

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.Com., Commerce effective from the year 2015-2016

Year: I Year Subject Code : U15AEC101 Semester : I

Allied - 1 Title: **Indian Economic Development - I**

Credits: 4 Max. Marks. 75

HOURS : 6 / week

Objectives: i) To enable the students to understand the salient features of India
ii) To acquaint students with the significance of agriculture in India
iii) To study the working of the various sectors in the Indian Economy
iv) To grasp how the service sector contributes to the growth of the Indian Economy.

UNIT-1

Features of Indian Economy – Economic and Non-Economic factors impeding economic development – Economic growth and Development: Concepts and Determinants – Indicators .

UNIT-2

Human Resources – Human resource development: Human Development Index(HDI), Gender Inequality Index(GII), Human Poverty Index(HPI) – Demographic features – Population Policy.

UNIT-3

Agriculture and its role – Productivity – Cropping Pattern, Causes of low productivity in agriculture – measures to increase agricultural productivity – Land Reforms – Green Revolution – Agricultural development under five year plans.

UNIT-4

Agricultural Marketing – Regulated Market – Warehousing – FCI – Procurement Policy – APC. Agricultural Credit: Need and Sources (Non-Institutional and Institutional) – Commercial Bank, RRB, Lead Bank, Takkavi Loan – Role of NABARD and Money Lenders.

UNIT-5

Industry: Importance and its Role – Public Sector Enterprises and Private Sector Enterprises – Industrial Policies of 1956, 1991 and Recent Changes – Role of Cottage and Small Industry – Role of MSME – Large Scale Industries (Cotton, Steel, Jute, Sugar and Tea) – Impact of LPG.

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Syllabus for B.Com., Commerce effective from the year 2015-2016

Year: I Year Subject Code : U15AEC201 Semester : II

Allied - 2 Title: **Indian Economic Development - II**

Credits: 6 Max. Marks. 75

HOURS : 6 / week

UNIT-1

Industrial Labour – Trade Unions – Industrial Relations – Social Security Measures

UNIT-2

Role of Technology – Intermediate Technology – Business Process Outsourcing (BPO) – Unemployment: Meaning and Types. Poverty: Measurement and Remedial.

UNIT-3

Transport: Importance of Transport (Road, Railways, Shipping and Civil Aviation) to economic growth – Social Infrastructure – Importance of Health and Education.

UNIT-4

Planning in India: Objectives – Strategy of Indian Planning – Planning Techniques (Directive Planning and Indicative Planning) – Recent changes in Planning System (Modi's Plan)

UNIT-5

Foreign Capital: Concepts – Various Forms – FII Vs FDI. Multinational Corporation: Concepts – Role and Impact on Indian Economy

REFERENCES:

1. Dhingra, I.C : Indian Economy, Sultan Chand & Co. 2014
2. Gaurav Datt & Ashwani Mahajan : Indian Economy, S.Chand & Co., 2014
3. Dewett, Verma & Sharma : Indian Economics, S.Chand & Co., 2014
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5. Kanka, S.S : Human Resource Management, S.Chand & Co.,
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7. Pramit Chaudhury : The Indian Economy, Poverty & Development, Vikas Publishing House, New Delhi.
8. Indian Economic Survey
9. RBI- Bulletin
10. Center For Monitoring Indian Economy (CMIE)
11. World Development Report
12. Pramod Verma : Labour Economics & Industrial Relations, Tata McGraw Hill.
13. Sankaran.S : Indian Economy, Margam Publication, Chennai.

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Syllabus for B.Com., Commerce effective from the year 2015-2016

Year: II Year Subject Code : U15AEC301 Semester : III

Allied - 3 Title: **Principles of Economics - I**

Credits: 4 Max. Marks: 75

HOURS : 6 / week

Objectives: i) To have a grasp of the Elements of Economics
ii) To prepare students to face Competitive Examinations in Economics.

