழுதுதலும் |
| | <ul style="list-style-type: none"> • உறவு முறைக் கடிதப் பயிற்சி • அலுவலகக் கடிதப் பயிற்சி • விண்ணப்பப் படிவம் எழுதும் பயிற்சி • தன் விவரப் படிவம் எழுதும் பயிற்சி • கருத்து விளக்கக் கட்டுரைகள் எழுதும் பயிற்சி • பத்திரிகைகளுக்குக் கட்டுரை எழுதும் பயிற்சி |

Text books

Reference Books

1. தமிழர் வேளாண்மை மரபுகள் - இல).செ.கந்தசாமி
- 2. சங்க இலக்கியத்தில் வேளாண் சமுதாயம், பெ.மாதையன், நியூ செஞ்சரி புக் ஹவுஸ்
3. தமிழில் அறிவியல் இதழ்கள்சாமுவேல்- ரா.பார்வேத்தன் ஃபிஷ்விறீன் பதிப்பகம், கோவை
4. அறிவியல் தமிழ் - பதிப்பாசிரியர் இராதா செல்லப்பன்,பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி.
5. இணையத் தமிழ் வரலாறு, மு.பொன்னவைக்கோ, பாரதிதாசன் பல்கலைக்கழகம்
6. இணையத் தமிழ், சந்திரிகா சுப்பிரமணியம் - சந்திரோதயம் பதிப்பகம்

7. இணையமும் இனிய தமிழும் - துரை. மணியரசன், இசை பதிப்பகம்
8. கணினித் தமிழ், இல. சுந்தரம் - விகடன் பிரசுரம்
9. மாண்புமிகு மண், பாமயன், வம்சி புக்ஸ்
10. தமிழ் இலக்கியத்தில் அறிவியல் சிந்தனைகள் வானதி பதிப்பகம், சென்னை

MACRO ECONOMICS–II

| UNIT | Details |
|------------------------|--|
| I | IS-LM Model Investment and Interest Rate – Money Demand, Money Supply and the interest rate – Derivation of IS and LM Curve – Shifts in IS Curve and Shifts in LM Curve. |
| II | Business Cycles Phases of Business Cycles – Macroeconomic Variables and Business Cycles – Classical Theory and Business Cycles – Hawtrey, Von Hayek, Schumpeter Hicks, Kaldor and Samuelson Models – Keynesian theory of Business Cycles |
| III | Monetary Policy Money - Functions of Money - Money Supply and Money Demand – Classical Dichotomy – Keynesian theory of Money Demand – Instruments of Monetary Policy-IS-LM Model and Monetary Policy |
| IV | Fiscal Policy Fiscal Policy -Instruments- Classical and Keynesian Theory of Fiscal Policy– Fiscal Expansion – IS-LM Model and Fiscal Policy– Critique of Fiscal Policy–Three Ranges in LM Curve. |
| V | Supply Side Economics Rational Expectation Hypothesis–New Classical School– Contribution of Robert Lucas – New Keynesian School. |
| Reference Books | Ahuja H.L,(2016)Macroeconomics: Theory and Policy S.Chand |
| | Mueller, M.G. (Ed.)(1978), Readings in Macro Economics, Surjeet Publications, New Delhi |
| | Roger E.A.Farmer (2002), Macro Economics, Thompson Asia Pvt. Ltd., Singapore |
| | Parkin,M.,2014.Macroeconomics 11 th Edition Essex: Pearson |
| | Blanchard, Olivier and David R.Johnson (2013)Macroeconomics, Pearson. |
| | Soumen Sikdar,“ Principles of Macro economics”,OUP India, 2020 |

INDIAN ECONOMY

| UNIT | Details |
|------------------------|--|
| I | Introduction to Indian Economy Features and Issues of Indian Economy - Planned Economic Development in India - Achievements and Failures of Planning in India – Economic Crisis and Rationale behind Economic Reforms– New Economic Policy (LPG) 1991 – NITI Aayog |
| II | National Income, Poverty and Human Development Index National Income – Sectoral Contributions and Economic Transition in India – Poverty and Inequality – Definition and Estimates, Gini Coefficient, Sen Index, Poverty Line-Income and Regional Inequalities: Causes and Measures, Unemployment: Nature and Extent, Measures –HDI–International Comparisons. |
| III | Sectors of the Indian Economy Indian Agriculture – Trends in Production and Productivity– Land Reforms – Green Revolution - Agricultural Pricing - Agricultural Marketing – Food Security - Industrial Development – Trends and Problems, MSMEs – Industrial Policy 1991 and Recent Developments - Overview of Service and Financial Sectors in India – Importance – Expansion of Private Banks. |
| IV | Foreign Trade Importance of Foreign Trade for a Developing Economy- Composition and Direction of India’s Foreign Trade-Role of FDI and Foreign Institutional Investors- BOP Crisis - India’s Trade Policy. |
| V | Fiscal Federalism Principles of Federal Finance – Fiscal Federalism in India – Functions and Sources of Revenue – Vertical and Horizontal Imbalances – Finance Commission – Reports and its Recommendations. |
| Reference Books | Puri.V.K & S.K.Misra (2022) Indian Economy |
| | Uma Kapila (Ed.)(2018) Indian Economy Since Independence |
| | Byres,T.J.(Ed.)(1997),TheState,DevelopmentPlanningandLiberalizationin India, Oxford University Press, New Delhi |
| | Ashima Goyal(Ed.),The Oxford Hand book of the Indian Economy in the21 st Century: Understanding the Inherent Dynamism, Oxford University Press |
| | K.R. Gupta,J. R.Gupta,“ Indian Economy”, Altanic, 2008 |

HEALTH ECONOMICS

| UNIT | Details |
|----------------------------|---|
| I | <p>Introduction to Health Economics Health and Economic Development-Determinants of Health - Health Indicators – Birth Rate – Fertility – Morbidity – Mortality – IMR – CMR – MMR – Disability Adjusted Life Year(DALY)–Sex Ratio- Quality Adjusted Life Year (QALY)-Amartya Sen’s Capability Approach.</p> |
| II | <p>Demand for Health Care Demand for Health Care Services – Preference for Health Care using Indifference Curves – Budget Constraints – Income and Price Effects for Health Care–Elasticity of Demand for Medical Care.</p> |
| III | <p>Supply of Health Care Supply of Health Care Services – Physicians and Medical Personnel as Health Care Providers – Non-Labour Inputs – Hospitals–Interaction of Demand and Supply of Health Care.</p> |
| IV | <p>Health Infrastructure Health Infrastructure – Rural – Urban –Government Programmes- Preventive, Promotive and Curative Health Care Services - Health Allocation in Budget</p> |
| V | <p>Health Services and Medical Insurance Health Insurance-Types of Insurance Policies in India- Medical Ethics - Medical Tourism.</p> |
| Reference Books | <p>Himan shu Sekhar Rout and Prasant Kumar Panda (2010), Health Economicsin India</p> <p>Edwin G Dolan and John C Goodman</p> <p>D. Amutha(2016) “ATextbook of Health Economics”, Edition Mangalam Publishers and Distributers, Chennai.</p> <p>CharlesE.Phelps,HealthEconomics”,Routlegde,2017</p> <p>Jan Abel Olsen,“Principles in Health Economics and Policy”,OUP Oxford, 2017</p> |

