

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR – 639 005

B.A. ECONOMICS COURSE STRUCTURE UNDER CBCS SYSTEM

(For the candidates admitted from the year 2015-2016 onwards)

SEMESTER	COURSE	SUBJECT TITLE	SUBJECT CODE	INSTR. HOURS WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL	
							INT	ESE		
I	Tamil - I	Tamil – I	U15L1T1	6	3	3	25	75	100	
	English - I	English - I	U15L1E1	6	3	3	25	75	100	
	Core Course - I	Indian Economic Development	U15EC1C1	5	5	3	25	75	100	
	Core Course - II	Tourism Economics	U15EC1C2	5	4	3	25	75	100	
	First Allied Course – I	Statistical Methods – I	U15EC1A1	6	3	3	25	75	100	
	Value Education	Value Education	U15VE1	2	2	3	25	75	100	
					30	20				600
II	Tamil - II	Tamil – II	U15L2T2	6	3	3	25	75	100	
	English – II	English– II	U15L2E2	6	3	3	25	75	100	
	Core Course – III	History Of Economic Thought	U15EC2C3	5	5	3	25	75	100	
	First Allied Course – II	Statistical Methods – II	U15EC2A2	5	4	3	25	75	100	
	First Allied Course – III	Export Management	U15EC2A3	6	3	3	25	75	100	
	Environmental Studies	Environmental Studies	U15ES2	2	2	3	25	75	100	
					30	20				600
III	Tamil - III	Tamil- III	U15L3T3	6	3	3	25	75	100	
	English – III	English - III	U15L3E3	6	3	3	25	75	100	
	Core Course – IV	Micro Economics – I	U15EC3C4	6	5	3	25	75	100	
	Core Course – V	Monetary Economics	U15EC3C5	5	4	3	25	75	100	
	Second Allied Course I	Principles of Management	U15EC3A4	5	3	3	25	75	100	
	Non Core Elective I	Principles And Practice Of Insurance	U15BA3N1	2	2	3	25	75	100	
					30	20				600
IV	Tamil – IV	Tamil- IV	U15L4T4	6	3	3	25	75	100	
	English – IV	English -IV	U15L4E4	6	3	3	25	75	100	
	Core Course – VI	Micro Economics – II	U15EC4C6	5	5	3	25	75	100	
	Second Allied Course II	TamilNadu Economy	U15EC4A5	5	4	3	25	75	100	
	Second Allied Course III	Development Economics	U15EC4A6	4	3	3	25	75	100	
	Skill Based Elective I	Practical - Banking System	U15EC4S1P	2	4	3	25	75	100	
	Non Core Elective II	Modern Office Management	U15BA4N2	2	2	3	25	75	100	
				30	24				700	
V	Core Course – VII	Macro Economics – I	U15EC5C7	5	5	3	25	75	100	
	Core Course – VIII	Agricultural Economics	U15EC5C8	5	4	3	25	75	100	
	Core Course – IX	Human Resource Management	U15EC5C9	4	3	3	25	75	100	
	Core Course - X	Entrepreneurship Development	U15EC5C10	6	4	3	25	75	100	
	Elective Course - I	Security Analysis And Portfolio Management	U15EC5E1	4	4	3	25	75	100	
	Skill Based Elective - II	Principles of Commerce	U15EC5S2	2	4	3	25	75	100	
	Skill Based Elective - III	Group Project Work - Industrial Economics	U15EC5S3P	2	4	3	25	75	100	
	Soft Skill Development	Soft Skill Development	U15SSD3	2	2	3	25	75	100	
				30	30				800	
VI	Core Course – XI	Macro Economics – II	U15EC6C11	6	5	3	25	75	100	
	Core Course – XII	Fiscal Economics	U15EC6C12	6	5	3	25	75	100	
	Core Course – XIII	International Economics	U15EC6C13	6	5	3	25	75	100	
	Elective Course - II	Managerial Economics	U15EC6E2	5	5	3	25	75	100	
	Elective Course - III	Marketing Management	U15EC6E3	6	4	3	25	75	100	
	Extension Activities	Extension Activities				1				
		Gender Education	U15EA4	1	1	3	25	75	100	
				30	26				600	
TOTAL				180	140				3900	

CHAIRMAN
BOARD OF STUDIES IN ECONOMICS

CONTROLLER OF EXAMINATIONS

அரசு கலைக் கல்லூரி (தன்னாட்சி) - கூடர் - 5
கலையியல் / அறிவியல் / வணிகவியல் / பட்ட வகுப்பு
 (2015 - 2016 ஆம் கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்குரியது)
 பகுதி - 1 பொதுத்தமிழ் -1 - முதல் பருவம்
 மரபுக்கவிதை, புதுக்கவிதை, சிறுகதை, இலக்கணம், இலக்கிய வரலாறு

பொதுத்தமிழ் -1 முதல் பருவம்

(மரபுக்கவிதை, புதுக்கவிதை, சிறுகதை, இலக்கணம், இலக்கிய வரலாறு)

அலகு 1 மரபுக்கவிதைகள்

- அ) தமிழ்த்தாய் - பாரதியார்
 ஆ) புத்தகச்சாலை - பாரதிதாசன்
 இ) புத்தரும் ஏழைச்சிறுவனும்
 (ஆசியஜோதி) - கவிமணி
 ஈ) நோயற்ற வாழ்வு - நாமக்கல் கவிஞர்
 உ) இரசம் தீர்ந்து விட்டது
 (இயேசு காவியம்) - கண்ணதாசன்
 ஊ) அதிவீரராம பாண்டியன் - சுரதா

அலகு 2 புதுக்கவிதைகள்

- அ) மீரா கவிதைகள் (நான் மனிதன்) - மீரா
 ஆ) தேசப்பிதாவுக்கு ஒரு தெருப்பாடகனின் அஞ்சலி (கண்ணீர்ப்பூக்கள்)
 - மு.மேத்தா
 இ) வடலூரும் வார்தாவும்(நேயர் விருப்பம்)- அப்துல் ரகுமான்
 ஈ) சர்ப்ப யாகம் - சிற்பி
 உ) விசுவாமித்திரர் (அவதார புருஷன்) - வாலி
 ஊ) நிலத்தை ஜெயித்த விதை
 (இன்னொரு தேசிய கீதம்) - வைரமுத்து
 எ) ஒரு வண்டி சென்றியூ(10 கவிதைகள்)- ஈரோடு தமிழன்பன்

அலகு 3 சிறுகதை

- சிறுகதைத் தொகுப்பு - நியூ செஞ்சுரி பக் ஹவுஸ்

அலகு 4 இலக்கணம்

- வல்லினம் மிகும் இடங்கள் - நல்ல தமிழ் எழுத வேண்டுமா?
 வல்லினம் மிகா இடங்கள் - அ.கி.பரந்தாமனார்

அலகு 5 இலக்கிய வரலாறு

மரபுக்கவிதை, புதுக்கவிதை, சிறுகதை

பரிந்துரை நூல்

- முனைவர் கா.வாசுதேவன் - பன்முக நோக்கில் தமிழ் இலக்கிய வரலாறு
 தேவன் பதிப்பகம், 16/43, திருநகர்,
 திருவானைக்கோவில், திருச்சி

ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

வினாத்தாள் அமைப்பு முறை

பகுதி அ (ஒரு மதிப்பெண் வினா - 20)

- அ) பொருத்தமான விடையைத் தேர்ந்தெடுத்தல் 5*1=5
 ஆ) கோடிட்ட இடங்களை நிரப்பதல் 5*1=5
 இ) பொருத்துதல் 5*1=5
 ஈ) ஒரே சொற்களில் விடையளித்தல் 5*1=5

பகுதி ஆ (ஐந்து மதிப்பெண் வினா)

இது அல்லது அது என்ற வகையில் அமைதல் வேண்டும் 5*5=25

பகுதி இ (பத்து மதிப்பெண் வினா)

ஐந்தில் எவையேனும் மூன்றனுக்கு மட்டும் கட்டுரை வடிவில் விடை எழுத வேண்டும்.

