

**BHARATHI WOMEN'S COLLEGE**

**(AUTONOMOUS)**

**CHENNAI - 600108**

**DEPARTMENT OF ECONOMICS**



**(Semester with Choice Based Credit System)**

**UG SYLLABUS**

**B.A ECONOMICS**

**(2019-2020 Onwards)**

*P. J. Vanathi*  
CONTROLLER OF EXAMINATIONS *yc*  
BHARATHI WOMEN'S COLLEGE (AUTONOMOUS)  
CHENNAI - 600 108.

*Verified.*  
*P. Sugamala*  
HEAD OF THE DEPARTMENT  
CHENNAI - 600 108

### Pattern for B.A Economics

I- Semester				II- Semester				III- Semester				IV- Semester				V- Semester				VI- Semester			
Sub	No. of pap	Cr	Hrs	Sub	No. of pap	Cr	Hrs	Sub	No. of pap	Cr	Hrs	Sub	No. of pap	Cr	Hrs	Sub	No. of pap	Cr	Hrs	Sub	No. of pap	Cr	Hrs
Lang	1	3	6	Lang	1	3	6	Lang	1	3	6	Lang	1	3	6	C O R E	T-9	5	6	C O R E	T-13	5	6
Eng	1	3	4	Eng	1	3	4	Eng	1	3	6	Eng	1	3	6		T-10	5	6		T-14	5	6
Core	T-1 T-2	5 4	5 5	Core	T-3 T-4	5 4	5 5	Core	T-5 T-6	4 4	4 5	Core	T-7 T-8	4 4	4 5		T-11	5	6		T-15	5	6
Allied-1	1	5	5	Allied-2	1	5	5	Allied-3	1	5	5	Allied-4	1	5	5		T-12	5	6				
SBE-1	1	2	2	SBE-2	1	2	2	SBE-3 (Computing Skills)	1	2	2	SBE-4 (Per. Dev)	1	2	2					Core Elec	E-2	5	6
EVS	1	2	3	EVS	1	3	3	NME-1	1	2	2	NME-2	1	2	2	Core Elect	E-1	5	6	Core Elec	E-3	5	6
												Ext.Act		3									
Total	7	24	30		7	25	30		7	23	30		7	26	30		5	25	30		5	25	30

Total Credits=148

Total Papers=38

\*P-Practicals will be conducted at the end of even odd (II sem ,IV sem , VI sem)

- SBE-Skill Based Elective
- VBE-Value Based Education
- EVS-Environmental Science
- NME-Non Major Elective
- EXT-Extension Activity

**BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI – 108.**  
**B.A. ECONOMICS**  
(CBCS Syllabus for UG students admitted from the academic year 2019-20)

**SEMESTER I**

rt	Course Component	Code	Title of the paper	Credit	Hrs /week	ESE	CIA	Total
	Lang - 1	19LAA	General Tamil – I	3	6	75	25	100
	Eng - 1	19GEA	General English - I	3	4	75	25	100
I	Core T-1	19CLA	Micro Economics – I	5	5	75	25	100
I	Core T-2	19CLB	Indian Economy – I	4	5	75	25	100
I	Allied Theory	19ALA	Rural Economy	5	5	75	25	100
	SBE-1 (Eng. for communication -I)	19SZ1	English for Communication – I	2	2	50	50	100
	EVS	19EVS	Environmental Studies	2	3	75	25	100

**SEMESTER II**

t	Course Component	Code	Title of the paper	Credit	Hr /week	ESE	CIA	Total
	Lang – 2	19LAB	General Tamil – II	3	6	75	25	100
	Eng - 2	19GEB	General English - II	3	4	75	25	100
	Core T-3	19CLC	Micro Economics – II	5	5	75	25	100
	Core T-4	19CLD	Indian Economy – II	4	5	75	25	100
	Allied Theory	19ALB	Principles of Marketing	5	5	75	25	100
	SBE-2 (Eng. for communication -II)	19SZ2	English for Communication – II	2	2	50	50	100
	VBE	19VBE	Value Based Education	3	3	75	25	100

**SEMESTER III**

	Course Component	Code	Title of the paper	Credit	Hr /week	ESE	CIA	Total
	Lang – 3	19LAC	General Tamil – III	3	6	75	25	100
	Eng - 3	19GEC	General English - III	3	6	75	25	100
	Core T-5	19CLE	Statistical Methods – I	4	4	75	25	100
	Core T-6	19CLF	Modern Banking and Insurance	4	5	75	25	100
	Allied Theory	19ALC	Agricultural Economics	5	5	75	25	100
	SBE-3 (Comp. Skills)	19SZ3	Computing skills	2	2	75	25	100
	NME -I	19NL1	Tamilnadu Economy	2	2	75	25	100



### SEMESTER IV

Course Component	Code	Title of the paper	Credit	Hr /week	ESE	CIA	Total
Lang -4	19LAD	General Tamil – IV	3	6	75	25	100
Eng -4	19GED	General English - IV	3	6	75	25	100
Core T-7	19CLG	Statistical Methods – II	4	4	75	25	100
Core T-8	19CLH	Monetary Economics	4	5	75	25	100
Allied Theory	19ALD	Economic Development of Tamilnadu	5	5	75	25	100
SBE-4 (Per. Devlp.)	19SZ4	Personality Development	2	2	75	25	100
NME-2	19NL2	Principles of Economics	2	2	75	25	100
Ext	-	Extension Activity	3	-	-	-	-

### SEMESTER V

Course Component	Code	Title of the paper	Credit	Hr /week	ESE	CIA	Total
Core T-9	19CLJ	Macro Economics – I	5	6	75	25	100
T-10	19CLK	Public Finance – I	5	6	75	25	100
T-11	19CLL	International Economics – I	5	6	75	25	100
T-12	19CLM	History of Economic Thought	5	6	75	25	100
Core Elect-1 (Any one)	19ELA	Managerial Economics	5	6	75	25	100
	19ELB	Consumer Rights and Awareness	5	6	75	25	100
	19ELC	Tourism Principle and Practice	5	6	75	25	100

### SEMESTER VI

Course Component	Code	Title of the paper	Credit	Hr /week	ESE	CIA	Total
Core T-13	19CLN	Macro Economics – II	5	6	75	25	100
T-14	19CLP	Public Finance – II	5	6	75	25	100
T-15	19CLQ	International Economics – II	5	6	75	25	100
Core Elect-2 (Any one)	19ELD	Entrepreneurial Development	5	6	75	25	100
	19ELE	Mathematics for Economist	5	6	75	25	100
	19ELF	Women and Development	5	6	75	25	100
Core Elect-3 (Any one)	19ELG	Business Communication	5	6	75	25	100
	19ELH	Gender Economics	5	6	75	25	100
	19ELJ	Urban Economics	5	6	75	25	100

**BIHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108**

**B.A ECONOMICS**

**CORE PAPER I MICRO ECONOMICS-I**

(For the students admitted from the year 2019-20)

**HOURS PER WEEK : 5**

**SEMESTER: I**

**CREDITS: 5**

**SUBJECT CODE: 19CLA**

**OBJECTIVE:**

- To make the students to understand the principles of economics in application to individual decision making.

**UNIT-I**

Definition of Economics –Adam Smith, Marshall, Lionel Robbins, Samuelson -Scope of Micro Economics –Difference between Micro and Macro Economics.

**UNIT -II**

Demand - Law of Demand - Demand Curve – Changes in Demand Curve- Determinants of Demand – Supply -Law of Supply

**UNIT-III**

Elasticity of Demand – Meaning- Definition - Types- Measurement- Consumer Surplus

**UNIT- IV**

Concept of Utility – Ordinal and Cardinal Utility- Total and Marginal Utility- Law of Diminishing Marginal Utility – Law of Equi -Marginal Utility

**UNIT-V**

Indifference Curve and Maps - Properties of Indifference Curves - Marginal Rate of Substitution - Budget Line – Price and Substitution Effects.

**BOOKS FOR STUDY**

1. Micro Economic Theory – Sankaran
2. Micro Economic Theory – M.L Jhingan

**REFERENCES**

1. .Koutsiyannis(2003),Modern MicroEconomics-Palgram Macmillan(UK)2<sup>nd</sup> Edition.
2. Gregory Maniw(2012) ,Principles of MicroEconomics Cengage India.
3. Richard Varian-Intermediary Micro Economics ,Affiliated East West Press.
4. Robert Pindyck and Daniel L.Rubinfeld (2001) Micro Economics,Macmillan
5. E.K Browning and JM Browning (2012),Micro Economics Theory and Applications



**BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108**  
**B.A ECONOMICS**

**CORE PAPER II INDIAN ECONOMY-I**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK : 5**

**SEMESTER: I**

**CREDITS: 4**

**SUBJECT CODE: 19CLB**

**OBJECTIVES**

To make students to understand the various phases and growth of the Indian Economy.

**UNIT – I**

Features of Indian Economy –Determinants of Economic Development – Concept of Growth and Development.

**UNIT – II**

National Income – Sectoral Composition – Pattern of Income Distribution – Capital Formation – Causes for Low Capital Formation in India.

**UNIT – III**

Human Resources –Trends in Population Growth – Causes of Population Growth in Under Developed Countries – Recent Population Policy.

**UNIT – IV**

Agricultural Credit – Need and Features – Sources of Agricultural Finance – Cooperative Credit – NABARD.

