LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

For

DEPARTMENT OF ECONOMICS SHIFT II

Effective for B.A Economics (Shift II) students admitted in the Academic Year 2025 onwards

B.A.Economics (Shift II)
ACADEMIC YEAR 2025-2026 I – II Semesters
SCHEME AND SYLLABUS

TABLE OF CONTENTS

VISION

To impart value-based quality academia; to empower students with wisdom and to charge them with

rich Indian traditions and culture; to invoke the self, to broaden the same towards nation building, harmony and Universal brotherhood.

MISSION

To ensure sustained progress and development in imparting quality education, to pioneer new avenues

of teaching and research and to emerge as an institution with potential for excellence.

Department of Economics Shift II

VISION

To excel in both, the science and art of economics education, social science research and analysis by empowering students with strong theoretical and practical knowledge.

MISSION

1. To educate students with the foundation principles of core and allied disciplines of Economics.
2. To provide practical and creative skills for problem solving and optimizing decisions in the ever-dynamic economic world.
3. To inculcate strong personal, technical, analytical, entrepreneurial and leadership skills.
4. To impart knowledge in lifelong learning, professional ethics and contribution to the society.

Programme Educational Objectives (PEOs)

The Economics Programme aims to achieve the following objectives

- Will be capable of optimizing their decisions at the individual, household, industry and government level.

- Will be able to pursue research in fields such as developmental economics, marketing, finance and human resource development.

- Will be able to exhibit team spirit and ethical values throughout their professional career.

PROGRAMME OUTCOME FOR UNDERGRADUATE

At the end of the programme the student will be able:

PO1	**Disciplinary knowledge**: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study
PO2	**Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PO3	**Critical thinking**: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
PO4	**Problem solving**: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
PO5	**Analytical reasoning**: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
PO6	**Research-related skills**: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

Mapping of POs TO PEOs

PEO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
PEO 1	3	2	3	2	2	3
PEO 2	3	2	3	2	2	3
PEO 3	3	3	3	3	3	3

3-Strong Correlation 2- Medium Correlation 1- Low Correlation

Programme Specific Outcomes for the Under Graduate Programme in Economics (PSOs)

On successful completion of the programme the students will be able

PSO1 - To identify, understand and describe the various economic issues internally and internationally.

PSO2 - To explain and apply the underlying principles for economic decisions and policies at the micro and macro level.

PSO3 - To synthesize the functioning of the economic ecosystem.

PSO4 - To compare theories of various economic schools of thought and apprise their application to real world phenomenon.

PSO5 - To understand and analyze the potential and limits of various economic policies.

PSO6- To pursue a master's programme in Economics or a master's in an interdisciplinary subject like management.

Mapping of PO & PSO – Under Graduate Programme

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
PSO1	2	3	3	3	2	3	3
PSO2	3	3	3	3	3	3	3
PSO3	2	3	2	2	2	2	3
PSO4	2	2	2	2	2	2	3
PSO5	2	2	3	2	2	3	3
PSO6	3	2	3	3	2	3	3
PSO7	3	3	3	3	3	3	3

3-Strong Correlation 2- Medium Correlation 1- Low Correlation

Department of Economics Shift II

ELIGIBILITY FOR ADMISSION

Candidates for admission to the first years of UG of Economics (BA.Eco) course shall be required to have passed Higher Secondary examinations conducted by the Government of Tamil Nadu, or an examination accepted as equivalent thereto by the syndicate of the University of Madras. Aggregate marks obtained in the major subjects will be considered for admission.

DURATION OF THE COURSE

The duration of the course for three academic years consisting of six semesters and each semester comprises of 90 days.

a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semester, the third academic year the fifth and sixth semester respectively.

b) The odd semester shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

CURRICULUM

Part	Courses	Credit
I	Language courses - including Tamil (Basic or Advanced), Hindi, Sanskrit.	12
II	English	12
III	Core courses (main subject), Allied subjects, and Project/Elective subjects related to the main area of study	92
IV	Non-Major Electives, Environmental Studies, Soft Skills, and Value Education	23
V	Compulsory Extension Service, with a focus on community engagement and social responsibility	1

Project

In Semester IV, students undertake a project and dissertation worth 100 marks. Each student is individually assigned to a faculty member from the department for dissertation guidance. The dissertation should follow a thesis-style format, including sections such as Introduction, Materials and Methods, Results, Discussion, and Bibliography. After conducting a plagiarism check, the dissertation must be typewritten, properly bound, and one copy must be submitted to the Department for permanent record-keeping.

ELIGIBILITY FOR THE AWARD OF DEGREE

A candidate shall be eligible for the award of Degree only if he or she has undergone the prescribed course for a period of not less than three academic years, and passed the examinations of all Six Semesters prescribed.

SCHEME ON EXAMINATIONS

As per the University Regulation the following split up of marks are to be followed.

i) SPLIT UP FOR INTERNAL AND EXTERNAL MARKS FOR THEORY AND PRACTICAL PAPER:

SL.No	Paper	Internal	External	Total
1	Theory	50	50	100

ii) SPLIT UP FOR INTERNAL ASSESSMENT MARKS FOR THEORY

CIE- Continuous Internal Evaluation (50 Marks)

CIA	**30**
Generic Skills	**15**
Attendance	**5**
Total	**50**

SCHEME OF I SEMESTER BA ECONOMICS PROGRAM

					SEMESTER I								
Compone nt	Course Category	Course Code	Name of the course	Over All Credits	Hrs Distribution				Total contac t Hours	Marks			
					L	T	P	S			CIA	ESE	Total
Part I	AECC		Language I	3					4		50	50	100
Part II	AECC		English I	3					4		50	50	100
Part III	Core Course I		Micro Economics I	4	4	1			5				
	Core Course II		Statistics I	4	4	1			5		50	50	100
	Generic Elective I		History of Economic Thought	3	4	1			5				
PART IV	Skill Enhanceme nt Course – DS I		Marketing	2	2	1			2		50	50	100
	Skill Enhanceme nt Course – NME I		Economics of Tourism	2	2				3		50	50	100
	Soft Skill I			2					2		50	50	100
Total				23									

SCHEME OF II SEMESTER BA ECONOMICS PROGRAM

Component	Course Category	Course Code	Name of the course	Over All Credits	L	T	P	S	Total contact Hours	CIA	ESE	Total
					SEMESTER II							
					Hrs Distribution				**Total contact Hours**	**Marks**		
Part I	AECC		Language II	3					4	50	50	100
Part II	AECC		English II	3					4	50	50	100
Part III	Core Course III		Micro Economics II	4	4	1			5			
	Core Course IV		Statistics II	4	4	1			5	50	50	100
	Generic elective II		Urban Economics	3	4	1			5			
PART IV	Skill Enhancement Course – DS II		Entrepreneurial Development	2	2	1			3	50	50	100
	Skill Enhancement Course – NME II		Economics for Competitive Examinations	2	2				2	50	50	100
	Soft Skill II			2					2	50	50	100
Total				**23**								

Semester I

Core Course I

Course Title: MICRO ECONOMICS -I

Course Code:	**Credits** : **4**
L:T:P:S: 4:1:0:0	**CIA Marks** : 50
Exam Hours: 3	**ESE Marks** : 50

LEARNING OUTCOME:

1) Studies the behaviour patterns of individuals and firms in relation to allocation of limited resources.
2) Helps to understand the concepts of demand, supply, and market equilibrium.
3) Understand the responsiveness of quantity demanded/supplied to changes in market variables.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	To describe the various ideas on Economic and its related concept
CO2	To evaluate and discuss the law of demand and supply
CO3	To understand and analyse the consumer behaviour pattern
CO4	To impart Knowledge on production function
CO5	To identify the various concepts of cost and revenue

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	3	3	2	3	3	2	3	3	2	3
CO2	3	3	2	3	1	3	3	3	2	3	1	3
CO3	2	3	3	2	2	3	2	3	3	2	2	3
CO4	2	2	2	3	1	3	2	2	2	3	1	3
CO5	3	3	2	3	2	3	3	3	2	3	2	3

Correlation levels: 1- Weak 2-Medium 3-High

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	**UNIT – I (INTRODUCTION)** The Basic Economic problem – Scarcity and choice – Definitions: Adam Smith, Marshall, Lionel Robins, Samuelson – Nature and Scope of Micro Economics – Micro Economics Vs Macro Economics – Inductive Method Vs Deductive Method – Positive Vs Normative – Partial Vs General Equilibrium.	13	CO1
2	**UNIT – II (CONSUMER BEHAVIOUR)** Consumer Behaviour – Cardinal & Ordinal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility Demand- Demand Schedule – Drawing Demand Curve from demand schedule – Determinants of Demand – Causes of downward sloping demand curve- Exceptions to law of demand.	13	CO2
3	**UNIT – III (INDIFFERENCE CURVE)** Hick's Indifference curve analysis – Consumer equilibrium using indifference curve analysis – Income and Substitution effect – Derivation of demand curve using Marshall's & Hick's approach ─ Consumer Surplus: Marshall's and Hick's approach.	13	CO3
4	**UNIT – IV (ELASTICITY OF DEMAND)** Elasticity of demand – Definition and Types of Elasticity of Demand – Measurement of Price Elasticity of Demand: Total Outlay, Arc and Point Method – Determinants of Price elasticity of Demand – Supply – Supply Schedule – Drawing Supply curve from supply schedule – Demand and Supply equilibrium – Graphical representation.	13	CO4
5	**UNIT – V (FACTORS OF PRODUCTION)** Factors of Production – Production Function – Short run and Long Run Production Function ─ Law of Variable Proportions – Laws of returns ─ Producer's equilibrium.	13	CO5,

TEXT BOOKS:

1. Micro Economics-K C Dash- Himalaya Publishing House
2. Maddala G.S.and E.Miller; Microeconomics: Theory and Applications,
3. Dwivedi: Micro Economic Theory and Applications, Pearson.

REFERENCE BOOKS & Links:

1. Dr.H.L. Ahuja : Principle of Micro Economics – S.Chand& Co. Ltd.
2. Dr.H.S.Agarwall: Micro Economics
3. M.I.Seth: Principles of Economics
4. Watson. D.S : Price theory and its uses
5. Micro Economics-T.R. Jain , B.D. Majhi, V.K. Global
6. https://onlinecourses.nptel.ac.in/noc25_hs02/preview
7. https://onlinecourses.swayam2.ac.in/cec24_hs13/preview

ONLINE REFERENCES:
1. https://mis.alagappauniversity.ac.in/siteAdmin/ddeadmin/uploads/1/UG_B.A._Economics%20(English)_136%2013_Microeconomics%20-%20I.pdf
2. https://assets.openstax.org/oscms-prodcms/media/documents/Microeconomics3e-WEB.pdf?_gl=1*m5lcq8*_gcl_au*MjExODc1NjE0OS4xNzQ2MTY3OTk0*_ga*MTI4NDk3NzI5Mi4xNzQ2MTY3OTk1*_ga_T746F8B0QC*MTc0NjE2Nzk5NS4xLjEuMTc0NjE2ODAwOC40Ny4wLjA.

Semester I

Core Course II

Course Title: STATISTICS-I

Course Code:	**Credits** **:4**
L:T:P:S: 4:1:0:0	**CIA Marks** **: 50**
Exam Hours: 3	**ESE Marks** **: 50**

LEARNING OUTCOME:

The student would be able to understand the fundamentals of statistics, simple methods of presentation of data and solve problems on measures of central tendency, dispersion and skewness.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	To understand the nature, importance and limitations of statistics with various methods of collecting the data.
CO2	To distinguish between the various methods of representation of data.
CO3	To explain the meaning of a measure of central tendency, recall formulae, solve problems on measures of central tendency and estimate the merits and demerits of the various measures.
CO4	To illustrate the need for a measure of dispersion, recall formulae, solve problems on measures of dispersion and estimate the merits and demerits of the various measures.
CO5	To classify the various forms of skewness recall formulae, solve problems on measures of skewness and estimate the merits and demerits of the various measures.,

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	2	2	3	3	3
CO4	3	3	2	2	3	3	3
CO5	3	3	2	2	3	3	3

Correlation levels: 1- Weak   2-Medium   3-High

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	**UNIT 1: INTRODUCTION TO STATISTICS** Nature, Significance and Limitations of Statistics – Collection of data – Primary – Secondary – Classification – Tabulation of data.	13	CO1
2	**UNIT 2: VISUAL REPRESENTATION OF STATISTICS** Diagrammatic and graphic representation – Bar diagram – Pie diagram – Histograms – Frequency distribution – Frequency graphs – Ogives.	13	CO2
3	**UNIT 3: ANALYSIS OF AVERAGE MEASURES** Measures of central tendency – Arithmetic mean, median and mode.	13	CO3
4	**UNIT 4: ANALYSIS OF VARIABILITY** Measures of dispersion – Range – Quartile deviation – Mean deviation – Standard deviation.	13	CO4
5	**UNIT 5: ANALYSIS OF ASYMMETRY** Measurement of skewness – Pearsonian measure of skewness – Bowleys measure of skewness.	13	CO5,

TEXT BOOKS:

1. 1. S.P. Gupta – Statistical Methods.
2. R. G. D. Allen – Mathematics for Economists.

