



# SAIVA BHANU KSHATRIYA COLLEGE

(Affiliated to Madurai Kamaraj University)

ARUPPUKOTTAI - 626101

## SYLLABUS

ANCILLARY SUBJECT PAPERS for I Year UG

COMMERCE

<b>Department : ECONOMICS</b>	
<b>Year : Those who join June 2018 onwards</b>	<b>Semester : Odd</b>
<b>Subject Name : MANAGERIAL ECONOMICS</b>	<b>Subject Code : CCRJA11</b>

Subject	Instructions		Examination		
	Hours/Week	Credits	Marks		
			Internal Assessment	Board Examination	Total
<b>MANAGERIAL ECONOMICS</b>	<b>6 hours/week</b>	<b>5 cr.</b>	<b>25</b>	<b>75</b>	<b>100</b>

Course Objectives	
1	To enhance the analytical skills in business decision making.
2	To assist the students develop rational thinking in developing the business processes

Course Outcome	
1	Understand the nature and scope of managerial economics and role and responsibilities of managerial economist
2	Know the factors influencing the demand
3	Realize the basic concepts of managerial economics
4	Understand the various objectives of a modern business firm
5	Identify the factors involved in pricing of the product and analyse the various methods of strategy based pricing
6	Understand the methods of demand forecasting for an established product and new product
7	Analyse the profit planning methods

Unit No.	Content
I	Definition of Economics - Definition of Managerial Economics - Nature and Scope of Managerial Economics - Difference between Economics and Managerial Economics - Role of a Managerial Economist.
II	Objectives of a Modern Firm - Five Fundamental Concepts - Incremental Concept - Time Perspective Concept - Discounting Principle - Opportunity Cost Concept - Equi- Marginal Concept.
III	Law of Demand Factors Affecting Demand - Exceptions to Demand - Demand Forecasting - Factors involved in Demand Forecasting - Advantages - Methods of Forecasting the Demand for an Established Product and a New Product -Criteria for a Good Forecasting Method.
IV	Pricing - Objectives of Pricing - Policies and Methods - Pioneer Pricing - Skimming Pricing - Penetration Pricing - Price Lining - Pricing over the Life Cycle of the Product.
V	Pricing - Objectives of Pricing - Policies and Methods - Pioneer Pricing - Skimming Pricing - Penetration Pricing - Price Lining - Pricing over the Life Cycle of the Product.

Text Book
Murugan M., Managerial Economics, Mirtha Sanjeevi Publishers, Madurai, 2017.

Reference Books
<ol style="list-style-type: none"> <li>1. Cauvery, Suthanayak, Girija and Meerabai, Managerial Economics, S.Chand and Co., New Delhi, 2010.</li> <li>2. Sankaran, Managerial Economics, Margham Publications, Chennai, 2010.</li> <li>3. Varshney R.L. and K.L.Maheswari, Managerial Economics, Sultan Chand &amp; Sons, New Delhi, 2014.</li> <li>4. Dwivedi D.N, Managerial Economics, Vikas Publishing House, New Delhi, 2016.</li> <li>5. Mote V.L., Samuel Paul and Gupta G.S., McGraw-Hill Education, New Delhi, 2007.</li> </ol>

<b>Department : ECONOMICS</b>	
<b>Year : Those who join June 2018 onwards</b>	<b>Semester : Even</b>
<b>Subject Name : ECONOMIC DEVELOPMENT OF INDIA</b>	<b>Subject Code : CCRJA21</b>

<b>Subject</b>	<b>Instructions</b>		<b>Examination</b>		
	<b>Hours/Week</b>	<b>Credits</b>	<b>Marks</b>		
			<b>Internal Assessment</b>	<b>Board Examination</b>	<b>Total</b>
<b>ECONOMIC DEVELOPMENT OF INDIA</b>	<b>6 hours/week</b>	<b>5 cr.</b>	<b>25</b>	<b>75</b>	<b>100</b>

<b>Course Objectives</b>	
1	Economic Development of India examines trends in the Indian Economy and undertake all aspects which helps to keep a close watch on economic development, both Internally and Externally.

