

**Anna Adarsh College for Women**  
**Department of Business Economics- shift 2**  
**Academic Year: 2021 – 2022- ODD SEMESTER**  
**SYLLABUS PLANNING**  
**( GENERAL)**

**Staff Name:Dr. P.Selvi**

**SUBJECT: BUSINESS ECONOMICS.**

**YEAR/SEMESTER: I/I**

**OBJECTIVES:**

- ❖ To facilitate the students to understand the term and definition of Economics.
- ❖ To know the basic concepts in Economics such as demand, supply, efficiency, cost, Market structure.
- ❖ To make the students to understand about consumer behaviour with the help of utility theories.
- ❖ To enable the students to be familiar with the the concepts of production function.
- ❖ To equip the students with the knowledge of pricing strategies in various markets

**SYLLABUS**

**UNIT-I Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency- Business Cycle:- Inflation, Depression, Recession, Recovery, Reflation and Deflation.**

**UNIT-II Demand and Supply Functions: - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium**

**UNIT-III Consumer Behaviour : Law of Diminishing Marginal utility – Equi-marginal Utility – Indifference Curve – Definition, Properties and equilibrium.**

**UNIT-IV Production: Law of Variable Proportion – Laws of Returns to Scale – Producer’s equilibrium – Economies of Scale - Cost Classification – Break Even Analysis**

UNIT-V Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods-

## OUTCOMES

On completion of the Syllabus,

- ❖ The students will understand the term Economics and definitions of Economics.
- ❖ The students will be aware of the basic concepts in Economics and familiarise with the phases of Business Cycle theory.
- ❖ The students will gain knowledge about the theories of consumer behaviour.
- ❖ The students will be aware of the concepts of production function.
- ❖ The students will learn the pricing methods of various methods.

**Anna Adarsh College for Women**

**Department of Business Economics- shift 2**

**Academic Year: 2021 – 2022- ODD SEMESTER**

**SYLLABUS PLANNING**

**( HONORS)**

**Staff Name:Dr. P.Selvi**

**Subject: BUSINESS ECONOMICS**

**SEMESTER: I**

## **OBJECTIVES:**

- To facilitate the students with the concepts of business economics, definitions of Economics.
- To enable the students to understand the concept of demand and supply with the help of case study.
- To make the students to familiarize the consumer behaviour.
- To make the students to understand different market structure and the concept of National Income.

## **UNIT I**

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics- Definition – Scope and Importance of Business Economics -Concepts:

Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit  
–  
Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency

### **UNIT II (CASE STUDY)**

Demand and Supply Functions - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium

### **UNIT III**

Consumer Behaviour: Law of Diminishing Marginal utility – Equi-marginal Utility – Indifference Curve – Definition, Properties and equilibrium- Production: Law of Variable Proportion – Laws of Returns to Scale– Producer's equilibrium – Economies of Scale Cost Classification – Break Even Analysis

### **UNIT IV**

Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods

### **UNIT V**

National Income – National Product and National Income – per Capital Income problem – Economic Welfare - Nature and principles of Public Finance, Public Expenditure and Indirect Taxes.

### **OUTCOME**

**On completion of the syllabus,**

- The Students will understand the basic concepts of business economics and definitions of Economics.
- The will gain knowledge about demand and supply functions of the market conditions.
- The Student will be aware of the concepts of the consumer behaviour.
- The Students will learn the different market segments and National Income.

**Anna Adarsh College for Women**  
**Department of Business Economics- shift 2**  
**Academic Year: 2021 – 2022- ODD SEMESTER**  
**SYLLABUS PLANNING**  
**( A&F)**

**Staff Name: Dr. P.Selvi**

**Subject: INDIAN ECONOMY I.**

**Year/semester: II/IV**

### **OBJECTIVES**

- ❖ To comprehend the basic characteristics of economic growth and economic development
- ❖ To analyze the trends and structural changes of national income
- ❖ To realize the causes and measures of poverty, inequality, population and unemployment
- ❖ To study the objectives and achievements of Indian planning
- ❖ To understand the infrastructure for development in India

### **SYLLABUS**

UNIT-I Economic growth and Economic Development , Features of a developing Economy – Indicators of Economic Development.

UNIT-II National Income – Trends – Structural changes – Regional Development Disparities.

