

**Bachelor of Arts in Business Economics**  
***B.A., Business Economics***

**Detailed Syllabus**  
**Non-Semester Pattern**



**Department of Economics**  
**School of Social Sciences**  
**TAMIL NADU OPEN UNIVERSITY**

No. 577, Anna Salai, Saidapet,

Chennai - 600 015

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## **Programme Objectives**

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This course Prepare the students for carrier as Professionals in the field of economics the students equip them with the knowledge to higher education for competitive examinations in the banking and administrative section to take entrepreneurship.

PO1.Teach the fundamental concepts, theories, and methods of the Economics.

PO2.Train the learners to understand the society, economy in the worldwide

PO3.Create the awareness of the students with the opportunity to focus on recent policy issues in Economics

PO4.Provide the students with a skill that is useful in employment opportunity in public and Private sectors.

PO5.Create the ability for the leaner's recent development in Economics

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## **Programme Learning Outcomes:**

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After successful completion of bachelor's degree in economics, the learners shall be able to:

PLO1;The graduate of economics to pinpoint and understand the past, present economic conditions of the country apply the economic theory to evaluate everyday problems

PLO2:.Develop the Economics knowledge of learning observing and writing skills

PLO3:.learn the ethical practice for social, environmental and economic conditions equip the students responsible for learning, develop honesty in work and respect for self and others

PLO4:.The voluntary act of the learning throughout life discovers the benefits of a learning mind-set for personal and professional development.

PLO5: Identify the Socio Economic Conditions

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## **Programme Specific outcome**

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While studying the bachelor's degree in Economics , the learners shall be able to:

PSO1.Able to understand basic concepts of economics.

PSO2.Develop strong competencies inunder graduate level students in broad fields of Economics and its applications in an interactive environment.

PSO3.Create strong student skills in simulation, data analysis, and interpretation.

PSO4.prepare the students to successfully compete for employment in Economics, industries, research methods, data analysis, etc.

PSO5.Exposed to alternative approaches to economic problems through exposure to coursework in allied fields

**PROGRAMME STRUCTURE**

S.No	Course Code	Course Title	Credits	Marks Distribution		
				Internal	External	Total
<b>First Year</b>						
1	BFTM-11	Tamil	6	25	75	100
2	BFEG-11	Foundation in English	6	25	75	100
3	BBE-11	Micro Economics	8	25	75	100
4	BBE-12	Monetary Economics	6	25	75	100
5	BBEAL-11	Principles of Management	6	25	75	100
<b>Total-I-Year</b>			<b>32</b>	<b>125</b>	<b>375</b>	<b>500</b>
<b>Second Year</b>						
6	BFTM-21	Tamil	6	25	75	100
7	BFEG-21	Foundation in English	6	25	75	100
8	BBE-21	Macro Economics	6	25	75	100
9	BBE-22	Human Resource Management	8	25	75	100
10	BBEAL-21	Economic Statistics	6	25	75	100
11	CCE	Environmental Studies	6	25	75	100
<b>Total-II-Year</b>			<b>38</b>	<b>150</b>	<b>450</b>	<b>600</b>

Third Year						
12	BBE-31	International Economics	8	25	75	100
13	BBE-32	Fiscal Economics	6	25	75	100
14	BBE-33	Indian Economy	6	25	75	100
15	BBE-34	Entrepreneurial Development	6	25	75	100
16	BBE-35	Managerial Economics	6	25	75	100
<b>Total-III-Year</b>			<b>32</b>	<b>125</b>	<b>375</b>	<b>500</b>
<b>Total:I+II+III</b>			<b>102</b>	<b>400</b>	<b>1200</b>	<b>1600</b>



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<b>PROGRAMME</b>	<b>: B.A Business Economics</b>
<b>YEAR/SEMESTER</b>	<b>: First Year / First Semester</b>
<b>COURSE TITLE</b>	<b>: MicroEconomics</b>
<b>COURSE CODE</b>	<b>: BBE– 11</b>

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**COURSE OBJECTIVES**

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While studying the Principles of Micro Economics the student shall be able to

- CO1. Make the learners aware of Economic System
  - CO2. Cultivate the creativity about the applications of Demand and Supply
  - CO3. Improve the knowledge of Elasticity
  - CO4. Enhance the knowledge about Profit
  - CO5. Acquaint the Importance of Perfect Competition
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**Block-1: Introduction and Scope of Economics-** Distinction between Micro Economics and Macro Economics-Definitions of Economics-Deductive and Inductive Methods- Partial Equilibrium and General Equilibrium-Economics Static and Dynamic.

**Block-2: Theories of Consumption-** Cardinal Utility Theory-Basic Assumptions-Law of diminishing Marginal Utility-Law of Equi- Marginal Utility-Concept of Consumer Surplus and its measurement-Elasticity of Demand and its measurement-Types of Elasticity – Law of Demand-Exceptional Demand Curve-Ordinal Utility Theory-Comparisons between Cardinal and ordinal utility theories-Indifference Curve Theory-Properties-Consumers Equilibrium in term of Indifference Curve Analysis-Price Effect-Income effect and substitutions effect-Griffin Paradox.

**Block-3: Production and Cost Analysis-** Factors of Production-Laws of Returns-Laws of Returns to Scale-Increasing Return-Diminishing Returns and Constant Returns-Malthusian and Optimum of Theories of Population-Capital Formation-Functions of Entrepreneur- Economics of Scale-Equal Product Curves-Producers Equilibrium in

terms of Isoquants- Law of Supply-Average Cost-Marginal Cost-Fixed and Variable Cost-Short run and long run cost curves and their relationship –Concept of Opportunity cost.

**Block-4: Value Theories-** Marshall’s theory of Time Period Analysis-Pricing under Perfect Competition-Monopoly-Monopolistic Competition-Discriminating Monopoly-Duopoly and Oligopoly-Features.

**Block-5: Distribution Theories-** Marginal Productivity Theories of Distribution-Rent-Ricardian Theory-Modern Theory-Quasi Rent-Wage differentials-Real wage and money wage-Demand and Supply theory of wages-Interest-Classical Theory of Interest-Lonable Funds Theory-Liquidity Preference Theory of Interest-Profit-Gross Profit and Net Profit- Innovation, risk and uncertainty bearing theory of profit.

