



# **SOURASHTRA COLLEGE, MADURAI- 625004**

(An Autonomous Institution Re-accredited with 'B+' grade by NAAC)

## **ECONOMICS- SYLLABUS (Under CBCS based on OBE)**

**(with effect from 2021-22)**

309

### **DEPARTMENT PROFILE**

The Department of Economics has been functioning since the inception of this college. The only Department in this college, which has the privilege to impart knowledge to the various disciplines like B.B.A., B.Com., and B. Com(Corporate Secretaryship). The Department has been sanctioned with four teaching faculty.

The Department was headed by Dr.A.Singarayar who did his Ph. D in Finance. He served up to 1998 in this college. He was followed by Dr.T.S. Mohanchandralal who headed the Department up to 2002 and he was awarded an ICSSR fellowship for his doctoral work.

After his retirement Dr.A.Mustafa successfully headed the Department who was published more than 10 books at U.G. and P.G.levels published by reputed publishers of India.

He was followed by Dr.S. Thiagarajan headed the Department. He has been awarded with UGC minor research project and major research project by ICSSR. He was a resource person for 3 UGC Academic Colleges namely Madurai Kamaraj University, Madurai, Bharathidasan University, Trichy, and Bharadhiar University, Coimbatore. He has delivered more than 50 lectures in the Orientation Programmes arranged by the above universities. He has also visited Japan and U.S.A. to present his Research papers in the International Conferences.

At present, Lt. Dr. K.R. Srinivasan heads the Department with more energy and enthusiasm. He has M.A.,(Hons) a special degree and also completed M.B.A., and he has done M.Phil., in Economics and Management Studies. He has cleared SLET in 1997. Other three faculty members are also qualified with doctorate degree.

Dr.S.Lakshmanamoorthy, the second man in the Department has completed doctorate degree in Madurai Kamaraj University, Madurai. He has applied ICSSR Project and a minor research project to receive UGC research grant. He has been rendering a valuable service for the development of this institution.

Dr. K. Gnanaguru is also an efficient teacher in the Department who has completed doctorate degree in Madurai Kamaraj University, Madurai. She has presented and published various papers in many conferences and seminars.

Dr.S.Athinarayanan has recently joined the Department and has 3 years of teaching experience. He has been acting as Placement Officer of the College since 2018.

### **VISION**

Department of Economics aims to enable the students to learn and understand economic behaviour of business firms and also to equip the students to face various competitive examinations to get employment opportunities.

### **MISSION**

The Department executes its aim through teaching, learning and evaluation methods and also aims to inculcate social skills and moral values to attain overall citizenship quality.

Signature of the Chairman/HOD



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310

### DISTRIBUTION OF CREDITS (UG PROGRAMME):

PART	SEMESTER	COURSES	HOURS	CREDITS
III	I – IV	ALLIED – ECONOMICS 2 PAPERS FOR BBA/2 PAPERS FOR COMMERCIAL/2 PAPERS FOR B.COM (CS)	6 FOR EACH PAPER	5 FOR EACH PAPER
III	I – IV	4 CORE PAPERS FOR BBA	6 FOR EACH PAPER	5 FOR EACH PAPER
IV	NME III/IV	4 (NME)	2 FOR EACH PAPER	2 FOR EACH PAPER

### ECONOMICS - COURSE STRUCTURE

#### I SEMESTER

S. No.	Sub. Code	Course Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total	Credits
1	21UBNA11	Business Economics	5	3	25	75	100	5
2	21UBNC12	Business Environment	5	3	25	75	100	5
2	21UCEA11	Business Economics	6	3	25	75	100	5

#### II SEMESTER

S. No.	Sub. Code	Subject Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total	Credits
1	21UBNC22	Banking Technology	5	3	25	75	100	5
2	21UBNA21	New Economic System of India	5	3	25	75	100	5
2	21UCEA21	Economic Development of India	6	3	25	75	100	5

#### III SEMESTER

S. No.	Sub. Code	Nature	Subject Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total	Credits
1		Core- to BBA	Foreign Trade Management	6	3	25	75	100	4
2		Allied- to BCS	Business Statistics	6	3	25	75	100	5
3		NME	Disaster Management	2	3	25	75	100	2

