



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
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 Marketing 3 rd Edition Mc Graw Hill
5	Harry Tipper, “The Principles of Advertising”, Franklin Classics Trade Press, 2018