#### **Reference Books:**

1. Jhingan,M.L. (2011), Micro Economic Theory, Vikas Publication House,Delhi.
2. Dewett,K.K.(1985), Modern Economic Theory,S.Chand and Company, Delhi.
3. Ahuja,H.L. (2004), Micro Economics, S.Chand and Company, Delhi.
5. Sen,A.(1999), Micro Economics:Theory and Application, Oxford University Press, Delhi.
5. Varian,H.R.(2000),Micro Economic Analysis,w.w.Norton,New York.

#### **Web Resources:**

1. [www.thebalancemoney.com](http://www.thebalancemoney.com)
2. [www.business-standard.com](http://www.business-standard.com)
3. [www.cbic.gov.in](http://www.cbic.gov.in)
4. [www.wallstreetmojo.com/profit-maximization](http://www.wallstreetmojo.com/profit-maximization)
5. [www.wallstreetmojo.com/perfect-competition](http://www.wallstreetmojo.com/perfect-competition)

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### **COURSE LEARNING OUTCOMES**

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After completion of the course, **MicroEconomics-In** the student will be able to:

CLO1. Familiarize the students with the Basic Economics

CLO2. Create the awareness about the demand and supply

CLO3. Acquainted the concept and application in demand and Supply

CLO4. Provide the comprehensive knowledge about the Firm

CLO5. Enable the students to understand the nature and determinants of demand and supply and their interaction to determine the prices of the commodities in various market structure.

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<b>PROGRAMME</b>	<b>: B.A. Business Economics</b>
<b>YEAR/SEMESTER</b>	<b>: First Year/ First Semester</b>
<b>COURSE TITLE</b>	<b>: Monetary Economics</b>
<b>COURSE CODE</b>	<b>: BBE – 12</b>

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**COURSE OBJECTIVES**

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While studying the **Monetary Economics** the student shall be able to:

CO1.Improve the knowledge of the different banking system

CO2.Find out the different insurance policies and claims

CO3.Point out he the Recent Trends in Banking, e banking, Internet banking

CO4.Need for the Security against Economic Difficulties

CO5.Find out the Risk Management and Insurance

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**Block-1: Introduction, Value of Money and Monetary Standard** :Definition of Money

–Evolution of Money-Functions of Money-Forms of Money-Qualities of good money materials-Fisheries quantity theory of Money-Cambridge equation-Savings Investment Theory-Paper Currency Standard-Systems of note issue-Graham’s Law- Indian Currency System.

**Block-2: Trade Cycle and Money Supply, Inflation and Deflation:** Meaning Causes , effects and control of Trade Cycles-Theories of trade Cycle-Hicks, Hansen, Hawtrey and Keynes-Components of Money Supply-Determinants of Money Supply-Velocity of circulation of money-Demand for Money-Classical View-Keynesian View-Liquidity of Money-Neutrality of Money-Meaning of Inflation-Causes, Types, Effects and Inflationary Measures-Inflationary Gap-Meaning of Deflation-Causes, Types, Effects-Deflationary Gap.

**Block-3: Commercial Banking:** Functions and Types of Commercial Banks-Role of Commercial Banks in Economic Development-Credit Creation- Nationalisation of Commercial banks-Objectives and performance.

**Block-4: Central Banking:** Functions of Central Bank-Role of a Central bank in a developing Economy-Objectives and Methods of Credit Control-Limitation-Meaning and Objectives of Monetary Policy.

**Block-5: Reserve Bank of India and Money Market and Capital Market:** Recent Trends in the Monetary of Policy of RBI-Promotional Functions towards Agricultural and Industrial Development in India-Meaning of Money Market-Features-Constituents-



Features of a Developed Money Market-Status of Indian Money Market-Capital Market- Meaning and Features-Importance-Capital Market and Money market

**Reference Books:**

1. K.P.M.Sundaram and E.N,Sundaram (2000)Modern Banking ,Sultan Chand and Sons,New Delhi
2. K.C.Mishra and MangalaBakshi (2009) Insurance Business Enviornment and Insurance Company Operations ,National Insurance Academy/Cengage Learning, New Delhi
3. V.Balu,Banking and Financial System,(2010) Sri Venketeswara Publications, Chennai
4. Jhingan, M.L, (2012), Monetary Economics, Vrindha Publications, New Delhi.
5. Chandler,L.V (1977), Economics of Money and Banking,S.Chand, New Delhi

**Web References:**

1. <https://www.britannica.com/topic/development-bank>
2. <https://www.britannica.com/topic/development-banCredit%20card>
3. <https://www.google.com/search?client=firefox-b-d&q=Types+of+Insurance>
4. <https://www.google.com/search?client=firefox-b-d&q=Banking+Ombudsman>
5. <https://www.google.com/search?client=firefox-b-d&q=Burglary+Insurance>

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**COURSE LEARNING OUTCOMES**

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After completion of the **Monetary Economics Course**, the student will be able to:

- CLO1. Observe the brief knowledge for banking and Insurance
- CLO2. Provide an exposition about the policies about the real world situation.
- CLO3. Improve the Knowledge Banking Ombudsman
- CLO4. Enhance the Settlement of Claims
- CLO5. Describe the Development Banks



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<b>PROGRAMME</b>	: <b>B.A. Business Economics</b>
<b>YEAR/SEMESTER</b>	: <b>First Year / First Semester</b>
<b>COURSE TITLE</b>	: <b>Principles of Management</b>
<b>COURSE CODE</b>	: <b>BBE– 13</b>

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**COURSE OBJECTIVES**

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While studying **Principles of Management** the student shall be able to:

CO1.Designed to serve as an introduction to the basic principles of management

CO2.Examines our present-day marketing system from a managerial point of view

CO3.Provide the basic Management System

CO4.Analyze the various Elements of communication

CO5.Impart the knowledge of Planning

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**Block-1: Management:** Management-Meaning, Features, Functions and Importance-Management Process-Management and Administration-Levels of Management-Evolution of Management Theory-Taylor’s Scientific Management Theory, Fayol’s Administrative Management Theory, Weber’s Bureaucracy Theory, Behavioural Theory and Modern Management Theory- Quantitative Theory, Systems Theory, Contingency Theory and Operational Theory.

