



MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI-12

SYLLABUS

UG - COURSES – AFFILIATED COLLEGES

Course Structure for BA Economics

(Choice Based Credit System)

(with effect from the academic year 2023-2024 onwards)



| Semester-V | | | | |
|------------|----------------|--|--------------|--------|
| Part | Subject Status | Subject Title | Subject Code | Credit |
| III | CORE | MONETARY ECONOMICS | | 4 |
| III | CORE | FISCAL ECONOMICS | | 4 |
| III | CORE | INDUSTRIAL ECONOMICS | | 4 |
| III | CORE | PROJECT (GROUP) | | 3 |
| III | ELECTIVE | 1.TAMIL NADU ECONOMY | | 3 |
| III | ELECTIVE | 3.OPERATIONS RESEARCH | | 3 |
| IV | NAAN MUDHALVAN | NAAN MUDHALVAN COURSE/ ADVERTISING* | | 2 |
| IV | | INTERNSHIP / FIELD VISIT/ INDUSTRIAL VISIT/ RESEARCH KNOWLEDGE UPDATING ACTIVITY | | 2 |



Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks

A. Scheme for internal Assessment:

Maximum marks for written test: **20 marks**

3 internal tests, each of **1 hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:

Written test- 20 marks; Assignment -5 marks Total - 25 marks

B. Scheme of External Examination

3 hrs. examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

| S.No | Marks | Letter Grade | Grade point (GP) | Performance |
|------|--------|--------------|------------------|---------------|
| 1 | 90-100 | O | 10 | Outstanding |
| 2 | 80-89 | A+ | 9 | Excellent |
| 3 | 70-79 | A | 8 | Very Good |
| 4 | 60-69 | B+ | 7 | Good |
| 5 | 50-59 | B | 6 | Above Average |
| 6 | 40-49 | C | 5 | Pass |
| 7 | 0-39 | RA | - | Reappear |
| 8 | 0 | AA | - | Absent |

➤ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\Sigma (GP \times C)}{\Sigma C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction : $CGPA \geq 7.5^*$
- First Class : $CGPA \geq 6.0$
- Second Class : $CGPA \geq 5.0$ and < 6.0
- Third Class : $CGPA < 5.0$



MONETARY ECONOMICS

Learning Objectives

- To understand the different forms of money.
- To explain the working of the Monetary System and its uses
- To know the Role of Commercial Banks after Nationalisation and its operations
- To compare the monetarism and Keynesianism
- To identify the role of central banks and its operations

UNIT I

Money

Definition, functions, Importance-Forms of Money- Supply of Money (M1, M2, M3, M4)-Crypto Currencies.

UNIT II

Demand for Money

Demand for Money: Classical, Keynesian and Baumol's Inventory theoretic Approach- James Tobin's Portfolio Approach - Milton Friedman's Reformulated Quantity Theory.

UNIT III

Monetarism Vs Keynesianism

Monetarism Vs Keynesianism- Comparison- Determinants of Money Supply – Money Multiplier. Supply Side Policies of Inflation.

UNIT IV

Commercial Banks

Commercial Banks - Credit Creation – Role of Commercial Banks after Nationalisation- RBI's role in Commercial Banks - Narasimhan Committee Report.

UNIT V

Monetary Stability and Central Bank

Inflation and Deflation: Definition, Types, Causes and Effects- Demand-Pull and Cost-Push Inflation- Central Bank Functions - Reserve Bank of India (RBI) - Monetary Policy and its Operations in India.