**UNIT – V**

Meaning of Poverty – Measurement -Poverty in India – Causes of Poverty - India's Poverty Alleviation Programmes.

**BOOKS FOR STUDY:**

1. Indian Economy – Dutt and Sundharam
2. Indian Economy – S.Sankaran
3. Indian Economy- K.P.M Sundharam

**REFERENCES:**

1. Ahluwalia, I.J. and IMD Little (Eds.) (1998). India's Economic Reforms and Development, Oxford University Press, New Delhi.
2. Kausik Basu (2012). Oxford Companion to Indian Economy, 3<sup>rd</sup> Edition, New Delhi.
3. Uma Kapila (Ed) (2017 – 2018) Indian Economy Since Independence, Academic Foundation, New Delhi, 28<sup>th</sup> Edition.

**BIHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108**

**B.A ECONOMICS**

**ALLIED- I RURAL ECONOMY**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK : 5**

**SEMESTER: I**

**CREDITS: 5**

**SUBJECT CODE: 19ALA**

**OBJECTIVE:**

- To understand the indicators of rural economy for rural development .

**UNIT - I**

Nature and Characteristic of Rural Economy - Components of Rural Economy - Importance of Rural Economy

**UNIT: II**

Problem of Rural Economy - Unemployment - Types-Causes of Rural Unemployment- Rural Employment Schemes - Problem Faced by Agricultural Labourer - Problem Faced by Artisans- Remedial Measures taken by the Government.

**UNIT: III**

Basic Needs of Rural Economy - Housing - Health - Education - Drinking Water - Electricity and Sanitation - Rural Poverty- Causes - Remedial Measures - Rural Development Programmes - Pradhana Mandhiri Gram Sadak Yojana (PMGSY) - National Health Mission.

**UNIT: IV**

Rural Finance - Causes and Magnitude of Rural Indebtness, - Rural Credit - Unorganised - Money Lender, Indigenous Bankers - Organised: Co-operative Banks, Regional Rural Banks

**UNIT: V**

Rural Industrialisation - Agro-Based Industries - Recent Government Policy for Rural Industrialisation

**BOOKS FOR STUDY:**

1. Rural Economics - T.N.Chhabra and P.L.Taneja.

**REFERENCES:**

1. Ahluwalia, I.J and IMD Little (Eds.) (1998). India's Economic Reforms and Development. Oxford University Press, New Delhi.
2. Choudry.C.M, (2009), Rural Economics - Jaipur - Sublime Publication.
3. L.C.Jain., (198), Gross without roots, Rural Development under Government Auspices, Sage Publication, New Delhi.
4. Patel K.V., Shan A.C., and Mello L.D, (1984), Rural Economics, Himalaya, Mumbai.
5. Dhingral.C., (2010), The Indian Economy, Sultan Chand, New Delhi

**BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI – 600 108.**

**B.A./B.Sc./B.Com.**

**SKILL BASED ELECTIVE – ENGLISH FOR COMMUNICATION - I**

(For the students admitted from the year 2019-20)

**HOURS PER WEEK : 2**

**SEMESTER : I**

**CREDITS : 2**

**SUBJECT CODE : 19SZ1**

**OBJECTIVES:**

- To enable the student
  - shed inhibitions and gain confidence
  - acquire proficiency in language.

**ORAL COMPONENT**

**UNIT I**

Greeting, Introducing, Seeking Permission

**UNIT II**

Telephone Etiquettes

Handling Calls – Mock Calls

**UNIT III**

Reading and Responding

**WRITTEN COMPONENT**

**UNIT I**

Giving Instructions and Directions

**UNIT II**

Leaving a Message

Asking for / Giving Message

**UNIT III**

Dialogue Writing (Guided)

- At an interview hall
- At the service centre
- In the library
- At the bank
- Making an apology



**BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI – 600 108.**

**B.A./B.Sc./B.Com.**

**SKILL BASED ELECTIVE – ENGLISH FOR COMMUNICATION - I**

**(For the students admitted from the year 2019-20)**

**QUESTION PAPER PATTERN**

**SEMESTER : I**

**SUBJECT CODE : 19SZ1**

Instructions	:	5	1 X 5 = 5
Directions	:	5	1 X 5 = 5
Leaving a message	:	10	2 X 5 = 10
Dialogue Writing	:	10	2 X 5 = 10
Technical Description:		10	2 X 5 = 10
General Description	:	10	2 X 5 = 10
<b>TOTAL</b>	<b>:</b>	<b>50</b>	

BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI – 600108.

B.A., B.Sc., B.Com

ENVIRONMENTAL STUDIES

சுற்றுச்சூழல் கல்வி

(For the students admitted from the year 2019-20)

HOURS PER WEEK: 3

SEMESTER: I

CREDITS: 2

SUBJECT CODE: 19EVS

**Objective**

1. To develop awareness about the environment and the interaction of various components.
2. To understand about various ecosystems.
3. To make an awareness about various effects of pollution and its management.
4. To create an awareness about the biodiversity and need for its conservation.

**Unit 1 : Introduction to Environment**

Components of environment –atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance

Ecosystem- Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession; Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems

**Unit 2 : Natural Resources: Renewable and Non-renewable Resources**

Land Resources- Land degradation, soil erosion and desertification.

Forest resources- Deforestation: Causes and impacts due to mining, dam building on environment,

Water resources- Use and over-exploitation of surface and ground water, floods, droughts,

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources

**Unit 3 : Biodiversity and Conservation**

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India, hotspots

India as a mega-biodiversity nation; Endangered and endemic species of India, Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

**Unit 4 : Environmental Pollution**

Environmental pollution : types, causes, effects and controls; Air, water, soil, chemical and noise pollution

Nuclear hazards and human health risks

Solid waste management: Control measures of urban and industrial waste.



### Unit 5 : Environmental Policies & Human Communities

Environment Laws : Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act  
Disaster management: floods, earthquakes, cyclones and landslides.  
Environmental movements: Chipko, Silent valley

#### Books for Study:

1. Odum, E.P., Odum, h.T. & Andrews, J.1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
2. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
3. Vijay Kumar Tiwari., 2017. *A Text Book of Environmental Studies*. Himalaya Publishing House.

#### Books for Reference:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
- Gadgil, M., & Guha, R.1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
1. Gleeson,B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
2. Gleick, P.H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
3. Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
4. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatement*. Oxford and IBH Publishing Co. Pvt. Ltd.
5. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
6. Rosencranz, A., Divan, S., & Noble, M.L. 2001. *Environmental law and policy in India*. Tripathi 1992.
7. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
8. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
9. [www.naewc.nic.in](http://www.naewc.nic.in)
10. [www.opcw.org](http://www.opcw.org)

**RIJARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108**  
**B.A ECONOMICS**

**CORE PAPER III MICROECONOMICS-II**

(For the students admitted from the year 2019-20)

**HOURS PER WEEK : 5**

**SEMESTER: II**

**CREDITS: 5**

**SUBJECT CODE: 19CLC**

**OBJECTIVES:**

- Students will able to learn how markets and other governance structures organize core Economic activities such as production and distribution.

**UNIT-I**

Costs-Fixed and Variable Costs-Average, Marginal and Total Costs -Short run and Long run Cost-Revenue, Marginal and Total Revenue

**UNIT-II**

Features of Perfect Competition -Equilibrium of the Firm and the Industry in Short run and Long run - Importance of Time Element

**UNIT-III**

Definition of Monopoly -Demand and Marginal Revenue -Effect of Monopoly-Regulation of Monopoly-Price Discrimination-Degrees of Discrimination

**UNIT-IV**

Oligopoly-Kinked Demand Curve -Collusion - Cartels and Price Leadership-Monopolistic Competition - Features - Product Differentiation- Market Equilibrium in Short run and Long run

**UNIT-V**

Rent - Ricardian theory of Rent- Quasi Rent - Wage - Wage Fund Theory - Marginal Productivity Theory of Wage - Interest - Loanable fund Theory - Keynes Liquidity Preference Theory of Interest- Profit- Schumpeter's Innovation Theory of profit.

**BOOK FOR STUDY**

1. Micro Economic Theory - Sankaran
2. Micro Economic Theory - M.L Jhingan

**REFERENCES**

1. Koutsyannis(2003).Modern MicroEconomics-Palgram Macmillan(UK)2nd Edition.
2. Gregory Maniw(2012) ,Principles of MicroEconomics Cengage India.
3. Richard Varian-Intermediary Micro Economics ,Affiliated East West Press.
4. Robert Pindyck and Daniel L.Rubinfeld (2001) Micro Economics,Macmillan
5. E.K Browning and JM Browning (2012).Micro Economics Theory and Applications



**BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108**

**B.A ECONOMICS**

**CORE PAPER IV INDIAN ECONOMY-II**

(For the students admitted from the year 2019-20)

**HOURS PER WEEK : 5**

**SEMESTER: II**

**CREDITS: 4**

**SUBJECT CODE: 19CLD**

**OBJECTIVES**

To make students to understand the various phases and growth of the Indian Economy.

**UNIT – I**

Role of Industry in Economic Development – Major Industry (Cotton, Iron & Steel, Sugar and Cement)

**UNIT – II**

Industrial Policy Resolution in India (1947, 1948, 1956, 1977, 1980, 1991, 2001)

**UNIT – III**

Roadways – Railways – Shipping – Airways – Transport Coordination.

