

SAA – 240

**I. B.A. - I SEMESTER
MANAGERIAL ECONOMICS
(Compulsory paper)**

Objective:

To provide clear relationship between knowledge of economics and applications in management Decision-making.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module-1: Nature and Scope of Managerial Economics:

Meaning characteristics, scope and subject matter- relationship with other discipline - decision making and forward planning.

10 Hours

Module-2: Fundamental Principles of Managerial Economics:

Opportunity cost principle -incremental principle, principle of time perspective, discounting principle and equi-marginal principle.

15 Hours

Module -3: Demand Analysis:

Meaning and definition of demand, determinants of demand, law of demand, exception to the law of demand, elasticity of demand.

15 Hours

Module -4: Supply Analysis :

Meaning of Supply -The Determinants of Supply - The Law of Supply– Extension and Contraction in Supply – Causes for Change in Supply – Elasticity of Supply – Measurement of Elasticity of Supply – Factors Determining Elasticity of Supply.

20 Hours

Module -5: Demand Forecasting:

Meaning and definitions- long run and short-run demand forecasting – objectives, need for demand forecasting; methods of demand forecasting; problems on least square method - demand forecasting for new product ; criteria of good forecasting methods.

15 Hours

Module-6: Pricing Policy:

Cost plus pricing – new product pricing; penetration, skimming pricing, price bidding, multi product pricing, transfer pricing. Capital Budgeting: Meaning, objectives, prerequisites, components.

15 Hours

Reference books:

1. Joel Dean (2012), Managerial Economics, PHI Publisher, New Delhi
2. Ahuja, H L (2014) Managerial Economics: S Chand Publisher, New Delhi
3. Gupta (2010) Tata McGraw Hill Publisher, New Delhi
4. Mithani, D M (2014), Managerial Economics, Himalaya Publishing House, Mumbai
5. Yogesh Maheshwari (2010), Managerial Economics PHI Publisher, New Delhi
6. Atmanand (2008), Managerial Economics, Excel Book Publisher, Bangalore
7. Trivedi, M L (2009), Managerial Economics, Tata McGraw Hill Publisher, New Delhi
8. Sharma. R (2011), Managerial Economics, Lakshmi Narain Agarwal, Agra
9. Dr.H.R.Krishnaya Gowda, Managerial Economics, Vidhya Nidhi Publisher, Gadag

**I B.A, -
SAB – 240**

**II SEMESTER
ECONOMICS OF MARKETS
(Compulsory paper)**

Objective:

1. To enable the students to understand the concepts of Cost and Revenue their significance in price determination
2. To create an opportunity to understand the working of various forms of market and their practicability
3. To develop analytical skills and graphical presentation.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

MODULE 1: PRODUCTION ANALYSIS

Production Function – cost of production – money cost, real cost explicit cost, variable cost, TC, T.F.C, TVC, AC, AFC, AVC MC, short run and long run cost curves – revenue, TR, AR AND MR. Illustrations of cost and revenue calculations. **15 Hours**

MODULE 2: PRODUCER'S EQUILIBRIUM

Laws of Variable Proportions – laws of returns to scale, producers' equilibrium – optimization of production – economics and diseconomies of scale- Break-Even Analysis- meaning, assumptions and chart **20 Hours**

MODULE 3: PRICE DETERMINATION

Meaning of markets – types of market – Role of time elements, Supply and demand interaction determinants – Distribution between firm and industry - short period and long period equilibrium **20 Hours**

MODULE 4: PRICE AND OUTPUT DETERMINATION IN DIFFERENT MARKETS

Perfect competition – features – price and output determination in short period and long period
monopoly – features – price and output determination – in short period and long period – price
discrimination – conditions – price and output determination – monopolistic competition –
features – price and output determination in short period and long period – oligopoly – features -
indeterminateness of demand – price determination

20 Hours

MODULE 5: FACTOR PRICING

Marginal productivity theory of distribution – Ricardain theory of rent – concept of quasi - rent
and transfer earnings, wages – Subsistence, theory, wage fund theory and modern theory –
Classical theory of interest - Loanable fund theory – Liquidity preference theory

15 Hours

References:

1. Ahuja, H L (2012), Modern Microeconomics, S Chand Publisher New Delhi
2. Jhingan, M L (2010), Micro Economic Theory, Vrinda Publication Pvt. Ltd Delhi
3. John Kennedy (2010), Micro Economics, Himalaya Publisher, Mumbai
4. Dewett, K K (2005), Modern Economic Theory, S Chand Publisher, New Delhi
5. P N Chopra (2011), Principles of Economics, Kalyani publishers, Ludhiana
6. Agarwal, H S (2014), Micro Economic Theory, Ane Book Pvt. Ltd, New Delhi
7. ಎಚ್‌ಎಚ್‌ಎಚ್, (2015) ಸೂಕ್ಷ್ಮ ಅರ್ಥಶಾಸ್ತ್ರ - 1, ಸಪ್ನಾ ಬುಕ್ ಹೌಸ, ಬೆಂಗಳೂರು
8. ಎಚ್‌ಎಚ್‌ಎಚ್, (2015) ಸೂಕ್ಷ್ಮ ಅರ್ಥಶಾಸ್ತ್ರ - 2, ಸಪ್ನಾ ಬುಕ್ ಹೌಸ, ಬೆಂಗಳೂರು
9. ಕೃಷ್ಣಯ್ಯಗೌಡ, ಹೆಚ್ ಆರ್ (2014), ಸೂಕ್ಷ್ಮ ಅರ್ಥಶಾಸ್ತ್ರ - 1, ವಿದ್ಯಾನಿಧಿ ಪ್ರಕಾಶನ, ಗದಗ
10. ಕೃಷ್ಣಯ್ಯಗೌಡ, ಹೆಚ್ ಆರ್ (2014), ಸೂಕ್ಷ್ಮ ಅರ್ಥಶಾಸ್ತ್ರ - 2, ವಿದ್ಯಾನಿಧಿ ಪ್ರಕಾಶನ, ಗದಗ
11. ಕೃಷ್ಣಯ್ಯಗೌಡ, ಹೆಚ್ ಆರ್ (2012), ಘ್ರಾಢ ಸೂಕ್ಷ್ಮ ಆರ್ಥಿಕ ಸಿದ್ಧಾಂತ, ಸ್ವಂದನ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು

SAC – 240

II.B.A - III SEMESTER
MACRO ECONOMIC ANALYSIS
(Compulsory paper)

Objectives:

1. To enable the student to learn the well formulated principles of macroeconomics.
2. To help the student to understand the integrated working of a modern economy.
3. To provide the basis for the study of other branches of economics.
4. To help the student to appreciate the role of government in the economic functioning of a nation.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module 1: Macro Economics and National Income Accounting

Macro Economics - meaning - types - uses - circular flow of income and wealth - National Income: meaning - definition – concepts of national income - GDP - GNP - NNP - PI -DPI - PCI (Real and Nominal) - methods of calculation - uses - difficulties in the measurement.

15 Hours

Module 2: Determination of Employment

Classical theory of employment – Say’s law of market - wage price flexibility - Keynesian theory of employment - effective demand - aggregate supply of function - aggregate demand function - wage price rigidity - Consumption function : psychological law of consumption - Average propensity to consume (APC) Marginal propensity to consume (MPC) - determinants of propensity to consume - Investment function - types of investment - marginal efficiency of capital - determinants - Multiplier and Accelerator - comparison of classical and Keynesian theory.

30 Hours

Module 3: Theory of Prices

Inflation – meaning - types - causes – effects – remedies – inflationary gap inflation and unemployment – Philips curve : short run and long run – Deflation : meaning – causes – effects – remedies – deflationary gap.

15 Hours

Module 4: Theory of Business Cycles

Trade cycles – meaning – curves – types – Features – Phases – theories of trade cycles – Hayek, Hicks, Schumpeter, Kaldar – measures to control trade cycles

15 Hours

Module 5: Macro Economic Policy Targets and Instruments

Fiscal policy – meaning – objectives – instruments – functional fiscal policy – fiscal policy for eradication of unemployment and income inequalities. Monetary policy – meaning – objectives – tools of monetary policy – interplay of both policies

15 Hours

References:

1. Puri, V K & Misra, S K (2004), Modern Macro Economic Theory, Himalaya Publisher, Mumbai
2. Gupta, G S (2004), Macro Economics theory and applications, Tata Mcgraw Hill Publisher, New Delhi
3. H R K (2004), Macro Economics, Sapna Book House, Bangalore
4. Sampat Mukherjee (2014), Macro Economics, a global text, New Central Book Agency, London
5. Somashekar, Ne Thi (2005), Modern Macro Economic Theory, Anmol Publication pvt.Ltd, New Delhi
6. Suman Kalyan Chakrabarty (2010), Macro Economics, Himalaya Publisher, Mumbai
7. ಎಚ್‌ಆರ್‌ಕೆ (2015), ಸಮಗ್ರ ಅರ್ಥಶಾಸ್ತ್ರ, ಸಪ್ನಾ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು
8. ಕೃಷ್ಣಯ್ಯಗೌಡ, ಹೆಚ್ ಆರ್ (2014), ಸಮಗ್ರ ಅರ್ಥಶಾಸ್ತ್ರ, ಸ್ವಂದನ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು
9. ಕೃಷ್ಣಯ್ಯಗೌಡ, ಹೆಚ್ ಆರ್ (2014), ಫ್ರಾಥ್ ಸಮಗ್ರ ಆರ್ಥಿಕ ಸಿದ್ಧಾಂತ, ಸ್ವಂದನ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು
10. ರಾಜಣ್ಣ, ಕೆ ಎ (2014) ಸಮಗ್ರ ಆರ್ಥಿಕ ವಿಶ್ಲೇಷಣೆ, ಕಾಲೇಜ್ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು

II. B. A -

IV SEMESTER

SAD-240

MONEY AND FINANCIAL MARKETS

(Compulsory paper)

objectives:

1. To enable the students to learn the various concepts involved in money and banking.
2. To help student to understand modern money, capital market and banking system.
3. To provide the basis for acquiring the knowledge of economic system in the country.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

MODULE 1: Nature and functions of money

Meaning-forms of money-functions of money-Gresham's law- Role of money in modern economy, monetary standards - features, merits and demerits- principles and methods oh note issue – Monetization and Demonetization

15 Hours

MODULE 2: Supply and Demand for money

The supply of money : determinants of money supply – changes in the supply of money – the velocity of circulation of money – changes in velocity of circulation – demand for money : classical – Keynesian and post – Keynesian developments – equality of supply and demand for money.

20 Hours

MODULE 3: Commercial Banking

Role of commercial banks in a developing economy- structure of banking system- functions of commercial bank-balance Sheet-credit creation-portfolio management-Banking practices and services: Cheques-drafts-bills-passbook-ATM-E-banking-KYC-RTGS-debit and credit cards-Electronic fund transfer-MICR-IFSC- Money market: Composition- characteristics-working of Indian money market-capital market

20 Hours

MODULE 4: Central Banking and policy

Functions-credit control-Monetary policy-objectives-instruments of monetary policy-uses of monetary policy-limitations-monetary policy lags-effectiveness of monetary policy in India.

20 Hours

MODULE 5: Financial Institutions

Meaning ,Role Of NBFIS - IFCI, ICICI, IDBI, SIDBI

15 Hours

References:

1. Kulkarni, A B N & Kalkundrikar, A B (2011), Monetary Economics, S Chand Publisher, New Delhi
2. Mithani, D M (2009), Money Banking, International Trade and Public Finance, Himalaya Publisher, Mumbai
3. Mithani, D M (2006), Public Finance Theory and Practice, Himalaya Publisher, Mumbai
4. Jhingan, M L (2010), Monetary Economics, Vrinda Publication Pvt, Ltd, Delhi
5. ಎಚ್‌ಎಚ್ (2015), ಹಣ ಮತ್ತು ಬ್ಯಾಂಕೋದ್ಯಮ, ಸಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು
6. ಕೃಷ್ಣಯ್ಯಗೌಡ, ಹೆಚ್ ಆರ್ (2014), ಹಣ ಮತ್ತು ಬ್ಯಾಂಕೋದ್ಯಮ, ವಿದ್ಯಾನಿಧಿ ಪ್ರಕಾಶನ, ಗದಗ
7. ರಾಜಣ್ಣ, ಕೆ.ಎ (2015), ಹಣ ಮತ್ತು ಬ್ಯಾಂಕೋದ್ಯಮ, ಕಾಲೇಜ್ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು
8. ಎಚ್‌ಎಚ್ (2015), ಹಣದ ಅರ್ಥಶಾಸ್ತ್ರ, ಸಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು
9. ಬಸವಾ, ಕೆ ಡಿ (2008), ಹಣ ಮತ್ತು ಹಣಕಾಸಿನ ವ್ಯವಸ್ಥೆ, ವಿದ್ಯಾವಾಹಿನಿ, ಹುಬ್ಬಳ್ಳಿ

III. B.A, -V SEMESTER

SAF – 240 ECONOMICS OF GROWTH AND DEVELOPMENT- PAPER VI (compulsory paper)

objectives:

- To enable the students to learn the fundamental concepts of development economics.
- To enable the students to develop a logical and analytical view of issues in today's world.
- To enable the students to relate learning to reading the case of development issues like poverty, unemployment, imbalances etc.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module 1 ECONOMIC DEVELOPMENT AND ECONOMIC GROWTH