3*10=30

மொத்த மதிப்பெண் -75

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR- 05

ALL UG COURSES - I SEMESTER - PART – II - ENGLISH

(For the candidates admitted from the year 2015-16 onwards)

ENGLISH – I

Unit I

- Monday Morning - Mark Twain
My Financial Career - Stephen Leacock

Unit II

- Indian Women - S. Radhakrishnan
Head Ache - R. K. Narayan

Unit III

- Thomas Alva Edison - Egon Larson
Helen Keller - Patrick Pringle

Unit IV

- Word Classes
I. Open Classes
1. Nouns
2. Adjectives
3. Verbs
4. Adverbs
II. Closed Classes
1. Pronouns
2. Determiners
3. Prepositions
4. Conjunctions
5. Exclamations / Interjections

Unit V

1. Spelling Rules
2. Words Often Confused or Misused
3. Homophones

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Subject Code:

U15EC1C1

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – I SEMESTER – CORE COURSE - I

(For the candidates admitted from the year 2015- 16 onwards)

INDIAN ECONOMIC DEVELOPMENT

Unit-I

Economic Development and National Income: Features of Indian Economy- Economic and non-economic factors determining development - concepts of growth and development- indicators of economic development – National income – methods of measuring National income – limitations.

Unit-II

Population, Poverty and Unemployment: Population- Growth- Age composition- Occupational distribution- - Causes, effects and remedial Measures- Population Policy- Poverty- Rural and urban poverty- Causes- Poverty Alleviation Programmes- Unemployment – Types and causes – employment generation programmes.

Unit-III

Agriculture: Agriculture and its role- Productivity- Causes for low Productivity in Agriculture- measures to improve - Land reforms-Green revolution- Challenges of globalization and the role of government – Agricultural development under Five Year Plans.

Unit-IV

Industries: Role of Cottage, Small and Large Scale Industries- Meaning- Merits and demerits Industrial Policies of 1948, 1956, 1991 and recent Change - Industrial development under Five Year Plans

Unit-V

Labour : Labour- types-Causes for low Productivity- Labour unrest- Trade Unionism- Labour problems- Government measures- Social security measures.

References

1. Agarwal.AN,(2004) Indian Economy, Wishwa Praksham, New Delhi.
2. Dhingra C 2003, The Indian Economy, Sultan and Chand New Delhi.
3. Jalan B 1992, The Indian Economy Problems and Prospects, Viking New Delhi.
4. Dalt Rudder and K.P.M.Sundharam (2002) Indian Economy S.Chand and Co, New Delhi.
5. Sankaran.S- Indian Economic Development.

Sl. No.:

Subject Code:

U15EC1C2

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – I SEMESTER – CORE COURSE - II

(For the candidates admitted from the year 2015- 16 onwards)

TOURISM ECONOMICS

Unit-I Importance of Tourism:

Definition- Scope- Importance of Tourism the Global Context- Challenges: Growing Terrorism, HIV, Tsunami and Unfavorable Political Climate- Classification of Tourism- Translational and Domestic Tourism.

Unit-II Types and Instruments of Tourism:

Educational Tourism - Social Tourism- Mass Tourism- Group Tourism- Independent Tourism- Need for Infrastructure- Visual presentation- Folders- Media advertisement- Image building methods- Internet.

Unit-III Tourism Management:

Safe and rapid transport system- Quality restaurants and holiday inns- Tourist Guides- Tourism industry and employment opportunities- Need for private entrepreneurship.

Unit-IV Tourism Promotion:

State and Central Governmental measures- Tourism development during five year plans- Tamil Nadu Tourism development corporation- Tourism administration- Tourism Policy.

Unit-V

Tamilnadu Tourism: Selective Tourist centers in Taminadu- Tourist centers in and around Tiruchirapalli- Prospects of Tourism in the region – Summer Resorts – Beach Resorts.

Reference Books:

1. Bhatia A.K. (2001) - International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
2. Vishwanath Ghosh (2000)- Tourism and Travel Management, Vikas, Publishing House, Pvt., Ltd., New Delhi.
3. John M.Bryder (1973)- Tourism and Development, Cambridge University Press, London.
4. Michael Peters (1969)- International Tourism, Hutchinson, London.
5. Rajasekara Thangaman (2003)- Tourism.

Sl. No.:

Subject Code:

U15EC1A1

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – I SEMESTER – ALLIED COURSE - I

(For the candidates admitted from the year 2015- 16 onwards)

STATISTICAL METHODS – I

Unit-I

Statistics- Meaning and definition-Nature and Scope- Statistics and other sciences- Functions and limitations.

Unit –II

Measures of Central tendencies: Arithmetic Mean - Median, Mode, Geometric Mean and Harmonic Mean.

Unit – III

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation about Mean, Median and Mode, Standard Deviation –absolute and relative measures.

Unit-IV

Skewness and Kurtosis: Difference between Dispersion and Skewness- Karl-Pearson, Bowley and Kelly's measures of Skewness- Kurtosis- Measures of Kurtosis.

Unit –V

Vital statistics- Meaning - – uses of vital statistics – methods of obtaining vital statistics Mortality – meaning - measurement of mortality -Crude Birth Rate.

Text Book: 1. V.K.Kapoor and S.C.Gupta, Fundamentals of Mathematical Statistics, Sulthan Chand and Sons, New Delhi. Reprint 2010.

Reference Books:

1. Rohatgi, V.K. (1988), An introduction to Probability Theory and Mathematical Statistics, Wiley Eastern Ltd., New Delhi.
2. Lehmann, F.L.(1986), Testing of Statistical Hypothesis (Student edition).
3. Hogg, R.V. and Craig, A.T. (1978), Introduction to Mathematical Statistics, Fourth edition, Colliar Mac.Millan Publishers.
4. Mood,A.M., Graybill, F.F. and Boes, D.C.(1974)

Note: Question should consist of 50 % theory and 50% problems

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

U15VE1

அரசு கலைக் கல்லூரி (தன்னாட்சி), ஈரூர் - 639005
அனைத்து இளநிலை - முதல் பருவம் - பகுதி - 4
(2015 - 2016 கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்கு உரியது)

மதிப்புக்கல்வி

அலகு 1

வாழ்வியல் கல்வி ஓர் அறிமுகம் - தனிமனித நெறிமுறைகள் - சமுதாய நெறிமுறைகள் - ஆன்மீக நெறிமுறைகள் - வாழ்வியல் நெறிகளின் மூலங்கள் - வாழ்வியல் நெறிகளின் அவசியம் - நன்னடத்தையும் நற்செயல்களும் - நற்பண்புகள் உருவாக்கம்.

அலகு 2

சமூக நற்பணி - சமூக நலப்பணித்திட்டங்கள் - சமுதாயத் தீமைகள் குறித்த விழிப்புணர்வு - போதை மருந்துகளுக்கு அடிமையாதல் - மதுப்பழக்கம் - புகைப்பிடித்தல் - தற்கொலை.

அலகு 3

இந்து சமயத்தின் போதனைகள் - இஸ்லாம் போதிக்கும் நெறிகள் - கிறித்துவம் போதிக்கும் நெறிகள் - சமயச் சார்பின்மை - சமய நல்லிணக்கம்.

அலகு 4

காந்தியடிகளின் அகிம்சை கொள்கை - அன்னை தெரசாவின் தொண்டுகள் - தன்னலமின்மையின் வடிவம் பெருந்தலைவர் காமராசர்.

அலகு 5

சமூகநீதி - மனித உரிமைகளும் - அவற்றின் பாதுகாப்பும் - மகளிர்க்கு எதிரான வன்முறைகள் - நாட்டின் ஒருமைப்பாடு.

Text Book:

1. மதிப்புக் கல்வி - Y.K.55,கூட்டுறவு பண்டகசாலை, அரசு கலைக்கல்லூரி(தன்னாட்சி), ஈரூர் - 5.