**UNIT – IV**

Unemployment in India – Types of Unemployment – Causes of Unemployment – Various Employment Generation Programmes.

**UNIT – V**

New Economic Policy – Components of New Economic policy – Liberalization – Privatization – Globalization – NITI Ayog.

**BOOKS FOR STUDY:**

1. Indian Economy – Dutt and Sundharam
2. Indian Economy – S.Sankaran
3. Indian Economy- K.P.M Sundharam

**REFERENCES:**

1. Ahluwalia I.J and IMD Little (Eds.) 1998. India's Economic Reforms and development, Oxford University press, New Delhi.
2. Byres, T.J. (Eds.) 1997, The state development planning and Liberalization in India, Oxford University Press, New Delhi.
3. Kausik Basu (Eds.) 2012, Oxford companion to Indian Economy, New Delhi.
4. Uma Kapila (Eds.) 2017-18, Indian Economy since Independence, Academic foundation, New Delhi.

**BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108**

**B.A ECONOMICS**

**ALLIED II PRINCIPLES OF MARKETING**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK : 5**

**SEMESTER: II**

**CREDITS: 5**

**SUBJECT CODE: 19ALB**

**OBJECTIVES**

- To apply marketing theory and concepts to what marketers do in the "Real World"
- To use marketing concepts to make business decision

**UNIT-I**

Introduction to Marketing- Meaning - Classification- Features – Functions - Role of Marketing for Economic Development.

**UNIT-II**

Marketing Mix- Elements- Factors Affecting Marketing Mix - Marketing Process.

**UNIT-III**

Channels of Distribution- Meaning- Basic Channels of Distribution - Selection of a Suitable Channel - Factors Influencing the Selection of a Channel- Levels of Channel.

**UNIT-IV**

The Products – Meaning - Product Classification – Policies - Product Life Cycle - Stages of Product Life Cycle- Product Mix - Factors Determining the Products Mix-Product Mix Stages.

**UNIT-V**

Sales Promotion- Meaning- Objectives - Types of Sales Promotion Programmes - Advantages- - Salesmanship and Personal Selling – Advertisement – Types – Advantages & Disadvantages.

**BOOKS FOR STUDY:**

1. Phillip Kotler - Marketing
2. S. Balachndran - Excellence in service, Business publishing house, Bombay
3. Ravi Sankar - Service Marketing

**REFERENCES**

1. N. Ranjan Nair, C. B. Gupta 15<sup>th</sup> Edition (2012), Marketing Management: Text & Cases, Sultan Chand and Sons, New Delhi.
2. Sherlekar.S.A.(2017), Marketing Management, Himalaya Publishing House Pvt. Ltd, New Delhi.
3. V.S.Ramasamy and S.Namakumari (2017), Marketing Management – McGraw Hill Education, New Delhi.



**BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI – 600 108.**  
**B.A./B.Sc./B.Com.**

**SKILL BASED ELECTIVE – ENGLISH FOR COMMUNICATION - II**

(For the students admitted from the year 2019-20)

HOURS PER WEEK : 2

SEMESTER : II

CREDITS : 2

SUBJECT CODE : 19SZ2

**OBJECTIVE:**

- To equip the graduating students with skills essential for the workplace and facilitate a smooth mobility from the institution to the industry.

**ORAL COMPONENT**

**UNIT I**

Impromptu Talks

**UNIT II**

Group Discussion

**UNIT III**

Mock Interview (FAQs)

**WRITTEN COMPONENT**

**UNIT I**

Interviews

Managing nonverbal cues

**UNIT II**

Publicity Literature - Writing / Responding to Advertisements

**UNIT III**

Essay writing- Argumentative Essays (Guided)

Cell Phones/ Technology a boon or a bane

Role of youth in politics

Mother tongue as the medium of instruction

Dress code in colleges

Social Media - a distraction

Today's Youth- useless or used less?

**BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI – 600 108.**

**B.A./B.Sc./B.Com.**

**SKILL BASED ELECTIVE – ENGLISH FOR COMMUNICATION - II**

**(For the students admitted from the year 2019-20)**

**QUESTION PAPER PATTERN**

**SEMESTER : II**

**SUBJECT CODE : 19SZ2**

Paragraph Writing (Interviews & Group Discussion)	:	10	1 X 10 = 10
Advertisement Writing	:	10	2 X 5 = 10
Argumentative Essay	:	10	1 X 10 = 10
Report Writing	:	10	1 X 10 = 10
Letter Writing	:	10	1 X 10 = 10
<b>TOTAL</b>	:	<b>50</b>	



**BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI – 600108.**

**B.A., B.Sc., B.Com**

**VALUE BASED EDUCATION**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK: 3**

**SEMESTER: II**

**CREDITS: 3**

**SUBJECT CODE: 19VBE**

### UNIT I

Value Education – Introduction – relevance to present day – concept of human values – personal values – the qualities of humanity to be followed by an individual – self introspection – self esteem.

அறிமுகம் - மதிப்புக்கல்வி விளக்கம் - இன்றைய சூழலில் மதிப்புக்கல்வி - மனித நேயத்தின் கருத்துகள் (அல்லது) மனித மதிப்புகள் - தனிமனிதன் பின்பற்ற வேண்டிய மனித நேயப் பண்புகள் - சுய சோதனை - சுய மரியாதை.

### UNIT II

Family values – dependent – responsibility of the family - neutralization of anger – adjustability – threats of family life – status of women in family and society – the problems of day to day life faced by Indian women – caring for needy and elderly – the time allotment for sharing ideas and concerns.

குடும்பமும் குடும்பம் சார்ந்த மதிப்புகளும் - சார்ந்திருத்தல் - குடும்பத்தின் பொறுப்புகள் - கோபத்தைத் தணிப்பது - அனுசரித்துச் செல்வது - குடும்பத்திற்கு ஏற்படும் ஆபத்துகள் - ஆபத்துகளைப் போக்குவதற்கான வழிகள் - குடும்பத்திலும் சமுதாயத்திலும் பெண்களின் நிலை - தினசரி வாழ்க்கையில் இந்தியப் பெண்கள் சந்திக்கும் பிரச்சனைகள் - முதியோர் மற்றும் இயலாதோர் பாதுகாப்பும் பராமரிப்பும் - கருத்துப் பரிமாற்றத்திற்கு நேரம் ஒதுக்குதல்.

### UNIT III

Ethical values – professional ethics – mass media ethics – advertisement ethics – influence of ethics on family life – psychology of children and youth.

Social values – faith, service and secularism – social sense and commitment – students and politics.

நெறிமுறைகள் - தொழில் நெறிமுறைகள் - மக்கள் தொடர்புச் சாதனங்களின் நெறிமுறைகள் - விளம்பர நெறிமுறைகள் - நெறிமுறைகளும் குடும்பங்களும் - குழந்தைகள், இளைஞர்கள் இவர்களின் உளவியல்.

சமுதாய மதிப்புகள் - சமய சார்பற்ற நம்பிக்கை, சேவை, மதச்சார்பின்மை - சமூகச் சிந்தனைகளும், கடமைகளும் - மாணவர்களும் அரசியலும்.

#### UNIT IV

Consumer's awareness, rights, responsibilities. Global issues – effect of international affairs on values of life – issues of globalization – modern warfare and terrorism – mutual respect for different culture, religion and their values.

நுகர்வோர் விழிப்புணர்ச்சி, உரிமைகளும், கடமைகளும் - உலகம் சார்ந்த மதிப்பு - உலக நிகழ்வுகளால் ஏற்படும் தாக்கங்கள் - உலக அளவில் ஏற்படும் மாற்றம் - நவீன போர் முறையும் தீவிரவாதமும் - பிற மதங்கள் கலாசாரம் இவற்றை மதித்தல்.

#### BOOK FOR STUDY

மதிப்புக் கல்வி

K.R லக்ஷ்மிநாராயணன்

ம. உமாமகேஸ்வரி

நெல்லையப்பர் பதிப்பகம்,

நெ.7, பிளாட் 7 கதவு எண் 91

39 ஆவது தெரு, நங்கநல்லூர்,

சென்னை - 600 0611.

#### BOOK FOR REFERENCE

Value Education

Prof. N.S. Raghunathan M.A., M.Phil.

MARGHAM PUBLICATIONS.

T.NAGAR, CHENNAI - 17.

**BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108**

**B.A ECONOMICS**

**CORE PAPER V STATISTICAL METHODS -I**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK : 4**

**CREDITS: 4**

**SEMESTER: III**

**SUBJECT CODE: 19CLE**

**OBJECTIVES:**

- To impart knowledge on data collection and application of statistical methods in Economics and Research Fields

**UNIT -I**

Introduction – Nature and Scope of Statistics – Uses - Limitations of Statistics  
Collection of Data - Primary and Secondary Data (Theory)

**UNIT-II**

Census vs Sampling- Random and Non Random Sampling Methods - Classification of Data – Tabulation - Frequency Distribution – Methods of Constructing Class Intervals in a Frequency Distribution (Theory)

**UNIT - III**

Diagrammatic Presentation of Data - Types- Bar Diagram -Rectangular Diagram - Pie Diagram - Graphical Presentation of Data – Histogram – Frequency Polygon, Frequency Curve - Ogive. (Problem and Theory)

**UNIT - IV**

Mean- Median – Quartiles - Percentiles – Deciles - Mode - Requisites of a Good Average (Problem and Theory)

**UNIT - V**

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation – Lorenz Curve - Relative Merits and Demerits (Problem and Theory)

**BOOK FOR STUDY:**

1. Pillai and Bhagawathi (2019) - Statistics Theory and Practice
2. Gupta S.P (2010), Statistics Methods. (S Chand & Co, New Delhi)..
3. Poornam- Pulliyial
4. Gurusamy- Pulliyial

**REFERENCES**

1. H. C. Saxena. (2016), Elementary Statistics, S Chand and company, New Delhi,
2. Elhance D.N. (2004), Fundamentals of Statistics (KitabMahal, New Delhi).
3. Gupta S.C. (2006), Fundamentals of Statistics (Himalaya, New Delhi).
4. Agarwal – Mathematical and Statistical Methods



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**B.A ECONOMICS**

**CORE PAPER - VI MODERN BANKING AND INSURANCE**

(For the students admitted from the year 2019-20)

**HOURS PER WEEK : 5**

**SEMESTER: III**

**CREDITS: 4**

**SUBJECT CODE: 19CLF**

**OBJECTIVES:**

To gain knowledge on the functioning of commercial banks, Reserve Bank of India, the Insurance Organizations in India, kinds of life policies and various Acts related to insurance

**UNIT I**

Commercial Bank - Functions — Credit Creation - ATM- e - Banking - Nationalisation of Commercial Banks.

**UNIT II**

Central Bank → Functions- Role of Central Bank in Economic Development – Methods of Credit Control – Recent Government Policy Measures - Demonetization

**UNIT III**

Functions of Insurance – Principles of Insurance - Role of Insurance in Economic Development.

**UNIT IV**

Life Insurance vs Non- Life Insurance – Procedure for Effecting Life Insurance – Kinds of Life Policies – Procedure for Settlement of Claims in Life Insurance

**UNIT V**

The Insurance Act, 1938 - Life Insurance Corporation Act, 1956 – The General Insurance Business (Nationalization) Act, 1972 – Insurance Regulatory and Development Authority Act, 1999 (IRDA) - Consumer Protection Act, 1986.

**BOOKS FOR STUDY**

1. Murthy A. (2012). Elements of Insurance. Margham Publications, Chennai.
2. Jhingan M.L.. (2008). Monetary Economics. Vrinda Publications (P) Ltd., Delhi.
3. Gaurav Datt and Ashwani Mahajan, (2018). Datt & Sundaram's Indian Economy, S.Chand and Company Limited, New Delhi.

**REFERENCE:**

1. Srivastava (2013). Banking Theory And Practice. Himalaya Publishing House, New Delhi.
2. Black K.Jr and H.D.Skipper Jr. (2000). Life and Health Insurance. Prentice Hall, Upper Saddle River New Jersey.
3. Finsinger, J. and M.V. Pauly (Eds.) (1986). The Economics of Insurance Regulation : A Cross National Study, Macmillan London.
4. Insurance Institute of India. Life Assurance Underwriting, (IC-22), Mumbai.

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**B.A ECONOMICS**

**ALLIED-III AGRICULTURAL ECONOMICS**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK :5**

**CREDITS: 5**

**SEMESTER:III**

**SUBJECT CODE: 19AL**

**OBJECTIVES**

To gain knowledge on agricultural production & labour problems, Unemployment, sources of finance and policies related to Agriculture.

**UNIT -I**

Scope and Signification of Agriculture - Traditional Agriculture and Its Modernization - Role of Agriculture In India's Development- Inter - Sectoral linkage – An Overview

**UNIT -II**

Productivity Trends; Low production and Productivity:- Causes, Consequences and Measures – Role of Technology - Green Revolution- Five Year plans in Agriculture.

**UNIT -III**

Agricultural Labour – Types – Features – Problems – Causes for the Growth of Agricultural Labour -Rural Unemployment - Types.

**UNIT -IV**

Agricultural Finance – Meaning –Types – Sources and Problems of Agricultural Finance - Role of Commercial Banks - NABARD in Rural Finance - Agricultural Market in India –Regulated market - Co - Operative Market.

**UNIT -V**

Agricultural Policy – Objectives – Instruments – Types - Food Problems- Causes – Measures – PDS – Food Security in India.

**BOOKS FOR STUDY:**

1. Indian Economy- Dutt & Sundharam
2. Agricultural Economy of India- Malrika singh

**REFERENCES:**

1. I.C Dhingra (2017) – Indian Economy, sultan chand & sons publication, New Delhi
2. Ashok Rudra (1982), Indian Agricultural Economics: Myths and realities (Allied Publishers, New Delhi)
3. Dantwala M.L(ed)(1991), Indian Agricultural Development Since Independence(Oxford and IBH Publishing company private limited . New Delhi).



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**B.Sc.B.A.B.COM**

**SKILL BASED ELECTIVE – III**

**COMPUTING SKILLS-BASIC**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK : 2**

**CREDITS: 2**

**SEMESTER : III**

**SUBJECT CODE : 19SZ3**

### **UNIT I**

Introduction to computers – characteristic of computers – computer generation – basic computer organization.

### **UNIT II**

Processor and memory: Central Processing Unit – control unit – Arithmetic and Logic Unit (ALU) – instruction set – registers.

Main memory: main memory organization – RAM, ROM, PROM & EPROM.

### **UNIT III**

Word processing: Creating a word document – saving word document – applying basic formatting – applying bulleted and numbers lists – using Find, Replace, Spell checker, Headers and Footers.

### **UNIT IV**

Spreadsheets: Creating a new excel work book – saving excel work book – adding data to cells – insertion and deletion of cells – working with tables and charts – formulas and functions.

### **References:**

- Computer fundamentals, 4<sup>th</sup> edition, Pradeep, K. Singh and Priti Sinha, BPB publications.
- Microsoft 2003, Jenifer Ackerman Kettell, Guy Hat, Davis Curt Simmons, Tata McGraw Hill.

**BHARATHI WOMENS COLLEGE (AUTONOMOUS) CHENNAI-600108**

**B A ECONOMICS**

**NON MAJOR ELECTIVE-I TAMILNADU ECONOMY**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK: 2**

**SEMESTER: III**

**CREDITS:2**

**SUBJECT CODE :19NLI**

**OBJECTIVES:**

To provide basic understanding on Tamil Nadu economy for non- economic students

**UNIT –I**

The Geographical Features of Tamil Nadu – Natural Resources in Tamil Nadu: Land, Forest, Water, Fisheries and Minerals

**UNIT –II**

Trends in State Income – Sectoral Contribution

**UNIT –III**

Small Scale Industries in Tamil Nadu –Industrial Estates in Tamil Nadu- a Brief Study

**UNIT –IV**

Transport –Types –Importance –Communication –Types significance

**UNIT –V**

Poverty and Unemployment –Poverty in Tamil Nadu -Magnitude and Trends in Rural and Urban.

**BOOKS FOR STUDY**

- Dhingral.C., The Indian economy , sultan chand New Delhi,2010
- Naganathan M (2002), Tamil Nadu Economy: Trends and prospects, University Of Madras.

**REFERENCES:**

- Leonard A C (2006) , Tamil Nadu Economy, Macmillan India Ltd, New Delhi
- Manickam.S(2006), Economic development of Tamil Nadu in perspective,Uyirmai,Chennai.78
- MIDS (1988) , Tamil Nadu Economy : Performance and Issues, Oxford and IBN Publishing Co. Pvt. Ltd., New Delhi
- Naganathan M (2002), Tamil Nadu Economy: Trends and prospects, University Of Madras.



**OBJECTIVES:**

To impart knowledge on statistical methods like, skewness, correlation, regression, index numbers and analysis of time series.

**UNIT - I**

Tests of Skewness - Absolute and Relative Measures of Skewness - Karl Pearson's Coefficient of Skewness - Bowley's Coefficient of Skewness - Kelly's Coefficient of Skewness ( Problem and Theory )

**UNIT - II**

Correlation - Simple Correlation - Methods of studying Correlation - Scatter Diagram - Simple Graphic Method - Karl Pearson's Coefficient of Correlation - Spearman's Rank Correlation Coefficient, Concurrent Deviation Method ( Problem and Theory )

**UNIT - III**

Simple Regression Equations - Regression Coefficients - Distinction between Correlation and Regression. ( Problem and Theory )

**UNIT - IV**

Index Numbers - Problems in the Construction of Index Numbers - Unweighted Index Numbers- Simple Aggregative Method - Simple Average of Relatives Method - Weighted Index Numbers - Weighted Aggregative Method - Laspeyer's Method - Paasche's Method - Fisher's Method - Marshall - Edgeworth's Method - Weighted Average of Relatives Method - Cost of Living Index. ( Problem and Theory )

**UNIT - V**

Analysis of Time Series - Components of Time Series - Methods of Measuring Trend - Free Hand Method - Method of Semi - Average - Moving Average Method - Method of Least Squares ( Problem and Theory )

**BOOK FOR STUDY:**

1. Pillai and Bhagawathi - Statistical Methods
2. S.P. Gupta (2009) - Statistical Methods.
3. Poornam- Pulliyial
4. Gurusamy- Pulliyial

**REFERENCES**

1. H. C. Saxena. (2016). Elementary Statistics. S Chand and company, New Delhi.
2. Elhance D.N. (2004). Fundamentals of Statistics (KitabMahal, New Delhi).
3. Gupta S.C. (2006). Fundamentals of Statistics (Himalaya, New Delhi).
4. Gupta S.P (2010). Statistics Methods. (S Chand & Co, New Delhi).

