



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-VI				
Part	Subject Status	Subject Title	Subject Code	Credit
III	CORE	INTERNATIONAL ECONOMICS	EMEC61	5
III	CORE	DEVELOPMENT ECONOMICS	EMEC62	5
III	CORE	AGRICULTURAL ECONOMICS	EMEC63	5
III	ELECTIVE	BASIC ECONOMETRICS (OR) BEHAVIOURAL ECONOMICS	EEE61/ EEEC62	3
III	ELECTIVE	FINANCIAL MARKETS AND INSTITUTIONS (OR) URBAN ECONOMICS	EEE6A/ EEEC6B	3
IV	NAAN MUDHALVAN	NAAN MUDHALVAN COURSE/ SALESMANSHIP*		2
V		NSS/NCC/YRC/RRC/ GAMES & SPORTS/ YOUTH WELFARE ACTIVITIES/ OUTREACH PROGRAMMES/ MIGRATION AWARENESS IN THE TAMIL NADU EDUCATION SYSTEM	E5EA61	1



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



INTERNATIONAL ECONOMICS

Learning Objectives

- To evaluate critical overview of International Trade theories
- To understand the Foreign Exchange Market and its operations
- To know the BOP disequilibrium and International Trade Policy.
- To impart knowledge on Foreign Exchange Market and its concepts
- To familiarize students on Trade Policies

UNIT I

Introduction

Nature and Scope of International Economics -The Globalization of the World Economy - International Trade and the Nation's Standard of Living - International Trade Policy - Current International Economic Problems and Challenges.

UNIT II

International Trade Theories

Absolute Advantage: Adam Smith - Comparative Advantage: David Ricardo - Opportunity Cost: Haberler - Reciprocal Demand: Mill - Offer Curves: Marshall - Factor Endowments: Heckscher-Ohlin - Leontief Paradox - Economic Growth and International Trade.

UNIT III

Foreign Exchange Market

Foreign Exchange Market: Function and structures - Exchange Rates: Fixed, Flexible, Floating, Pegged, Nominal and Real Exchange Rates - Theories of Exchange Rates: Mint Parity Theory, Purchasing Power Parity Theory, and Balance of Payments Theory.

UNIT IV

Balance of Payments

The Balance of Payments Account - Equilibrium and Disequilibrium in BOP - Surplus and Deficit in BOP-

Adjustment Mechanism: Direct and Indirect Mechanisms– Export Promotion and Import Substitution.

UNIT V

Terms of Trade and Trade Policy

Terms of Trade: Concept and Determinants - Terms of trade and Economic Development - Tariff and Non-Tariff Barriers – Effects – Quotas - Import Quotas Vs Tariffs - Free Trade and Economic Development-Free Trade Vs Protection.

Textbooks

1. Mithani D.M (2002), Introduction to International Economics, Vora & Co Publishers, Bombay.



2. Dwivedi, D. N. (2013). International Economics: Theory and Policy. Vikas Publishing House, New Delhi.
3. Cherunilam, Francis (2006). International Economics, Tata McGraw-Hill Publishing Co. Ltd., New Delhi
4. M.L Jhingan, “International Economics”, Vrinda publications, 2016
5. K.R.Gupta, International Economics, Atlantic Publishers, 2017

Reference Books

1. Paul Krugman, Maurice Obstfeld, and Marc Melitz, (2012), International Economics: Theory and Policy, Addison-Wesley (Pearson Education Indian Edition), 9th edition.
2. Kindleberger, C.P (1977). International Economics, D.B. Taraporevala Sons and Co. Pvt. Ltd., Bombay
3. Leamer, E. E., & Stern, R. M. (2017). Quantitative International Economics. Routledge.
4. Salvatore, D. (2016). International Economics. John Wiley & Sons.
5. Jones, R. W., Grossman, G. M., Kenen, P. B., Rogoff, K., Gopinath, G., & Helpman, E. (Eds.). (1997). Handbook of International Economics (Vol. 3). Elsevier.