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

U15L2T2

அரசு கலைக் கல்லூரி (தன்னாட்சி) - ஈரூர் - 5
கலையியல் / அறிவியல் / வணிகவியல் / பட்ட வகுப்பு
 (2015 - 2016 ஆம் கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்குரியது)
 பகுதி - 1 பொதுத்தமிழ் -2 - இரண்டாம் பருவம்
 (பக்தி இலக்கியங்கள், சிற்றிலக்கியங்கள், உரைநடை, இலக்கணம், இலக்கிய
 வரலாறு)

அலகு 1 பக்தி இலக்கியங்கள்

தேவாரம்

- திருநாவுக்கரசர்
(திருவையாறு- 4ஆம் திருமுறை)

நாலாயிர திவ்விய பிரபந்தம்

- மதுரகவி ஆழ்வார்(கண்ணி நுண்
சிறுத்தாம்பு)

தெய்வமணிமாலை

- இராமலிங்க வள்ளலார்

பராபரக்கண்ணி

- குணங்குடி மஸ்தான் சாகிபு

யாக்கை நிலையாமை

- திருமந்திரம்

அலகு 2 சிற்றிலக்கியங்கள்

தமிழ்விடுதூது

- முதல் 16 கண்ணிகள்

திருக்குற்றாலக் குறவஞ்சி

- குறத்தி மலைவளம் கூறல்

நந்திக்கலம்பகம்

- பாடல் எண்கள்: 34,35,36,37,38,39,44,45,46,49

அபிராமி அந்தாதி

- 11-20 பாடல்கள்

கயிலாசநாதர் சதகம்

- அரிதெனல், இறந்தும் இருக்கின்றவர்,
இருந்தும் இறந்தவர், கோபக்கொடுமை,
கல்விச் சிறப்பு

அலகு 3 உரைநடை

இனியவை நாற்பது

- முனைவர் இரா.மோகன்

அலகு 4 இலக்கணம்

வாக்கிய வகைகள்

- நல்ல தமிழ் எழுத வேண்டுமா?
அ.கி.பரந்தாமனார்

அலகு 5 இலக்கிய வரலாறு

பக்தி இலக்கியங்கள், சிற்றிலக்கியங்கள், உரைநடை

பரிந்துரை நூல்

முனைவர் கா.வாசுதேவன்

-பன்முக நோக்கில் தமிழ் இலக்கிய வரலாறு
தேவன் பதிப்பகம்,16/43, திருநகர்,
திருவானைக்கோவில்,திருச்சி

ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

வினாத்தாள் அமைப்பு முறை

பகுதி அ (ஒரு மதிப்பெண் வினா - 20)

அ) பொருத்தமான விடையைத் தேர்ந்தெடுத்தல் 5*1=5

ஆ) கோடிட்ட இடங்களை நிரப்புதல் 5*1=5

இ) பொருத்துதல் 5*1=5

ஈ) ஒரே சொற்களில் விடையளித்தல் 5*1=5

பகுதி ஆ (ஐந்து மதிப்பெண் வினா)

இது அல்லது அது என்ற வகையில் அமைதல் வேண்டும் 5*5=25

பகுதி இ (பத்து மதிப்பெண் வினா)

ஐந்தில் எவையேனும் மூன்றனுக்கு மட்டும் கட்டுரை வடிவில் விடை எழுத
வேண்டும். 3*10=30

மொத்த மதிப்பெண் -75

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR- 05

ALL UG COURSES - II SEMESTER - PART – II - ENGLISH

(For the candidates admitted from the year 2015-16 onwards)

ENGLISH – II

Unit I

- | | | |
|--------------|---|---------------------|
| The Luncheon | - | Somerset Maugham |
| A Cup of Tea | - | Katherine Mansfield |

Unit II

- | | | |
|---------------|---|-------------------|
| A Work of Art | - | Anton Checkov |
| The Necklace | - | Guy de Maupassant |

Unit III

- | | | |
|---------------------|---|---------------------|
| My Lord the Baby | - | Rabindranath Tagore |
| An Astrologer's Day | - | R.K Narayan |

Unit IV

The Sentence

1. Types of Sentences
2. Simple, Compound and Complex Sentences
3. Sentence Patterns

Unit V

Transformation of Sentences

1. Affirmative into Negative and vice versa
2. Interrogative into Assertive and vice versa
3. Exclamatory into assertive and vice versa
4. Simple, Compound and Complex sentences
5. Voice: Active and Passive
6. Degrees of Comparison

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COE

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – II SEMESTER – CORE COURSE - III

(For the candidates admitted from the year 2015- 16 onwards)

HISTORY OF ECONOMIC THOUGHT

Unit-I Ancient Economic Thought

Nature and significance of economics thought- Mercantalism- Physiocracy

Unit II Classical Economic Thought

Adamsmith-J.B Say – Ricardo – Malthus- J.S.Mill

Unit-III School of Socialism –

Basic ideas of Sismondi –Saint Simon- Karl Marx economic ideas.

Unit-IV Keynesian Thought and welfare economics

J.M.Keynes-Contribution of J.M Keynes to economic thought - classical theory – Criticism by Keynes-Welfare school-Pigou and Pareto.

Unit-V Indian Economic Thought

Gokale- Naoroji- Ranado-Nehru- Gandhian Economic thought – Amarthya sen

Books Reference s

- 1.Sanakaran .S - History of Economic Thought
- 2.Loganathan .V - History of Economic Thought
3. Girija & Manimekalai - History of Economic Thought

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

U15EC2A2

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – II SEMESTER – FIRST ALLIED COURSE - II

(For the candidates admitted from the year 2015- 16 onwards)

STATISTICAL METHODS – II

Unit – I

Collection of Data- Primary and secondary sources- - Methods of sampling- Merits and limitations of sampling.

Unit – II

Classification and Tabulation-Objectives of classification, Types of classification- Tabulation- Advantages of Tabulation-Types of Tabulation -Difference between Classification and Tabulation.

Unit – III

Diagrammatic and Graphic Presentation of Data – Types of of Diagrams- Frequency distribution simple and complex table- Cross tabulation-Types of diagram- Bar and pie diagrams- Pictogram and scatter diagram -Merits and Demerits of Diagram- Graphic Presentation of Data – Rules of Graphics-Histogram- Frequency Curve.

Unit – IV

Correlation- Definition- types of correlation-Karl pearson correlation co-efficient and Spearman Rank correlation co-efficient-Regression- linear regression – regression lines – X on Y and Y on X.

Unit – V

Index Numbers– Types – Laspeyre, Paasches, and Irving Fisher Index Numbers – Chain Bases Index Number – The criteria of a good Index Number.

Text Books:

1.D.Kathamba Rajan Economic and Business Statistics, Himalaya Publishing House New Delhi, 2011.

Reference Books:

- 1.. Lehmann, F.L.(1986), Testing of Statistical Hypothesis (Student edition).
2. Hogg, R.V. and Craig, A.T. (1978), Introduction to Mathematical Statistics, Fourth edition, Colliar Mac.Millan Publishers. 4. Mood,A.M., Graybill, F.F. and Boes, D.C.(1974)

Note: Question should consist of 50 % theory and 50% problems

Sl. No.:

Subject Code:

U15EC2A3

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – II SEMESTER – FIRST ALLIED COURSE - III

(For the candidates admitted from the year 2015- 16 onwards)

EXPORT MANAGEMENT

UNIT - I Export Management

Export management–Introduction, meaning and definition – Nature and Scope of Export Management – Function of Export Management.

UNIT - II Export Marketing

Export marketing- planning process- Elements of Export Planning –The process of export organization–Staffing Export Organization-Importance of Export Finance.

UNIT - III India’s Foreign Trade

Foreign Trade during Five Year Plans – Composition of India’s Export Trade – Direction of trade analysis- India’s Export –Import policy-(New export – import policy 1997-2000).

UNIT - IV Export Promotion

Need for export promotion-Hindrances of the Export Promotion-Export promotion measures in India.-Free trade Zones(FTZs)-Export Processing Zones(EPZs).

UNIT – V Institutional infrastructure

Divisions under the Commerce Ministry – Export Promotion Councils – Functions – Advantages – Training programmers of the Institute - Indian Institute of Packaging - GATT –Objectives –Functions-EXIM Bank-Functions..

Text Book:

Radha, Export Management Prasanna Publishers., Reprint, Chennai 2004.

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05
ALL UG COURSES - II SEMESTER – PART – IV
(For the candidates admitted from the year 2015-16 onwards)

ENVIRONMENTAL STUDIES

Unit 1

Environment – Introduction – Nature – Scope – Content – Need for study: Natural resources – Forest and Energy resources – use and over exploitation –deforestation – Energy resources – reviewable and non reviewable energy resources.

Unit 2

Eco System: Concept – Structure and function – Procedures – consumers and decomposers – Food Chains – Food Webs and Ecological Pyramids – Biodiversity and its conservation : Introduction – definition – genetic – species and eco system diversity – conservation of biodiversity.

Unit 3

Environmental Pollution – Definition – causes – effects and control Measures – Types – Air – Water – Soil – Thermal and Nuclear hazards – solid waste and Management – Disaster Management – Role of an individuals in controlling pollution – Earth Quake –Earth Quake and Cyclone – Flood.