#### IV SEMESTER

S. No.	Sub. Code	Nature	Subject Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total	Credits
1		Core- to BBA	Industrial Relations	6	3	25	75	100	4
2		Allied to BCS	Managerial Economics	6	3	25	75	100	5
3		NME	Emotional Intelligence For Effective Leadership	2	3	25	75	100	2



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311

### I SEMESTER

S. No	Sub. Code	Course Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total	Credits
1	21UBNA11	Business Economics	5	3	25	75	100	5
2	21UBNC12	Business Environment	5	3	25	75	100	5
2	21UCEA11	Business Economics	6	3	25	75	100	5

Course code	Course Title	Category	Lecture	Tutorial	Practical	Credits
21UBNA11	Business Economics	Allied	5	-	-	5

Year	Semester	Internal	External	Total
I	I	25	75	100

#### COURSE DESCRIPTION:

This course helps to provide the fundamental knowledge of Business Economics and its features which enhances the business skills of the students.

#### COURSE OBJECTIVES:

To make the students understand the concepts and principles to be applied in Business and Management.

To enrich the knowledge of the students in the field of business and develop employment skills to become entrepreneur.

#### COURSE OUTCOMES (COs):

After the completion of the Course, the students will be able to

NO.	COURSE OUTCOME	Knowledge Level (According to Bloom's Taxonomy)
CO 1	explain basic knowledge of Business Economics and its scope	K1
CO 2	get knowledge of utility concepts and demand analysis in an illustrative manner.	K2
CO 3	illustrate various cost concepts with theoretical and diagrammatic presentation	K1,K2,K3
CO 4	portray the market structure and price determination policies in various markets.	K1,K3
CO 5	develop and get knowledge about pricing policies and pricing methods and also provide economic background of profit	K1

K1- KNOWLEDGE(REMEMBERING), K2-UNDERSTANDING, K3-APPLICATION



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312

### **BUSINESS ECONOMICS**

#### **UNIT –I**

Definition of Business Economics – Nature-Scope- Importance- Limitations –Role of Business Economist- Economics Vs Business Economics

#### **UNIT-II**

Utility Analysis - Law of Diminishing Marginal Utility – Demand – Meaning-Definition- Types – Elasticity of Demand - Measurement of Elasticity of Demand -Uses and factors affecting Elasticity of Demand- Demand Forecasting - Meaning – Demand Forecasting for New Products and Established Products.

#### **UNIT-III**

Costs – Concepts – Types –Cost Curves - Revenue Concepts and Curves – Break Even Analysis

#### **UNIT-IV**

Market Structures – Price and output determination -Perfect Competition – Imperfect – Monopoly – Monopolistic Competition – Excess Capacity – Oligopoly – Features – Kinked Demand Curve.

#### **UNIT- V**

Pricing – Meaning – Objectives of Pricing Policy – Pricing Methods – Pricing Policies – Profit – Meaning – Profit Forecasting – Methods.

#### **TEXT BOOK:**

**S.Sankaran - Managerial Economics, Margham Publishers, Chennai**

#### **REFERENCE BOOKS:**

- 1. M.L.Jhingan, Managerial Economics, Vrinda publications, New Delhi, 2013. (Unit-1,2 and 3 : Chapter – 1,4,5,6,20,21,22,23,24,25,and 26)**
- 2. Lokanathan.V. 1989, Principles of Economics, Sultan Chand & Sons , New Delhi. (Unit-3 and 4 : Chapter – 10, 11,13,15, 16 and 17)**
- 3. H.L.Ahuja, Business Economics , S.Chand & Co Ltd.. New Delhi.2000 . (Unit-3 : Chapter – 14 and 15)**
- 4. Sundaram KPM & Sundaram, E.N.2000, Business Economics, Sultan Chand & Sons, New Delhi.(Unit-2 : Chapter – 5 and 27)**
- 5. R.L.Varshney&K.L.Maheswari, Managerial Economics , Sultan Chand & sons, New Delhi. (Unit-1,5 and 6 : Chapter – 1,3, 14, 15,17,18,20 and 28)**



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313

Course code	Course Title	Category	Lecture	Tutorial	Practical	Credits
21UBNC12	Business Environment	Core	5	-	-	5

Year	Semester	Internal	External	Total
I	I	25	75	100

### COURSE DESCRIPTION:

This course helps to make awareness about various business environment and its impact on system of the society.