**Block-2: Planning:** Planning- Nature, Characteristics, importance and types-Objectives- Concept of MBO-Planning Premises-Steps in Planning-Approaches to Planning- Forecasting-Decision Making.

**Block-3: Organisation:** Organisation-Nature and Importance-Theories of Organisation- Types-Line, Staff, Line and Staff, Functional and Committee Organisation-Authority and Responsibility-Delegation- Departmentation - Decentralisation-Group in Organisation- Formal and Informal.

**Block-4: Staffing:** Staffing-Selection and Training-Motivation and Behaviour-Theories of Motivation-Leadership Theories and Styles-Communication Process-Communication Network-Barrier to Communication.

**Block-5: Directing:** Directing-Significance-Supervision-Control-Span of Control-Traditional and Modern Devices of Control-Coordination-Need and importance-Principles and Techniques of Coordination.

**Reference Books:**

1. Gupta,S.L.and Paul Sumitra (2001) Consumer Behaviour an Indian Perspective,S.Chand , New Dehli
2. Andaleep.S.S and Hasan Strategic(2015) Marketing Management in Asia,Emerald Group of Publishing Ltd
3. Kotler.P (2007), Marketing Management Analysis Planning Implementation and Control,Prentice,New Delhi
4. Anderson.K.(2001),Customer Relationship Management,McGraw Hill, New Delhi.
5. David Gilbert,(2005),Retail Marketing Management,Pearson Education,Delhi

**Web References:**

1. [www.thebalancemoney.com/marketing-vs-sales](http://www.thebalancemoney.com/marketing-vs-sales)
2. [www.wrike.com/management-guide](http://www.wrike.com/management-guide)
3. <https://managementlord.blogspot.com>
4. <https://en.wikipedia.org/wiki/directing>
5. <https://economictimes.indiatimes.com/definition/product>

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**COURSE LEARNING OUTCOMES**

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After completion of the **Principles of Marketing Course**, the student will be able to:

- CLO1. Develop the Stopping
- CLO2. Analyse the Current events component to help emphasize the management
- CLO3. Make learn directing
- CLO4. Apply Knowledge of organisation
- CLO5. Enhance the Princiles of Management Principles

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<b>PROGRAMME</b>	<b>:</b>	<b>B.A. Business Economics</b>
<b>YEAR/SEMESTER</b>	<b>:</b>	<b>Second Year/ Second Semester</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>Macro Economics</b>
<b>COURSE CODE</b>	<b>:</b>	<b>BBE – 21</b>

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**COURSE OBJECTIVES**

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While studying the Macro Economics the student shall be able to:

CO1.Make the learn Macroeconomics deals with the aggregate economy.

CO2.Get the knowledge of the students macroeconomic variables.

CO3.Interpret the GDP

CO4.Enumerate the Consumption Function

CO5.Obtain the money and modern economy

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**Block-1: Introduction and national Income Accounts:** Meaning-Definitions-Nature and Scope-Importance-Micro and macro Economics-National Income accounting-Meaning- Concepts-Measurement-Importance of National Income Data-Difficulties in itsMeasurement

**Block-2: Employment Theories:** Concept of Employment-Full Employment-Unemployment and underemployment-Types of unemployment-Say's Law of Market and Classical theory of Employment-Keynes Objections and Criticism -Keynesian Theory of Employment-Determinants of Equilibrium level of employment-Aggregate Demand and Aggregate supply function-Principles of Effective demand-Role of Investment.

**Block-3: Consumption Function and Investment Function:** Meaning-Attributes of Consumption Function-Average and Marginal Propensity to Consume-Factors determining Consumption Function-Objective and Subjective factors-Investment Function-Meaning-Autonomous and Induced Investment-Marginal Efficiency of Capital- Factors determining Marginal Efficiency of Capital- Savings and Investment-rate of Interest.

**Block-4: Trade Cycle, Multiplier, Accelerator and Super Multiplier:** Meaning-Characteristics-Phases of Trade Cycle-Effects and Controls of Trade Cycle-Theories of Trade Cycle-Hawbey's Monetary Theory-Hayek's over Investment Theory-Keynesian Theory-Multiplier and Accelerator-Keynes Income Multiplier-Assumptions-Working of Multiplier-Forward and backward-Importance-Keynes's concept of Accelerator-Meaning Assumptions-Factors determining the co efficient of Accelerator-Super Multiplier- Multiplier and Accelerator and their Interaction.

**Block-5: Economic Growth:** Sources and Features of Economic Growth-Obstacles to Economic Growth-Economic Growth and Technical Progress-Post Keynesian Macro Analysis-Hicks-Hanson Approach-IS & LM Curves and their Application.

**Reference Books:**

1. M.C.Vaish.Wiley,(1999) Macro Economic Theory, Eastern Ltd., NewDelhi.
2. M. L.Jinghan ,(2000), Macro Economic Theory, Vikas Publishing House, NewDelhi.
3. Gupta,R. D.,andChopra,P. N.,(1968) Keynesian Economics, S. Nagin &Co.
4. Mithani ,D.M.(2003), Modern Economic Analysis,Himalaya Publishing House, Mumbai.
5. Shapiro, E.(2008), Macro Economic Analysis, Galyotia Publications, New Delhi.

