



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI 620 024

B.A ECONOMICS Syllabus under CBCS

(Applicable to the candidates admitted from the academic year 2016 -2017 onwards)

Sem	Part	Course	Ins. Hrs	Credit	Exam Hours	Marks		Total	
						Int.	Ext.		
I	I	Language Course – I (LC) – Tamil*/Other Languages +#	6	3	3	25	75	100	
	II	English Language Course - I (ELC)	6	3	3	25	75	100	
	III	Core Course – I (CC) Micro Economics-I	Core Course – II (CC) Tamil Nadu Economy	6	5	3	25	75	100
			Allied Course –I (AC) Principles of Commerce	4	3	3	25	75	100
			IV	Value Education	2	2	3	25	75
	Total			30	21	--	--	--	600
	II	I	Language Course – II (LC) - Tamil*/Other Languages +#	6	3	3	25	75	100
II		English Language Course – II (ELC)	6	3	3	25	75	100	
III		Core Course – III(CC) Micro Economics- II	Core Course – IV (CC) Indian Economic Development	6	5	3	25	75	100
			Allied Course – II (AC) Marketing	4	3	3	25	75	100
			IV	Environmental Studies	2	2	3	25	75
Total			30	21	--	--	--	600	

III	I	Language Course – III (LC) Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course - III (ELC)	6	3	3	25	75	100
	III	Core Course – V (CC) Macro Economics -I	6	5	3	25	75	100
		Core Course – VI (CC) Money and Banking	6	5	3	25	75	100
		Allied Course – III(AC) Economic Statistics	4	3	3	25	75	100
	IV	Non Major Elective I – for those who studied Tamil under Part I						
		a) Basic Tamil for other language students	2	2	3	25	75	100
b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme c) Advertisement Management								
Total			30	21	--	--	--	600
IV	I	Language Course –IV (LC) Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course – IV (ELC)	6	3	3	25	75	100
	III	Core Course – VII (CC) – Macro Economics -II	5	5	3	25	75	100
		Core Course - VIII (CC)- Monetary Economics	5	5	3	25	75	100
		Allied Course – IV (AC) Statistical Methods	4	3	3	25	75	100
	IV	Non Major Elective II – for those who studied Tamil under Part I						
		a) Basic Tamil for other language students	2	2	3	25	75	100
		b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme c) Economics of Transportation						
IV	Skill Based Elective I	2	2	3	25	75	100	
Total			30	23	--	--	--	700

V	III	Core Course – IX (CC) Public Finance	5	5	3	25	75	100
		Core Course – X (CC) Economics of Growth and Development	5	5	3	25	75	100
		Core Course – XI (CC) International Economics	5	5	3	25	75	100
		Core Course – XII (CC) History of Economic Thought	5	5	3	25	75	100
		Major Based Elective – I Capital Market	4	3	3	25	75	100
	IV	Skill Based Elective – II	2	2	3	25	75	100
	IV	Skill Based Elective – III	2	2	3	25	75	100
		Soft Skills Development	2	2	3	25	75	100
		Total	30	29	--	--	--	800
VI	III	Core Course – XIII (CC) Agricultural Economics	6	5	3	25	75	100
		Core Course – XIV (CC) Human Resource Management	6	5	3	25	75	100
		Core Course – XV (CC) Environmental Economics	6	5	3	25	75	100
		Major Based Elective II Entrepreneurship Development	5	4	3	25	75	100
		Major Based Elective III Economics of Insurance	6	4	3	25	75	100
	V	Extension Activities	-	1	-	-	-	-
	V	Gender Studies	1	1	3	25	75	100
		Total	30	25	-	-	-	600
		Grand Total	180	140	-	-	-	3900

Language Part – I	-	4
English Part –II	-	4
Core Paper	-	15
Allied Paper	-	4
Non-Major Elective	-	2
Skill Based Elective	-	3
Major Based Elective	-	3
Environmental Studies	-	1
Value Education	-	1
Soft Skill Development	-	1
Gender Studies	-	1
Extension Activities	-	1 (Credit only)

* for those who studied Tamil upto 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

those who studied Tamil upto 10th +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV

** Extension Activities shall be out side instruction hours

Non Major Elective I & II – for those who studied Tamil under Part I

a) Basic Tamil I & II for other language students

b) Special Tamil I & II for those who studied Tamil upto 10th or +2 but opt for other languages in degree programme

Note:

1. Theory Internal 25 marks External 75 marks

2. Separate passing minimum is prescribed for Internal and External

a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)

b) The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)

CORE COURSE I MICRO ECONOMICS I

Objective: To make the students understand the decision making process of individual consumers and firms.

Module I: Introduction to Micro Economics

Definition – Nature and Scope of Micro Economics – Methodology in Economics: Positive and Normative Economics – Static and Dynamic analysis – Deductive and Inductive methods – Choice as an economic problem – Basic postulates of Micro Economics.

Module II: Consumption

Law of demand – Elasticity of demand - Utility – Cardinal and Ordinal approaches – Law of Diminishing Marginal Utility – Law of Equi-marginal utility – Indifference curve analysis – Income, Substitution and Price effects – Consumer's equilibrium under IC analysis – Consumer's surplus.

Module III: Theory of Production

Production: Meaning and features – Production function – Production decisions – Law of Variable Proportions - Iso-quants- Producer's equilibrium- Factors substitution – Returns to scale and Economies of scale.

Module IV: Cost and Revenue Analysis

Cost concepts – Opportunity cost- Money Cost- Real Cost- Social Cost- Cost Function- Short- run and Long- run costs- Theories of costs – Total, fixed, variable and marginal cost – relationship between AC and MC – AR and MR – Relationship between cost and revenue curves

Module V: Welfare Economics

Welfare Economics: Meaning and features – Classical Welfare Economics – Concept of Value judgement – Pigou's Double criterion – Problems in measuring welfare - Concept of Social Welfare function – Pareto's Optimality conditions.

