



THE NEW COLLEGE (Autonomous), Chennai – 600 014

Post Graduate and Research Department of Economics

Under Graduate – Syllabus (With Effect from the Academic Year 2019-2020)

[CORE – 1, HOURS WEEK– 6, CREDITS – 5]

COURSE NAME : I BA BUSINESS ECONOMICS SEMESTER: I
SUBJECT CODE :
TITLE OF THE PAPER : ECONOMICS OF FIRM STRATEGY– I

Unit - I

Economic problems – Scarcity and choice - Definition of Economics – Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson

Unit - II

Basic concepts of Micro economics - Concept of utility – Utility analysis – Total and Marginal Utility - Demand analysis – Indifference curve analysis – Revealed Preference hypothesis (concept only)

Unit - III

Supply and production decisions – Supply and Law of Supply – Production function - Short and Long run production function – Traditional and modern approach – Leontief - Cobb-Douglas production function

Unit - IV

Theory of cost - Cost functions and its derivation from Production function – Short and long run costs

Unit - V

Revenue concepts – Total Revenue, Average revenue and Marginal revenue – Relationship between AR, MR and elasticity - Nature of AR and MR under different Market structures

Reference Books

1. K. Jothi Sivagnanam & R. Srinivasan - Business Economics, Tata McGraw Hill Education Private Limited, New Delhi.
2. Dwivedi, D.N- Essentials of Business Economics, Vikas Publishing House, New Delhi.
3. Joseph G Nellis & David Parker, Principles of Business Economics, Pearson Education, Delhi.
4. H. L. Ahuja - Business Economics, S. Chand Publication, New Delhi.



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[CORE - 2, HOURS WEEK- 6, CREDITS - 5]

COURSE NAME : I BA BUSINESS ECONOMICS SEMESTER: I
SUBJECT CODE :
TITLE OF THE PAPER : BUSINESS STATISTICS - I

Unit - I

Business Statistics: Introduction – Origin and Growth of Statistics – Definition – Methods – Functions – Limitations.

Unit - II

Measures and Central tendency- Mean – Median – Mode – Harmonic Mean – Geometric Mean.

Unit - III

Collection of Data – Primary data – Secondary data – Methods – Sources.

Unit - IV

Sampling – Methods – Size – Merits – Limitations – Sampling Error – Non Sampling Error.

Unit - V

Probability – Additional and Multiplication Theorem - Conditional Probability – Bayer's Theorem (without proof).

Reference Books

1. Viswanathan- Business Statistics - Dorling Kindersley(India) Publications Pvt. Ltd.
2. J.K.Sharma – Business Statistics - Dorling Kindersley(India) Publications Pvt. Ltd.
3. S.P Gupta – Stastical Methods - Sultan Chand & Sons Publications
4. P.R.Vittal – Bussiness Statistics and Operations Research – Margham Publications Pvt.ltd



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[ALLIED - 1, HOURS WEEK- 6, CREDITS - 4]

COURSE NAME : I BA BUSINESS ECONOMICS SEMESTER: I
SUBJECT CODE :
TITLE OF THE PAPER : MARKETING - I

Unit - I

Evolution, Classification and Approaches of Marketing: Human Needs – Evolution and Development of Marketing – Recent Trend in Marketing – Classification of Markets – Approach to Study of Marketing

Unit - II

Marketing Management: Meaning – Evolution of Marketing Management – Departments of Marketing Unit - Functions of Marketing Management – Organizing the Marketing Unit – Functions of Marketing Executives – Problems of Marketing Management

Unit - III

Buying Behaviour – Motivation Models – Barriers to Recognizing Buying Motives – Pattern of Buying Behaviour – Decision Making or Adoption Process – Buying Pattern – Determinants of Buying Behaviours

Unit - IV

Merchandizing and Sales Policies: Meaning – Packaging – Labelling – Marketing – Branding – Trademark – Warranties – Sampling – Sales Policies – Window Displays and Window Dressing

Unit - V

Meaning of Channels of Distribution – Retailers – Departmental Store – Chain Store – Multiple Shops – Supermarkets – Discount House – Consumer's Co-operative Stores – Retailers Co-operatives – Voluntary Chains – Dependent Stores – Door-to-Door Selling – Mail Order House – Automatic Vending Operators – Franchising