UNIT-III Major problems of Indian Economy – Poverty and Inequality – Unemployment – Population.

UNIT-IV India's planned economy – Objectives strategies – Financing , Achievements and failures.

UNIT-V Infrastructure for Development – Transport, Communication, Power, Irrigation. Social infrastructure – Education , Primary health.

## **OUTCOMES**

At the end of the course, the students will be able to,

- ❖ Differentiate between Economic growth and development
- ❖ Assess Structural changes in National income
- ❖ Analyse the demographic features of Indian Economy
- ❖ Realise the problems of unemployment, poverty & inequality in India
- ❖ Explain the Objectives, Achievements and Failiures of Indian planning system
- ❖ Understand the economic and social Infrastructure development in India

**Adarsh College for Women**

**Department of Business Economics- shift 2**

**Academic Year: 2020– 2021- ODD SEMESTER**

**SYLLABUS PLANNING**

**( GENERAL- B sec)**

**Staff Name:Mrs.M.Aarthi**

**SUBJECT: BUSINESS ECONOMICS.**

**YEAR/SEMESTER: I/I**

## **OBJECTIVES:**

- ❖ To facilitate the students to understand the term and definition of Economics.
- ❖ To know the basic concepts in Economics such as demand, supply, efficiency, cost, Market structure.
- ❖ To make the students to understand about consumer behaviour with the help of utility theories.
- ❖ To enable the students to be familiar with the the concepts of production function.
- ❖ To equip the students with the knowledge of pricing strategies in various markets

**SYLLABUS**

UNIT-I Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency- Business Cycle:- Inflation, Depression, Recession, Recovery, Reflation and Deflation.

UNIT-II Demand and Supply Functions: - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium

UNIT-III Consumer Behaviour : Law of Diminishing Marginal utility – Equi-marginal Utility – Indifference Curve – Definition, Properties and equilibrium.

UNIT-IV Production: Law of Variable Proportion – Laws of Returns to Scale – Producer's equilibrium – Economies of Scale - Cost Classification – Break Even Analysis

UNIT-V Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods-

## **OUTCOMES**

On completion of the Syllabus,

- ❖ The students will understand the term Economics and definitions of Economics.
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- ❖ The students will learn the pricing methods of various methods.

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**Department of Business Economics – shift 2**  
**Academic Year: 2021 – 2022- ODD SEMESTER**  
**SYLLABUS PLANNING**  
**( CA)**

**Staff Name: Mrs M Aarthi**

**SUBJECT: BUSINESS ECONOMICS.**

**YEAR/SEMESTER: I/I**

**OBJECTIVES:**

- ❖ To facilitate the students to understand the term and definition of Economics.
- ❖ To know the basic concepts in Economics such as demand, supply, efficiency, cost, Market structure.
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**Anna Adarsh College for Women**

**Department of Business Economics- shift 2**

**Academic Year: 2020 – 2021- EVEN SEMESTER**

**SYLLABUS PLANNING**

**(GENERAL)**

**STAFF NAME: Dr.P.Selvi**

**INDIAN ECONOMY**

**YEAR/SEMESTER: I/II**

Objectives:

- ❖ To make the students to gain fundamental knowledge of Economic Developments and indicators of Economic Development.
- ❖ To make the students to understand the major Economic problems like Population, unemployment, poverty, inequality.
- ❖ To explain the role of Agricultural sector towards economic development.
- ❖ To explain the role of Industries in Economic Development.
- ❖ To teach the Five Year Plans in India post Independence and present plan of NITI AYOG

UNIT I: Economic Growth and Economic Development- Transition on Indian Economy- Indian Economy from 1950 .- Indicators of economic development- National Income- Basic Concepts and computation of national income.

UNIT II: Major problems of Indian Economy- Human Development Index. Present Scenarios of population, unemployment, Poverty and inequality. Demographic trends in Population. Measures to control the population-Foreign trade

UNIT III: Agriculture: Contribution to economic development- Green Revolution- Organic farming- Food policy and Public distribution system.

UNIT IV: Industry- Role of industries in economic development-Large scale industries and small scale industries- New Economic Policy 1991- Industrial development before and after globalization in India.

UNIT V: Five year plans in India- Achievement and strategy and failures- Nidhi Aayog.