References

1. Mansfield, E (1997), "Microeconomics", W.W. Norton and Company New York.
2. Lipsey, R,G, and K.A. Chrystal (1999), "Principles of Economics", Oxford University Press, Oxford.
3. Samuelson, P.A. and W.D. Nordhaus (1998), "Economics", Tata McGraw Hill, New Delhi.
4. Varian, H.R. (2000), "Intermediate Microeconomics: A Modern Approach", East West Press, New Delhi.
5. Geoffrey A. Jehle and Philip J. Reny (2001), "Advanced Microeconomic Theory", Doling Kindersley (India) Pvt. Ltd., Noida.
6. Sankaran,S.(2000), Micro Economics, Margham Publications, Chennai.
7. Dutt & Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.
8. Agarwal & Verma, M.M.(1987), Micro Economics Forwarded Book depot-New Delhi.
9. Cauvery,R., Sudhanayak, U.K. Girija, M., Kruparani N., and Meenakshi, R. (1998), Micro Economic Theory, S. Chand & Co . Ltd, New Delhi.
10. Agarwal S.K. (2007), General Economics-S.Chand & Company Ltd. New Delhi.

CORE COURSE II TAMIL NADU ECONOMY

Objective : To expose the students to the basics of Tamil Nadu economy.

Module I : A Profile of the Tamil Nadu Economy

Tamil Nadu – Salient Features- Land Area – Distribution of occupational structure in Tamil Nadu – population of Tamil Nadu – Land use – Livestock – Forest resources – Human Resources – Infrastructure: Rural – Urban Education, Health, Banking, Power, Transport and Communication.

Module II : Agricultural Development

Agriculture – Land use – Cropping pattern – Principal Commodities – Irrigation – Green Revolution, Blue and White Revolution – Agricultural Marketing – Defects, remedial measures – Animal husbandry and fisheries – Agricultural Finance – Agencies – Government role – Self Help Groups and Microfinance.

Module III : Industrial Development

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

Module IV : State Finance & Development Programmes

State Finance – Revenue and Expenditure of the State – Tamil Nadu's Recent Budget – Poverty Alleviation Programmes in Tamil Nadu – Healthcare and other Government Schemes – Unemployment Problem – Women Development Programmes.

Module V : General Performance of the State

Tourism Development in Tamil Nadu – Ports – Trade – Commerce – Role of Local bodies – Industrial sector and its role – Science & Technology – Environmental Protective measures in Tamil Nadu.

References

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

ALLIED COURSE I

PRINCIPLES OF COMMERCE

Objective: To explain the basic principles of commerce to the students

Module I : Fundamentals of Commerce

Fundamentals of commerce – Forms of Business Organizations – Sole Proprietorship, partnership, company, cooperative, public and joint enterprises – Business combinations – Types – causes and control of Monopoly Concentration.

Module II : Banking and Insurance

Banks – kinds – RBI – Structure – Objectives – functions – management – evaluation – SBI – functions – Cooperative Banks – Commercial Banks – Other Banks – Life Insurance – Fire – Marine – Deposit Insurance – Insurance against theft and loss.

Module III : Advertisement

Advertisement – importance – Media – Merits and demerits of media – wholesale and retail business – General and Special shops – Chain Stores – Multiple shops – Mail Order sales – Departmental Stores – super market – A to Z shops.

Finance – Working Capital and Fixed Capital – Shares and Debentures – Public Deposits – Ploughing back to profits – location of industries – balanced regional development.

Module V : Principles of Management

Scientific management – Management Process – Planning – Organization – Staffing – direction – coordination – control – professionalization of management in India.

References:

1. Sivayya, K.V. and Das, V.B.M.(1990) ,Indian Industrial Economy, Sultan Chand & Company Ltd, New Delhi.
2. Bhushan, Y.K. (2010), Fundamentals of Business Combinations and Management, Sultan Chand & Sons, New Delhi.
3. Shukla, M.C.(2006), Business Organisation and Management, Sultan Chand & Company Ltd, New Delhi.
4. Gupta, C.B. (2012), Business Organisation and Management, Sultan Chand & Sons, New Delhi.
5. Yogendra Prasad Verma, (2008), Elements and Organisation of Commerce, Sultan Chand & Company Ltd, New Delhi.

CORE COURSE III MICRO ECONOMICS II

Objective: To help the students to understand the price determination of goods and services under different market structures.

Module I : Price Determination under Perfect Competition

Market Structure – Classification of Markets - Perfect Competition – Meaning-Features - Short run & Long run - Price and Output Determination under Perfect Competition

Module II : Price Determination under Monopoly

Meaning – Features of Monopoly – Price and Output Determination under Monopoly - Price Discrimination - Meaning – Price Discrimination under Monopoly.

Module III : Monopolistic Competition

Monopolistic Competition – Features – Price and Output Determination under Monopolistic Competition - Selling Cost and Excess Capacity – Oligopoly – Meaning-Features-Kinked Demand Curve – Monopolistic Competition vs Joan Robinson's Imperfect Competition.

Module IV : Theories of Rent and Wages

Theories of Rent – Ricardian Theory of Rent - Modern Theory of Rent – Quasi-rent –Theories of Wages – The Subsistence Theory of Wages – Wage Fund Theory-Marginal Productivity Theory of Wages.

Module V : Theories of Interest and Profit

Theories of Interest – Classical Theory of Interest – Neo-Classical's Loanable Funds Theory – Modern Theory of Interest - Theories of Profit – Schumpeter's Innovation Theory - Knight's Uncertainty Bearing Theory.

References:

1. Ahuja H.L. (2003), Advanced Economic Theory, S.Chand & Co.Ltd, New Delhi.
2. Seth, M.L.(2001), Principles of Economics, Lakshmi Narain Agarwal , Agra.
3. Sankaran,S.(2000), Micro Economics, Margham Publications, Chennai.
4. Dutt & Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.
5. Agarwal & Verma, M.M.(1987), Micro Economics Forwarded Book depot-New Delhi.
6. Cauvery,R., Sudhanayak, U.K. Girija, M., Kruparani N., and Meenakshi, R. (1998), Micro Economic Theory, S. Chand & Co . Ltd, New Delhi..
7. Agarwal S.K. (2007), General Economics-S.Chand & Company Ltd. New Delhi.

CORE COURSE IV
INDIAN ECONOMIC DEVELOPMENT

Objective: To make the students understand some important components of Indian economy and the socioeconomic problems.

Module I : Economic Development and National Income:

Economic growth and development – determinants of economic growth – Features of Indian Economy – Economic and non-economic factors – Barriers to economic development – National Income – Methods of measuring National Product – trends – difficulties in measuring National Income – Social Accounting.