Textbooks

1. Gupta R.D. (1995), Keynes and Post Keynesian Economics, Kalyani Publishers, New Delhi.
2. Jhingan M. L. (2004), Monetary Economics, Konark Publication, New Delhi.
3. Jagdish Handa, "Monetary Economics", Talyor & Francis, 2008
4. L.Blume, Steven Durlauf, "Monetary Economics", Palgrave Macmillan, 2016
5. Keith Bain, Peter Howells, "Monetary Economics:Policy and Its Theoretical Basis""", Macmillan, 2009



Reference Books

1. Vaish M.C. (2004), Money, Banking and International Trade, New Age International (P) Ltd, New Delhi.
2. Sundaram K.P.M. (1996), Money, banking and International Trade, Vikas, New Delhi.
3. Basil J. Moore (1965), An Introduction to the theory of Finance, Oxford University Press.
4. Sethi, T.T. (2003). Monetary Economics: S. Chand and Co., New Delhi
5. Ghosh, B.N. and Rama Ghosh. (1989). Fundamentals of Monetary Economics, Himalaya Publishing House, Mumbai

Web Resources

1. www.rbi.org.in
2. <https://www.imf.org>
3. <https://www.oecd.org>
4. <https://www.bis.org/publ/work437.pdf>
5. <https://www.worldbank.org/>

FISCAL ECONOMICS

Learning Objectives

- To enable students to acquire Knowledge on the various facets of Fiscal Economics.
- To illustrates various theories of fiscal economics and its applications
- To describes the budget process and features of a good tax system
- To analyse the trends in public expenditure and debt management
- To evaluate the Budget of the Government of India, Centre and State relations

UNIT I

Introduction

Fiscal Economics: Nature, Scope, Objectives and Instruments -Major Fiscal Functions - Market Failure: Public Goods and Private Goods, Externalities, Efficiency Versus Equity- Principles of Functional Finance.

UNIT II

Theories of Fiscal Economics and Policy

Principle of Maximum Social Advantage -The Benefit Approach- The Ability-to- Pay Approach-Equal Sacrifice Principle- Fiscal Policy and its Instruments.

UNIT III

Budget and Taxation

Role of Government in a Modern Economy- Public Budget: Types and Structure - Taxation -Features of a Good Tax System- Direct and Indirect Taxes -Concept of Impact- Incidence and Shifting of Taxation-Elasticity and Determination of Tax Burden - Optimal Taxation.



UNIT IV**Public Expenditure and Debt**

Public Expenditure: Canons and Classification -Wagner's Law of Public Expenditure- Public Debt: Meaning and Types, Burden of Public Debt- Principles of Public Debt Management– Deficit Financing.

UNIT V**Indian Public Finance**

Budget of the Government of India (Previous Financial Year)-Sources of Public Receipts (Tax and Non-Tax, GST and its Impacts)-Components of Public Expenditure-Sources of Public Borrowing and Debt Liabilities- Deficits-Appraisal of FRBM Act 2004- Fiscal Federalism: Centre and State Relations - Recommendations of Last 3 Finance Commissions.

Textbooks

1. Bhatia H.L., (2012), Public Finance, Vikas Publications.
2. Tyagi B.P and H.P.Singh(2018) “ Public Finance” Jai Prakash Nath & Co, Meerut
3. Dr. S.K Singh, “Public Finance in theory and Practice”, S. Chand Publishing, 2008
4. Lekhi, “Public Finance”, Kalyani Publishers, 2015.
5. Richard. A. Musgrave & Peggy B. Musgrave, “Public Finance in Theory and Practices”, McGraw Hill International Edition, New York, 2006.

Reference Books

1. Harvey Rosen, (2005), Public Finance, Seventh Edition, McGraw Hill Publications.
2. Kaushik Basu and Maertens (Ed), (2013), The New Oxford Companion to Economics in India, Oxford University Press.
3. Sury M.M., (1990), Government Budgeting in India, Commonwealth Publishers.
4. Andley and Sundaram. (2004). Public Finance, Ratan Prakashan, Agra.
5. Mu Raja J. Chelliah, “Fiscal Policy in Underdeveloped Countries”, Allen and Moowbray Limited at the Alden Press Oxford, II Edition, 2012.