Unit 4

Social issues and the environment: urbanization – urban problems related to energy – Water Shed Management – Environmental ethics: issues and possible solutions – Wasteland reclamation – Climate Change – Global Warming - Acid rain – Ozone layer depletion – Public awareness.

Unit 5

Human Population and the environment: Population growth, Variation among nations – Population explosion – Family Welfare Programme – Human rights – HIV/AIDS – Women and Child Welfare – Role of information technology in environment and human health.

Text Book:

1. சுற்றுச்சூழல் கல்வி - முனைவர். ஆ. சசிலா அப்பாத்துரை -
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட், சென்னை.

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Subject Code:

U15L3T3

அரசு கலைக் கல்லூரி (தன்னாட்சி) - ஈரூர் - 5
கலையியல் / அறிவியல் / வணிகவியல் / பட்ட வகுப்பு
 (2015 - 2016 ஆம் கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்குரியது)
 பகுதி - 1 பொதுத்தமிழ் - 3 - மூன்றாம் பருவம்
 (காப்பியங்கள், நாடகம், இலக்கணம், இலக்கிய வரலாறு)

அலகு 1 காப்பியங்கள்

சிலப்பதிகாரம் (புறஞ்சேரியிறுத்த காதை)
 மணிமேகலை (சிறைக்கோட்டம் அறக்கோட்டம் ஆக்கிய காதை)
 கம்பராமாயணம் (இரணிய வதைப்படலம்)

அலகு 2 காப்பியங்கள்

பெரியபுராணம் (இளையான்குடி மாற நாயனார் புராணம்)
 தேம்பாவணி (நாட்டுப்படலம்)
 சீறாப்புராணம் (பாந்தள் வசனித்த படலம்)

அலகு 3 நாடகம்

சேர தாண்டவம் - பாரதிதாசன்

அலகு 4 இலக்கணம்

நிறுத்தக் குறிகள்

அலகு 5 இலக்கிய வரலாறு

காப்பியங்கள், நாடகம்

பரிந்துரை நூல்

முனைவர் கா.வாசுதேவன் - பன்முக நோக்கில் தமிழ் இலக்கிய வரலாறு
 தேவன் பதிப்பகம், 16/43, திருநகர்,
 திருவானைக்கோவில், திருச்சி

ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

வினாத்தாள் அமைப்பு முறை

பகுதி அ (ஒரு மதிப்பெண் வினா - 20)

- | | |
|--|-------|
| அ) பொருத்தமான விடையைத் தேர்ந்தெடுத்தல் | 5*1=5 |
| ஆ) கோடிட்ட இடங்களை நிரப்புதல் | 5*1=5 |
| இ) பொருத்துதல் | 5*1=5 |
| ஈ) ஒரே சொற்களில் விடையளித்தல் | 5*1=5 |

பகுதி ஆ (ஐந்து மதிப்பெண் வினா)

இது அல்லது அது என்ற வகையில் அமைதல் வேண்டும் 5*5=25

பகுதி இ (பத்து மதிப்பெண் வினா)

ஐந்தில் எவையேனும் மூன்றனுக்கு மட்டும் கட்டுரை வடிவில் விடை எழுத வேண்டும். 3*10=30

மொத்த மதிப்பெண் -75

Sl. No.:

Subject Code:

U15L3E3

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR- 05

ALL UG COURSES - III SEMESTER - PART – II - ENGLISH

(For the candidates admitted from the year 2015-16 onwards)

ENGLISH – III

Unit I

- A Prayer for My Daughter - W.B Yeats
A Poison Tree - William Blake

Unit II

- Stopping by Woods on a Snowy Evening - Robert Frost
Because I Could Not Stop For Death - Emily Dickinson

Unit III

- My Grand Mother's House - Kamala Das
Small Scale Reflections on a Great House - A.K Ramanujan

Unit IV

1. Error Correction
2. One word Substitution
3. Idioms and Phrases

Unit V

1. Comprehension
2. Note Making and Summarizing
3. Précis Writing

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Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – III SEMESTER – CORE COURSE -IV

(For the candidates admitted from the year 2015- 16 onwards)

MICRO ECONOMICS -I

Unit-I

Definition of Economics- Adam Smith- Marshall- Robins- Samuelson- Micro and Macro approach- Inductive and deductive method- Positive vs Normative Science- Static and dynamic analysis- Economic laws- Partial vs General Equilibrium.

Unit-II

Theory of consumer behavior- Cardinal Utility- Ordinal Utility- Law of diminishing Marginal Utility- Law of Equi-Marginal Utility- - Indifference curve analysis- Features of Indifference curve- Consumer's Equilibrium- Income, Price and substitution effects.

Unit-III

Demand - Law of Demand - Elasticity of demand- Types and Measurement- Factors influencing elasticity of demand- Uses- Consumer's surplus.

Unit-IV

Factors of Production- Land, Labour, Capital and Organization- Laws of returns- Law of variable proportions- Return to scale.

Unit-V

Cost and Revenue- Concepts of cost and revenue- Average, Marginal and Total cost- Nature of short run and long run average cost curves- Revenue; Total Revenue - Marginal Revenue – Average Revenue - Importance of revenue curves.

REFERENCE BOOKS:

1. Micro Economics Theory and Policy– Cavery, Sudha Nayak Girija(S.Chand & Co).
2. Principles of Economics– S.Loganathan(S.Chand & Co).
3. An Introduction to Micro Economics– D.Bose, A.Marimuthu(Himalaya Publishing House).
4. Micro Economic Theory– M.L.Jhingan(Vrinda Publications).

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – III SEMESTER – CORE COURSE - V

(For the candidates admitted from the year 2015- 16 onwards)

MONETARY ECONOMICS

Unit-I Money

Meaning, definition- Barter systems and its defects- Evolution of money- Functions of money- Role of money in capitalist economy- money in socialistic economy.

Unit-II Monetary Standards:

Good monetary standard- Metallic standard- Mono-metallism, Bi-metallism- Gold standard: meaning, function- Gold coin standard- Gold bullion standard- Gold exchange standard-gold reserve standard- gold parity standard- Gresham's Law- Paper currency standard- Principles of note issue- method of note issue

Unit-III Demand for and supply of money:

Demand for money- cash transaction and cash balance approach- Keynesian approach- - The supply of money- concept and constituents of money supply- determinants of money supply- High powered money- - Different approaches to measure money supply - equality of the demand for and supply of money

Unit-IV Value of Money:

Concept of value of money – Meaning-standard measures of value of money – Index number – construction of price index- price index number in India- Friedman quantity theory of money

Unit-V Monetary Policy:

Meaning-definitions- objectives- monetary policy instruments-quantitative and qualitative measures-limitations.

References:

1. M.L.Jhingan- Monetary Economics, Vrindha Publications (P) Ltd., Delhi.
2. D.M.Mithani- Money, Banking, International Trade and Public Finance (Himalaya Publications).
3. Sankaran- Monetary Economics, Margam Publications.
4. M.L.Seth- Money, Banking and Trade, Lakshmi Narayan Publications, Agra.

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05
B.A., ECONOMICS – III SEMESTER – SECOND ALLIED COURSE - I
(For the candidates admitted from the year 2015- 16 onwards)

PRINCIPLES OF MANAGEMENT

UNIT-I INTRODUCTION

Meaning of Management - Definition of Management - Features or Characteristics of Management- Functions of Management- Importance of Management.

UNIT-II MANAGEMENT THOUGHT

Hendry Fayol- Frederick Winslow Taylor- Scientific Management - Peter F. Drucker.

UNIT-III PLANNING

Introduction- Meaning- Definition- Objectives- Importance- Steps in Planning Progress- Limitations.

UNIT-IV ORGANISATION

Meaning- Definition- Functions of Organisation- Classification of organization- Importance.

UNIT-V CO-ORDINATION

Meaning- Definition- Features of co-ordination- Need and Importance of co-ordination- Techniques of co-ordination.

Books for Study:-

1. Ramasamy, T., Principles of Management, Himalaya Publishing House.
2. Prasad, L.M., Principles and Practice of Management, Sultan Chand & Sons.

