

DEPARTMENT OF ECONOMICS
UNDER GRADUATE PROGRAMME - B.A. ECONOMICS

Vision

To provide affordable quality education, while equipping students with knowledge and skills, inculcate values, identify hidden talents, cultivate confidence and thus make them to grow, thrive and prosper in their career and above all a good citizen.

Mission

M1: To impart education to the students especially rural and economically backward and prepare young minds for imbibing knowledge, skills and sensitivity.

M2: To provide curricula that promote intellectual and analytical skills, which help students become productive and informed citizens.

M3: To inculcate leadership qualities so as to think and act independently.

Programme Educational Objectives (PEOs)

The Graduates of the Programme will be:

PEO1: Equip with conceptual, theoretical and quantitative techniques, which will help them to analyze current economic trends and phenomena

PEO2: Develop competency in integrating knowledge and skills acquired through extracurricular experiences and faculty expertise.

PEO3: Impart education through value based holistic teaching and learning by integrating traditional and innovative practices.

Programme Outcomes (POs)

The Under Graduate Programme is designed to prepare the graduates to attain the following Programme Outcomes:

PO 1: Disciplinary Knowledge:

Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

PO 2: Communication Skills:

Ability to express thoughts and ideas effectively in writing and orally; Communicate complex information in a clear and concise manner to different groups confidently.

PO 3: Critical Thinking:

Capability to apply analytical thought to a body of knowledge; analyze and critically evaluate, beliefs on the basis of empirical evidence, policies and theories by following scientific approach to knowledge development.

PO 4: Problem Solving:

Capacity to extrapolate from the knowledge gained and apply their competencies to solve different kinds of problems in real life situations.

PO 5: Research Related Skills:

A sense of inquiry and ability to recognize cause-and-effect relationships, by defining problems,formulating and testing hypotheses and report the results of investigation.

PO 6: Cooperation/Team Work:

Ability to work effectively and respectfully with diverse teams, for the interests of a common causewithcooperation.

PO 7: Scientific Reasoning:

Ability to critically evaluate ideas, interpret and draw conclusions from either quantitative or qualitative data from an open-minded perspective.

PO 8: Information/Digital Literacy:

Capability to use ICT in a variety of learning situations, access to relevant information sources anduse appropriate software for analysis of data.

PO 9: Self-Directed Learning:

Ability to work independently thereby identifies the problem and finds relevant solutions by usingappropriate resources.

PO 10: Moral, Ethical Awareness and Reasoning:

Ability to embrace moral as well as ethical values from multiple perspectives, and use ethical practices in every task accomplished.

PO 11: Leadership Readiness/Qualities:

Capability for mapping out the assigned task as a team with well-defined directions by motivatingthem to apply management skills in a smooth and efficient way.

PO 12: Lifelong Learning:

Ability to acquire knowledge and skills, in self-directed learning activities through reskilling personal development, meeting economic, social and cultural objectives, as well as demands of workplace.

Programme Specific Outcomes (PSOs)

PSO 1: Enrich the student's ability to analyze, interpret and present economic data.

PSO 2: Analyze macroeconomic policies including fiscal, monetary and trade policies of India.

Mapping of Vision, Mission and PEOs of the Department

Vision	Mission	Programme Educational Objectives (PEOs)
To provide affordable quality education, while equipping students with knowledge and skills, inculcate values, identify hidden talents, cultivate confidence and thus make them to grow, thrive and prosper in their career and above all a good citizen	<p>M1: To impart education to the students especially rural and economically backward and prepare young minds for imbibing knowledge, skills and sensitivity.</p> <p>M2: To provide curricula that promote intellectual and analytical skills, which help students become productive and informedcitizens.</p> <p>M3: To inculcate leadership qualities so as to think and act independently.</p>	<p>PEO 1: Equip with conceptual, theoretical and quantitative techniques, which will help them to analyze current economic trends and phenomena <i>(Relates to M 1 & M2)</i></p> <p>PEO 2: Develop competency in integrating knowledge and skills acquired through extracurricular experiences and faculty expertise. <i>(Relates to M1, M2 & M3)</i></p> <p>PEO 3: Impart education through value based holistic teaching and learning by integrating traditional and innovative practices. <i>(Relates to M2 & M3)</i></p>

MAPPING OF PEOs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
PEO1	3	2	2	2	3	1	3	2	3	2	2	3	3	3
PEO2	2	2	2	2	3	2	3	2	3	2	2	3	2	2
PEO3	2	2	2	2	3	2	3	2	2	2	2	3	2	2

DEPARTMENT OF ECONOMICS

UNDER GRADUATE PROGRAMME - B.A ECONOMICS

UG SCHEME OF EXAMINATIONS CBCS PATTERN

(For the candidates admitted from 2023-2024 onwards)

Sem	Part	Course Code	Title of the Course	Nature of course	IH ¹	CP ²	Exam Hours	Exam Marks		
								CIA ³	ESE ⁴	TOTAL
I	I	23UTAM101 23UHIN101 23UFRE101	Tamil Course – I Hindi Course – I French Course – I	LAN	6	3	3	25	75	100
	II	23UGEN101 23UAEN101	General English Course – I Advanced English Course – I	ENG	6	3	3	25	75	100
	III	23UEC1C01	Core: Micro Economics – I	CC	5	4	3	25	75	100
	III	23UEC1C02	Core: Statistical Methods	CC	5	4	3	25	75	100
	III	23UEC1A01	Allied: Banking Law and Practice (<i>Skill Development</i>)	DSA	6	5	3	25	75	100
	IV	15UVAL101	Value Education	AEC	2	2	2	-	50	50
II	I	23UTAM202 23UHIN202 23UFRE202	Tamil Course – II Hindi Course – II French Course – II	LAN	6	3	3	25	75	100
	II	23UGEN202 23UAEN202	General English Course – II Advanced English Course – II	ENG	6	3	3	25	75	100
	III	23UEC2C03	Core: Micro Economics – II	CC	5	4	3	25	75	100
	III	23UEC2C04	Core: Quantitative Techniques	CC	5	4	3	25	75	100
	III	23UEC2A02	Allied: Environmental Economics	DSA	6	5	3	25	75	100
	IV	21UENS202	Environmental Studies	AEC	2	2	2	-	50	50
III	I	23UTAM303 23UHIN303 23UFRE303	Tamil Course – III Hindi Course – III French Course – III	LAN	6	3	3	25	75	100
	II	23UGEN303 23UAEN303	General English Course – III Advanced English Course – III	ENG	6	3	3	25	75	100
	III	23UEC3C05	Core: Industrial Economics	CC	4	4	3	25	75	100
	III	23UEC3C06	Core: Tamil Nadu Economy	CC	4	4	3	50	50	100
	III	23UEC3A03	Allied: Basics of Research (<i>Skill Development</i>)	DSA	5	5	3	25	75	100
	IV	23UEC3SB1	Skill Based: Business Management (<i>Skill Development</i>)	SEC	3	2	3	25	75	100
	IV	22UBTA301 22UATA301	Basic Tamil I Advanced Tamil I	AEC	2	2	3	25	25	50
		21UGEA303	General Awareness					-	50	50
	IV	21UNCCWS1	Women Studies	AEC	2	--	-	-	50	50
IV	I	23UTAM404 23UHIN404 23UFRE404	Tamil Course – IV Hindi Course – IV French Course – IV	LAN	6	3	3	25	75	100

	II	23UGEN404 23UAEN404	General English Course – IV Advanced English Course – IV	ENG	6	3	3	25	75	100
	III	23UEC4C07	Core: Indian Economic Development	CC	4	4	3	25	75	100
	III	23UEC4C08	Core: Agricultural Economy of India	CC	4	4	3	25	75	100
	III	23UEC4AP1	Allied - Window Based Office Automation Practical <i>(Employability and Skill Development)</i>	DSA	5	5	3	25	75	100
	IV	23UEC4SB2	Skill Based: Marketing Management <i>(Employability and Innovation)</i>	SEC	3	2	3	25	75	100
	IV	22UBTA402 22UATA402	Basic Tamil II Advanced Tamil II	AEC	2	2	3	25	25	50
		21UHUR404	Human Rights					--	50	
V	III	23UEC5C09	Core: Money and Banking	CC	5	5	3	25	75	100
	III	23UEC5C10	Core: Public Finance	CC	5	5	3	25	75	100
	III	23UEC5C11	Core: Accountancy for Economics <i>(Employability)</i>	CC	6	5	3	25	75	100
	III	23UEC5E01/ 23UEC5E02	Elective: History of Economic Thought / Elective: Social and Economic Issues in India	DSE	4	4	3	25	75	100
		23NEC5E01	Elective: General Economics		4	4	3	25	75	100
	IV	23UEC5SB3	Skill Based: Investment Management <i>(Skill Development)</i>	SEC	3	2	3	25	75	100
	IV	23IDSBEC01	Skill Based: Economics for Competitive Examinations <i>(Employability)</i>	SEC	3	2	3	25	75	100
VI	III	23UEC6C12	Core: Macro Economics	CC	6	6	3	25	75	100
	III	23UEC6C13	Core: International Trade	CC	6	6	3	25	75	100
	III	23UEC6PVV	Group Project and Viva Voce	CC	6	4	3	25	75	100
		23UEC6E01 / 23UEC6E02	Elective: Entrepreneurial Development <i>(Entrepreneurship)</i> / Elective: Human Resource Management <i>(Entrepreneurship & Employability)</i>	DSE	4	4	3	25	75	100
	IV	23UEC6SB4	Skill Based: Export Management <i>(Skill Development)</i>		3	2	3	25	75	100
	IV	23IDSBEC01	Skill Based: Economics for Competitive Examinations <i>(Employability)</i>	SEC	3	2	3	25	75	100
	V		Co-Curricular Activities (NSS, NCC, Sports, NECTAR, RSP, YRC, Chetna Women Cell, AICUF)			1		-	-	50
			Total		180 +2	140				3800
		21UCYS605	Cyber Security		2	2			50	50
			SWAYAM/NPTEL/MOOC			2				
			Grand Total		180 +2 +2	140 +2 +2				3800 +50