Modern Banking and Insurance

| UNIT | Details |
|------------------------|--|
| I | Banking Commercial Banks- Functions of Commercial Banks- Private and Public Sector Banks- Credit Creation - Commercial Banks's role-Payment Banks-functions-Digital Banking-Tools- Methods |
| II | Central Banks Functions of a Central Bank – Objectives of Monetary Policy – Effects and Limitations – Narasimhan Committee Report. |
| III | Introduction to Insurance Insurance: Meaning and Types- Role of Insurance in Economic Development -Saving and Investment Aspects – Social Vs Private Insurance: Life Vs Non-Life Insurance. Classification of Life, Health and General Insurance Policies. |
| IV | Insurance Contract and Risk Management Meaning of contract- Insurable Interest- Utmost good faith- Principle of Indemnity and other Principles-Risk Management: Definition and Types- Management of Risk through Identification Analysis and Control. |
| V | Insurance Business in India Major Insurance Legislation- Growth of Industry- Agricultural Insurance- Health Insurance- Reinsurance- Entry of Private Insurance Companies- Insurance Act. LIC Act, GIC Act. IRDA Act. |
| Reference Books | Finsinger J. and M.V. Pauly (Eds.) (1986), The Economics of Insurance Regulation: A Cross National Study, Macmillan London. |
| | Sethi, J., & Bhatia, N. (2012). Elements of Banking and Insurance. PHI Learning Pvt. Ltd.. |
| | Lewis, M.K. (1992). Modern Banking in Theory and Practice. Revue Economique, 203-227. |
| | Tripathy, N.P., & Pal, P. (2005). Insurance: Theory and practice. PHI Learning Pvt. Ltd. |
| | Muraleedharan, D. (2014). Modern Banking: Theory and Practice. PHI Learning Pvt. Ltd.. |

RURAL ECONOMICS

| UNIT | Details |
|------------------------|---|
| I | Introduction Concept of Rural Economy-Indicators of rural Economy-Scope and Importance - Characteristics of rural economy -Problems in Rural economy. |
| II | Rural Unemployment Types of unemployment - Agricultural Labour - Marginal Productivity- Agricultural Wages-Minimum Wages Act-Rural Employment programmes: MGNREGA. |
| III | Rural Poverty Nature–Trends-Causes and Consequences of poverty-Poverty Alleviation Programmes of Government: NRLM- Antyodaya Anna Yojana (AAY) |
| IV | Rural Credit Need for credit-Causes of rural indebtedness-Sources of rural credit; Unorganized: Money lenders, Indigenous Bankers, Organized: Co-Operatives, Commercial Banks, Regional Rural Banks - NABARD. |
| V | Rural Development Importance of rural development in India – Role of Panchayat Raj Institution in rural development - Rural Marketing – Co-operative Marketing - Role of Self-Help Groups. |
| Reference Books | Lekhi R.K. and Joginder Singh, (2015), Agricultural Economics: An Indian Perspective, Kalyani Publishers, Ludhiana. Janardhana Rao, N. (2005), Indian Agriculture: Issues and Perspectives, ICFAI University Press, Hyderabad. Gray, L.C. (2013). Introduction to Agricultural Economics. Read Books Ltd. Ashima Goyal (Ed.), The Oxford Hand book of the Indian Economy in the 21 st Century: Understanding the Inherent Dynamism, Oxford University Press K.R. Gupta, J.R. Gupta, “ Indian Economy”, Altanic, 2008 |

VALUE BASED EDUCATION

(Common Syllabus)

| UNIT | Details |
|------------|---|
| I | <p>Introduction to Value based Education</p> <p>a. Value: meaning and Classification b. Value based Education: Meaning, Characteristics, Components and Contents c. Value Erosion and Inculcation: Value crises in social life, economic life, and political life - Value inculcation: need and importance - Role of Parents and Teachers in inculcating values.</p> |
| II | <p>Harmony in Being and Living</p> <p>a. Harmony of the self (I) with the body: Nurturing of the body- Understanding myself as co-existence of the self and the body- Understanding needs of self and needs of the body- Understanding the activities in the self and activities in the body. b. Harmony in the Family, Society and Nature: Family as a basic unit of human interaction and values in relationships - Affection, care, guidance, reverence, Glory, gratitude, and love – Harmony in society: Justice preservation, Production Work, Exchange Storage Harmony in nature: four orders in nature- The holistic perception of harmony in existence.</p> |
| III | <p>Social Issues, Social Justice and Human Rights</p> <p>Social issues – causes and magnitude - alcoholism, drug addiction, poverty, Unemployment Social Justice: Definition and need – factors responsible for social injustice: caste and gender – contributions of social reformers. Human Rights: Concept and Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women</p> |
| IV | <p>Values and Mass Media</p> <p>Mass media: Meaning, functions and characteristics – Effects and Influence on youth and children – Media Power – socio, cultural and political consequences of mass mediated culture - consumerist culture – Globalization – new media-prospects and challenges – Role of media in value building</p> |
| V | <p>Ethics</p> <p>Ethics: Meaning and importance Social ethics: tolerance, equity, justice for all, sensitivity towards mankind, love for nature and creatures, nationalism-love for nation, pride for nation, Honour to the law, Indian culture and traditions – Civic Sense: Being a good civilian Professional Ethics: Dedication to work and duty – Commitment to the Profession.</p> |

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| <p style="text-align: center;">Reference</p> | <ol style="list-style-type: none"> 1. Allport, G.W., Vernon, P.E., and Lindzey, G. (1970) study of values, Buston: Houghton Mifflin. 2. Centaral Board of Secondary Education (1997), Value Education: A Handbook for Teachers, Delhi: Central Board of Secondary Education. 3. Delors, J. (1996), Learning: The Treasure within- Report of the International Commission on Education for the Twenty-First Century, Paris: UNESCO. 4. Morris, Charles W. (1956). Varieties of Human Values. Chikago: University of Chicago Press. 5. Shukla, R.P.(2005). Value Education and Human Rights. Sarup& Sons, New Delhi 6. Satchidananda. M.K. (1991), “Ethics, Education, Indian Unity And Culture” – Delhi, Ajantha Publications 7. Saraswathi. T.S. (Ed) 1999. Culture”, Socialisation And Human Development: Theory, Research And Application In India” – New Delhi Sage Publications. 8. Venkataiah. N (Ed) 1998, “Value Education” New Delhi Ph. Publishing Corporation. 9. Chakraborti, Mohit (1997) “Value Education: Changing Perspectives” New Delhi: Kanishka Publications. 10. Adithya Shetty and K.Pushpanandan Rao (2000): as quoted in Jayarami Reddy, B., (2010): “Values of B.Ed. teacher trainees in relation to certain psycho-sociological variables in Andhra Pradesh”, Unpublished Ph.D. Thesis, Department of Education, S.V.University, Tirupati, 11. Amareswaran, N. (2009): “Moral values of intermediate students”, Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 12. Chetty, K. M. (2004): “Perspective of value oriented education” paper presented at UGC National Seminar on value oriented education, organized by Dept. of education, S.V.University, Tirupati. 13. Chhaganlal, Nandini Man Sukhbai (1992): “A study of the value, adjustment, attitude in the teaching profession and academic achievement of researchers’ children as compared to non-teachers children”. [Ph.D. Edu. Saurashtra University] 14. Mahatma Gandhi at Wardha Conference (1937) : as quoted in Gawande, E. N., (1994): “Value oriented education vision for better living”, Sarup and Sons Publishers 4740/23, Amsari Road, Darya Colony, New Delhi, p. 9. 15. Mohan Reddy (2011): “An analytical study of attitude of intermediate students towards value oriented education in relation to certain psycho-sociological variables”, Ph.D. theses, S.V.University, Tirupati. 16. Rajasekhar Reddy (2002) quoted in Nagarjuna, T.I. (2009): “A study of attitudes of DIET students towards value oriented education in relation to intelligence, personality and other variables”, Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 17. Rajagopal (1989) quoted in Yella Reddy, B. (2009): “A study of moral judgment of intermediate students in relation to certain factors”, Published Ph.D. thesis, S.V.University, Tirupati. 18. Awasthi D. Value based Education is the only solution to the problem of Crisis of Moral Values among the youth of India. Retrieved from: worldwide, 2014. journals.com/gra/file:php? 2014. 1411110022_81.pdf. 19. Brubacher, J.S. Modern Philosophies of Education, McGraw Hill Book |
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| | <p>Company, INC, New York, 1950, Pp.93-95.</p> <p>20. Chetty, K.M., Value Education: A Conceptual Analysis, 70th Session of Indian Philosophical Congress, Haridwar, 1995, Pp.3-4.</p> <p>21. Dr. Jangaiah, C. Values Classification, APH Publishing Corporation, New Delhi, 1998, .</p> <p>22. Prahallada, N.N, Value Education in India. Association of Indian Universities, New Delhi, 2000.</p> <p>23. Rohidekar, S.R. Inculcation of values-how? APH Publishing Corporation, New Delhi, 1998.</p> <p>24. Seshadri, C. Education in Values, APH Publishing Corporation, New Delhi, 1998, Pp.47- 48.</p> |
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MANONMANIAMSUNDARANARUNIVERSITY-TIRUNELVELI
UG PROGRAMMES

