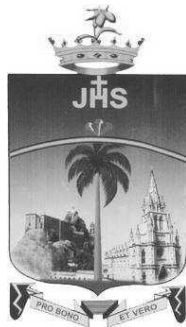


# **M.PHIL. SYLLABUS - 2013**

## **ECONOMICS**



**DEPARTMENT OF ECONOMICS**  
**St. JOSEPH'S COLLEGE (Autonomous)**  
*Accredited at 'A' Grade (3<sup>rd</sup> Cycle) by NAAC*  
*College with Potential for Excellence by UGC*  
**TIRUCHIRAPPALLI – 620 002**

## GUIDELINES FOR FULL TIME M.Phil.

1. **Duration :** The programme runs for one year consisting of two semesters. The Semester- I is from August to February and the Semester- II runs from March to August, of the consecutive year.

2. **Course Work :**

Semester – I			Semester - II		
Course	Title	Cr	Course	Title	Cr
C1	General Skills for Teaching & Learning	3	C5	Dissertation (Topic selected should be relevant to the topic of the Guide Paper)	8
C2	Research Methodology	4			
C3	Core Subject	5			
C4	Guide Paper	5			
Total		17	Total		8

2. a. Each Course should contain 5 units, covering the subject requirements of the courses offered.

**Marks for CIA and SE are in the ratio 40 : 60.**

The CIA components are **Mid Semester Test (25), End Semester Test (25), Seminar (15), Objective Type Assignment Test (15)**. The total mark 80 will be converted into 40 marks. **The tests and Semester Examination are centrally conducted by COE for 3 hours.**

CIA & SE	Tentatively on
Mid Semester Test	December 2 <sup>nd</sup> Week
End Semester Test	February 2 <sup>nd</sup> Week
Semester Examinations	February 4 <sup>th</sup> Week

Scholar should acquire **a minimum of 20 marks from CIA to appear for SE.** He/She will be declared to have passed in the various courses in Semester I, provided he/she secures not less than 50 marks on an aggregate (CIA+SE).

2b(i). In course C1 on ‘ **General Skills for Teaching & Learning**’ the first 3 units are common to all the departments of our college. The first three unit titles are **Soft Skills, E-teaching & E-learning, Elements of Technology of Teaching and Learning**. The remaining two units are department specific to make use of the above mentioned skills & techniques to teach the course subject at the Allied / UG level. This paper is (to be) designed to exploit the various teaching-learning- research skills to be imbibed / cultivated to make the research scholars to be fit for the profession they would likely to acquire in the Education Industry. Thus only for the course (C1) the written component is 60% and Practical component 40% both in CIA and SE.

2b(ii) **EVALUATION for C1:**

Theory Component: For both CIA & SE, there will be a 2 hour test only from the first **THREE** units. The CIA components are Mid Semester Test (35), End Semester Test (35) and Assignment (30). The total 100 will be converted into 25 marks.

Practical Component: The last **TWO** units are department specific. There is no Mid and End Semester Tests. But the CIA for the same are assessed continuously by the teacher(s) concerned totaling 15 marks. For SE, the Practical evaluation is done by an external examiner.

2. c. Question papers for C1, C2 & C3 are set by external examiner.

2. d. Question paper for C4 will be set and valued by the Research Advisor only.

**3. CREDITS**

S E M E S T E R - I	Courses	Title		Contact Hrs.	Library Hrs.	Total Hrs.	Cr	CIA Mk	SE Mk	Total Mk
	C1	General Skills for Teaching & Learning	T	3	2	5	2	25	35	60
			P	2	2	4	1	15	25	40
	C2	Research Methodology		5	4	9	4	40	60	100
	C3	Core Subject		5	5	10	5	40	60	100
	C4	Guide Paper		5	5	10	5	40	60	100
	<b>Total</b>			<b>20</b>	<b>18</b>	<b>38</b>	<b>17</b>	<b>160</b>	<b>240</b>	<b>400</b>

S E M E S T E R - I I	C 5 - D I S S E R T A T I O N	INTERNAL			EXTERNAL		
			Cr	Mk		Cr	Mk
		Seminar & Review of Related Literature	2	15	Dissertation Evaluation	6	75
		Mid term review Presentation	2	15	<i>Viva-voce</i>	2	25
		Dissertation work	3	60			
		<i>Viva-Voce</i>	1	10			
<b>Total</b>		<b>8</b>	<b>100</b>		<b>8</b>	<b>100</b>	