Sl. No.:

Subject Code:

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05
B.A., ECONOMICS – III SEMESTER – NON CORE ELECTIVE - I**

(For the candidates admitted from the year 2015-16 onwards)

PRINCIPLES AND PRACTICE OF INSURANCE

- UNIT- I** Nature and scope of Risk Management – Methods of handling Risks – Types of Risk
- UNIT- II** Meaning and Functions of insurance, Nature of Insurance Business – Classification of Insurance.
- UNIT -III** Life Insurance – Classification of life insurance Policies – Assignment of life policies – Life Insurance corporation of India (LIC)
- UNIT- IV** General Insurance Business and Role of GIC – Role of Development officer – Role of Insurance Agents – Motor Vehicle insurance – Health Insurance – Cattle and public Liability insurance –
- UNIT- V** Privatization of Insurance Business in India - Insurance Regulatory and Development Authority (IRDA).

Text book recommended:

Title
Principles and Practice of
Insurance

Author
Dr. P. Periasamy

Publisher
Himalaya Publishing
House.

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

U15L4T4

அரசு கலைக் கல்லூரி (தன்னாட்சி) - ஈரூர் - 5
கலையியல் / அறிவியல் / வணிகவியல் / பட்ட வகுப்பு
 (2015 - 2016 ஆம் கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்குரியது)
 பகுதி - 1 பொதுத்தமிழ் - 4 - நான்காம் பருவம்
 (சங்க இலக்கியம், புதினம், இலக்கணம், இலக்கிய வரலாறு)

அலகு 1

நற்றிணை - 5,21,27,80,92
 குறுந்தொகை -10 பாடல்கள் (2,16,20,40,62,67,202,244,263,286)
 ஐங்குறுநூறு (அன்னாய் வாழிப்பத்து)
 அகநானூறு - 2 பாடல்கள் (10,23)
 புறநானூறு - 5 பாடல்கள் (74,192,204,206,312)
 கலித்தொகை- 2 பாடல்கள் (11,88)

அலகு 2

சிறுபாணாற்றுப்படை (முழுவதும்)

அலகு 3

பூர்வீக பூமி - சூரியகாந்தன்

அலகு 4 கட்டுரை

பொதுக்கட்டுரை, விண்ணப்பம், மடல், அலுவலகக் கடிதங்கள் எழுதப் பழகுதல்

அலகு 5

இலக்கிய வரலாறு - சங்க இலக்கியம், புதினம்

பரிந்துரை நூல்

முனைவர் கா.வாசுதேவன் -பன்முக நோக்கில் தமிழ் இலக்கிய வரலாறு
 தேவன் பதிப்பகம்,16/43, திருநகர்,
 திருவானைக்கோவில்,திருச்சி

ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

வினாத்தாள் அமைப்பு முறை

பகுதி அ (ஒரு மதிப்பெண் வினா - 20)

அ) பொருத்தமான விடையைத் தேர்ந்தெடுத்தல்	5*1=5
ஆ) கோடிட்ட இடங்களை நிரப்புதல்	5*1=5
இ) பொருத்துதல்	5*1=5
ஈ) ஓரிரு சொற்களில் விடையளித்தல்	5*1=5

பகுதி ஆ (ஐந்து மதிப்பெண் வினா)

இது அல்லது அது என்ற வகையில் அமைதல் வேண்டும் 5*5=25

பகுதி இ (பத்து மதிப்பெண் வினா)

ஐந்தில் எவையேனும் மூன்றனுக்கு மட்டும் கட்டுரை வடிவில் விடை தருக. 3*10=30
 மொத்த மதிப்பெண் -75

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR- 05

ALL UG COURSES - IV SEMESTER - PART – II - ENGLISH

(For the candidates admitted from the year 2015-16 onwards)

ENGLISH – IV

Unit I

- | | | |
|---------------------|---|------------------|
| Grand Mother's Gold | - | Ella Adkins |
| Medieval Magic | - | Geoffrey Chaucer |

Unit II

- | | | |
|------------------|---|-----------------|
| The little Man | - | John Galsworthy |
| The Pot of Broth | - | W.B Yeats |

Unit III

- | | | |
|----------------------------|---|-------------------|
| The Proposal | - | Anton Checkov |
| The Bishop's Candle Sticks | - | Norman Mc Kinnell |

Unit IV

1. Letter Writing
2. Developing Hints
3. Complete the Dialogue

Unit V

1. Essay
2. Group Discussion
3. Interview Techniques

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – IV SEMESTER –CORE COURSE - VI

(For the candidates admitted from the year 2015- 16 onwards)

MICRO ECONOMICS –II

Unit-I

Market Structure- Meaning- Types- Perfect Competition- Price and Output Determination- Equilibrium of the firm and industry in short and long run.

Unit-II

Simple Monopoly- Discriminating Monopoly- Price and Output determination under simple and discriminating monopoly.

Unit-III

Features of Monopolistic Competition- Equilibrium of firm and industry under short run and long run (Group Equilibrium) Selling Cost.

Unit-IV

Theories of factor pricing- Marginal Productivity Theory- Rent- Ricardian Theory of Rent- Wages- Real and Nominal Wage- Theory of Wages.

Unit-V

Interest - Classical- Neo- Classical and Keynesian Theory of Interest- Profits- Net and Gross - Theories of Profit.

Reference Books:

1. Stonier and Hague- A textbook of Economic Theory.
2. Watson- Price Theory and its uses.
3. Lipsey and Stonier- Economics.
4. Micro Economics – M.L.Jhingan
5. Modern Micro Economics – H.L. Ahuja

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – IV SEMESTER – SECOND ALLIED COURSE - II

(For the candidates admitted from the year 2015- 16 onwards)

TAMIL NADU ECONOMY.

UNIT – I

Tamilnadu – features –total land area – land use pattern – population of Tamilnadu – Demographic structure of Tamilnadu – Human Resources – HDI ranks – comparison with other states of India.

UNIT – II

Agriculture – importance of agriculture – cropping pattern – principal Commodities – New Agricultural Strategy Rainbow Revolution – Impact of Rainbow Revolution.

UNIT – III

Major industries – automobiles, Leather, Cotton, Sugar, cement, Software – Small Scale industries – Cottage industries – ancillary industries – handloom industries – sources of industrial finance – TIIC, SIDCO, SIPCOT, DIC, SPZ and EPZ (Special Processing Zone and Export Processing Zone).

UNIT –IV

Economic Overheads – Road, Transport, Power, communication and Banking – Social Overheads – Education, health, sanitation (Elementary treatment only).

UNIT – V

Tamilnadu vision 2020 – science and technology – Tourism Development in Tamilnadu – ports – Trade and Commerce.

Text Book:

1. Rev. Fr. Leonard :Tamilnadu economy

References

1. Rajalakshmi (2000), Tamilnadu Economy, Sultan Chand and Sons, Educational Publishers, New Dehli.
2. Perumalsamy (2000), Tamilnadu Economy, Sultan Chand and sons, New Dehli.
3. Manorama Year Book Recent Issueus.
4. I.C.Dhingra (2000), Indian Economy, Sultan Chand and Sons, Educational Publishers, New Dehli.

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – IV SEMESTER – SECOND ALLIED COURSE - III

(For the candidates admitted from the year 2015- 16 onwards)

DEVELOPMENT ECONOMICS

Unit-I

Economic Development and Growth: Meaning and difference between economic development and growth- characteristics of underdeveloped country- Vicious circle of poverty- remedial measures

Unit-II

Theories and Models of Economic Growth: Rostow's stages of economic growth- doctrine of balanced and unbalanced growth- Nurkes' theory of disguised unemployment- Theory of Big Push- Harrod –Domar model of development.

Unit-III

Measures for Economic Development: capital formation and economic development- importance of human capital formation- human development index (HDI) – sustainable development

Unit-IV

Planning and Development: Need for Planning in Underdeveloped countries- Cost-Benefit analysis- Objectives and achievement of Indian plans- Strategies of Indian Plans- Defects and remedial measures

Unit-V

Techniques of Planning: Linear programming –capital output ratio- choices of techniques- Transfer of technology-economic planning and price mechanism.

Reference Books

1. M.L Jhigan – Economic Development and Planning
2. Misra and Puri – Development and Planning
3. Metha – Jk - Economics and Groth
4. Arthur Lewis - Development Planning
5. Benjamin Higgins – Economic Development Principals

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – IV SEMESTER – SKILL BASED ELECTIVE - I

(For the candidates admitted from the year 2015- 16 onwards)

PRACTICAL - BANKING SYSTEM

UNIT- I

1. Preparation of invoice, receipts, voucher, delivery, challan, entry pass and Gate pass debit and credit notes. 2. Preparation of application for shares and allotment letter for share transfer forms from the secretary. - Depository participants account opening.