IH¹ – Instructional Hours, CP² – Credit Points

CIA³ - Continuous Internal Assessment, ESE⁴ – End Semester Examination

PART WISE MARKS				
S.NO.	PART	COURSES	CP	TOTAL
1	Part I	Language Course	12	400
2	Part II	English Course	12	400
3	Part III	Core /Allied/ Elective/Project/Practical	95	2100
4	Part IV	Basic Tamil I and II Advanced Tamil I and II General Awareness and Human Rights	4	100
	Part IV	Skill Based (6 Courses)	12	600
	Part IV	Value Education	2	50
	Part IV	Environmental Studies	2	50
	Part IV	Women Studies	-	50
	Part V	Co-Curricular Activities (NSS/NCC/YRC/Sports/RSP/ NECTAR, Chetna Women Cell)	1	50
	Total		140	3800
		Cyber Security	2	50
		MOOCS/ Swayam/NPTEL	2	
	Grand Total		140+2+2	3800+50

ABBREVIATIONS	NATURE OF COURSES
LAN	LANGUAGE
ENG	ENGLISH
CC	CORE
DSA	DISCIPLINE SPECIFIC ALLIED
AEC	ABILITY ENHANCEMENT COURSE
SEC	SKILL ENHANCEMENT COURSE
GE	GENERIC ELECTIVE (NME)
DSE	DISCIPLINE SPECIFIC ELECTIVE

Value Added Course			
Nature of the Course	Title of the Course	Instructional Hours	Name of the Organization
Certificate Course	Desktop Publishing	30 Hrs	Mythe Creators, Coimbatore

SEMESTER: I
COURSE CODE: 23UEC1C01
TITLE OF THE COURSE: CORE- MICRO ECONOMICS - I

COURSE OBJECTIVES

- To gain knowledge on the basis of Economics.
- To enlighten the students on consumer behaviour and demand analysis.
- To impart knowledge on production function, cost and revenue concepts.

COURSE OUTCOMES

At the end of the course the student will be able to:

CO1	Gain knowledge on the basics of economics analysis	K2
CO2	Understand about consumer behaviour, utility and demand	K2
CO3	Explain the concept of elasticity of demand and its measurement	K2
CO4	Discuss the various factors of production and production function	K2
CO5	Familiarize with the concepts of cost and revenue	K2

Syllabus

Credits: 4

Instructional Hours: 75

UNIT I ECONOMICS (K2)

(15 Hours)

Definition of Economics – Adam Smith – Alfred Marshall – Lionel Robbins – Paul Samuelson – Scope of Economics – Economic Analysis - Micro Economics - Macro Economics - Distinction between Micro Economics and Macro Economics - Inductive Method - Deductive Method

UNIT II UTILITY ANALYSIS (K2)

(15 Hours)

Utility - Cardinal Utility - Ordinal Utility - Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility - Law of Demand –Determinants of Demand - Indifference Curve Analysis - Features of Indifference Curve - Consumer's Equilibrium

(Beyond the Curriculum: Consumer Surplus – Meaning – Measurement – Importance)

UNIT III ELASTICITY OF DEMAND (K2)

(15 Hours)

Elasticity of Demand – Definition - Price Elasticity of Demand – Income Elasticity of Demand - Cross Elasticity of Demand - Measurement of Price Elasticity: Percentage, Point and Total Outlay Methods – Factors Determining Elasticity of Demand

UNIT IV PRODUCTION ANALYSIS (K2)

(15 Hours)

Factors of Production – Land – Labour – Capital - Organization – Production Function -Law of Variable Proportions - Law of Returns to Scale – Isoquants - Producer's Equilibrium - Law of Supply

(Self-Study: Producers Equilibrium)

UNIT V COST AND REVENUE (K4)

(15 Hours)

Cost - Concepts of Cost - Total Cost - Average Cost - Marginal Cost– Total Cost Curve- Nature of Short Run and Long Run Average Cost Curves – Marginal Cost Curve – Relationship between AC and MC Curves - Revenue - Concepts of Revenue –Total Revenue - Average Revenue - Marginal Revenue – Revenue Curves - Total Revenue Curve - Average Revenue Curve – Marginal Revenue Curve - Relationship between AR and MR Curves

TEXT BOOK:

1. Bose D & Marimuthu R (2018), An Introduction to Micro Economics , (2nd Revised Edition), Himalaya Publishing House, Mumbai

REFERENCE BOOKS:

1.Sankaran S.(2015), Micro Economics, (7th Edition), Margham Publishers, Chennai.
2.Cauvery. R, Sudhanayak U.K, Girija .M, Kruparani.N and Meenakshi.R (2010) Micro Economic Theory, (7th Edition), S Chand and Company, New Delhi.
3.Jhingan M.L., (2017), Micro Economic Theory, (8th Edition), Vrinda Publishers, Bangalore.
4.Ahuja H.L., (2019), Principles of Micro Economics, (22nd Edition), S Chand & Co, New Delhi.
5.Seth M.L., (2012), Micro Economic Theory, (27th Edition), Lakshmi Narain Publishers, New Delhi.

BLENDED LEARNING

UNIT V - Cost and Revenue

S.No.	Topics	Links
1.	Theory of Cost	https://youtu.be/wGH5_1PTtHE
2.	Long Run Cost Analysis	https://youtu.be/mpFKic_I-zc
3.	Short Run Cost Analysis	https://youtu.be/svespJwNQNo
4.	Long Run Average Cost Curve	https://youtube.com/watch?v=aKpnaKROoYA
5.	MC, AVC, ATC	https://youtube.com/watch?v=vh7SjS-tlwA
6.	Graphs MC AC	https://youtube.com/watch?v=vh7SjS-tlwA
7.	Long Run ATC	https://youtube.com/watch?v=aKpnaKROoYA
8.	Revenue	https://nios.ac.in/media/documents/SecEcoCour/English/Chapter-8.pdf

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	1	1	1	1	1	1	1	1	1	3	1	1
CO2	2	2	2	1	1	1	2	1	1	1	1	3	2	1
CO3	2	1	2	2	2	1	2	1	3	1	1	3	2	1
CO4	3	1	1	1	1	1	1	1	1	1	1	3	1	1
CO5	2	1	1	2	1	1	2	1	1	1	1	3	2	1

(Correlation: 3-High, 2- Medium, 1- Low)

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Quiz (Unit V)	Once in a Semester

Course Designed by: Dr.K.JAYANTHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by : Principal

SEMESTER: I

COURSE CODE: 23UEC1C02

TITLE OF THE COURSE: CORE - STATISTICAL METHODS

COURSE OBJECTIVES

- To enable the students to understand the nature and scope of statistics.
- To ensure basic application of statistical tools and techniques.

COURSE OUTCOMES

At the end of the course the students will be able to:

CO1	Understand the nature and scope of Statistics and Data Collection	K2
CO2	Gain knowledge on the different methods of estimating averages	K2
CO3	Describe the different types of dispersion and estimate the dispersion	K3
CO4	Calculate simple and rank correlation and construct the regression line	K3
CO5	Discuss the types of time series	K3

Syllabus

Credit: 4

Instructional Hours: 75

UNIT I STATISTICS AND DATA COLLECTION (K2)

(15 Hours)

Nature and Scope of Statistics – Functions of Statistics – Limitations of Statistics - Collection of Data – Primary Data - Secondary Data – Classification and Tabulation - Diagrammatic Representation - Bar and Pie Diagrams.

(Self-Study: Primary Data)

UNIT II MEASURES OF CENTRAL TENDENCY (K2)

(15 Hours)

Average - Meaning - Characteristics of a Good Average – Simple Arithmetic Mean - Individual Observation - Discrete Series - Continuous Series – Median – Individual Observation - Discrete Series - Continuous Series - Mode -Individual Observation - Discrete Series - Continuous Series.

UNIT III MEASURES OF DISPERSION (K3)

(15 Hours)

Dispersion - Meaning - Characteristics of a Dispersion- Types - Mean Deviation – Individual Observation - Discrete Series - Continuous Series - Standard Deviation - Individual Observation - Discrete Series - Continuous Series.

(Beyond the Curriculum: Skewness and Kurtosis – Meaning – Measurement)

UNIT IV CORRELATION AND REGRESSION (K3)

(15 Hours)

Correlation – Meaning - Types of Correlation– Methods of Correlation – Scatter - Karl Pearson Coefficient of Correlation - Spearman's Rank Correlation - Regression - Regression Lines - Regression of X on Y- Regression of Y on X.

UNIT V TIME SERIES ANALYSIS (K3)

(15 Hours)

Time Series Analysis – Uses of Time Series - Components of Time Series Analysis– Long Term Variation - Short Term Variation – Calculation of Secular Trend – Moving Averages – 2 yearly and 4 Yearly Moving Averages - 3 Yearly and 5 Yearly Moving Averages – Merits and Demerits of Moving Averages.

Note: Theory 60% and Problem 40%

TEXT BOOK:

1. Pillai R.S.N and Bagavathi (2019), Statistics - Theory & Practice, (8th Edition), S.Chand & Co, New Delhi.

REFERENCE BOOKS:

- 1. Gupta S.C and Kapoor U.K (2019), Fundamentals of Applied Statistics, (4th Edition), Sultan Chand & Sons, New Delhi.
- 2. Agarwal B.L (2011), Statistics for Professional Courses, (1st Edition), CBS Publishers & Distributors Pvt Ltd, New Delhi.
- 3. Gupta C.B Vijay Gupta, (2013), An Introduction to Statistical Method, (23rd Edition), Vikas Publishing House Pvt Ltd, New Delhi.
- 4. Balaji.G (2012), Statistics and Numerical Methods, (1st Edition), G. Bajaji Publishers, Chennai.