#### 4. Question Pattern

P a r t s	Course	Mid & End Semester Tests and Semester Examinations		
	C1	Section A : Short Answers	7/9	7 x 2 = 14
		Section B : Either / Or – Essay Type	3	3 x 7 = 21
		Section A : Short Answers	10	10 x 2 = 20
		Section B : Either / Or – Essay Type	5	5 x 8 = 40
C2	Section A : Short Answers	10	10 x 2 = 20	
	Section B : Either / Or – Essay Type	5	5 x 8 = 40	
C3	Section A : Short Answers	10	10 x 2 = 20	
	Section B : Either / Or – Essay Type	5	5 x 8 = 40	
C4	Open Choice : Comprehensive Type	5/8	5 x 12 = 60	
A r t s	Course	Mid & End Semester Tests and Semester Examinations		
	C1	Section A : Short Answers	7/9	7 x 2 = 14
		Section B : Either / Or – Essay Type	3	3 x 7 = 21
	C2	Open Choice : Comprehensive Type	5/8	5 x 12 = 60
	C3	Open Choice : Comprehensive Type	5/8	5 x 12 = 60
C4	Open Choice : Comprehensive Type	5/8	5 x 12 = 60	

## 5. Dissertation

For carrying out the dissertation, it is mandatory to strictly adhering to the rules of the college as given below:

### 5.1 Requirement

Every student is expected to give two seminars one concerning Review of Related Literature within the four weeks from the beginning of the second semester and the other on Data Analysis/Result/Mid Term Review just before the submission of the final draft of the dissertation

### 5.2 Submission

Candidates shall submit the Dissertations to the Controller of Examination **not earlier than five months but within six months** from the date of the start of the Semester –II. The above said time limit shall start from 1<sup>st</sup> of the month which follows the month in which Semester - I examinations are conducted. If a candidate is not able to submit his/her Dissertation within the period stated above, he/she shall be given an extension time of **four** months in the first instance and another **four** months in the second instance with penalty fees. If a candidate does not submit his/her Dissertation even after the two extensions, his/her registration shall be treated as cancelled and he/she has to re-register for the course subject to the discretion of the Principal. However the candidate need not write once again the theory papers if he/she has already passed these papers.

**At the time of Submission of Dissertation, the guide concerned should forward the mark for 90% as stated above to the COE in a sealed cover**

### 5.3 Requirement

**For the valuation of dissertation it is mandatory to have passed in all the four courses.** One external examiner and the Research Adviser shall value the Dissertation. The external examiner should be selected only from outside the college and shall be within the colleges affiliated to Bharathidasan University. In case of non-availability, the panel can include examiners from the other university/colleges in Tamil Nadu. The external examiner shall be selected from a panel of 3 experts suggested by the Research Adviser. However, the Controller of Examination may ask for another panel if he deems it necessary. Both the internal and external examiner will evaluate the Dissertation and allot the marks separately. However the *viva-voce* will be done by both of them. The average marks will be considered.

### 5.4 Viva-Voce

The external examiner who valued the Dissertation and the Research Adviser shall conduct the *Viva-Voce* for the candidate for a maximum of 100 marks. A Candidate shall be declared to have passed in *viva-voce* if he/she secures not less than 50% of the marks prescribed for Dissertation and 50% of the marks in the aggregate of the marks secured in *viva-voce* and Dissertation valuation. *A student can undertake dissertation in the second semester whether or not he/she has passed the first semester.*

## 6. CLASSIFICATION OF SUCCESSFUL CANDIDATES

6.1 The candidates who pass the Semester– I and Semester – II examinations in their first attempt shall be classified as follows:

No.	Total Marks secured in Semester – I and Semester – II Examinations	Classification
1.	80% and above in the case of Science Subjects & 75% and above in the case of Arts and Social Science Subjects	I Class with Distinction
2.	60% to 79% in the case of Science Subjects & 60 % to 74% in the case of Arts and Social Science Subjects	I Class
3.	50% to 59% in all the subjects	II Class

**Note :** Mathematics, Statistics and Computer Science/ Application shall be treated as Science Subjects

6.2 Candidates who pass the courses in more than one attempt shall be declared to have completed the programme under II Class.

6.3 Candidates who have failed in the courses may take the supplementary exams conducted by the COE immediately. Even then if they could not complete the course(s), they will be given two more chances only to appear for those courses along with the next batch scholars. The maximum duration for the completion of the M.Phil. Programme is 2 Years.