UNIT- II

1. Drawing, endorsing and crossing of cheques, filling up of pay in slips demand draft application and preparation of demand drafts. 2. Making entries in the passbook and filling up of account opening forms for SB account, Current account and FDR's preparation of FDR's.

UNIT- III

1. Filling up of application forms for admission to co-operative societies. Filling up loan application forms and deposit challan. 2. Filling up Jewel loan application form, procedure for releasing of jewelers in jewel loan and repayment.

UNIT- IV

1. Filling up income-tax returns-Online application for e-filing and application for permanent account number. 2. Preparation of audit programmes.

UNIT- V

1. Filling up of an application form for a LIC policy, filling up of the premium form sending premium notice and filling up the challan for remittance receipt for the premium. The procedure for settling account while the insured is alive or dead.

Note:

Students are requested to collect original or Xerox copies of the document and affix them on the record note books. Distribution of marks: Practical 75% and Record 25%.

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05
B.A., ECONOMICS – IV SEMESTER – NON CORE ELECTIVE - II
(For the candidates admitted from the year 2015-16 onwards)

MODERN OFFICE MANAGEMENT

Unit – I: Office Management and organization Basic concepts of office – Importance
– Functions –size of the office, Office management relations with other departments

Unit - II : Office manager - principles of office organization – types / systems of
organization – charts – centralization Vs. decentralization.

Unit –III : office correspondence & Record management Centralized Vs Departmental
correspondence – classification of records – principles of record keeping – filing –
methods.

Unit – IV : Office systems & Procedures Systems – procedure – Advantages –
Characteristics of sound office system& procedures

Unit – V : Office Personnel relations Personnel management – definitions – functions
– employee morale – Employee welfare – grievances.

Reference Books

1. Modern office management – Dr. I.M.SAHAI – Sathiya Bhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – V SEMESTER – CORE COURSE - VII

(For the candidates admitted from the year 2015- 16 onwards)

MACRO ECONOMICS -I

Unit-I

Meaning and Scope Macro economics- Meaning- scope- importance –limitation- difference between micro and macro economics- macroeconomic models- static, comparative statics and dynamics.

Unit II

National Income Elements of national income- measurements - importance of national income – difficulties – social accounting - circular flow of economic activities- 2, 3 and 4 sector models.

Unit- III

Employment and Unemployment – Meaning – types of unemployment – criterions of unemployment – Causes of unemployment – Classical view of full employment – Keynesian”s under employment.

Unit-IV

Income and Employment Classical theory of income and employment- Say’s law of market- Keynes criticism of classism- Keynesian theory of income and employment- aggregate demand and aggregate supply- weaknesses of Keynesian Theory.

Unit- V

Consumption and Investment Functions Consumption function- factors determining consumption functions- propensity to consume -measures to raise propensity to consume- Investment – meaning and types - Investment function- marginal efficiency of capital- factors influencing marginal efficiency of capital

Reference Books:

1. Macro Economic – Theory and Policy - H.L Ahuja
2. Macro economics - M.L.Seth
3. Macro Economics - M.L Jhingan
4. Macro Economics- - K.P.M Sundaram
5. Macro Economics - D.N.Dwivedi
6. Macro Economics -Rane Varma

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – V SEMESTER – CORE COURSE - VIII

(For the candidates admitted from the year 2015- 16 onwards)

AGRICULTURAL ECONOMICS

Unit-I Introduction to Agricultural Economics

Role of Agriculture in Indian Economy- Agricultural development Under Five Year Plans- Productivity in Agriculture- Causes for Low Productivity .

Unit-II Structural and Institutional Changes in Agriculture

New Agricultural Strategy- Green Revolution and its impact on Indian economy - Mechanization-Advantages and Limitations-Land Reforms– objectives -Measures- -Suggestions for Improvement .

Unit-III Agricultural Finance

Sources of Agricultural Finance- Rural indebtedness- Causes- Debt Relief Measures- Role of Credit Institutions (Commercial Banks and NABARD).

Unit-IV Agricultural Marketing

Present Status of Agricultural Marketing- Role and Functions of Efficient Marketing System- Defects of agricultural marketing -Regulated Market- Co-operative marketing – Agricultural Price Policy- Public Distribution System in India.

Unit-V Agricultural Labour

Features and Problems of Agricultural Labourers-Causes for poor conditions of Agricultural Labourers-Government Measures-Present scenario-and steps to be taken..

REFERENCE BOOKS

- 1.Bishop and Toussan., Introduction To Agricultural Economics Analysis, Toopam Company.
2. Dhingra, I.G., Indian Economy, S.Chand and Company.
- 3.Mellor.J.W., Agricultural Economics Toopan Company.
- 4.Memoria., Agricultural Problem of India Kitab Mabul Publisher

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – V SEMESTER – CORE COURSE - IX

(For the candidates admitted from the year 2015- 16 onwards)

HUMAN RESOURCE MANAGEMENT

Unit-I Human Capital

Meaning and definition- Evolution of the concept of human capital- Nature-significance- Method of raising human capital- schultz's approach – Human development index in India- Concept of HRD and HRM.

Unit-II Human Resource Management

Nature and scope of HRM - Environment of HRM- HR planning- objectives- need –Process – benefits and problems.

Unit-III Induction and Training

Induction- training- methods- identification of training- needs- training and development.

Unit-IV Performance Appraisal

Performance appraisal –methods- job evaluation and performance appraisal- compensation- carrier development.

Unit-V Labour Relations

Labour relation- function of trade unions- form of collective bargaining- workers participation in management- types of effectiveness- welfare and social security measures

Reference Books:

1. Mathur- B.L - Human Resource Management
2. Kumar , Asoak & Mamgai R.P – Man power Planning
3. ICFAI centre for management Research – Introduction to Human Resource Management
4. Aggarwala, Dharma Dharma Vira- Manpower Planning, Selection, Training

Sl. No.:

Subject Code:

U15EC5C10

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – V SEMESTER – CORE COURSE - X

(For the candidates admitted from the year 2015- 16 onwards)

ENTREPRENEURSHIP DEVELOPMENT

Unit-I

Definition- Scope- Significance of Entrepreneurship- Functions of Entrepreneur- Theories of Entrepreneurship.

Unit-II

Small Scale Industries and their Significance- Problems of Small Scale Industries- Small Scale Industries in Tamil Nadu- Industrial Policy on Small Scale Industries- Women Entrepreneurship Concept- Growth- Problems- Prospects and Development Scheme- SHGs and Micro Finance.

Unit-III

Promotional Agencies- NSIC, TIIC, SIDCO, SIPCOT, District Industrial Centers- Industrial Estates- Industrial Service Institute.

Unit-IV

Cost Price- Methods of Cost Estimation- Cost Control- Pricing Methods; Pricing Policy- Full Cost Pricing- Legislative Control Over Price; Packaged Commodities Regulation Act.

Unit-V

Project Preparations and Evolution- Break Even Analysis; Concept- Features- Assumptions- Graphical Analysis- Importance and Limitations.

Reference Books:

1. Holt, David. H., (1998), Entrepreneurship- New Venture Creation, Prentice- Hall of India, New Delhi.
2. Gupta, C.B and N.P. Srinivasan, (1993), Entrepreneurial Development, Sultan Chand, New Delhi.
3. Rao, N. Gangadara., Entrepreneurship and growth of enter price in Industrial Estate- Deep & Deep Publications.
4. Bisht, Narendra S. Ramesh C. Mishra, and Anil K. Srivastava, (Eds.), (1989), Entrepreneurship- Reflection and Inverstigations, Chugh Publications, Allahabad.
5. Uddin Sami, Mehfoozur Rehman, Z. U. Khairoowala, and Hifzur Ragman, (1990), Entrepreneurial Development in India, Mittal Publications, New Delhi.
6. Rao, P. Subba, and M.Sundaram., (1993), Economics of Entrepreneurial Development Kanishka Publishers Distributors, Delhi.
7. Chandra, Shanta Kohli, (1991), Development of Women Entrepreneurship in India, Mittal Publications, New Delhi.

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05
B.A ECONOMICS –VI SEMESTER, ELECTIVE COURSE -I
(For the candidates admitted from the year 2015- 16 onwards)

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Unit-I

Investment- meaning, nature and Types of investment- stages of investment- sources of investment information- importance of investment- features of investment programme.

Unit-II

Stock Market: primary market- method of raising funds in primary market: Ownership capital-debentures-reinvestment- secondary market- function of stock exchange- utility of stock exchange-Role of stock exchange in Indian economy- Securities and Exchange Board of India.