Web Resources

1. <https://finmin.nic.in/>
2. <https://www.nipfp.org.in/>
3. <https://www.niti.gov.in/>
4. <https://www.gst.gov.in/>
5. <https://www.indiabudget.gov.in/>



INDUSTRIAL ECONOMICS

Learning Objectives

- To discuss the Features, Performance and development issues of the Indian Economy
- To analyse the various theories of Industrial Location.
- To know the licensing policies and industrial sickness
- To describe the growth Patterns in Indian Industrial Sector.
- To observe the trends and prospects of industrial growth in India

UNIT I

Introduction

Nature and scope of Industrial Economics - History of Industrial Revolution -Digital Revolution -Classification of Industries: Public Sector, Private Sector and Public Private Partnerships- Large, MSMEs, Cottage Industries- Concept of Plant, Firm and Industry.

UNIT II

Theories of Location

Theories of Industrial Location - Weber - Sargant Florence - Factors Affecting Location-Localization -Glocalization of Industries – Decentralization of Industries- Industrial Efficiency and Economic Efficiency- Measures of Concentration - Concentration ratio - Hirschman - Herfindahl Index.

UNIT III

Industrial Licensing and Policies

Industrial Licensing – MRTP Act – Industrial Policies - Industrial Productivity - Capacity Utilization - Industrial Sickness- Mergers and Acquisitions – Profitability and Efficiency.

UNIT IV

Industrial Regions of the World and India

Industrial Clusters in India- Sunrise Sector- Regional Backwardness- Government Initiatives in india

UNIT V

Growth Trends in India

Industrial Growth in India: Trends and Prospects – Incentives to Promote Industrialization – Ease of Doing Business Ranking - MNCs in India -Special Economic Zones- FDI Policy- Make in India Initiative- National Manufacturing Policy.



Textbooks

1. Ranjana Seth (2010), Industrial Economics Ane's Student Edition.
2. Barthwal R.R (2007) Industrial Economics An Introductory Textbook, New Age International Publishers
3. Dennis W. Carlton and Jeffrey M. Perloff, Modern Industrial Organisation, Cambridge University Press, 2015
4. Rajesh Kumar R (2021), Industrial Economics and Foreign Trade Jyothis Publishers
5. Louis Philips, "Applied Industrial Economics", Cambridge University Press, 1998

Reference Books

1. John Weiss (2011) The Economics of Industrial Development, Routledge
2. Kuchhal, S. C. Industrial Economy of India, Chaitanya Publishing House, Allahabad (1980)
3. Dhingra I.C and Nitin Dhingra (2013) Industrial Economics Book Age Publications
4. Martin, S., (2001), Advanced Industrial Economics, 2nd Edition, Wiley-Blackwell
5. Paul Belleflameet. 1 "The theory of Industrial Organisation- Markets and Strategies", Cambridge University Press, 2012

Web Resources

1. <https://www.india.gov.in/topics/industries>
2. <https://business.mapsofindia.com/india-industry>
3. <https://dpiit.gov.in/>
4. <https://dri.nic.in/>
5. <https://msme.gov.in/>

ENVIRONMENTAL ECONOMICS (OR) PROJECT (GROUP)**ENVIRONMENTAL ECONOMICS****Learning Objectives**

- To understand the theoretical basis of Environmental Economics
- To choose the relevant economic tools to improve Environmental Quality
- To describe the environment as a Public Good and market failure theories
- To doctrine the various methods of environmental valuation and its uses
- To know the regulation of Pollution through Economic Instruments

UNIT I**Fundamentals of Environmental Economics**

Definition, Scope and Significance - Environment – Economy Linkages – Material Balance Approach - Malthusian and Neoclassical perspective of Environment - Sustainable Development - Environment Kuznets Curve.



UNIT II**Economics of Natural Resources**

Classification of Natural Resources - Scarcity and Measurement - Economics of Exhaustible Resources - Economics of Renewable Resources.

UNIT III**Market Failure**

Environment as a Public Good - Tragedy of Commons-Externalities - Pigouvian Fee and Coase theorem on Property Rights.

UNIT IV**Valuation of Environment**

Total Economic Value - Contingent Valuation Method – Stated Preference - Travel Cost Model - Hedonic Pricing - Economics of Sustainable Development - Green Accounting – Ecological Footprint, Carbon Footprint, Ecological Shadow.