## 7. ATTENDANCE

Daily attendance for 90 working days should be enforced for the students.

Periodical report of a student to the guide concerned should be recorded in the register kept by the guide.

8. **Scholar must obtain 80% of attendance per semester in order to appear for the Semester Examinations/Viva-Voce**

## ***M.Phil. Economics Course Pattern – 2013***

Sem	Code	Title of the paper
I	13 MEC 101	Course – C1 : General Skills on Teaching and Learning
	13 MEC 102	Course – C2 : Research Methodology
	13 MEC 103	Course – C3 : New Frontiers in Economics
	13 MEC 104A	Course – C4 : Industrial Economics
	13 MEC 104B	Course – C4 : Agricultural Economics
	13 MEC 104C	Course – C4 : Development Economics
	13 MEC 104D	Course – C4 : Economics of Social Sector
	13 MEC 104E	Course – C4 : International Economics
	13 MEC 104F	Course – C4 : Economics of Marketing
II	13 MEC 205	Course – C5 : Dissertation

## 13 MEC 101

### C1 : GENERAL SKILLS ON TEACHING AND LEARNING

#### OBJECTIVES:

1. *To enhance the employability of the students by empowering them with soft skills.*
2. *To provide students a theoretical background of educational psychology and its important concepts*
3. *To help them understand the application of theories of educational psychology in education practice*
4. *To enable them to understand the nature of growth and development, learning, motivation and its various educational implications.*

#### Unit-I: SOFT SKILLS

- a) Communication Skills- Oral- Written – Verbal – Non- Verbal- Aids and blocks – Intrapersonal and Interpersonal communication – Effective communication
- b) Behavioral skills- Attitude – Time Management – Leadership- Team building
- c) Lateral thinking – conventional teacher and lateral teacher – Creativity and Innovation
- d) Facing Interviews – Different types of Interviews – Dress code – Do’ and Don’ts – Frequently asked questions – preparing a resume – Mock Interviews
- e) Group Dynamics – Knowledge – Leadership – Thinking – Listening – Mock GDs.

#### Unit- II : e-LEARNING & e-TEACHING

An Overview of Microsoft Office- 2007: MS Word-2007-MS Excel-2007-MS powerpoint-2007 - Concepts in e-Resources and e-Design: World Wide Web concepts- Making use of Web Resources- Web Site creation Concepts – Creating Web pages by using Web Editors – Creating Web Graphics- Creating Web Audio Files.

#### Unit-III: ELEMENTS OF TECHNOLOGY OF TEACHING AND LEARNING

Psychology – Meaning Branches Scope and Methods – Emerging areas of Educational psychology – Kinds and levels of Learning – Different theories of learning – Factors affecting learning – Intrinsic and extrinsic motivation – motivation – Memory and forgetting – Approaches to learning (Pavlov, Skinner) – Creative thinking – Theories of intelligence.

#### Unit-IV: PRACTICAL –I

Micro teaching- component skill approach- Lesson planning-set induction – presentation-stimulus variation - Choosing the topic- Lesson planning-contents of teaching - Body Language – clarity of thoughts- Articulation- Methodology of teaching - Lecture with discussion - Panel discussion - Brain storming – Video tapes- Class discussion-Small Group discussion - Case study - Role play- Report back session- Work sheets/ Survey- Index card exercise - CAL (Computer Aided Learning) - Programme based learning- Understanding students’ psyche- Observation and class management. Preparation for NET and SLET Examinations

#### Unit-V: PRACTICAL –II

Time Management – Effective use of Black Board- Topic coverage- Students’ Centric Teaching – Motivational and Inspirational aspects –Updating and focusing the current events- Feed back of the students- Students own perception of their learning-Kirk Patrick’s four level model- Reaction-Learning-Transfer-Results.