OPENANDDISTANCELEARNING(ODL)PROGRAMMES

(FORTHOSEWHOJOINEDTHEPROGRAMMESFROMTHEACADEMICYEAR2023-2024
ONWARDS)

B.A. ECONOMICS

| Semester | Course | Title of the Course | Course Code | Credits |
|----------|----------------------|----------------------------|-------------|---------|
| V | Core-IX | Monetary Economics | JMEC51 | 4 |
| | Core-X | Fiscal Economics | JMEC52 | 4 |
| | Core-XI | Industrial Economics | JMEC53 | 4 |
| | Core-XII | Environmental Economics | JMEC54 | 4 |
| | Elective-V | Tamil Nadu Economy | JEEC51 | 3 |
| | Elective-VI | Gender Economics | JEEC52 | 3 |
| | NMC/Substitute Paper | Advertising | JNEC51 | 3 |

MONETARY ECONOMICS

| UNIT | Contents |
|------------------|---|
| I | Money Definition, functions, Importance-Forms of Money- Supply of Money (M1, M2, M3, M4)-Crypto Currencies. |
| II | Demand for Money Demand for Money: Classical, Keynesian and Baumol's Inventory theoretic Approach- James Tobin's Portfolio Approach-Milton Friedman's Reformulated Quantity Theory. |
| III | Monetarism Vs Keynesianism Monetarism Vs Keynesianism-Comparison-Determinants of Money Supply- Money Multiplier. SupplySide Policies of Inflation. |
| IV | Commercial Banks Commercial Banks- Credit Creation-Role of Commercial Banks after Nationalisation -RBI's role in Commercial Banks- Narasimhan Committee Report. |
| V | Monetary Stability and Central Bank Inflation and Deflation: Definition, Types, Causes and Effects- Demand-Pull and Cost-Push Inflation-Central Bank Functions -Reserve Bank of India (RBI)- Monetary Policy and its Operations in India. |
| Textbooks | |
| 1 | Gupta R.D. (1995), Keynes and Post Keynesian Economics, Kalyani Publishers, New Delhi. |
| 2 | Jhingan M. L. (2004), Monetary Economics, Konark Publication, New Delhi. |
| 3 | Jagdish Handa, "Monetary Economics", Talyor & Francis, 2008 |
| 4 | L. Blume, Steven Durlauf, "Monetary Economics", Palgrave Macmillan, 2016 |
| 5 | Keith Bain, Peter Howells, "Monetary Economics: Policy and Its Theoretical Basis"", Macmillan, 2009 |

| FISCAL ECONOMICS | |
|-------------------------|--|
| UNIT | Contents |
| I | Introduction Fiscal Economics: Nature, Scope, Objectives and Instruments -Major Fiscal Functions-Market Failure: Public Goods and Private Goods, Externalities, Efficiency Versus Equity- Principles of Functional Finance. |
| II | Theories of Fiscal Economics and Policy Principle of Maximum Social Advantage-The Benefit Approach-The Ability-to-Pay Approach-Equal Sacrifice Principle-Fiscal Policy and its Instruments. |
| III | Budget and Taxation Role of Government in a Modern Economy- Public Budget: Types and Structure - Taxation -Features of a Good Tax System- Direct and Indirect Taxes-Concept of Impact-Incidence and Shifting of Taxation-Elasticity and Determination of Tax Burden-Optimal Taxation. |
| IV | Public Expenditure and Debt Public Expenditure: Canons and Classification-Wagner’s Law of Public Expenditure- Public Debt: Meaning and Types, Burden of Public Debt- Principles of Public Debt Management– Deficit Financing. |
| V | Indian Public Finance Budget of the Government of India (Previous Financial Year)-Sources of Public Receipts (Tax and Non-Tax, GST and its Impacts)-Components of Public Expenditure-Sources of Public Borrowing and Debt Liabilities- Deficits-Appraisal of FRBM Act 2004- Fiscal Federalism: Centre and State Relations - Recommendations of Last 3 Finance Commissions. |
| Textbooks | |
| 1 | Bhatia H.L., (2012), Public Finance, Vikas Publications. |
| 2 | Tyagi B. P and H.P. Singh (2018) “Public Finance” Jai Prakash Nath & Co, Meerut |
| 3 | Dr. S. K Singh, “Public Finance in theory and Practice”, S. Chand Publishing,2008 |
| 4 | Lekhi, “Public Finance”, Kalyani Publishers,2015. |
| 5 | Richard. A. Musgrave & Peggy B. Musgrave, “Public Finance in Theory and Practices”, Mc Graw Hill International Edition, New York,2006. |

| INDUSTRIAL ECONOMICS | |
|-----------------------------|--|
| UNIT | Contents |
| I | Introduction Nature and scope of Industrial Economics - History of Industrial Revolution -Digital Revolution -Classification of Industries: Public Sector, Private Sector and Public Private Partnerships-Large, MSMEs, Cottage Industries-Concept of Plant, Firm and Industry. |
| II | Theories of Location Theories of Industrial Location -Weber- Sargant Florence – Factors Affecting Location-Localization-Globalization of Industries Decentralization of Industries-Industrial Efficiency and Economic Efficiency- Measures of Concentration - Concentration ratio- Hirschman – Herfindahl Index. |
| III | Industrial Licensing and Policies Industrial Licensing – MRTP Act – Industrial Policies - Industrial Productivity -Capacity Utilization - Industrial Sickness-Mergers and Acquisitions–Profitability and Efficiency. |
| IV | Industrial Regions of the World and India Industrial Clusters in India- Sunrise Sector- Regional Backwardness- Government Initiatives in India |
| V | Growth Trends in India Industrial Growth in India: Trends and Prospects – Incentives to Promote Industrialization – Ease of Doing Business Ranking - MNCs in India -Special Economic Zones- FDI Policy-Make in India Initiative-National Manufacturing Policy. |
| Textbooks | |
| 1. | Ranjana Seth (2010), Industrial Economics Ane’s Student Edition. |
| 2. | Barthwal R. R (2007) Industrial Economics an Introductory Textbook, New Age International Publishers |
| 3 | Dennis W. Carlton and Jeffrey M. Perloff, Modern Industrial Organisation, Cambridge University Press,2015 |
| 4 | Rajesh Kumar R (2021), Industrial Economics and Foreign Trade Jyothis Publishers |