Web Resources

1. <https://www.imf.org>
2. <https://www.forextime.com/education/forex-trading-for-beginners>
3. <https://www.weforum.org/>
4. <https://www.wto.org/>
5. https://policy.trade.ec.europa.eu/eu-trade-relationships-country-and-region/negotiations-and-agreements_en

DEVELOPMENT ECONOMICS

Learning Objectives

- To understand the core values of development.
- To describe the various approaches and theories of development.
- To analyze the significance of Development Models in Economic Planning
- To enable the students to know about Development and Growth Models.
- To probe the role of Financial System in Economic Development

UNIT I

Introduction

Meaning and Nature of Development Economics – Core values of Development- Amartya Sen’s Approach – Economic Growth Vs. Development – Progress and Economic Welfare – Comparative Economic Development.



UNIT II

Theories of Economic Growth and Development – I

Rostow's stages of Growth – Big Push Theory - Theory of Critical Minimum Effort - Utilisation of Surplus Manpower – Lewis Theory, Nurkse Theory - Rural Urban Migration – Harris-Todaro Model.

UNIT III

Theories of Economic Growth and Development – II

Harrod-Domar Model (Critical Expansion and Growth) - - Solow Model of Growth - Technical Progress and Growth - Human Capital and Growth - Myrdal Model (Cumulative Causation Thesis) - Kaldor Model (Model of Distribution).

UNIT IV

Development Planning

Development Planning – Concept and Rationale- Basic Models of Development Planning process – Government Failure and Market Economy – Role of NGOs in Economic Development – Trends in Governance and Reforms.

UNIT V

Financing Economic Development

Role of Financial System in Economic Development – Formal Versus Informal Finance – Micro Finance – Foreign Finance – Foreign Aid - Development Assistance Debate.

Textbooks

1. Ahuja H.L. (2016), Development Economics, S. Chand and Company Ltd.
2. Jhingan M.L. (2016), Economics of Development Planning, Himalaya Publication House, 41st Edition.
3. Dutt, A. (2003). Development Economics and Structuralist Macroeconomics. Edward Elgar Publishing.
4. Debraj Ray, "Development Economics", Oxford Indian Paperbacks, 1998
5. Alain de Janvry, Elisabeth Sadoulet, "Development Economics: Theory and Practice", Talyor & Francis, 2021

Reference Books

1. Todaro Michael and C Smith Stephen (2017) Economic Development, Pearson, 12th Edition
2. Taneja & R. M. Myre M.L. (2017), Economics of Development and Planning, Vikas Publishing Co., 15th Edition
3. Kulwant Rai Gupta (2006 & 2009), Economics of Development & Planning (Vol. 1 & Vol.2), Atlantic Publishers and Dist.



4. Huq, M. M., Clunies-Ross, A., & Forsyth, D. (2009). Development Economics. McGraw Hill.
5. Meier, G. M., & Stiglitz, J. E. (Eds.). (2001). Frontiers of Development Economics: the future in perspective. World Bank Publications.

Web Resources

1. <https://web.mit.edu/krugman/www/dishpan.html>
2. <http://www.niti.gov.in/>
3. <https://ida.worldbank.org/en/what-is-ida>
4. <https://www.trade.gov/>
5. <https://www.saarc-sec.org/>

AGRICULTURAL ECONOMICS

Learning Objectives

- To probe into the various issues in agricultural Labour
- To understand the marketing, Finance and Price Policy of Agriculture
- To study the impact of Agriculture on Indian Economic Scenario.
- To assess the sustainable agriculture Development In india
- To familiarize students about the significance of Sustainable Agriculture.

UNIT I

Introduction

Scope and significance of Agriculture- Role of Agriculture in India's Development- Inter-sectoral Linkages - Farm Management: Definition and Principles-Management of Risks in Agriculture.

UNIT II

Agricultural Labour

Agricultural labour: Definition - Types – Supply of Labour – Problems - Rural Unemployment: Types, Consequences and Remedial Measures- Minimum Wages for Agricultural Workers– Recent Wage and Self-Employment Programmes

UNIT III

Agricultural Finance

Agricultural Finance: Meaning, Nature, Types, Sources and Problems of Agricultural Finance- Cooperatives in Rural Finance- Role of Commercial Banks and NABARD – Farm Capital - Meaning, Types and Marginal Efficiency of Farm – Agricultural Capital Formation

UNIT IV

Agricultural Price Policy

Objectives and need of Agricultural Price Policy – Stability and Trends in Agricultural



Prices – Evaluation of Agricultural Price Policy in India – Agricultural Exports - Current Issues in Indian Agriculture.