Module II : Population, Poverty and Unemployment

Population – growth – Age composition – occupational distribution – Demographic theory – causes, effects and remedial measures – Population policy – Poverty – rural and urban poverty – causes – poverty alleviation – programmes – Unemployment – types – causes and effects – Employment generation programmes.

Module III : Agriculture

Agriculture and its role – productivity – causes for Low productivity in Agriculture – land reforms – Government measures – Agricultural development under Five Year Plans.

Module IV : Industries

Role of Cottage MSMEs and large scale industries – Industrial policies of 1948, 1956, 1991 and recent changes – problems of rural industries – Government remedial measures to solve the problems – Industrial development under Five Year Plans – Liberalisation, Privatisation and Globalisation.

Module V : Transport and Labour in Economic Development

Role of Transport in Economic Development – Transport coordination – Labour – causes for low productivity – labour unrest – Trade unionism – Labour problems – Government measures – wage policy – social security measures – Recent trends.

References:

1. Agarwal.A.N. (2004) Indian Economy, Wishwa Prakashan, New Delhi.
2. Ahulwalia.I.J. and I.M.D.Little (eds.) (1999), India's Economic Reforms and Development (essays in honour of Manmohan /Singh), Oxford University Press, New Delhi.
3. Pantwala.S (1987), Dilemmas of Growth: Indian Experience, Sage Publications, New Delhi.
4. Dhingra.C (2003), The Indian Economy, Sultan & Chand, New Delhi.
5. Jalan.B (1992), The Indian Economy Problems and Prospects, Viking, New Delhi.
6. Datt, Rudder and K.P.M.Sundharam (2015). Indian Economy, S.Chand & Co., New Delhi.
7. Alagh.Y.K. (1995), Indian Development Planning and Policy, Vikas, New Delhi.

ALLIED COURSE II MARKETING

Objective: To enable the students to understand the basic aspects of marketing.

Module I Marketing Concepts

Marketing – Meaning and Definition – Planning – Planning process – Marketing objectives – Marketing strategy – Marketing organization – marketing risk.

Module II Functions of Marketing

Functions of marketing – concentration – dispersion – Equilisation – buying and assembling – selling – transportation – storage – standardization – grading – AGMARK – ISI – ISO Certification.

Module III Marketing Information System and Marketing Research

Marketing Information System – meaning and definition – characteristics – need – uses – components – marketing research – need – scope – kinds – procedure for marketing research.

Module IV State Trading and Pricing Policies

State and marketing in India – State Trading – benefits – pricing policies – factors influencing price – marketable and marketed surplus – methods of sales promotion.

Module V Commodity Exchange

Commodity exchange – Regulated markets – meaning – functions, working of commodity exchange - methods of trading.

References :

1. Kathiresan, S. & Raha, V. (2003), Marketing Management, Prasanna Publications, Chennai.
2. Kapoor, D.C. (2004), Marketing Management and Sales Management, Sultan Chand & Company Ltd, New Delhi.
3. Mamoria, C.B. and Satish Mamoria (2005), Marketing Management, Himalaya Publishing House, Mumbai.
4. Sherlekar, S.A. (2006), Marketing Management- Himalaya Publishing House, Mumbai.
5. Sankaran, S.(2010), Indian Economy, Margham Publications, Chennai.
6. Pillai, R.S.N. & Bagavathi (2007), Modern Marketing Principles and Practices, Sultan Chand & Company Ltd, New Delhi.

CORE COURSE V
MACRO ECONOMICS I

Objective: To help the students understand the nature and scope of macro economics, circular flow of income, the concepts of National Income and its accounting.

Module I : The Nature and Scope of Macro Economics

Introduction - Nature and Scope of Macro Economics- Limitations- Macro Statics – Macro Dynamics –Comparative Statics - Stock and Flow Concepts.

Module II : National Income

National Income – Concepts- Meaning –Measurement –Importance –Limitations – Circular Flow of Income and Expenditure – Social Accounting.

Module III : The Classical Theory Employment

Introduction – Classical Theory of Employment –Keynes’s criticism of Classical Theory- Say’s Law of Markets- Meaning, Propositions and Implications of the Law – Criticism.

Module IV : The Principles of Effective Demand

Effective Demand –Meaning – Aggregate Demand Price – Aggregate Supply Price – Determination of Effective Demand – Importance of Effective Demand – Keynesian Theory of Employment.

Module V : Consumption Function

Meaning- Significance of MPC, Keynes’ Psychological Law of Consumption- Determinants of Consumption Function – Theories of Consumption Function- The Absolute Income Hypothesis – The Relative Income Hypothesis – Permanent Income Hypothesis.

References:

1. M.L. Jhingan (2005), Macro Economic Theory, Vrinda Publications (P) Ltd, New Delhi.
2. Deepashree, Vanita Agarwal, (2007), Macro Economics, Tata McGraw –Hill Publishing Company Ltd, New Delhi.
3. Sankaran,S. (2006), Macro Economics, Margham Publications Chennai.
4. Ahuja, H.L.(2007), Macro Economics Theory and Policy – Advanced Analysis, S. Chand & Company Ltd, New Delhi.
5. Gupta, K.R., Mandal, R.K.and Anitha Gupta(2008), Macro Economics, Atlantic Publishers, New Delhi.

CORE COURSE VI MONEY AND BANKING

Objectives: To enable the students understand the concepts of Money Market, Capital Market, Stock Market and the recent banking.

Module I: Definition of Money and Monetary Standards

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

Module II: Money Market

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

Module III: Introduction to Banking

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

Module IV: State Bank of India & Lead Bank Scheme

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

Module V: Advancements in Banking

Real Time Gross Settlement- Know your customers- Customer Identification Procedure – E- Banking- Definitions- Traditional Banking vs E-Banking – Advantages of E- Banking – E- Banking Transactions – Electronic Delivery Channels – Automated Teller Machine (ATM)- Cards- Mobile Banking - Internet Banking – Impact of Information Technology on Banking.