| ENVIRONMENTALE CONOMICS | |
|--------------------------------|--|
| UNIT | Contents |
| I | Fundamentals of Environmental Economics Definition, Scope and Significance - Environment – Economy Linkages – Material Balance Approach - Malthusian and Neoclassical perspective of Environment - Sustainable Development -Environment Kuznets Curve. |
| II | Economics of Natural Resources Classification of Natural Resources-Scarcity and Measurement- Economics of Exhaustible Resources-Economics of Renewable Resources. |
| III | Market Failure Environment’s Public Good-Tragedy of Commons-Externalities -Pigouvian Fee and Coase theorem on Property Rights. |
| IV | Valuation of Environment Total Economic Value - Contingent Valuation Method – Stated Preference - Travel Cost Model - Hedonic Pricing - Economics of Sustainable Development-Green Accounting–Ecological Footprint, Carbon Footprint, Ecological Shadow. |
| V | Economics of Pollution Control Optimal level of Pollution-Regulation of Pollution through Economic Instruments - Command and Control Approach. |
| Textbooks | |
| 1 | Karpagam. M, (2017), Environmental Economics–Third Edition, Sterling Publication Pvt. Ltd, Noida. |
| 2 | Nick Hanley, Jason Shogren and Ben White, (2013), Introduction to Environmental Economics, Second Edition, Oxford University Press, Oxford. |
| 3 | Eugene. T Environmental Economics, Oxford University Press, New Delhi. (2014), |
| 4 | Hanley N, Shogren JF, White B“Environmental Economics in Theory and Practice”, 2nd Edition. Palgrave Macmillan, 2007 |
| 5 | Kolstad, Charles D, (2000), Environmental Economics, New York: Oxford University Press, |

| TAMILNADU ECONOMY | |
|--------------------------|--|
| UNIT | Contents |
| I | Introduction Tamil Nadu–Salient features–Geographical Features – Economic and Social Indicators –Human Development – Index Rank– Gender Disparity Index–Poverty Index–Work Participation Rate – Unemployment Rate– Literacy Rate–Life Expectancy – Demography and Occupational Patterns. |
| II | Agriculture Agriculture– Land Use Patterns–Cropping Pattern–Irrigation- Agricultural Marketing–Defects and Remedial measures– Agricultural Finance – Policy and Issues –Crop Insurance. |
| III | Industry Industrial Scenario in Tamil Nadu – Production Trends—Large Industries- MSMEs –Khadi and Village Industries – Export Contribution of top 5 Major Industries - Industrial Financial Institutions: TIIC, SIDCO, SIPCOT, Industrial Estates-DIC, EPZ, SPZ, SEZ. |
| IV | State Finances and Development Initiatives State Finance – Revenue and Expenditure of the State – Tamil Nadu’s Recent Budget – Poverty Alleviation and Unemployment Programmes – Education and Health Care and State Welfare Programmes. |
| V | General Performance of the State Tourism and Medical Tourism – Women Empowerment Programme–Self Help Groups and Micro Finance- Mahalir Thittam - Environmental Protection Measures. |
| Textbooks | |
| 1 | Leonard A. G, S. J, (2006), Tamil Nādu Economy, Macmillan India Ltd, New Delhi |
| 2 | Naganathan M(2002), Tamil Nādu Economy: Trends and Prospects,(ed.),University of Madras. |
| 3 | Rajalakshmi N, (1999), Tamil Nadu Economy, Business Publishers, Bombay. |
| 4 | Kuppusamy. K, “Socio- Economic Development of India, Sharadha Publications, 2014 |
| 5 | S. Perumalsamy,“Economic Development of TamilNadu”, S. Chand & Company,1985 |

| GENDER ECONOMICS | |
|-------------------------|--|
| UNIT | Contents |
| I | Introduction to Gender Analysis and Economics Definition - Gender - Gender Analysis: Purpose and Scope - Feminist Perspective in Economics - Classical and Neoclassical Economics- Post Keynesian Economics-Economic Measurements-Empirical Challenges. |
| II | Development and Anti- Development Development Versus Anti-Development - Women in Development (WID)- Women and Development (WAD)- Gender and Development–Women And Empowerment- Women And Environment–Ecofeminism. |
| III | Women and Work–A Conceptual Clarification Invisibility of Women –“Statistical Purdah” - A Critique of Methods, Concepts, Definitions Employed in Economic Theory- A Critique of The Data System in India (Application)- Measures to Rectify this Invisibility |
| IV | Marginalization of Women Women Sideline–Gender–Discrimination Theories-Women in The Labour Market – Sexual Division of Labour, Wage Differentials, Micro Credit – Women in The Organized and Unorganized Sectors of The Indian Economy (Application)- Feminization of Work and Feminization of Poverty |
| V | Gender, The Economy and Related Issues Population–Demographic Features-Health and Education- Policy Measures – Government and NGOs– Gender Budgeting |
| Textbooks | |
| 1 | Jaya Shrivatsava (2018), Gender Discrimination and Inequality in Contemporary India: Dimensions and Voices of Protests, Kalpaz Publications. |
| 2 | Caroline Criado Perez (2019) Invisible Women: Data Bias in a World Designed For Men, Harry N. Abrams. |
| 3 | Mukesh Eswaran (2020), Why Gender Matters in Economics Princeton University Press |
| 4 | K.R. Gupta, “Gender Problems and Policies”, Atlantic,2009. |

| ADVERTISING | |
|--------------------|--|
| UNIT | Contents |
| I | Introduction Meaning-Definition- Features of advertising–Types of advertising- Importance |
| II | Advertising media Meaning–Types–Advantages and Disadvantages -Selection- Factors influencing selection of media - Display advertising. |
| III | Press advertising Meaning–Types: Newspapers, Foreign papers, magazines, Trade Journals – Significance of print advertising -Limitations. |
| IV | Outdoor advertising Features-Forms of outdoor advertising -merits & Demerits-Indoor vs Outdoor |
| V | Electronic media Radio Advertising - Television advertising - Film advertising - Internet-Audio - visual cassettes- Screen Slides-Electronic signs |
| Textbooks | |
| 1 | Gupta Ruchi, “Advertising Principles and Practice”, S. Chand & Co. Ltd., |
| 2 | Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited |
| 3 | Monle Lee & Carla Johnson, Principles of Advertising, Routledge Publications. |
| 4 | Seema Gupta (2022) Digital Marketing3 rd Edition Mc Graw Hill |
| 5 | Harry Tipper, “The Principles of Advertising”, Franklin Classics Trade Press, 2018 |



MANONMANIAM SUNDARANAR UNIVERSITY - TIRUNELVELI
UG PROGRAMMES

OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024 ONWARDS)