REFERENCE BOOKS & Links:

1. P. R. Vittal – Mathematical Statistics
2. Ahuja H.L - Statistics for Economics.
3. https://www.geeksforgeeks.org/diagrammatic-and-graphic-presentation-of-data/
4. https://www.firsthope.co.in/graphical-presentation-of-frequency-distribution-histogram-bar-chart-pie-chart-frequency-polygon
5. https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode-median.php

ONLINE REFERENCES:
1.https://www.cuemath.com/data/measures-of-dispersion/
2.https://www.investopedia.com/terms/c/coefficientofvariation.asp

Semester I

General Elective I

Course Title: HISTORY OF ECONOMIC THOUGHT

Course Code:	**Credits** :3
L:T:P:S: 4:1:0:0	**CIA Marks** : 50
Exam Hours: 3	**ESE Marks** : 50

LEARNING OUTCOME:

The subject deals with the philosophy of different thinkers and theories that later became political economy and economics from the ancient world to the present day. This field encompasses many schools of economic thought.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Create an understanding of development of Economic Theory of Mercantilism, Adam Smith and David Richardo
CO2	Students will be able to understand the ideas of Alfred Marshall, J.A. Schumpeter and Pigou.
CO3	To examine about the ideas of Karl Marx.
CO4	To understand the contribution of Nobel laureates.
CO5	To give knowledge on the perception of Indian economic Thought.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

Correlation levels: 1- Weak   2-Medium   3-High

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	**UNIT 1: CLASSICAL ECONOMIC THOUGHT** Economic thoughts of Mercantalism – Adam Smith – David Ricardo.	13	CO1
2	**UNIT 2: CLASSICAL ECONOMIC THOUGHT** Economic Ideas of Alfred Marshall – J. A. Schumpeter – Pigou.	13	CO2
3	**UNIT 3: MARXISM UNVEILED: ECONOMIC THEORIES OF KARL MARX** Economic Ideas of Karl Marx.	13	CO3
4	**UNIT 4: ECONOMICS AND NOBEL PRIZE** Nobel Laureates – Paul. A Samuelson – Hicks – Friedman - Amarthya Sen	13	CO4
5	**UNIT 5: THE ECONOMIC LEGACY OF INDIA'S GREAT THINKERS** Indian Economic thought – M. K. Gandhi – B. R. Ambedkar – E.V. R. Periyar – Thiruvalluvar.	13	CO5,

TEXT BOOKS:

1. Dr. V. Shanmuga Sundaram, Indian Economic Thought Development and Policies.
2. Singh D K History of Economic Thought ABD Publisher
3. U.C.Kulshrestha History of Economic Thought. Lakshmi Agarwal Publisher.

REFERENCE BOOKS & Links:

1. V. Lokanathan, History of Economic thought
2. T, N. Hajela, History of Economic thought
3. S. Sankaran, A History of Economic thought
4. A. Grey, Development of Economic Doctrines.

ONLINE REFERENCES:

1. https://librarianresources.taylorandfrancis.com/product-info/digital-products/online-resources/history-of-economic-thought/
2. https://www.routledgehistoricalresources.com/economic-thought/

Semester I

Skill Enhancement Course DS I

Course Title: MARKETING

Course Code:	**Credits**	**:2**
L:T:P:S: 2:1:0:0	**CIA Marks**	**: 50**
Exam Hours: 1hr 30 minutes	**ESE Marks**	**: 50**

LEARNING OUTCOME:

Marketing is the business process of identifying, anticipating and satisfying customers, needs and wants. It is used to attract customers; it is one of the primary components of business management and commerce.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	To explain the marketing concepts
CO2	To outline the stages involved in a product life cycle.
CO3	To illustrate the objectives of pricing,classify and analyse the pricing strategies.
CO4	To summarise the marketing structure and its functions
CO5	To explain the promotional programmes and examine its effects.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	3	2	2	3	3
CO2	3	2	3	2	2	3	3
CO3	3	3	3	3	3	3	3
CO4	3	2	3	2	2	3	3
CO5	3	3	3	2	2	3	3

Correlation levels: 1- Weak   2-Medium   3-High

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	**UNIT – I: MEANING AND EVOLUTION OF MARKETING** Nature, scope and significance of marketing – Basic concepts of marketing – Different types of markets – consumer and market, consumer co -operatives and consumer councils, modern marketing – Marketing environment.	9	CO1
2	**UNIT – II: PRODUCT PLANNING AND POLICY** Product – New product – Product planning and development, product life cycle – marketing of manufactured goods - consumer goods - industrial goods – classification – characteristics and channels of distribution.	9	CO2
3	**UNIT – III: PRICING** Price- pricing objectives and price determination – Basic methods of setting prices– pricing strategies and policies - pricing strategy of new products.	9	CO3
4	**UNIT – IV: MARKET SEGMENTATION** Marketing structure – wholesale and retail – basic whole sale distribution structure-Function and services of wholesale – Retail distribution – Basic retail structure - large, medium and small-scale retail institutions – super markets, departmental and chain store.	9	CO4
5	**UNIT – V: PROMOTION AND SALES PROMOTION** Promotional programme - advertising and sales promotion efforts – social economic effects of advertising personal selling – salesmanship – Nature and function of salesman – Recruitment – sales organization and selling methods.	9	CO5,

TEXT BOOKS:
1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Marketing - J.Jaishanker.
4. Rajan and Ranjan - Marketing
5. Marketing Management by C.P. Gupta

REFERENCE BOOKS & Links:
1. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
2. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
3. Kootz,O'Donnell , Weighrich : Essentials of Management.
4. Marketing Management by Dr. A.Murthy.
   ❖ chapter-1-unit-1.pdf,
   ❖ The Evolution of Marketing
   ❖ Unit-11.pdf

ONLINE REFERENCES:
   ❖ What is Pricing? Definition, Types, Strategies & Examples | Marketing91
   ❖ Market Segmentation: Definition, Types, Benefits, & Best Practices
   ❖ What Is Sales Promotion? Types, Objectives, Importance, Designing

Semester I

Skill Enhancement Course NME I

Course Title: ECONOMICS OF TOURISM

Course Code:	**Credits :2**
L:T:P:S: 2:0:0:0	**CIA Marks : 50**
Exam Hours: 1hr 30 minutes	**ESE Marks : 50**

LEARNING OUTCOME:

Course Description: **Tourism** adds economic **value to a country**. It impacts several industries directly and many more indirectly through tourism expenditure. Tourism is one of the important sources of employment generation and foreign exchange earnings for a country.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Understand the Factors Motivating Tourism & different Types of Tourism.
CO2	Identify the types of Tourism Demand.
CO3	**Explain the significance of Tourism and Foreign Exchange Earnings, National Income and Tax Revenue.**
CO4	Understand the Functions of Information Technology in Tourism.
CO5	Analyse the Role of State in promoting Tourism.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	2	2	3	3	3
CO2	2	3	2	3	3	2	1	3
CO3	3	1	3	3	2	2	3	3
CO4	2	2	3	3	2	3	2	3
CO5	1	3	2	2	3	3	1	3

Correlation levels: 1- Weak   2-Medium   3-High

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	**UNIT – I: INTRODUCTION: DEFINITION OF TOURISM** History of Tourism – Nature of tourism– Importance and scope of Tourism — Factors Motivating Tourism – Different Types of Tourism.	6	CO1
2	**UNIT – II: DEMAND FOR AND SUPPLY OF TOURISM** Types of Tourism Demand – Determinants of Tourism demand – Tourism Supply – Determinants of Tourism Supply-Advertisement – Sales Promotion -Pricing	6	CO2
3	**UNIT – III: ECONOMIC SIGNIFICANCE OF TOURISM** Tourism and Foreign Exchange Earnings – Tourism and Employment – Tourism and Labour – Capital Ratio – Touris and Regional Development – Tourism and National Income – Tourism and Tax Revenue.	6	CO3
4	**UNIT – IV: TOURISM PROMOTION** Meaning and definition of Travel Agency and Tour Operators – Travel Agency- Structure – Functions –Information Technology in Tourism – Networks – Website – Travel blogs – E – tourism Business	6	CO4
5	**UNIT – V: TOURISM AND THE STATE** Tourism Promotion and the Role of State – United Nations World Tourism Organization (UNWTO) – India Tourism Developmen Corporation (ITDC) – Tamil Nadu Tourism Development Corporatio (TTDC) – ITDC and TTDC role in promoting tourism.	6	CO5,

TEXT BOOKS:
A.K. Bhatia   : Tourism Development – Principles & Practices
A.K. Bhatia   : International Tourism
Pushpinder S. Gill: Dynamics of Tourism

REFERENCE BOOKS & Links:
Bezbaruah, M.P :   Frontiers of New Tourism
Ghosh, B   :   Tourism and Travel Management
Malhotra   :   Growth and Development of Tourism
https://tourismnotes.com/travel-tourism/
https://tourismteacher.com/tourism-demand/
ONLINE REFERENCES:
1. https://www.sciencegate.app/document/10.37634/efp.2021.1.2
2. https://tourismnotes.com/travel-agency/
3. https://www.unwto.org/global/publication/tourism-development-volume-i-key-areas-action

Semester II

Core Paper III

Course Title: MICRO ECONOMICS II

Course Code:	**Credits** **:4**
L:T:P:S: 4:1:0:0	**CIA Marks** **: 50**
Exam Hours: 3	**ESE Marks** **: 50**

LEARNING OUTCOME:

Course Description: To understand cost & revenue market structure, profit & interest.
Course Outcomes: At the end of the Course, the Student will be able to:

CO1	To understand short run and long run production function, law returns and returns to scale.
CO2	Familiar about cost function, revenue function, time element and market equilibrium.
CO3	To enable the student to understand difference between perfect competition of monopoly market.
CO4	To gain knowledge on monopolistic and oligopoly market
CO5	To Comprehend factor pricing, theories of rent, interest theories and profit theories

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	2	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	2	3	3	3	3
CO5	3	2	3	3	3	3	3

Correlation levels: 1- Weak   2-Medium   3-High

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	**UNIT – I: THEORY OF PRODUCTION** Cost – Types – Accounting and Economic costs – Opportunity cost- Cost functions – Short run cost Curves – Long run cost Curves – Construction of cost curves – Revenue curves – Total, Average, and Marginal Revenue Curves under different market conditions – conditions for equilibrium of firm – Relationship between AR and MR and e (elasticity of demand).	13	CO1
2	**UNIT – II: COSTS: CONCEPTS AND CLASSIFICATIONS** Market Structure – Perfect competition – Characteristics – Price and Output determination – Monopoly – Characteristics – equilibrium of firm – Price discrimination.	13	CO2
3	**UNIT – III: MARKET STRUCTURE AND COMPETITIONS** Monopolistic Competition – Characteristics – Group equilibrium – Price and Output determination – Oligopoly – Features – Types – Price Leadership – Kinked Demand Curve.	13	CO3
4	**UNIT – IV: CLASSIFICATIONS OF MARKETS** Functional and Personal distribution of Income – Marginal productivity theory of factor pricing – Wages – Real and nominal – Modern theories of Wages – Trade Union and Collective Bargaining; Rent: Ricardian, Marshall and Modern theories of Rent.	13	CO4
5	**UNIT – V: THEORIES OF FACTORS OF PRODUCTION** Interest: Loanable fund theory – Keynes' liquidity preference theory – Profit: Schumpeter's theory– Risk and Uncertainty bearing.	13	CO5

TEXT BOOKS:
1. H.L. Ahuja (Principles of Micro Economics)
2. M.L. Jhingan Micro Economic Theory
3. S.Sankaran Micro Economics

REFERENCE BOOKS & Links:
1. Browining, E.K. and J.M. Browning; Microeconomic Theory and Applications
2. David M. Kreps Microeconomic Foundations I: Choice and Competitive Markets by Princeton University Press.
3. Producer Equilibrium: Isoquants, Isocost line and Expansion
4. Cost Classification - Defintion, Basis, Types of Costs in Accounting

ONLINE REFERENCES:
1. Market Structure: Definition, Features, Types And Examples | Marketing91
2. Market : Characteristics & Classification | Geeks for Geeks

Semester II

Core Paper IV

Course Title: STATISTICS II

Course Code:	**Credits**	**:4**
L:T:P:S: 4:1:0:0	**CIA Marks**	**: 50**
Exam Hours: 3	**ESE Marks**	**: 50**

LEARNING OUTCOME:

Course Description: The course enhances the students understanding and application of statistical tools widely used in economics and social research.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	To distinguish between the census and different methods of sampling and its application and merits.
CO2	To understand, recall formulae and solve problems on estimating correlation through different methods.
CO3	To demonstrate the need for regression analysis, recall formulae and solve problems on regression through different methods.
CO4	To distinguish between the various components of time series and solve problems on measurement of secular trend through different methods.
CO5	To outline the uses of index number recall formulae and solve problems on determining index numbers through different methods.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

Correlation levels: 1- Weak   2-Medium   3-High

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	3	1	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	2	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	**UNIT 1: INTRODUCTION TO SAMPLING** Sampling – Census and Sample – Types of sampling – Random and Non-random sampling.	13	CO1
2	**UNIT 2: MEASUREMENT ON STATISTICAL ASSOCIATION** Correlation – Karl Pearson's coefficient of correlation – Rank correlation coefficient.	13	CO2
3	**UNIT 3: MEASUREMENT ON PREDICTIVE MODELING** Regression – Meaning – Regression Lines – Regression Coefficients.	13	CO3
4	**UNIT 4: MEASUREMENT ON FORECASTING** Analysis of time series – Components of time series – Measurement of secular trend – Moving average method and Method of Least squares.	13	CO4
5	**UNIT 5: MEASUREMENT ON ECONOMIC INDEXES** Index numbers – Simple and weighted index numbers – Laspeyer's and Pasche's index number – Fisher's ideal index number – Tests to be satisfied by an ideal index number.	13	CO5,

TEXT BOOKS:

1. S.P. Gupta – Statistical Methods.
2. R. G. D. Allen – Mathematics for Economists.

REFERENCE BOOKS & Links:

1. P. R. Vittal – Mathematical Statistics
2. Damodaran & Gujarati – Economic Models
3. https://www.unsiap.or.jp/sites/default/files/pdf/e-learning_el_material_5_agri_1511_sampling2_idn_materialsm2_s2_8_sampling_frames.pdf
4. https://www.geeksforgeeks.org/karl-pearsons-coefficient-of-correlation-methods-and-examples/

ONLINE REFERENCES:
1. https://www.coursera.org/in/articles/difference-between-correlation-and-regression#:~:text=Correlation%20is%20all%20about%20finding,useful%20insights%20into%20data%20analysis.
2. https://pravin-hub-rgb.github.io/BCA/resources/sem4/comp_num_tbc405/unit5/index.html
3. https://egyankosh.ac.in/bitstream/123456789/73734/1/Unit-6.pdf

Semester II

General Elective II

Course Title: URBAN ECONOMICS

Course Code:	Credits : 3
L:T:P:S: 4:1:0:0	CIA Marks : 50
Exam Hours: 3	ESE Marks : 50

LEARNING OUTCOME:

Course Description: The course enhances the students' understanding in urbanization, impact of urbanization and government policies.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Gain knowledge on Urban economics and understand roots causes of Urbanization with development planning.
CO2	To understand about the Urban local bodies and governance. To investigate about the problems associated with slums and preventive measures.
CO3	Evaluate the Urban labor markets with labor absorption in India. To estimate about the problems present in urban infrastructure.
CO4	To discover about the environmental challenges with urban growing population and Problems associated with transportation.
CO5	To learn about the Urban developmental policies with respect to slum and poor people development in the Urban regions.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	3	3	3	3
CO2	3	2	3	3	3	2	3
CO3	3	3	3	3	3	3	3
CO4	2	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3
Correlation levels:		1- Weak		2-Medium		3-High	