<b>Course Outcome</b>	
1	Comprehend the features of Indian economy and mixed economy
2	Knowledge about capital formation
3	Learn on the delicious role of agriculture in Indian economy
4	Understand the nature of effects of Green Revolution
5	Understand the concept of poverty and various measures to reduce of poverty in India.
6	Realize the LPG policy and New Industrial Policy of 1991
7	Gather knowledge on importance public sector undertakings in India and its present trends of PSU's
8	Update the taxation policy of India that is, GST

Unit No.	Content
I	Characteristics of Indian Economy - Mixed Economy - Capital Formation - Internal and External Sources of capital formation - Factors Determining Capital Formation - Reasons for Low Capital Formation - Importance of Capital Formation.
II	Role of Agriculture in Indian Economy - Causes for Low Agricultural Productivity - Remedial Measures. Green Revolution - Nature - Effects.
III	Industrial Policy - New Industrial Policy, 1991 - Role of Small Scale Industries in Indian Economy - Problems - Government Measures.
IV	Public Sector Undertakings - Objectives - Growth of Public Sector - Role of Public Sector in Indian Economy - Problems - Government Measures issues of Privatisation Disinvestment - GST - Features - implementation of GST.
V	Poverty - Poverty Line - Vicious Circle of Poverty - Causes of Poverty - Poverty Alleviation Measures.

Text Book
Ruddar Dutt and Sundaram, Indian Economy, Gaurav Datt and Ashwani Mahajan, S.Chand and Co. Ltd., New Delhi, 2010.

Reference Books
<ol style="list-style-type: none"> <li>1. Sankaran, Indian Economy, Margham Publications, Chennai, 2010.</li> <li>2. Deepashree, Indian Economics, Performance and Policies, ANE Books Pvt. Ltd. New Delhi , 2013.</li> <li>3. Gaurav Datt and Ashwini Mahajan, Indian Economy, S.Chand and Company Pvt. Ltd., New Delhi, 2015.</li> <li>4. Uma Kapila, Indian Economy : Performance and Policy, Academic Foundation, 2011.</li> <li>5. Misra and Puri, Economics of Development and planning - Theory and Practice, Himalaya Publications, Mumabi, 2017.</li> </ol>

**ANCILLARY SUBJECT PAPERS for II Year UG**  
**HISTORY**

<b>Department : ECONOMICS</b>	
<b>Year : Those who join June 2018 onwards</b>	<b>Semester : Odd</b>
<b>Subject Name : PRINCIPLES OF ECONOMICS - I</b>	<b>Subject Code : AHSJA31</b>

Subject	Instructions		Examination		
	Hours/Week	Credits	Marks		
	6 hours/week	5 cr.	Internal Assessment	Board Examination	Total
<b>PRINCIPLES OF ECONOMICS - I</b>			<b>25</b>	<b>75</b>	<b>100</b>

Course Objectives	
1	To make the student understand the economics agents and their functions in an economy
2	To give a detailed study about the price fluctuations and to analysis the behavior of the units and its equilibrium
3	To know about the market structure and to analysis the pricing structures of firms
4	To apply the concepts of economics in day to-day life

Course Outcome	
1	Understand different definitions of economics, basic concepts in economics.
2	Get to know the methods of economics and economics laws.
3	Analyse the consumer behaviour by examine on cardinal utility
4	Familiarize the technique in measuring price elasticity of demand and identify the factors for demand and elasticity of demand.
5	Interpret features and functions of factors of production namely Land, Labour, Capital and Organization.
6	Understand the concepts of costs and revenues.
7	Compare the various market forms and infer its price and output equilibrium.