**References:**

1. Prof. G. Ravindaran, Dr. S.P.B. Elango and Dr. L. Arockiam: "Success through Soft Skills".
2. Dr. K. Alex (2009): "Soft Skills", S. Chand, Publications, New Delhi.
3. Edward De Bono: Lateral Thinking.
4. Joyce Cox, CurtisFrye etc., (2007), "Step by 2007 Microsoft Office System", Prentice Hall of India Private Let, New Delhi.
5. Margaret Levine Young, Internet: "The Complete Reference", Tata McGraw-Hall Publishing Company Limited, New Delhi, 2007, Chapters: 18, 25-30.
6. Lindaren Henry "Educational Psychology in classroom" Asia Publishing Home.
7. Holt Richard "Psychology of class room learning"
8. Laurillard, D. (1993) "Rethinking University Teaching A framework for the effective use of educational Technology" London, Routledge.
9. Marton F, Salgo R. (1976) "on Qualitative differences in learning, I-out come and process", Brit j of Edac. Psych: 46, 4-11.
10. Grown Bach, J snow RE (1977) "Aptitudes and Instructional methods - a hand book for Research on Interaction"- Irvington, New York.



**OBJECTIVES:**

This paper intends to provide the students the basic knowledge for pursuing research and also expose them to the application of various mathematical techniques in their research.

**Unit-I**

Meaning and Scope of social science Research- Objectives of research- Relationship between theory and facts- Types of Research- Scientific Method- Historical Method- Survey Method – Case Study and Experimental Method.

**Unit-II**

Research process- selection and Formulation of Research problems- Sampling Design – Research Design - Review of literature.

**Unit-III**

Formulation of Hypothesis – Testing of Hypothesis – Scaling techniques- Analysis and Interpretation- Report writing- Types- Layout of the Research Report.

**Unit-IV**

Probability distribution-Binomial- Poisson-Normal distribution-Parametric tests- ‘t’ test, ‘F’ test, chi-square – Z test-Non-parametric tests - The one sample Run test- The Krushkal Wallis test

**Unit-V**

Econometric model- Multiple correlation and Regression models – OLS models- OLS estimators- Properties- Auto correlation- Multicollinearity- Hetersodasticity - Dummy variable- Errors in measurement.

**References:**

1. Young Pauline V.(1960) “ *Scientific social surveys and Research*” Indian edition, Prentice Hall, New Delhi.
2. Popper K. (1961) “*The Logic of scientific Discovery* ” Wiley eastern, New Delhi.
3. Good W.J. and Hat Paul. K (1980) ‘*Methods and Techniques*” S.Chand and co, Ltd, New Delhi.
4. Damodar N. Gujarati (1995) “*Basic Econometrics*” Mc Graw Hill International Editions, New Delhi.
5. Singh Parashar Singh (1984) “*Econometrics and Mathe matical Economics*”, S. Chand and Co. Ltd., New Delhi.
6. Johnston J. (1984) *Econometric methods 3<sup>rd</sup> Edition, Mc-Graw Hill International Editions, New Delhi.*

**Objectives**

*The objective of this paper is to teach the students with the theoretical concepts and Issues of Modern Economics and make them aware of the emerging development issues in Economics.*

**Part-Theoretical Issues**

**Unit I**

N.M. Utility Analysis: Lancaster's Approach - Hirschleiffer's analysis of Uncertainty Asymmetric Information- Principal Agent Problems-Case Studies.

**Unit II**

Buchanan's Public Choice Approach- Stiglitz Private Use of Public Interest- Neo- Classical: Rational Expectations - Sen.'s Approach to Welfare.

**Part-B Development Policy Issues..... "**

**Unit III**

India in the Emerging World System - Changing Perceptions about the role of the Government - Growth and pattern of International Economic Relations: Aid Investment and Trade

**Unit IV**

Human Face of Development: Components of Human Development Index: Education and Health, Basic Need Approach-Women Empowerment- Common Minimum Programme.

**Unit V**

Environmental Issues - Sustainable Development - Waste Management - Natural Disaster Management - Environmental Policies

**References**

1. Akerlof, G.A. 1970. 'The Market for Lemons, Quality. Uncertainty and the Market Mechanism', Quarterly Journal of Economics, Vo1.84, pp 488-500.
2. Akerlof, (3, A. 1984. 'An Economic Theorist's Book of Tales', Cambridge: Cambridge University Press.
3. Coase, R. 2001. 'The Problem of Social Cost' Journal of Law and Economics, 3: 144.
4. Hirshleifer, J and Riley, J.G. 1992. 'The Analytics of Uncertainty and Information, Cambridge: Cambridge University Press.
5. Orth, Qouglas, C.1990. 'Institutions, Institutional Change and Economic Performance' Cambridge: Cambridge University Press..
6. Spencer, M. 1973. 'Job Market signaling' Quarterly Journal of Economics, 87: 355-374.
7. Sengupta, Nirmal. 2001. 'A New Institutional Theory of Production: An Application, Sage Publication, New Delhi.
8. Stiglitz, J.E. 1998. 'The Private Use of Public Interest; Incentives and Institutions', Journal of Economic Perspectives, Vol. 2-12, p-3-22.
9. Shankar, U. 2002. 'Asymmetric Information and Counteracting Institutions', IEA Conference Vol., p.116.
10. UNDP Reports, Current Volumes, Oxford University Press, London
11. World Development Reports, Current Volumes.
12. Oxford University Press, London.