UNIT V

Sustainable Agriculture and Food Security

Development issues: Poverty, Inequality, Unemployment and Environmental Degradation - Green Revolution: Recent Developments– Methods and Issues - Population and Food Supply- Food Security and Public Distribution System in India.

Textbooks

1. Lekhi R.K. and Joginder Singh, (2015), Agricultural Economics: An Indian Perspective, Kalyani Publishers, Ludhiana.
2. Sadhu An, Singh Amarjit and Singh Jasbir, (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi
3. Mridula Mishra, (2010), Agriculture and Food Economics, Serials Publication, New Delhi.
4. John B.Penson,Jr, Oral Capps, Jr, C. Parr Rosson III, Richard. T. Woodward, “Introduction to Agricultural Economics”, Pearson Publications, 2017.
5. Dr.B.P.Tyagi,“Agricultural Economics & Rural Development”, Jai Prakashnath& Co., 2017.

Reference Books

1. Janardhana Rao. N, (2005), Indian Agriculture: Issues and Perspectives, ICFAI University Press, Hyderabad.
2. Gray, L. C. (2013). Introduction to Agricultural Economics. Read Books Ltd.
3. Barkley, A., & Barkley, P. W. (2016). Principles of Agricultural Economics. Routledge.
4. Cramer, G. L., Jensen, C. W., & Southgate Jr, D. D. (2001). Agricultural Economics and Agribusiness (No. Ed. 8). John Wiley and Sons.
5. Colman, D., & Young, T. (1989). Principles of Agricultural Economics: Markets And Prices In Less Developed Countries. Cambridge University Press.

Web Resources

1. <https://icar.org.in/>
2. <https://www.icrisat.org/>
3. <https://www.nabard.org/>
4. <https://www.fao.org>
5. <https://farmer.gov.in/mspstatements.aspx>



ELECTIVE: BASIC ECONOMETRICS (OR) BEHAVIOURAL ECONOMICS
BASIC ECONOMETRICS

Learning Objectives

- To analyse the Economic Relationship mathematically.
- To estimate testing hypotheses, forecasting which helps in Policy Decision Making
- To understand the application of economic theories in real time situations
- To evaluate the Violation of Assumptions in econometric applications
- To understand and analyze various Econometric Models and its application.

UNIT I

Introduction

Definition – Scope – Divisions – Objectives – Use of Econometrics – Econometrics and Mathematical Economics – Econometrics and Statistics – Methodology of Econometrics - Basic ideas of Linear Model–Two variable Model, Population regression Function (PRF), Sample Regression Function (SRF) – Error term U – Significance - Stochastic form of PRF and SRF.

UNIT II

Estimation

Classical Linear Regression Model– Assumptions– Method of Ordinary Least Squares (OLS)– Derivation of OLS Estimators - Derivation of variance and Standard error of OLS estimators (Simple Linear Regression) – Properties of OLS estimators- Gauss–Markov Theorem – Proof – Three Variable Model estimation (Basic Idea only) – Hypothesis Testing (t and F test)–Test of Goodness of Fit R^2 and Adjusted R^2 .

UNIT III

Violation of Assumptions

Multi-collinearity: Nature, Consequences, detection and Remedial Measures-
 Heteroscedasticity: Nature-Consequences Detection and Remedial Measures-
 Autocorrelation: Nature, Consequences, Detection and Remedial Measures.

UNIT IV

Functional Forms and Dummy Variables

Regression through the origin - Double Log Model – Measurement of Elasticity – Semi log model – Measurement of Growth. Dummy Variables – ANOVA and ANCOVA Models – Dummy Variable Trap – Uses – Interaction Effects – Structural Changes – Seasonal Variations – Piecewise Linear Regression. Autoregressive and Distributed Lag Model – Ad Hoc Method of Estimation – Koyck Transformation – Mean and Median Lag.