Reference Books

1. Debraj Datta, Mahua Datta, - "A Text on Marketing Management", Vrinda Publication, New Delhi
2. Rajan Nayar.N, Varma,M.M., - "Marketing Management, S.Chand Publishers New Delhi
3. C.B.Mamoria, R.L.Joshi - "Principles and Practice of Marketing in India", Kitab Mahal Publishers
4. Jayaprakash Reddy - "Marketing Management", APH Publishing, New Delhi
5. Aumpama Mahajan, Mahajan,J.P - "Principles of Marketing" Vikas Publishing House, Chennai



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[CORE - 3, HOURS WEEK- 6, CREDITS - 5]

COURSE NAME : I BA BUSINESS ECONOMICS SEMESTER: II
SUBJECT CODE :
TITLE OF THE PAPER : ECONOMICS OF FIRM STRATEGY- II

Unit - I

Definition of Business Economics - nature and scope - Demand forecasting (only Concept) and Demand distinctions

Unit - II

Producer's equilibrium - Iso-quants – Iso-cost - Lest cost combination – Multi-product firm and equilibrium

Unit - III

Firm's strategy and Policy - Strategy – Missions – Objectives and goals – Profit maximization – Baumol's Sales Maximization theory – Utility Maximization theory – Entry preventing theory (Limit Pricing Theory of Bains)

Unit - IV

Fundamental of Pricing strategies and Policy - Price and output decisions of firms under Perfect competition, Monopoly, Monopolistic and Oligopoly market structures

Unit - V

SWOT analysis of a firm - Social responsibility of Indian businessmen – Hurdles in the fulfillment of social responsibility – Remedial measures for improving the image of business

Reference Books

1. K. Jothi Sivagnanam & R. Srinivasan - Business Economics, Tata McGraw Hill Education Private Limited, New Delhi.
2. Dwivedi, D.N- Essentials of Business Economics, Vikas Publishing House, New Delhi.
3. Joseph G Nellis & David Parker, Principles of Business Economics, Pearson Education, Delhi.
4. H. L. Ahuja - Business Economics, S. Chand Publication, New Delhi.



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[CORE – 4, HOURS WEEK– 6, CREDITS – 5]

COURSE NAME : I BA BUSINESS ECONOMICS SEMESTER: II
SUBJECT CODE :
TITLE OF THE PAPER : BUSINESS STATISTICS - II

Unit - I

Introduction – Classification and tabulation of statistical data - Diagrammatic and graphical representation of data.

Unit - II

Variation – properties – Deviation- -Standard deviation - Skewness – Moment and Kurtosis – Absolute – Relative- Dispersion.

Unit - III

Correlation – Significance – Correlation and Causation – Types – Methods – Karl Pearson's Rank Correlation (Simple Problem).

Unit - IV

Regression – Difference between Correlation and Regression Analysis – Regression line – Equations – Standard Error.

Unit - V

Hypotheses- Testing of Hypotheses – Procedure – Types – Properties of a good estimator- Chi-square test – Goodness of fit – 't' test- F test (Only theory).

Reference Books

1. Viswanathan- Business Statistics - Dorling Kindersley(India) Publications Pvt. Ltd.
2. J.K.Sharma – Business Statistics - Dorling Kindersley(India) Publications Pvt. Ltd.
3. S.P Gupta – Stastical Methods - Sultan Chand & Sons Publications
4. P.R.Vittal – Bussiness Statistics and Operations Research – Margham Publications Pvt.ltd



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[ALLIED - 2, HOURS WEEK- 6, CREDITS - 4]

COURSE NAME : I BA BUSINESS ECONOMICS SEMESTER: II
SUBJECT CODE :
TITLE OF THE PAPER : MARKETING - II

Unit - I

Advertising: Meaning – Publicity and Advertising – Evolution of advertising – Objectives – Types – Advertising Copy– Media of advertising –Advantages and Disadvantages of advertising

Unit - II

Salesmanship: Definition – Elements of salesmanship - Classification – Objectives of personnel selling – Sales Management – Sales organization structure – Functions of sales organisation – Importance – Qualities of a sales manager – Problems of sales management – Sales forecasting.

Unit - III

Storage – Types of Storage facilities – Storage structures – Storage of food grains in India – Warehousing – Types – Cold storage – Storage and Warehousing in India – Food grain storage methods – Development of storage and Warehousing in India – Functioning of the Warehouse – Causes of slow progress – Suggestions for improvement.

Unit – IV

Definition of Marketing Research – Scope – Significance – Objectives – Evolution – Marketing Research Programme for a New Product – Common Marketing Errors.

Unit – V

Trends in export trade – Composition of exports – Direction of exports – Need for export promotion – Hindrances in export promotion – Growth and development of export promotion – Export Policy of 2015 –2020 - Export Promotion Measures – Steps taken by Government to improve Export.