BLENDED LEARNING

UNIT IV Correlation and Regression UNIT V Time Series Analysis

S.No.	Topics	Links
1.	Correlation	https://www.youtube.com/watch?v=15IPxTTEhSU
2.	Correlation & Regression	https://www.youtube.com/watch?v=xTpHD5WLuoA
3.	Time Series	https://youtu.be/RxhmWTxrTs0
4.	Methods of Moving Average	https://youtu.be/CgebqU_I9tE https://youtu.be/VmOZ7_Fjn-s https://youtu.be/ADHMOBiBcFg

MAPPING OF COs WITH POs AND PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	1	2	1	1	1	2	1	1	2	2	1
CO2	3	3	3	2	2	1	1	1	2	1	1	2	3	2
CO3	2	2	1	1	2	1	1	1	1	1	2	2	2	1
CO4	3	2	3	2	2	2	2	1	2	1	1	3	3	2
CO5	3	3	3	2	2	1	1	2	2	2	2	3	3	2

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Class Participation (Unit V)	Once in a Semester

Course Designed by: Dr.R.UMA	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by : Principal

SEMESTER: I

COURSE CODE: 23UEC1A01

TITLE OF THE COURSE: ALLIED - BANKING LAW AND PRACTICE

(Skill Development)

COURSE OBJECTIVES

- To acquire adequate understanding about the law and practice relating to Banking
- To familiarizes students about deposit accounts, loans and advances
- To create awareness of e-banking operations among the students

COURSE OUTCOME

At the end of the course the students will be able to:

CO1	Understand the relationship between Banker and Customer	K2
CO2	Gain knowledge on procedure for opening a Bank account	K2
CO3	Discuss the features of negotiable instruments	K2
CO4	Rewrites the principles of sound lending	K2
CO5	Summarizes the dimensions of e-banking	K3

Syllabus

Credits: 5

Instructional Hours: 90

UNIT I: BANKING AND BANKER-CUSTOMER RELATIONSHIP (18 Hours)

Banking - Evolution – Meaning and Definition of Banking – Features of Banking – Banker and Customer - Definition – Relationship between a Banker and a Customer – General Relationship – A Banker as a Bailee – A Trustee – An Agent - A Debtor - Creditor - Special Relationship – Statutory Obligation – Banker’s Lien – Maintaining Secrecy of Customer’s Accounts – Right to Claim Incidental Charges - Right to Claim Compound Interest.

UNIT II: DEPOSIT ACCOUNTS (18 Hours)

Procedure for Opening a Bank Account- Application Form - Specimen Signature - Letter of Introduction – Interview - Account in Cash – Mandate in writing – Verification of Documents Pay in Slip, Cheque Book and Pass Book – Various Types of Deposit Account - Pass Book– Maintaining Pass Book - Special Types of Customers – Minors – Lunatics - Married Women - Partnership Firms – Joint Stock Company - Joint Account.

(Self-Study: Maintaining Pass Book)

UNIT III: NEGOTIABLE INSTRUMENTS (18 Hours)

Negotiable Instruments - Definition - Features of Negotiable Instruments – Types of Negotiable Instruments – Promissory Note – Features – Bills of Exchange – Features – Types - Cheque – Salient Features of Cheque – Drafting of Cheque – Types of Cheque – Honouring and Dishonouring of Cheque.

UNIT IV: LOANS AND ADVANCES (18 Hours)

Principles of Sound Lending – Safety – Liquidity – Profitability – Security - Purpose of Loan - Sources of Repayment - Diversification of Risks - Secured and Unsecured Loan - Forms of Advances – Modes of Creating Charges: Lien - Mortgage – Pledge – Hypothecation – Priority Sector Lending.

(Self-Study: Priority Sector Lending)

UNIT V: E- BANKING (18 Hours)

E- Banking - Meaning – Electronic Delivery Channels - Dimensions of E-Banking – Mobile Banking – Interbank Mobile Payment Service (IMPS) – Models for E-Banking - Real Time Gross Settlement (RTGS) - National Electronics Funds Transfer System (NEFT) - Advantages of e-banking – Constraints of E-Banking.

TEXT BOOK:

1. Gordon.E and Natarajan K, (2016) Banking Theory, Law and Practice, (25th Edition), Himalaya Publishing House, Mumbai.

REFERENCE BOOKS:

1. Kandasami, K.P., Natarajan S and Parameswaran R. (2016) Banking Law and Practices (2nd Edition)Sultan Chand and Company, New Delhi.

2. Narayanan Nadar E. (2013) Banking Law and Practices (4th Edition) PHI Learning Private Limited,Delhi.

3. Varshney, P.N. (2001). Banking Law and Practice (2nd Edition) S.Chand and Company, New Delhi.

4. Muraleedharan D. (2014). Modern Banking: Theory and Practice (2nd Edition) PHI Learning Private Limited, Delhi.

BLENDED LEARNING

UNIT V E Banking

S.No.	Topics	Links
1.	E Banking	https://www.toppr.com/guides/business-economics-cs/money-and-banking/e-banking/
2.	Dimensions of E Banking	https://www.youtube.com/watch?v=dU4TWYLTaAE
3.	Models of E Banking	https://www.youtube.com/watch?v=RpA8ioDG-uQ

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	1	1	1	2	1	1	2	3	1	2	1	1
CO2	2	1	1	1	1	1	1	2	1	2	1	3	2	2
CO3	1	2	2	1	1	1	1	1	1	2	1	1	1	1
CO4	1	1	1	1	1	1	1	1	1	1	1	1	1	1
CO5	2	1	1	2	1	1	2	2	2	2	1	3	1	1

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	PPT (Unit V)	Once in a Semester

Course Designed by: Dr.J.JACINTHA MARIA FLORENCE	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by : Principal

SEMESTER: II

COURSE CODE: 23UEC2C03

TITLE OF THE COURSE: CORE - MICRO ECONOMICS - II

COURSE OBJECTIVES

- To gain knowledge on the market structures like Perfect Competition, Monopoly, Monopolistic, Duopoly and Oligopoly.
- To understand the concepts and theories of Rent, Wages, Interest and Profits.

COURSE OUTCOME

At the end of the course the student will be able to:

CO1	Understand the structure of the market and conditions of perfect competition	K2
CO2	Improve the skill in the findings the market equilibrium under Monopoly and Monopolistic competition	K2
CO3	Comprehend the features of Duopoly and Oligopoly market	K2
CO4	Grasp the logics of pricing for land and labour	K3
CO5	Familiar with the concepts of interest and profit	K3

Syllabus

Credits: 4

Instructional Hours: 75

UNIT I: PERFECT COMPETITION

(15 Hours)

Market Structure - Meaning – Classification of Markets - Marshallian Time Element - Perfect Competition – Features – Price-Output determination under Perfect Competition – Short Run Equilibrium of the Firm and Industry - Long Run Equilibrium of the Firm and Industry

UNIT II: MONOPOLY AND MONOPOLISTIC COMPETITION

(15 Hours)

Monopoly - Features - Price and Output Determination under Monopoly - Price Discrimination – Types - Degrees – Equilibrium under Discriminating Monopoly - Monopolistic Competition – Features - Equilibrium of the firm in the Short run and Long Run

(Self-Study: Price Discrimination)

UNIT III: DUOPOLY AND OLIGOPOLY

(15 Hours)

Duopoly- Meaning – Features of Duopoly - Price and Output Determination Model– Cournot – Edgeworth - Oligopoly – Features of Oligopoly - Classification of Oligopoly - Pricing Under Oligopoly–Kinked Demand Curve

(Beyond the Curriculum: Cartel – Equilibrium Under Cartel)

UNIT IV: RENT AND WAGES

(15 Hours)

Theories of Distribution - Marginal Productivity Theory - Rent – Concepts of Rent - Ricardian Theory of Rent – Quasi Rent - Wages –Concepts of Wages - Theories of Wages – Subsistence Theory – Wage Fund Theory – Residual Claimant Theory – Classical Theory – Marginal Productivity Theory of Wages

UNIT V: INTEREST AND PROFITS

(15 Hours)

Interest – Concepts of Interest: Gross Interest and Net Interest – Classical Theory of Interest – Keynes' Liquidity Preference Theory – Profit - Concepts of Profit: Gross and Net Profit - Theories of Profit – Hawley's Risk Theory – Knights Uncertainty Bearing Theory - Clark's Dynamic Theory - Schumpeter's Innovation Theory

(Self-Study: Concepts of Interest)

TEXT BOOK:

1.Bose D & Marimuthu R (2018), An Introduction to Micro Economics (2nd Revised Edition), Himalaya Publishing House, Mumbai

REFERENCE BOOKS:

- 1. Sankaran S.(2015), Micro Economics, (7th Edition), Margham Publishers, Chennai.
- 2. Cauvery. R, Sudhanayak U.K, Girija .M, Kruparani.N and Meenakshi.R (2010) Micro Economic Theory, (7th Edition), S Chand and Company, New Delhi.
- 3. Jhingan M.L., (2017), Micro Economic Theory, (8th Edition), Vrinda Publishers, Bangalore.
- 4. Ahuja H.L., (2019), Principles of Micro Economics, (22nd Edition), S Chand & Co, New Delhi.
- 5. Seth M.L., (2012), Micro Economic Theory, (27th Edition), Lakshmi Narain Publishers, New Delhi.

BLENDED LEARNING

UNIT IV: Rent and Wages UNIT V: Interest and Profits

S.No.	Topics	Links
1.	Ricardian Theory of Rent	https://www.youtube.com/watch?v=f7Yvo7ow3IA
2.	Theories of Wages	https://www.youtube.com/watch?v=VBD_Fh63UwE
3.	Keynes Liquidity Theory	https://www.toppr.com/ask/content/video/keynes-liquidity-preference-theory-of-interest-english-103319/
4.	Theories of Profit	https://www.toppr.com/ask/content/video/the-various-theories-of-profit-english-105333/

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	1	1	1	2	1	1	1	2	1	3	1	1
CO2	2	2	1	1	2	2	3	1	2	3	1	3	2	2
CO3	3	2	1	1	2	1	1	1	1	2	1	3	1	2
CO4	3	2	1	1	1	2	3	1	2	2	1	3	1	1
CO5	2	2	1	1	1	2	2	1	2	2	1	3	1	2

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Group Discussion (Unit V)	Once in a Semester

Course Designed by: Dr.K.JAYANTHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by : Principal

SEMESTER: II

COURSE CODE: 23UEC2C04

TITLE OF THE COURSE: CORE - QUANTITATIVE TECHNIQUES

COURSE OBJECTIVES

- To understand the different operations of Matrices and differentiation.
- To gain knowledge on the applications of higher order derivatives.