UNIT V**Economics of Pollution Control**

Optimal level of Pollution - Regulation of Pollution through Economic Instruments - Command and Control Approach.

Textbooks

1. Karpagam. M, (2017), Environmental Economics–Third Edition, Sterling Publication Pvt. Ltd, Noida.
2. Nick Hanley, Jason Shogren and Ben White, (2013), Introduction to Environmental Economics, Second Edition, Oxford University Press, Oxford.
3. Eugene.T Environmental Economics, Oxford University Press, New Delhi. (2014),
4. Hanley N, Shogren JF, White B “Environmental Economics in Theory and Practice”, 2nd Edition. Palgrave Macmillan, 2007
5. Kolstad, Charles D, (2000), Environmental Economics, New York: Oxford University Press,

Reference Books

1. Maureen L. Cropper and Wallace E. Oates, “Environmental Economics: A Survey”, Journal of Economic Literature, Volume 30, 1992,
2. Barry C. Field, (1994), Environmental Economics: An Introduction, Singapore, McGraw-Hill.
3. Hussien, Ahmed.M.(1999), Principles of Environmental Economics: Economics, Ecology and Public Sector. London: Routledge.
4. Dr.S.Sankaran(2012), Environmental Economics Margham Publications.
5. Mark Maslin(2014), “Climate Change: A Very Short Introduction 3rd Edition Oxford University Press.

Web Resources

1. <https://unfccc.int/>
2. <https://www.undp.org/>
3. <http://moef.nic.in/>
4. <https://www.envis.nic.in>
5. <https://www.unep.org>



ELECTIVE: TAMIL NADU ECONOMY (OR) MANAGERIAL ECONOMICS

TAMIL NADU ECONOMY

Learning Objectives

- To discuss the Features, Performance and development issues of Tamil Nadu
- Economy
- To analyse the agricultural and industrial scenario in Tamil Nadu
- To understand the industrial scenario in Tamil nadu and its growth
- To know the general performance of the Tamilnadu
- To describe the state finances and its development initiatives

UNIT I

Introduction

Tamil Nadu–Salient features–Geographical Features – Economic and Social Indicators –Human Development – Index Rank– Gender Disparity Index–Poverty Index –Work Participation Rate – Unemployment Rate – Literacy Rate– Life Expectancy – Demography and Occupational Patterns.

UNIT II

Agriculture

Agriculture–Land Use Patterns– Cropping Pattern–Irrigation - Agricultural Marketing – Defects and Remedial measures – Agricultural Finance – Policy and Issues –Crop Insurance.

UNIT III

Industry

Industrial Scenario in Tamil Nadu – Production Trends—Large Industries- MSMEs – Khadi and Village Industries – Export Contribution of top 5 Major Industries - Industrial Financial Institutions: TIIC, SIDCO, SIPCOT, Industrial Estates-DIC, EPZ, SPZ, SEZ.

UNIT IV

State Finances and Development Initiatives

State Finance – Revenue and Expenditure of the State – Tamil Nadu’s Recent Budget – Poverty Alleviation and Unemployment Programmes – Education and Health Care and State Welfare Programmes.

UNIT V

General Performance of the State

Tourism and Medical Tourism – Women Empowerment Programme – Self Help Groups and Micro Finance- MahalirThittam - Environmental Protection Measures.

Textbooks

1. Leonard A.G,S.J, (2006), Tamil Nadu Economy, Macmillan India Ltd, New



Delhi

2. Naganathan M (2002), Tamil Nadu Economy: Trends and Prospects,(ed.), University of Madras.
3. Rajalakshmi N, (1999), Tamil Nadu Economy, Business Publishers, Bombay.
4. Kuppusamy.K, “Socio-Economic Development of India, Sharadha Publications, 2014
5. S. Perumalsamy, “Economic Development of Tamil Nadu”,S.Chand & Company,1985

Reference Books

1. Veeramani A.R., Tamil Nadu Agricultural Economy,Divyasre Publication,2015
2. Manickam.S, (2010), Tamil Nadu – An Economic Appraisal, Department of Evaluation and Applied Research, Panorama of Indian Economy.3.
3. Madras Institute of Development Studies, (1988), Tamil Nadu Economy: Performance and Issues, Oxford and IBH Publishing Company Pvt. Ltd., New Delhi
4. Kurien C.T and James Joseph (1979), “Economic Change in Tamil Nadu: A Regionally and Functionally Disaggregated Study”, Allied Publishers Pvt. Ltd. New Delhi.

