

Course Code 22BAEA1	Allied –I A		T/P	C	H/W
	Labour Economics		T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To teach labour Laws ➤ To teach labour system and security 				
Unit-1	Labour – meaning – characteristics – migratory character – causes for migration – Absenteeism – causes for absenteeism – measures to reduce absenteeism – Labour turnover – measurement – difficulties in measurement – causes for Labour turnover – measures to reduce Labour turnover.				
Unit-II	Industrial disputes – forms of industrial disputes – causes for industrial disputes – effects of industrial disputes – prevention of industrial disputes – methods for the settlement of industrial disputes.				
Unit-III	Wages – real wages and nominal wages – factors affecting real wages – causes for wages difference – methods of wage payment.				
Unit-IV	Social security – benefits provided under social security measures in India – Working conditions – hours of work – Occupational hazards – Housing conditions – workers Education.				
Unit-V	Child Labour – Causes of Child Labour – Constitutional and Legislative provision measures to regulate child labour – Status of Women Workers – Problems of women workers – Protective provision.				
Books for References:					
Bhagoliwal T.N(2002), Economics of Labour and Industrial Relations, SahityaBhavan Agra.					
Kannapon S.(1983) Employment Problems and Urban Labour Markets in Developing countries, University of Michigan , Ann Arbor.					
MCCConnell C.R and S.L.Brue(1986), Contemporary Labour Economics, McGrawHill Publications, New Delhi.					
Outcomes	<ul style="list-style-type: none"> ➤ The students can get the knowledge of labour law and its value ➤ Helpful to competitive exams 				

Course Code 22BAEA2	Allied – I B		T/P	C	H/W
	Managerial Economics		T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To teach managerial models and methods ➤ To teach managerial approach and man power management 				
Unit-1	Managerial Economics Objectives of the Firm Economics and Management – Managerial Models of the firm, (a) Sales – revenue – Maximizing model (Baumol), (b) Managerial Utility maximizing model (Williamson), (c) Marris model – Behavioural model to the firm, (a) “Satisfying” (b) X-Inefficiency.				
Unit-II	Competitive Advantage “Structure conduct – Performance” theory – “Generic strategies” for competitive advantage (Michal porter) – The “five forces” model of competition – Sustaining competitive advantages, (a) Economics of scale as barrier to entry – mergers, (b) differentiation as barrier to entry.				
Unit-III	Pricing Strategies Price discrimination: First degree, Second degree and third degree price discrimination – Approached to Pricing: (a) Cost – plus pricing (b) target return pricing (c) product life cycle – pricing – skimming strategy – penetration strategy (d) transfer pricing.				
Unit-IV	Non Price Competition Non – Price Competition: Components of the “Marketing mix”, promotion in marketing mix: Dorfman – Steiner condition for advertising expenditure (b) Determinants of advertising elasticity of demand – Product policy and place in the marketing mix: (a) Product mix decisions- Place: selecting a “marketing channel”.				
Unit-V	Investment Appraisal The investment selection process – Estimating cash flows – Evaluating Investment: (a) payback method (b) net present value method – The cost of capital (a) dividend valuation model (b) Capital - asset price model.				
Books for References: Ahuja H.L.(2008) Managerial Economics(S.Chand& Co, New Delhi) Mathur (2008) Managerial Economics(Power Book Mark). Howard Davies (1998), Managerial Economics London: Pitman. William Boyes (2005), The New Managerial Economics (Indian Adaption Edition), New Delhi Biztantra.					
Outcomes	<ul style="list-style-type: none"> ➤ The students can get the knowledge Of managerial capacity and its value ➤ Helpful to get jobs and higher studies 				

Course Code 22BAEA3	Allied -II A		T/P	C	H/W
	Indian Economy		T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To teach the Indian economy origin and its development ➤ To inculcate the role of government in economic development 				
Unit-1	Economic Growth and development – underdevelopment – Common characteristics of UDCs– Transition of Indian Economy from Plan Period to reform period – Basis of I Generation and II Generation reforms – features of Tamil Nadu state economy.				
Unit-II	Population and Economic growth – Population and Human Recourse Development – causes for rapid growth of Population – Population Policy of India and Tamilnadu state.				
Unit-III	Human Capital Vs Physical – Human Capital formation – Unemployment – Employment – Problems and measures				
Unit-IV	Industrial Policy-New industrial Policy 1991-Recent Trends and Role of SSI in Indian Economy-Problems-Government measures.				
Unit-V	Economic Planning – objective – Achievements and Failures of Five year Plans – Recent Five year Plan – prerequisites of successful Planning				
<p>Books for References:</p> <p>Kapila U. (2010): Indian Economy since Independence. Academic Foundation, New Delhi.</p> <p>Chakraborty S. Development Planning : The Indian Experience. Clarendon Press.</p> <p>JalanBimal (1992) : The Indian Economic – Problems and Prospects.</p>					
Outcomes	<ul style="list-style-type: none"> ➤ The can learn the Indian economic system ➤ Useful to UPSC and other competitive exams 				

Course Code 22BAEA4	Allied –II B	T/P	C	H/W
	Money and Banking	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To inculcate the idea of money and its origin. ➤ To teach the money and its functions in economics 			
Unit-1	Evolution of Money Money meaning and definition – functions – qualities of good money – currency standard – methods of note issue – role of money in mixed economy			
Unit-II	Value of Money Value of money – fisher’s quantity theory of money – Cambridge equation – Keynes’s income theory – theories of money supply –inflation – types – controlling –effects-measures of control			
Unit-III	Commercial Banking Definition – functions – Role of commercial banks in economic development – Recent trends			
Unit-IV	Central Banking Function – Role of central bank in a developing economy – credit control – meaning – objectives – quantitative and qualitative credit control measures			
Unit-V	Financial Reforms Recent developments in banking sectors – ATM merits and demerits – Different credit cards and Online Banking – Money market – Defects of Indian money market – Demonetization and Indian economy – RBI and its functions.			
Books for References: Dr. S. Sankaran 1989 <i>Monetary Economics</i> , Himalaya Publishing House, Bombay,. Jhingan M.L. 1997 <i>Monetary Economics</i> , Konark Publishers Pvt. Ltd., New Delhi. Sethu T.T Money Banking and International Trade, S.Chand Company, New Delhi.				
Outcomes	<ul style="list-style-type: none"> ➤ The students can know the value of money and its importance ➤ The students can get knowledge of money and banking system 			