Reference Books

1. Debraj Datta, Mahua Datta, - “A Text on Marketing Management”, Vrinda Publication, New Delhi
2. Rajan Nayar.N, Varma,M.M., – “Marketing Management, S.Chand Publishers New Delhi
3. C.B.Mamoria, R.L.Joshi – “Principles and Practice of Marketing in India”, Kitab Mahal Publishers
4. Jayaprakash Reddy – “Marketing Management”, APH Publishing, New Delhi
5. Aumpama Mahajan, Mahajan,J.P – “Principles of Marketing” Vikas Publishing House, Chennai



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[CORE – 5, HOURS WEEK– 6, CREDITS – 5]

COURSE NAME : I BA BUSINESS ECONOMICS SEMESTER: III
SUBJECT CODE :
TITLE OF THE PAPER : ECONOMICS OF MONEY AND BANKING - I

Unit - I

Introduction to Money – Evolution and functions of money – Forms of money – Value of money – Determination of relationship between Value of money and prices.

Unit - II

Quantity theory of money – Fisher's Equation of Exchange – Cash Balance approach - Keynes Saving – Investment theory - Keynes' theory of Money and Prices - Re-statement of Quantity Theory of Money – Milton Friedman.

Unit - III

Real and monetary sectors – Linkages between Real and monetary sector – Dichotomy between Real and monetary sectors – Neutrality of money – Real Balance effect.

Unit - IV

Money supply – Components of money supply – Money Multiplier – System of Note issue – Money supply in India.

Unit - V

Inflation and deflation – Causes, effects and remedies - Trade Cycles – Theories of Trade cycles

Reference Books

1. Hajela T.N.- Money & Banking : Theory with Indian Banking, Ane's Student Edition, New Delhi.
2. Vaish, M.C.- Monetary Theory, Vikas Publishing House Pvt Limited, New Delhi.
3. Jhingan M.L.- Monetary Economics, Vrinda Publications Pvt Ltd, New Delhi.
4. Suraj B. Gupta - Monetary Economics (institutions, Theory And Policy), S. Chand Limited.



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Under Graduate – Syllabus (With Effect from the Academic Year 2019-2020)

[CORE – 6, HOURS WEEK – 5, CREDITS – 4]

COURSE NAME : II BA BUSINESS ECONOMICS SEMESTER: III
SUBJECT CODE :
TITLE OF THE PAPER : BUSINESS ETHICS AND VALUES

Unit – I

Role and importance of Business Ethics and Values in Business - Definition of Business Ethics - Impact on business policy and business strategy – Role of CEO - Impact on the business culture

Unit – II

Types of Ethical issues - Bribes – Coercion – Deception – Theft – Unfair Discrimination

Unit – III

Ethics Internal - Hiring employees – Promotions – Discipline – Wages – Job Description – Exploitation of employees - Ethics External – Consumers - Fair Prices – False Claim Advertisements

Unit – IV

Ethics External – Environment protection - Natural – Physical – Society – Relationship of Values and Ethics - Indian Ethos – Impact on the performance

Unit – V

Social Responsibilities of Business towards Share holders - Employees – Customers – Dealer - Vendors – government – Social Audit

Reference Books

1. H. C. Mruthyunjaya - Business Ethics and Value Systems, PHI Learning Pvt Ltd, New Delhi.
2. S. K. Bhatia- Business Ethics and Managerial Values, Deep & Deep Publications, New Delhi.
3. Samita Manna, Suparna Chakraborti- Values And Ethics In Business and Profession, PHI Learning Pvt Ltd, New Delhi.
4. Hartman- Business Ethics, McGraw Hill.



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[ALLIED - 3, HOURS WEEK – 6, CREDITS – 4]

COURSE NAME : II BA BUSINESS ECONOMICS

SEMESTER: III

SUBJECT CODE :

TITLE OF THE PAPER : FINANCIAL ACCOUNTING

Unit – I

Meaning and Scope of Accounting - Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry System of Book Keeping – Journal - Ledger - Preparation of Trial Balance – Preparation of Cash book (**Single and Double Column Cash Book Only**)

Unit – II

Preparation of Final Accounts of Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items – Depreciation - Bad debts - Provision for Bad Debts - Interest on Capital and Drawings

Unit – III

Insurance Claims – Average Clause (**Loss of Stock Only**) – Bank Reconciliation Statement (**Simple Problems**)