B.A. ECONOMICS

| Semester | Course | Title of the Course | Course Code | Credits |
|----------|----------------------|-------------------------|-------------|---------|
| VI | Core-XIII | International Economics | JMEC61 | 5 |
| | Core-XIV | Development Economics | JMEC62 | 5 |
| | Core-XV | Agricultural Economics | JMEC63 | 5 |
| | Elective-VII | Basic Econometrics | JEEC61 | 3 |
| | Elective-VIII | Urban Economics | JEEC62 | 3 |
| | NMC/Substitute Paper | Salesmanship | JNEC61 | 3 |

| INTERNATIONAL ECONOMICS | |
|--------------------------------|---|
| UNIT | Contents |
| I | Introduction Nature and Scope of International Economics -The Globalization of the World Economy - International Trade and the Nation's Standard of Living-International Trade Policy - Current International Economic Problems and Challenges. |
| II | International Trade Theories Absolute Advantage: Adam Smith – Comparative Advantage: David Ricardo - Opportunity Cost: Haberler - Reciprocal Demand: Mill - Offer Curves: Marshall - Factor Endowments: Heckscher-Ohlin-Leontief Paradox-Economic Growth and International Trade. |
| III | Foreign Exchange Market Foreign Exchange Market: Function and structures - Exchange Rates: Fixed, Flexible, Floating, Pegged, Nominal and Real Exchange Rates-Theories of Exchange Rates:Mint Parity Theory, Purchasing Power Parity Theory, and Balance of Payments Theory. |
| IV | Balance of Payments The Balance of Payments Account- Equilibrium and Disequilibrium in BOP-Surplus and Deficit in BOP-Adjustment Mechanism: Direct and Indirect Mechanisms– Export Promotion and Import Substitution. |
| V | Terms of Trade and Trade Policy Terms of Trade: Concept and Determinants - Terms of trade and Economic Development-Tariff and Non- Tariff Barriers –Effects–Quotas-Import Quotas Vs Tariffs-Free Trade And Economic Development-Free Trade Vs Protection. |
| Textbooks | |
| 1 | Mithani D. M (2002), Introduction to International Economics, Vora & Co Publishers, Bombay. |
| 2 | Dwivedi, D. N. (2013). International Economics: Theory and Policy. Vikas Publishing House, New Delhi. |
| 3 | Cherunilam, Francis (2006). International Economics, Tata McGraw-Hill Publishing Co. Ltd., New Delhi |
| 4 | M.L Jhingan, “International Economics”, Vrinda publications, 2016 |
| 5 | K. R. Gupta, International Economics, Atlantic Publishers, 2017 |

| DEVELOPMENT ECONOMICS | |
|------------------------------|--|
| UNIT | Contents |
| I | Introduction Meaning and Nature of Development Economics – Core values of Development- Amartya Sen’s Approach – Economic Growth Vs. Development – Progress and Economic Welfare – Comparative Economic Development. |
| II | Theories of Economic Growth and Development– I Rostow’s stages of Growth – Big Push Theory - Theory of Critical Minimum Effort - Utilisation of Surplus Manpower – Lewis Theory, Nurkse Theory - Rural Urban Migration – Harris-Todaro Model. |
| III | Theories of Economic Growth and Development– II Harrod-Domar Model (Critical Expansion and Growth) - Solow Model of Growth -Technical Progress and Growth -Human Capital and Growth-Myrdal Model (Cumulative Causation Thesis)-Kaldor Model (Model of Distribution). |
| IV | Development Planning Development Planning – Concept and Rationale- Basic Models of Development Planning process – Government Failure and Market Economy – Role of NGOs in Economic Development – Trends in Governance and Reforms. |
| V | Financing Economic Development Role of Financial System in Economic Development–Formal Versus Informal Finance–Micro Finance–Foreign Finance– Foreign Aid - Development Assistance Debate. |
| Textbooks | |
| 1 | Ahuja H. L. (2016), Development Economics, S. Chand and Company Ltd. |
| 2 | Jhingan M.L. (2016), Economics of Development Planning, Himalaya Publication House, 41 st Edition. |
| 3 | Dutt, A. (2003). Development Economics and Structuralist Macroeconomics. Edward Elgar Publishing. |
| 4 | Debraj Ray, “Development Economics”, Oxford Indian Paperbacks, 1998 |
| 5 | Alain de Janvry, Elisabeth Sadoulet, “Development Economics: Theory and Practice”, Taylor & Francis, 2021. |

| AGRICULTURAL ECONOMICS | |
|-------------------------------|--|
| UNIT | Contents |
| I | Introduction Scope and significance of Agriculture- Role of Agriculture in India's Development- Inter- sectoral Linkages –Farm Management: Definition and Principles-Management of Risks in Agriculture. |
| II | Agricultural Labour Agricultural labour: Definition – Types – Supply of Labour – Problems – Rural Unemployment: Types, Consequences and Remedial Measures- Minimum Wages for Agricultural Workers– Recent Wage and Self-Employment Programmes |
| III | Agricultural Finance Agricultural Finance: Meaning, Nature, Types, Sources and Problems of Agricultural Finance- Cooperatives in Rural Finance- Role of Commercial Banks and NABARD – Farm Capital –Meaning, Types and Marginal Efficiency of Farm– Agricultural Capital Formation |
| IV | Agricultural Price Policy Objectives and need of Agricultural Price Policy – Stability and Trends in Agricultural Prices – Evaluation of Agricultural Price Policy in India–Agricultural Exports- Current Issues in Indian Agriculture. |
| V | Sustainable Agriculture and Food Security Development issues: Poverty, Inequality, Unemployment and Environmental Degradation – Green Revolution: Recent Developments– Methods and Issues – Population and Food Supply- Food Security and Public Distribution System in India. |
| Textbooks | |
| 1 | Lekhi R. K. and Joginder Singh, (2015), Agricultural Economics: An Indian Perspective, Kalyani Publishers, Ludhiana. |
| 2 | Sadhu An, Singh Amarjit and Singh Jasbir, (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi |
| 3 | Mridula Mishra, (2010), Agriculture and Food Economics, Serials Publication, New Delhi. |
| 4 | John B. Penson, Jr, Oral Capps, Jr, C. Parr Rosson III, Richard.T. Woodward, “Introduction to Agricultural Economics”, Pearson Publications,2017. |
| 5. | Dr. B.P. Tyagi, “Agricultural Economics & Rural Development”, Jai Prakashnath& Co. 2017. |

BASIC ECONOMETRICS

| UNIT | Contents |
|------|--|
| I | <p>Introduction Definition – Scope – Divisions – Objectives – Use of Econometrics – Econometrics and Mathematical Economics – Econometrics and Statistics – Methodology of Econometrics - Basic ideas of Linear Regression Model–Two variable Model, Population regression Function (PRF), Sample Regression Function (SRF) – Error term U – Significance - Stochastic form of PRF and SRF.</p> |
| II | <p>Estimation Classical Linear Regression Model – Assumptions – Method of Ordinary Least Squares (OLS) – Derivation of OLS Estimators–Derivation of variance and Standard error of OLS estimators (Simple Linear Regression) – Properties of OLS estimators–Gauss–MarkovTheorem–Proof–Three Variable Model estimation (Basic Idea only) – Hypothesis Testing (t and F test)–Test of Goodness of Fit R^2 and Adjusted R^2.</p> |
| III | <p>Violation of Assumptions Multi- collinearity: Nature, Consequences, detection and Remedial Measures– Heteroscedasticity: Nature- Consequences Detection and Remedial Measures- Auto correlation: Nature, Consequences, Detection and Remedial Measures.</p> |
| IV | <p>Functional Forms and Dummy Variables Regression through the origin - Double Log Model – Measurement of Elasticity – Semi log model – Measurement of Growth. Dummy Variables – ANOVA and ANCOVA Models – Dummy Variable Trap – Uses – Interaction Effects – Structural Changes – Seasonal Variations – Piecewise Linear Regression. Autoregressive and Distributed Lag Model – Ad Hoc Method of Estimation – Koyck Transformation – Mean and Median Lag.</p> |
| V | <p>Simultaneous Equation Model Simultaneous Equation Model: Definition and Examples – Simultaneous Equation Bias – Structural and Reduced Form Equations –Identification–Rank and Order Condition–Indirect Least Square Estimation–Two Stage Least Square Estimation.</p> |