Web Resources

1. www.tn.gov.in
2. <http://tnenvis.nic.in/>
3. <https://www.msmeonline.tn.gov.in/>
4. <https://ctd.tn.gov.in>
5. <https://www.tamilnadutourism.tn.gov.in>

MANAGERIAL ECONOMICS

Learning Objectives

- To develop analytical and problem-solving skills among the students.
- To gain knowledge on Capital Budgeting and appraisal methods
- To understand the Cost-Volume-Profit Analysis and its uses
- To know the demand for Durable and Non-Durable Products
- To familiarize students with Pricing Policies and practices.

UNIT I

Introduction

Nature and Scope of Managerial Economics - Meaning - Characteristics– Importance– Role and Responsibilities of Managerial Economist – Basic Economic Tools in Managerial Economics.

UNIT II

Demand, Cost and Profit Analysis



Demand for Durable and Non-Durable Products, Demand Forecasting Techniques - Statistical and Non-Statistical Techniques -Cost Estimation - Cost-Volume-Profit Analysis (Break Even Analysis)- Objectives and Assumptions; Determination of Break-Even Point, Limitations.

UNIT III

Pricing Policies and Practices

Objectives - Popular Pricing Methods and Strategies- Price Discounts and Differentials- Pricing by Manufacturers and Retailers- Price Forecasting.

UNIT IV

Capital Budgeting

Capital Budgeting: Need for capital budgeting- Different steps in Capital Budgeting- - Appraisal Methods – Payback Method, Accounting Rate of Return, Net Present Value method, Internal Rate of Return Method, Cost–Benefit Method - Capital Rationing.

UNIT V

Cost of Capital

Sources of Funds for Long Term Financing-Cost of Debt Capital -Cost of Preferred Stock -Cost of Equity Capital or Common Stock-Cost of Retained Earnings.

Textbooks1

1. Varshney R.L., and Maheshwari K.L. (1997), Managerial Economics, Sultan Chand, N Delhi
2. Mehta P.L (1997), Managerial Economics, Sultan Chand, New Delhi.
3. William F. Samuelson, Stephen G. Marks, “Managerial Economics”, Wiley, 2014
4. Michael R Baye, Managerial Economics & Business Strategy – Mc. Graw Hill, USA, 5th Edition 2006.
5. Yogesh, Maheshwari, Managerial Economics, PHI Learning Pvt Ltd, 2013

Reference Books

1. Dominic Salvatore, (1993), Managerial Economics, McGraw Hill Inc, New York
2. Ahuja. H. L. (2004), Business Economics, S. Chand & Co, New Delhi.
3. L.Trivedi (2002), Managerial Economics: Theory and Applications Tata McGraw Hill.
4. Dwivedi D.N (2000), Managerial Economics, Vikas Publishing House Pvt Ltd
5. Gregory Mankiw(2008,) Economics: Principles and Applications, New Delhi, Cengage Learning India.

Web Resources

1. <http://economics.about.com/od/pricing>
2. www.rbi.org



3. <https://nptel.ac.in/courses/110101005>
4. <https://www.managementstudyguide.com/managerial-economics>
5. <https://hbr.org/1976/11/pricing-policies-for-new-products>

ELECTIVE: OPERATIONS RESEARCH (OR) GENDER ECONOMICS
OPERATIONS RESEARCH

Learning Objectives

- To enable students to understand the concept of operations research and the types of operations research models.
- To understand the applications of Linear Programming problem.
- To probe the Transportation and Assignment problem.
- To provide understanding about making Rational Decisions in Practice.
- To provide knowledge on acquiring Entrepreneurial Skills.