UNIT V**Equation Model**

Simultaneous Equation Model: Definition and Examples – Simultaneous Equation Bias – Structural and Reduced Form Equations – Identification – Rank and Order Condition – Indirect Least Square Estimation – Two Stage Least Square Estimation.

Textbooks

1. Gujarathi, D. M. (2022). Gujarati: Basic Econometrics. McGraw-hill.
2. Ramanathan, R. (1992). Introductory econometrics with applications. Dryden Press.
3. Maddalla G.S.(2001) Introduction to Econometrics, Third Edition, Wiley India
4. Koutsoyiannis. “A, Theory of Econometrics”, Palgrave, Delhi.
5. M.Wooldridge, “Introductory Econometrics: A Modern Approach”, Jeffery 5th Edition 2013.

Reference Books

1. Dominick Salvatore and Derrick Reagle, Statistics and Econometrics, Tata McGraw Hill (Schaum’s Series).
2. Damodar, N. (2009). Basic Econometrics Fifth Edition. McGraw-Hill.
3. Moody, C. (2009). Basic econometrics with STATA. Economics Department. College of William and Mary.
4. Johnson Jr, A. C., Johnson, M. B., & Buse, R. C. (1987). Econometrics: Basic and applied. New York.
5. Hill, R. C., Griffiths, W. E., & Lim, G. C. (2018). Principles of econometrics. John Wiley & Sons.

Web Resources

1. <https://nptel.ac.in/courses/111104072>
2. <http://home.iitk.ac.in/~shalab/onlinecoursematerial>
3. https://nou.edu.ng/coursewarecontent/ECO%20355_0.pdf
4. <https://www.economtericssociety.org>
5. <https://economicsnetwork.ac.uk>

BEHAVIOURAL ECONOMICS**Learning Objectives**

- To provide an overview of Behavioural Economics
- To apply behavioural approaches to economic Problems
- To know the nature and components of mental accounting
- To impart knowledge on how people’s behaviour influence Decision Making.
- To analyze the Behavioural Economic Models.

UNIT I**Introduction**

History and Evolution of Behavioural Economics – Neoclassical Concept and Criteria



for Economic Rationality - Causes of irrationality – Herbert Simon -Bounded Rationality Methods used in Behavioural Economics

UNIT II

Heuristics & Biases

Advantages and Disadvantages of Heuristics - Availability Heuristic - Anchoring Heuristic - Representative Heuristic - Self Evaluation Biases and Projection Bias

UNIT III

Animal Spirits and its impact on Economic Decisions

Confidence – Its feedback mechanism that amplifies disturbances - Fairness – Its influence in setting wages and prices - Corruption and Antisocial behaviour - Money Illusion – Improper interpretation of inflation and deflation

UNIT IV

Prospect Theory

Conventional approaches to modifying Expected Utility theory - Prospect theory and Endowment effect - Reference points and Loss Aversion - Shape of the utility function - Decision weighting

UNIT V

Mental Accounting

Nature and Components of mental accounting - Framing and Editing - Budgeting and Fungibility - Choice Bracketing and Dynamics

Textbooks

1. Phillip Corr and Anke Plagnol Behavioral Economics: The Basics 1st Edition, Kindle Edition, Routledge, 2018
2. Dan Ariely Predictably Irrational: The Hidden Forces That Shape Our Decisions, Harper Collins, 2009.
3. David Correll Behavioral Economics: Psychology, Neuroscience, and The Human Side of Economics (Hot Science) Icon Books Ltd, 2021
4. Sanjit Dhami, The Foundations of Behavioral Economic Analysis, Oxford University Press, 2016
5. Brandon Lehr, “Behavioral Economics Evidence, Theory, and Welfare”, Talyor & Francis, 2021

Reference Books

1. Nick Wilkinson and Matthias Klaes (2012) An Introduction to Behavioural Economics 2nd Edition, Palgrave Macmillan, London
2. David R. Just (2014), Introduction to Behavioural Economics, Wiley Publication, New Jersey