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	**UNIT- I: Introduction to Urban Economics** Introduction to Urban Economics: The Process of Urbanization - Definition of Urban Area - Causes of Urbanization - Urban Development and Planning.	13	CO1
2	**UNIT-2: Urban Local Government** Urban Local Government - Types of local bodies and Governance - Slum Areas: Locations and Problems - Urban Poverty: Problems, Measures, and Policies.	13	CO2
3	**UNIT -3: Urban labour markets** Urban labour markets - High Wages – Improved Infrastructure – Impact of globalization – Urbanization without labour absorption in India.	13	CO3
4	**UNIT-4: Urbanization in India** Urbanization in India – Urbanisation and Environmental Challenges Rate of Urban Population Growth – Problem of Urban Transportation	13	CO4
5	**UNIT-5: Urban Development and Government Policy** Urban Development and Government Policy: Urban Development Policy in India Policies - Jawaharlal Nehru National Urban Renewal Mission (JNNURM) - National Urban Livelihood Mission (NULM)- Basic Services to Poor (BSUP)- National Policy on Street Vendors (2009)–Need reforms in government policy.	13	CO5,

TEXT BOOKS:
1. I. J. Kanbur, R. &Mohanty, P. K. Urbanization in India, SAGE Publications, New Delhi,
2. Jha. R. Chandiramani., Perspectives in Urban Development: Issues in Infrastructure, Planning and Governance, Capital Publishing Company, New Delhi,
3. Paul C. Cheshire & Max Nathan & Henry G. Overman, "Urban Economics and Urban Policy," Books, Edward Elgar Publisher

REFERENCE BOOKS & Links:
1. Arthur O' Sullivan, Urban Economics, Tata McGraw Hill, .
2. Hartwick, John M, Urban Economics, Routledge, .
3. Henry. G. Overman, Max Nathan and Paul. C, "Urban Economics and Urban Policy", Edward Elgar Publishing Limited .
4. Isher Judge Ahluwalia, Ravi Kanbur, & P. K. Mohanty, Urbanisation in India: Challenges, Opportunities and the Way Forward, SAGE Publishing.
5. AlbarazanchiNajiim., Urbanisation Effect, VDM Verlag .
6. **https://www.google.com/search?sca_esv=53edcb558038ad52&sxsrf=AHTn8zr118LjO XUXsBIyqnd0XkUlUnG01w:1745212366987&q=Nature+and+scope+of+urban+econo mics**

ONLINE REFERENCES:
1. **://efaidnbmnnnibpcajpcglclefindmkaj/https://egyankosh.ac.in/bitstream/123456789/78 333/**
2. **https://www.google.com/search?q=urban+labour+market+and+informal+sector+empl oyment**
3. **https://www.google.com/search?q=urbanization+in+india+notes**

Semester II

Skill Enhancement Course DS II

Course Title: ENTREPRENEURIAL DEVELOPMENT

Course Code:	**Credits :2**
L:T:P:S: 2:1:0:0	**CIA Marks : 50**
Exam Hours: 1hrs 30 minutes	**ESE Marks : 50**

LEARNING OUTCOME:

Course Description: The student would be able to understand who is an entrepreneur, what are his/her functions, what is the kind of support he/she gets from government and non-government agencies if he/she becomes one. At the end of the course, the student would be able to conceive a business idea, write a project proposal and get fully equipped to become an entrepreneur.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	To explain the meaning, functions of entrepreneurs and classify their types.
CO2	To demonstrate the evolution of entrepreneurs and explain their role in economic development.
CO3	To evaluate the policies and programmes of government and non-government organizations in entrepreneurial development.
CO4	To examine the role, of small-scale enterprises in economic development in the light of incentives given by the government.
CO5	To be able to conceive a business idea and prepare a project report.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	3	2	2	3	3
CO2	3	2	3	2	2	3	3
CO3	3	3	3	2	3	3	3
CO4	3	3	3	2	3	3	3
CO5	3	3	3	1	2	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	**UNIT – 1: ENTREPRENEUR AND ENTREPRENEURSHIP** Entrepreneurship - Meaning - Role and importance of entrepreneurship – Characteristics of entrepreneurs – Relationship between entrepreneur, entrepreneurial and entrepreneurship - Functions of entrepreneurs – Types of entrepreneurs.	9	CO1
2	**UNIT – II: ROLE OF ENTREPRENEUR IN ECONOMIC DEVELOPMENT** Evolution of Indian entrepreneurship - Role of entrepreneurship in economic development in India	9	CO2
3	**UNIT – III: POLICIES AND PROGRAMMES** Policies and programmes of government and non-government organizations in entrepreneur development.	9	CO3
4	**UNIT –IV: SMALL SCALE ENTREPRENEURS** Small scale Enterprises – Small scale industries and Indian economic development - small scale industries and entrepreneurial development - Concessions – Incentives and subsidies to small industries - SIDBI.	9	CO4
5	**UNIT – V: PROJECT APPRAISAL** Project appraisal – Classification of projects – Formation of business idea – Contents of project report	9	CO5,

TEXT BOOKS:

1.Srinivasan N.P. & C.B. Gupta - Entrepreneurial Development.
2.Dr. V. Radha - Entrepreneurial Development.
3.Jayashree Suresh - Entrepreneurial Development.
4.Prassanna Chandra - Entrepreneurial Development
5.Bhattacharya H – Entrepreneurial Development

REFERENCE BOOKS & Links:
1.Dr. S. Chandrachud Entrepreneurial Development -Primedia elaunch LLC, USA
2.Vasanth Desai - Problems & Prospects of small industries in India.
3.Khan - Management of small-scale industries.
4.Dr. N. Premavathy - Entrepreneurial Development
5.J.M. Parkin - How to Finance small Business Enterprises.
6. https://mis.alagappauniversity.ac.in
7. https://ddceutkal.ac.in

ONLINE REFERENCES:
   1. https://msme.gov.in/entrepreneurial- and-skill-development-programs

Semester II

Skill Enhancement Course NME II

Course Title: ECONOMICS FOR COMPETITIVE EXAMINATIONS

Course Code:	**Credits :2**
L:T:P:S: 2:0:0:0	**CIA Marks : 50**
Exam Hours: 1hrs 30 minutes	**ESE Marks : 50**

LEARNING OUTCOME:

Course Description: This paper is mainly aimed at training the students in the general aspects of an economy which are frequently repeated in the competitive exams meant for job opportunities.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Understand the factors influencing demand & Supply.
CO2	Identify the Components of National Income.
CO3	Explain the Functions of RBI.
CO4	Understand the Prospects to Indian Economic Development.
CO5	Analyse the difficulties in the Agricultural Sector.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	3	3	2	3	3
CO2	2	1	3	3	3	3	3	3
CO3	2	1	3	2	3	3	2	3
CO4	3	2	3	2	3	3	3	2
CO5	2	2	3	2	3	3	2	2

Correlation levels: 1- Weak   2-Medium   3-High

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	**Unit I: INTRODUCTION** Nature & Scope of Economics – Law of demand & Law of Supply – Factors influencing demand & Supply – Cardinal & Ordinal Utility Analysis.	6	CO1
2	**Unit II: POVERTY & UNEMPLOYMENT** Definition & Components of National Income - Poverty - Measurement of poverty line -– Different types of unemployment – Government Schemes for provision of Employment & the Government measures to eradicate poverty.	6	CO2
3	**Unit III: MONEY** Definition, Kinds & functions of money – Central Banking –Meaning – Functions of RBI - Functions & types of commercial banks in India.	6	CO3
4	**Unit IV: INDIAN ECONOMIC DEVELOPMENT** LPG – Introduction & Prospects to Indian Economic Development.	6	CO4
5	**Unit V: AGRICULTURE & INDUSTRIES** Agriculture & Industries in India – Difficulties in the Agricultural Sector – A note on Green Revolution & Land Reform Measures – Different types of Industries – Large Scale, Medium Scale, Small scale – Village & Cottage Industries	6	CO5,

TEXT BOOKS:
1) M.L. Jhingan - Micro Economic Theory
2) Ruddar Dutt and Sundaram - Indian Economy
3) S. Sankaran - Indian Economy
4) Ishwar. C. Dhingra - The Indian Economy Environment and Policy
5) M.L. Jhingan - Monetary Economics

REFERENCE BOOKS & Links:
1) https://www.taxmann.com/bookstore/bookshop/bookfiles/9789389368475_content.pdf?msockid=35a111d81e676afd04c5040b1f186b54

2) https://www.iasnotes.in/2023/03/poverty-types-and-measurement-upsc-vision-ias-notes.html

3) https://groww.in/banking

ONLINE REFERENCES:
1) https://pwonlyias.com/udaan/liberalization-privatisation-globalization-lpg/

2) https://www.niti.gov.in/sites/default/files/2023-02/Paper_Agri-Challenges-and-Policies_NABARD.pdf

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI - 600106

DEPARTMENT OF ECONOMICS SHIFT II

SYLLABUS FOR 2023 AND 2024 BATCH

DEPARTMENT OF ECONOMICS

U. G. SYLLABUS

Vision

TO EXCEL IN BOTH, THE SCIENCE AND ART OF ECONOMICS EDUCATION, SOCIAL SCIENCE RESEARCH AND ANALYSIS BY EMPOWERING STUDENTS WITH STRONG THEORETICAL AND PRACTICAL KNOWLEDGE.

Mission
1. To educate students with the foundation principles of core and allied disciplines of Economics.
2. To provide practical and creative skills for problem solving and optimizing decisions in the ever-dynamic economic world.
3. To inculcate strong personal, technical, analytical, entrepreneurial and leadership skills.
4. To impart knowledge in lifelong learning, professional ethics and contribution to the society.

PROGRAMME OUTCOME FOR UNDERGRADUATE

At the end of the programme the student will be able:

PO1	To participate in various types of employment, development activities and public discourses particularly in response to the needs of the community one serves
PO2	To understand the need and have the competencies to support local, regional and national development
PO3	To develop critical and analytical thinking
PO4	To develop conceptual understanding, problem solving and application of skills
PO5 PO5	To provoke entrepreneurship among the students along with strong ethics and communication skills
PO6	To develop a questioning mind in diverse environments for better outcomes
PO7	To engage in lifelong learning and enduring proficient progress

Programme Specific Outcomes for the Under Graduate Programme in Economics (PSOs)

On successful completion of the programme the students will be able

PSO1 - To identify, understand and describe the various economic issues internally and internationally.

PSO2 - To explain and apply the underlying principles for economic decisions and policies at the micro and macro level.

PSO3 - To synthesize the functioning of the economic ecosystem.

PSO4 - To compare theories of various economic schools of thought and apprise their application to real world phenomenon.

PSO5 - To understand and analyze the potential and limits of various economic policies.

PSO6- To pursue a master's programme in Economics or a master's in an interdisciplinary subject like management or a professional Programme like CA,ACS.

PSO7- To obtain employment in the banking, financial services, insurance and HRM sectors.

Mapping of PO & PSO – Under Graduate Programme

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
PSO1	2	3	3	3	2	3	3
PSO2	3	3	3	3	3	3	3
PSO3	2	3	2	2	2	2	3
PSO4	2	2	2	2	2	2	3
PSO5	2	2	3	2	2	3	3
PSO6	3	2	3	3	2	3	3
PSO7	3	3	3	3	3	3	3

B.A.Economics Course Structure Credits

SEMESTER - I		
PART	**COURSE NAME**	**CREDITS**
I	Language	3
II	English	3
III	Core Paper I – Micro Economics - I	4
III	Core Paper II – Statistics - I	4
III	Allied Paper I – Entrepreneurial Development	5
IV	**Non-Tamil Students :** Basic Tamil **Students:** NME I – Economics of Tourism	2
	Soft Skills - I	3
	SEM I CREDITS	24
SEMESTER - II		
PART	**COURSE NAME**	**CREDITS**
I	Language	3
II	English	3
III	Core Paper III –Micro Economics – II	4
III	Core Paper IV – Statistics - II	4
III	Allied Paper II – Marketing	5
IV	**Non-Tamil Students :** Advanced Tamil **Tamil Students:** NME II – Computer and its applications	2
	Soft Skills - II	3
	SEM II CREDITS	24
SEMESTER - III		
PART	**COURSE NAME**	**CREDITS**
I	Language	3
II	English	3
III	Core Paper V – Indian Economic development and Policy - I	4
III	Core Paper VI Monetary Economics - I	4
III	Allied Paper III – Tourism and Economic Development/Business Communication	5
IV	Soft Skills - III	3
	SEM III CREDITS	22
SEMESTER - IV		
PART	**COURSE NAME**	**CREDITS**
I	Language	3
II	English	3

III	Core Paper VII – Indian Economic Development and Policy - II	4
III	Core Paper VIII – Monetary Economics - II	4
III	Allied Paper IV –Elements of Insurance	5
IV	Environmental Studies	2
IV	Soft Skills IV	3
	SEM IV CREDITS	**24**

	SEMESTER - V	
PART	**COURSE NAME**	**CREDITS**
III	Core Paper IX - Macro Economics - I	4
III	Core Paper X - Fiscal Economics - I	4
III	Core Paper XI - International Economics - I	4
III	Core Paper XII - History of Economic Thought	4
III	Elective Paper I - Economics in Daily Life/Computers in business	5
IV	Value Education	2
	SEM V CREDITS	**23**

	SEMESTER - VI	
PART	**COURSE NAME**	**CREDITS**
III	Core Paper XIII - Macro Economics - II	4
III	Core Paper XIV - Fiscal Economics - II	4
III	Core Paper XV - International Economics - II	4
III	Elective II - Environmental Economics/Project	5
III	Elective III - Managerial Economics/ HRM	5
	SEM VI CREDITS	**22**
	EXTENSION ACTIVITY	**1**
	TOTAL CREDITS OFFERED	**140**

B.A.Economics
Course Structure

Part	COURSE TITLE	CREDITS	CIA	ESE	Total
I	Language	3	50	50	100
II	English	3	50	50	100
III	Core Paper I – 02101- Micro Economics - I	4	50	50	100
	Core Paper II – 02102 - Statistics - I	4	50	50	100
	Allied Paper- I– 02103-Entrepreneurial Development	5	50	50	100
IV	Soft Skills	3	50	50	100
	Non-Tamil Students: Basic Tamil / Advanced Tamil **Tamil Students**: 02104 - NME I – ECONOMICS OF TOURISM	2	50	50	100
	Total	**24**			