References:

1. Mithani, D.M (2006), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, Mumbai.
2. Dharmaraj, E.(2005), Banking Theory Law and Practice, Scitech Publications (India) Pvt Ltd, Chennai.
3. Rajesh .R. Sivagnanathi,(2009), Banking Theory Law and Practice, Tata McGraw – Hill Publishing Company Ltd, New Delhi.
4. Shekhar, K.S. Lekshmy Shekhar(2005), Banking Theory and Practice, Vikas Publishing House Pvt Ltd, New Delhi.
5. Jhingan, M.L.(2012), Money Banking, International Trade and Public Finance, Vrinda Publications (P) Ltd, Delhi.

ALLIED COURSE III ECONOMIC STATISTICS

Objective : To enable the students to solve the problems in various measures such as central tendency, dispersion and skewness in statistics.

Module I : Nature, Scope of Statistics and Sampling

Meaning - Nature and Scope of Statistics - Functions- Limitations - Collection of data-Primary and Secondary sources –Methods of Sampling.

Module II : Classification Tabulation and Diagrammatic Representation

Classification –Meaning- Characteristics of classification –Types of classification- Tabulation of Data-Meaning-Objects, Difference Between classification and Tabulation- Parts of Tabulation- Types of Tables – Diagrammatic and Graphic Representation- Advantages of Diagrammatic and Graphic Representation- Types of Diagram- Graphs- Histogram –Frequency Polygon –Limitations of diagrams and graphs.

Module III Measures of Central Tendency

Characteristics of a Good Average-Arithmetic mean- Median-Mode- Harmonic Mean- Geometric Mean- Simple problems.

Module IV Measures of Dispersion

Meaning of Dispersion – Range - Quartile Deviation- Mean Deviation- Standard Deviation- Coefficient of Variation-Simple problems- Lorenz curve.

Module V Skewness and Indian Statistics

Skewness – Meaning- Karl Pearson, Bowley and Kelly’s Measures of Skewness- -Simple Problems-Growth and Origin of Indian Statistics – National Sample Survey Organisation (NSSO) – Central Statistical Organisation (CSO) - Industrial Statistics – Census of Manufacturing Industries (CMI) – Sample Survey of Manufacturing Industries (SSMI) – Annual Survey of Industry (ASI) - Population Statistics.

References:

1. Pillai R.S. N. & Bagavathi (2007) Statistics-Theory and Practice, S.Chand & Company Ltd, New Delhi -110055.
2. Gupta, S.P. (2002), Statistical Methods, Sultan Chand Sons &Co, New Delhi.
3. Arora, P.N. Sumeet Arora and Amit Arora (2009), Elements of Statistical Methods, Sultan Chand Sons & Company Limited, Ram Nagar, New Delhi.

**NON MAJOR ELECTIVE COURSE I
ADVERTISEMENT MANAGEMENT**

Objective : To make the students to understand the Objectives and Functions of Advertisement.

Module I : Introductory Aspects of Advertisement

Meaning of Advertising - Purpose and Functions – Objectives and Role.

Module II : Creativity and its Role

Creativity – Meaning and Sources - Development of Creative Strategy – Government Regulation- Restrictions.

Module III : Advertising Strategy & Planning

Advertising Strategy & Planning and Organisation - Contribution of Advertising – Strategy- Level of decision making- Factors influencing organizational features.

Module IV : Advertising Budget and Research

Advertising Budget – Advertisement as Investment – Advertisement Budget Making process.

Module V : Future Trend in Advertisement

Role of Advertising Agents - Competition among Agencies - Ethics and Morale of Advertisement.

References :

1. Patel, J.S.K.(1988), Salesmanship & Publicity, Sultan Chand & Sons, New Delhi.
2. Sontakki , C.N. (1989), Advertising, Kalyani Publishers, Ludhiana.
3. Bastia, G.R. & Sharma, N.R.(1996), Effecting Advertising Marketing and Sales Management, Mangal Deep Publication, Jaipur.
4. Kumar, K.J., Sethia, K.C., Subramanian G.V. and Suchank (1999), Advertising Theory and Practice, Himalaya Publishing House, Mumbai.
5. Mathur, U.G. (2002), Advertising Management, New Age International Publishers, New Delhi.
6. Kapoor,(2004), Marketing and Sales Management, Sultan Chand & Company Ltd, New Delhi.
7. Sangeetha Sharma Reghuvir Singh(2004), Advertising Planning and Implementation, PHI- Learning Pvt Ltd, New Delhi.
8. Jain.J.N&Singh,p.p.(2007), Modern Advertising Management-Principles and Techniques, Regal Publications, New Delhi.
9. Gupta, S.L., Ratna, V.V.(2011) Advertising and Sales Promotion Management- An Indian Perspective Text and Cases, Sultan Chand & Sons, New Delhi.

CORE COURSE VII MACRO ECONOMICS II

Objective: To enable the students to understand the concepts of investment, multiplier, accelerator and General Equilibrium.

Module I: The Investment Function

Meaning of Capital and Investment – Types of Investment (Induced vs Autonomous), Determinants of Investment – Marginal Efficiency of Capital (MEC)- Relation between MEC and MEI – Factors other than the interest rate affecting inducement to invest.

Module II: The Concept of Multiplier

The Investment Multiplier – Working of the Multiplier – Assumptions to Multiplier- Leakages of Multiplier – Criticism of Multiplier – The Dynamic Multiplier- The Employment Multiplier.

Module III: Balanced Budget Multiplier and Foreign Trade Multiplier

Balanced Budget Multiplier – its Assumptions, its Criticism- Foreign Trade Multiplier- Criticism of the Foreign Trade Multiplier.

Module IV: The Principles of Acceleration and Super Multiplier

Acceleration – Meaning- The principles of Acceleration – Operation of the Acceleration principle – Assumptions-Criticism- The Super Multiplier or the Multiplier and Accelerator Interaction – Use of Multiplier and Acceleration interaction in Business Cycles.

Module V: General Equilibrium

General Equilibrium: Hicks - Hansen Analysis – Derivation of IS - LM Curves- Keynes effect and Pigou effect – IS-LM Equilibrium –Objectives of Macro Economic Policy – Monetary and Fiscal Policy Measures.