## 13 MEC 104A

### Optional-1:

## C4 : INDUSTRIAL ECONOMICS

### Objective

The objective of this paper is to inculcate the concepts and theories.

To impart the techniques of Industrial management.

This will enable the students to understand the ramification of Management.

### Unit-I Development aspects

Meaning of industrial Economics - scope -important phases of Industrialization – Location aspects - Theories of Weber, Sargent Florence - Factors affecting Industrial location Industrial Productivity - Factors affecting Industrial productivity -Production and productivity trends.

### Unit-II Industrial Demand and Pricing

Concepts - functions - Demand forecasting techniques - Methods of pricing the products.

### Unit-III Industrial Costs and Returns

Implicit and explicit costs - Industrial Budget -. Objectives and techniques -- Rate of Returns.

### Unit-IV Evaluation and Planning

Job evaluation methods - Profit planning - Forecasting the profits.

### Unit-V Project profiles / Evaluation - methods and principles PERT and CPM with case studies.

### Reference

1. Dhingara, C. 1972. *'Indian. Industrial Economy'*, New Delhi: S. Chand & Co. Ltd.
1. Ghosh, P.K. & Ghorpade, M.B. 1986. *'Industrial Psychology'*, Bombay: Himalaya Publishing House.'
2. Khanna, A.P. 1999. *'Industrial Engineering and Management'*, New Delhi: Dhana Pat Rai Publications (P) Ltd.
3. Kuchal, S.C. 1966. *'Industrial Economy of India'*, Allahabad: (raffanya Publishing House, 1<sup>st</sup> edn.
4. Mahajan, V.S. 1987. *'Studies in Industrial Economy and India'*, New Delhi: Deep & Deep Publications.
5. Narayan, B.N. 1998. *'Industrial Economics'*, Ammol, Publications (P) Ltd., 1<sup>st</sup> edn, 1997.
6. Sharma, N.K. 1998. *'Industrial Economics'*, Jaipur: Surabhi Publications.
7. Sivayya, K.V. and Das, V.B.M. 1972. *'Indian Industrial Economy'*, New Delhi: S.Chand & Co. Ltd.

## **13 MEC 104B**

### **Optional-2:**

### **C4 : AGRICULTURAL ECONOMICS**

#### **Objectives**

The Objective of this paper is to understand the structure of agriculture in India and to acquire the Knowledge of various agronomic policies and practices prevailing in Indian farming.

#### **Unit-I**

Agriculture - Significance- Relationship between Agriculture and Industry - Agriculture in India (at 2000) - An outline - Land - Utilization - Various types - Cropping pattern irrigation - total water supply - Utilization -types of irrigation (to land) - Application of fertilizers - pesticides - Results of changing pattern - Agricultural Policy 2000.

#### **Unit-II**

Agricultural labour - Conditions - Agricultural finance - Capital formation – Agricultural technology - Mechanization.

#### **Unit-III**

Tamil Nadu agriculture - Changing scenario - Horticulture - Allied activities (detail) Environmental problems - deforestation.

#### **Unit-IV**

Agricultural farm management - Development of Agriculture - Mono-shifting - Agricultural industry - Agri. Business - a brief history of Principles of Management - Applied in agriculture Marshall - Diminishing returns - input-output relations Law of substitution--input-input relations Equi-marginal returns - Output-Output relations Cost principles - opportunity cost - comparative cost - other principles - cost benefit analysis in agricultural crops

#### **Unit-V**

Agricultural programme and policies production and marketing - Research - Processing - Storing - Distribution system- Challenges of Genetically modified crops- Bio-Technology - Need for Second Green Revolution.