3. Colin F. Camerer, George Loewenstein and Matthew Rabin (2003) *Advances in Behavioural*
4. Frank Robert H (2015), *Microeconomics and Behaviour*, McGraw Hill Education, New York, 2015
5. Thaler, Richard H (2016) *The Making of Behavioural Economics - Misbehaving*, WW Norton & Co, Penguin, London

Web Resources

1. www.behavioraleconomics.com/BEGuide2017.pdf
2. academic.oup.com/restud/pages/behavioral_economics
3. <https://www.behavioraleconomics.com/>
4. <https://www.exploring-economics.org/en/orientation/behavioral-economics/>
5. <https://www.povertyactionlab.org/>

ELECTIVE: FINANCIAL MARKETS AND INSTITUTIONS (OR) URBAN ECONOMICS FINANCIAL MARKETS AND INSTITUTIONS

Learning Objectives

- To know the indicators of financial development.
- To understand the various financial institutions and its operations in India
- To probe the role of banks in the financial operations and its regulations
- To analyse the Financial Institutions in India and its influence on Indian Economy.
- To impart knowledge on Exchange Markets and its aspects.

UNIT I

Introduction

Introduction to Financial System and Economic Development - Indicators of Financial Development, Concepts Related to Financial Markets and Institutions - Concept of Risk - Types of Return and Yield

UNIT II

Financial Institutions – I

Commercial Banking - Role of Banks – NPAs - Risk Management in Banking– International Banking - Financial Regulations and Regulatory Institutions in India - RBI, SEBI, IRDA, PFRDA - Corporate Governance and SEBI.

UNIT III

Financial Institutions – II

Financial Institutions – Provident Fund, Pension Fund, Insurance Companies - Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds. Bond Market: Bond Features, Bond Price Volatility, Government Security Market, Corporate Bond Market, Public Sector Undertaking Bonds.



UNIT IV

Derivatives Market

Classification of Stock Market and Securities – IPO, Stock Exchanges, Stock Market Indices, Derivatives Market - Types of Derivatives.

UNIT V

Exchange Market

Foreign Exchange Market - Foreign Exchange Market Structure - Risk Management in Foreign Exchange Market - Exchange Rate Determination - Foreign Capital – FDI & FII, Central Bank Intervention in Foreign Exchange Market.

Textbooks

Saunders, A., Cornett, M. M., & Erhemjamts, O. (2012). Financial Markets and Institutions. McGraw-Hill/Irwin.

Mishkin, F. S., & Eakins, S. G. (2006). Financial Markets and Institutions. Pearson Education India.

Frederic, S. (2000). Financial Markets and Institutions. Pearson Education India.

Maureen Burton, Reynold F. Nesiba, Bruce Brown, “An Introduction to Financial Markets and Institutions”, Talyor & Francis, 2015

Dr.F.C Sharma, “ Financial Markets, Institutions and Services” SBPD Publications, 2021

Reference Books

1. Megginson, W. L. (2005). The Financial Economics of Privatization. Oxford University Press on Demand.
2. Burton, M., Nesiba, R. F., & Brown, B. (2015). An introduction to Financial Markets and Institutions. Routledge.
3. Jones, F. M. (2014). Foundations of Financial Markets and Institutions. Pearson Education.
4. Bhole, L. M. (2004). Financial Institutions and Markets: Structure, Growth And Innovations, 4e. Tata McGraw-Hill Education.
5. Dr.Gurusamy.S (2018), Financial Markets and Institutions, Mc Graw Hill Education India.

Web Resources

1. <https://www.rbi.org.in>
2. <https://www.nseindia.com>
3. <https://www.sebi.gov.in>
4. <https://dpiit.gov.in/foreign-direct-investment/foreign-direct-investment-policy>
5. <https://fifp.gov.in/>



URBAN ECONOMICS

Learning Objectives

- To know the scope of Urban Economics, urban structure and urban growth.
- To understand the basic economic principles in Urban Economics.
- To describe the various urban infrastructures and its functions
- To provide understanding about urbanization and its aspects.
- To familiarize the students about migration and its relevance in urban development.

UNIT I

Introduction

Definition of Urban Economics- Nature and Scope of Urban Economics - Density, Urbanization - Definition of a City and Metropolitan area - Urban structure and Urban growth.