SEMESTER – II

Part	COURSE TITLE	CREDITS	CIA	ESE	Total
I	Language	3	50	50	100
II	English	3	50	50	100
III	Core Paper III – 02205- Micro Economics - II	4	50	50	100
	Core Paper IV – 02206 - Statistics - II	4	50	50	100
	Allied Paper II – 02207 - Marketing	5	50	50	100
IV	Soft Skills	3	50	50	100
	Non-Tamil Students : Basic Tamil / Advanced Tamil **Tamil Students:** NME II – 02208 - Computer and its applications	2	50	50	100
	Total	**24**			

SEMESTER – III

Part	COURSE TITLE	CREDITS	CIA	ESE	Total
I	Language	3	50	50	100
II	English	3	50	50	100
III	Core Paper V – 02309 - Indian Economic development and Policy - I	4	50	50	100
	Core Paper VI – 02310 - Monetary Economics - I	4	50	50	100
	Allied Paper III – 02311 (A) Tourism and Economic Development/ **02311 (B) – Business Communication**	5	50	50	100
IV	Soft Skills	3	50	50	100
	Total	**22**			

SEMESTER – IV

Part	COURSE TITLE	CREDITS	CIA	ESE	Total
I	Language	3	50	50	100
II	English	3	50	50	100
III	Core Paper VII – 02412 - Indian Economic Development and Policy - II	4	50	50	100
	Core Paper VIII – 02413 - Monetary Economics - II	4	50	50	100
	Allied Paper IV – 02414 – Elements of Insurance	5	50	50	100
IV	Soft Skills	3	50	50	100
	Environmental Studies	2	50	50	100
	Total	**24**			

SEMESTER – V

Part	COURSE TITLE	CREDITS	CIA	ESE	Total
III	Core Paper IX – 02515 - Macro Economics-I	4	50	50	100
	Core Paper X – 02516 - Fiscal Economics - I	4	50	50	100
	Core Paper XI – 02517 - International Economics-I	4	50	50	100
	Core Paper XII –02518- History of Economic Thought	4	50	50	100
	Elective I – 02519 (A) Economics in Daily Life/ **02519 (B) – Computers in business**	5	50	50	100
IV	Value Education	2	50	50	100
	Total	**23**			

SEMESTER – VI

Part	COURSE TITLE	CREDITS	CIA	ESE	Total
III	Core Paper XIII – 02620 - Macro Economics - II	4	50	50	100
	Core Paper XIV – 02621- Fiscal Economics - II	4	50	50	100
	Core Paper XV – 02622 - International Economics - II	4	50	50	100
	Elective II – 02623 (A) - Environmental Economics/ **02623 (B) - Project**	5	50	50	100
	Elective III – 02624 (A) - Managerial Economics **02624 (B) - HRM**	5	50	50	100
V	Extension Activity	2			
	Total	**24**			

U. G. SYLLABUS

I YEAR B.A. ECONOMICS	
SEMESTER-I	**SEMESTER-II**
ENGLISH-I	ENGLISH-II
LANGUAGE-I	LANGUAGE-II
MICRO ECONOMICS-I	MICRO ECONOMICS-II
STATISTICS-I	STATISTICS-II
ENTREPRENURIAL DEVELOPMENT	MARKETING
NME I – ECONOMICS OF TOURISM	NME II – COMPUTER AND ITS APPLICATIONS
II YEAR B.A. ECONOMICS	
SEMESTER-III	**SEMESTER-IV**
ENGLISH-III	ENGLISH-IV
LANGUAGE-III	LANGUAGE-IV
INDIAN ECONOMIC DEVELOPMENT AND POLICY-I	INDIAN ECONOMIC DEVELOPMENT AND POLICY-II
MONETARY ECONOMICS-I	MONETARY ECONOMICS-II
TOURISM AND ECONOMIC DEVELOPMENT/ BUSINESS COMMUNICATION	ELEMENTS OF INSURANCE

III YEAR B.A. ECONOMICS	
SEMESTER-V	**SEMESTER-VI**
MACRO ECONOMICS - I	MACRO ECONOMICS - II
FISCAL ECONOMICS - I	FISCAL ECONOMICS – II
INTERNATIONAL ECONOMICS - I	INTERNATIONAL ECONOMICS – II
HISTORY OF ECONOMIC THOUGHT	ENVIRONMENTAL ECONOMICS/PROJECT
ECONOMICS IN DAILY LIFE /COMPUTERS IN BUSINESS	MANAGERIAL ECONOMICS /HRM

EVALUATION PATTERN (FOR UG)

EVALUATION PATTERN (FOR UG)

MARK ALLOCATION (2020 batch)
INTERNAL MARKS 40 + EXTERNAL MARKS 60 = TOTAL MARKS 100

MARK ALLOCATION (From 2021 Onwards)
INTERNAL MARKS 50 + EXTERNAL MARKS 50 = TOTAL MARKS 100

INTERNAL ASSESMENT PROCEDURE

SUBDIVISION	MARKS
ATTENDANCE	5
CIA TEST	30
GENERIC SKILLS	15
TOTAL	50

INTERNAL ASSESMENT PROCEDURE

For Students Admitted from 2021 onwards

SUBDIVISION	MARKS
ATTENDANCE	5
CIA TEST	30
GENERIC SKILLS	15
TOTAL	50

MARK ALLOCATION- For Students Admitted from 2021 onwards
INTERNAL MARKS 50+ EXTERNAL MARKS 50 = TOTAL MARKS 100

QUESTION PAPER PATTERN FOR EXTERNAL EXAMINATION- 100 Marks

PART-A (2x10=20)
PART-B (7x5 =35) All Questions to be Answered with Internal Choice
PART – C (15x3=45) Question No 16 is Compulsory. Question Nos 17 & 18 to be answered with Internal Choice.

U.G
SEM-I

MICRO ECONOMICS – I

SUBJECT CODE- 02101 **Total hours- 90 hrs**
Credits – 4

Course Description- Studies the behaviour patterns of individuals and firms in relation to allocation of limited resources

UNIT - I

The Basic Economic problem – Scarcity and choice – Definitions: Adam Smith, Marshall, Lionel Robins, Samuelson – Nature and Scope of Micro Economics – Micro Economics Vs Macro Economics – Inductive Method Vs Deductive Method – Positive Vs Normative – Partial Vs General Equilibrium.

UNIT – II

Consumer Behaviour – Cardinal & Ordinal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility Demand- Demand Schedule – Drawing Demand Curve from demand schedule – Determinants of Demand – Causes of downward sloping demand curve- Exceptions to law of demand

UNIT – III

Hick's Indifference curve analysis – Consumer equilibrium using indifference curve analysis – Income and Substitution effect – Derivation of demand curve using Marshall's & Hick's approach — Consumer Surplus: Marshall's and Hick's approach.

UNIT – IV

Elasticity of demand – Definition and Types of Elasticity of Demand – Measurement of Price Elasticity of Demand: Total Outlay, Arc and Point Method – Determinants of Price elasticity of Demand – Supply – Supply Schedule – Drawing Supply curve from supply schedule – Demand and Supply equilibrium – Graphical representation.

UNIT – V

Factors of Production – Production Function – Short run and Long Run Production Function — Law of Variable Proportions — Laws of returns — Producer's equilibrium.

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Recommended Texts:

1. Koutsoyiannis. A : Modern Microeconomics Macmillan, 2nd Edition
2. Hal. R. Varian : Intermediate Micro
Economics – Modern Approach, W.W. Narton and
Company, 4th Edition
3.Dwivedi: Micro Economic Theory and Applications, Pearson.

Books for Reference:

1. Dr.H.L. Ahuja (2010) : Principle of Micro Economics – S.Chand& Co. Ltd.
2. Dr.S.Sankaran (1990) : Micro Economics – Margham Publications, 7th Edition
3. Dr.H.S.Agarwall: Micro Economics
4. Baumol. W.J. (1978) : Economic Theory & Operations
Analysis – Prentice Hall of India.
5. M.I.Seth: Principles of Economics
6. Watson. D.S : Price theory and its uses

Course Outcomes

CO1	To describe the various ideas on Economic and its related concept
CO2	To evaluate and discuss the law of demand and supply
CO3	To understand and analyse the consumer behaviour pattern
CO4	To impart Knowledge on production function
CO5	To identify the various concepts of cost and revenue

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3
CO3	3	3	3	2	3	3	3
CO4	3	3	3	2	3	3	3
CO5	3	3	3	2	3	3	3

Correlation levels: 1- Weak   2-Medium   3-High

STATISTICS – 1

SUBJECT CODE -02102   **Total Hours – 90**

                                            Credits-4

Course Description- The student would be able to understand the fundamentals of statistics, simple methods of presentation of data and solve problems on measures of central tendency, dispersion and skewness.

UNIT- I
Nature, significance and limitations of statistics – Collection of data – Primary – Secondary - Design of questionnaire - Classification - Tabulation of data.

UNIT-II
Diagrammatic and graphic representation – Bar diagram – Pie diagram – Histograms - Pictograms – Cartograms – Frequency distribution – Frequency graphs - Ogives – Lorenz curve

UNIT-III
Measures of central tendency – Arithmetic mean, median and mode

UNIT-IV
Measures of dispersion - Absolute and relative dispersion – Range - Quartile deviation - Mean deviation - Standard deviation - Co-efficient of variation.

UNIT-V
Measurement of skewness – Pearsonian measure of skewness – Bowleys measure of skewness.

Recommended Texts:

1. S.P. Gupta – Statistical Methods
2. R.G.D. Allen – Mathematics for economists
3. P.R. Vittal- Mathematical Statistics
4. Damodhar &Gujarathi - Economic models
5. H. Cramer (1946) - Mathematical Methods of Statistics, (Princeton).

Course Outcomes

CO1	To understand the nature, importance and limitations of statistics.
CO2	To distinguish between the various methods of collection and representation of data.
CO3	To explain the meaning of a measure of central tendency, recall formulae, solve problems on measures of central tendency and estimate the merits and demerits of the various measures.
CO4	To illustrate the need for a measure of dispersion, recall formulae, solve problems on measures of dispersion and estimate the merits and demerits of the various measures.
CO5	To classify the various forms of skewness recall formulae, solve problems on measures of skewness and estimate the merits and demerits of the various measures.,

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	2	2	3	3	3
CO4	3	3	2	2	3	3	3
CO5	3	3	2	2	3	3	3

Correlation levels: 1- Weak   2-Medium   3-High

ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE- 02103   **Total hours**- 90 hrs

Credits - 5

Course Description-The student would be able to understand who is an entrepreneur, what are his/her functions, what is the kind of support he/she gets from government and non-government agencies if he/she becomes one. At the end of the course, the student would be able to conceive a business idea, write a project proposal and get fully equipped to become an entrepreneur.

UNIT – 1

Entrepreneurship - Meaning - Role and importance of entrepreneurship – Characteristics of entrepreneurs – Relationship between entrepreneur, entrepreneurial and entrepreneurship - Functions of entrepreneurs – Types of entrepreneurs.

UNIT – II

Evolution of Indian entrepreneurship - Role of entrepreneurship in economic development in India

UNIT - III

Policies and programmes of government and non-government organizations in entrepreneur development.

UNIT –IV

Small scale Enterprises – Small scale industries and Indian economic development - small scale industries and entrepreneurial development - Concessions – Incentives and subsidies to small industries - SIDBI.

UNIT – V

Project appraisal – Classification of projects – Formation of business idea – Contents of project report.

Recommeded Books:

1. Srinivasan N.P. & C.B. Gupta - Entrepreneurial Development.
2. Dr. V. Radha - Entrepreneurial Development.
3. Jayashree Suresh - Entrepreneurial Development.
4. Prassanna Chandra - Entrepreneurial Development
5. Bhattacharya H – Entrepreneurial Development

Reference Books:

1. Dr. S. Chandrachud Entrepreneurial Development -Primedia elaunch LLC, USA
2. Vasanth Desai - Problems & Prospects of small industries in India.
3. Khan - Management of small-scale industries.
4. Dr. N. Premavathy - Entrepreneurial Development
5. J.M. Parkin - How to Finance small Business Enterprises.

Course Outcomes

CO1	To explain the meaning, functions of entrepreneurs and classify their types.
CO2	To demonstrate the evolution of entrepreneurs and explain their role in economic development.
CO3	To evaluate the policies and programmes of government and non-government organizations in entrepreneurial development.
CO4	To examine the role, of small-scale enterprises in economic development in the light of incentives given by the government.
CO5	To be able to conceive a business idea and prepare a project report.

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	3	2	2	3	3
CO2	3	2	3	2	2	3	3
CO3	3	3	3	2	3	3	3
CO4	3	3	3	2	3	3	3
CO5	3	3	3	1	2	3	3

Correlation levels: 1- Weak   2-Medium   3-High

NON-MAJOR ELECTIVE PAPER – I ECONOMICS OF TOURISM
Sub Code - 02104

Course Description: **Tourism** adds economic **value to a country**. It impacts several industries directly and many more indirectly through tourism expenditure. Tourism is one of the important sources of employment generation and foreign exchange earnings for a country.

UNIT – I

INTRODUCTION: Definition of Tourism - History of Tourism – Nature of tourism – Importance and scope of Tourism — Factors Motivating Tourism – Different Types of Tourism.

UNIT – II

DEMAND FOR AND SUPPLY OF TOURISM – Types of Tourism Demand – Determinants of Tourism demand – Tourism Supply – Determinants of Tourism Supply- Advertisement – Sales Promotion -Pricing

UNIT – III
ECONOMIC SIGNIFICANCE OF TOURISM: Tourism and Foreign Exchange Earnings – Tourism and Employment – Tourism and Labour – Capital Ratio – Tourism and Regional Development – Tourism and National Income – Tourism and Tax Revenue.

UNIT – IV

TOURISM PROMOTION: Meaning and definition of Travel Agency and Tour Operators – Travel Agency- Structure – Functions –Information Technology in Tourism – Networks – Website – Travel blogs – E – tourism Business

UNIT – V

TOURISM AND THE STATE: Tourism Promotion and the Role of State – United Nations World Tourism Organization (UNWTO) – India Tourism Development Corporation (ITDC) – Tamil Nadu Tourism Development Corporation (TTDC) – ITDC and TTDC role in promoting tourism.