COURSE OUTCOME

At the end of the course the students will be able to:

CO1	Understand the matrix operations like Addition, Subtraction and Multiplication.	K2
CO2	Examine the /Illustrate the / make use of single variable function in differentiation function / Gain knowledge on the differentiation of single variable function.	K3
CO3	Estimate the Maxima and Minima.	K2
CO4	Understand the Applications of higher order derivatives in revenue maximization, cost minimization and profit maximization.	K3
CO5	Understand the concepts of Partial and Total differentiation.	K2

Syllabus

Credits: 4

Instructional Hours: 75

UNIT I MATRICES AND DETERMINANTS

(15 Hours)

Introduction to Mathematical Economics - Matrices – Types of Matrices - Matrix Operation: Addition - Properties – Subtraction - Properties – Multiplication – Properties – Determinants - Second Order Determinants - Third Order Determinants – Properties of Determinants – Solutions for Simultaneous Equations using Crammer’s Rule (Simple Problems).

(Self-Study: Types of Matrices)

UNIT II DIFFERENTIATION

(15 Hours)

Meaning - Differentiation of Single Variable Function – Rules of Differentiation – Addition Rule –Subtraction Rule – Multiplication (Product) Rule – Division (Quotient) Rule – Chain Rule - Idea of Limit (Simple Problems).

UNIT III MAXIMA AND MINIMA

(15 Hours)

Higher Order Derivatives – Successive Derivatives – Maxima – Meaning - Condition - Minima – Meaning - Condition – Point of Inflexion- Meaning - Condition (Simple Problems).

UNIT IV APPLICATIONS OF HIGHER ORDER DERIVATIVES

(15 Hours)

Revenue Maximization – Definition of Revenue – Types of Revenue– Profit Maximization – Definition of Profit - Types of Profit – Cost Minimization – Definition of Cost– Types of Cost (Simple problems).

(Beyond the Curriculum: Consumer Surplus – Producer Surplus)

UNIT V PARTIAL AND TOTAL DIFFERENTIATION

(15 Hours)

Differentiation with Two Variables – Partial Differentiation - First and Second Order – Addition – Subtraction - Multiplication - Total Differentiation - First Order – Maxima, Minima and Saddle Point Using Partial Differentiation - Conditions (Simple Problems).

(Self-Study: Partial Differentiation)

TEXT BOOK:

1. Mehta. B.C and Madnani.G.M.K (2008), Mathematics for Economics,(9thEdition), Sultan Chand and Sons, New Delhi.

REFERENCE BOOKS:

1. Kothari, C.R (2010), Quantitative Techniques, (3rdEdition), Vikas Publishing House, NewDelhi.
2. Agarwal D.R (2006), Quantitative Methods,(3rdEdition),Vrindha Publications, New Delhi.
3. Suresh Sachdeva (2009), Quantitative Techniques, (4thEdition), Lakshmi Narain Agarwal.
4. Gupta, Sudhir (2011), Quantitative Techniques, (1stEdition), Centrum Press, New Delhi.

BLENDED LEARNING

UNIT IV: Applications of Higher Order Derivatives

UNIT V: Partial and Total Differentiation

S.No.	Topics	Links
1.	High Order Derivative	https://youtu.be/s7rd9YPJrNc
2.	Profit Maximization	https://youtu.be/jqPvsGQHupM
3.	Partial Differentiation	https://youtu.be/AXqhWeUEtQU
4.	Total Differentiation	https://youtu.be/pKNjAyLRhrY

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	3	1	1	1	1	1	1	1	3	3	1
CO2	2	2	1	1	2	1	1	1	1	1	1	2	2	1
CO3	3	3	1	2	2	1	1	1	2	1	1	2	3	1
CO4	3	2	2	2	2	1	1	1	2	1	2	2	3	2
CO5	3	3	3	1	3	1	1	1	3	2	3	2	3	2

Correlation: 3 – High; 2 – Medium; 1 – Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Class Participation (Unit V)	Once in a Semester

Course Designed by: Dr.R.UMA	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by : Principal

SEMESTER: II
COURSE CODE: 23UEC2A02
TITLE OF THE COURSE: ALLIED - ENVIRONMENTAL ECONOMICS

COURSE OBJECTIVES

- To understand the environmental concepts and its significance for environmental sustainability.
- To impart knowledge about the issues relating to pollution and utilization of environmental resources
- To get an insight into the environmental movements and policies related to environmental protection.

COURSE OUTCOME

At the end of the course the students will be able to:

CO1	Knows about scope and significance of Environmental Economics	K2
CO2	Classify the natural resources based on their features	K3
CO3	Summarizes the causes, effects and control measures	K3
CO4	Discuss the issues related to environment	K2
CO5	Acquire knowledge on environmental movements and policies	K2

Syllabus

Credits: 5

Instructional Hours: 90

UNIT I: ENVIRONMENTAL ECONOMICS AND ECOLOGY (18 Hours)

Environmental Economics - Definition - Economics and Environment – Role of Environmental Economics - Scope and Significance - Integration of Conservation and Development – Environmental Segments –Lithosphere – Hydrosphere- Atmosphere – Biosphere- Ecology - Ecosystem - Abiotic and Biotic Factors.

(Self-Study: Environmental Segments)

UNIT II: NATURAL RESOURCES (18 Hours)

Classification of Resources - Renewable – Non-Renewable – Reusable – Non-Reusable – Kinds of Natural Resources – Water Resources – Forest Resources – Land Resources – Energy Resources - Conservation of Resources – Methods of Conservation.

UNIT III: ENVIRONMENTAL POLLUTION (18 Hours)

Environmental Pollution – Definition – Causes of Pollution- Pollution Control in India - Types of Pollution – Air Pollution - Causes, Effects and Control Measures - Water Pollution - Causes, Effects and Control Measures – Noise Pollution- Causes, Effects and Control Measures – Solid Waste Pollution – Causes, Effects and Control Measures.

UNIT IV: GLOBAL ENVIRONMENTAL ISSUES (18 Hours)

Global Warming – Causes - Effects – Measures - Climatic Change – Causes - Effects Measures – Green House Effect - Causes - Effects – Measures – Ozone Depletion- Causes - Effects – Measures – Acid Rain - Causes – Effects – Measures.

UNIT V: ENVIRONMENTAL EDUCATION AND INITIATIVES (18 Hours)

Environmental Education - Definition and Meaning –Scope and Importance of Environmental Education - Environmental Movements – Silent Valley – Narmada Bachao Andolan – CHIPKO Movement – APPIKO Movement – Environmental Protection Act 1986 - National Environmental Policy 2006

TEXT BOOK:

1. Sankaran S (2009) Environmental Economics, (4th Edition) Margham Publishers, Chennai.

REFERENCE BOOKS:

1. Karpagam M (2002) Environmental Economics (4th Edition) Sterling Publishers, New Delhi.

2. Dhulasi Brindha (2005) Environmental Economics,(2ndEdition) Allied Publishing Company,New Delhi.

3. Eugene T (2005) Environmental Economics, (3rd Edition) Vrinda Publications, New Delhi.

4. Subhashini Muthukrishnan (2015). “Economics of Environment, (2nd Edition). PHILearning Private Limited, Delhi.

5. Jhingan .M.L (2013).Environmental Economics: Theory, Management and Policy,(2nd Edition Reprint). Vrindha Publication, Delhi.

BLENDED LEARNING

UNIT IV: Global Environmental Issues

S.No.	Topics	Links
1.	Global Warming	https://www.youtube.com/watch?v=oJAbATJCugs https://www.slideshare.net/AbinoDavid/global-warming-14620613
2.	Climate change	https://sentientmedia.org/climate-change/
3.	Green House Effect	https://www.youtube.com/watch?v=ZzCA60WnoMk https://www.youtube.com/watch?v=ZzCA60WnoMk -
4.	Ozone Depletion	https://www.youtube.com/watch?v=aU6pxSNDPhs https://www.nationalgeographic.org/video/ozone-depletion-101/
5.	Acid Rain	https://video.nationalgeographic.com/video/101-video-shorts/00000161-b51c-d9e1-abf

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	1	2	2	2	1	1	1	3	1	1	1	1
CO2	2	1	1	1	1	1	1	1	1	2	1	2	1	1
CO3	2	1	2	2	1	1	2	1	2	3	1	3	1	1
CO4	1	1	1	2	2	1	2	1	1	2	1	2	1	1
CO5	2	1	1	1	1	1	1	1	2	2	1	1	1	2

Correlation: 3 – High; 2 – Medium; 1 – Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Field Visit (Unit V)	Once in a Semester

Course Designed by: Dr.J.JACINTHA MARIA FLORENCE	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by : Principal

SEMESTER: III

COURSE CODE: 23UEC3C05

TITLE OF THE COURSE: CORE: INDUSTRIAL ECONOMICS

COURSE OBJECTIVES:

- To understand the concepts related to industry and industrialization.
- To provide knowledge on Theories of Industrial Location.
- To enable the students to acquire knowledge on various sources of industrial finance and industrial policies.

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Understand the concepts of plant, firm and industry.	K2
CO2	Gain knowledge on industrialization, productivity and Rationalization.	K2
CO3	Analyse the different theories of industrial location.	K4
CO4	Outline the different institutions providing finance to industrial development.	K2
CO5	Describe India's industrial policies.	K2

Syllabus

Credits: 4

Instructional Hours: 60

UNIT I PLANT, FIRM & INDUSTRY (K2)

(12 Hours)

Concepts - Plant, Firm and Industry - Factors Determining the Size of the Firm- Optimum Firm – Features of Optimum Firm - Different factors determining the Optimum Size - Input Factors - Output Factor - Other Factors.

UNIT II INDUSTRIALIZATION (K2)

(12 Hours)

Industrialization - Benefits of Industrialization - Problems of Industrialization – Industrial Productivity - Factors influencing Industrial Productivity – Rationalization – Meaning – Features of Rationalization - Factors affecting Rationalization - Benefits of Rationalization – Problems of Rationalization.