### COURSE OBJECTIVES:

To make the students to aware about various aspect of Business Environment.

To help the students to understand the functioning of economic system and its impact on Business.

### COURSE OUTCOMES (COs):

After the completion of the Course, the students will be able to

NO.	COURSE OUTCOME	Knowledge Level(According to Bloom's Taxonomy)
CO 1	understand the concept of Business Environment in relation to socio, economic and political factors.	K1
CO 2	impart knowledge and skill to understand the role of business in society.	K2
CO 3	develop moral and ethical ability among students by learning business ethical practices.	K1,K2,
CO 4	analyse the economical background of privatization to understand the modern economy.	K1,
CO 5	deliberate various economic system and its impact on business.	K1

K1- KNOWLEDGE(REMEMBERING), K2-UNDERSTANDING, K3-APPLICATION



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## **ECONOMICS- SYLLABUS (Under CBCS based on OBE) (with effect from 2021-22)**

314

### **BUSINESS ENVIRONMENT**

#### **UNIT-I**

Business Environment – Introduction - Meaning – Definition – Nature – Significance - Factors affecting Business environment – Social, Economic and Political factors.

#### **UNIT-II**

Business and Society – Social Responsibilities of Business towards Shareholders, Employees, Customers, Dealers and Vendors, Community and Government – Arguments for and Against of Social Responsibilities.

#### **UNIT-III**

Business Ethics – meaning – Definition – Characteristics of Business ethics – Factors influencing to make ethical decision and Unethical decision – Business ethics in India – Unethical practices – Consumer oriented, Employee oriented, Government and Community oriented.

#### **UNIT- IV**

Privatization – Meaning –Definition - Ways of privatization – merits and limitations of Privatization – Arguments against privatization- Public Sector enterprises – Objectives- Advantages and Disadvantages.

#### **UNIT-V**

Business and Economic System – meaning - Socialism, Capitalism and Mixed Economy – Features – Impact of economic system on Business.

#### **TEXT BOOK:**

**Francis Cherunilam- Business Environment Text and Cases, Himalaya Publishing House, Mumbai. 2002.**

#### **REFERENCE BOOKS:**

- 1.Aswathappa K., Essentials of Business Environment, Himalaya Publishing House, Mumbai. 2001. (Unit-1,2 and 5 : Chapter – 3,5,17,18 )**
- 2.C.B.Gupta , Business Environment, Sultan Chand & Sons New Delhi. 2007. (Unit-2 : Chapter – 8,9,10,11,12and 29)**
- 3.P.K.Dhar, Indian Business Environment, Kalyani Publishers, New Delhi.2007. (Unit-1,2 and 5 : Chapter – 1 )**
- 4.Indian Economy – I.C Dhingra (Unit-2 and 3 : Chapter – 12,16, 19,20 and 21)**



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315

Course code	Course Title	Category	Lecture	Tutorial	Practical	Credits
21UCEA11	Business Economics	Allied	6	-	-	5

Year	Semester	Internal	External	Total
I	I	25	75	100

### COURSE DESCRIPTION:

This course helps to provide basic knowledge of Managerial Economics and its application in various business practices.

### COURSE OBJECTIVES:

To make the students to understand the concepts and principles to be applied in Business and Management.

To enrich the knowledge of the students in the field of business and develop employment skills to become Entrepreneur.

### COURSE OUTCOMES: (COs)

After the completion of the Course, the students will be able to

NO	COURSE OUTCOME	Knowledge Level (According to Bloom's Taxonomy)
CO 1	provide basic knowledge of Business Economics and its scope	K1
CO 2	impart knowledge of utility concepts and demand analysis in an illustrative manner.	K2
CO 3	illustrate various cost concepts with theoretical and diagrammatic presentation	K1,K2,K3
CO 4	portray the market structure and price determination policies in various markets.	K1,K3
CO 5	develop and impart knowledge about pricing policies and pricing methods and also provide economic background of profit	K1

K1- KNOWLEDGE(REMEMBERING), K2-UNDERSTANDING, K3-APPLICATION



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**(with effect from 2021-22)**

316

### **BUSINESS ECONOMICS**

#### **UNIT-I**

Introduction - Definition – Nature and scope of managerial Economics - Economics Vs Managerial Economics – Role and responsibilities of a managerial Economist -Objectives of a Modern Business Firm.