Unit No.	Content
I	Introduction : Definition of Economics - Adam Smith, Alfred Marshall and Lionel Robbins - Scope of Economics - Main subdivisions - Economic Laws - Basic concepts - Goods, utility, wants, value, price, market and income.
II	Consumption : Law of Diminishing Marginal Utility - Law of Equi-marginal Utility - Law of Demand and Law of Supply - Elasticity of Demand - Method of Measurement of Elasticity of Demand - Degrees of Price Elasticity - Perfectly elastic demand, Perfectly inelastic demand, Relatively elastic demand, Relatively inelastic demand and Unitary Elasticity - Consumer's surplus.
III	Production : Meaning and characteristics of factors of production - Land, Labour, Capital and Organization - Division of Labour - Localization of industry - Theories of population - Malthusian and Optimum.
IV	Capital formation : Physical Capital and Human Capital - Capital formation and Economic Development - Meaning and functions of Entrepreneurships.
V	Forms of market : Cost and Revenue Analysis - Price determination under different markets - Perfect competition, Monopoly, Monopolistic Competition - Price Discrimination.

Text Book
Cyril Kanmony J., Advanced Microeconomics, Himalaya Publishing House, Mumbai, 2017

Reference Books
<ol style="list-style-type: none"> <li>1. Advanced Economic Theory, H.L. Ahuja, S.Chand &amp; Co. Ltd., New Delhi.</li> <li>2. Micro Economic theory, M.L. Jinghan, Vinnda Publication (P) Ltd., New Delhi.</li> <li>3. Economic Analysis, K.P.M.Sundaram &amp; E.N. Sundaram, S.Chand &amp; Co., Delhi.</li> <li>4. John Kennedy, M., Micro Economics, Himalaya Publishing House, Mumbai, 2013.</li> </ol>

<b>Department : ECONOMICS</b>	
<b>Year : Those who join June 2018 onwards</b>	<b>Semester : Even</b>
<b>Subject Name : PRINCIPLES OF ECONOMICS - II</b>	<b>Subject Code : AHSJA41</b>

Subject	Instructions		Examination		
<b>PRINCIPLES OF ECONOMICS - II</b>	Hours/Week	Credits	Marks		
	6 hours/week	5 cr.	Internal Assessment	Board Examination	Total
			25	75	100

Course Objectives	
1	To familiarize the macroeconomics concepts and variables
2	To help the students to compete for various competitive examination concerned with macroeconomics
3	To impart knowledge in relation to macroeconomic variables
4	To let the students know important theories of macroeconomics so that they will be able to formulate important macroeconomic policies for the welfare of the state

Course Outcome	
1	Conceptual idea about the national income and its importance and difficulties in computation
2	Knowledge about theory of distribution
3	Gather the theories of factors of production
4	Comprehend the functions of money and demand of money
5	Establish the functions of Central Bank and Commercial Banks and its role in economic development
6	Understand different phases of trade cycle and its impact
7	Impact and consequences of inflation and deflation
8	Principles of taxation and Update the taxation policy of India that is, GST
9	Analyse the public expenditure, debt, and revenue of the government

<b>Unit No.</b>	<b>Content</b>
I	Theory of Distribution : Meaning and methods of computation of national income - difficulties - uses - Rent - meaning - theories of rent - wages - real wage and money wage - theories of wage - interest - gross and net interest - theories of interest - profit - theories of profit.
II	Money and Banking : Definition and function of money - quantity theory of money - transaction approach - commercial banks - functions - role of commercial banks in economic development - central bank.
III	International Trade : Difference between internal and international trade - Theories of international trade - balance of payment - disequilibrium - merits and demerits of free trade and protection - purchasing power parity theory.
IV	Inflation : Meaning and kinds of inflation - deflation - causes for inflation - economic and social factors - measures to control inflation - trade cycle - components.
V	Taxation : Canons of taxation - direct and indirect tax - sources of public revenue - public debt - Goods and Service Tax.

<b>Text Book</b>
Cyril Kanmony J., Advanced Microeconomics, Himalaya Publishing House, Mumbai, 2017

<b>Reference Books</b>
<ol style="list-style-type: none"> <li>1. Advanced Economic Theory - H.L. Ahuja, S.Chand &amp; Co.Ltd., New Delhi.</li> <li>2. Micro Economic Theory, M.L.Jinghan, Virinda Publication (P) Ltd., New Delhi.</li> <li>3. Economic Analysis , K.P.M.Sundaram &amp; E.N.Sundaram, S.Chand &amp; Co., Delhi.</li> <li>4. John Kennedy, Micro Economics, Himalaya Publishing House, Mumbai, 2013.</li> </ol>