UNIT III LOCATION OF INDUSTRY (K4)

(12 Hours)

Location of an Industry – Localization - Factors Influencing Industrial Location – Location vs Localization – Weber's Theory of Industrial Location – Sargant Florence Theory of Industrial Location. (*Self-Study: Localization*)

UNIT IV INDUSTRIAL FINANCE (K2)

(12 Hours)

Industrial Finance: Types of Industrial Finance – Short Term Finance – Sources – Long Term Finances – Sources - Industrial Development Bank of India (IDBI) – Small industries Development Bank of India (SIDBI) - Industrial Finance Corporation of India (IFCI) – Industrial Credit and Investment Corporations of India (ICICI) – State Financial Corporation's (SFC). (*Beyond the Curriculum: State Industrial Development Corporation*)

UNIT V INDUSTRIAL POLICY (K2)

(12 Hours)

Industrial Policy Resolution 1948: Objectives – Critical Appraisal – Industrial Policy Resolution 1956: Objectives – Critical Assessment of the Resolution - Industrial Licensing Policy Inquiry Committee (DUTT Committee Report) - New Industrial Policy of 1991. (*Self-Study: New Industrial Policy of 1991*)

TEXT BOOK:

1. Barthwal R.R. (2019), Industrial Economics, (3rd Edition), New Age International Publishers, New Delhi.

REFERENCE BOOKS:

1. Misra S.K Puri V.K, (2018), Indian Industrial Economy, (36th Edition), Himalaya Publishing House, Mumbai.

2. Barathwal, (2016), Industrial Economics, Nirali Prakashan, Educational Publishers, Delhi.

3. Ranjana Seth, (2010), Industrial Economics, (1st Edition), Ane Books Private Ltd, New Delhi

4. Sankaran, (2010), Industrial Economy of India, (1st Edition), Serials Publications, New Delhi.

BLENDED LEARNING

UNIT V Industrial Policy

S.No.	Topics	Links
1.	Industrial Policy 1948 – 1991	https://youtu.be/UiD9uovYKJc
2.	DUTT Committee	https://www.yourarticlelibrary.com/industries/dutt-committee-on-industrial-licensing/23446

MAPPING OF COs WITH POs AND PSOs

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CO1	2			1			1			1	1	2	1	
CO2	2	1	2	2		1	1		1	1	2	1	1	1
CO3	2	1	1	2	2		2	1	1	1		1	1	1
CO4	2											2		2
CO5	2			1	1							2		1

Correlation: 3 – High, 2 – Medium, 1 – Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Group Discussion (Unit V)	Once in a Semester

Course Designed by: Dr.N.KRISHNAVENI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: III
COURSE CODE: 23UEC3C06
TITLE OF THE COURSE: CORE: TAMIL NADU ECONOMY

COURSE OBJECTIVES:

- To expose the students on the important components of Tamilnadu economy.
- To enable the students to appear for competitive examination.

COURSE OUTCOMES:

At the end of the course the student will be able to:

CO1	Know the Profile of the Tamil Nadu Economy.	K2
CO2	Gain knowledge on agricultural sector in Tamil Nadu.	K2
CO3	Understand the major industries in Tamil Nadu.	K2
CO4	Acquire knowledge on infrastructural development of Tamil Nadu.	K2
CO5	Gain information on state finance and development programmes,	K2

Syllabus

Credits: 4	Instructional Hours: 60
UNIT I PROFILE OF THE TAMILNADU (K2)	(12 Hours)
Profile of Tamilnadu Economy – Salient Features- Land Area – Land use - Forest resources – Livestock - Human Resources – Population of Tamilnadu - Distribution of Occupational structure in Tamilnadu. <i>(Beyond the Curriculum: Coimbatore Economy)</i>	
UNIT II AGRICULTURAL SECTOR (K2)	(12 Hours)
Cropping Pattern – Principal Commodities – Sources of Irrigation – Agricultural Marketing – Defects – Remedial Measures – Regulated Marketing – Agricultural Finance.	
UNIT III INDUSTRIAL SECTOR (K2)	(12 Hours)
Major Industries – Automobile Industry – Leather Industry – Textile Industry – Sugar Industry – Cement Industry – Cottage Industries – Ancillary Industries – Handloom Industry – Food Processing Industry – Ministry of Micro, Small and Medium Enterprises.	
UNIT IV INFRASTRUCTURE (K2)	(12 Hours)
Educational Sector - Health Sector – Transport Sector: Road Transport – Rail Transport – Air Transport - Water Transport – Energy generation: Hydro, Thermal and Nuclear Power Systems – Housing. <i>(Self-Study: Housing)</i>	
UNIT V STATE FINANCE & DEVELOPMENT PROGRAMMES (K2)	(12 Hours)
State Finance – Revenue and Expenditure of the State – Tamilnadu Recent Budget - Poverty Alleviation Programmes in Tamil Nadu – Employment Generation Programmes of Tamil Nadu - Women Development Programmes.	

TEXT BOOKS:

1. Leonard, A.G., (2006) Tamil Nadu Economy, (2nd Edition) Macmillan, New Delhi.

2.Manickam S., (2007) Economic Development of Tamil Nadu in Perspective

REFERENCE BOOKS:

- 1. MIDS, Tamil Nadu Economy - Performance and Issues.
- 2. Rajalakshmi, (1999) Tamil Nadu Economy, Business Publishers, Mumbai
- 3. Perumalsamy.S, (1995) Economic Development of Tamil Nadu, S. Chand, New Delhi,
- 4. https://www.ibef.org/download/tamil_nadu_190111.pdf

BLENDED LEARNING

UNIT IV Infrastructure

S.No.	Topics	Links
1.	Educational Sector	https://youtu.be/YTksOM-GB_c
2.	Health Sector	https://youtu.be/vVIHxSCJKXk
3.	Transport Sector	https://youtu.be/SxJ0M8N7iEA
4.	Energy generation	https://youtu.be/Zgp86PVXXuQ
5.	Housing	https://www.dropbox.com/s/19ck2gtfa88l9m5/4-%20Tamil%20Nadu.pdf?dl=0

MAPPING OF COs WITH POs AND PSOs

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CO1	2			1			1		1	1		2	1	1
CO2	2	1	2	2	1		2		1	2		2	1	1
CO3	1		2	2	2		1		1		1	1	1	2
CO4	1	1	1	2		1	1			1	1	1	1	1
CO5	2	1		1	2	1	2	1	1	1	1	2	2	2

Correlation: 3 – High, 2 – Medium, 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Report Writing (Unit V)	Once in a Semester

Course Designed by: Dr.N.KRISHNAVENI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: III
COURSE CODE: 23UEC3A03
TITLE OF THE COURSE: ALLIED: BASICS OF RESEARCH
(Skill Development)

COURSE OBJECTIVES:

- To discuss the role and importance of research in the social sciences.
- To impart knowledge on the concepts of research design, sampling technique and procedures involved in conducting research
- To describe the major techniques for analyzing data and writing a research report

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Gain knowledge on research and its nature	K2
CO2	Understand the concept of research design and sampling	K2
CO3	Acquire knowledge on Schedule and Questionnaire	K2
CO4	Analyze and interpret the data using scaling techniques	K3
CO5	Understand the significance and mechanisms of report writing	K2

Syllabus

Credit: 5

Instructional hours: 75 hrs

UNIT I NATURE OF RESEARCH (K2)

(15 Hours)

Meaning of Research - Objectives of Research – Types of Research - Research Approaches - Research Process – Criteria of Good Research - Problems encountered by Researchers in India. *(Self-Study: Types of Research)*

UNIT II RESEARCH DESIGN AND SAMPLING (K2)

(15 Hours)

Research Design – Meaning – Definition – Need for Research Design – Criteria of a Good Research Design – Types – Sampling – Characteristics of Sampling – Advantages and Disadvantages – Types of Sampling – Factors affecting the size of the sample.

UNIT III SCHEDULE AND QUESTIONNAIRE (K2)

(15 Hours)

Schedule - Meaning – Purpose – Types of Schedules – Steps in framing a Schedule – Forms and Layout of Schedule – Questionnaire – Types of Questionnaires – Content of Questionnaire – Structure of Questionnaire – Implementation.

UNIT IV ANALYSIS AND SCALING TECHNIQUES (K3)

(15 Hours)

Analysis of Data – Statistical Analysis – Scaling – Purpose – Characteristics of a Good Scale – Scale Evaluation – Types – Rating Scales – Rank Order Scales - Attitude Scales - Difficulties in Scaling

UNIT V REPORT WRITING (K2)

(15 Hours)

Meaning - Significance of Report Writing – Different Steps in Writing Report – Layout of the Research Report – Types of Reports – Oral Presentation – Mechanisms of Writing a Research Report - Precautions for Writing Research Reports.

TEXT BOOKS:

1. Cauvery and Others, (2007), Research Methodology, S. Chand & Company Ltd, New Delhi

2. C R Kothari, (2019), Research Methodology Methods & Techniques, New Age International Publishers, New Delhi.

REFERENCE BOOKS:

1. Paneerselvam.R, (2014) Research Methodology, (2nd Edition), Prentice Hall of India Pvt. Ltd, New Delhi.
2. Saravanavel P, (2013), Research Methodology, (1st Edition), Kitab Mahal Agencies, Allahabad.
3. Jai Narain Sharma & Ashu Pasricha (2017), Research Methodology, (2nd Edition), Regal Publication, New Delhi
4. Santhosh Gupta (2005), Research Methodology and Statistical Techniques, (1st Edition), Deep & Deep Publications, New Delhi.
5. Krishnaswami,O.R. and Ranganathan, M. (2005), Methodology of Research in Social Sciences, (2nd Edition), Himalaya Publishing House, New Delhi.
6. Priyaranjan Dash, (2013), Research Methodology with SPSS, (1st Edition), Vrinda Publications Pvt. Ltd., New Delhi

BLENDED LEARNING

UNIT V Report Writing

S.No.	Topics	Links
1.	Report Writing	https://youtu.be/Xp2PVO3do34
2.	Steps & Layout of Report	https://www.youtube.com/watch?v=z2ltwuTa53g
3.	Writing Research Report	https://www.youtube.com/watch?v=7MFNEyTXQAY

MAPPING OF COs WITH POs AND PSOs

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CO1	2				1		1			1		1	2	2
CO2	2				2							1	2	1
CO3	2		2		2		2		3			1	3	
CO4	2		2	2	2		2					2	2	
CO5	2		1	2	2		2	2				2	1	2

Correlation: 3 – High, 2 – Medium, 1 - Low

ASSESSMENT TOOLS

S. No.	Assessment methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
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5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Report Writing (Unit V)	Once in a Semester

Course Designed by: Dr.K.JAYANTHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: III
COURSE CODE: 21UEC3SB1
TITLE OF THE COURSE: SKILL BASED – BUSINESS MANAGEMENT
(Skill Development)

COURSE OBJECTIVES:

- To facilitate the students to understand the concepts and principles of business management
- To impart knowledge on management process in business
- To develop the skill of decision-making, organising and controlling of business management.