#### **UNIT-II**

Demand Analysis - Law of Demand –demand determinants – demand distinction - Elasticity of demand – Measurement of Elasticity of demand - Factors determining Elasticity of demand – Uses of Elasticity of demand - Factors of production: meaning – production function.

#### **UNIT- III**

Demand or Sales forecasting - Meaning – Factors involved in forecasting – Importance – Methods of Forecasting an Established product and a New product.

#### **UNIT- IV**

Price analysis – price determination under various market forms - Perfect competition, Monopoly, Monopolistic competition – Oligopoly ( Features only) - Pricing policies - Pricing methods – Skimming pricing, penetration pricing, differential pricing and product line pricing.

#### **UNIT- V**

Nature of profit – profit planning – Break Even analysis – concept, uses and limitations – Profit Forecasting – Methods.

#### **TEXT BOOK:**

**S.Sankaran - Managerial Economics, Margham Publishers, Chennai**

#### **REFERENCE BOOKS:**

1. **M.L.Jhingan, Managerial Economics, Vrinda publications, New Delhi, 2013. (Unit-1,2 and 3 : Chapter – 1,4,5,6,20,21,22,23,24,25,and 26)**
2. **Lokanathan.V. 1989, Principles of Economics, Sultan Chand & Sons , New Delhi. (Unit-3 and 4 : Chapter – 10, 11,13,15, 16 and 17)**
3. **H.L.Ahuja, Business Economics , S.Chand & Co Ltd.. New Delhi.2000 . (Unit-3 : Chapter – 14 and 15)**
4. **K.K.Dewett, Modern Economic theory, S.Chands & Co Publications,New Delhi. (Unit-3,4 and 5 : Chapter – 52,53 and 56)**
5. **R.L.Varshay & K.L.Maheswari, Managerial Economics , Sultan Chand & sons, New Delhi. .(Unit-4 and 5 : Chapter – 1,3, 14, 15,17,18,20 and 28)**





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(with effect from 2021-22)

317

### II SEMESTER

S. No.	Sub. Code	Subject Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total	Credits
1	21UBNC22	Banking Technology	5	3	25	75	100	5
2	21UBNA21	New Economic System of India	5	3	25	75	100	5
2	21UCEA21	Economic Development of India	6	3	25	75	100	5

Course code	Course Title	Category	Lecture	Tutorial	Practical	Credits
21UBNC22	Banking Technology	core	6	-	-	5

Year	Semester	Internal	External	Total
I	II	25	75	100

#### COURSE DESCRIPTION:

This course helps to provide the fundamental knowledge of new banking system and application of technology to develop the banking skills of the students.

#### COURSE OBJECTIVES:

To make the students to understand the concepts and theories applied in Banking Operations.

To give an Exposure to the students about the operation of e-Banking and its system.

#### COURSE OUTCOMES (COs):

After the completion of the Course, the students will be able to

NO	COURSE OUTCOME	Knowledge Level(According to Bloom's Taxonomy)
CO 1	provide basic knowledge of Banking system	K1
CO 2	make the students to understand banking operations and its instruments	K2
CO 3	develop the banking skills about the students	K1,K2,
CO 4	expose modern banking system and its development.	K1,K3
CO 5	develop e-banking skills to the students	K1

**K1- KNOWLEDGE(REMEMBERING), K2-UNDERSTANDING, K3-APPLICATION**



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**(with effect from 2021-22)**

318

### **BANKING TECHNOLOGY**

#### **UNIT –I**

**Introduction:** Origin of banks – Types of bank – Unit banking – Branch banking – merits and demerits- Modern banking – Meaning – Importance.