#### **Reference**

1. Matoria, C.B. 1973, 'Agricultural problems in India', Allahabad: Kitab Mahal.
2. Kahlon, A.S. & Karamsingh, 1981 'Economics of Farm Management in India, Allahabad:
3. Kitab Mahal, Rajalakshmi, N. 1981, 'Tamil Nadu Economy', Chennai," Business Publishers, 1999.
4. India -2005, Year book.
5. Tamil Nadu - Economic Appraisal Volumes, Chennai.
6. Kisan World, Current Volumes, Coimbatore.
7. Indian Farming, Current Volumes, New Delhi.

## 13 MEC 104C

### Optional-3:

### C4 : DEVELOPMENT ECONOMICS

#### Objectives

To make students know the social and institutional aspects of development; and,  
To understand the significance of planning in an economy

**Unit I: Economic Growth:** Economic growth and development - Factors affecting economic growth: Capital, labour and Technology: Growth Models - instability of equilibrium; Neo-classical growth models - Two Sector Model - Micro Models.

**Unit II: Social and institutional aspects of development:** Development and underdevelopment - Perpetuation of underdevelopment; Poverty - Absolute and Relative; Measuring development and development gap - Per capita income, inequality of income, Human development index and other indices of development and quality of life - Food security, education, health and nutrition; growth pattern of population.

**Unit III: Theories of development:** Classical theory of development - contributions of Adam Smith, Ricardo, Malthus and James Mill: Karl Marx and development of capitalistic economy - theory of social change, surplus value and profit; Structural analysis of development; Imperfect market paradigm.

**Unit IV: Sectoral aspects of development:** Role of agriculture in economic development; Efficiency and productivity in agriculture, New technology and sustainable agriculture; Globalization and agricultural growth; Rationale and pattern of industrialization in developing countries; Terms of trade between agriculture and industry.

**Unit V: Trade and Economic Development:** International trade as engine of growth; Myrdal thesis vs. Free trade: Export-led growth: Balance of payments; Tariffs and effective protection; International economic order; WTO and developing countries.

#### Books for reference

1. Adelman, I. 1961, *Theories of Economic Growth and Development*, Stanford: Stanford University Press.
2. Brahamananda, P R. and Vakil, C. N. 1956, *Planning for an Expanding Economy* Bombay: Vora and Co.
3. Grossman, G and Helpman, E. 1991. *Innovation and Growth in the Global Economy*, Cambridge: MIT Press Mass.
4. Gupta, SB., 1988. *Monetary Economics: Institutions, Theory and Policy*, New Delhi: S. Chand and Co.
5. Kindleberger, C.P. 1977. *Economic Development*, Third Edition, New York: McGraw Hill.
6. Kuznets, Simon, 1971. *Economic Growth of Nations, Total Output and Production Structure*, Cambridge: Harvard University Press Mass.
7. Myrdal, G., 1957. *Economic Theory and Underdeveloped Regions*, London: Duckworth.
8. Schumpeter, J A., 1949. *The Theory of Economic Development*, Cambridge: Harvard University Press Mass.
9. Sen, A.K., 1990, *Growth Economics* (Ed.), Penguin, Harmondsworth.
10. Taylor, L. 1979. *Macro Models for Developing Countries*, New York: McGraw.

**Objectives**

*To teach basic concepts of social sector to the students*

*To introduce them to the analytical tools to study some social problems*

*To make them aware of certify social issues viz., Environment, Health & Education*

**Unit-I: Welfare economics, Social sectors and environment:** Competitive equilibrium; Fundamental theorems of welfare economics; Externalities and market inefficiency -Pareto optimal provision of public goods - Lindahl's equilibrium, common property resources.

**Unit-II: The theory of environmental policy:** Environmental externalities - Pigouvian taxes and subsidies, marketable pollution, permits and mixed instruments - The new model of 'pollution control, Monitoring and enforcement of environmental regulation, -Environmental institutions and grass root movements; Global environment -Trade and environment in WTO regime.

**Unit-III: Natural resource management and sustainable development:** Theories of optimal use of exhaustible and renewable resources; Environmental and development trade off and the concept of sustainable development; integrated environmental and economic accounting and the measurement of environmentally corrected GDP; Macroeconomic policies and environment – Environmental laws and their implementation. Social forestry- - Rationale and benefits.

**Unit-IV: Economics of Education:** Education as an instrument for economic growth; Human capital - Human capital vs. Physical capital, components of human capital; Cost of Education - expenditure on education, private costs and social costs - Benefits of education - Schultz approach, Education and labour market Economics of educational planning in developing countries with special emphasis on India.