#### OUTCOMES

On completion of the Syllabus,

- ❖ The students will gain knowledge of Economic Development and various indicators of Economic Development.
- ❖ The students will understand the major Economic problems like Population, unemployment, poverty, inequality.
- ❖ The students will learn the role of Agricultural sector towards economic development.
- ❖ The students will understand the role of Industries in Economic Development.
- ❖ The students will be able to be aware of Five Year Plans in India post Independence and present plan of NITI AYOJ

**Anna Adarsh College for Women**

**Department of Business Economics- shift 2**

**Academic Year: 2020 – 2021- EVEN SEMESTER**

**SYLLABUS PLANNING**

**( HONORS)**

**STAFF NAME: Dr.P.Selvi**

**INTERNATIONAL TRADE**

**Semester:II**

**OBJECTIVES:**

- To teach importance of Internal and International Trade.
- To acquire the knowledge of balance of payments with case study.

- To have the knowledge of export management and procedures.
- To make the students to be aware of International Financial Institutions.

### **UNIT I**

International Trade – Importance of International Trade, Theories of Foreign Trade: - Theories of Adam Smith, Ricardo, Heberler's Heckscher – Ohlin

### **UNIT II [CASE STUDY]**

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to correct Disequilibrium – Fixed and Floating Exchange Rates – Euro – Dollar Marketing (An Overview)

### **UNIT III**

Export Management – Export Procedure and Documents – Export Finance – export Promotion – Export Pricing.

### **UNIT IV**

International Economic Organisations and its Functions – IMF, IDA, IFA, IBRD, ADB, UNCTAD, UNIDO.

### **UNIT V**

WTO and Trade Liberalization – Liberalization of Trade in Manufacturing and in Agricultural Trade – TRIPS, TRIMS – Indian Patent Law.

### **OUTCOMES:**

On completion of the syllabus,

- The students will have the knowledge of Internal and International Trade.
- The students will gain the knowledge of balance of payments with the help of case study.
- The students will analyze the export Management procedures and documentation.
- The students will be aware of International Financial Institutions.

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**SYLLABUS PLANNING**

( A&F)

**STAFF NAME: Dr.P.Selvi**

**Subject: INDIAN ECONOMY II**

**YEAR/SEMESTER:II/IV**

**OBJECTIVES**

- To familiarize the students with the recent developments in agriculture
- To help the students understand the achievements & problems of the agriculture sector in India
- To enable students understand the challenges faced by the micro, small & medium enterprises
- To familiarize the students with the Export and Import Policy (EXIM)
- To make the students understand about the role of fiscal policy in liberated era
- To enable the students to understand the present and future growth of Information technology industry in India

**SYLLABUS**

UNIT – I Agriculture – Contribution to economic development, green revolution, agriculture productivity; land reforms; sources of farm credit;- Food subsidy and public distribution system.

UNIT – II Industry – Role of industries in economic development; - Industrial development under the planning regime. New economic policy 1991. Role of public sector and restructuring the public sector. Role of small scale industries in economic development.

UNIT - III Foreign Trade: Composition, direction, and EXIM policy

UNIT – IV Public Finance: Fiscal policy – Components, fiscal policy in the liberated era.

UNIT – V Information technology (IT) Industry- Information technology and knowledge Economy – Growth and present state of IT industry in India – Future prospects of IT industry.

## **COURSE LEVEL LEARNING OUTCOMES**

At the end of the course, the students will be able to

- Identify the various stages of agricultural development
- Identify the challenges faced by Micro, Small & Medium Scale industries  
Describe the composition of foreign trade & EXIM policy
- Explain the components of fiscal policy in the liberated era
- Evaluate the present state and future prospects of IT industry in India

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**Academic Year: 2020 – 2021- EVEN SEMESTER**

**SYLLABUS PLANNING**

**(GENERAL)**

**STAFF NAME: Mrs M.Aarthi**

## **Subject:INDIAN ECONOMY**

**YEAR/SEMESTER: I/II**

Objectives:

- ❖ To make the students to gain fundamental knowledge of Economic Developments and indicators of Economic Development.
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**SYLLABUS PLANNING**

(CA)

**STAFF NAME: Mrs M.Aarthi**

**Subject: INDIAN ECONOMY**

**YEAR/SEMESTER: I/II**

Objectives:

- ❖ To make the students to gain fundamental knowledge of Economic Developments and indicators of Economic Development.
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