**Web References:**

1. <https://www.economicdiscussion.net/macroeconomics>
2. [www.toppr.com/guides/fundamentals-of-economics-and-management/national-income](http://www.toppr.com/guides/fundamentals-of-economics-and-management/national-income)
3. [www.investopedia.com/terms/g/gdp.asp](http://www.investopedia.com/terms/g/gdp.asp)
4. <https://prepp.in/news/e-492-open-economy>
5. [https://en.wikipedia.org/wiki/Monetary\\_policy](https://en.wikipedia.org/wiki/Monetary_policy)

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**COURSE LEARNING OUTCOMES**

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After completion of the Macro Economics Course, the student will be able to:

- CLO1. Discusses various theories of determining GDP in the short run
- CLO2. Improve the knowledge of the money and modern economy
- CLO3. Enhance the Money supply and credit creation
- CLO4. Improve the knowledge Measurement of national income and related aggregates
- CLO5. Acquaint quantity theory of money

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<b>PROGRAMME</b>	<b>:</b>	<b>B.A. Business Economics</b>
<b>YEAR/SEMESTER</b>	<b>:</b>	<b>Second Year/ Second Semester</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>Human Resource Development</b>
<b>COURSE CODE</b>	<b>:</b>	<b>BBE – 22</b>

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**COURSE OBJECTIVES**

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While studying the Human Resource Development the student shall be able to:

- CO1. Improve the knowledge of the basic Concepts of Human Resource Development
  - CO2. Acquire the knowledge of best practice of Human Resource Development techniques.
  - CO3. Efficient to train subordinate by sharing the equipped and
  - CO4. Enriched knowledge in various fields of Development
  - CO5. Enhance the Health Promotion Program
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**Block-1: Human Resource Management:** Definition, Objectives, Scope and Functions of HRM-Evolution and Development of HRM-Environment of HRM-Strategic HRM- Human resource Planning and Developing Manpower Strategies.

**Block-2: Recruitment:** Recruitment and Selection Process-Placement, Induction and Socialisation-Staff Training and Development-Career Planning.

**Block-3: Motivation:** Motivation and Productivity Theories of Motivation, Tools of Motivation-Job Description, Analysis and Evaluation-Motivation and Job Enrichment-Performance Monitoring and appraisal.

**Block-4: Wage:** Wage and Salary Administration-Incentives and Benefits-Employee health and Safety-Employee Discipline-Employee Grievance Handling.

**Block-5: Industrial Relations:** Industrial Relations-Trade Union-Collective Bargaining- Employee Empowerment-Industrial Democracy and Worker's Participation in Management.

## **REFERENCES BOOKS:**

1. Werner & Desimone, (2006), Human Resource Development, Cengage Learning, New Delhi.
2. William E. Blank (1982), Handbook for Developing Competency Based Training Programmes, Prentice-Hall, New Jersey.
3. Uday Kumar Haldar (2009), Human Resource Development, Oxford University Press, New Delhi.
4. Srinivas Kandula (2001), Strategic Human Resource Development, PHI Learning, New Delhi.

## **Web Resources:**

1. <https://www.adp.com/resources>
2. <https://www.smartrecruiters.com/resources/glossary/recruitment>
3. <https://en.wikipedia.org/wiki/Motivation>
4. <https://www.merriam-webster.com/dictionary/wage>
5. <https://www.google.com/search?client=firefox-b-d&q=Industrial+Relations>

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## **COURSE LEARNING OUTCOMES**

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After completion of the Human Resource Development the student can be able to:

- CLO1. Enhance the role and responsibilities of carrier management
- CLO2. Get the detailed knowledge about the Human resource Development
- CLO3. Describe the Evolution of HRD
- CLO4. Inherent the training methods
- CLO5. Improve the knowledge about the Transactional Analysis





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<b>PROGRAMME</b>	<b>: B.A. Business Economics</b>
<b>YEAR/SEMESTER</b>	<b>: First Year / Second Semester</b>
<b>COURSE TITLE</b>	<b>: Economic Statistics</b>
<b>COURSE CODE</b>	<b>: BBEAL– 21</b>

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### **COURSE OBJECTIVES**

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While studying the **Economic Statistic** Course, the student shall be able to:

CO1.Familiarize the students with basic statistics

CO2.Get the design experiments and surveys for efficiency

CO3.Find out the Statistical applications in Economics and business.

CO4.Analyze various Sampling Techniques

CO5.Impart the knowledge of Hypothesis

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**Block-1: Introduction and Presentation of Data:** Definition-Nature-Scope-Role and Importance of Statistics in various discipline-Singular and Plural characteristics of Statistics-Limitations-Types of Classification-Qualitative and Quantitative classification- Frequency classification-Problems in the construction of a frequency distribution table- Types of Tables-Uses and Limitation of Tabular Presentation-Diagrammatic Presentation- Various Forms-Bar Diagrams- Various Types-Pie Diagram-Pictograms-Graphical Presentations-Histogram-Its Uses.

**Block-2: Averages and Measures of Dispersion:** Averages and Measures of Central Tendency- Various Types of Statistical Averages-Arithmetic Mean-Geometric Mean-Harmonic Mean-Weighted Average-Median-Mode-Merits and Demerits of all these Averages-Characteristics of a Good Average-Uses of the Averages- Averages not being capable of use for certain problems-Need for the study of the averages of the second order-Range-Quartiles-Deciles-Percentile-Quartile Deviation-Mean Deviation-Standard Deviation-Lorenz Curve-Standard Deviation shown as the best measure-Practical utility of these measure.

**Block-3: Skewness and Kurtosis and Time Series Analysis:** Meaning and Description of Skewness-Need for the Study of Skewness-Absolute and Relative measures of Skewness as given in Pearson and Bowleg-Diagram showing Skewness-Uses, Kurtosis- Meaning and need for the study of the concept-Diagram illustrating Kurtosis-Uses-Time series Analysis-Meaning-Components of Time Series-Trend-Seasonal variation-Cyclical Fluctuations-Irregular Fluctuations-Measurements of these components.

**Block-4: Index Numbers, Correlations and Association of Attributes:** Meaning and Imperatives-Variou s Kinds of Index Numbers-Construction of Index Numbers-Problem involved in the constructions-Time Reversal and Factor Reversal Testes-Fisher's Index Number satisfying these test-Use and importance of index numbers-Cost of living-Index Numbers-Uses-Fixed and Chain base Indices-Correlation-Meaning-Coefficient degrees of Correlation and their significance-Measurement of Correlation-Variou s Methods- Pearson's Co efficient of Correlation-Rank Correlation-Regression-Meaning-Difference between Correlation and Regression Analysis-Uses of Correlation and Regression analysis-Association of Attributes- Meaning and Uses-Class Frequencies-Consistency of Data- Association of Independence of attributes-Association and Disassociation-Y Coefficient of Association-Coefficient of Colligation-Contingency Table.