Unit – IV

Depreciation: Meaning – Causes - Types – Straight Line Method – Written down Value Method (**Change in Method Excluded**)

Unit – V

Single Entry: Meaning – Features- Defects - Single Entry Vs Double Entry System – Statement of Affairs Method. (**Conversion Method Excluded**)

Reference Books

1. Gupta R.L. & Gupta V.K. – Advanced Accounting, Sultan Chand, New Delhi
2. Parthasarathy S. and Jaffarulla A. - Financial Accounting, Kalyani Publishers, Ludhiana
3. Reddy T.S. & Murthy A.– Financial Accounting, Margham Publications, Chennai
4. Shukla & Grewal - Advanced Accounting, S Chand, New Delhi
5. Sanjay Dhamija, Financial Accounting for Managers, Pearson Education, New Delhi
6. Tulsian P. C, Financial Accounting, Pearson Education, New Delhi

NOTE: THE PROPORTION OF THEORY AND PROBLEMS: 50: 50



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[CORE – 7, HOURS WEEK– 6, CREDITS – 5]

COURSE NAME : I BA BUSINESS ECONOMICS SEMESTER: IV
SUBJECT CODE :
TITLE OF THE PAPER : ECONOMICS OF MONEY AND BANKING - II

Unit - I

Money market – Structure of the Money Market - Organized and unorganized market - Indian Money Market

Unit - II

Central Banking – Evolution of Central banking – Functions – Methods of Credit control - Monetary planning and policy with reference to India

Unit - III

Commercial Banking – Types of banking – Functions – Liquidity creation of Money by banks – Balance Sheet of Commercial Banks – Portfolio of Commercial Banks

Unit - IV

Banking sector Reforms since 1991 - Securitization Act - Capital Adequacy norms

Unit - V

Financial Services – Merchant banking – Mergers and Acquisitions – Mutual Funds - Capital Markets - {Primary and Secondary Market – Stock Exchange indices – Demat of Securities – SEBI

Reference Books

1. Hajela T.N.- Money & Banking : Theory with Indian Banking, Ane's Student Edition, New Delhi.
2. Vaish, M.C.- Monetary Theory, Vikas Publishing House Pvt Limited, New Delhi.
3. Jhingan M.L.-Monetary Economics, Vrinda Publications Pvt Ltd, New Delhi.
4. Suraj B. Gupta - Monetary Economics (institutions, Theory And Policy), S. Chand Limited.



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Post Graduate and Research Department of Economics

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[CORE – 8, HOURS WEEK – 5, CREDITS – 4]

COURSE NAME : II BA BUSINESS ECONOMICS SEMESTER: IV
SUBJECT CODE :
TITLE OF THE PAPER : MATHEMATICS FOR ECONOMIST

Unit –I

Nature and Scope of Mathematical Economics – Role of Mathematics in Economic Theory.

Unit –II

Algebra – Variables – Functions and their graphical representations – Analytical Geometry of Two Dimensions-Equations

Unit –III

Set theory – Introduction - Definition - Set operation.

Unit –IV

Matrices – Operations & Matrix, Inverse of square matrix, Data Analysis. Measurement, Data reduction, Measures of dispersion.

Unit –V

Integral Calculus – Meaning – Cost Function – Revenue Function – Capital formation – Interest Rate – Consumer Surplus – Producer's Surplus.

Reference Books

1. D. Bose-An Introduction to Mathematical Economics, Himalaya Publications,
2. Metha Mittani -Mathematical for Economist, S. Chand Publications,
3. Mike Rosser, Piotr Lis , Basic Mathematics for Economists, Routledge.
4. Edward Dowling - Introduction to Mathematical Economics, McGraw-Hill Companies



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Post Graduate and Research Department of Economics

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[ALLIED - 4, HOURS WEEK – 6, CREDITS – 4]

COURSE NAME : II BA BUSINESS ECONOMICS

SEMESTER: IV

SUBJECT CODE :

TITLE OF THE PAPER : COST AND MANAGEMENT ACCOUNTING

Unit - I

Cost Accounting: Definition - Meaning and Objectives – Distinction between Cost and Financial Accounting - Elements of Cost and Preparation of Cost Sheets and Tender. Management Accounting – Definition and Objectives – Distinction between Management and Financial accounting

Unit – II

Materials: Stores Records –Inventory Control Techniques – Economic Ordering Quantity – Maximum, Minimum and Reordering Levels – Methods of Pricing Issues: FIFO & LIFO. Labour: Importance of Labour Cost Control –Calculations of Wages under Time Rate, Piece Rate, Halsey Plan and Rowan Plan.