**Unit-V: Health economics:** Health dimensions of development; Determinants of health - poverty; malnutrition and environmental issues; - demand and supply of health care - The concept of human life value; Theory and empirical studies of production of health care - Inequalities in health; class and gender perspectives; Institutional issues in health care delivery.

**Books for Reference**

1. *Mathan, Q.R. 2000. Indian Social Problem; New Delhi Sultan Chand & Co.*
2. *Dutt, Ruddar and Sundharam, K.P.M. 2005, 'Indian Economy', Fortieth Revised Edition, New Delhi, S. Chand and Co. Pvt. Ltd.*
3. *Encyclopedia of Social Science, 2001. (New Delhi: S. Chand and Co Pvt. Ltd.).*
4. *Vidya Bhushan Sachdeva, 2001. "Introduction to Sociology", New Delhi : S. Chand and Co. Pvt. Ltd.*
5. *Indira Gandhi Memorial Trust, 1999. Redefining the Good Society, New Delhi: Wiley, Eastern Ltd.*
6. *Lutz Mark and Kenneth Lux, 1999, "The Challenge of Humanistic Economics", California, The Benjamin / Cummings Publishing Company Inc.*
7. *Standford Cedric, 1999, "Social Economics", London, Heinemann Educational Books.*
8. *Le Grand, Julian and Ray Robinson, 2000, "The Economics of Social Problems", London and Basing stoke: The Macmillan Press Ltd.*

**Objectives**

**To understand:**

Theoretical aspects of International Trade

The development aspects of international Trade iii. Monetary theory of International Trade and iv. Policy of Protection and Institutions involved in the International Trade.

**Unit-I**

Theory of International Trade: Nature and Scope of International Trade -Classical Theory - Hecksher - Ohlin theorem.

**Unit-II**

Trade and Development: Terms of Trade-Gains from Trade-Trade and development.

**Unit-III**

Monetary Theory of International Trade: Balance of Payment -exchange rates determination - International Liquidity and Monetary reforms.

**Unit-IV**

Policy of Protection: Tariffs and non Tariff-quotas - Customs unions.

**Unit-V**

International Financial Institutions: IBRD, IMF, IDA. GATT, WTO, UNCTAD, ECM and Regional integration among developing countries.

**Reference**

1. Mithani, D.M., 1998: *Introduction to International Economics*. Mumbai: Himalaya Publishing House. 3<sup>rd</sup> Edn.
2. Francis Cherunilam, 1994. *International Economics*. New Delhi: International Economics. New Delhi: Tata McGraw Hill Co. Ltd., 2<sup>nd</sup> edn.
3. Gerald M. Meier, 1998: *The International Economics of Development*. New York: Harper & Row Publishers, Rev. edn.
4. Jhingan, M.J. 1998: *International Economics*. Delhi: Virinda Publications (P) Ltd., 4<sup>th</sup> edn.
5. Kindleberger, C.P. 1996. *International Economics*. Illinois: Richard D Irwin & Inc., 8<sup>th</sup> edn.

## **13 MEC 104F**

### **Optional-6:**

### **C4 : ECONOMICS OF MARKETING**

#### **Objectives**

- To understand the importance of marketing in corporate governance
- To understand the significance of advertising on sales

#### **Unit I**

Marketing Function: Marketing Concepts - Marketing Systems - Other Functions in the Organizations.'

#### **Unit II**

Marketing Strategy: Market planning and Market Programming - Consumer Behavior Models - Marketing Strategies - Marketing Mix - Producer Policy.

#### **Unit III**

Marketing Organization: Product Management - Sales Management - Selling Vs Marketing - Salesmanship - Sales Forecasting. .

#### **Unit IV**

Marketing Research: Marketing Research Process - organizing- Marketing Research Functions - Techniques and Tools of Market Research and Research Design.

#### **Unit V**

Advertising: Advertising - Objectives - Preparing Advertisement Plan - Strategy Development - Message, Media Decisions and Media decisions and Media selection.

#### **References**

1. Philip Kotler, 1995. Marketing Management. 1<sup>st</sup> edition; Prentice Hall of India Private Ltd., New Delhi.
2. Beri, G.C., 2000. Marketing Research. 3<sup>rd</sup> edition. Tata McGraw-Hill Publishing, Company Ltd., New Delhi.
3. Pillai Bagavathi, R.S.N., 2000. Modern Marketing: Principles and Practices. S.Chand & Company Ltd., Ram Nagar, New Delhi.
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