References:

- 1.M.L. Jhingan (2005), Macro Economic Theory, Vrinda Publications (P) Ltd, New Delhi-110091.
2. Dwivedi, D.N., (2005), Macro Economics: Theory and Policy, Tata McGraw Hill Publishing Company Ltd., New Delhi.
3. Sankaran,S. (2006), Macro Economics, Margham Publications Chennai.
4. Ahuja, H.L.(2007), Macro Economics Theory and Policy – Advanced Analysis, S. Chand & Company Ltd, New Delhi.
5. Gupta, K.R., Mandal, R.K.and Anitha Gupta(2008), Macro Economics, Atlantic Publishers, New Delhi.

CORE COURSE VIII MONETARY ECONOMICS

Objective : To explain the theoretical aspects of monetary and banking sectors to the students.

Module I : Evolution of Money

Evolution and Functions of Money – Forms of Money – Money and Near Money – Supply of Money (M1, M2, M3 and M4) – Value of Money – Quantity Theory of Money – Fisher’s version – Cambridge version.

Module II : Demand for Money

Demand for Money – Keynes’s theory of Demand for money – Friedman’s Restatement of the quantity theory of money – Patinkin’s Real Balance Effect – Tobin’s portfolio balance theory.

Module III: Banking

Commercial and Central Banking – Functions – Balance Sheet – Credit Creation – Nationalization of Banks – Performance of Public Sector Banks in India – RBI Functions.

Module IV: Trade Cycle

Trade Cycle – Causes and control - Phases of Trade Cycle – Theories of Trade Cycle – Schumpeter – Hawtrey – Hicks and Samuelson.

Module V : Inflation

Economics of Inflation – Meaning – Types – Causes and Measures – Theories: Demand Pull, Cost-Push and Structural Inflation – Phillips Curve – Stagflation.

References:

1. Mithani, D.M.(1997), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, New Delhi.
2. Seth, M.L. (2001), Monetary Economics, Lakshmi Varain Agarwal – Agra.
3. Jhingan, M.L. (2003), Monetary Economics, Virnda Publications (P) Ltd, Delhi.
4. Dwivedi, D.N. (2005), Macro Economics: Theory and Policy, Tata McGraw Hill Publishing Company Ltd, New Delhi.

ALLIED COURSE IV STATISTICAL METHODS

Objective: To help the students understand the concepts such as Correlation, Regression, Time Series, Test of hypothesis and Association of attributes

Module I : Correlation and Regression

Correlation - Meaning – Types of correlation –Methods of measuring correlation – Uses- Regression – Meaning - Difference between correlation and regression – Two regression lines- Regression Equations – Simple problems.

Module II : Analysis of Time Series

Meaning – Components of Time Series Analysis – Graphic method - Semi Averages Method - Moving Average Method – Merits and Demerits - Measurement of Cyclical and Irregular variations - Problems.

Module III : Association of Attributes

Association of Attributes - Meaning – Methods of measuring Association of Attributes-problems.

Module IV : Testing of Hypothesis

Testing of Hypothesis- Steps involved in testing of a Hypothesis- Test of Significance for Large Samples – Testing the significance of the mean of a random sample - Test the difference between the means of two samples - Test of Significance for Small Samples – ‘t’ distribution – its properties - Testing the significance of the mean of a random sample- Test the difference between the means of two samples.

Module V : Chi Square Test

Chi square test – Meaning – Properties of chi square test – Uses.

References:

1. Pillai R.S. N. & Bagavathi (2007) Statistics-Theory and Practice, S.Chand & Company Ltd, New Delhi -110055.
2. Gupta, S.P. (2002), Statistical Methods, Sultan Chand Sons &Co, New Delhi .
3. Arora, P.N., Sumeet Arora and Amit Arora (2009), Elements of Statistical Methods, Sultan Chand Sons & Company Limited, Ram Nagar, New Delhi.

NON MAJOR ELECTIVE COURSE II ECONOMICS OF TRANSPORTATION

Objective : To make the students understand the modes of Transport.

Module I : Meaning and Classification of Transport

Meaning and Classification of Transport - Land –Water- Air and other modes of transports - Economic, Political, Social, Cultural Significances and drawbacks.

Module II : Railways

Railways – Features- Monopoly- Public Utility-Large Scale Operation- Railway Development in Five Year Plans - Route Length – Goods Traffic – Productivity – Railway Finance- Administration- Railway Research – Training of Staff- Consultancy- Rates and Fares- Administrative Control – Problems of railways.

Module III : Road Transport

Road Transport- Roads – Vehicles – Significance- Characteristics- Competition – Monopoly – Nationalisation- Road Development during Plans- Road Finance – Regulation – Taxation – Current problems of motor transport.

Module IV : Water Transport

Water Transport- Advantages- Limitations- Problems and Prospects – Features of Shipping policy- Competition- Ports and Harbors- Current Problems- Inland water transport.

Module V : Air Transportation

Air Transportation - Nature and Significance- Revenue and Expenditure- Rates and Fares - Competition and Monopoly - State Regulation- Recent developments – Transport Policy- Transport competition and Coordination - Methods of Coordination- Coordination in India.

Reference:

1. Sankaran, S.(2010), Indian Economy, Margham Publications, Chennai.

CORE COURSE IX PUBLIC FINANCE

Objective : To explain the theoretical and practical aspects of public finance in Indian Economy to the students.

Module I : Public Finance

Meaning and Scope – Uses and Role of Public Finance in the economy – Public finance and private finance – The principle of maximum social advantage.

Module II : Public Revenue

Sources of revenue of the centre and states – Recent trends – Tax Revenues – Non-tax Revenues – Role of Direct taxes – Income Tax – Corporate Tax – Excise duty and customs duty – Wealth Tax – Capital gains Tax – gift Tax – Public Expenditure – general growth of public expenditure – causes, effects and control of expenditure.

Module III : Public Expenditure

Principles of taxation – The cost of Service – The benefit – The ability to pay – The progressive and proportional Taxation – Direct and Indirect Taxes – Merits and demerits – VAT – shifting and incidence of taxation – effects of Taxation.

Module IV : Public Debt

Need for Public debt – Public debt and private debt – causes and effects of public debt – public debt redemption – recent trends – Public debt of the State Governments.

Module V : Federal Finance and Budget

Evolution – Principles – Central – State Financial Relationship – Finance Commission – functions – The Recent Finance Commission and its report – Local Finance – Its trend in India – Fiscal policy – Objectives, uses and limitations – Fiscal policy in India – Budget – basic structure.