Meaning deification - Distinction between growth and development, Human Development, Human Development Index, HDI measures ,HDI Progress In India, Gender Development Index, Sen's capabilities approach, environmental sustainability and development,

15 Hours

Module 2-CLASSICAL and NEO CLASSICAL THEORIES OF DEVELOPMENT

Introduction-Rostow's Stages of Economic Growth - Criticism of the stages of Economic Growth -Harrod-Domar Growth Model- Assumptions of the Models-The Domar Model -The Harrod Model ,the warranted Rate of Growth, Long Run Disequilibria, The Natural Rate of Growth, Economic model of unlimited supplies of labour , Solow's Neoclassical Growth Model.

20 Hours

MODULE-3 GROWTH STRATEGIES AND GROWTH MODELS

Introduction – Adam Smith – David Ricardo – Karl Marx – Schumpeter – Rostow – Gunnar Myrdal – Big Push theory – Critical Minimum Efforts Thesis – Strategies of growth : balanced and unbalanced growth.

15 Hours

Module 4 -POVERTY MEASURES AND POLICY OPTIONS

Introduction, Concepts of Poverty, Absolute Poverty, Relative Poverty ,Measurement of Poverty, Human Poverty Index, Alternative Poverty functional impact of poverty –poverty traps – credit, nutrition and labour market – poverty and household allocation of resources., Measurement of Inequality – meanings and Methods of Measurement, Economic Growth and Income Inequality- Impact of Inequality on Development

20 Hours

Module 5- DEMOGRAPHIC TRANSITION AND FERTILITY

Introduction, Theory of Demographic Transition , Causes of High Fertility in Developing Countries, The Microeconomic Household Theory of Fertility, Consequences of High Fertility, Policy Initiatives taken by Developing countries to Control Population.

10 Hours

References:

1. M.L. Jhingan- Economics of growth and development
2. Higgins.B. - Economic development
3. Ray Debray- Development Economics
4. Lekhi- The economics of development and planning

III B.A. - VI SEMESTER

SAF-241

HUMAN RESOURCE MANAGEMENT- PAPER VIII

(Compulsory Paper)

Objectives:

1. To enable a student to have an overview of the changing scenario in human resource management
2. To enable a student to understand the basics of management
3. To build the knowledge of the conceptual and theoretical importance of the concept.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module- 1 Human Research Management:

Meaning, Definition, Nature, Scope, significance and Objective. Evolution & development Of HRM; Role, Duties and Responsibilities of Human Resource Manager

Human Resource Management and Total Quality Management.

15 Hours

Module- 2 Human Research planning:

Human Research Planning – Meaning Importance and Need for Resource Planning; Benefits and Limitations of Human Resource Planning; steps In Process Of Human Resource Planning

15 Hours

Module - 3 Job Analysis and Design

Job analysis- concept, objectives, significance, process of job analysis; techniques of job design and methods of job design.

15 Hours

Module- 4 Recruitment and Selection

Recruitment- meaning- need-, recruitment techniques, Sources-internal and external sources, process of Recruitment, recruitment policy, selection, steps in Selection process – test interviews, types, group Discussion, placement and induction- Training - need, importance, objectives, types and Methods of training, benefits of training, identification Training need. Designing training programmes, Executive development.

20 Hours

Module - 5 Performance Appraisal

Meaning of performance appraisal, objectives of Performance appraisal, methods- traditional and performance, merits and pit falls of Performance evaluation, Sigma.

15 Hours

References:

1.

III B.A. - VI Semester
SAF-241 – Indian Economic Environment- paper VIII
(optional Paper)

Objectives:

The main objective of this paper is to introduce the student to understanding of the Economic sphere of Indian Economic Environment, planning policies and Budgeting aspects of the Govt. of India.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module - 1: Structure of Indian Economy

Is India a developing economy? – Features of Indian economy- Growth and trends in national income – Regional inequalities - Causes - remedies. Meaning of Poverty, poverty line- extent-causes- poverty alleviation programmes.

15 Hours

Module - 2: Demographic Profile

Trends the population growth- density, age, sex, size, composition, population policy of 2000- changes in occupation structure- Unemployment- extent- measure- rural urban migration.

15 Hours

Module -3: Agriculture in India

Trends in agricultural production- causes for low production and productivity- Organic farming - Food security and self sufficiency – New agricultural Strategy – National Agricultural Policy 2000- Agricultural finance - Institutional and non institutional- Agricultural marketing problems - PDS -Irrigation defects- Water conservation- Rain water harvesting- Water shed Development.