Unit - III

Overheads: Factory, Administration, Selling and Distribution of Overheads – Classification – Allocation and Apportionment: Primary Distribution.

Unit - IV

Ratio Analysis: Meaning – Advantages – Limitations – Calculation of Accounting Ratios – Ratio Analysis for Solvency, Profitability, Turnover Ratios (**Reverse Method Excluded**)

Unit – V

Marginal Costing: Meaning - Cost volume Profit Analysis (BEP) – Importance and Assumptions – Application of Profit Volume Ratio.

REFERENCE BOOKS

1. Iyengar S.P. - Cost Accounting: Principles & Practice, Sultan Chand & Sons, New Delhi
2. Maheswari S.N. - Management Accounting, Sultan Chand & Sons, New Delhi
3. Murthy A & Gurusamy S, Cost Accounting (2009), Tata McGraw Hill, New Delhi
4. Murthy A & Gurusamy S, Management Accounting – Theory & Practice , Tata McGraw Hill, New Delhi
5. Reddy T. S. & Hari Prasad Reddy Y - Cost and Management Accounting (2013) Margham Publications, Chennai

NOTE: THE PROPORTION OF THEORY AND PROBLEMS: 50: 50



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[CORE - 9, HOURS WEEK – 6, CREDITS – 5]

COURSE NAME : III BA BUSINESS ECONOMICS SEMESTER: V
SUBJECT CODE :
TITLE OF THE PAPER : MACRO ECONOMICS – I

Unit – I

Nature and scope of Macro Economics – Micro and Macro Economics – Static, dynamic and comparative Macro Economic analysis – Types of Equilibrium

Unit – II

National Income: Definition – Circular flow of Income – Concepts – Measurement of National Income – Difficulties in estimating National Income – Importance of National Income studies – Social Accounting

Unit – III

The Classical theory of employment – J.B.Say's Law – Assumptions – Essential aspects – Criticisms

Unit – IV

Keynesian Theory of Employment: Basic ideas of Keynes – Effective Demand - Determination of Effective Demand – Aggregate Demand Function – Aggregate Supply Function – Difference between Classical and Keynesian Models.

Unit – V

Keynesian Theory of Money and Prices: Keynesian reformulated Quantity Theory of Money – Superiority of the Keynesian Theory – Criticism of Keynesian theory of Money and Prices – Liquidity Preference Theory.

Reference Books

1. Shapiro, Edward., - "Macro Economic Analysis", Galgotia Publications Pvt Ltd, New Delhi.
2. Montech Ahluwalia, - "Macroeconomics and Monetary Policy", T.R. Publications, New Delhi.
3. Vaish. M.C – "Macro Economics", Vikas Publishing House Pvt Ltd, Mumbai.
4. Chopra P.N – "Macro Economics, Kalyani Publishers, New Delhi.
5. M.L. Jhingan – "Macro Economics", Vrinda Publicaitons, Chennai



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[CORE -10, HOURS WEEK – 6, CREDITS – 5]

COURSE NAME : III BA BUSINESS ECONOMICS SEMESTER: V
SUBJECT CODE :
TITLE OF THE PAPER : MANAGERIAL ECONOMICS-I

Unit - I

Introduction – Natural & Scope of Managerial Economics – Significance of Managerial Economics.

Unit - II

Demand Analysis – Basic Concepts and Tools for Analysis of Demand – Demand forecasting.

Unit - III

The theory of Production – Factors of Production – Law of Variable proportions – Laws of returns to scale.

Unit - IV

Cost Analysis – Concepts – Cost output relations – Short run and Long run – Revenue Analysis: Derivations of Average Revenue and Marginal Revenue from Total Revenue.

Unit - V

Break Even Analysis: Meaning- Determinations of Break Even Point – Managerial uses of Break Even Analysis.

Reference Books

1. Varshney, R.L., and Maheshwari, K.L – “Managerial Economics”, S.Chand Publications.
2. Kumar, Pradeep – “Managerial Economics”, Kedar Nath Ram Nath and Co., Meerut
3. Mithani, D.M – “Managerial Economics” Himalaya Publishing House, Chennai
4. Samuel Web – “Managerial Economics” Wiley Publisher
5. Spencer, Milton, H and Louis Siegelman – “Managerial Economics” Literary Licensing Publisher, Chattisgarh



THE NEW COLLEGE (Autonomous), Chennai – 600 014

Post Graduate and Research Department of Economics

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[CORE -11, HOURS WEEK – 6, CREDITS – 5]

COURSE NAME : III BA BUSINESS ECONOMICS SEMESTER: V
SUBJECT CODE :
TITLE OF THE PAPER : INTERNATIONAL ECONOMICS -I

Unit - I

Meaning – Definition – Nature and Scope of International Economics – Features of International Trade – Difference between Internal Trade and International Trade – Advantages and Disadvantages of International Trade

Unit - II

Theories of International Trade: Absolute Cost Advantage Theory – Comparative Cost Theory – Opportunity Cost Theory – Modern Theory of factor endowment.