Books for Reference

1. A.K. Bhatia : Tourism Development – Principles & Practices

2. A.K. Bhatia : International Tourism

3. Pushpinder S. Gill: Dynamics of Tourism

4. Bezbaruah, M.P : Frontiers of New Tourism

5. Ghosh, B : Tourism and Travel Management

6. Malhotra : Growth and Development of Tourism

COURSE OUTCOMES: At the end of the course, the student will be able to:

CO1	Understand the Factors Motivating Tourism & different Types of Tourism.
CO2	Identify the types of Tourism Demand.
CO3	**Explain the significance of Tourism and Foreign Exchange Earnings, National Income and Tax Revenue.**
CO4	Understand the Functions of Information Technology in Tourism.
CO5	Analyse the Role of State in promoting Tourism.

Mapping of CO / PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	2	2	3	3	3
CO2	2	3	2	3	3	2	1	3
CO3	3	1	3	3	2	2	3	3
CO4	2	2	3	3	2	3	2	3
CO5	1	3	2	2	3	3	1	3

Correlation levels: 1 - Weak 2 - Medium 3 - High

U.G
SEM- II

MICRO ECONOMICS – II

SUBJECT CODE- 0 2 2 0 5   **Total hours- 90 hrs**
                                                       Credits -4

Course Description- To understand cost & revenue market structure, profit & interest.

UNIT – I

Cost – Types – Accounting and Economic costs – Opportunity cost-   Cost functions – Short run cost Curves – Long run cost Curves – Construction of cost curves – Revenue curves – Total, Average, and Marginal Revenue Curves under different market conditions – conditions for equilibrium of firm – Relationship between AR and MR and e (elasticity of demand).

UNIT – II

Market Structure – Perfect competition – Characteristics – Price and Output determination – Monopoly – Characteristics – equilibrium of firm – Price discrimination.

UNIT – III

Monopolistic Competition – Characteristics – Group equilibrium – Price and Output determination – Oligopoly – Features – Types – Price Leadership – Kinked Demand Curve.

UNIT – IV

Functional and Personal distribution of Income – Marginal productivity theory of factor pricing – Wages – Real and nominal – Modern theories of Wages – Trade Union and Collective Bargaining; Rent: Ricardian, Marshall and Modern theories of Rent.

UNIT – V

Interest: Loanable fund theory – Keynes' liquidity preference theory – Profit: Schumpeter's theory– Risk and Uncertainty bearing.

Recommended Texts:
1.Baumol.W.J(1978), Economic Theory And Operations Analysis.
2.Cohen.K.J And Cyret R.M.(1976), Theory Of The Firm, Prentice Hall Of India.
3. H.L. Ahuja (Principles of Micro Economics)
4. M.L. Jhingan Micro Economic Theory
5. S.Sankaran Micro Economics

Reference Books:
1.Ferguson,C.E.(1968), Micro Economic Theory, Cambridge University Press, London
2.Green,H.A.J(1964), Consumer Theory,2nd Edition, Macmillan.
3.Jack Hirschleifer (1980), Price Theory And Applications, 2nd EditionMacmillan.
4. K.E. Boulding (A reconstruction of Economics)
5. Abba.P. Lerner – Micro Economic Theory.

Course Outcomes

CO1	To understand short run and long run production function, law returns and returns to scale.
CO2	Familiar about cost function, revenue function, time element and market equilibrium.
CO3	To enable the student to understand difference between perfect competition of monopoly market.
CO4	To gain knowledge on monopolistic and oligopoly market
CO5	To Comprehend factor pricing, theories of rent, interest theories and profit theories

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	2	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	2	3	3	3	3
CO5	3	2	3	3	3	3	3

Correlation levels: 1- Weak   2-Medium   3-High

STATISTICS -II

Course Description- The course enhances the students understanding and application of statistical tools widely used in economics and social research.

UNIT-I
Sampling – Census and sample – Types of sampling -Random and non-random sampling – Sampling e r r o r s .

UNIT-II
Correlation – Types – Karl Pearson's co-efficient of correlation – Rank correlation co-efficient.

UNIT-III
Regression – Meaning – Distinction between correlation and regression - Regression lines and regression co-efficients

UNIT-IV
Analysis of time series – Components of time series - Measurement of secular trend - Moving average method and method of least squares – Uses of time series analysis.

UNIT-V
Index numbers – Simple and weighted index numbers - Laspeyer's and Pasche's index number – Fisher's ideal index number- Marshall Edgeworth's index number – Tests to be satisfied by an ideal index number- uses of index numbers.

Recommended Texts:

1. S.P. Gupta – Statistical Methods
2. R.G.D. Allen – Mathematics for economists
3. P.R. Vittal- Mathematical Statistics
4. Damodhar &Gujarathi - Economic models
5. H. Cramer (1946) - Mathematical Methods of Statistics, (Princeton).

Course Outcomes

CO1	To distinguish between the census and different methods of sampling and its application and merits.
CO2	To understand, recall formulae and solve problems on estimating correlation through different methods.
CO3	To demonstrate the need for regression analysis, recall formulae and solve problems on regression through different methods.
CO4	To distinguish between the various components of time series and solve problems on measurement of secular trend through different methods.
CO5	To outline the uses of index numbers recall formulae and solve problems on determining index numbers through different methods.

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	3	1	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	2	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

MARKETING

SUBJECT CODE-02207   **Total hours- 90 hrs**

                                                     Credits-   5

Course Description- Marketing is the business process of identifying, anticipating and satisfying customers' needs and wants. It is used to attract customers; it is one of the primary components of business management and commerce.

UNIT – I
Nature, scope and significance of marketing – Basic concepts of marketing – Different types of markets – consumer and market, consumer co -operatives and consumer councils, modern marketing – Marketing environment.

UNIT – II
Product – New product – Product planning and development, product life cycle – marketing of manufactured goods - consumer goods - industrial goods – classification – characteristics and channels of distribution.

UNIT – III
Price- pricing objectives and price determination – Basic methods of setting prices – pricing strategies and policies - pricing strategy of new products.

UNIT – IV
Marketing structure – wholesale and retail – basic whole sale distribution structure - function and services of wholesale – Retail distribution – Basic retail structure - large, Medium and small scale retail institutions – super markets, departmental and chain store.

UNIT – V
Promotional programme - advertising and sales promotion efforts – social economic effects of advertising personal selling – salesmanship – Nature and function of salesman – Recruitment – sales organization and selling methods.

Recommended Texts:
1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Marketing - J.Jaishanker.
4. Rajan and Ranjan - Marketing
5. Marketing Management by C.P. Gupta

Reference Books:
1. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
2. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
3. Kootz,O'Donnell , Weighrich : Essentials of Management.
4. Marketing Management by Dr. A. Murthy

Course Outcomes

CO1	To explain the marketing concepts
CO2	To outline the stages involved in a product life cycle.
CO3	To illustrate the objectives of pricing,classify and analyse the pricing strategies.
CO4	To summarise the marketing structure and its functions
CO5	To explain the promotional programmes and examine its effects.

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	3	2	2	3	3
CO2	3	2	3	2	2	3	3
CO3	3	3	3	3	3	3	3
CO4	3	2	3	2	2	3	3
CO5	3	3	3	2	2	3	3

Correlation levels: 1- Weak 2-Medium   3-High

COMPUTER & ITS APPLICATIONS SYLLABUS FOR NME – II

Subject code : 02208

COURSE DESCRIPTION- Application program or application software, is a computer software package that performs a exact function in a straight line for an end user or, in some cases, for an additional application

UNIT - I: Microsoft Word:

Introduction to Microsoft Word - Working with Documents and the Keyboard - Navigating through a Word Document - Basic Text Editing - Text Formatting - Paragraph Formatting - More ways to Format Texts and Paragraphs - Style formatting - Page formatting- Templates - Working with Graphics and Pictures - Tables - Desktop Publishing- Mail Merge - Proofing, Printing and Publishing - Comparing, Merging and Protecting Documents.

UNIT - II: Microsoft Excel:

Introduction to MS Excel - Navigating Excel - Worksheets and Workbooks - Entering information into MS Excel - Introduction to working with cells, Rows and Columns, Formatting Data and Cells - Formatting Rows and Columns - Editing Cells, Rows, Columns and Worksheets - Introduction to Formulas and Calculations- Working with Formulas and Functions- Adding Images and Graphics - Charts and Diagrams - Printing Worksheets and Workbooks - Templates - Protecting, Saving and Sharing Workbooks.

UNIT - III: Microsoft PowerPoint:

Introduction to Microsoft Power Point - The basics of creating presentations - Applying Themes and Layouts to slides - Working with objects - Entering, Editing and Formatting Text - Notes - Inserting Pictures, Graphics, Shapes, Other Things - Inserting Tables into presentations - Charts and Smart Art - Adding sound and video - Adding Transitions and Animation - Printing and Running slide shows - Saving, Sharing and Exporting presentations.

UNIT - IV: Internet & E-Mail Service:

Introduction to Internet - Domain Name System - World Wide Web - Electronic Mail using Outlook Express: Composing an E-Mail Message - Working with Address Book - Reading E- Mail using Outlook Express - Reading a Message - Checking for New Messages -Reading File Attachments

UNIT - V: Statistical Tool - SPSS:

Starting SPSS Statistics - SPSS Windows and Files - Issuing Commands - Working with the Data Editor - Working with the Output Viewer - Working with the Syntax Editor.

Books for Reference

1. Sanders, D.H (1988)   - Computers Today, McGraw Hill (3rd Edition), New York
2. P.K. Sinha (1992)   - Computer Fundamentals, BPB Publications, New Delhi
3. Bill Bruck (2000)   - The Essentials of Computers BPB Publications, New Delhi
4. AnanthiSheshasayee (1988) - Computer Applications in Business & Management, Margham Publications.

COURSE OUTCOMES:

CO1	Each Student will Learn to create document and manipulate its appearance and text formatting.
CO2	Every student will gain the essential skills needed to function, recognize, grouping and key in data into spread sheet, to be intelligent to work collaboratively with peers in groups.
CO3	The student will reveal the ability to: recognize the curriculum and PowerPoint representation. Be able to launch the Presentation in Creative way and dynamic thinking.
CO4	The Student will gain knowledge and successfully utilize numerous features in Information and Communication Technologies .
CO5	To formulate the students to do extremely well in research investigation from beginning to end through SPSS package.

Mapping of CO v/s PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	2	2	2	2	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2	2	2	2
CO5	2	2	2	2	2	2	2	2	2	2	2

Correlation levels: 1- Weak   2-Medium   3-High

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	3
CO2	3	2	3	3	2
CO3	3	2	3	2	3
CO4	2	2	3	2	2
CO5	3	2	3	2	2

Correlation levels: 1- Weak   2-Medium   3-High

U.G
SEM- III

INDIAN ECONOMIC DEVELOPMENT AND POLICY – I

SUBJECT CODE- 02309   **Total hours- 90 hrs**
                                                        Credits -4

Course Description- A study of the various policies and programmes of the Indian Economy

UNIT- I

Concepts of Economic growth and development - Economic and Non Economic factors affecting economic development – Features of less Developed, Developing and Developed economies.

UNIT- II

Capital Formation – Meaning - Concept of Human and physical Capital - Saving and investment patterns - Skill development as an essential factor for Human capital formation in India. - Role of self-help groups in empowering women.

UNIT- III

Human Resource - Size and growth rate of population in India – Population explosion as a retarding factor of Economic development – Population policy – Employment policies of the government.

UNIT- IV

Agriculture- Contribution to Economic Development - Food problems and methods to solve it - Measures to increase Agricultural Productivity- Green Revolution – Developmental programs and new initiatives undertaken by the current government for enhancing agricultural patterns and production - Land reform measures – Agricultural subsidies.

UNIT- V

Transport - Importance – Types - Contribution of the transport sector towards Economic Growth – Evaluation of the growth and forthcoming trends in the transport sector – Rail-Road co-ordination.

Recommended Texts:

1. Aluvalia , I J and IMD Little (Eds) (1999),India's Economic reforms and Development, Oxford University Press , New Delhi
2. Bardhan, P .K. (1999), The Political Economy of Development in India, Oxford University Press, New Delhi.
3. S. Sankaran. Indian Economy.
4. Ishwar. C. Dhingra (The Indian Economy Environment and Policy)
5. Ruddar Dutt and Sundaram (Indian Economy).

Reference Books:

1. Chakravarty S, (1987), Development Planning: The Indian Experience, Oxford University Press, and New Delhi
2. Dutt. R. (2001), Second Generation Economic Reforms in India, Deep and Deep publications, New Delhi.
3. Amartya Sen (Poverty and Famines) Oxford 1994.
4. Bhagwati . J. Chakravarthy. S. (Indian Economic Analysis).
5. Dandekar. V.M. (Poverty in Indian School of Political Economy).

Course Outcomes

CO1	Understand the basics of economic growth and development
CO2	Evaluate the importance of Capital Formation and Human Resource development
CO3	Analyse the population growth and employability status in India
CO4	Understand the relevance of agricultural Research and development in India
CO5	Evaluate the importance of the transport sector in development

3

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	2	2	2	3	3
CO2	3	2	3	2	1	3	3
CO3	2	2	3	2	1	3	3
CO4	3	2	2	3	2	3	3
CO5	2	3	3	2	1	3	3

Correlation levels: 1- Weak 2-Medium   3-High

MONETARY ECONOMICS – I

SUBJECT CODE-02310   Total hours- 90 hrs

Credits- 4

Course Description- The student would be able to understand the concepts relating to money, determination of the value of money, the monetary system prevalent in the country and the effects of changes in money supply on the economy.

UNIT – I

Money – Definition, functions and classification - Role of money – With reference to Capitalist, Socialist and Mixed Economies - Circular flow of money - Household, Business sector, Government sector and foreign sector.

UNIT – II

The value of Money - Index Numbers - Fisher's Equation - Cambridge Equations - Keynesian Reformulated Quantity Theory of Money.

UNIT – III

Monetary Standards – Gold Standard – Bimetallism – Gresham's Law – Paper Currency Standard - Systems of Note Issue

UNIT – IV

Money supply – Factors influencing money supply - Neutrality and Non-Neutrality of money – Classical Dichotomy – Patinkin's Real Balance Effect.