**Block-5: Elementary Theory of Probability:** Definition of Probability-Addition Theorem-Multiplication Theorem-Normal Distribution-Probable Error-Importance and Uses of normal distribution-Binomial distribution.

**Books for references:**

1. Gupta, S.P.(1983), Introduction to Statistical Methods, S. Chand and Sons, New Delhi.
2. Pillai R.S.N. and Bagavathi(2014), Statistics Theory and Practices, S.Chand and Sons, New Delhi.
3. Gupta,S.C an Kapoor,V.K (1999) Fundamental of Mathematical Statistics, S. Chand and Sons, New Delhi.
4. Gupta, S.P.(1993), Fundamentals of Applied Statistics, S. Chand and Sons, New Delhi.

5. Speigal, M.R.(1992), Theory and Problems of Statistics, Mcgraw Hill Book Co., London.

**Web Resources:**

1. <https://www.investopedia.com/terms/b/bayes-theorem.asp>
2. <https://unacademy.com/content/ca-foundation/study-material>
3. <https://www.statisticshowto.com/probability-and-statistics/hypothesis-testing>
4. <https://www.mygreatlearning.com>
5. <https://www.statisticshowto.com/coefficient-of-association>

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**COURSE LEARNING OUTCOMES**

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After completion of the **Statistics for Economics Course**, the student will be able to:

- CLO1. Develop the skills in statistical analysis, which are commonly applied to understand and analyze economic problems.
- CLO2. Improve the knowledge of the essential statistical tools and their application in economics.
- CLO3. The module includes both descriptive statistics and inferential statistics.
- CLO4. Enhance the descriptive statistics include measures of central tendency, measures of dispersion and correlation.
- CLO5. Knowledge about the statistics include correlation analysis

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<b>PROGRAMME</b>	<b>: B.A. Business Economics</b>
<b>YEAR/SEMESTER</b>	<b>: Third Year/ Third Semester</b>
<b>COURSE TITLE</b>	<b>: International Economics</b>
<b>COURSE CODE</b>	<b>: BBE – 31</b>

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### **COURSE OBJECTIVES**

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While studying the International Economics the student shall be able to:

- CO1. Acquainted with the economic concepts and models of international trade
- CO2. Aware about the international trade blocks and their importance
- CO3. Provide an insight into the differences and similarities between regional, national and global economies.
- CO4. Develop conceptual understanding of the key concepts in international economics and practical applications of both international trade and domestic trade.
- CO5. Provide a strong theoretical background to the students on the subject of international trade and outline the development of trade theories over the period of time, and help them to understand the empirical aspects such as trade reforms and their impact on Indian economy.

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**Block-1: Introduction and Theories of International Trade:** Features and Importance of International Trade-Internal and International Trade-Comparative cost Theory-Absolute Cost Differences-Equal Cost Differences-Heckscher-Ohlin Theory-Factor Price Equalization Theory-Role of International Trade in Economics Development-Direct and Indirect Benefits or Gains-Measures and distributions of Gains-The contribution of Trade to Growth and Development.

**Block-2: Terms of Trade and Commercial Policy:** Meaning and Importance of Terms of Trade -Types of Terms of Trade- Factors influencing Terms of Trade- Free

Trade vs Protection-Arguments for and against Protection-Tariffs-Types- Quotas-Types.

**Block-3: Balance of Trade and Balance of Payments:** Balance of Trade and Balance of Payments-Balance of Payment always balances-Equilibrium and disequilibrium in Balance of Payments-Measures to correct deficit in Balance of Payments.

**Block-4: Foreign Exchange Market and Exchange Control:** Functions and Transactions-Meaning of Exchange Rate-Determination of Exchange Rate-Purchasing Power Parity Theory- Fixed Exchange Rate-Flexible or Floating Exchange rate-Causes for fluctuations in exchange rate-Exchange Control-Meaning-Objectives-Direct and Indirect Methods-Merits and demerits.

**Block-5: International Financial Institutions and Trade Agreements :** IBRD or World Bank-Functions-Objectives and its working- India and World Bank-IMF-Functions- Objectives and its working- India and IMF-GATT-WTO-Their Impact on India-Direction and composition of India's Foreign Trade- Role of MNCs in India-Recent Trends in Foreign Trade.

**Reference Books:**

1. Carbaugh R.J. International Economics, Thomson South Westen, New Delhi
2. Dominick Salvatore, John Wiley (2011)International Economic, Trade and Finance, Dominick Salvatore, John Wiley International Student Edition, 10th edition.
3. Jingham M.L.(2012) International Economics, Vrindha Publications
4. Salvatore D(2007), International Economics, Wiley India, New Delhi
5. Krugman P.R and Obsfeild(2006), International Economics : Theory and Policy, Addison Wesley, New Delhi.

**Web References:**

1. [https://en.wikipedia.org/wiki/International\\_trade\\_theory](https://en.wikipedia.org/wiki/International_trade_theory)
2. <https://www.google.com/search?client=firefox-b-d&q=Trade+Policy>
3. <https://www.britannica.com/topic/balance-of-trade>
4. <https://www.imf.org/en/Home>

5. <https://www.economicdiscussion.net>

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## **COURSE LEARNING OUTCOMES**

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After completion of the International Economics **Course**, the student will be able to:

- CLO1. Get the knowledge the foreign investment and foreign exchange concepts
- CLO2. Observe the Knowledge for International Institutions
- CLO3. Find out the Knowledge and Skill for International Trade
- CLO4. Describe the Recent trend in India's trade Policy
- CLO5. Enhance the Export Promotion and Import Substitution Measures



**Tamil Nadu Open University**  
**Department of Economics**  
**School of Social Sciences**

Chennai-15

<b>PROGRAMME</b>	: <b>B.A. Business Economics</b>
<b>YEAR/SEMESTER</b>	: <b>Third Year/ Third Semester</b>
<b>COURSE TITLE</b>	: <b>Fiscal Economics</b>
<b>COURSE CODE</b>	: <b>BBE – 32</b>

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## **COURSE OBJECTIVES**

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While studying the Public Finance the student shall be able to:

- CO1. Provide the conceptual framework of Public finance in India
- CO2. Explain the theoretical aspects of Public finance
- CO3. Get the knowledge of the Public Economic Concepts
- CO4. Enumerate the Public revenue and expenditure
- CO5. Interpret the Tax policy in India

**Block-1: Introduction to Public Finance:** Meaning - Nature and Scope of Public Finance - Private Finance vs Public Finance-Principles of Public Finance -The Principles of Maximum Social advantage.