CORE PAPER - VIII MONETARY ECONOMICS

(For the students admitted from the year 2019-20)

HOURS PER WEEK : 5

SEMESTER: IV

CREDITS: 4

SUBJECT CODE: 19CLH

OBJECTIVES:

To create an understanding link between monetary policy, financial markets and the real economy

UNIT -I

Definition of Money- Evolution of Money- Kinds - Functions - Significance

UNIT -II

Value of Money- Meaning- The Quantity Theory of Money (Fisher) – Cash Balance (Cambridge) Approach- Keynes's Liquidity Preference Theory - Milton Friedman's Restatement of Quantity Theory of Money.

UNIT -III

Inflation- Definition – Types of Inflation- Inflationary Gap- Control of Inflation – Measures of Inflation

UNIT -IV

Monetary Standards- Meaning – Types- Gold Standard- Features-Merits – Demerits- Paper Currency Standard- Features - Merits – Demerits- Principle of Note Issue – Methods of Note Issue.

UNIT -V

Business cycle- Meaning- Phases of Business cycle- Types of Business cycle- Keynes theory of trade cycle – The Innovation theory (Schumpeter)- Hicks theory of trade cycle.

BOOK FOR STUDY:

1. Jhingan M.L.(2004), Monetary Economics , (Konark Publication, New Delhi).
2. Gupta R.D.(1995), Keynes and post Keynesian Economics, (Kalyani Publishers, New Delhi).

REFERENCES:

1. Vaish M.C. (2004), Money, Banking and International Trade, (New Age International (P) Ltd, New Delhi).
2. Sundaram K.P.M.(1996), Money , Banking and International Trade.(Vikas , New Delhi).
3. Basil J. Moore (1965), An Introduction to the theory of Finance, (Oxford University Press)
4. S.K. Basu (1975), Recent Banking Development ,(Chand and Co., New Delhi)
5. Glower R.W.(1955). (Edited) Monetary theory (Penguin Edition, New Delhi).
6. Jhonson Harry (1957), Essays in Monetary Economics (George Allen Unwin).
7. Sayers R.S. (1920), Modern banking (Oxford University Press, New Delhi).



**BIHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108**  
**B.A ECONOMICS**

**ALLIED- IV ECONOMIC DEVELOPMENT OF TAMILNADU**

(For the students admitted from the year 2019-20)

**HOURS PER WEEK : 5**

**SEMESTER: IV**

**CREDITS: 5**

**SUBJECT CODE: 19ALD**

**OBJECTIVES**

- To study economic profile of Tamil Nadu with Demographic, agricultural, industrial and infrastructural indicators.

**UNIT -I**

The Geographical Features of Tamil Nadu – Resource Endowments – (Land, Forest, Water, Marine and Minerals) – The Place of Tamil Nadu in National Economy.

**UNIT -II**

Demographic Trends in Tamil Nadu. Density, Literacy, Birth and Death Rate – Population Policy 2001 – Urbanization – Unemployment and Poverty Alleviation Programmes in Tamil Nadu.

**UNIT -III**

Agriculture – Cropping Pattern – Irrigation – Agriculture Development in Tamil Nadu – Green Revolution – Agriculture Marketing: Regulated Markets and Co-operative Marketing – Non-Farm Activities in Tamil Nadu – Food Security and Public Distribution System.

**UNIT -IV**

Trends in Industrial Development in Tamil Nadu – Factors contributing to Industrial Development in Tamil Nadu – Small Scale Industries: Role, Problems, Promotional Measures for SSI – Economic Liberalization and Industrial growth.

**UNIT -V**

Transport: Roadways, Railways and Water Ways – Performance of Public Sector Transport- Performance and Evaluation of Health, Education in Tamil Nadu – Power Development of Tamil Nadu – Rural Electrification – Social Welfare Programmes for Women in Tamil Nadu.

**BOOKS FOR STUDY**

1. Dhingra, C., The Indian economy, Sultan Chand New Delhi, 2010
2. Naganathan M (2002), Tamil Nadu Economy: Trends and prospects, University Of Madras.

**REFERENCES:**

1. Leonard A C (2006), Tamil Nadu Economy, Macmillan India Ltd, New Delhi
2. Manickam, S (2006), Economic development of Tamil Nadu in perspective, Uyirmai, Chennai. 78
3. MIDS (1988), Tamil Nadu Economy : Performance and Issues, Oxford and IBN Publishing Co. Pvt. Ltd., New Delhi
4. Perumalsamy – Economic Development of Tamilnadu



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**B.Sc/B.A/B.Com.**

**SKILL BASED ELECTIVE - PERSONALITY DEVELOPMENT**

(For the students admitted from the year 2019-2020)

**HOURS/WEEK : 2**

**CREDITS : 2**

**SEMESTER : IV**

**SUBJECT CODE: 19SZ4**

**OBJECTIVES:**

To provide the strategy for the growth of an individual. To create an awareness of interpersonal relations. To familiarize with the knowledge regarding the various causes of stress, types of stresses and various stress management strategies.

**UNIT-1: Introduction to Personality Development:**

Meaning of personality - Components of personality - Determinants of personality - Personality type - Role of personality development - Features of personality development- Need or Skills for personality development - Ways to develop personality - Tips to improve personality and lifestyle.

**UNIT-2: Self Awareness and Self Motivation:**

Components of Self Awareness - Importance of Self Awareness-Developing Self Awareness - Self Motivation in life - Self Motivation techniques - Steps for Self Motivation- Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem.

**UNIT-3: Interpersonal Relationships and Stress Management:**

Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours – Lateral thinking - Table Manners – Table Etiquettes in Multicultural Environment- Do's and Don'ts of Table Etiquettes - Stress Management – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress.

**UNIT - 4: Time Management, Leadership and Decision Making:**

Planning & Goal Setting - Dealing with other people - Analysis of goals and objectives - Systemization of processes – Prioritization- Leadership and qualities of a successful leader – Decision making steps for making an effective decision - Guideline to problem solving and decision making.

**UNIT -5: Communication and Group Discussion:**

Communication – Definition – Importance of communication – Process of communication - Communication Symbols – Communication network – Barriers in communication – Overcoming Communication Barriers - Group Discussion – Meaning – Personality traits required for Group Discussion- Process of Group Discussion.

**BOOKS FOR STUDY:**

1. Dr.K.R.Dhanalakshmi & Prof.N.S.Raghunathan, Personality Enrichment, Margham Publications, 2012.
2. Stephan P.Robbins, Organisational Behaviour, Tenth Edition, Prentice Hall of India Private Limited, New Delhi,2008.
3. Hurlock, E.B , Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill, 2006.
4. Heller, Robert., Effective leadership. Essential Manager series. Dk Publishing, 2002.

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B.A ECONOMICS

NON- MAJOR ELECTIVE -II PRINCIPLES OF ECONOMICS

(For the students admitted from the year 2019-20)

HOURS PER WEEK :2

SEMESTER:IV

CREDITS: 2

SUBJECT CODE: 19NL2

**OBJECTIVES:**

It will make to understand the basic concept of Economics for non-Economics students.

**UNIT: I**

Introduction - Wealth, Welfare and Scarcity Definition - Scope of Economics - Basic Problems

**UNIT - II**

Difference between Micro and Macro Economics - Importance of Micro and Macro Economics - Static and dynamic Concepts - Deduction and Induction methods.

**UNIT - III**

Definition and Meaning of Public Revenue - Sources of public revenue - definition and Characteristics of tax - Public Expenditure: Meaning and Types.

**UNIT - IV**

International trade - Meaning - Importance - Difference between International and Inter regional trade - Balance of Payments and Terms of Trade.

**BOOKS FOR STUDY:**

- Principles of Economics - M.L. Jhingan

**REFERENCE:**

1. Micro economics theory - K. K. Dewatt
2. A text book of economics theory - Stonier and Hague
3. Principles of economics - M.L Seth
4. Business economics - prof. Jothisivagnanam and prof. Srinivasans



**BIHARATHI WOMENS COLLEGE (AUTONOMOUS) CHENNAI-600108**

**B A ECONOMICS**

**CORE PAPER IX MACRO ECONOMICS-I**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK: 6**

**SEMESTER: V**

**CREDITS: 5**

**SUBJECT CODE :19CLJ**

### **OBJECTIVES**

- To identify the key macroeconomic indicators and to measure the economic change, growth and development.

#### **UNIT-I**

Nature and Scope of Macro Economics -Importance of Macro Economics - Limitations of Macro Economics – Macro Static and Dynamics

#### **UNIT –II**

Definition of National Income –Concepts of National Income-Gross National Product (GNP) –Net National Product (NNP) –Measures of National Income –Difficulties in the Measurement of National Income –Uses of National Income Estimates

#### **UNIT –III**

Classical Theory of Income and Employment –Say's Law –Wage and Price Flexibility - Concepts of Aggregate Demand and Aggregate Supply-Keynes Criticism of Classical Theory

#### **UNIT -IV**

Meaning of Consumption Function – Average and Marginal Propensity to Consume – Determinants of the Consumption – Keynes' Psychological Law of Consumption –Measures to Raise the Propensity to Consume.