#### **UNIT-II**

**Banking instruments:** Cheque – Meaning – Types - Crossing- Types of crossing-Draft – Meaning – Comparison between Cheque and Draft - Endorsement- Meaning – Types.

#### **UNIT-III**

**Collecting Banker:** Meaning – Duties - Paying Banker –Meaning- Responsibilities.-Bank Lending – Principles of Sound Lending policy.

#### **UNIT –IV**

**Electronic Banking:** Traditional Banking Vs Modern Banking. E-Banking – Meaning – Activities – Advantages and Limitations - E-Banking in India.

#### **UNIT –V**

**Trends in E- Banking:** Online Banking – Concept and Meaning- Credit Card and Debit Card – Meaning, Uses and Difference between Credit Card and Debit Card. Mobile banking - Virtual Banking - E-payments – Electronic Fund Transfer(EFT)- Automatic Teller Machine(ATM)- Uses – Electronic Money Transfer - Uses of EMT.

#### **TEXT BOOKS:**

1. E.Gorden and K.Natarajan - Banking Theory, Law and Practice, Himalaya Publishing House Pvt Ltd, Mumbai.(2010) .

#### **REFERENCE BOOKS:**

1. Banking Theory, Law and Practice – P.N. Varshney, Sultan Chand & Co. (Unit-2and3 : Chapter – 8 to 10 and 15)
2. Banking Theory and Practice – P.K.Srivastava, Himalaya Publishing House Pvt Ltd. (Unit-1,2and 3 : Chapter – 4 to 6 and 15)
3. Banking Theory, Law and Practice – S.Gurusamy, Vijay Nicole Imprints (P)Ltd, Chennai. (Unit-2,3 and 5 : Chapter – 11,13,15, 19, 22 to 24)



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(with effect from 2021-22)

319

Course code	Course Title	Category	Lecture	Tutorial	Practical	Credits
21UBNA21	New Economic System of India	Allied	6	-	-	5

Year	Semester	Internal	External	Total
I	II	25	75	100

### COURSE DESCRIPTION:

This course focuses various sectors of Indian economy and its condition in various decades.

### COURSE OBJECTIVES:

To develop knowledge of the students about various economic system and its important elements.

To enable the students to know the sector wise operations in the economy and its role in the country's economic development.

### COURSE OUTCOMES (COs):

After the completion of the Course, the students will be able to

NO.	COURSE OUTCOME	Knowledge Level(According to Bloom's Taxonomy)
CO 1	To portray the economic development of India	K1
CO 2	To impart knowledge about population and its policy framework	K2
CO 3	To make the students to understand the capital formation process and its trend.	K1,K2,
CO 4	To Picturise agricultural and industrial scenario of India with functioning of its related institutions.	K1,K2
CO 5	To explore the process of economic planning and its achievement and failure with empirical evidence.	K1

K1- KNOWLEDGE(REMEMBERING), K2-UNDERSTANDING, K3-APPLICATION



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320

### **NEW ECONOMIC SYSTEM OF INDIA**

#### **UNIT-I**

Introduction - Features of Indian economy – characteristics of developing economy – Economic System -- features of Mixed Economy – Economic Growth Vs Economic Development – Factors determining Economic Development.

#### **UNIT-II**

Population in India – causes, consequences and measures to control – Population policy - Capital formation in India – Sources of Capital formation - Causes for Low rate of Capital formation –Sources of Foreign capital - Importance of Foreign capital-Trends in growth of National Income.

#### **UNIT-III**

Primary sector – Role of agriculture in Indian economy – Causes for low agricultural productivity - Green revolution – Nature and effects – Agricultural price policy.

#### **UNIT-IV**

Secondary sector – Industrial policy 1991 – Role of small scale and cottage industries in Indian economy – Problems – Government measures – Industrial Finance – IFCI, IDBI, ICICI and SFC - Merits and limitations of Globalization.

#### **UNIT- V**

Tertiary sector – Commercial banks and economic development – Foreign direct investment – Merits and limitations – Objectives of Economic Planning - Achievements and failures- Employment generation schemes(IRDP,TRYSEM,JRY).