Text Book

| | |
|----|--|
| 1 | Gujarathi, D.M. (2022). Gujarati: Basic Econometrics. Mc Graw-hill. |
| 2 | Ramanathan, R. (1992). Introductory econometrics with applications. Dryden Press. |
| 3 | Maddalla G.S. (2001) Introduction to Econometrics, Third Edition, Wiley India |
| 4 | Koutsoyiannis. “A, Theory of Econometrics”, Palgrave, Delhi. |
| 5. | M. Wooldridge, “ Introductory Econometrics: A Modern Approach “, Jeffery 5 th Edition 2013. |

| URBAN ECONOMICS | |
|------------------------|--|
| UNIT | Contents |
| I | Introduction Definition of Urban Economics-Nature and Scope of Urban Economics - Density, Urbanization - Definition of a City and Metropolitan area- Urban structure and Urban growth. |
| II | Concept, Causes and Problems of Urbanisation Urbanization–Concept– Urban Morphology- Causes and Issues of Urbanization- Sustainable Urbanization. |
| III | Urban Infrastructure Urban Infrastructure- Transportation – Electricity - Water Supply - Slums, Housing and Urban Renewal -Public Health. |
| IV | Migration Theories Theories of Rural Urban Migration –Ravenstein’s Law of Migration- Stouffer’s theory of Mobility- Lee’s theory- Reasons for Migration: Push and Pull factors. |
| V | Policies for Urban Development Policies and Programmes for Urban development- Measures to Control Urban Growth - Integrated Development of Small and Medium Towns- Smart Cities in India |

| Textbooks | |
|-----------|---|
| 1 | Ahluwalia, I.J., Kanbur, R., & Mohanty, P.K. Urbanization in India, Sage Publications, New Delhi. (2014) |
| 2 | Hartwick, John M (2015), Urban Economics, Routledge. |
| 3 | Arthur O’ Sullivan, Urban Economics, Tata Mc Graw Hill, 2009. |
| 4 | Douglas. M. Brown, “Introduction to Urban Economics”, 2013 |
| 5 | John F. Mc Donald, Daniel P. Mc Millen, “Urban Economics and Real Estate: Theory and Policy”, Wiley, 2011 |
| | |

| SALESMANSHIP | |
|---------------------|--|
| UNIT | Contents |
| I | Introduction Salesmanship - Definition –Is salesmanship a Science, an Art or a Profession? - Creative Salesmanship and Competitive Salesmanship - Sales Organization – Organisation of Sales Department. |
| II | Sales Manager Duties of sales manager–Sales supervision–Salesman’s report- Selection and Training of Salesmen. |
| III | Sales Sales territories – Sales Quotas – Sales personality -Important personality Traits. |
| IV | Product Knowledge Knowledge of goods–Methods of acquiring product knowledge– Need for product knowledge - Important Buying motives. |
| V | Effective sales Effective presentation–Demonstration–Overcoming the objections- Closing the sales. |

| Textbooks | |
|------------------|--|
| 1 | Dr. Rajan Nair (2020), Marketing, Sultan Chand and Sons. |
| 2 | Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited |
| 3 | Chandorkar Rajendra, Basic Salesmanship, NotionPress |
| 4 | Brian Tracy, “Sales Management”, Kindle Edition, 2018 |
| 5 | Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, “Principles of Marketing”, Pearson, 2017 |

Duration of the Programme:

The programme for the degree of Bachelor of Arts in Economics consists of three Academic / Calendar years divided into six semesters. This programme having total credits of 140 as per TANSCHÉ on par with NEP. The duration of programme is three years at a maximum of 5 years as per UGC guidelines (N+2) pattern.

| Sem | Part | Course Code | Course Name | Credits | Int. | Ex t. | Total |
|-----|------|-------------|---|---------|------|-------|-------|
| I | I | J1TL11 | Pothu Tamil-I-Tamil Ilakkiya Varalaru-I | 3 | 25 | 75 | 100 |
| | II | J2EN11 | General English-I | 3 | 25 | 75 | 100 |
| | III | JMEC11 | Micro Economics-I | 5 | 25 | 75 | 100 |
| | III | JMEC12 | Statistics for Economics-I | 5 | 25 | 75 | 100 |
| | III | JEEC11 | Fundamentals of Management | 3 | 25 | 75 | 100 |
| | IV | JSEC11 | Demography | 2 | 25 | 75 | 100 |
| | IV | JFEC11 | Business Communication | 2 | 25 | 75 | 100 |
| II | I | J1TL21 | Pothu Tamil - II Tamil Ilakkiya Varalaru-II | 3 | 25 | 75 | 100 |
| | II | J2EN21 | General English – II | 3 | 25 | 75 | 100 |
| | III | JMEC21 | Micro Economics - II | 5 | 25 | 75 | 100 |
| | III | JMEC22 | Statistics for Economics - II | 5 | 25 | 75 | 100 |
| | III | JEEC21 | History of Economic Thought | 3 | 25 | 75 | 100 |
| | IV | JSEC21 | Economics for Investors | 2 | 25 | 75 | 100 |
| | IV | JSEC22 | Computer Applications in Economics | 2 | 25 | 75 | 100 |
| III | I | J1TL31 | Pothu Tamil - III Tamilaga Varalarum Panpadum | 3 | 25 | 75 | 100 |
| | II | J2EN31 | General English – III | 3 | 25 | 75 | 100 |
| | III | JMEC31 | Macro Economics-I | 4 | 25 | 75 | 100 |
| | III | JMEC32 | Mathematics for Economics | 5 | 25 | 75 | 100 |
| | III | JEEC31 | Principles of Marketing | 3 | 25 | 75 | 100 |
| | IV | JSEC31 | Entrepreneurial Economics | 1 | 25 | 75 | 100 |
| | IV | JNEC31 | Economics of Transportation | 2 | 25 | 75 | 100 |
| | IV | JEVS31 | Environmental Studies | 2 | 25 | 75 | 100 |

| | | | | | | | |
|----|-----|--------|-------------------------------------|-----|----|----|-----|
| IV | I | J1TL41 | Pothu Tamil - IV Tamilum Ariviyalum | 3 | 25 | 75 | 100 |
| | II | J2EN41 | General English – IV | 3 | 25 | 75 | 100 |
| | III | JMEC41 | Macro Economics – II | 4 | 25 | 75 | 100 |
| | III | JMEC42 | Indian Economy | 4 | 25 | 75 | 100 |
| | III | JEEC41 | Health Economics | 3 | 25 | 75 | 100 |
| | IV | JSEC41 | Modern Banking and Insurance | 1 | 25 | 75 | 100 |
| | IV | JNEC41 | Rural Economics | 2 | 25 | 75 | 100 |
| | IV | JVBE41 | Value Based Education | 2 | 25 | 75 | 100 |
| V | III | JMEC51 | Monetary Economics | 4 | 25 | 75 | 100 |
| | III | JMEC52 | Fiscal Economics | 4 | 25 | 75 | 100 |
| | III | JMEC53 | Industrial Economics | 4 | 25 | 75 | 100 |
| | III | JMEC54 | Environmental Economics | 4 | 25 | 75 | 100 |
| | III | JEEC51 | Tamil Nadu Economy | 3 | 25 | 75 | 100 |
| | III | JEEC52 | Gender Economics | 3 | 25 | 75 | 100 |
| | IV | JNEC51 | Advertising | 3 | 25 | 75 | 100 |
| VI | III | JMEC61 | International Economics | 5 | 25 | 75 | 100 |
| | III | JMEC62 | Development Economics | 5 | 25 | 75 | 100 |
| | III | JMEC63 | Agricultural Economics | 5 | 25 | 75 | 100 |
| | III | JEEC61 | Basic Econometrics | 3 | 25 | 75 | 100 |
| | III | JEEC62 | Urban Economics | 3 | 25 | 75 | 100 |
| | IV | JNEC61 | Salesmanship | 3 | 25 | 75 | 100 |
| | | | Total Credit | 140 | | | |

Faculty and Support Staff Requirements:

The programme for the degree of **B.A.Economics** requires the following faculty and supporting staff:

| Staff Category | Required |
|----------------------------|----------|
| Core Faculty | 3 |
| Faculty for Specialization | 2 |
| Clerical Assistant | 1 |

Instructional Delivery Mechanisms:

- ❖ Self Learning Materials
- ❖ Web based Teaching and Learning
- ❖ Electronic study materials

1. Student Support Services:

The student support services will be facilitated by the head quarter i.e., Centre for Distance & Continuing Education, Manonmaniam Sundaranar University, Tirunelveli and its approved Learning Study Centres which are the Affiliated Colleges of Manonmaniam Sundaranar University located in the jurisdiction of this University (4 districts - Kanyakumari, Tirunelveli, Thoothukudi & Tenkasi).