#### **UNIT –V**

Concepts of Investment –Autonomous and Induced Investment –Factors determining Investment – The Marginal Efficiency of Capital –Marginal Efficiency of Investment

### **BOOK FOR STUDY**

1. Macro Economics Theory-M.L.Jhingan
2. Macro Economics - Sankaran

### **REFERENCE:**

1. Macro Economics Analysis –Edward Shaprio
2. Macro Economics –Dernberg And Medougal
3. Introduction To Post Keynesian Eco –R.D.Gupta
4. Macro Economics Theory-M.C.Vaish
5. Macro Economics-M.L.Seth



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**B.A ECONOMICS**

**CORE PAPER -X PUBLIC FINANCE -I**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK :6**

**CREDITS:5**

**SEMESTER:V**

**SUBJECT CODE:19CLK**

**OBJECTIVES**

To provide understanding of basic concepts related to revenue, expenditure, debt, budget, and fiscal federalism.

**UNIT-1**

Definition- Role of Public Finance- Distinction Between Public Finance and Private Finance- Principles of Maximum Social Advantage.

**UNIT-2**

Public and Private Expenditure- Classification- Effects on Production and Distribution- Major Item of Expenditure of the Central and State- Reason for Public Expenditure.

**UNIT-3**

Meaning and Source of Public Revenue -Direct and Indirect ,Proportional, Progressive, Regressive, Single and Multiple Taxation- Objective of Taxation, Canons of Taxation, Features of Good Tax System- Effects on Taxation on Production, Consumption and Distribution- Theories of Taxation -Cost of Service, Benefit and Ability Theories- Impact- Incidence and Shifting of Taxes- Taxable Capacity in India.

**UNIT-4**

Taxes on Income and Expenditure- Capital Gain Tax- Death Duties- Commodity Taxation- Custom Duty- Value Added Taxes- Goods And Service Tax(GST).

**UNIT-5**

Meaning- Public Debt- Causes of Public Debt - Classification of Public Debt - Effects -Redemption of Public Debt- Features of Indian Public debt

**BOOK FOR STUDY**

1. Public Finance – Dr. B.P Tyagi & Dr. H.P Singh
2. Fiscal Economics – S.Sankaran
3. An Introduction to Public Finance- Dr. Bose and Dr. Marimuthu

**REFERENCE:**

1. Public Finance – T.N Hajela
2. Fiscal policy and economic development In India –R.N.TRIPATHY
3. Budget At A Glance –Govt .Of India
4. Sundaram, K.P.M & Andley K.K. (1998). Public Finance in theory and Practice S.Chand& Co, New Delhi).

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**B.A ECONOMICS**

**CORE PAPER - XI INTERNATIONAL ECONOMICS -I**

(For the students admitted from the year 2019-20)

**HOURS PER WEEK :6**

**SEMESTER: V**

**CREDITS: 5**

**SUBJECT CODE: 19CLL**

**OBJECTIVES**

The objective of this course is to provide a foundation in International trade theory and enable the students to apply this theory to the study of issue in Globalisation, economic integration, and trade policy.

**UNIT-I**

Meaning and Nature of International Trade- Difference Between Inter-regional and International Trade- Salient Features – Advantages – Disadvantages.

**UNIT-II**

Theories of International Trade- Adam smith- Ricardo- Heberler- Heckscher and Ohlin.

**UNIT-III**

Terms of Trade- Meaning- Types - Determinants of Terms of Trade - Factor Affecting Terms of Trade.

**UNIT-IV**

Export Management – Meaning- Function- Export Procedure and Documents- Export Promotion.

**UNIT-V**

IMF - Objectives - Functions - SDR - IBRD - Objectives - Functions - Performance - WTO - Objectives - Functions - India and WTO - TRIPs, TRIMs.

**BOOK FOR STUDY**

1. Gupta K.R. — International Trade
2. Jhingan M.L. — International Trade
3. Mitham D.M. - International Trade

**REFERENCE:**

1. Bhagwati . J. (Ed) (1981), International Trade, Selected Readings, Cambridge, University Press.
2. Carbough. R.J (1999), International Economics, International Thompson Publishing, New York.
3. Chacoliades. M.s. (2000), International Trade: Theory and policy, McGraw Hill,
4. Vaish M.C. and Sudama Singh — International Economics.
5. Dunn, R.M. and J.H. Mutti (2000), International economics, Rouledge London.

**BIARATHI WOMENS COLLEGE (AUTONOMOUS) CHENNAI-600108**

**B A ECONOMICS**

**CORE PAPER - XII HISTORY OF ECONOMIC THOUGHT**

**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK:6**

**SEMESTER: V**

**CREDITS:5**

**SUBJECT CODE :19CLM**

**OBJECTIVES**

It will help the student to understand how economic thought is evolved over time and to compare the contribution of main school of Economists

**UNIT-1**

Nature and Significance of the History of Economic Thought- Classical School – Adam Smith – Malthus – David Ricardo – J.B. Say – J.S. Mill.

**UNIT – II**

Socialism – Karl Marx's Contribution to Economic Theories.

**UNIT- III**

Neo Classical – Alfred Marshall's Contribution to Economics

**UNIT-IV**

Welfare Economics – Old Welfare Economics – Pigou – New Welfare Economics – Pareto – J.R. Hicks – Paul Samuelson

**UNIT – V**

Indian Economic Thought – Dadabhai Naoroji – Gandhiji, - Dr. B. R. Ambedkar – Jawaharlal Nehru– Amartya Sen

**BOOKS FOR STUDY**

- |                                       |   |                |
|---------------------------------------|---|----------------|
| 1. History of Indian Economic Thought | - | Dr. Loganathan |
| 2. History of Economic Thought        | - | Srivatsava     |

**Reference:**

- |                                    |   |                           |
|------------------------------------|---|---------------------------|
| 1. Economic Thought                | - | Gide and Wrist            |
| 2. Economic Thought                | - | Eric Roll                 |
| 3. Development of Economic Thought | - | A Grey                    |
| 4. Indian Economic Thought         | - | Dr. B. Shanmugha Sundaram |



**BHARATHI WOMENS COLLEGE (AUTONOMOUS) CHENNAI-600108**  
**B A ECONOMICS**

**CORE ELECTIVE I - MANAGERIAL ECONOMICS**

(For the students admitted from the year 2019-20)

**HOURS PER WEEK: 6**

**CREDITS:5**

**SEMESTER: V**

**SUBJECT CODE :19ELA**

**OBJECTIVES**

- To provide a solid foundation of economic understanding to make logical managerial decisions

**UNIT-I**

Introduction - Meaning, Scope and Application of Managerial Economics -  
Fundamental Concepts and Decision Making - Role of Managerial Economist

**UNIT-II**

Profit - Theories of Profit- Accounting Profit and Economic Profit, Break Even  
Analysis -Usefulness and Limitations

**UNIT III**

Meaning and Need for Capital Budgeting-Steps Involved in Capital Budgeting- Forms  
of Capital Budgeting-Problems in Capital Budgeting-Demand and Supply of Capital-Capital  
Rationing

**UNIT IV**

Project Profitability- Methods of Project Appraisal - Importance

**UNIT V**

Pricing Methods -Objectives of Pricing Decision - Cost Plus Pricing- Target pricing,  
Pricing Over life Cycle of the Product

**BOOKS FOR STUDY**

1. Managerial Economics-R.Cauveryand Sudha Nayak.
2. Managerial economics-M.L Jhingan

**REFERENCES**

1. Modern Economic theory-Dewett.K.M
2. Managerial Economics-Dr.Mithani.D.M
3. Managerial Economics-R.Cauveryand Sudha Nayak.
4. Managerial economics-M.L Jhingan

**BIHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108**  
**B.A ECONOMICS**

**CORE ELECTIVE I - CONSUMER RIGHTS AND AWARENESS**

(For the students admitted from the year 2019-20)

**HOURS PER WEEK : 6**

**CREDITS: 5**

**SEMESTER: V**

**SUBJECT CODE: 19ELB**

**Objectives:**

- To familiarise the rights and responsibilities of the consumer and also to provide understanding the social frame work of consumer rights and legal frame work of protecting consumer.

**Unit - I**

Consumerism - Definition - Meaning - Reasons for Consumerism - Legislations for Consumer Protection - Introduction to Consumer Protection Act 1986 - Amendments - features.

**Unit - II**

Legal Provisions Relating to Consumer Rights - Consumer Protection Act, 1986 - Prevention of Food Adulteration Act, 1954 - The Standards of Weight and Measures Act, 1958 - Monopolies and Restrictive Trade Practice Act, 1984 - Agricultural Products Grading and Marketing Act, 1937 - Filing of Consumer Complaints - Procedures and Regulatory Authorities.

**Unit - III**

Consumer Redressed Forums - District Level - State Level - Powers and Functions - Complaint - Consumer Dispute - Unfair Trade Practice.

**Unit - IV**

Consumer Movements - Reasons for Consumer Movements - Evolution of Consumer Movement in India - Reasons for Slow Growth of Consumer Movement.

**Unit - V**

Consumer satisfaction - Customer care Responsibilities in Private and Public sector - Consumer Awareness Building and Consumer Education - Communication - Ethics in Advertising.