UNIT-1

Nature and Scope of Economics – Definition – Methods of economic analysis (Deductive and Inductive) – Relation between economics and other social sciences – Distinction between Micro and Macro Economics

UNIT-2

Utility Analysis: Concepts – Marshall's Utility Analysis. Demand Analysis: Meaning and Definition – Types – Determinants – Law of Demand – Elasticity of Demand: Concept – Measurement – Importance of elasticity of demand – Law of Supply.

UNIT-3

Price and Output Determination under Perfect Competition – Monopoly – Monopolistic Competition – Features of Oligopoly.

UNIT-4

National Income: Concepts – Computation – Methods of measuring National Income – Difficulties in the measurement.

UNIT-5

Inflation and Deflation: Meaning – Types – Causes and Control Measures.
Trade Cycle: Meaning and Phases – Control Measures.

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Syllabus for B.Com., Commerce effective from the year 2015-2016

Year: II Year Subject Code : U15AEC401 Semester : IV

Allied - 4 Title: **Principles of Economics - II**

Credits: 6 Max. Marks. 75

HOURS : 6 / week

UNIT-1

Barter System – Gold Standard: Concepts – Types – Merits and Demerits – Types and Functions of Money. Gresham's Law.

UNIT-2

Nationalization of Banks: Origin – Growth – Function of Commercial Banks and Central Bank. Monetary Policy: Meaning – Objectives – Instruments.

UNIT-3

Nature and Scope of Public Finance – Cannon of Taxation – Causes for the growth of Public Expenditure and Measures to Control – Difference between Public Debt and Private Debt. Fiscal Policy: Meaning – Objectives – Instruments.

UNIT-4

International Trade: Meaning and Importance – Balance of Payment: Meaning – Disequilibrium: Causes and Measures to Remove – Balance of Payment Vs Balance of Trade – Functions of IMF and IBRD.

UNIT-5

Environmental Pollution: Air Pollution, Water Pollution, Land Pollution, Noise Pollution – Controlling Measures. Global Warming: Causes, Effects and Controlling Measures of Global Warming.

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1. Jhingan. M.L : Principles of Economics, Virinda Publication, New Delhi.
2. Loganathan V :Principles of Economics, S.Chand & Co.,
3. Ahuja H.L : Advanced Economic Theory, S,Chand & Co.,
4. Koutiannis : Price Theory and Practice, Tata McGraw Hill
5. Edward Shaperoo : Macro Economic Analysis, Tata McGraw Hill
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7. Thiyagi P : Public Finance & Practice, S.Chand & Co.,
8. Sankaran S : Environmental Economics, Margham Publishers, Chennai.
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Syllabus for B.Com., Corporate Secretaryship effective from the year 2015-2016

Year: I Year Subject Code : U15AEC102 Semester : I

Allied - 1 Title: **Managerial Economics - I**

Credits: 4 Max. Marks. 75

HOURS : 6 / week

Objective :

Business acumen and managerial skill, combined together makes one the successful entrepreneur. This paper will throw some light on the managerial aspects of business activities. The various economic theories and laws form the basis of all activities. Here the students will find a new branch of economics.

UNIT-1

Importance & Nature of Business Economics – Aims of Business Firms – Definition, Meaning, Nature & Scope of Managerial Economics – Economics and Managerial Economics – Role and responsibilities of Managerial economics.

UNIT-2

Demand Analysis: Meaning, Demand Determinants, Law of Demand – Individual Demand & Market Demand, Demand Distinction Elasticity of Demand: Types and importance of elasticity of demand – Advertising elasticity of demand

UNIT-3

Demand Forecasting : Meaning – Purpose of demand forecasting – Methods of Demand Forecasting – Demand Forecasting Methods for new Products – Criteria for good forecasting method.

UNIT-4

Production Analysis : Production Function – Law of Variable Proportions – Cobb-Douglas Producer equilibrium – Economies of Scale – Cost Concepts – Cost & Output relationship, Cost Control and Cost Reduction

UNIT-5

Break-even Analysis – Meaning, Determination of Break-even Point – Usefulness & Limitations of Break-even analysis – Linear Programming – Graphical Methods.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.Com., Corporate Secretaryship effective from the year 2015-2016

Year: I Year Subject Code : U15AEC202 Semester : II

Allied -2 Title: **Managerial Economics - II**

Credits: 6 Max. Marks. 75

HOURS : 6 / week

UNIT-1

Market Structure: Perfect Competition & Imperfect Competition – Monopoly – Price Discrimination – Oligopoly – Duopoly – Cournot Model.