**Block-2: Public Revenue and Public Expenditure:** Source of Public Finance- Central and State Government- Cannons of Taxations-Objectives of Taxation –Direct and Indirect Taxes-Proportional, Progressive and Regressive System of Taxation-Incidence of Taxation-Import, Shifting and incidence of specific taxes-Taxable Capacity-Specific Taxes-Income Tax—Personal and Corporate-Excise Duty-Capital gains Tax-Custom Duties-Value Added Tax-Modified Value Added Tax-Sales Tax-Agricultural Income Tax-Property Tax-Wealth Tax-Expenditure Tax-Estate Duty-Gift Tax-Meaning of Public Expenditure, Importance and Its Objectives-Cannons of Public expenditure-Effects of Public Expenditure-Growth of Public Expenditure-Control of Public Expenditure.

**Block-3: Public Debt:** Meaning-Forms-Need-Classification and Burden of Public Debt- Methods of Redeeming Public Debt-Role of Public Debt in Developing Country- Causes of growth of Public Debt in Indian.

**Block-4: Fiscal Policy and Financial Administration:** Meaning, Objectives and Instruments of Fiscal Policy-Fiscal Policy in a Developing Economy-Meaning of Financial Administration, Instruments, importance and Principles of Budgeting-

Characteristics of a good budget-Preparation of Budget- Budgeting in India-Meaning of Deficit Finance-Objectives-Need-Effects-Limitations-Deficit Financing in India.

**Block-5: Federal Finance and Local Finance:** Meaning-Principles of Federal Finance, Financial relations between Centre and States in India-Centre and state Financial relationship and its conflict-Recommendation of the recent Finance Commissions-Local finance-Meaning, Functions and Sources of Finance to local Governments in India- Problem of local finance-Suggestion for its improvement.

**Referencebooks:**

1. Musgrave, R.A. and P.B. Musgrave (1976), “Public Finance in Theory and Practice”, McGraw Hill,Kogakusha,Tokyo.
2. Sundharam, K.P.M. (2003),Public Finance, S. Chand and Sons,NewDelhi.
3. Agarwal, R.C. (2007), “Public Finance”, Lakshmi Narain Agarwal,Agra.
4. Sankaran, K. (2002), “Fiscal Economics”, Kamala Publication,Chennai.
5. Tyagi,B.P.(2012), Public Finance, Jai Prakash Nath and Co., Meerut.

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2. <https://www.jstor.org/stable/4376072>
3. <https://www.britannica.com/topic/deficit-financing>
4. <https://www.britannica.com/topic/fiscal-policy>
5. <https://corporatefinanceinstitute.com>

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**COURSE LEARNING OUTCOMES**

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After completion of the Public Finance**Course**, the student will be able to:

- CLO1. Make learn Public Finance
- CLO2. Improve the knowledge of the financial activities
- CLO3. Enhance the Tax policy in India
- CLO4. Interpret theRole of fiscal policy in indian economy
- CLO5. Classify and identify the Local Bodies functions



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**Tamil Nadu Open University**  
**Department of Economics**  
**School of Social Sciences**  
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<b>PROGRAMME</b>	<b>: B.A. Business Economics</b>
<b>YEAR/SEMESTER</b>	<b>: Third Year/ Third Semester</b>
<b>COURSE TITLE</b>	<b>: Indian Economy</b>
<b>COURSE CODE</b>	<b>: BBE – 33</b>

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### **COURSE OBJECTIVES**

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While studying the **Indian Economy** the student shall be able to:

- CO1. Find out the various sectors of Indian Economy
- CO2. Describe the international trade in Indian Economy
- CO3. Find out the comprehensive understanding of Indian Economy as a developing economy and various economic issues of the agricultural sector.
- CO4. Acquire the knowledge on rural development and examine the challenges faced by agriculture in India.
- CO5. Develop the conceptual framework of government policies and programs and acquaint students with latest data and will enhance analytical skills

**Block-1: Introduction, Human Resources and National Income:** Characteristics of developing or underdeveloped economy-Basic features of Indian Economy- India as a Mixed Economy since Independence-Human Resources-Demographic features of India- Population and Economic Development-Population Policy of the Government of India- Human Capital Formation and Economic Development-National Income-Measurement- Trends-Composition and Structure-Problems in Measurement-Recent Trends in National Income.

**Block-2: Agriculture and History:** Importance-Contribution to Economic Development- Agriculture Production and Productivity-Land Reforms-Green Revolution- New Agricultural Strategy in the context of Economic Reforms-Evaluation of recent Agricultural Policy of the Government of India- Industrial development in India-Industrial Policy of 1948, 1956, 1977 and 1991-Role of Industries in Economic Development- Cottage Industries, Small Scale Industries and Large Scale Industries-Evaluation Industrial Policy since 1991-Role of Public Sector Enterprises in India-Liberalisation- Privatisation and Globalisation.

**Block-3: Labour, Employment and Planning in India:** Agricultural Labour and Industrial Labour-Industrial Relations-Social Security Measures-Unemployment Problem- Magnitude-Causes-Remedies-Government Policy towards Unemployment-Planning in India-Objectives-Strategy-Achievements and Failures-Agricultural and Industrial Development during Plan period.

**Block-4: Foreign Trade and Foreign Capital:** Importance of Foreign Trade- Recent Trends in Exports and Imports -Composition and direction of India's Foreign Trade - India and WTO -Role of Foreign Capital in India's Economic Development -Foreign Direct Investment-Multinational Corporation-Foreign exchange reserves and its trends in recent years.