Unit – III

Trade Policy: Free Trade Vs Protection – Tariffs – Trade Barriers – Quotas – Dumping – Anti dumping – Measures – Impacts of Quotas on Imports

Unit - IV

Meanings of Balance of Trade and Balance of Payments - Structure of Balance of Payments – Components – Importance - Limitations – The Structure of Balance of Payment Accounts – Limitations.

Unit - V

Foreign Exchange: Meaning – Importance – Determination of Foreign Exchange Rates – Stable, Floating and Flexible Exchange Rates – Devaluation of Currencies – Partial and Full Convertibility of Currencies.

Reference Books

1. H.G., Mannur - “International Economics”, Vikas Publishing House Pvt. Ltd., New Delhi.
2. V.Neelamegam - “International Trade”, Vrinda Publications Pvt. Ltd, New Delhi.
3. Peter H.Lindert -“International Economics”, Kindleburger’s Edition, Irwin Publication, USA.
4. K.C.Rana and K.N.Verma - “International Economics”, Vishal Publishing Co. Jalandhar, India.
5. M. L. Jhingan – International Economics”, Vrinda Publication, Delhi.



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[CORE - 12, HOURS WEEK – 6, CREDITS – 5]

COURSE NAME : III BA BUSINESS ECONOMICS SEMESTER: V
SUBJECT CODE :
TITLE OF THE PAPER : FINANCIAL ECONOMICS

Unit - I

An overview of Financial Market – Financial Sector reforms – Securities and Exchange Board of India (SEBI) – Securities Contracts Regulation Act (SCRA) – Various segments of Financial Markets

Unit – II

Money Market: Meaning – Features – Instruments – Working – Functions

Unit - III

Capital Market: Structure – Characteristics – Primary and Secondary Market

Unit - IV

Market Intermediate: Stock Brokers, Underwriters – Market efficiency – National Stock Exchange (NSE) – Over –The –Counter (OTC)

Unit – V

Financial Market Services: Merchant Banking – Leasing – Factoring – Securitization – Mutual Funds – Interest free Financing.

Reference Books:

1. Stephen F. LeRoy, Jan Werner – “Principles of Financial Economics” Cambridge University Press , Chennai
2. Bailey, R.E – “The Economics of Financial Markets” – Cambridge University Press, Chennai
3. Shanmugam, R – “Financial Services” Wiley Publications, New Delhi
4. Dothan, - Prices in Financial Markets, Oxford University Press
5. www.sebi.gov.in



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[MAJOR BASED ELECTIVE - I, HOURS WEEK – 6, CREDITS – 5]

COURSE NAME : III BA BUSINESS ECONOMICS SEMESTER: V
SUBJECT CODE :
TITLE OF THE PAPER : ORGANISATIONAL BEHAVIOUR

Unit - I

Introduction of Organisational Behaviour - Foundations of Individual Behaviour – Personality, Perception, Learning, Values and Attitudes.

Unit - II

Motivation -Early theories, Contemporary theories, Motivation at work -Designing Motivating Jobs.

Unit - III

Group Dynamics -Group Behaviour, Communication and Group Decision making, Intergroup relations.

Unit - IV

Leadership – trait, Behavioral and contingency theories - Power and Politics - Trait, Behavioral Analysis, (T.A.) - Work stress.

Unit - V

Organisational structure and Design - Organisational change and development; Organisational Culture and climate. Organisational conflict – causes - types of conflict - Management conflict.

Reference Books:

1. Fred Luthans – “Organisation Behaviour”, McGraw Hill Publications
2. R.S. Dwivdi – “Human Relations and Organizational Behaviour”, Mc Millan India Ltd., 5th Edition.
3. Staw – “B.M. Psychological Dimensions of Organizational Behaviour”, 2nd Edition, Engle Wood Cliffs, Prentice Hall 1995.
4. Stephen P. Robbins – “Organizational Behaviour”, 9th Edition, Pearson Education, New Delhi, 2002.
5. Steven L. Mc Shane, Mary Ann Von Glinow – “Organizational Behaviour”, Tata McGraw Hill.