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Understand the nature and scope of Business Management.	K2
CO2	Gain knowledge on Planning and coordination.	K2
CO3	Identify the importance and principles of organisation and decision making in business management.	K2
CO4	Familiar with the concepts of staffing and controlling in organisation	K3
CO5	Acquire knowledge on Leadership and Communication channels in business.	K2

Syllabus

Credits: 4

Instructional Hours: 45

UNIT I NATURE OF MANAGEMENT (K2)

(9 Hours)

Management - Definition - Meaning – Features of Management – Functions of Management – Importance of Management – Difference between Administration and Management – Manager – Functions of a Manager.

UNIT II PLANNING AND COORDINATION (K2)

(9 Hours)

Planning – Meaning – Features of Planning – Objectives of Planning - Importance of Planning - Steps in Planning Process – Limitations of Planning – Coordination – Meaning – Principles of Coordination – Techniques of Coordination. (*Self-Study: Features of Planning*)

UNIT III: ORGANIZATION AND DECISION MAKING (K2)

(9 Hours)

Organization: Meaning - Features – Functions - Principles – Importance – Difference between Formal and Informal Organization – Decision-making: Meaning – Features – Types of Decisions - Decision Making Process – Principles of Decision Making – Characteristics of Good Decision – Administrative Problems in Decision Making.

UNIT IV: STAFFING AND CONTROLLING (K3)

(9 Hours)

Meaning of Staffing – Elements of Staffing - Functions of Staffing – Processing of Staffing – Controlling – Definition of Controlling – Features of Controlling - Elements of Effective Control System.

UNIT V: LEADERSHIP AND COMMUNICATION (K2)

(9 Hours)

Leadership: Importance – Types – Functions – Qualities of Leadership – Communication: Meaning – Importance – Objectives – Elements – Types – Channels of Communication – Barriers to Communication.

TEXT BOOK:

1. Ramasamy T, (2015), Principles of Management, (8th Edition), Himalaya Publishing House,

New Delhi.

REFERENCE BOOKS:

1. Ravichandran K, and Nakkiran S, (2009), Principles of Management, (1st Edition), Avinash Paperbacks Publications, New Delhi.
2. Kesavan R, and Elanchezhian C and Vijaya Ramnath B, (2004), Principles of Management, (1st Edition), Eswar Press, Chennai.
3. Gupta G.N, (2007), Principles of Management, (2nd Edition), S. Chand & Company, New Delhi.
4. Govindarajan. M and Natarajan S, (2012), Principles of Management, (8th Edition), PHI Learning Private Ltd, New Delhi.

BLENDED LEARNING

UNIT IV: Staffing and Controlling

UNIT V: Leadership and Communication

S.No.	Topics	Links
1.	Controlling	https://www.youtube.com/watch?v=J_TqI2PqF8g https://www.youtube.com/watch?v=48DxEpF0nkk
2.	Leadership	https://www.youtube.com/watch?v=MOS6M-n8lDc

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2					3		1			3	1		
CO2	2	1				2			3		2		1	
CO3	2	2				2		1			1	2	1	
CO4		1				2		2			2	1		
CO5		3	2			3					2	1		2

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Content Writing (Unit V)	Once in a Semester

Course Designed by: Dr.Sr. A. ADAIKKALA MARY	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: IV
COURSE CODE: 23UEC4C07
TITLE OF THE COURSE: CORE: INDIAN ECONOMIC DEVELOPMENT

COURSE OBJECTIVES:

- ☐ To provide a basic understanding on concepts of economic development and growth.
- ☐ To give the students the system of knowledge about digital India
- ☐ To expose the learners the issues in the Indian economy and the policies.

COURSE OUTCOMES:

At the end of the course the student will be able to:

CO1	Demonstrate the concept of development and features of Indian economy	K2
CO2	Understand the importance and issues of agricultural sector in India	K2
CO3	Comprehend the structure of digital India	K3
CO4	Analyze the basic issues of Indian economy	K4
CO5	Familiar with economic planning and reforms	K3

Syllabus

Credits: 4

Instructional Hours: 60

UNIT I: ECONOMIC DEVELOPMENT (K2)

(12 Hours)

Economic Development and Economic Growth - Characteristics of Under Development – Features of Indian Economy as a Developing Economy – Determinants of Economic Development – Economic and Non-Economic Factors – Obstacles to Economic Development. (*Beyond the Curriculum: Sustainable Development Goals*)

UNIT II: AGRICULTURE (K2)

(12 Hours)

Role of Agriculture in Economic Development – Contribution of Agriculture to India's Economic Development – Trends in Agriculture Production and Productivity – Agricultural Problems – Agricultural Holdings in India -Subdivisions and Fragmentation. (*Self-Study: Agricultural Problems*)

UNIT III: DIGITAL INDIA (Industry 4.0) (K3)

(12 Hours)

Digital India - Nine Pillars of Digital India – Objectives of Digital India – Advantages of Digital India Mission – Challenges of Digital India – Digital India Initiatives – Impact of Digital India

UNIT IV: ISSUES IN INDIAN ECONOMY (K4)

(12 Hours)

Population - Causes for High Growth of Population - Effects - Population Policy
2000 – Unemployment – Types of Unemployment - Causes for Unemployment
- Measures to Reduce Unemployment – Poverty- Causes for Poverty –
Poverty Alleviation Programmes. (*Self-Study: Causes for Poverty*)

UNIT V: PLANNING AND REFORMS (K3)

(12 Hours)

Planning – Meaning – Objectives of Economic Planning – Overview of Five-Year Plans in India - NITI Aayog –Structure and Functions - New Economic Reforms – Globalization – Merits and Demerits – Privatization - Merits and Demerits- Liberalization - Merits and Demerits.

TEXT BOOK:

1. Sankaran S. (2010), Indian Economy, (9th Edition), Margham Publications, Chennai.

REFERENCE BOOKS:

1. Jhingan, ML. (2017), The Economics of Development and Planning, (41stEdition), Vrinda Publications Pvt Ltd, New Delhi.

2. Agarwal A.N. and Agarwal M.K. (2016), Indian Economy: Problems of Development and Planning, (41stEdition), New age International Publishers, Mumbai.

3. Ramesh Singh (2021) Indian Economy (13th Edition) Mc Graw Hill Publishers, Chennai.

4. Agarwal. R.C. (2011) Economics of Development and Planning, (5thEdition), Laxmi Narain Agarwal, Agra.

5. Misra and Puri (2000) - Indian Economy, (8thEdition), Himalaya Publishing House, Mumbai.

6. Gaurav Dutt, and Ashwani Mahajan (2018) Indian Economy (72th Edition) S. Chand and Co, New Delhi.

BLENDED LEARNING

UNIT V: Planning and Reforms

S.No.	Topics	Links
1.	Economic Planning	https://youtu.be/D-z4RzwdrlY
2.	Five Year Plans in India	https://www.youtube.com/watch?v=mVCfwlTUB28 https://byjus.com/free-ias-prep/ias-preparation- economy planning-in-india/
3.	Economic Reforms	https://www.toppr.com/guides/economics/liberalization-privatisation-and-globalisation/liberalization/

MAPPING OF CO’s WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	1						1			2		
CO2	3	1	2	2	2		2	1	2		2	2	2	1
CO3	2	2		2	2	2		3	3	2	2	3	1	2
CO4	3	2	3	3	3	3	3	1	3			2	2	2
CO5	3	2	3	3	2	1	2	2	2	2		2	2	2

Correlation: 3 – High, 2 – Medium, 1 – Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Review Writing (Unit V)	Once in a Semester

Course Designed by: Dr.K.JAYANTHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: IV

COURSE CODE: 21UEC4C08

TITLE OF THE COURSE: CORE: AGRICULTURAL ECONOMY OF INDIA

COURSE OBJECTIVES:

- To understand the nature of agriculture in India.
- To gain knowledge on land reforms and Green Revolution
- To understand the issues relating to agricultural prices, agricultural marketing and agricultural credit

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Gain knowledge on importance of agriculture and causes for its backwardness	K2
CO2	Familiarize with land reforms and green revolution	K2
CO3	Acquire understanding on Agricultural Price Policies	K2
CO4	Able to know the difficulties of Agricultural marketing and need for regulated market	K2
CO5	Relate the causes and consequences of Rural indebtedness and sources of Agricultural credit	K3

Syllabus

Credits: 5

Instructional Hours: 60

UNIT I AGRICULTURE (K2)

(12 Hours)

Role and Importance of Agriculture in Economic Development – Interdependence between Industry and Agriculture – Causes for Backwardness of Indian Agriculture – Causes for Low Productivity – Measures to Improve the Agricultural Sector - National Agricultural Policy.