References :

1. Dr.B.P.Tyagi(2003-04), Public Finance- Jai Prakash Nath & Company-Meerut
2. Dr.S.Sankaran(1985)Fiscal Economics-Shree Karthikeyan Publishing Company– Chennai
3. John Kennedy, (2012), Public Finance, PHI Learning Pvt Ltd, New Delhi.
4. K.P.M.Sundharam & K.K.Andley (1998), Public Finance Theory & Practice, Sultan & Sons Company Ltd , New Delhi.

CORE COURSE X
ECONOMICS OF GROWTH AND DEVELOPMENT

Objective: To develop the skills and equip the students to study their economic growth and development in the developing country like India.

Module I: Economic growth and Development

Economic Growth and development – Factors affecting economic growth capital, labour and technology growth models Harrod and Domar, instability of equilibrium: Neo-classical growth models – Solow and Meade, Mrs. Joan Robinson's growth model; Cambridge criticism of Neo-classical analysis of growth, the capital controversy.

Module II: Technological progress

Technological progress embodied and disembodied technical progress: Hicks Harrod, learning by doing production function approach to the economic growth; Total factor productivity and growth accounting; Money in economic growth Tobin, Levhari, Patinkin and Johnson, Endogenous growth Intellectual capital a role of learning education and research Ak Model Explanations of cross country differentials in economic growth.

Module: III Social and Institutional Aspects of Development

Development and underdevelopment – Perpetuation of underdevelopment Poverty Absolute and relative Measuring development and development gap Per capital income, inequality of Income,, Human development index and other indices of development and quality of life Food, security, education, health and nutrition.

Module: IV Theories of Development

Classical Theory of Development – contributions of Adam Smith Ricardo, Malthus and James Mill: Karl Marx and development of capitalistic economy theory of social change, surplus value and profit Immutable laws of capitalist development; Crisis in capitalism Schumpeter and capitalistic development innovation – role of credit, profit and degeneration of capitalism Structural analysis of development; Imperfect market paradigm.

Module: V Approaches to Development

Partial theories of growth and development vicious circle of poverty circular causation, unlimited supply of labour, big push, balanced growth, unbalanced growth, critical minimum effort thesis, low income equilibrium trap dualism technical behavioural and social Ranis and Fei model: Dixit and Marglin model, Kelly etc. al Model, Dependency theory of development, structural view of development.

References:

1. Barrell, R.G Mason and M.O Mahoney (2000) Productivity, Innovation and Economic Performance, Cambridge University Press Cambridge
2. Hayami, Y (1997) Development Economics, Oxford University Press, New York
3. Sen, A.K (Ed) (1990) Growth Economics, Penguin, Harmondsworth
4. Mehrota S and J. Richard (1998) Development with a Human Face, Oxford University press, New Delhi

CORE COURSE XI

INTERNATIONAL ECONOMICS

Objective : To enable the students to understand some vital international trade theories and the practical aspects of international economics.

Module I : Theories of International Trade

Meaning – Nature and Scope – Distinction between internal and international trade - Classical Theory – Adam Smith’s Absolute Cost Theory - David Ricardo’s Comparative Cost Theory – Heberler’s Opportunity Cost Theory – Hecksher – Ohlin Theorem.

Module II : Free Trade Versus Protection

Case for and against free trade and protection – Tariffs – Meaning – Types – Effects – Quotas – Meaning – Types – Effects – Dumping – preconditions for dumping – effects – anti-dumping measures.

Module III : Balance of Payments

Concept – importance – structure – distinction between balance of trade and balance of payments – Disequilibrium in the balance of payments – short run and long run – causes – measures for removal of disequilibrium.

Module IV : Foreign Exchange

Meaning – Importance – Demand for Foreign exchange – Supply of Foreign exchange – equilibrium rate of Foreign exchange – Purchasing Power Parity Theory – Stable and Flexible Foreign Exchange Rate.

Module V: International Monetary System

International Liquidity – IMF – IBRD – Asian Development Bank – SAARC – WTO and India.

References

1. Jhingan, M.L. (2013), International Economics, Vrinda Publications(P) Ltd, Delhi.
2. Abdual Raheem & Vagheesan (2006), International Economics, Learntech Press, Trichy.
3. Desai, S.S. & Nirmal Bhalerao, (2003), International Economics, Himalaya Publishing House, Mumbai.
4. Mithani, D. M. (2003), International Economics, Himalaya Publishing House, Mumbai.
5. Cherunilam (2006), International Economics, Tata McGraw, Hill Publishing Company, New Delhi.
6. H.L. Bhatia (2006), International Economics, Vikas Publishing House Pvt LTD, New Delhi.

CORE COURSE XII
HISTORY OF ECONOMIC THOUGHT

Objective : To trace the historical development of economic theories so that the students would be able to appreciate the richness of economics discipline.

Module I: Pre-classical and Classical Thought

Mercantalism – Physiocracy – Classical school – Adam Smith, J.B.Say, Bentham, Ricardo, Malthus and J.S.Mill – Neo classical school – Alfred Marshall, J.R.Hicks and Allen.

Module II : Austrian and Institutional School

Austrian school – Marginalism – Gossen, Jevons, Walras, Karl Menger and Von Wieser – Institutional school – Veblen, Commons, Mitchell.

Module III: Socialistic Thought

State Socialism – Saint Simon – Sismondi – Utopian Socialism – Robert Owen – Scientific socialism – Karl Marx and Engels.

Module IV: Historical, Keynesian and welfare schools

Historical school – Roscher, Hildebrand Schomoller – Keynesian school – J.M.Keynes – Welfare School – Pigou, Hobson and Pareto.

Module V : Indian Economic Thought

Thiruvalluvar – Gokale – Naoroji – Ranade – Jawaharlal Nehru – Mahatma Gandhi – E.V.Ramasamy – Amartya Sen.