20 Hours

Module- 4: Indian Industry

Importance Industries - Industrial Policy since 1991- Problems of public sector enterprise, - Iron, sugar and cotton industries -Role and problem of small scale industry- Disinvestment policy Issues- Education-, Tourism - The role of IT Industry in Indian economy.

15 Hours

Module- 5: Planning Budget and Taxation

Concept of planning- policy commission and national development council of India- decentralized planning -latest five year plans (NITI Aayog) - meaning and types of budget - revenue, expenditure and capital budget - deficit budget -tax reforms in India- GST.

15 Hours

References:

1. Rudar Dutt – Indian Economy
2. Dhingra I.C. – The Indian Economy
3. Misra and Puri – Indian Economy
4. Alak Gosh – Indian Economy its nature and problems
5. Uma kapila – Understanding problems of Indian economy

III B.A. - VI Semester
SAF-241 – PUBLIC ECONOMICS- PAPER VIII
(Optional Paper)

Objectives:

1. To enable a student to have an overview of the working of the public economics.
2. To enable a student to understand the changing trends in the public finance.
3. To enable student to understand the role of government under liberalized environment.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module – 1 Principles of Public Economics

Meaning –nature - scope – importance – failures of market economy – externalities – public goods vs private goods – merit goods V/s non-merit goods – Role of government in a mixed economy and in the changing economic environment – principle of maximum social advantage.

15 Hours

Module – 2 Public Revenue

Sources of public revenue (Centre, State & Local), Taxation and non taxation, direct and indirect taxes: - Merits and demerits – Cannons of taxation – incidence of taxation – taxable capacity – optimal taxation Laffer curve) recent tax reforms (VAT & GST – Kelker Committee recommendation)

20 hours

Module – 3 Public Expenditure

Meaning – Classification of public expenditure plan and non-plan development – development and non-development – Wagner law, Role and effects of public expenditure in economic development –causes for increasing public expenditure in recent years in India – recent reforms to control public expenditure.

15 Hours

Module – 4 Public Debts

Meaning - need for public debt – sources of public borrowing – classification of public debt – effects of growth of public debt – causes for growth of public debt – debt burden and future generation - methods of redemption of debt – debt controversy,

20 Hours

Module-5 Budget and Public Policy

Budget- meaning –kinds- classification of budget- zero based budgeting- the concept of fiscal deficit- deficit financing- Fiscal policy in India. Present central and state budget

10 Hours

Reference:

Public finance (2006) – Bhatia.H.L

Public finance (2009) – B.P.Tyagi

Modern public finance – Musgrave and Musgrave

Public finance(2009) - Lekhi

III B.A. - VI Semester

SAF-241 – RESEARCH METHODOLOGY- PAPER VIII (Optional Paper)

Objectives:

1. To enable student to have an idea about research.
2. To enable student to understand the importance of social research.
3. To enable student to understand the basic methods of conducting social research.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module-I Introduction to Research

Meaning, Definitions, Objectives. Scientific methods – Induction and deduction – Research and theory –Conceptual or theoretical model – Social Science Research – Meaning Objective limitations- Types of research.

15 Hours

Module -2 Review of Literature:

Need for Reviewing Literature – What to Review and for what purpose – Literature Search Procedure – Source of Literature – Planning the Review Work – Note –taking. .

15 Hours

Module -3 Planning of Research

The Planning Process – Selection of a problem for Research – Formulation of the Selected Problem – Hypotheses –Concepts – Measurement – Research Design or Plan.

15 Hours

Module-4 Sampling

Introduction – Sampling Techniques or Methods – Sample Design and choice of sampling Techniques – Sample Size – Sampling and Non- Sampling Errors.

20 hours

Module-5 Methods of Collection of Data

Meaning and importance of Data – Sources of Data – Use of Secondary Data – Methods of Collecting Primary Data : General – Observation – Experimentation – Simulation- Interviewing – Panel Method – Mail Survey – Projective Techniques – Sociometry – Content Analysis.

15 Hours

Reference

- 1) Dr. O.R. Krishnaswami (1996) Methodology of Research in Social Sciences , Himalaya Publishing House
- 2) C.R. Kothari (2004) Research Methodology, Methods and Techniques (Second revised Edition), New age international Publishers
- 3) M. H. Gopal (Introduction to research procedure in social -
- 4) BAV Sharma - Ravindra Prasad Research Methods in Social Science –,