**BOOKS FOR STUDY**

1. Prof. RakeshKhanna (2005), Consumer protection Laws Central Law Agency, New Delhi.

**REFERENCES**

1. Avatar singh(2007), Law of Consumer Protection Eastern book company, New Delhi.
2. BalakrishnaEradi(2010), Consumer Protection - Jurisprudence Lexis Nexis Butter worth publishing, New Delhi.



**CORE ELECTIVE I - TOURISM, PRINCIPLES AND PRACTICE**  
(For the students admitted from the year 2019-20)

**HOURS PER WEEK : 6**  
**CREDITS: 5**

**SEMESTER: V**  
**SUBJECT CODE:19ELC**

**Objectives:**

- To develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular

**UNIT -1**

Definition and Fundamentals of Tourism – Concept of Domestic and International Tourism – Components of Tourism – Role of Market – Demand and Supply Factors Influence Tourism Development

**UNIT -2**

History of Tourism - Ancient Times –Middle Ages – Modern Period between Two World War – Tourism in Contemporary Times – Technological Advances – Tourism Through the Ages - Classification of Tourism – Economic, Social, Cultural and Environmental Impact – Tourist Resources in India – Types of Resources – Land Reforms – Art and Architecture, Monuments, Sculptures – Fairs and Festivals.

**UNIT-3**

The Tourism as an Industry – its Employment Potential – Tourism and International Trade – Economic Importance – Tax Benefits – Revenue to the State

**UNIT- 4**

Classification of Tourism – Historical and Cultural Tourism and – Pilgrimage Tourism – Convention Tourism – Eco – Wildlife, Pleasure, Health and Sports Tourism – Major Services Transport – Land (rail and road) – Air – Water – Travel Agency Other Segments – Service Industry.

**UNIT- 5**

Tourism Administration of India – Ministry of Tourism – Aims, Objectives – Functions – State Tourism Departments – Public Sector Agencies – ITDC, TTDC, Private Travel Agencies – Future Prospects of Tourism

**BOOKS FOR STUDY**

- R. K. Sinha : Growth and development of modern tourism

**BOOKS FOR REFERENCES**

- K. Bhatia : Tourism Development – Principles and Practices
- G. Richards : Tourism and the Economy



**BHARATHI WOMENS COLLEGE (AUTONOMOUS) CHENNAI-600108**  
**B A ECONOMICS**

**CORE PAPER XIII MACRO ECONOMICS-II**  
**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK:6**  
**CREDITS:5**

**SEMESTER: VI**  
**SUBJECT CODE :19CLN**

**OBJECTIVES**

- To identify the key macroeconomic indicators and to measure the economic change, growth and development

**UNIT-I**

The Classical vs Keynesian Theory of Income and Employment- Classical Theory of Employment - Keynesian Assumption and Techniques in underdeveloped countries.

**UNIT- II**

Concepts of Multiplier –Investment Multiplier- Operation of Multiplier-Assumption of Multiplier – Leakages of Multiplier –Importance of Multiplier–Principle of Acceleration -Operation of Acceleration -Interaction of Multiplier and Acceleration.

**UNIT -III**

Meaning – Phases of Business Cycle – Types of Business Cycle –Keynes Theory of Trade Cycle –Samuelson Model of Trade Cycle

**UNIT -IV**

Product Market Equilibrium – Money Market Equilibrium - Derivation of IS-LM Curves - General Equilibrium Analysis – Changes in General Equilibrium.

**UNIT-V**

Macro Economic Policy – Objectives of Macro Economic Policy – Instruments of Macro Economic Policy.

**BOOK FOR STUDY:**

1. Macro Economics Theory-M.L.Jhingan
2. Macro Economics - Sankaran

**REFERENCE:**

1. Macro Economics Analysis –Edward Shaprio
2. Macro Economics –Dernberg And McDougal
3. Introduction To Post Keynesian Eco –R.D.Gupta
4. Macro Economics Theory-M.C.Vaish
5. Macro Economics-M.L.Seth

**BIJARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI -600108**  
**B.A ECONOMICS**

**CORE PAPER -XIV PUBLIC FINANCE -II**  
**(For the students admitted from the year 2019-20)**

**HOURS PER WEEK :6**  
**CREDITS:5**

**SEMESTER:VI**  
**SUBJECT CODE:19CLP**

**OBJECTIVES**

To provide understanding of basic concepts related to revenue, expenditure, debt, budget, and fiscal federalism.

**UNIT -I**

Meaning -Objectives -Instruments of Fiscal policy -Limitations -Fiscal Policy in India

**UNIT -II**

Techniques - Objectives- Procedure of Budgeting - Types of Budget -Balance and Unbalance Budget -Revenue and Capital Budget - Performance Budgeting - Zero Based Budgeting

**UNIT -III**

Meaning -Principles of Federal Finance -Methods of Inter Governmental Financial Transfers -Role of Finance Commission - Function and Recommendations -Recent Finance Commission

**UNIT -IV**

Meaning - Definition -Objectives -Effect of Deficit Financing - Limits-Deficit Financing as a Source of Plan - Deficit Financing in the Five Year Plans -New Concept of Deficit Used in India

**UNIT-V**

Local bodies and their Functions -Village Panchayats, Panchayat Union and District Local Bodies -Municipalities, Municipal Corporation, Source and Finance of Local Bodies.

**BOOK FOR STUDY**

1. Public Finance - Dr. B.P Tyagi & Dr. H.P Singh
2. Fiscal Economics - S.Sankaran
3. An Introduction to Public Finance- Dr. Bose and Dr. Marimuthu

**REFERENCE:**

1. Public Finance - T.N Hajela
2. Fiscal policy and economic development In India -R.N.TRIPATHY
3. Budget at a Glance -Govt .Of India
4. Sundaram, K.P.M &Andley K.K. (1998), Public Finance in theory and Practice S.Chand& Co, New Delhi).



CORE PAPER -XV INTERNATIONAL ECONOMICS -II

(For the students admitted from the year 2019-20)

COURS PER WEEK :6  
EDITS: 5

SEMESTER: VI

SUBJECT CODE: 19CLQ

OBJECTIVES

The objective of this course is to provide a foundation in International trade theory and enable the students to apply this theory to the study of issue, in Globalisation, economic integration, and trade policy.

UNIT - I

Trade Policies – Free Trade vs Protection – Causes For and Against Free Trade and Protection –Tariff and Its Effects.

UNIT - II

Balance of Payment – Balance of Trade and Balance of Payment – Disequilibrium – Causes for the Disequilibrium in the Balance of Payments – Measures for the Removal of Disequilibrium

UNIT- III

Foreign Exchange – Meaning – Stable and Flexible Exchange Rate – Foreign Exchange Market- Functions- Purchasing Power Parity Theory.

UNIT- IV

International Capital Movement – Meaning – Types- Factors Affecting International Capital Movements

UNIT - V

Foreign Capital in India – Government Policy towards Foreign Capital – Impact of Foreign Capital on Economic Development of India - FDI.

BOOK FOR STUDY

1. Gupta K.R. — International Trade
2. Jhingan M.L — International Trade
3. Mithani D.M. - International Trade

REFERENCE:

1. Bhagawati . J. (Ed) (1981). International Trade, Selected Readings, Cambridge, University Press.
2. Carbough. R.J (1999). International Economics, International Thompson Publishing, New York.
3. Chacoliades. M.s. (2000). International Trade: Theory and policy. McGraw Hill,
4. Vaish M.C. and Sudama Singh — International Economics.
5. Dunn, RM. and J.H. Mutti (2000). International economics, Rouledge London.



**CORE ELECTIVE – II ENTREPRENEURIAL DEVELOPMENT**  
(For the students admitted from the year 2019-20)

**HOURS PER WEEK :6**  
**CREDITS: 5**  
**OBJECTIVES**

**SEMESTER: VI**  
**SUBJECT CODE: 19ELB**

To develop and strengthen entrepreneurial Quality and motivate the students and to impact basis entrepreneurial skills and understanding to run business effectively and efficiently.

**UNIT- I**

Meaning of Entrepreneur - Types of Entrepreneur - Barriers - Nature and Characteristics of Entrepreneur - Difference Between Entrepreneur and Intrapreneur - Role of Entrepreneur for Economic Development.

**UNIT- II**

Women Entrepreneurs - Concept - Need - Barriers - Programmers for Development of Women Entrepreneur.

**UNIT-III**

Small Scale Industries - Definition - Role in Economic Development - Problems - Policies for Small Scale Industries.

**UNIT - - IV**

Innovation and Motivation - Definition Creative Process - Concept of Motivation - Motivation Factor

**UNIT - V**

Entrepreneurial Support System - District Industry Centres (DICs) - Small Industries Service Institutes (SISIs) - Small Industrial Development Bank of India (SIDBI) - Entrepreneurial Development programmes in India

**BOOK FOR STUDY:**

Dr.S.S.Khanka (2011). Entrepreneurial Development S.Chand & Company Ltd, Ram Nagar New Delhi.

**REFERENCE**

1. Vasant Desai.(2008). Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, New Delhi.
2. Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd,(2007) Entrepreneurship, Tata McGraw Hill, New Delhi.
3. Dr.S.S.Khanka (2011). Entrepreneurial Development S.Chand & Company Ltd, Ram Nagar New Delhi.
4. Poornima M. Charantimath. (2007), Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
5. Khanka, S.S.(2007), Entrepreneurial Development, S.Chand& Company, New Delhi.