UNIT-2

Pricing Methods: Full cost Pricing, Target pricing, Going rate pricing, Customary Pricing, Differential Pricing. Specific Pricing Methods – Pricing a New Product – Pricing over the lifecycle of a product – Product line Pricing – Markup & Markdown Pricing by Retailers – Resale Price maintenance – Dual Pricing

UNIT-3

Profit & Profit Management – Accounting Profit & Economic Profit – Theories of Profit

UNIT-4

Capital Budgeting: Need for Capital Budgeting – Forms of Capital Budgeting – Pros & Cons of latest budget – Nature of Capital Budgeting Problem – Project Profitability: Methods of Appraising Project Profitability

UNIT-5

Decision Making: Risk & uncertainty – Elements of Decision Theory – Classification of Managerial Decision Problem – Decision taking under Certainty & Uncertainty

REFERENCES:

1. Sankaran.S – Managerial Economics – Margahm Publications, Chennai.
2. Pradeep Kumar – Managerial Economics – Kedar Nath Ram Nath & Co Publishers – Meerut.
3. Luke M.Froeb/Brian T.Mc.Cann - Managerial Economics – A Problem Solving Approach – Thomson – South Western
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5. Joel Dean - Managerial Economics – Prentice Hall of India Private Limited, N.Delhi
6. DN Dwivedi - Managerial Economics – Vikas Publishing House Private Limited.

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Syllabus for B.A., History effective from the year 2015-2016

Year: II Year Subject Code : U15AEC301 Semester : III

Allied - 3 Title: **Indian Economic Development - I**

Credits: 4 Max. Marks. 75

HOURS : 6 / week

Objectives: i) To enable the students to understand the salient features of India
ii) To acquaint students with the significance of agriculture in India
iii) To study the working of the various sectors in the Indian Economy
iv) To grasp how the service sector contributes to the growth of the Indian Economy.

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Industry: Importance and its Role – Public Sector Enterprises and Private Sector Enterprises – Industrial Policies of 1956, 1991 and Recent Changes – Role of Cottage and Small Industry – Role of MSME – Large Scale Industries (Cotton, Steel, Jute, Sugar and Tea) – Impact of LPG.

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Syllabus for B.A., History effective from the year 2015-2016

Year: II Year Subject Code : U15AEC401 Semester : IV

Allied - 4 Title: **Indian Economic Development - II**

Credits: 6 Max. Marks. 75

HOURS : 6 / week

UNIT-1

Industrial Labour – Trade Unions – Industrial Relations – Social Security Measures

UNIT-2

Role of Technology – Intermediate Technology – Business Process Outsourcing (BPO) – Unemployment: Meaning and Types. Poverty: Measurement and Remedial.

UNIT-3

Transport: Importance of Transport (Road, Railways, Shipping and Civil Aviation) to economic growth – Social Infrastructure – Importance of Health and Education.

UNIT-4

Planning in India: Objectives – Strategy of Indian Planning – Planning Techniques (Directive Planning and Indicative Planning) – Recent changes in Planning System (Modi's Plan)

UNIT-5

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Year: I Year Subject Code : U15AEC102 Semester : I

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Credits: 4 Max. Marks. 75

HOURS : 6 / week

Objective :

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Importance & Nature of Business Economics – Aims of Business Firms – Definition, Meaning, Nature & Scope of Managerial Economics – Economics and Managerial Economics – Role and responsibilities of Managerial economics.

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Demand Analysis: Meaning, Demand Determinants, Law of Demand – Individual Demand & Market Demand, Demand Distinction Elasticity of Demand: Types and importance of elasticity of demand – Advertising elasticity of demand

UNIT-3

Demand Forecasting : Meaning – Purpose of demand forecasting – Methods of Demand Forecasting – Demand Forecasting Methods for new Products – Criteria for good forecasting method.