UNIT II LAND REFORMS AND GREEN REVOLUTION (K2)

(12 Hours)

System of Land Tenure - Zamindari System - Ryotwari System – Mahalwari System - Land Reforms – Meaning- Land Reform Measures - Abolition of Zamindari – Tenancy Legislation - Ceiling on Land Holding – Cooperative Farming - Causes for the poor Achievement – Green Revolution- Features - Merits and Demerits of Green Revolution.
(Beyond the Curriculum: Second Green Revolution)

UNIT III AGRICULTURAL PRICE POLICY (K2)

(12 Hours)

Agricultural Price Policy- Objectives of Agricultural Price Policy-Instruments of Agricultural Price Policy – Commission for Agricultural Cost and Price – Importance of Minimum Support Price - Buffer Stock Operations - Public Distribution System - Short Comings - Government Measures.

UNIT IV AGRICULTURAL MARKETING (K2)

(12 Hours)

Agricultural Marketing - Features of Agricultural Market – Defects of Agricultural Marketing – Government Measures for Improvement - Cooperative Marketing - Regulated Markets – Functions of Regulated Markets- Warehousing - Grading and Standardization.

UNIT V: AGRICULTURAL CREDIT (K3)

(12 Hours)

Rural Indebtedness - Causes for Rural Indebtedness - Agricultural Credit: Need and

Features – Sources of Agricultural Finance - National Bank for Agriculture and Rural Development (NABARD) – Functions of NABARD - Cooperative Credit Societies - Commercial Banks - Regional Rural Banks

(Self-Study: Causes for Rural Indebtedness)

TEXT BOOK:

1. Sankaran S (2016) Agricultural Economy of India, (4th Revised Edition). Margham Publications, Chennai.

REFERENCE BOOKS:

1. Misra and Puri (2000) Indian Economy, (3rd Edition) Himalaya Publishing House, Bombay.
2. Agarwal A.N. (2003) Indian Economy, (4th Edition) Vikas Publishing Company, Nodia
3. Dewett, Varma and Sharma (2001). Indian Economic Problems (2nd Edition) Premier Art Press, Madras.
4. Gaurav Dutt, and Ashwani Mahajan (2018) Indian Economy (72th Edition) S. Chand and Co, New Delhi.

BLENDED LEARNING

UNIT IV: Agricultural Marketing

S.No.	Topics	Links
1.	Agricultural Marketing	https://www.dphu.org/uploads/attachements/books/books_2332_0.pdf https://www.youtube.com/watch?v=jHUOhY65wFI https://www.youtube.com/watch?v=ShoD-FOlMUy
2.	Grading and Standardization	https://www.youtube.com/watch?v=PMneOzNSj1E

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	2			1		2			2		1
CO2	2	2	3	3	2	2	2	2	2	3	2	2		2
CO3	2	2	1	2	2	2	3		2	2	1	2	2	2
CO4	3	2	3	3	2	2	3	2	3	3	2	3	2	2
CO5	3	2	2	2	2	1	2	2	3	2		3	2	2

Correlation: 3 – High, 2 – Medium, 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Group Discussion (Unit V)	Once in a Semester

Course Designed by: Dr.J.JACINTHA MARIA FLORENCE	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: IV
COURSE CODE: 23UEC4AP1
TITLE OF THE COURSE: ALLIED PRACTICAL: WINDOW BASED OFFICE
AUTOMATION
(Employment and Skill Development)

COURSE OBJECTIVES:

- To enable the students to develop Computer Skills.
- To make the students to apply Microsoft Office Word, Excel, Access and Power point in practice.

COURSE OUTCOMES:

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

CO1	To create text documents, Letters and reports by using Microsoft Office Word	K3
CO2	To Examine spreadsheet concepts and explore the Microsoft Office Excel environment	K3
CO3	To create a new presentation and work with various layouts, Shapes and SmartArt by using Microsoft Presentation	K3
CO4	To analyze large amounts of information and manage related data in Microsoft Access	K3

Syllabus

Credits: 5

Instructional Hours: 75

MS Word (K3) (20 Hours)

Exercise 1: Text Formatting in MS Word

Exercise 2: Paragraph Formatting in MS Word

Exercise 3: Insert a Table and Format Table in a word document

Exercise 4: Insert pictures, shapes, text box and colors, Smart art by Illustration Menu

Exercise 5: Creating display board and Logo by using Word Art

Exercise 6: Insert Header and Footer, Page Number in a Word Document

Exercise 7: Design a Page by using Themes and Page Setup menus in MS Word

Exercise 8: Design a page by using Page Background and Paragraph Menus in MS Word

Exercise 9: Create chart by using MS Word

Exercise 10: Create a Mail Merge

MS Excel (K3) (22 Hours)

Exercise 11: Create a work sheet and Edit the Work Sheet using Format Menu

Exercise 12: Editing the Work Sheet by using Conditional Formatting

Exercise 13: Using Formulas (Sum, Average, Count, Minimum, Maximum and Percentage)
in Excel

Exercise 14: Working with Auto fill and Header and Footers

Exercise 15: Creating of Charts in MS Excel

MS Power Point (K3) (15 Hours)

Exercise 16: Create a new presentation, Save and Design Themes by using MS Power Point

Exercise 17: Insert Images and Illustrations by using MS Power Point

Exercise 18: Insert Text, Symbols and Media by using MS Power Point

Exercise 19: Create a New Database using Design View

Exercise 20: Create a Database using Data view

Exercise 21: Create a Table and Design the Table by using Formatting Menu

Exercise 21: Create a Query using MS Access

Exercise 22: Create a Report in MS Access

TEXT BOOK:

1. Parameswaran.R, (2008) - Computer Application in Business, Seventh Edition, S Chand & Co.New Delhi

REFERENCE BOOKS:

1. Abhishek Yadava, Kajal Rana and Arya S. (2011) Computer Applications in Management, (1st Edition), Global Academic Publishers & Distributors, New Delhi.
2. Nellaikannan R., (2004) Working with MS Office, (3rd Edition), NELS Publishers, Tirunelveli.
3. Ananthi Sheshasaayee and Sheshasaayee, (2013) Computer Applications in Business and Management, (1st Edition), Margham Publications, Chennai.
4. Dhanasekaran K, (2010), Computer Applications in Economics, (1st Edition), Vrinda Publications Pvt Ltd, Delhi.

MAPPING OF COs WITH POs AND PSOs

[illegible]

Correlation: 3 – High, 2 – Medium, 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Record Note	Once in a Semester

Course Designed by: Dr.N.KRISHNA VENI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: IV

COURSE CODE: 23UEC4SB2

TITLE OF THE COURSE: SKILL BASED: MARKETING MANAGEMENT
(Employability)

COURSE OBJECTIVES:

- To enable the students to understand the basics and importance of marketing.
- To provide knowledge on the concepts and elements of marketing management .

COURSE OUTCOME

At the end of the course the students will be able to:

CO1	Understand the scope and significance of marketing.	K2
CO2	Gain knowledge on different levels and functions of marketing management.	K2
CO3	Describe the importance of branding and packaging in markets.	K3
CO4	Explain the public relations regarding advertisement in marketing.	K2
CO5	Identify the scope and importance of digital marketing and its legal aspects	K3

Syllabus

Credits: 3

Instructional Hours: 45

UNIT I: MARKETING (K2)

(9 Hours)

Marketing - Origin – Meaning - Definition - Nature, Scope and Concept of Marketing – Features of Marketing – Objectives of Marketing – Importance of Marketing - Functions of Marketing – Approaches to the study of marketing - Difference between Marketing and Selling. *(Self-Study: Difference between Marketing and Selling)*

UNIT II: MARKETING MANAGEMENT (K2)

(9 Hours)

Meaning of Marketing Management – Definition of Marketing Management – Nature and Scope of Marketing Management - Levels of Marketing Management – Functions of Marketing Management - Classification of Marketing Management – Problems and Importance of Marketing Management – Qualities of Marketing Manager.

UNIT III: BRANDING AND PACKAGING (K3)

(9 Hours)

Meaning of Brand – Characteristics - Kinds of Brands -Elements of Brandings - Advantages and Disadvantages of Brand – Packaging – Meaning – Characteristics of packaging – Objectives of packaging - Types of packaging – Functions of packaging – Policies and Strategies – Labelling.

UNIT IV: ADVERTISING (K2)

(9 Hours)

Meaning - Definition – Features of Advertising – Objectives of Advertising – Functions of Advertising - Benefits of Advertising – Classification of Advertising – Limitations of Advertising.

UNIT V: DIGITAL MARKETING (Industry 4.0) (K3)

(9 Hours)

Meaning – Scope of Digital Marketing – Importance of Digital Marketing – Problems and Challenges involved in Digital Marketing – Social Media Marketing – Meaning – Types of Social Media Marketing – Merits and Demerits - Role of Internet in Marketing - Online Advertisement - Ethical issues and legal challenges in Digital Marketing.

TEXT BOOK:

1. Pillai RSN and Bagavathi (2012) Modern Marketing (4th Edition) S Chand & Sons, New Delhi

REFERENCE BOOKS:

1. Padmavathy.N (2010), Marketing Management, (1stEdition), Sri Vishnu Publication, Chennai.
2. Pankaj Madan, Amit Mittal and Hemraj Verma (2015), Marketing Management (2nd Edition), Global Academic Publishers and Distributers, New Delhi.
3. Rajendra.P, and Maheswari (2012), Marketing Management: Text and Cases - An Indian Perspective, (1st Edition), International Book Houses, Chennai.
4. Gupta, C. B, and Rajendran.N (2013), Marketing Management-Texts & Cases, (1st Edition), S. Chand and Co, New Delhi.
5. Agarwal R.C (2011), Marketing Management, (1st Edition), Lakshmi Narain Agarwal, Agra.

BLENDING LEARNING

UNIT III: Branding and Packaging

UNIT IV: Advertisement

S.No.	Topics	Links
1.	Branding and Packaging	https://www.youtube.com/watch?v=0kl2YZ2YHwc
2.	Advertising	https://www.youtube.com/watch?v=oipCr-ZkZAs https://www.youtube.com/watch?v=0FFNzKIHMR

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1		1			2		2	1	2	2	2	1	
CO2	2	1				2		1			2	1	2	2
CO3			1	2	1			1			1			1
CO4		3				2	1	2		2	3		1	
CO5	1	1		1		3	1	3		2		2	1	2

Correlation: 3 – High, 2 – Medium, 1 - Low

ASSESSMENT TOOLS

S.NO.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Content Writing (Unit V)	Once in a Semester

Course Designed by: Dr.K.JAYANTHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: V

COURSE CODE: 23UEC5C09

TITLE OF THE COURSE: CORE: MONEY AND BANKING

COURSE OBJECTIVES:

- To impart knowledge on monetary standard and the composition of money supply.
- To understand the theories of money.
- To understand the role of central banks to improve the economic performance through monetary policy instruments.