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[CORE -13, HOURS WEEK – 6, CREDITS – 5]

COURSE NAME : III BA BUSINESS ECONOMICS SEMESTER: VI
SUBJECT CODE :
TITLE OF THE PAPER : MACRO ECONOMICS -II

Unit – I

Consumption Function: Meaning – Average Propensity to Consume and Marginal Propensity to Consume – Significance of Marginal Propensity to Consume – Keynesian Psychological law of consumption

Unit- II

The Investment Function: Meaning – Difference between Capital and Investment – Classification of Investment – Determinants of Investment – Marginal Efficiency of Capital and Rate of Interest - The concept of Liquidity Trap

Unit-III

The Concept of Multiplier: Meaning – Types of Multiplier – Importance of Multiplier - Working of Multiplier – Assumptions – Leakages of Multiplier

Unit-IV

The Principle of Accelerator and Super Multiplier: Meaning – Operation of the Accelerator Principle – Assumptions – The Super Multiplier – Use of Super Multiplier – Interactions in Business cycle.

Unit – V

General Equilibrium and Macro Economic Policy: Meaning – Product Market Equilibrium – Derivation of IS – LM Curve – Money Market Equilibrium – General Equilibrium – Instruments of Macro Economic Policy.

Reference Books

1. Ahuja. H.L – “Macro Economics: Theory and Policies Advanced Analysis”, Indiana Books and Journals, Chennai.
2. Vaish. M.C – “Macro Economics”, Vikas Publishing House Pvt Ltd, Mumbai.
3. Chopra P.N – “Macro Economics, Kalyani Publishers, New Delhi.
4. Ackley, Gardner - “Macro Economic Analysis: Theory and Policy”, Macmillan Publishing Co., New York.
5. Brooman. F.S - “Macro Economics”, George Allen and Unwin Ltd, London.



THE NEW COLLEGE (Autonomous), Chennai – 600 014

Post Graduate and Research Department of Economics

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[CORE -14, HOURS WEEK – 6, CREDITS – 5]

COURSE NAME : III BA BUSINESS ECONOMICS SEMESTER: VI
SUBJECT CODE :
TITLE OF THE PAPER : MANAGERIAL ECONOMICS -II

Unit – I

Linear Programming: Meaning – Application of Linear programming in business – Graphical Method.

Unit - II

Ethical dimensions of Management – Decisions – Ethics in Management – Social Responsibility of Corporates – Stewardship Theory.

Unit - III

Capital Budgeting: Meaning – Types of Capital Budgeting - Cost of Capital – Capital Management

Unit - IV

Project Profitability – Methods of appraising Project Profitability.

Unit - V

Decision making theory: Risk and Uncertainty in Business – Elements of Decision theory – Decision Making Model – Classification of Managerial Decision Problems.

Reference Books

1. Varshney, R.L., and Maheshwari, K.L – “Managerial Economics”, S.Chand Publications.
2. Kumar, Pradeep – “Managerial Economics”, Kedar Nath Ram Nath and Co., Meerut
3. Mithani, D.M – “Managerial Economics” Himalaya Publishing House, Chennai
4. Samuel Web – “Managerial Economics” Wiley Publisher
5. Spencer, Milton, H and Louis Siegelman – “Managerial Economics” Literary Licensing Publisher, Chattisgarh



THE NEW COLLEGE (Autonomous), Chennai – 600 014

Post Graduate and Research Department of Economics

Under Graduate – Syllabus (With Effect from the Academic Year 2019-2020)

[CORE -15, HOURS WEEK – 6, CREDITS – 5]

COURSE NAME : III BA BUSINESS ECONOMICS SEMESTER: VI

SUBJECT CODE :

TITLE OF THE PAPER : INTERNATIONAL ECONOMICS - II

Unit - I

Exchange Control: Meaning – Features – Objectives of Exchange Control – Methods of Exchange Control – Advantages and Disadvantages of Exchange Control

Unit - II

GATT and WTO: Introduction – Trade Problems of developing countries – General Agreement on Tariffs and Trade (GATT) – World Trade Organisation (WTO) – The Agreement on Trade - related aspects of Intellectual Property Rights (TRIPS) – The Agreement on Trade- related Investment Measures (TRIMs) – Indian Patent Law

Unit - III

Export Management: Meaning – Scope of Export Management – Features of Export procedures – Export Finance – EXIM Bank

Unit - IV

International Financial Institutions: International Monetary Fund (IMF) – Origin – Objectives - Functions – IMF and India – International Bank for Reconstruction and Development (IBRD) – Origin – Objectives – Functions – The New International Economic Order (NIEO) – Origin – Features – Implementations of NIEO Programmes.