UNIT I

Introduction to Operations Research

Operations Research – Definition–Methodology – Tools- Types of Operations Research Models- Operations Research and Decision Making - Limitations.

UNIT II

Linear Programming Problem

Definition — Applications- Assumptions -Formulation-Graphical solution – Maximization and Minimization- Simplex Method (2 Variable)

UNIT III

Transportation and Assignment

Introduction – Matrix Formulation of a Transportation Problem– North West Corner Entry Method –Vogel’s Approximation Method- Initial Basic Feasible Solution (basic problems) - Assignment – Introduction – Balanced and Unbalanced Assignment Problem – Solution using Hungarian Assignment Method.

UNIT IV

Decision Theory

Decision Making under Risk and Uncertainty-Decision Tree Analysis-Network Analysis –Basic Concepts: CPM – PERT

UNIT V

Queuing Theory

Queuing Theory - Basic Concepts -Traffic Intensity– Idle Rate- Single Channel - Number of Customers in Line and System - Time Spent by the Customers in Line and System – Probability of Customers’ Waiting.



Textbooks

1. Vittal P.R, (2019), Introduction to Operations Research, Margham Publications
2. Gupta P.K and Manmohan, (2019), Operations Research Sultan Chand, New Delhi
3. G.Srivivasan, “Operations Research: Principles and Application”, Prentice Hall India Pvt., Limited, 2017
4. Ravindran, Phillips, Solberg, “OPERATIONS RESEARCH: PRINCIPLES AND PRACTICE”, 2ND ED, Wiley, 2007
5. P.RamaMurthy, “Operations Research”, New Age International, 2007

Reference Books1.

1. Chawla K.K,Vijay Gupta and Bhushan K.Sharma (2015) Introduction to Operations Research, Kalyani Publishers
2. HamdyTaha,(2017), Operations Research: An Introduction, 10th Edition, Pearson
3. Kapoor V.K.(2017) Operations Research, Sultan Chand and Sons, New Delhi,
4. Gupta P.K & Manmohan (2003) Problems in Operations Research (Methods and Solutions), Sultan Chand and Sons, New Delhi
5. Panneerselvam R. (2018) Operations Research, Prentice-Hall India,

Web Resources

1. <https://www.edx.org/course/operations-research-an-active-approach>
2. <https://www.theorsociety.com/resource-centre/teaching-resources/>
3. <https://or.stackexchange.com/questions/4277/operations-research-self-study-resources-for-beginners>
4. <https://www.notes4free.in/admin/postimages/OR%20NOTES.pdf>
5. <https://youtu.be/x-Wx9KLRBpk>

GENDER ECONOMICS

Learning Objectives

- Students will be able to sensitize on issues that is related to gender
- To understand the conceptual clarification of women and work
- To know the participation of Women in Organized and Unorganized Sectors in an Economy
- Identify the marginalization of women in economic theory and in the economy
- Incorporate gender in mainstream policy making

UNIT I**Introduction to Gender Analysis and Economics**

Definition - Gender - Gender Analysis: Purpose and Scope - Feminist Perspective in Economics - Classical and Neoclassical Economics- Post Keynesian Economics- Economic Measurements - Empirical Challenges.



UNIT II**Development and Anti - Development**

Development Versus Anti-Development - Women in Development (WID)- Women and Development (WAD)- Gender And Development – Women And Empowerment- Women And Environment – Ecofeminism.