**Block-5: Poverty and Human Rights:** Meaning of Policy-Magnitude-Poverty Line-Causes-Remedial Measures-Poverty Alleviation Programme in recent Years-Regional Disparities in Economic Development-Meaning of Human Rights -Philosophy of Human Rights-Constitutional Framework- Nature of Human Rights-Civil, Political, Economic  
,Social and Cultural Rights-Human Rights in India-Protection of Human Rights Act 1993-Role of Judiciary in the protection of Human Rights.

**Reference Books:**

1. Dutt and Sundaram (2014), "Indian Economy", S. Chand and Company, New Delhi.
2. Misra, S.K. and V.K. Puri (2014), "Indian Economy", Himalaya Publishing House, New Delhi.
3. Kapila, U. (2012), "Indian Economy since Independence", Academic Foundation, New Delhi.
4. Misra S.K. and Puri V.K.(2001), Indian Economy, Himalaya Publishing House, Mumbai
5. Acharya S.and Rakeh M (2011), Indian Economy :Performance and Challenges, Oxford University Press, New Delhi.

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2. [www.twinkl.co.in/teaching-wiki/population-characteristics](http://www.twinkl.co.in/teaching-wiki/population-characteristics)
3. <https://en.wikipedia.org/wiki/Bank>
4. <https://rbi.org.in/scripts/ECMUserView.aspx>
5. <https://www.shaalaa.com/question-bank-solutions/explain-the-meaning-and-role-of-foreign-trade>

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### **COURSE LEARNING OUTCOMES**

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After completion of the International Economics **Course**, the student will be able to:

- 1.CLO1.Get the knowledge the foreign investment and foreign exchange concepts
- 2.CLO2. Observe the Knowledge for International Institutions
- 3.CLO3.Find out the Knowledge and Skill for International Trade
- 4.CLO4.Describe the Recent trend in India's trade Policy
- 5.CLO5.Enhance the Export Promotion and Import Substitution Measures



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<b>PROGRAMME</b>	<b>:</b>	<b>B.A. Business Economics</b>
<b>YEAR/SEMESTER</b>	<b>:</b>	<b>Third Year/ Third Semester</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>Entrepreneurial Development</b>
<b>COURSE CODE</b>	<b>:</b>	<b>BBE – 34</b>

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### **COURSE OBJECTIVES**

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While studying the **Entrepreneurial Development** the student shall be able to:

CO1.Observe the Knowledge and Skill for organisation and development.

CO2.Improve the knowledge of the managerial potential of organisation

CO3.Describe the knowledge of the various functions of an entrepreneur.

CO4.Discuss the various theories of entrepreneurship

CO5 Enhance the growth of entrepreneurship in India

**Block-1: Meaning, Importance and Functions of Entrepreneurs:** Meaning of Entrepreneur-Theories-Classical-Schumpeter's Innovation Theory-Other Modern Theories-Role and Importance of Entrepreneurship-Characteristics of an Entrepreneur-Relationship between Entrepreneurs, Entrepreneurial, Entrepreneurship-Functions of Entrepreneur-Types of Entrepreneur-Classification of Entrepreneur.

**Block-2: Policies and Programmes on Entrepreneur Development:** Evolution of Indian Entrepreneurship-Role of Entrepreneurship in Economic Development-Role of Government and Non Government Organisation-Policies and Programmes on Entrepreneur Development-Industry Policy-Small Scale Entrepreneurs-Small Scale Industry and Indian Economic Development-Concessions-Incentives and subsidies of

small scale industries-SIDBI-Problem of SSE in the content of Multi National Corporation.

**Block-3: Project Appraisal and Women Entrepreneurs:** Project Appraisal-Classification of Projects-Appraisal-Formation of Business Idea-Contents of Project Report-Women Entrepreneurs-Definition-Problems of Women Entrepreneurs-Opportunities of Women Entrepreneurs-Future of Women Entrepreneurs-Rural Entrepreneurship-Definition- Problems-Remedies-Marketing of Association of Lady Entrepreneurs-Future of Rural Enterprises.

**Block-4: Source of Finance and Market Structure:** Management-Business Analysis-Evaluation of Marketing-Forecasting Techniques-Market Structure-Classification of Goods and Services- Inventory Management- Financial Analyses- break Even Analyses- Sources of Finance- Financial Institutions-Problems and Remedies-Role of Commercial Bank.

**Block-5: Entrepreneurial Development Programme in India:** Entrepreneurial Development Programme in India-EDP Cell, DICs, KVIC, DRPA, TRYSEM, JRY, SISI, SIDCs-Other National, State and District Level Developmental Programmes-Entrepreneurial Development in Tamil Nadu- State Financial Corporation-SIPCOT-ITCOT-SIDC-SIET Etc-Industrial Policy and Entrepreneur Development-Tamil Nadu Economic Development-Variou Programme

**Reference Book:**

1. Vasant Desai (2011), the Dynamics of Entrepreneurship Development and Management, Himalaya Publishing House, Mumbai
2. Khanka S.S (2010), Entrepreneurship Management, S.Chand , New Delhi
3. Shiva Prasad,Veena.M and Almedia.D (2019),Dynamics of Entrepreneurship, Himalaya Publishing House,Mumbai
4. Janakiram.B and Rizwana.M(2016) Entrepreneurship, Excel Books, Bangalore
5. Vasant Deai and Kulveen kaur (2012), Entrepreneurship Development, Himalaya Publishing House, Mumbai.