**CORE ELECTIVE – II MATHEMATICS FOR ECONOMIST**  
(For the students admitted from the year 2019-20)

HOURS PER WEEK : 6  
CREDITS: 5

SEMESTER: VI  
SUBJECT CODE: 19ELE

**Objectives**

It enables the economists to conduct quantitative tests and develops models to predict future economic activity

**Unit – 1**

Variables, Constants, Equations and Its Types – Uses and Limitation 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

**Unit – 2**

Determinants – Evaluation And Properties – Types of Matrices – Matrix Operations – Addition – Subtraction- Matrix Multiplication – Transpose and Inverse (Problems)

**Unit-3**

Solving a System of Linear Equations – Cramer's Rule and Matrix Inverse Method – Leontief's Input- Output Model – Open and Closed Model Components, Use And Limitations – Hawkin And Simon Conditions For Viability Of I – O Model (Problem)

**Unit-4**

Polynomial Scalar Product Exponential and Logarithmic Rules – Addition, Subtraction, Product and Division Rule – Composite Function, Inverse and Implicit Functions Rules Without Derivation (Problems)

**Unit – 5**

Marginal Values, Growth Rate and Elasticity – Relation Between Marginal Revenue, Average Revenue and Price Elasticity – Normal Revenue Conditions – Marginal Cost, Average Cost And Cost Elasticity – Normal Cost Conditions. (Problem)

**BOOK FOR STUDY:**

1. Allen R.G.D (2001) Mathematical analysis for economists
2. Arrow K.J. and M. Intrigator (1982) Hand book of mathematical economics
3. Chiang A.C. (1986) Fundamental methods of mathematical economics

**REFERENCES**

1. Lancaster K (1968) Mathematical economics
2. Yamane Taro (1975) Mathematical methods for economics
3. Dowling (1990) Mathematical Methods schaume series
4. Metha and Madnani (1995) Mathematics for Economists



SHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108  
B.A ECONOMICS

CORE ELECTIVE - II WOMEN AND DEVELOPMENT  
(For the students admitted from the year 2019-20)

HOURS PER WEEK : 6

CREDITS: 5

SEMESTER: VI

SUBJECT CODE:19ELF

Objectives:

- To understand the needs and programmes of women empowerment and development.
- To know the role of women in society and develop insight into the process of protection of women health and environment.

Unit-1

Definition of Women – Theories of Feminism – Contribution of Women to GNGP – Household Economy and Its Contribution – Missing Women

Unit-2

Women As Human Resource – Investment In Women – Human Capital Theory – Women's Organizations – Growth – Governmental and Non-Governmental Organisations – National State Councils Women – Achievements – Women – Leadership – Management – Personality Development

Unit-3

Role Of Women – Business – Industry – Women Entrepreneurs – Determinants of Women's Employment – Occupational Pattern of Women in India. Women, Work and Empowerment – Perspective for Women's Work – Major Levels of Empowerment – Women's Work, The Reality – Interventions to Enhance Women's Income – Types Of Intervention – SHG's Women's Empowerment

Unit-4

Self Employment – Training Programmes – Vocational Training – Government Schemes – Kitchen, Gardening and Child Care – Nutrition Personal Hygienic.

Unit - 5

Women And Law – Employment, Education, Health Pertaining to Women's Development Under Five Year Plans – Legal and Constitutional Rights – Marriage – Divorce – Property Rights – Problems And Working Conditions of Indian Women – Social and Economic Barrier to Women's Employment – Leisure Time Activities – Labour Laws – Women In Society.

BOOK FOR STUDY:

- |                 |   |   |
|-----------------|---|---|
| 1. Tara Ali Aog | - | India's Women Power                     |
| 2. Neena Desai  | - | A Decade Of Women In Hindu Civilisation |

REFERENCE

- |                 |   |                                       |
|-----------------|---|---------------------------------------|
| 1. Ramamehta    | - | Socio Legal, Status Of Women In India |
| 2. Srinivas M.N | - | The Changing Position Of Indian Women |
| 3. Nanda B.R    | - | Indian Women From Purdah To Modernity |



BHARATHI WOMENS COLLEGE (AUTONOMOUS) CHENNAI-600108  
B A ECONOMICS

**CORE ELECTIVE-III BUSINESS COMMUNICATION**

(For the students admitted from the year 2019-20)

HOURS PER WEEK:6  
CREDITS:5

SEMESTER:VI  
SUBJECT CODE :19ELG

**OBJECTIVES-**

- To ensure effective external communication
- To disseminate knowledge and develop skills and attitudes

**UNIT-I**

Communication- Meaning Objectives and Need-Methods: Verbal and Nonverbal -  
Modes: Telephone-SMS -Email-Importance of Effective Communication in Business

**UNIT-II**

Principles of Effective Communication - Communication Ethics - Barriers to  
Communication

**UNIT -III**

Business Writing -Principles of Effective Letter Writing - Job Application Letters,  
Resume, Interview Letters, Resignation Letters

**UNIT -IV**

Presentation Skills - Principles and Methods - Group Communication: Interviews:  
Meetings -Group Discussions -Planning and Writing Reports and Proposals, Public Notices

**UNIT- V**

Activities - Paragraph Writing, Presentations, Mock Interviews -Conferences, Book  
Reviews, Aids to Correct Writing

**BOOK FOR STUDY**

1. Business Communication- Kathirasan Dr.Radha

**REFERENCES**

1. Gerside-Modern Business Letters-Eibs,London
2. Woolcoff and Unwin-Marketing Business communication
3. Stewart,Zimmer and Clark- Business Entrepreneur-M.C. Grawss

**PARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 600108**  
**B.A ECONOMICS**

**CORE ELECTIVE-III GENDER ECONOMICS**

(For the students admitted from the year 2019-20)

**HOURS PER WEEK : 6**

**SEMESTER: VI**

**CREDITS: 5**

**SUBJECT CODE: 19ELII**

**Objectives**

To evaluate sources of socio-economic and demographic information for achieving economic development

**Unit I**

Gender – Gender as category of analysis-Patriarchy – Patriarchy and Gender-The need for Economics from a gender perspective – Gender and Poverty.

**Unit II**

Classical and Neoclassical Economics-Post Keynesian Economics-Economic measurements - Empirical Challenges.

**Unit III**

Gender and labour market -Debates on household labour ~~GENDER~~ division of Labour and Women's work.

**Unit IV**

Women in Development (WID), Women and Development (WAD) and Gender and Development (GAD)-Women and Empowerment -women and Environment – Ecofeminism.

**Unit V**

Feminization of work- Feminization of Poverty-Impact of LPG on women.

**BOOK FOR STUDY**

1. GOI (1987), Shram Shakti, report on the Unorganised Sector, New Delhi.
2. Julie A Nelson (1996), Feminism, Objectivity and economics, Routledge, London.

**References**

1. Krishnarar, Maithreyi and Joy P. Deshmukh (1991), Gender in Economics, Ajantha Publishers, New Delhi.
2. Loutfi, M F (ed.) (2002), Women, Gender and Work, Rawat Publishers, New Delhi.
3. Special issues of Economic and Political Weekly.

**CORE ELECTIVE-III URBAN ECONOMICS**

(For the students admitted from the year 2019-20)

HOURS PER WEEK : 6  
CREDITS: 5

SEMESTER: VI  
SUBJECT CODE: 19ELJ

**Objectives**

- To understand the connection between economic, social and political aspects and its influence on urban development.

**Unit - 1**

Definition of urban India - Nature and scope of Urban Economics - Urban structure and urban growth.

**Unit -2**

Urbanisation - causes of urbanisation - problems related to urbanisation.

**Unit - 3**

Urban transportation - Slumps, Housing and Urban Renewal - Urban water supply and public health - Urban financial problem.

**Unit - 4**

Theories of Rural Urban Migration - Factors affecting migration - Economics Factors - Push and pull factor - Social and other factors.

**Unit - 5**

Policies and programmes for Urban development - Measures to control urban growth - Integrated development of Small and medium towns.

**BOOK FOR STUDY**

1. Practice in Developing Countries, (Sage Publications, New Delhi).
2. Fred Durr (1971), The Urban Economy (London, Index Educational Publishers).

**REFERENCES**

1. Briance A and Ravinder Singh, (edited) (1995) ,Housing the Urban Poor, Policy and
2. Harris Tondon (1973), Introduction to Urban Economic Analysis and Policy 9New York).
3. LolydRdowin and Assocaites (1969), Planning Urban growth and Regional Development (London :M.T.Press).
4. Mark Garrett, (1996), Transportation Planning (Sage Publications, New Delhi).



BHARATHI WOMEN'S COLLEGE (AUTONOMOUS), CHENNAI - 108.  
QUESTION PAPER PATTERN FOR UG

(For UG students admitted from the academic year 2019-20)

Time: 3 Hrs

Marks: 75

SECTION - A

Answer ALL the questions.  
(Without omitting any unit)

(10x2=20)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SECTION - B

Answer any FIVE questions out of seven.

(5x5=25)

(Atleast one question from each unit)

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.

SECTION - C

(3x10=30)

Answer any THREE questions out of five.

(Without omitting any unit)

- 18.
- 19.
- 20.
- 21.
- 22.