2. The pre-admission student support services like counselling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods will be explained by the staff at head quarter and Learning Study Centres who are well aware of the programme offered through ODL.
3. The post-admission student support services like issue of identity card, study materials, etc. will be downloaded from the University website (www.msuniv.ac.in – distance education), Learning Centres as well as Office of the Centre for Distance & Continuing Education.
4. The Personal contact programme for theory courses will be held at the university campus, Learning Study Centres. Programme wise Co-Ordinators along with required number of Assistant Professors are engaged to clarify the doubts of the candidates and ensuring the Teaching and Learning process.
5. The conduct of end-semester examinations, evaluation and issue of certificates will be done by office of the Controller of examinations, Manonmaniam Sundaranar University, Tirunelveli.

Procedure for Admission, curriculum transaction and evaluation:

f. 1. Procedure for Admission:

- ❖ Admission will be made as per eligibility norms prescribed by UGC/Tamil Nadu Government norms - approved by Standing Committee on Academic Affairs of this University.
- ❖ The unique service of this University is creation of Batch wise / programme wise whatsapp messenger groups from the Office of the Director and all information are conveyed directly to the candidates. (From Admission to issue of Degree Certificates)
- ❖ Last date for First year admission 31st December for Academic Year students and 30th June for Calendar Year students of every year and it will be varied as per the instruction given by UGC.

f. 2. Curriculum Transactions:

The classroom teaching would be lecture method by using electronic devices. The Personal contact classes (PCP) cover group discussion, seminars and paper presentation.

The Personal contact classes (PCP) will be conducted in four rounds. (4 sessions / Round)

| Course Type | Personal Contact Classes Per Semester (in Hours) |
|--------------------|---|
| Theory Courses | 72 |

1. Evaluation:

- ❖ The examinations shall be conducted separately for theory and practical's to assess the knowledge acquired during the study.
- ❖ There shall be two systems of examinations viz., internal and external examinations.
- ❖ In the case of theory courses, the internal evaluation shall be conducted as Continuous Internal Assessment via. Student assignments preparation Project / Internship / Extension Activities and seminar, etc. The internal assessment shall comprise of maximum 25 marks for each course.
- ❖ The end semester examination shall be of three hours duration to each course at the end of each semester. (May & December every year).
- ❖ In the case of Practical courses, the internal will be done through continuous assessment of skill in demonstrating the experiments and record or report preparation.

- ❖ The external evaluation consists of an end semester practical examinations which comprise of 75 marks for each course.

Question Paper Pattern:

Answer all questions (one question from each unit with internal choices)

Time: 3 Hours; Maximum Marks: 75

| Section | Distribution of Marks | Marks |
|---------|-----------------------|-----------------|
| Part A | 10 x 1 Marks | 10 Marks |
| Part B | 5 x 5 Marks | 25 Marks |
| Part C | 5 x 8 Marks | 40 Marks |
| | Total | 75 Marks |

Distribution of Marks in Continuous Internal Assessments

- ❖ The Internal Assignment Questions are prepared by the course Co-Ordinator.
- ❖ Uploaded in the University website (internalddce@msuniv.ac.in) and through whatsapp messenger groups.
- ❖ The front page along with bar code for each course of the programme is uploaded in the University website.
- ❖ The students have to download the front page of the assignment and submit the handwritten assignment within the stipulated time limit.

The following procedure shall be followed for awarding internal marks for the courses

| Component | Marks |
|--------------------------|-------|
| Assignments (per course) | 25 |

Passing Minimum:

- ❖ For internal Examination, the passing minimum shall be 40% (Forty Percentage) of the maximum marks (25) prescribed for UG and PG Courses.
- ❖ For External Examination, the passing minimum shall be 40% (Forty Percentage) of the maximum marks (75) prescribed for UG and PG Courses.
- ❖ In the aggregate (External + Internal), the passing minimum shall be 40% for UG . courses.

Marks and Grades:

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

STATEMENT OF MARKS

Abbreviations:

- ❖ C-Credit; G-Grade; R-Result (P-Pass; RA-Reappear, AA-Absent); GP-Grade Point (10 Point Scale), CGPA-Cumulative Grade Point Average
- ❖ Credit is counted for the courses in which the candidate has passed the examination.
- ❖ Conversion of Marks into Grade Points and Letter Grades

| S.No | Percentage of Marks | Letter Grade | Grade Point | Performance |
|------|---------------------|--------------|-------------|---------------|
| 1 | 90 – 100 | O | 10 | Outstanding |
| 2 | 80 – 89 | A+ | 9 | Excellent |
| 3 | 70 – 79 | A | 8 | Very Good |
| 4 | 60 – 69 | B+ | 7 | Good |
| 5 | 50 – 59 | B | 6 | Above Average |
| 6 | 40 – 49 | C | 5 | Pass |
| 7 | 0 – 39 | RA | – | Reappear |
| 8 | 0 | AA | – | Absent |

- ❖ The marks include those for the Continuous Internal Assessment (CIA) and End-Semester Examination. There is no passing minimum for the CIA

$$\text{❖ Cumulative Grade Point Average (CGPA)} = \frac{\sum (\text{GP} \times \text{C})}{\sum \text{C}}$$

- ❖ CGPA is calculated for Part-III Courses
- ❖ CGPA for a semester is awarded on cumulative basis by including all the courses upto that semester

provided the candidate has passed all the courses.

❖ **Classification: UG**

- (a) First Class with Distinction : CGPA $\geq 7.5^*$
- (b) First Class : CGPA ≥ 6.0
- (c) Second Class : CGPA ≥ 5.5 and 6.0
- (d) Third Class : CGPA < 5.0

❖ Should have passed all the courses in the first appearance itself within the duration of the programme. Class will be awarded on successful completion of the Degree Programme based on the CGPA for Part -III only

❖ **For conversion into the Percentage of Marks, CGPA shall be multiplied by 10.**

Any alteration or overwriting makes this Grade Statement INVALID. Anyone coming across such a Grade Statement is requested to bring the same to the notice of the Controller of Examinations. Any clarification regarding this Grade Statement should be addressed to the Controller of Examinations, Manonmaniam Sundaranar University, Tirunelveli-627012, Tamil Nadu, India.

Fee Structure: The programme has the following Fee Structure including Examination fee:

| CourseName | Code | Year | Processingfee/ Postal | TuitionFee | ExamApplication | Marksheet | Noofpaper | Papercost | TotalPaperCost | Fee for CC/PC/Convocat i | Total |
|----------------|------|------|--------------------------|------------|-----------------|-----------|-----------|-----------|----------------|--------------------------------|-------------|
| B.A. Economics | 016 | 1 | 1200 | 3800 | 50 | 100 | 14 | 150 | 2100 | | 7250 |
| | 016 | 2 | 1000 | 3800 | 50 | 100 | 16 | 150 | 2400 | | 7350 |
| | 016 | 3 | 1000 | 3800 | 50 | 100 | 13 | 150 | 1950 | 1600 | 8500 |

The above mentioned fee structure may be downloaded from the University website (<https://www.msuniv.ac.in/images/distance%20education/academic/fee.pdf>).