Unit - V

SAARC: Introduction – Objectives – Principles – Organisation – South Asian Association for Regional co-operation (SAARC) Funds – Trade and Economic Co-Operation – Suggestion to improve Economic Co-operation – Trade in SAARC – Appraisal of SAARC

Reference Books

1. H.G., Mannur - "International Economics", Vikas Publishing House Pvt. Ltd., New Delhi.
2. V.Neelamegam - "International Trade", Vrinda Publications Pvt.Ltd, New Delhi.
3. Peter H.Lindert - "International Economics", Kindleburger's Edition, Irwin Publication, USA.
4. K.C.Rana and K.N.Verma - "International Economics" , Vishal Publishing Co. Jalandhar, India.
5. M.L. Jhingan- "International Economics", Vrinda Publications, Delhi.



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[MAJOR BASED ELECTIVE- II, HOURS WEEK – 6, CREDITS – 5]

COURSE NAME : III BA BUSINESS ECONOMICS SEMESTER: VI

SUBJECT CODE :

TITLE OF THE PAPER : ENTREPRENEURIAL DEVELOPMENT

Unit - I

Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager, Entrepreneur vs. Entrepreneur. The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad.

Unit - II

Creating and Starting the Venture: Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process

Unit - III

The Business Plan: Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans. Marketing plan, financial plan and the organizational plan, Launching formalities.

Unit - IV

Financing and Managing the new venture Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and Entrepreneurship, Internet advertising.

Unit - V

New venture Expansion Strategies and Issues: Features and evaluation of joint ventures, acquisitions, merges, franchising. Public issues, rights issues, bonus issues and stock splits.

Reference Books

1. S S Khanka - Entrepreneurial Development, S. Chand Publications, New Delhi.
2. S. Anil Kumar - Entrepreneurship Development, New Age International Publications.
3. Chole, R.R., Kapse, P.S., Deshmukh, P.R. – Entrepreneurship Development And Communication Skills, Scientific Publishers.
4. A.K. Singh - Entrepreneurship Development and Management, University Science Press.



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[MAJOR BASED ELECTIVE- III, HOURS WEEK – 6, CREDITS – 5]

COURSE NAME : III BA BUSINESS ECONOMICS SEMESTER: VI

SUBJECT CODE :

TITLE OF THE PAPER : HUMAR RESOURCE MANAGEMENT

Unit - I

Human Resource Management: Meaning, Objectives and Scope – Philosophy and Policy of the Human Resource Management - Department Structure and Functions – Managerial and Operating Functions – Environmental Influence of Human Resource Management

Unit - II

Human Resource Planning: Manpower Planning – Strategy consideration of Planning – Job Analysis – Job Specification – Job Description – Approaches to Job Design – Job Simplifications – Job Enlargement – Job Rotation – Job Enrichment – Absenteeism and Labour Turnover

Unit - III

Recruitment Policy - Problems - Sources of Recruitment – Recruitment Practices in India – Selection – Placement and Induction – Promotions and Transfers – Employee Retention – Disciplinary Procedures - Demotions and Separations

Unit - IV

Training – Need and Importance – Steps in Training Programmes – Evaluation of Training Programmes – Concept of Management Development Programme – Techniques of Training and Development – Group Discussion- Conferences and Seminars – Stages of Career Development

Unit V

Wage and Salary Administration: Compensation Plan – Job Evaluation – Individual – Group – Incentives – Bonus – Fringe Benefits – Statutory benefits - Performance Appraisal – Meaning - Need and Importance – Objectives – Methods and Modern Techniques of Performance Appraisal – Requisite of a Good Appraisal Plan – Problems in Performance Appraisal

Reference Books

1. Aswathappa.K – “Human Resource and Personnel Management”, Tata Mc Graw Hill Publishing Co. Ltd.
2. Gupta C.B – “Human Resource Management”, Sultan and Sons.
3. Subba Rao. P – “Personnel and Human Resource Management”, Himalaya Publishing House, New Delhi.
4. Khanka S.S – “Human Resource Management”, S.Chand & Company Ltd, New Delhi.
5. Flippo E.B – “Human Resource Management”, McGraw Hill Kogakusha Ltd.