UNIT – V

Inflation – Causes, types and remedies – Effects on different sections of society – Tradeoff between inflation and unemployment.

Recommended Texts:

1. M.L. Jhingan, Monetary Economics, Vrinda publications
2. Pierce, David G and Shaw, David M, Monetary Economics: Theories, Evidence and Policy, Butterworths, London.

Reference Books:

1. Goodhart, C.A.E Money. Information and Uncertainty. , The Macmillan Press.
2. Gupta, Suraj B, Monetary Planning for India, Oxford University Press, Delhi
3. Narendra Jadhav Monetary Economics for India, Macmillan India Ltd., Chennai.
4. Venugopal Reddy, Y Monetary and Financial Sector Reforms in India. Chennai.

Course Outcomes

CO1	To define money and understand its classifications, functions and role.
CO2	To compare and contrast the determination of the value of money under different schools of thought.
CO3	To identify and evaluate the various monetary standards and systems of note issue prevalent.
CO4	To assess the role of money supply in the economy.
CO5	To understand the concepts of inflation, identify its causes, evaluate its effects and suggest solutions.

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	2	3	3	3
CO2	3	3	2	3	2	3	3
CO3	3	3	3	2	2	3	3
CO4	3	3	3	3	2	3	3
CO5	3	3	3	2	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

TOURISM AND ECONOMIC DEVELOPMENT

SUBJECT CODE- 02311 (A)   **Total hours – 90 hrs**
                                               Credits -5

Unit - I
      Tourism – Meaning – Types, Functions, Volume and Components of Tourism.

Unit - I I
      Significance of Tourism – Socio economic importance of Tourism – Travel agency – Travel agents – Travel guides – Travel documents – Pass port and other formalities.

Unit - III
      Growth of Tourism – Causes for growth of Tourism – Economic and social factors – Transport, accommodation, locality – Medical tourism and its significance.

Unit - IV
      Development of Tourism in India – Pre-Independence and Post-Independence periods – Role of Private sector and public sector – Five-year Plans and Tourism – New policy on Tourism Management Strategy – Tourism policy analysis – Tourism legislation.

Unit - V
      Tourism promotion – Functions of advertising agencies – Support activities – Public Relations – Tourism as an instrument of archiving Economic gains – Tamil Nadu Tourism – Important Tourism centres - Chennai, Ooty, Kodaikanal, Kanniyakumari, Tanjore, Rameshwaram, Kanjeepuram.

Recommended Text:

1. Boserop – women's role in economic Development.
2. Gosh, S.K. Women in a changing society. Asia Publishing House

Reference Books:

1. Jain Devaki - Women in a developing economy.
2. Kapur Promila - Changing status of the working women in India Vikas.
3. Ranade – S.N and Ramachandran. P. Women and employment.
4. Srinivasan. N – Status of women, Oxford University Press.

Course Outcomes

CO1	Paraphrase concepts related to tourism in general
CO2	Enumerate various types of tourism with special reference to medical tourism
CO3	To appraise the various policies and principles adopted with respect to tourism
CO4	Analyze the role of tourism with respect to economic growth and development of our country
CO5	Elaborate the importance and significance of various tourists' spots in Tamil Nadu

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	1	1	1	2	3	3
CO2	2	3	3	3	2	3	3
CO3	1	2	2	2	3	3	3
CO4	2	3	2	3	1	3	3
CO5	2	2	3	3	2	3	3

Correlation levels: 1- Weak 2-Medium   3-High

BUSINESS COMMUNICATION

SUBJECT CODE- 02311 (B)   **Total hours – 90 hrs**
                                                           Credits -5

Course description: The course aims to enhance the communication skills of the students, which in turn increases their employability.

UNIT-1
INTRODUCTION TO MANAGERIAL COMMUNICATION
Meaning, importance, objectives- Principles of communication- forms of communication- communication process- Barriers to communication- techniques of effective communication (20 hours)

UNIT-2
NON-VERBAL COMMUNICATION
Body Language, gesture, postures, facial expression, dress code, importance of listening in workplace- listening skills- barriers, business and social etiquettes (18 hours)

UNIT-3
INTERVIEW TECHNIQUES
Mastering the art of conducting interviews, placement interviews – exit interviews, group discussions – meetings – video conferencing – appointment. Developing oral communication skills, SQ3R reading technique (20 hours)

UNIT-4
INTRODUCTION TO MANAGERIAL WRITING
Business letters: enquiries, circulars, orders, acknowledgement, sales, complaints, correspondence with shareholders, agenda- minutes of the meeting- memorandum – notes (20 hours)

UNIT- 5
MODERN COMMUNICATION FOR MANAGERS
Facebook, WhatsApp, Twitter, Internet, E-Mail, their uses in business. E-Communication etiquettes (12 hours).

RECOMMENDED TEXT BOOKS:
1. N.S. Raghunathan and B.Sumathi; Business Communication, Margham Publications, Reprint 2019.
2. Herta A Murthy, Herbert W.Hildebrand and Jana R. Thomas; Effective Business Communication, 7th Edition, Mc Graw Hill Education.
REFERENCE BOOKS:
 1. Hory Sankar Mukerjee; Business Communication: Connecting at Work; 2 nd Edition, Oxford University Press, 2016.
2. Payal R. Mehra; Business Communication for Managers, 2nd Edition, Pearson Education India, 2016.
3. Raymond V. Lesikar; Business Communication (SIE): Connecting in a Digital World; 13th Edition, McGraw Hill Publication, 2017.
4. Urmilarai; Business Communication, Himalaya Publication, 2015.
ONLINE REFERENCES:
 1. http://www.edukart.com/blog/importance-of-effective-communication-in-an-organization/
2.https://www.educationobserver.com/forum/showthread.php?tid=14538
3.http://www.careerlauncher.com/banking/correspondence/
4.   https://thebusinesscommunication.com/what-is-circular-letter-importance-oradvantages-   of-circular-

letter/

5. https://study.com/academy/lesson/internal-communication-in-anorganization-definition-   strategies-examples.html.

COURSE OUTCOME

On completion of the course, student will be able to:

CO1	Understand communication process and its barriers
CO2	Comprehend the importance of listening in work place
CO3	Develop oral communication skills & conducting interviews
CO4	Know about how to write business letters, agenda, MOU
CO5	Understand about e-communication etiquettes.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							1
CO2	3						
CO3	3				3		
CO4	3		1				
CO5	3		2				

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2			
CO2	3	2			2
CO3	2	2			2
CO4	3	2			
CO5	3			1	3

Correlation levels: 1- Weak 2-Medium 3-High

U.G
SEM- IV

INDIAN ECONOMIC DEVELOPMENT AND POLICY – II

SUBJECT CODE- 02412   **Total hours- 90 hrs**
                                                    Credits -4

Course Description- A study of the various plans, policies and programmes of the Indian Economy

UNIT – I

Evolution of the Industrial sector - Role of industries in Economic Development Concept of Large Scale, small scale and cottage industries – Problems and Steps taken by the Government to enhance the performance of both large- and small-scale industries.

UNIT – II

Industrial policy Resolutions – Industrial Licensing – Impact of Licensing on industries. Role of the public sector in India Meaning and scope of Privatization attempts at Privatization in India.

UNIT – III

Planning in India – A brief resume of India's five-year plans financing of five-year plans. Review of the recent Five-year plan- Role of NITI AAYOG.

UNIT – IV

Importance of Foreign Trade for a Developing Economy – Foreign Trade since Independence in India Composition and direction of India's foreign trade – India's recent trade patterns and the status in the Global economy.

UNIT – V

Policies and Programmes of Tamil Nadu Government in the Development of Agriculture, Industry, Unemployment and poverty. State finance – Revenue, Expenditure Tamil Nadu Budget (Recent) Review of the recent expenditures and revenues of the state government.

Recommended Texts:

1. Bhagwati asnd Chakraborty: Indian Economic Analysis Economic Survey.
2. Dutt and Sundaram: Indian Economy, S Chand and Company, Delhi

Reference Books:

1. Agarwal: Indian Economy, Vikas Publishing Company, Delhi
2. Lipsey and Chrystal: Principles of Economics (Oxford University Press)
3. Dutta,R & K.P.M Sundaram: Indian Economy,S.Chand & Co. New Delhi
4. Misra,S.K& Puri V. K : Indian Economy, Himalayas Publishing Co.Mumbai

Course Outcomes

CO1	Understand Industrial development and the working of large scale, small scale and cottage industries.
CO2	Analyse various aspects of privatization and Industrial policy resolution
CO3	Understand the working of various five-year plans and transformation to NITI Aayog
CO4	Analyse patterns of foreign trade of India with the global economy.
CO5	Analyse the working of the Tamil Nadu Government w.r.t India

3

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	2	2	2	3	3
CO2	3	2	3	2	1	3	3
CO3	2	2	3	2	1	3	3
CO4	3	2	2	3	2	3	3
CO5	2	3	3	2	1	3	3

Correlation levels: 1- Weak 2-Medium   3-High

MONETARY ECONOMICS – II

Course description- The course deals with working of financial sector and its regulations.

UNIT – I
Commercial Banking – Meaning, Types - Unit Banking and Branch Banking - Functions of commercial Banks – The process of credit creation by commercial banks – Essentials of a sound banking system.

UNIT – II
Nationalization of Banks –Justification – Objectives - A critical appraisal of the progress of commercial banking after Nationalization.

UNIT – III
Central Banking –Meaning – Constitution of Reserve Bank of India as Central Bank – Functions of RBI- Organizational structure and management of RBI – Role of RBI in Agricultural and Industrial Development

UNIT – IV
Indian money Market – Nature, functions, constituents – Indian capital Market- Nature, functions, constituents - IMF, World Bank – With reference to India.

UNIT – V
Monetary Policy – Objectives - Instruments – Expansionary and Restrictive Monetary Policy – Recent Financial Reforms in India with respect to Banking sector, money market and capital market.

Recommended Texts:

1. M.L. Jhingan, Monetary Economics, Vrinda publications
2. Pierce, David G and Shaw, David M, Monetary Economics: Theories, Evidence and Policy, Butterworths, London.

Reference Books:

1. Goodhart, C.A.E Money. Information and Uncertainty. , The Macmillan Press.
2. Gupta, Suraj B, Monetary Planning for India, Oxford University Press, Delhi
3. Narendra Jadhav Monetary Economics for India, Macmillan India Ltd., Chennai.
4. Venugopal Reddy, Y Monetary and Financial Sector Reforms in India. Chennai.

Course Outcomes

CO1	To explain the functions and role of commercial banks and central banks.
CO2	To evaluate the progress made by commercial banks in India since nationalization.
CO3	To compare the functioning of money markets and capital markets.
CO4	To apprise the role of international financial institutions in the Indian context.
CO5	To explain the functioning of monetary policy and evaluate its potential and burden.

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	3	1	3	3	3
CO2	3	3	1	1	2	3	3
CO3	3	2	3	2	2	3	3
CO4	3	2	3	1	1	3	3
CO5	3	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

ELEMENTS OF INSURANCE

SUBJECT CODE-02414   **Total hours- 90 hrs**
                                              Credits -5

Course Description – The course deals with the meaning and the

different types of insurance policies.

UNIT – I

Introduction to Insurance – Types of insurance – Principals of Insurance

UNIT – II

Salient Features of IRDA Act – Administration of IRDA ACT – Regulatory measures of IRDA

UNIT – III

Life Insurance Products – Term, Whole life, Endowment.

UNIT – IV

Introduction to general Insurance – Fire, Marine and Motor Insurance.

UNIT – V

Government and Insurance Companies – LIC India – Private Players in Insurance.

Recommended Texts:

1. Dr. N. Premavathy, Elements of Insurance, Sri Vishnu Publications
2. Dr. A. Murthy, Elements of Insurance, Margam Publications, Chennai.
3. M.N. Mishra - Insurance, Principals & Practice, S. Chavels Co.Ltd

Course Outcomes

CO1	Demonstrate comprehensive knowledge and understanding of Basic
CO2	Analyze, interpret and evaluate Administration and salient features of IRDA and its regulatory functions.
CO3	To critically evaluate and analyse Life Insurance and its various Products, Term, Whole life, Endowment. And understand its long-term benefits to individuals in the economy.
CO4	To understand the benefits, and impact of General Insurance, Fire, Marine, and Motor insurance, on reducing risk and providing cover.
CO5	To evaluate government insurance companies,,LIC, and Private Players, in Insurance industry.

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	2	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	1	3	3	3	3
CO4	3	3	2	3	2	3	3
CO5	3	2	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

U.G
SEM- V

MACRO ECONOMICS – I

SUBJECT CODE- 02515   **Total hours**- 90 hrs

Credits-   4

Course Description-The course deals with the understanding and evaluating of concepts and theories at the macroeconomic level.

UNIT – I:

Nature and scope of Macro Economics – Micro and Macro Economics – Circular Flow of Income – Two Sector, three sector and four sector model

UNIT – II :

National Income – GNP – NNP – Personal Income – Disposable Income – Real Income – Percapita Income – Measurement – Uses – Social Accounting.

UNIT – III :

Classical Theory of Employment and Income — Say's Law of Market – Pigou effect

UNIT – IV :

Consumption Function — Meaning — Keyne's Psychological Law of Consumption (Determination, measures to raise consumption function) – Theories of Consumption Function.

UNIT – V :

Investment Function – Meaning – Types – Determinants of Investment – MEC – MEI – Simple Keynesian model of income and employment determination.

Recommended Texts:
1. Ishwar .C. Dingra - Macro Economic Theory
2. S. Sankaran - Macro Economics.
3. M.L. Jhingan Macro Economics
4. Varshney and Maheshwari Macro Economic Theory.
5. V.N. Pandit (Macro Economic Characteristics of the Indian Economic Theory)

Reference Books:
1. K.E. Boulding- (A Reconstruction of Economics)
2. Paul. A. Samulson (Macro Economics)
3. Edward Shapiro (Macro Economic Analysis)
4. Ackley – Macro Economic Theory
5. Blackhouse. R. and A Salansi (Macro Economics and Real World)

Course Outcomes

CO1	To explain he concepts relating to macro economics
CO2	To define the concepts relating to National Income,compare the methods involved in the measurement of National Income and evaluate the difficulties.
CO3	To classify and analyse the macro economic theories of the various schools of economic thought.
CO4	To identify the factors influencing consumption and compare the theories of consumption function.
CO5	To categorize the determinants of investment and evaluate the Keynesian model of income and employment determination..