References

1. Hagela, (2000) History of Economic Thought, Konark Publications, New Delhi.
2. Sankaran S. (2000), A History of Economic Thought, Margham Publications, Madras.
3. Srivastava S.K. (2002), History of Economic Thought, Shultan Chand & Sons, New Delhi.
4. Hajela T.N. (2008), History of Economic Thought, Ane Books India, New Delhi.
5. Bhatia H.L.(2006), History of Economic Thought, Vikas Publishing House Pvt Ltd, New Delhi.
6. Gohosh, B.N. & Rama Ghosh (2006), Concise History of Economic Thought-Himalaya Publishing House, Mumbai.
7. Bhatia, H.L. (2006), History of Economic Thought, Vikas Publishing House Pvt Ltd, New Delhi.

MAJOR BASED ELECTIVE COURSE I CAPITAL MARKET

Objective: To make the students understand the concept of Capital market and functions of capital market in India.

Module I Definition and Growth of Capital Market

Capital Market – Definition – Growth- Concepts- Functions- Structure.

Module II Sources of Finance

Long Term Finance- Sources- Financial Institution- LIC- UTI- IDBI- ICICI- Public Deposit- Mutual Funds.

Module III Corporate Securities

Corporate Securities - Equity Shares- Preference Shares – Debentures and Bonds- Convertible and Non- Convertible debentures- Full and Partly Convertible debentures- Global Depository Receipts.

Module IV Stock Exchange

Stock Exchange – Functions- Listing of Certificate- Dealers in Stock Exchanges – Role of Securities and Stock Exchange Board of India(SEBI) in the Regulation of share market.

Module V Public Issues of Shares

Public Issues of Shares – Primary Market – Secondary Market- Issues of shares at par and at premium- Right issues of shares – Issues of Bonus shares – Underwriting of shares- Merchant Banks- Foreign Institutional Investors.

References:

1. Avadhani, V.A.(2001), Capital Market Management, Himalaya Publishing House, Mumbai.
2. Gopalsamy,N.(2009), Capital Market, Macmillan Publishers India Ltd, Delhi.
3. Satya Prasad, B.G., Satish Bhat Udaya Chandra(2000), Industrial Finance, Himalaya Publishing House, Mumbai.

CORE COURSE XIII
AGRICULTURAL ECONOMICS

Objective: To make the students understand the Agricultural Development in India.

Module I : Agricultural Development

Agricultural Development – Role of Agriculture in Indian Economy- Agricultural Development under Five Year Plans- Productivity in Agriculture – Causes for Low Productivity- Measures to improve Productivity.

Module II : Structural and Institutional Changes in Agriculture

New Agricultural Strategy – New Economic Policy and Agriculture – Mechanisation – Advantages and Limitations- Farm Size and Efficiency – Land Reforms – Measures – Progress- Suggestions for improvement.

Module III : Agricultural Finance and Agencies

Capital formation in Agriculture – Sources of Agricultural Finance- Rural Indebtedness – Causes- Debt relief activities – Role of Rural Credit Institutions.

Module IV: Agricultural Marketing

Recent State of Agricultural Marketing- Role and Functions of efficient marketing system – Marketable surplus - Agricultural Price Policy - Regulated Markets - Co-operative Marketing – Procurement and Public Distribution.

Module V : Agricultural Labour

Problem of Agricultural Labour –Causes for poor conditions of agricultural labour – Problem of Unemployment and Under - employment – Government measures.

References

1. Memoria, C.B., & Badri Bishal Tripathi (2003), Agricultural Problems of India, Kitab Mahal Agencies, Patna.
2. Sankaran, S.(2010), Indian Economy, Margham Publications, Chennai.
3. Deepashree, (2011), Indian Economy, Ane Books Pvt Ltd, New Delhi.
4. Sethuraman, K. (2000), Agricultural Marketing, Margham Publications, Chennai

CORE COURSE XIV
HUMAN RESOURCE MANAGEMENT

Objective : To make the students understand the Human capital effectively utilized for the growth of Indian Economic Development.

Module I : Approaches to Human Capital

Evolution of the Concept of Human Capital- Meaning- Nature – Significance – Schultz’s Approach- Becker’s Theory.

Module II : Methods of Human Capital Formation

Education and Economic Growth- Health and Nutrition – Information about Job Market –Elimination of Social Discrimination- Brain Drain Development Indicators.

Module III : Human Resource Planning

Meaning-Objectives- Need-Process- Benefits- Problems.

Module IV : Gender Issues

Role of Women in Economic Development - Gender and Inequality – Gender Disparities in Education, Occupation and Earnings - Development of Women Entrepreneurship in India.

Module V : Population and Development

Work Participation Rate – Male & Female Work Participation Rate – Decadal Variations – Human Development Index in India.

References

1. Memoria, C.B., Gankar S.V.(2001), Personnel Management, Text& Cases. Himalaya Publishing House, Mumbai.
2. Mira,S.& Saiyandain(2009), Human Resources Management, McGraw –Hill Education Pvt Ltd, New Delhi.
3. Gupta, C.B.(2013), Human Resource Management, Sultan Chand & Sons, New Delhi.
4. Jaysankar,J.(2013), Human Resource Management, Margham Publications, Chennai.
5. Aswathappa,K. (2009), Human Resource Management, Tata McGraw –Hill Publishing Company Ltd, New Delhi.
6. Ruddar Datt,K.P.M. Sundharam. (2004), Indian Economy, Shultan Chand & Company Ltd, New Delhi.

CORE COURSE XV
ENVIRONMENTAL ECONOMICS

Objective: To make the students understand the Nature and Scope of Environomics in India.

Module I : Definition and Scope of Environomics

Definition and Scope of Environomics –Concepts and other Theories – Relationship with other sciences – Problems in Pollution – Approaches in Environomics- Environment and Economics - Natural Resources- Conservation of Natural Resources – Green House Effect – Ozone Depletion- Acid Rain- Tragedy of Commons.

Module II : Welfare Economics and Environomics

Welfare Economics and Environomics – Pareto Theory – Other effects- Environment quality as public good- Optimum Theory – Private and Social cost- Problem of Second cost- Population Menace and Degradation of Environment quality – Urbanisation-Land Use – Air and Water pollution- Noise Pollution.

Module III : Economic Development and Quality of Environment

Economic Development and Quality of Environment- Environmental Issues in Developed and Developing Countries – Uses of Resources – Environmental Protection Laws- Environmental Education in Curriculum.

Module IV : Cost Benefit Analysis

Cost Benefit Analysis – Environmental cost of Economic growth – Limits to growth –Pollution cost distribution- Effects- Plans – Total and Marginal Benefits of Pollution Control – Efficiency in Pollution- Pollution Control Boards.