UNIT III**Women and Work – A Conceptual Clarification**

Invisibility of Women – “Statistical Purdah” - A Critique of Methods, Concepts, Definitions Employed in Economic Theory- A Critique of The Data System in India (Application) - Measures to Rectify this Invisibility

UNIT IV**Marginalization of Women**

Women Sidelined – Gender – Discrimination Theories - Women in The Labour Market – Sexual Division of Labour, Wage Differentials, Micro Credit - Women in The Organized and Unorganized Sectors of The Indian Economy (Application) - Feminization of Work and Feminization of Poverty

UNIT V**Gender, The Economy and Related Issues**

Population – Demographic Features - Health and Education - Policy Measures – Government and NGOs– Gender Budgeting

Textbooks

1. Jaya Shrivatsava(2018), Gender Discrimination and Inequality in Contemporary India: Dimensions and Voices of Protests, Kalpaz Publications.
2. Caroline Criado Perez(2019) Invisible Women: Data Bias in a World Designed for Men, Harry N.Abrams.
3. Mukesh Eswaran (2020), Why Gender Matters in Economics Princeton University Press
4. K.R.Gupta, “Gender Problems and Policies”, Atlantic, 2009.
5. Joyce Jacobsen, “The Economics of Gender”, Wiley – Blackwell Publisher 3rd Edition, 2007

Reference Books

1. GOI (1987), Shram Shakti, Report on the National Commission on Self-employed Women and Women in the Informal Sector New Delhi.
2. Julie A Nelson (1996), Feminism, Objectivity and economics, Routledge, London.
3. Krishnaraj, Maithreyi and Joy P. Deshmukh(1991), Gender in Economics, Ajantha Publishers, New Delhi



4. Loutfi, MF (ed.)(2002), Women, Gender & Work, Rawat Publishers, New Delhi
5. Krishnaraj, M., and M.P.D. Joy. Gender in Economics. Ajantha, New Delhi, 1991

Web Resources

1. <https://www.unwomen.org/en/how-we-work/intergovernmental-support/world-conferences-on-women>
2. <https://wcd.nic.in/>
3. <https://www.tn.gov.in/departments/30>
4. <http://icds-wcd.nic.in/>
5. <http://ncw.nic.in/>

NAAN MUDHALVAN COURSE/ ADVERTISING*

Learning Objectives

- To understand the features and different types of Advertising.
- To know the factors influencing the selection of advertising Media
- To acquire knowledge on press advertising
- To understand the concept of indoor and outdoor advertising
- To describe the importance of electronic media

UNIT I

Introduction

Meaning- Definition - Features of advertising— Types of advertising - Importance

UNIT II

Advertising media

Meaning –Types – Advantages and Disadvantages - Selection - Factors influencing selection of media - Display advertising.

UNIT III

Press advertising

Meaning – Types: Newspapers, Foreign papers, magazines, Trade Journals – Significance of print advertising -Limitations.

UNIT IV

Outdoor advertising

Features - Forms of outdoor advertising - merits & Demerits - Indoor vs Outdoor

UNIT V

Electronic media

Radio Advertising - Television advertising - Film advertising - Internet - Audio - visual cassettes - Screen slides - Electronic signs



Textbooks

1. Gupta Ruchi, “Advertising Principles and Practice”, S.Chand & Co. Ltd.,
2. Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited
3. Monle Lee & Carla Johnson, Principles of Advertising, Routledge Publications.
4. Seema Gupta (2022) Digital Marketing 3rd Edition McGraw Hill
5. Harry Tipper, “The Principles of Advertising”, Franklin Classics Trade Press, 2018

Reference Books

1. Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, “Principles of Marketing”, Pearson, 2017
2. Pillai, R.S.N and Bhagvathi (2010), Modern Marketing Principles and Practices. S Chand & CoLtd.,
3. Dr.C. B.Gupta, Dr.N.Rajan Nair(2020), Marketing Management ,Sultan Chand & Sons.
4. William D. Wells,, Sandra E. Moriarty , John Burnett,”Advertising Principles and Practice”, Prentice Hall, 2002.
5. Dr.C.B.Mamoria, Pradeep Jain, Priti Mitra,(2013), Theory and Practice of Marketing,KitabMahal

Web Resources

1. <https://www.themediaant.com/blog/what-is-advertising/>
2. <https://www.marketing91.com/advertising-media/>
3. <https://www.themediaant.com/blog/glossary/press-advertising/>
4. <https://www.marketing91.com/outdoor-advertising/>
5. <https://www.themediaant.com/blog/what-is-electronic-advertising/>