#### **TEXT BOOK:**

**Indian Economy – Sankaran, Margham publishers, Chennai.**

#### **REFERENCE BOOKS:**

- 1. Indian Economy – Dutt&Sundharam, S.Chand& company Ltd, New Delhi 2009. (Unit-4 and 5 : Chapter – 10,43 and 44)**
- 2. Indian Economy – I.C Dhingra, Sultan Chand & Sons, New Delhi, 2010. (Unit-2 and 3 : Chapter – 12,16, 19,20 and 21)**
- 3. Indian Economy - Misra, Puri& Sharma, Himalaya Publishing House, New Delhi 2001. (Unit-1,2,3,4 and 5 : Chapter – 1,2,3,4,8,10,13,14, 15,18, 19, 21,27,28,33,34,35,36,37,39,41,and 42)**
- 4. Modern Economic theory – K.K.Dewett, S.Chands& Co Publications, New Delhi (Unit-1 : Chapter – 71,72 and 74)**



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(with effect from 2021-22)

321

Course code	Course Title	Category	Lecture	Tutorial	Practical	Credits
21UCEA21	Economic Development of India	Allied	6	-	-	5

Year	Semester	Internal	External	Total
I	II	25	75	100

### COURSE DESCRIPTION

This course helps to understand the Indian Economy and its prospects and problems in detail.

### COURSE OBJECTIVES:

To develop knowledge of the students about various economic system and its important elements.

To enable the students to know the sector wise operations in the economy and its role in the country's economic development.

### COURSE OUTCOMES (COs):

After the completion of the Course, the students will be able to

NO.	COURSE OUTCOME	Knowledge Level(According to Bloom's Taxonomy)
CO 1	portray the economic development of India	K1
CO 2	impart knowledge about population and its policy framework	K2
CO 3	make the students to understand the capital formation process and its trend.	K1,K2,
CO 4	Pictures' agricultural and industrial scenario of India with functioning of its related institutions.	K1,K2
CO 5	explore the process of economic planning and its achievement and failure with empirical evidence.	K1

K1- KNOWLEDGE(REMEMBERING), K2-UNDERSTANDING, K3-APPLICATION



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322

### **ECONOMIC DEVELOPMENT OF INDIA**

#### **UNIT-I**

Features of Indian economy – characteristics – under developed or developing economy – India as a mixed economy – population in India – causes, consequences and control. Capital formation in India – causes for low rate of capital formation – importance foreign capital.

#### **UNIT-II**

Primary sector – Role of agriculture in Indian economy – Causes for low agricultural productivity- Green revolution – nature and effects – food security – Agricultural price policy.

#### **UNIT-III**

Secondary sector – Industrial policy 1991 – Role of small scale and cottage industries in Indian economy – Problems – Government measures – Industrial Finance – IFCI, IDBI, ICICI and SFC. Public sector undertakings – objectives – Performance of public sector undertaking – Privatisation in India.

#### **UNIT-IV**

Tertiary sector – Commercial banks and economic development –India's foreign trade – composition – pattern and direction of India's exports and imports – Export promotion measures – EXIM bank and role in India's foreign trade.

#### **UNIT- V**

Planning – Last two five year plans – Objectives, achievements and failures – Anti poverty measures – Employment generation schemes(IRDP,TRYSEM,JRY) – Trends in the growth of national income.

#### **TEXT BOOK:**

**Indian Economy – Sankaran, Margham publishers, Chennai.**

#### **REFERENCE BOOKS:**

- 1. Indian Economy – Dutt&Sundharam, S.Chand& company Ltd, New Delhi 2009. (Unit-4 and 5 : Chapter – 10,43 and 44)**
- 2. Indian Economy – I.C Dhingra, Sultan Chand & Sons, New Delhi, 2010. (Unit-2 and 3 : Chapter – 12,16, 19,20 and 21)**
- 3. Indian Economy - Misra, Puri& Sharma, Himalaya Publishing House, New Delhi 2001. (Unit-1,2,3,4and5:Chapter–1,2,3,4,8,10,13,14,15,18,19, 21,27,28,33,34,35,36,37,39,41,and 42)**
- 4. Modern Economic theory – K.K.Dewett, S.Chands& Co Publications, New Delhi (Unit-1 : Chapter – 71,72 and 74)**