Unit-III

Security analysis: Economic analysis-industry analysis-company analysis- Technical analysis- Efficient market theory.

Unit-IV

Risk and Return analysis: Types Factors determining the return of investment-method of measurement- Mutual funds: Types - advantages of mutual funds.

Unit-V

Portfolio management: meaning and objectives of portfolio management-stages of portfolio- portfolio risks and returns.

REFERENCE BOOKS

1. Ralph Eastman badger and harrg – Investment Principles and Practice G.Guthamann
2. Preeti Singh - Investment Management
3. B.S. Grewal and Nahjot Grewal - Successful stock market investment
4. S.S. Grewel and Nahjot Grewal - Profitable investment in Shares
5. Dougall Herbet - Investment

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – V SEMESTER – SKILL BASED ELECTIVE - II

(For the candidates admitted from the year 2015- 16 onwards)

PRINCIPLES OF COMMERCE

Unit-1 ORGANISATION

Meaning and Definition - Principles of organization - Types of Organisation - Sole trader Partnership firms - Joint Stock Company -Co-operatives

Unit -2 SOLE TRADER

Meaning and Definition of sole trader - Special features of Sole trader - Merits of Sole trade - Demerits of Sole trader – Meaning and Definition of Partnership- Features –Merits and Demerits –Types and Kinds Of Partnership – Partnership Deed –Different between Sole Trader and Partnership

Unit - 3 COMPANIES

Meaning and Definition of joint stock company - special features - merits and demerits - Kinds of companies - Formation of a company - Memorandum of Association – Shares and Debentures

Unit – 4 CO-OPERATIVES

Meaning and definition of Co-operatives - special features - Merits and demerits - Types of co-operatives – Co-operative movement in India

Unit – 5 GOVERNMENTS IN BUSINESS

Private Sectors – Meaning – Objectives – Role of Private sector – Public Sector - Meaning – Objectives – Role of Public sector

Reference Books:

- 1 . Peer Mohamed and Shaguli Ibrahim Advanced Accountancy,Pass publications.
2. C.B. Gupta Business Organisation and Management Sultan Chand Publications
3. Radha, Principles of Accountancy, Prasanna Publishers., Reprint, Chennai 2004

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – V SEMESTER – SKILL BASED ELECTIVE - III

(For the candidates admitted from the year 2015- 16 onwards)

GROUP PROJECT WORK - INDUSTRIAL ECONOMICS

Objective:

Students of Economics are expected to capitalize the current industrial success scenario.

I. The students have to analyze any two public limited company or SSI, Agro-Industries or SHGs or case study method.

II. Firstly, they have to learn SWOT analysis of these two companies.

III. Second, they have to analyze those two company's production, marketing, finance and other performance. Viz – Technology, Advertising, Distribution Network etc.,

IV. Thirdly they have to compare these two company's performance.

V. Finally, based on the analysis, Students should submit a detailed report about their Selected companies performance.

MODEL OF PROJECT WORK

- a. Profiles of the selected company.
- b. Details of Production, Marketing, Financial and other performance.
- c. Comparative analysis.
- d. Findings.

VI. Industrial analysis shall be prepared by the students under the supervision and guidance of the faculty of the concerned department.

VII. Viva – voce examination will be conducted with internal & external examiners at the end of the semester and the credits will be awarded.

Note :

1. A group of Students numbering Ten under the guidance of one guide to be formed have to undergo collection of data, in the month of July and August and analysis is made in the month of September.
2. The report should be submitted by the students before 10th of October.
3. External marks 75 and internal marks 25.

External marks (Viva Voce - 25 Marks ; Project Report – 50 Marks)

Internal Marks (Collection of Data – 10 Marks; Preparation – 10 Marks; and Attendance – 5 Marks).

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05
ALL UG COURSES – V SEMESTER – PART - IV
(For the candidates admitted from the year 2015 - 2016 onwards)

SOFT SKILLS DEVELOPMENT

Learning Objective

Today's world is all about relationship, communication and presenting oneself, one's ideas and the company in the most positive and impactful way. This course intends to enable students to achieve excellence in both personal and professional life.

- UNIT-I** Know Thyself/Understanding Self
Introduction to Soft Skills-Self discovery-Developing positive attitude-Improving perceptions-Forming values.
- UNIT- II** Interpersonal Skills/Understanding Others
Developing interpersonal relationship-Team building-group dynamics-Net working-Improved work relationship.
- UNIT-III** Communication Skills / Communication with others
Art of listening-Art of reading-Art of speaking-Art of writing-Art of writing e-mails-e mail etiquette.
- UNIT-IV** Corporate Skills / Working with Others
Developing body language-Practicing etiquette and mannerism-Time management-Stress management.
- UNIT-V** Selling Self / Job Hunting
Writing resume/cv-interview skills-Group discussion-Mock interview-Mock GD-Goal setting-Career planning.

Text Book:

**Meena.K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills : A Road Map to Success), P.R.Publishers & Distributors, No, B-20 & 21, V.M.M. Complex, Chatiram Bus Stand, Thiruchirappalli - 620 002.
(Phone No:0431 - 2702824; Mobile No: 94433 70597, 98430 74472)**

**Alex. K (2012) Soft Skills - Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi - 110 055.
Mobile No: 94425 14814 (Dr.K. Alex)**

Reference Books

- (i) Developing the leader within you John c Maxwell**
- (ii) Good to Great by Jim Collins**
- (iii) The seven habits of highly effective people Stephen Covey**
- (iv) Emotional Intelligence Daniel Goleman**
- (v) You can win Shive Khera**
- (vi) Principle centred leadership Stephen Covey.**

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – VI SEMESTER – CORE COURSE - XI

(For the candidates admitted from the year 2015- 16 onwards)

MACRO ECONOMICS –II

Unit-I Keynesian Economics

Comparison of classical and Keynesian theory of employment – features of Keynesian economics – contribution of Keynes – Keynesian a critical appraisal - relevance of Keynesian economics in under developed countries - practical implications of Keynesian economics.

Unit-II Multiplier and Accelerator -

Khan's employment multiplier - Keynes investment multiplier- condition for the operation of the multiplier- leakages, reverse working of the multiplier- criticism- Accelerator- limitations.

Unit-III Inflation and business cycle

Meaning – types - effects of inflation - measures to control inflation –deflation- stagflation. Business cycle Phases of trade cycles- features – theories of business cycle Samuelsson model of business cycle - interaction between multiplier and accelerator- Hicks theory of business cycle-Hawtry theory of business cycle.

Unit-IV General equilibrium

General equilibrium- monetary and real sector – shifts in IS and LM curves- Real balance effects.

Unit-V Macroeconomic policies

Objectives- instruments- monetary versus fiscal policies – Philip's curve – Limitations of monetary and fiscal policy.

Reference Books:

1. Macro Economic – Theory and Policy - H.L Ahuja
2. Macro economics - M.L.Seth
3. Macro Economics - M.L Jhingan
4. Macro Economics- - K.P.M Sundaram
5. Macro Economics - D.N.Dwivedi
6. Macro Economics -Ranee Varma

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – VI SEMESTER – CORE COURSE - XII

(For the candidates admitted from the year 2015- 16 onwards)

FISCAL ECONOMICS

UNIT I – Nature and Scope

Definition and scope of Public Finance – Public finance and private finance -Functions of State – Principal of Maximum Social Advantage, Limitations and usefulness.

UNIT II –Public Expenditure and Public Revenue

Meaning and classifications of public expenditure- canons of public expenditure- causes for the growth of public expenditure- effects of public expenditure - Sources of Revenue – Tax and non-tax revenue- taxation: Canons of taxation- Direct and indirect tax- proportional and progressive taxation – Tax avoidance and tax evasion- effects of taxation.

UNIT III - Public Debt and Budget

Definition- causes and classification of public debt- redemption of debt- effects of public debt- public debt in India- control of public debt - Meaning and objectives of budget - principles of budgeting – Requirements of a good budget, a note on performance budget and zero – base budget – Deficit financing- Role of deficit financing in economic development.

UNIT IV – Fiscal Policy

Meaning and objectives of Fiscal policy, Instruments of Fiscal Policy, Compensatory Fiscal policy, concept of sound finance and functional finance, Role of Fiscal policy in a developing economy.