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

FISCAL ECONOMICS – I

SUBJECT CODE- 02516   **Total hours**- 90 hrs
                                        Credits -4

Course Description-Fundamentals of fiscal economics like public expenditure, public revenue and tax system and its types or dealt with. Students should be able to assess how tax implications affect public budgeting and finance.

Unit – I
Meaning and Scope of Public Finance – Distinction between private and public finance – Role of government – Need for Government activity – Role of public sector- Principle of maximum social advantage

Unit – II
Principle of Public expenditure – Classification – Causes and effects of public expenditure with reference to India.

Unit – III
Public revenue sources – Distinction between tax revenue and non-tax revenue - Taxation – Meaning- Sources of taxation – Classification of taxes –Progressive, proportional and regressive taxes- Canons of taxation –Impact and incidence of taxation – Effects of taxation

Unit – IV
Characteristics of a good tax system – Taxable capacity – Factors determining taxable capacity – Limits – Measurements of taxable capacity- direct and indirect taxes – merits and demerits – Income tax, property tax and GST

Unit - V

Planning commission and NITI AAYOG – Inception – Functions, structure, differences and working

Recommended Text:

1. Bhargava R.N. (2004) - Public finance: Its theory and working in India, Chaitanya
Publishing House
2. Musgrave.R.A. (1976) – The Theory of Public Finance, McGraw Hill, Kogakhusa, Tokyo
3. K D Saksena (2019) – Niti Aaayog and Planning Commission: Some Reflections – Om Publications.

Books for Reference:

1. Jha.R - Modern Public Economics, Routledge, London
2. Tyagi.B. (1999)- Public Finance, Sultan Chand Publications
3. Sankaran.S (1999)- Fiscal Economics, Margham Publications, 3 rd Edition
4. Sundaram.K.P.M (2010) – Fiscal Economics, Sultan Chand Publications, 14 th Edition
5. Chelliah.R - Fiscal policy in underdeveloped countries
6. Buchanan.J.M (1970) – The Public Finance, Richard D Irwin, Homewood

Course Outcomes

CO1	Understand and analyse the concept of public finance
CO2	Understand the concept of public expenditure
CO3	Evaluate public revenue and taxation
CO4	Understand the theories of taxation
CO5	Analyse the concept of taxable capacity and its applicability

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	2	2	2	3	2	3	3
CO2	2	2	3	2	1	3	3
CO3	2	3	2	2	1	3	3
CO4	2	2	3	3	2	3	3
CO5	2	3	3	2	2	3	3

Correlation levels: 1- Weak 2-Medium   3-High

INTERNATIONAL ECONOMICS   - I

SUBJECT CODE :02517   **Total Hours – 90hrs**
                                 Credits -4

Course Description: International economics refers to a study of international forces that influence the domestic conditions of an economy and shape the economic relationship between countries. In other words, it studies the economic interdependence between countries and its effects on economy.

UNIT – I:

Foreign Trade – Need, Inter Regional and International Trade, Theories of International Trade – Adam Smith – Ricardo, Haberler and Heckscher – Ohlin Theory.

UNIT – II :

Terms of Trade – Different concepts of Terms of Trade – Determinants of Terms of Trade – Static and Dynamic gains from Trade – Capital Saving and Labour-Saving technologies and its impact on terms of trade.

UNIT – III :

Gains from Trade – Trade Policy – Free Trade: Meaning – Case for and against Free Trade –Protection: Meaning – Arguments for and Against Protection.

UNIT – IV :

Tariff: Meaning and Types – Effects of Tariff. Quotas: Meaning and Types – Effects of Quotas on imports.

UNIT – V :

Balance of Payment – Meaning – Structure – Balance of Payment and Balance of Trade – Disequilibrium in BOP & BOT – Causes for disequilibrium in BOP – Measures for correcting disequilibrium.

BIBLIOGRAPHY

Recommended Texts

1. Jinghan. M.L , International Economics (Vrindha Publications).
2. M.C. Vaish and Sudama, International Economics Oxford and IBH
3. K.C.Rana & K.N.Verma (2004-2005) – International Economics, Jalandhar.

Reference Books:

1. B.O. Sodersten (1980), International Economics
2. Kindleberger C.P., International Economics
3. Paul. R. Krugman and Maurice . (2005) , International Economics theory and Policy
4. Dr. Radha (2007), International Economics, (Prasanna Publications Ist Edition)

.

Course Outcomes

CO1	To understand the need for international trade through different theories.
CO2	To explain the different concepts of terms of trade
CO3	To explain the different concepts of gains from trade.
CO4	To understand the meaning,types and effects of tariffs and quotas.
CO5	To understand the concept, meaning,structure and equilibrium in the Balance of payments.

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	2	2	3	3
CO2	2	2	1	3	2	3	3
CO3	2	2	1	3	2	3	3
CO4	3	3	2	3	3	3	3
CO5	3	3	2	3	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

HISTORY OF ECONOMIC THOUGHT

SUBJECT CODE- 02518   **Total hours- 90 hrs**
                                            Credits -4

Course Description- The subject deals with the philosophy of different thinkers and theories that later became political economy and economics from the ancient world to the present day. This field encompasses many schools of economic thought.

UNIT – I

Economic Thoughts of Mercantalism – Physiocracy – Adam Smith – T.R. Malthus – David Ricardo.

UNIT – II

Economic Ideas of Alfred Marshall – J.A. Schumpeter – Pigou

UNIT – III

Economic Ideas of Karl Marx – Veblen

UNIT – IV

Nobel Laureates – Paul A. Samuelson, Hicks, Friedman, Amarthya Sen.

UNIT – V

Indian Economic thought – D. Naoroji – M.K. Gandhi – B.R. Ambedhkar – Nehru – E.V.R. Periyar,Tiruvalluvar..

Recommended Texts:

1. Dr. V. Shanmuga Sundaram, Indian Economic Thought Development and policies
2. E. Roll , History of Economic Thought

Reference Books:

1. V. Lokanathan, History of Economic Thought
2. T.N. Hajela, History of Economic Thought
3. S. Sankaran, A History of Economic Thought
4. A. Grey, Development of Economic Doctrines.

Course Outcomes

CO1	Create an understanding of development of Economic Theory of Mercantilism, physiocracy, Adam Smith, T.R.Malthus and David Richardo
CO2	Students will be able to understand the ideas of Alfred Marshall and J.A.Schumpeter
CO3	To examine about the ideas of karal Marx and veblen
CO4	To understand the contribution of Nobel laureates
CO5	To give knowledge on the perception of Indian economic Thought

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

Economics in Daily Life

SUBJECT CODE- 02519 (A)   **Total hours**-90 hrs

Credits- 5

Course Description- The students would learn to apply the principles of economics to achieve optimal and sustainable living for themselves, families and communities.

UNIT-I: Introduction to Home Economics.

Definition of Home-Economics History of Home Economics - - Scope, Need/Importance of Home Economics.

UNIT-II: Home and Resources Management.

Family Resources Management – Family Budget - Food and Nutrition – Importance of Nutrition - Human Development Index - Contribution of Home Economics in National Development.

UNIT-III: Child care and development

Role of both the parents for parenthood - Basic needs of children at the different stages of life- from baby to infant- toddler - pre-school child - The Ways in which the parents can help in the development of the physical, emotional, social and intellectual needs of the child - Children and Healthy Life - 5 diseases children are immunized against - diphtheria , tetanus, polio, pertussis (whooping cough) and hemophilic influenza.

UNIT-IV: The Family, Home and Society

Social, cultural and economic influences on family units - The recognition of family pressures, problems and Solution. – Need for joint family system.

UNIT-V: Families and Human Values

Role of Family , Society and Academic institutions in Inculcating values - Brotherhood , Friendship, Empathy , Compassion, Love, Respect, Openness, Patient Listening, Observation, Recognition, Acceptance, Appreciation, Attitude, Honesty, Loyalty, Sharing and Solidarity.

Book for References

1. Child rearing and psycho-social development-New Delhi:

   Lidhop M (1987) Ashish Publication.

2. Family interaction: Bahr S.J. (1989) N.V. Macmilan.

3. Human Development: Rice F.P. (1995) New Jersy : Prentice Hill.

4. Moral Values in child development- Dutt,S. (1998) New Delhi-Anmol.

5. Child-Development: Elizabeth Hurlock.

6. Child growth and development: Elizabeth Hurlock.

Course Outcomes

CO1	To understand the basic concept of Home Economics
CO2	To assess the role of home and family in national development
CO3	To outline the role of parents and assert the role of immunization
CO4	To emphasize the need for joint family system
CO5	To understand and appreciate various human values and family systems

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	2	1	2	2	3	3	3
CO2	3	3	3	2	2	3	3
CO3	2	1	1	1	3	3	3
CO4	1	3	3	1	2	3	3
CO5	2	1	2	2	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

COMPUTERS IN BUSINESS

<u>SUBJECT CODE</u>- 02519 (B)   <u>Total hours</u>-90 hrs

Credits- 5

Course description: The course offers real time knowledge about a collection of computer programmes, their functionality and their uses and applications. This offers high chances of employability and an edge over others in their working environment.

UNIT-1 MS-WORD

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph. Page Style-Setting foot notes, page break, Line break, creating sections and frames, inserting clip arts, pictures, setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping. ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents (20 HOURS)

UNIT-2 MS-EXCEL

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types-Mathematical, Group, string, date and time, Formatting Spread Sheet-Alignment, font, border, hiding, locking, cells, Highlighting values, background colour, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labelling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization (20 HOURS).

UNIT-3 MS-POWER POINT

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting- Adding style, colour, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show. Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts. (15 HOURS)

UNIT-4 INTRODUCTION TO TALLY

Introduction to Tally - Features of tally, creation of company, Accounts only and Accounts with. Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet (25 HOURS)

UNIT – 5 GOOGLE FORMS

Use Google forms to develop & share questionnaire. (10HOURS)

RECOMMENDED TEXT BOOKS:

1. P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.

2. P.Rizwan Ahmed; Computer Application in Business & Management, Margham Publications, 2020.

REFERENCE BOOKS:

1. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.

2. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.

3. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

ONLINE REFERENCES:

1. https://www.microsoft.com/en-us/microsoft-365/blog/

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Demonstrate hands on experience with Ms-word for business activities
CO2	Demonstrate hands on experience with Ms-Excel for business activities
CO3	Demonstrate hands on experience with Ms-power point for business activities
CO4	Demonstrate hands on experience with Tally for business activities
CO5	Demonstrate hands on experience with Tally for reporting in business

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	1	3	2		3
CO2	3	3	2	3	1	3	3
CO3	3	3	1	3	3		3
CO4	2	3	2	3	1	2	3
CO5	2	3	2	3	1	2	3

Correlation levels: 1- Weak   2-Medium   3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PS06
CO1	3	2	2	3	3	1
CO2	3	3	2	3	3	1
CO3	2	2	1	3	3	2
CO4	3			1	2	
CO5	3				2	3

Correlation levels: 1- Weak   2-Medium   3-High

U.G
SEM- VI

MACRO ECONOMICS –II

SUBJECT CODE- 02620   **Total hours- 90 hrs**

Credits-4

Course Description-The course deals with an understanding of the dynamisms in the economy at the macro level.

UNIT – I:

Multiplier – Static and Dynamic multipliers – Induced investment and accelerator – The profit theory - The interaction principle – Basics of Income and Employment multiplier

UNIT – II :

Money in the Keynesian Model – Demand for money in the Keynesian theory – Liquidity trap –Keynesian Revolution and its application to less developed countries

UNIT – III :

Monetary Theory in relation to underemployment and full employment – Integration of monetary and output theories - Patinkin

UNIT – IV :

Post Keynesian macro analysis – General equilibrium of monetary and real sector – Contribution of Hicks, Hanson –IS and LM – Diagram.

UNIT – V :

Objectives and importance of Macro Economic Policy.

Recommended Text
1. Branson. W.A. (1989): Macroeconomic theory and policy, Harper and Row, New
Delhi, 3rd Edition.
2. Shaprio. E. (1996): Macroeconomic Analysis, Galgotia Publications, New Delhi.
3. Jhingan M. L: Macroeconomic Theory

Books for Reference
1. Ackley .G. (1978): Macroeconomics: Theory and Policy, Macmillan, New Delhi.
2. Blackhouse. R. and A. Salansi (2000): Macroeconomics and the
Real World, Oxford University, London.
3. Gupta S.B. (1993): Monetary Economics, Sultan Chand, New Delhi.
4. Hall, R.E. and J.B. Taylor (1986): Macroeconomics, W.W.Norton, New Delhi.
5. Heijadra. B.J. and V.P. Frederick (2001): Foundations of Modern Macroeconomics,
New Delhi.
6. Jha.R. (1991): Contemporary Macroeconomic theory and policy, wiley Eastern,
New Delhi.

Course Outcomes

CO1	To explain the concepts of multiplier, accelerator,classify its types and evaluate them.
CO2	To outline the demand for money in the Keynesian model and demonstrate its application to less developed countries.
CO3	To examine the role of money under conditions of underemployment and full employment and show its integration.
CO4	To illustrate the contributions of Hicks & Hansen to macroeconomics.
CO5	To explain the objectives and importance of macro-economic policy and evaluate it.

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	2	3	3
CO2	3	3	3	3	2	3	3
CO3	3	3	3	3	2	3	3
CO4	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium 3-High

FISCAL ECONOMICS – II

SUBJECT CODE- 02621   **Total hours- 90 hrs**
                                                Credits -4

Course Description- To understand public debt, deficit financing, latest finance commission and fiscal policy.

UNIT – I:

Public Debt – Meaning and objectives- Sources of Public Debt – Types of Public Debt – Effects of Public Debt –Repayment of Public Debt – Management of Public Debt.

UNIT – II :

Deficit Financing – Meaning – Objectives – Role of Deficit Financing in India – Effects on prices, production and distribution.

UNIT –III :

Federal finance - Meaning– Principles – problems of imbalance in financial resources- **Analysis of division of revenue, expenditure and other powers between union, state and local governments** – Finance commissions – Analysis of latest finance commission recommendation (Current)

UNIT – IV :

Fiscal Policy – Objectives and instruments of fiscal policy – Role of Fiscal Policy in a developing economy with reference to India.