Module V: Measures of Pollution Control

Measures of Pollution Control – Fiscal and Direct control measures – Taxes and Subsidies- Pollution Control Methods – Government Investment Programmes- Pollution Permits- Global Issues in Environmental Quality- Role of Government Voluntary and Consumer organization – Treaties and Agreements at Global Level.

References:

1. Sankaran, S. (2004), Environmental Economics, Margham Publications, Chennai.
2. Karpagam,M.(2001), Environmental Economics, Sterling Publications Pvt Ltd, New Delhi.
3. Ganesamurthy, V.S.(2009), Environmental Economics in India, New Century Publications, New Delhi.
4. Eugene,T.(2004), Environmental Economics, Virnda Publications (P) Ltd, Delhi.
5. Ulagnathan Sankar.(2003), Environmental Economics, Oxford University Press, New Delhi.

MAJOR BASED ELECTIVE COURSE-II ENTREPRENEURSHIP DEVELOPMENT

Objective: To enable the students to have a thorough knowledge about the Scope of Entrepreneurship in India.

Module I Definition and Scope of Entrepreneurship

Definition- Scope –Significance of Entrepreneurship- Functions of an Entrepreneur – Characteristics- Types- Theories of Entrepreneurship.

Module II Micro, Small, Medium and Large Scale Industries

Micro, Small, Medium and Large Scale Industries and their Significance – Problems – Industrial Policy on Small Scale Industries- Women Entrepreneurship – Concept – Growth- Problems- Prospects and Development Scheme – SHGs and Micro Finance.

Module III Promotional Agencies

Promotional Agencies – NSIC, TIIC, SIDCO, SIPCOT, District Industrial Centres- Industrial Estates – Industrial Service Institute.

Module IV Cost and Price

Cost and Price – Methods of Cost Estimation – Cost Control- Pricing Methods – Price Policy- Full Cost Pricing- Legislative Control over prices- Packed Commodities Regulation Act.

Module V Project Preparation and Evaluation

Project Preparation and Evaluation- Break Even Analysis: Concept- Features- Assumptions- Graphical Analysis – Importance and Limitations.

References

1. Sangram Keshari Mohanty(2006), Fundamentals of Entrepreneurship, Prentice, Hall of India Pvt Ltd, New Delhi.
2. Khanaka, S.S. (2009), Entrepreneurial Development, Sultan Chand & Sons –New Delhi.
3. Jayshree Suresh, (2013), Entrepreneurial Development, Margham Publications, New Delhi.
4. Vasanthagopal, R. & Santha, S. (2008), Women Entrepreneurship in India, New Century Publications, New Delhi.
5. Dr. C.B.Gupta & Dr. N.P.Srinivasan (2010), Entrepreneurial Development in India, Sultan Chand & Sons, New Delhi.
6. Bose, S.(2013), Self- Help Groups and Rural Development, MJP Publishers, Chennai.
7. Jasmer Singh Saini,(2009), Entrepreneurship Development, Deep and Deep Publications Pvt Ltd, New Delhi.
8. Anil Kumar., Poornima, S.C., Mani, K. Abraham and Jayashree,K.(2009), Entrepreneurship Development, New Age International Publishers, New Delhi.

MAJOR BASED ELECTIVE COURSE-III ECONOMICS OF INSURANCE

Objective: This course attempts to give a fairly comprehensive view of the insurance to the undergraduate students in Economics.

Module I: Introduction to Insurance

Meaning and Definition of Insurance- Features of Insurance -Functions of insurance – Types of Insurance –Fundamental Principles of Insurance-Importance of Insurance - Profile of Insurance Companies in India – General Insurance - Classification of General Insurance - Insurance and Economic Development.

Module II : Life Insurance and Health Insurance

Meaning and Definition of Life insurance and Health Insurance- Types of Health Insurance Policies – Health Insurance schemes in India - Features of Life Insurance – Advantages of Life Insurance- Fundamental Principles of Life Insurance-Procedure for effecting Life Insurance –Plans of Life Insurance - Individual plans - Group Insurance plans-Pension plans- Premium and its computation -Valuation and Distribution of surplus.

Module III : Introduction to Risk Management

Definition of Risk – Selection of Risk or Underwriting of Risk - Classification of risk - Tools of the Risk - Risk Management Process- Determination of Objectives - Identifying Risk exposures - Evaluating Risks - Consideration of Alternatives and Selection of the Risk Treatment Device.

Module IV : Legal Dimensions of Insurance and Growth of Insurance Business in India

Introduction- The Insurance Act, 1938 – Life Insurance Corporation Act , 1956 – General Insurance Business (Nationalisation) Act,1972 – Consumer Protection Act,1986 –Insurance Regulation and Development Authority(IRDA) - Growth of General Insurance after Nationalisation -Issues concerning Growth of Insurance - Future Potential.

Module V : Insurance Marketing

Introduction - Concept of Insurance Market - Concept of Insurance Marketing- Marketing Strategies of Insurance Companies - Benefits of Bank Assurance – Benefits of Bank Assurance – Steps in Personal Selling or Selling Process.

References

1. Periyasamy, P. (2005), Principles and Practice of Insurance, Himalaya Publishing House, Mumbai.
2. Bodla, B.S., Garg,M.C.and Singh K.R. (2004), Insurance, Fundamentals, Environment, Procedures , Deep and Deep Publications Pvt Limited, New Delhi.
3. Muthy,A (2006), Elements of Insurance, Margham Publications,Chennai.
4. Jyotsna Sethi and Nishwan Bhatia, (2008), Elements of Banking and Insurance, PHI Learning Pvt Limited, New Delhi.
5. Kanika Mishra, (2010), Fundamental of Life Insurance Theories and Applications, PHI Learning Pvt Limited, New Delhi.
6. Emmett J.Vaughan and Therese Vaughan, (2007), Fundamentals of Risk and Insurance, Pasupathi Printers P.Ltd, New Delhi.
7. Dharmaraj,E. (2009), Elements of Insurance, SIMRES Publishers, Chennai.
8. Madhukar Pawar, R. (2012), Fundamentals of Insurance, Chandralok Prakashan, Kanpur.