UNIT V – Federal and Local Finance

Principles of Federal Finance- Centre and State financial relations- functions of Finance Commission, -Local finance: Functions of local governments, meaning and importance of local finance, Resources of local governments viz. Corporations, Municipalities, Village Panchayats,

Reference Books:

1. Sundharam, K.P.M. - Fiscal Economics
2. Bhargava, R.N. - Indian Public Finance
3. Sankaran, S - Fiscal Economics
4. Vasuthevan - Public Finance
5. Agarwal, R.C. - Public Finance, Theory and Practice

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – VI SEMESTER – CORE COURSE - XIII

(For the candidates admitted from the year 2015- 16 onwards)

INTERNATIONAL ECONOMICS

Unit-I Features of Theories

Need for Separate Study- Distinction between Internal and International Trade- Classical Theories of International Trade- David Ricardo's Comparative Cost Theory- Heberier's Opportunity Cost Theory- Modern Theory- Hecksher- Ohlin Theorem.

Unit-II Free Trade versus Protection

Case for against Free Trade and Protection- Protective Tariffs- Meaning- Types- Effects- Quotas- Meaning- Types- Effects- Dumping Preconditions for Dumping- Effects- Dumping measures.

Unit-III Balance of Payments

Concept- Importance- Structure- Distinction between Balance of Trade and Balance of Payments- Disequilibrium in the balance of Payments- - Measures to correct Disequilibrium.

Unit-IV Foreign Exchange

Meaning- Importance- Demand for Foreign Exchange- Supply of Foreign Exchange- Equilibrium rate of Foreign Exchange- Theories of foreign exchange –Objectives and function of foreign exchange-fixed and flexible exchange rate.

Unit-V International Monetary System

International Liquidity IMF- IBRD- Asian Development Bank- SAARC- WTO.

Reference Books:

1. Jingan, M.L., (2003)(, International Economics, Vani Educational Books (or) Konark Publishers Pvt. Ltd., Delhi.
2. Mithani, D.M., (1997), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, Bombay.
3. Francis Cherunilam, International Economics.
4. Gupta, K.R., International Trade.
5. Mannur, H.G., International Economis.

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – III SEMESTER – ELECTIVE COURSE – II

(For the Candidates admitted from the year 2015 – 16 onwards)

MANAGERIAL ECONOMICS

UNIT –I Scope and fundamental concepts and note of managerial economics:

Definition – scope concepts – significance of the subject – Difference between economics and managerial economics – profit maximization – sales maximization – other objectives –role of managerial economics.

UNIT – II Demand Determinations and forecasting : Demand – meaning , distinctive types – factors determining demand , law of demand – elasticity of demand – distinctive types of elasticity – meaning , objectives and purpose of forecasting – methods of forecasting.

UNIT – III Production and supply factors: meaning of production – production function – laws of production – meaning of supply – law of supply – determining of supply – elasticity of supply.

UNIT IV Cost concepts and cost control: Various cost concepts – techniques of cost control of cost reduction – optimum firm.

UNIT V Break even analysis and managerial decision making theories :Break even analysis – determination of break even point – assumption – usefulness and limitations – decision making procedures – classification of managerial decision problems – decision taking under certainty and under uncertainty.

Books for Study

1. Varshney. R.L., Maheswari. K.L., Managerial Economics
2. Mehta.P.L, Managerial Economics.
3. Reddy, Appannaiah, Asha ganesh Essentials of managerial economics, Himalaya publishing House.

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Subject Code:

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

B.A., ECONOMICS – VI SEMESTER – ELECTIVE COURSE - III

(For the candidates admitted from the year 2015- 16 onwards)

MARKETING MANAGEMENT

Unit-I - Marketing Management

Meaning- evolution of marketing- management role of marketing in economic development- - objectives of marketing and marketing management- micro and macro level marketing- marketing risks- causes and remedial measures of dealing risks.

Unit-II - Product policy and planning

Meaning and definition of product- product line- Product mix- importance of product life cycle- product planning and development strategy –stages in development of new product.

Unit-III- Pricing Policies

Objectives of pricing- Price determination procedures- pricing policies and strategies- factors affecting in price determination-method of price setting.

Unit-IV - Sales promotion Advertising

Nature of sales promotion –types of sales promotion programmes- salesmanship techniques – Advertising: objectives- types-functions- advertising for rural market.

Unit-V -Marketing research and MIS

Nature and techniques of marketing research- trends in marketing research- process of marketing research-importance of marketing information system- sources of marketing information system.

Reference Books:

1. Acharya B.K Govekar – Marketing and sales Management
2. Mathur U.C – Advertising Management
3. Rajan Nair .N – Marketing Management
4. Sharma D.D – Marketing Research

Sl. No.:

Subject Code:

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அரசு கலைக் கல்லூரி (தன்னாட்சி), ஈரூர் - 639005
அனைத்து இளநிலை - ஆறாம் பருவம் - பகுதி - 5
(2015 - 2016 கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்கு
உரியது)

பாலின சமத்துவம்

அலகு 1

பாலினம்தொடர்பான கோட்பாடுகள் : பாலியல் - பாலினம் - உடற்கூறு ரீதியில்
நிருணயித்தல் - ஆணாதிக்கம் - பெண்ணியம் - பாலின பாகுபாடு - பாலின வேலைப்
பாகுபாடு - பாலின ஒருபடித்தானவர்கள் - பாலின உணர்வூட்டல் - பாலின சமவாய்ப்பு
- பாலின சமத்துவம் - பாலின மையநீரோட்டமாக்கல் - அதிகாரப்படுத்துதல்.

அலகு 2

மகளிரியல் : பாலினசமத்துவக்கல்வி - பல்கலைக்கழக மானியக்குழுவின்
வழிகாட்டுதல்கள் - ஏழாவது ஐந்தாண்டு திட்டம் முதல் பதினோராவது
ஐந்தாண்டுத்திட்டம் வரை - பெய்ஜிங் மாநாடு - பெண்களுக்கு எதிரான
அனைத்தவகையான பாகுபாடுகளையும் நீக்கும் ஒப்பந்தம் - 1979 (CEDAW) -
சட்டத்தில் பெண்களுக்கு ஆதரவானவற்றை இணைத்தல் அல்லது உட்படுத்துதல்
- பெண்களுக்கு எதிரானவற்றை ஒதுக்குதல்.

அலகு 3

பாலியல் பாகுபாட்டிற்கான தளங்கள் : குடும்பம் - பாலின விகிதாச்சாரம் -
கல்வி - ஆரோக்கியம் - ஆளுமை - மதம் - வேலைவாய்ப்பு - ஊடகங்கள் - அரசியல் -
சட்டம் - பாலியல் துன்புறுத்தல்கள்.

அலகு 4

பெண்கள் மேம்பாடு மற்றும் பாலின சமத்துவ மேம்பாடு : பெண்களுக்கான
சமத்துவ முயற்சிகள் - சர்வதேச பெண்களுக்கான சகாப்தம் - சர்வதேச பெண்களுக்கான
ஆண்டு - பெண்களின் மேம்பாட்டிற்கான தேசியக் கொள்கைகள் - பெண்கள் அதிகார
ஆண்டு 2001 - சர்வதேசக் கொள்கைகளை மையநீரோட்டமாக்கல்.

அலகு 5

பெண்கள் இயக்கங்கள் மற்றும் பாதுகாப்பு நிறுவன ஏற்பாடுகள் : தேசிய மகளிர்
ஆணையம் - மாநில மகளிர் ஆணையம் - அனைத்து மகளிர் காவல் நிலையங்கள் -
குடும்ப நீதிமன்றங்கள் - குடும்ப வன்முறையிலிருந்து பெண்களைப் பாதுகாக்கும் சட்டம்
2005 - பணியிடங்களில் பெண்கள் மீதான பாலியல் துன்புறுத்தல்களைத் தடுப்பதற்கான
உச்சநீதிமன்ற வழிகாட்டுதல்கள் - விசாகா தீர்ப்பு - தாய் சேய் சேம நலச்சட்டம் - பெண்
சிசுவை கருவில் கண்டறிவதைத் தடை செய்யும் சட்டம் 1994 - ஈவ்டிசிங் - பெண்களைத்
தொல்லை செய்தல் தடுப்புச் சட்டம் - மகளிர் சுயஉதவிக்குழுக்கள் - பஞ்சாயத்து
அமைப்புகளுக்கான 73வது மற்றும் 74வது சட்டத்திருத்தம்.

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CHAIRMAN – BOS

COE