Last date for remittance of Second and Third year Tuition and Examination Fee 28th February for Academic year Students and 31st August for Calendar year students of every year.

Requirement of the laboratory support and Library Resources:

Manonmaniam Sundaranar University, Tirunelveli having well established Library facility with adequate number of copies of books in relevant titles for Arts programme.

Cost estimate of the programme and the provisions:

The cost estimate of the programme and provisions for the fund to meet out the expenditure to be incurred in connection with B.A. Economics, degree Programme is Rs. 57,50,000/- as per the financial estimate of this University and to be met from Directorate of Distance and Continuing Education fund.

Quality Assurance Mechanism and Expected Programme Outcomes:

Separate Centre for Internal Quality Assurance Cell (CIQAC) has been established with certain parameters in the Centre for Distance and Continuing Education in order to provide quality teaching to the stakeholders, with the composition of the following members as per the Gazette of India: Extraordinary UGC Notification New Delhi, the 4th September, 2020 No.F1-1/2020/(DEB-I).

- (a) Vice Chancellor of the University – Chairperson;
- (b) Three senior teachers of Higher Educational Institution - Members;
- (c) Head of three Departments or School of Studies offering recognized programmes in Open and Distance Learning and Online mode - Members;
- (d) Two external experts of Open and Distance Learning and/or Online education - Members;
- (e) Officials from the Administration and Finance departments of the Higher Educational Institution – Members;
- (f) Director, Centre for Internal Quality Assurance – Member Secretary.

University Motto: ‘Knowledge is power’ ‘mwpNt midj;J Mw;wYk; ’

University Vision: To provide quality education to reach the un-reached.

University Mission:

In pursuit of Excellence;

By providing quality education, especially for the rural and the unreached;

Through innovation in teaching, research and extension activities;

By promoting human values for social harmony.

University Quality Policy:

The Quality policy of Directorate of Distance and Continuing Education is to ensure quality education to the student community of this region which is comparable to the education offered through regular mode of this University system.

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI
CENTRE FOR DISTANCE AND ONLINE EDUCATION

**MINUTES OF THE MEETING OF THE BOARD OF STUDIES FOR CENTRE FOR
DISTANCE AND ONLINE EDUCATION PROGRAMMES HELD ON 10.11.2025 AT
11.00 A.M. IN THE UNIVERSITY BUILDINGS.**

Members Present:

1. Dr. G. Annadurai, Director, CDOE - Chairman
2. Dr. B. Revathy, Professor and Head, Department of Commerce - Member
3. Dr. T. K. Jasmin Sudha, Assistant Professor and Head i/c, Dept. of Tamil - Member
4. Dr. P. Vedamuthan, Assistant Professor, Department of English - Member
5. Dr. V. Deepthi, Assistant Professor, Department of History - Member
6. Dr. G. Monikanda Prasad, Assistant Professor and Head i/c, Dept. of Economics - Member
7. Dr. M. Bhoopal, Assistant Professor, Department of Management Studies - Member
8. Dr. V. Sundararaman, Assistant Professor, Department of Communication - Member
9. Dr. P. Balasubramanian, Librarian and Head, University Library - Member
10. Dr. K. Rajamannar – Additional Controller of Examinations - Member

Agenda No. 1

To approve the Programme Project Report (PPR) for the following Programmes to be offered through Open and Distance Learning (ODL) mode from the Academic Year 2026 – 2027 in order to obtain recognition in accordance with UGC Regulations 2020.

| <u>UG Programmes (ODL) - 7 Programmes</u> | <u>PG Programmes (ODL) - 7 Programmes</u> |
|---|---|
| 1. B. A. Tamil | 1. M.A. Tamil |
| 2. B. A. English | 2. M.A. English |
| 3. B.B.A. | 3. M.A. Economics |
| 4. B.A. Economics | 4. M.A Journalism & Mass Communication |
| 5. B.Com. | 5. M.A. History |
| 6. B.A. History | 6. M.Com. |
| 7. B.L.I.Sc. | 7. M.L.I.Sc. |

Resolution :

Resolved to approve the **Programme Project Report (PPR)** for the above Programmes to be offered through Open and Distance Learning (ODL) mode from the Academic Year 2026 – 2027.

Agenda No. 2

To approve the Self Learning Material (SLM) for the following Programmes to be offered through Open and Distance Learning (ODL) mode from the academic Year 2026 – 2027 in order to obtain recognition in accordance with UGC Regulations 2020.

| <u>UG Programmes (ODL) - 7 Programmes</u> | <u>PG Programmes (ODL) - 7 Programmes</u> |
|---|---|
| 1. B.A. Tamil | 1. M.A. Tamil |
| 2. B.A. English | 2. M.A. English |
| 3. B.B.A. | 3. M.A. Economics |
| 4. B.A. Economics | 4. M.A Journalism & Mass Communication |
| 5. B.Com. | 5. M.A. History |
| 6. B.A. History | 6. M.Com. |
| 7. B.L.I.Sc. | 7. M.L.I.Sc. |

Resolution :

Resolved to approve the **Self Learning Material (SLM)** for the above Programmes to be offered through Open and Distance Learning (ODL) mode from the Academic Year 2026 – 2027.

1. Dr. G. Annadurai
2. Dr. B. Revathy
3. Dr. T. K. Jasmin Sudha
4. Dr. P. Vedamuthan
5. Dr. V. Deepthi
6. Dr. G. Monikanda Prasad
7. Dr. M. Bhoopal
8. Dr. V. Sundararaman
9. Dr. P. Balasubramanian
10. Dr. K. Rajamannar

Members Signature

[Handwritten signatures and dates in green ink]
10.11.25
P. Vedamuthan
Deepthi
M. V.S.
V. Sundararaman
K. Rajamannar



MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI - 12



MEETING & ELECTION SECTION

EXTRACT OF THE MINUTES OF THE MEETING OF THE
STANDING COMMITTEE ON ACADEMIC AFFAIRS (SCAA) DATED 18.11.2025

DD& CE (Admn)

57.2.3.02A To consider the proposal to submit the online application to UGC-DEB for renewal of recognition for the programmes noted from Sl.No.1 to 14 and for recognition from Sl.No.15 to 21 from the Academic year 2026 - 2027 onwards and to implement the Syllabi, Scheme of Examinations as approved for the affiliated colleges / University Departments and the Self Learning Materials (SLM), Project Proposal Report (PPR) prepared by the office of the Centre for Distance and Online Education, Manonmaniam Sundaranar University in the semester system in compliance with the UGC - DEB Regulations, 2020 from the Academic year 2026 - 2027 onwards.

1. Bachelor of Arts in Tamil
2. Bachelor of Arts in English
3. Bachelor of Business Administration
4. Bachelor of Arts in History
5. Bachelor of Arts in Economics
6. Bachelor of Commerce
7. Bachelor of Library and Information Science
8. Master of Arts in Tamil
9. Master of Arts in English
10. Master of Arts in History
11. Master of Arts in Economics
12. Master of Arts in Journalism and Mass Communication
13. Master of Commerce
14. Master of Library and Information Science
15. Bachelor of Computer Applications
16. Master of Computer Application
17. Master of Science in Computer Science
18. Master of Science in Statistics
19. Master of Science in Environmental Sciences
20. Master of Arts in Sociology
21. Master of Business Administration (General)

Considered and resolved to approve the above proposal .

bx
12.12.25

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