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Syllabus for B.Com., Commerce effective from the year 2015-2016

Year: I Year Subject Code : U15AEC201 Semester : II

Allied - 2 Title: **Indian Economic Development - II**

Credits: 6 Max. Marks. 75

HOURS : 6 / week

UNIT-1

Industrial Labour – Trade Unions – Industrial Relations – Social Security Measures

UNIT-2

Role of Technology – Intermediate Technology – Business Process Outsourcing (BPO) – Unemployment: Meaning and Types. Poverty: Measurement and Remedial.

UNIT-3

Transport: Importance of Transport (Road, Railways, Shipping and Civil Aviation) to economic growth – Social Infrastructure – Importance of Health and Education.

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Syllabus for B.Com., Corporate Secretaryship effective from the year 2015-2016

Year: I Year Subject Code : U15AEC202 Semester : II

Allied -2 Title: **Managerial Economics - II**

Credits: 6 Max. Marks. 75

HOURS : 6 / week

UNIT-1

Market Structure: Perfect Competition & Imperfect Competition – Monopoly – Price Discrimination – Oligopoly – Duopoly – Cournot Model.

UNIT-2

Pricing Methods: Full cost Pricing, Target pricing, Going rate pricing, Customary Pricing, Differential Pricing. Specific Pricing Methods – Pricing a New Product – Pricing over the lifecycle of a product – Product line Pricing – Markup & Markdown Pricing by Retailers – Resale Price maintenance – Dual Pricing

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Syllabus for B.Com., Commerce effective from the year 2015-2016

Year: II Year Subject Code : U15AEC301 Semester : III

Allied - 3 Title: **Principles of Economics - I**

Credits: 4 Max. Marks: 75

HOURS : 6 / week

Objectives: i) To have a grasp of the Elements of Economics
ii) To prepare students to face Competitive Examinations in Economics.

UNIT-1

Nature and Scope of Economics – Definition – Methods of economic analysis (Deductive and Inductive) – Relation between economics and other social sciences – Distinction between Micro and Macro Economics

UNIT-2

Utility Analysis: Concepts – Marshall's Utility Analysis. Demand Analysis: Meaning and Definition – Types – Determinants – Law of Demand – Elasticity of Demand: Concept – Measurement – Importance of elasticity of demand – Law of Supply.

UNIT-3

Price and Output Determination under Perfect Competition – Monopoly – Monopolistic Competition – Features of Oligopoly.

UNIT-4

National Income: Concepts – Computation – Methods of measuring National Income – Difficulties in the measurement.

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Inflation and Deflation: Meaning – Types – Causes and Control Measures.
Trade Cycle: Meaning and Phases – Control Measures.

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Credits: 4 Max. Marks: 75

HOURS : 6 / week

Objectives: i) To have a grasp of the Elements of Economics
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Syllabus for B.Com., Commerce effective from the year 2015-2016

Year: II Year Subject Code : U15AEC401 Semester : IV

Allied - 4 Title: **Principles of Economics - II**

Credits: 6 Max. Marks. 75

HOURS : 6 / week

UNIT-1

Barter System – Gold Standard: Concepts – Types – Merits and Demerits – Types and Functions of Money. Gresham's Law.

UNIT-2

Nationalization of Banks: Origin – Growth – Function of Commercial Banks and Central Bank. Monetary Policy: Meaning – Objectives – Instruments.

UNIT-3

Nature and Scope of Public Finance – Cannon of Taxation – Causes for the growth of Public Expenditure and Measures to Control – Difference between Public Debt and Private Debt. Fiscal Policy: Meaning – Objectives – Instruments.

UNIT-4

International Trade: Meaning and Importance – Balance of Payment: Meaning – Disequilibrium: Causes and Measures to Remove – Balance of Payment Vs Balance of Trade – Functions of IMF and IBRD.

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Environmental Pollution: Air Pollution, Water Pollution, Land Pollution, Noise Pollution – Controlling Measures. Global Warming: Causes, Effects and Controlling Measures of Global Warming.

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HOURS : 6 / week

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