## Web References;

1. <https://en.wikipedia.org/wiki/Entrepreneurship>
2. <https://timreview.ca/article/357>
3. <https://www.investopedia.com/terms/s/smallandmidsizeenterprises.asp>
4. <https://www.google.com/search?client=firefox-b-d&q=Co-operative+>
5. <https://www.google.com/search?client=firefox-b-d&q=Project+Identification>

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## COURSE LEARNING OUTCOMES

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After completion of the **Entrepreneurial Development Course**, the student will be able to:

- CLO1. Ability to understanding business economic situation
- CLO2. Develop the ability of entrepreneurship in future
- CLO3. Create the awareness on various source of finance available for entrepreneur  
5. To design and formulate a project
- CLO4. Improve the knowledge for the Relationship between Small and Large Units
- CLO5. Observe the Role of entrepreneurship in economic development



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<b>PROGRAMME</b>	<b>: B.A. Business Economics</b>
<b>YEAR/SEMESTER</b>	<b>: Third Year/ Third Semester</b>
<b>COURSE TITLE</b>	<b>: Managerial Economics</b>
<b>COURSE CODE</b>	<b>: BBE– 35</b>

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**COURSE OBJECTIVES**

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While studying the Managerial Economics the student shall be able to:

- CO1. Discuss the relationship between economics and business
- CO2. Analyse the application of economic theories in modern business
- CO3. Estimate the methods of measurement of different techniques used in cost functions and its impacts in the short and long run decisions of the firm and .industry.
- CO4. Make the learner familiarize with various pricing practices and strategies of the firms.
- CO5. Develop the analytical capacity and problem-solving skills among learners of this module

**Block-1: Introduction:** Definition-Nature-Scope of Managerial Economics-Economics and Managerial Economics-Role and Responsibilities of a Managerial Economist- Relationship with Other Subjects.

**Block-2: Consumer Behaviour and Demand Forecasting:** Approaches to Consumer Behaviour-Law of Diminishing Marginal Utility-Law of Equi Marginal Utility-Law of demand-Demand Distractions-Derived Demand-Autonomous Demand-Industry Demand-Company Demand-Short run and Long run demand-Elasticity of Demand-Types-Income-Price-Advertising-Cross-Measurement of Elasticity of demand-Factors determining



Elasticity of demand-Uses of the concept of Elasticity of Demand-Demand or Sales Forecasting-Meaning-Factors involved in Forecasting-Importance-Methods of Forecasting for an established product and new product.

**Block-3: Theories of Modern Firm:** Objectives of a Modern Firm-Baumol's Sales maximisation-Principles-Profit Maximization -Utility Maximization - GrowthMaximization-Long run Survival-Satisfying Behaviour.

**Block-4: Cost:** Cost Analysis-Cost Concepts-Classification-Cost-Output Relationship-Pricing Methods-Pioneer Pricing-Skimming Pricing-Penetration Pricing-Full Cost Pricing-Marginal Pricing-Differential Pricing-Price Lining-Product Line Pricing-Pricing for multi product firms-Price Forecasting.

**Block-5: Profit, Business Cycle and National Income:** Nature of Profit-Profit Planning andControl-Profit Budget-Break Even Analysis-Uses and Limitations of Break Even Analysis-Rate of Return on Investment-Profit Forecasting-Business Cycle Phases-Real Effects-Preventive Measures-Relief Measures-National Income-Methods of Calculating National Income Analysis to Business People.

#### **Reference Book:**

1. Sankaran.S, (2004), Managerial Economics.MarghamPublication.
2. Gupta.G.S , (2009, Managerial Economics.Tata McGraw-Hill EducationPvt.Ltd.
3. Cauvery.R., (2010) Dr.Sudha Nayak. U.K., Girija.M.and Dr.Meenakshi.R. Managerial Economics.S.Chand, New Delhi.
4. Maheswari.K.LandVarshney.R.L. (2014)ManagerialEconomic 22<sup>nd</sup>Edition, Chand Sons, NewDelhi.
5. Jhingan,M.L,and Stephen.J.K(2014), Managerial Economics, Vikas Publishing House, NewDelhi.

#### **Web References:**

1. [www.managementstudyguide.com/managerial-economics.htm](http://www.managementstudyguide.com/managerial-economics.htm)
2. [www.clootrack.com/knowledge\\_base/what-is-consumer-behavior](http://www.clootrack.com/knowledge_base/what-is-consumer-behavior)
3. <http://www.zainbooks.com/books/marketing/international-marketing>

4. <https://www.legalraasta.com/blog/cost-accounting-types>

5. [www.google.com/search?client=firefox-b-d&q=Profit+forecasting](http://www.google.com/search?client=firefox-b-d&q=Profit+forecasting)

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## **COURSE LEARNING OUTCOMES**

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After completion of the Managerial Economics Course, the student will be able to:

CLO1. Find out the business capacity

CLO2. Discover the business opportunity

CLO3. Facilitate the students to understand and analyze different methods of demand forecasting

CLO4. Methods of calculating National Income analysis to business people.

CLO5. Describe the Elasticity of Demand

### **BACHELOR OF BUSINESS ECONOMICS- CURRICULUM MAPPING**

#### **I & II YEAR**

Programme Outcomes	Courses					
	BBE- 11	BBE - 12	BBE - 13	BBE -21	BBE - 22	BBE- 23
Understanding of concept, nature and importance	✓	✓	✓	✓	✓	✓
Theoretical Understanding	✓	✓		✓	✓	
Understanding of Individual, Group, Community Issues	✓	✓	✓	✓	✓	✓
Application of Scientific Knowledge and skills	✓	✓	✓	✓	✓	✓
Professional knowledge, communication and Attitude	✓	✓	✓	✓	✓	✓
Critical Evaluation of social work theory and practice	✓	✓	✓	✓	✓	✓

#### **III YEAR**

Programme Outcomes	Courses				
	BBE - 31	BBE - 32	BBE - 33	BBE - 34	BBE - 35
Understanding of concept, nature and importance	✓	✓	✓	✓	✓

Theoretical Understanding	✓	✓	✓	✓	✓	✓	✓	✓	✓
Understanding of Individual , Group, Community Issues	✓	✓	✓	✓	✓	✓	✓	✓	✓
Application of Scientific Knowledge and skills	✓	✓	✓	✓	✓	✓	✓	✓	✓
Professional knowledge, communication and Attitude	✓	✓	✓	✓	✓	✓	✓	✓	✓
Critical Evaluation of social work theory and practice	✓	✓	✓	✓	✓	✓	✓	✓	✓
	BBE-11	BBE-12	BBE-13	BBE-21	BBE-22	BBE-23	BBE-31	BBE - 32	BBE - 33
Local	✓	✓	✓	✓	✓	✓	✓	✓	✓
National	✓	✓	✓	✓	✓	✓	✓	✓	✓
Regional		✓				✓		✓	✓
Global	✓		✓					✓	