UNIT II

Concept, Causes and Problems of Urbanisation

Urbanization – Concept– Urban Morphology - Causes and Issues of Urbanization- Sustainable Urbanization.

UNIT III

Urban Infrastructure

Urban Infrastructure- Transportation – Electricity - Water Supply - Slums, Housing and Urban Renewal -Public Health.

UNIT IV

Migration Theories

Theories of Rural Urban Migration –Ravenstein’s Law of Migration- Stouffer’s theory of Mobility- Lee’s theory- Reasons for Migration: Push and Pull factors.

UNIT V

Policies for Urban Development

Policies and Programmes for Urban development - Measures to Control Urban Growth - Integrated Development of Small and Medium Towns- Smart Cities in India

Textbooks

1. Ahluwalia, I.J., Kanbur, R., & Mohanty, P.K. Urbanization in India, Sage Publications, New Delhi. (2014)
2. Hartwick, John M(2015), Urban Economics, Routledge.
3. Arthur O’ Sullivan, Urban Economics, Tata McGraw Hill, 2009.
4. Douglas.M. Brown, “Introduction to Urban Economics”, 2013
5. John F. McDonald, Daniel P. McMillen, “Urban Economics and Real Estate:Theory and Policy”, Wiley, 2011



Reference Books

1. Briance A and Ravinder Singh, (edited) (1995), Housing the Urban Poor, Policy and Practice in Developing Countries, (Sage Publications, New Delhi).
2. Fred Durr (1971), The Urban Economy (London, Index Educational Publishers).
3. Harris Tondon (1973), Introduction to Urban Economic Analysis and Policy, New York.
4. Lolyd R Dowin and Associates (1969), Planning Urban Growth and Regional Development (London: MT. Press).
5. Mark Garrett (1996), Transportation Planning (Sage Publications, New Delhi).

Web Resources

1. <https://smartcities.gov.in/>
2. <http://www.moud.in/>
3. <https://urbaneconomics.org/>
4. <https://www.iom.int/>
5. <https://refugeesmigrants.un.org/>

NAAN MUTHALVAN/ SALESMANSHIP

Learning Objectives

- To understand the concept of salesmanship
- To recognize the duties of sales manager.
- To acquire knowledge on important personality traits.
- To know the various methods of acquiring product knowledge.
- To gain knowledge on effective presentation and demonstration of products.

UNIT I

Introduction

Salesmanship - Definition –Is salesmanship a Science, an Art or a Profession? - Creative Salesmanship and Competitive Salesmanship - Sales Organization – Organisation of Sales Department.

UNIT II

Sales Manager

Duties of sales manager – Sales supervision – Salesman’s report - Selection and Training of Salesmen.

UNIT III

Sales

Sales territories – Sales Quotas – Sales personality – Important personality Traits.

UNIT IV

Product Knowledge

Knowledge of goods – Methods of acquiring product knowledge – Need for product knowledge - Important Buying motives.



UNIT V

Effective sales

Effective presentation - Demonstration- Overcoming the objections - Closing the sales.

Textbooks

1. Dr.Rajan Nair(2020), Marketing, Sultan Chand and Sons.
2. Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited
3. Chandorkar Rajendra, Basic Salesmanship, Notion Press
4. Brian Tracy, “ Sales Management”, Kindle Edition, 2018
5. Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, “Principles of Marketing”, Pearson, 2017

Reference Books

1. P.K.Sahu & K.C.Raut, Salesmanship and Sales Management, Sangam Books Ltd.,
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. C.L. Tyagi, Arun Kumar, Sales Management, Atlantic Publishers & Dist, 2004
5. Dr.C.B. Mamoria, Pradeep Jain, Priti Mitra, (2013), Theory and Practice of Marketing, KitabMahal

Web Resources

1. <https://www.marketing91.com/salesmanship/>
2. <https://www.indeed.com/career-advice/career-development/qualities-salesmanager>
3. <https://www.varicent.com/blog/what-is-sales-territory-and-quota-planning>
4. <https://www.docebo.com/glossary/product-knowledge/>
5. for <https://blog.hubspot.com/sales/sales-closing-techniques-and-why-they-work>