UNIT –V :

Local Finance – Functions –Sources of finance to local bodies – Village Panchayat –Municipalities – Corporation – Problems of Local Finance.

Recommended Text

1. Tyagi, B.P. (1999): Public Finance, Sultan Chand Publications
2. Sankaran.S. (1999): Fiscal Economics, Margham Publications, 3rd Edition
3. Bhargava R.N. (2004): Public Finance: Its theory and working of India,
Chaitanya Publishing House.
4. Musgrave.R.A. (1976): The Theory of Public Finance, McGraw Hill, Kogakhusa, Tokyo.

Books for Reference

1. Sundaram K.P.M (2010): Fiscal Economics, Sultan Chand Publications, 14th Edition.
2. Cauvery and Others: Fiscal Economics
3. Mithani. D.M: Public Finance
4. S.K. Singh (2001): Public Finance Theory & Practice, 5th Edition
5. Chelliah.R: Fiscal Policies in Under Developed Countries.
6. Atkinson. A.B and J.E. Siglitz (1980): Lecturers of Public Economics.

Course Outcomes

CO1	Summarize the various aspects of public debt
CO2	Understand the meaning and objectives of deficit financing
CO3	Evaluate the imbalances in the financial resources
CO4	Analyse the role of fiscal policy in a developed economy
CO5	Evaluate the role of local bodies with respect to India

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	2	2	2	3	2	3	3
CO2	2	2	3	2	1	3	3
CO3	2	3	2	2	1	3	3
CO4	2	2	3	3	2	3	3
CO5	2	3	3	2	2	3	3

Correlation levels: 1- Weak 2-Medium   3-High

INTERNATIONAL ECONOMICS – II

SUBJECT CODE- 02622   **Total hours- 90 hrs**
                                           Credits -4

Course Description- International Economics helps in assessing economic and political effects and the implication to the international trade for goods and services, finance and foreign investment.

UNIT – I:

Exchange Rate: Meaning – Determination of Equilibrium of exchange rate – Fixed and Flexible Exchange Rate. - Foreign Exchange Market: Functions – Transfer Function – Credit Function – Hedging Function

UNIT – II :

Theories of Exchange Rate: Mint Theory – Purchasing Power Parity Theory – Balance of Payment Theory.

UNIT – III :

Role of foreign capital in economic development – Issues in foreign capital in economic development – Foreign Direct Investment- Issues in foreign direct investment – Multinational Corporations – Foreign aid.

UNIT – IV :

Present International Monetary System – IMF – SDR – International Liquidity, International debt

UNIT – V :

Trade and Development – Economic Integration, Meaning, Types – World Bank, GATT, WTO – Structure, Objectives, Functions and Working – TRIPS – TRIMS.

Recommended Text

1. Jhinghan. M.L (2009): International Economics, Vrindha Publications, 2nd Edition
2. M.C. Vaish and Sudama: International Economics, Oxford and IBS
3. K.C. Rana and K.N. Verma (2004-2005): International Economics, Jalandhar.

Books for Reference

1. B.O. Sodersten (1980): International Economics
2. Kindleberger. C.P: International Economics
3. Paul. R.Krugman and Maurice obstjed (2005): International Economics Theory and Policy, Pearson Education.
4. Dr. Radha (2007): International Economics, Prasanna Publications, 1st Edition.
5. K.R. Gupta: International Economics
6. J.Bhagavathi : International Economics
7. Dr.S.Sankaran: International Economics, Margham Publications.

Course Outcomes

CO1	To explain the determination of exchange rate..
CO2	To explain the theories showing how exchange rate is determined.
CO3	To outline the role of foreign capital in economic development.
CO4	To analyze the present international monetary system.
CO5	To outline the meaning and types of economic integration.

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	1	2	2	3	3	3
CO2	3	3	3	2	2	3	3
CO3	3	1	1	1	3	3	3
CO4	1	3	3	1	2	3	3
CO5	2	1	2	2	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

ENVIRONMENTAL ECONOMICS

SUBJECT CODE- 02623 (A)   **Total hours-90 hrs**
                                                  Credits -5

Course Description-The course deals with the understanding of the resources available in the economy, utilization of the resources and measures for its sustainability.

UNIT – I

Economics and Environment – Definition and role of Environmental Economics – Scope and significance of Environmental economics – Ecology and Ecosystem – Relationship between the environment and the Economic system – Environment as a Resource – Environmental Quality.

UNIT – II

Resources – Concepts and definition – Classification of Resources – Renewable and non-renewable resources – Atomic Energy - Definition and meaning of Conservation of Resources – Material Substitution – Product Life Extension – Recycling – Waste reduction .

UNIT – III

Environmental Regulation in India - Evolution of environmental policy in India; Preservation and conservation of water resources - Air and water Acts; fiscal incentives; enforcement and implementation issues; emerging options – Eco-taxes and eco-subsidies; case studies on pollution control in India

UNIT – IV

Pollution as an Economic problem – Pollution Control – Optimum level – Moral suasion – Direct control – Regulation – Fiscal technique – Effluent charges and subsidies compared.

UNIT – V

International Environmental policy – Transfrontier pollution – International   Agreements – Stockholm Conference on Human Environment – Recommendations – United Nations Conference on Environment and Development at Rio- De Janerio (Agenda 21, june,1992) – An assessment.

Recommended Texts:
1. Hanley, N., J.F. Shogren, and B. White, Environmental Economics: In Theory and Practice , Oxford University Press, 2006.
2. Kolstad, C., Environmental Economics, Oxford University Press, 2000.
3. Conrad, J.M. and C. Clark, Natural Resource Economics – Notes and Problems, Cambridge University Press, 1987.
4. Dasgupta, P.S. and G.M. Heal, Economic Theory and Exhaustible Resources, University Press (Selected chapters), 1979.
5. Bhattacharya, R.N. (2001), Environmental Economics – An Indian Perspective, Oxford University Press, Delhi.

Reference Books:
1. Karpagam .M, Environmental Economics- A text book
2. Sankaran. S, Environmental Economics.
3. Pearce. G.W, Environmental Economics.
4. Joseph J.Sereca &Michaeal K.Taussing, Environmental Economics

Course Outcomes

CO1	Demonstrate comprehensive knowledge and understanding of environmental economics
CO2	Apply the principles, and identify environmental resources that are vital for economic development.
CO3	Ability to Analyze, interpret, and draw conclusions of environmental policy in India.
CO4	Capability to set up vision and mapping of tasks for pollution control, to prevent environmental degradation.
CO5	To understand the impact of economic policies in society and international environment in context to sustainable development,

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	1	3	3	3	3
CO3	3	3	3	2	3	3	3
CO4	3	3	2	1	3	3	3
CO5	3	2	2	3	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

SUBJECT CODE- 02623 (B)   <u>Total hours</u>**-90 hrs**

Credits- 5

GUIDELINES FOR THE PROJECT

- The project carries 40 Internal Marks (Internal marks to be given based on reviews & attendance) and 100 External Marks (For Viva voce).

- Each review carrries10 marks (3 reviews – 30 marks) and attendance 10 marks forinternals.

- The project should be carried out in a private or public limited company. It should notbe done in a partnership / sole proprietorship or firm excluding finance projects.

- Projects have to be carried out preferably in their choice of specialization.

- **No 2 students** should carry out projects in a title or related title with the same company.

- Students who failed to attend the 3 reviews will not be allowed to submit project andattend the final viva-voce.

- Copied /Duplication of projects will not be entertained.   Plagiarism test will be undertaken.

● Project Review

I Review (With panel)

Requirements: Company letter/Title of the project/ Chapter I & II & III (With Questionnaire)

II Review (With guide)

Requirements: Completion of Chapter **III Review (With**

external panel) Requirements: Submission of rough draft.

PROJECT REPORT FORMAT/CONTENTS

Project report should be in Times New Roman font 14 for headings & 12 for contents with 1.5 line spacing. The project report should contain minimum 50 pages not exceeding 75pages. The project report should be hard bound in blue colour. The project report should include Cover page, Bonafide certificate, Declaration, Internshipcertificate photocopy, Acknowledgement, Contents, List of tables, and List of charts

1. Cover page	6. Viva-voce letter	
2. Duplication of cover page	7. Acknowledgement	
3. Bonafide certificate	8. Contents	
4. Company certificate	9. List of Tables	
5. Declaration	10. List of Graphs	
CHAPTER I	INTRODUCTION (Max 4 sides)	1.1 Introduction about the project title 1.2 Objectives 1.3 Area of Study 1.4 Methodology 1.5 Limitations of the study 1.6 Chapterization
CHAPTER II	THEORETICAL OUTLOOK	
CHAPTER III	COMPANY PROFILE	
CHAPTER IV	DATA ANALYSIS & INTERPRETATION	
CHAPTER V	FINDINGS, SUGGESTIONS & CONCLUSION	5.1 Findings 5.2 Suggestions 5.3. Conclusion
REFERENCES		BOOKS WEBSITES
ANNEXURE		QUESTIONNAIRE

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	To understand problem area or area of improvement in the organization
CO2	To apply and relate his conceptual knowledge in the field of study
CO3	To analyse the data collected related to the objectives of the study
CO4	To interpret the results of data analysis
CO5	To compile and design suggestions/solutions for the study and report the study in prescribed format.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	3	1	1	3
CO2	3	3	2	2	1	1	3
CO3	1	1	3	3	1	1	3
CO4	1	1	3	3	1	1	3
CO5	3	2	3	3	1	3	3

Correlation levels: 1- Weak 2-Medium   3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PS06
CO1	3	3	3	3	3	1
CO2	3	3	3	3	3	1
CO3	3	3	3	3	3	1
CO4	3	3	3	3	3	1
CO5	3	3	3	3	3	1

Correlation levels: 1- Weak   2-Medium 3-High

MANAGERIAL ECONOMICS

SUBJECT CODE- 02624 (A)   **Total hours- 90 hrs**
                                                            Credits -5

Course Description: Managerial economics is a stream of management studies that emphasizes primarily solving business problems and decision-making by applying the theories and principles of microeconomics and macroeconomics.

UNIT – I

Nature and scope of managerial economics – Managerial economics – Role and responsibilities of managerial economist – Demand Analysis – Elasticity of Demand – Demand Forecasting methods.

UNIT – II

Cost and Production Analysis – Costs – Output Relationship – Cost Reduction – Production Function: Law of variable proportions – Laws of returns to scale.

UNIT – III

Market Structures – Perfect Competition – Monopoly – Monopolistic competition and Oligopoly – Price and Output determination under different market conditions.

UNIT – IV

Pricing methods – Pricing new product – Profit and profit management – Profit planning and forecasting – BEP.

UNIT – V

Capital Budgeting – Cost of Capital – Capital Management – Project Profitability – Methods of appraising project Profitability.

Recommended Texts:

1. Varshney, R.L. & Maheswari K.L , Managerial Economics
2. Baumol williamm. J, Economic Theory and Operation Analysis

Reference Books:

3. Dean, joel, Managerial Economics
4. Hague D.C, Managerial Economics
5. Mote, Paul & Gupta, Managerial Economics – Concepts & Cases.

Course Outcomes

CO1	Demonstrate comprehensive knowledge and understanding of managerial economics.
CO2	Analyze, interpret and evaluate cost and output and production functions of business firms in short run and long run
CO3	Apply market structures in real life, under perfect and imperfect market conditions
CO4	Process knowledge on pricing methods, and profit management
CO5	Understand capital budgeting and evaluate its impact in capital structuring, investment decisions, and project profitability

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	2	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	1	3	3	3	3
CO4	3	3	2	3	2	3	3
CO5	3	2	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium   3-High

HUMAN RESOURCE MANAGEMENT

SUBJECT CODE- 02624 (B)   **Total hours- 90 hrs Credits -5**

Course Description- HRM analyses and evaluates human workforce as a resource with respect to public and private sector

UNIT - I:

Human Resource Management: The philosophy of Management Concepts – Objectives – Functions – Evolution of Management – Development Theory and Management.

UNIT – II :

Job Analysis Design and Evaluation: Concepts – Methods of Job Analysis – Job Description – Specialization – Job Design – Job Enlargement – Job Enrichment – Job Evaluation.

UNIT – III :

Recruitment and Selection: Concepts – Sources of Recruitment – Methods of Recruitment – Selection: Concepts – Selection Process – Selection Tools – Application Blank – Training and Development: Concepts – Ascertaining Training Methods – Methods of Training and Development – Transfers – Types of Transfers

UNIT - IV :

Promotion and Career Planning: Concepts – Criteria for Promotion – Demotion – Career Planning: Concepts – Stages in Career Planning – Specific Problems and solutions thereof.

UNIT - V :

Motivation: Concepts - Theories of Motivation - Motivation Techniques.

BIBLIOGRAPHY

Recommended Text

1. Gray. S. Becker: Human Capital
2. NCAER: South India: Human Development Report

Books for Reference

1. C.B. Gupta (2013): Essentials of Human Resource Management, Sultan Chand, 13th Edition.
2. P.C.Tripathi: Human Resource Development, Sultan Chand and Sons Educational Publishers, New Delhi.
3. Dr.A.Moorthy (2008): Human Resource Management, Margham Publications, 1st Edition.
4. P.L.Rao (2004): Comprehensive Human Resource Management, Excel Books, 1st Edition
5. C.B. Gupta (2010): Personnel Management, Sultan Chand, 1st Edition.
6. Snell/Bohlander (2007): Human Resource Management, Cengage Learning India (P) Ltd.
7. Dr.J.Jayasankar (2008): Human Resource Management, Margham Publications, 1st Edition.

Course Outcomes

CO1	Gaining the knowledge about Selection Process
CO2	Explaining the different types of interview methods
CO3	Explaining the types of transfer and promotions
CO4	Understanding the methods of recruitment process
CO5	Explaining the motivational theories and their importance

Mapping of CO v/s PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	3	2	2	3	3	3	3	3	3
CO2	2	3	3	2	2	2	2	2	3	2	3
CO3	3	3	3	1	2	3	3	3	3	2	2
CO4	3	3	3	2	2	3	3	3	3	2	2
CO5	2	2	3	2	2	3	3	3	3	1	2

Correlation levels: 1- Weak   2-Medium   3-High

Mapping of CO v/s PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	2	3
CO2	2	3	3	2	3
CO3	2	3	3	2	3
CO4	2	3	3	2	3
CO5	2	3	3	2	3

Correlation levels: 1- Weak   2-Medium 3-High