COURSE OUTCOMES:

At the completion of the course the student will have the ability to:

CO 1	Gain knowledge on Money and Monetary Standard	K2
CO 2	Understand the demand for money and supply of money	K2
CO 3	Comprehend the fundamental monetary theories	K2
CO 4	Discuss the nature of Inflation and Trade Cycles.	K2
CO 5	Appraise the functions of banks, examine the monetary policy and learn about Cryptocurrency	K4

Syllabus

Credits: 5

Instructional Hours: 75

UNIT I MONEY AND ITS STANDARD (K2)

(15 Hours)

Money - Definition of Money – Evolution of Money – Barter System - Functions of Money - Importance of Money – Evils of Money - Kinds of Money –Monetary Standard – Types - Metallic Gold, Silver – Bimetallism – Gresham’s law -Paper Currency Standard - Merits and Demerits – Methods of Note Issue. (*Self-Study: Importance & Evils of money*)

UNIT II COMPOSITION OF MONEY (K2)

(15 Hours)

Demand for Money -Supply of Money - Composition of Money Supply in India – M1, M2, and M3 – Changes in the Supply of Money –Velocity of Circulation of Money – Meaning – Factors affecting Velocity of Circulation of Money.

UNIT III THEORIES OF MONEY (K2)

(15 Hours)

Value of Money -Meaning – Classical View of Demand for Money – Fisher’s Quantity Theory of Money: Assumptions of Fisher’s Equation of Exchange – Critical Appraisal of the Quantity Theory of Money - Cash Balance Approach: Cambridge Version - Marshall’s Equation – Pigou’s Equation – Robertson’s Equation - Keynes’s Equation – Keynes’s Income Theory.

UNIT IV INFLATION AND TRADE CYCLE (K2)

(15 Hours)

Inflation – Meaning – Kinds – Causes of Inflation – Types - Demand Pull Inflation and Cost Push Inflation – Effects of Inflation - Measures to Control Inflation – Stagflation – Deflation - Trade Cycle - Types of Trade Cycle - Phases of Trade Cycle.

UNIT V BANKING (K4)

(15 Hours)

Central Bank - Functions of Central Bank – Credit Control – Quantitative Credit Control - Qualitative Credit Control - Commercial Banks - Functions - Credit Creation – Monetary Policy - Objectives of Monetary Policy – Tools – Demonetization – Cryptocurrency (Industry 4.0) (*Beyond the Curriculum: NBFIs*)

TEXT BOOKS:

1. Sankaran S, (2017), Monetary Economics, (6th Revised Edition) Margham Publications,

Chennai

2. Cauvery R, Kruparani N, Sudhanayak U. K and Manimekalai A, (2010), Monetary Economics, (2nd Revised Edition), S Chand and Co, New Delhi.

REFERENCE BOOKS:

1. Jhingan M.L., (2016) Monetary Economics, (8th Edition), Vrinda Publication, New Delhi.
2. Seth M. L. (2020) Monetary Economics, (18th Edition), Lakshmi Narain Agarwal Publishers, Agra.
3. Narayanan Nadar E. (2013), Money and Banking, Prentice Hall India Learning Private Limited, New Delhi.
4. Mithani D. M. (2010), Money Banking International Trade and Public Finance, Himalaya Publishing, New Delhi.

BLENDED LEARNING

UNIT V Banking

S.No.	Topics	Links
1.	Role and Functions of Central Banks	https://epgp.inflibnet.ac.in/ https://www.youtube.com/watch?v=X3Zb5N8dvsc
2.	Quantitative and Qualitative Credit Control measures	https://www.youtube.com/watch?v=dWL2jKxUILE
3.	Commercial banks	https://epgp.inflibnet.ac.in/
4.	Functions of commercial banks	https://www.youtube.com/watch?v=wlsOeE346SI
5.	Monetary policy & Objectives	https://www.youtube.com/watch?v=B0JH6LuG3J4 https://www.youtube.com/watch?v=4kmoHmhNUjc

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2		1					1		2		
CO2	2	1	1	2	1		1		1			2	1	
CO3	2		1	1			2						1	
CO4	2	1	1	2	1		2		1			1	1	2
CO5	2	1	1	1	1	1	2	2	2	1	3	2		2

Correlation: 3 – High, 2 – Medium, 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Report Writing (Unit V)	Once in a Semester

Course Designed by: Dr.N.KRISHNAVENI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: V
COURSE CODE: 23UEC5C10
TITLE OF THE COURSE: CORE: PUBLIC FINANCE

COURSE OBJECTIVES:

- Understanding of issues related to revenue, expenditure and finances of the government.
- To provide knowledge of the budget and Government Policies.

COURSE OUTCOME

At the end of the course the students will be able to:

CO1	Understand the subject of public finance, its scope and Principle of Maximum Social Advantage.	K2
CO2	Gain knowledge on effects of Taxation and Non-Tax Revenue.	K2
CO3	Justify the public expenditure and Public Debt.	K3
CO4	Remember the Budgetary procedure in India.	K2
CO5	Analyse the approved plan of current finance commission recommendations.	K4

Syllabus

Credits: 5

Instructional Hours: 75

UNIT I: PUBLIC FINANCE (K2)

(15 Hours)

Public Finance - Definition- Nature and Scope of Public Finance - Importance of Public Finance – Similarities of Public Finance and Private Finance – Dissimilarities of Public Finance and Private Finance - Principle of Maximum Social Advantage – Dalton – Pigou – Musgrave

UNIT II: PUBLIC REVENUE (K2)

(15 Hours)

Public Revenue –Sources of Public Revenue - Tax - Meaning - Features - Direct Tax - Merits and Demerits - Indirect Tax – Merits and Demerits – GST - Canons of Taxation - Effects of Taxation on Production, Distribution and other Effects - Meaning of Incidence and Shifting of Tax - Non-Tax Revenue – Types
(Beyond the Curriculum: GST & Indian Economy)

UNIT III: PUBLIC EXPENDITURE AND PUBLIC DEBT (K3)

(15 Hours)

Public Expenditure - Meaning - Principles - Classification – Public Expenditure Vs Private Expenditure– Effects on Production, Distribution and other effects - Public Debt - Meaning - Classification - Methods of Redemption of Public Debt

UNIT IV: BUDGET (K2)

(15 Hours)

Budget - Features of Budget – Objectives of Budget – Principles of Budget - Balanced and Unbalanced Budget – Difference between Balanced and Unbalanced Budget - Budgetary Procedure in India *(Self-Study: Objectives of Budget)*

UNIT V: FISCAL POLICY AND FEDERAL FINANCE (K4)

(15 Hours)

Fiscal Policy - Objectives of Fiscal Policy – Instruments of Fiscal Policy - Federal Finance - Functions of Federal Finance - Principles of Federal Finance – Finance Commission – Recommendations of Current Finance Commission.

TEXT BOOK:

1. Cauvery.R, Sudhanayak U.K, and Girija M (2011), Public Finance, (4thEdition), S. Chand and Co, New Delhi.

REFERENCE BOOKS:

1. Tyagi.B.P (2015), Public Finance, (57th Edition), Jaiprakash Nath and Co, Meerut.
2. Sundaram.K.P.M (2001), Public finance - Theory and practice, (16th Edition), S Chand & Co Ltd, New Delhi.
3. Bhatia. H.L (2012), Public Finance, (27th Edition), Vikas Publishing House Pvt Ltd, Noida.
4. Radhakrishnan.N (2013), Public Finance – Theory and Approach, (2nd Edition), Vrinda Publications Pvt Ltd, New Delhi.

BLENDING LEARNING

UNIT V: Fiscal Policy and Federal Finance

S.No.	Topics	Links
1.	Fiscal Policy	https://www.youtube.com/watch?v=4FNdUTN4cHY
2.	Objectives of Fiscal Policy	https://www.youtube.com/watch?v=aBmVNVIqpfk
3.	Instruments of Fiscal Policy	https://www.youtube.com/watch?v=5fSkF1WWgDc
4.	Principles of Federal Finance	https://www.youtube.com/watch?v=dEOI_6TdXeY
5.	Finance Commission	https://www.youtube.com/watch?v=DzpAAjr1Sag
6.	Current Finance Commission of India	https://www.youtube.com/watch?v=s3nMWUACGk8

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1					3					1		
CO2		2				3		2	1			3	2	3
CO3	2							1	3			2		
CO4	3		2			2		3				3		1
CO5	3			2			3	2	1				3	2

Correlation: 3 – High, 2 – Medium, 1 – Low

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Group Discussion (Unit V)	Once in a Semester

ASSESSMENT TOOLS

Course Designed by: Dr.Sr.A.ADAIKKALA MARY	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: V
COURSE CODE: 23UEC5C11
TITLE OF THE COURSE: CORE: ACCOUNTANCY FOR ECONOMICS
(Employability)

COURSE OBJECTIVES:

- To enable the students to understand the nature and methods of Accountancy.
- To ensure basic application of accounting tools.

COURSE OUTCOME

At the end of the course the students will be able to:

CO1	Understand the subject the concept of accounting and the methods of book keeping	K2
CO2	Gain knowledge on subsidiary books. Purchase and sales books	K2
CO3	Describe the preparation of final accounts.	K2
CO4	Calculate the different types of ratios	K3
CO5	Evaluate the cost sheets.	K5

Syllabus

Credits: 5 **Instructional Hours: 90**
UNIT I: ACCOUNTING CONCEPTS (K2) **(18 Hours)**

Accounting – Meaning-Definition – Concepts – Conventions – Methods of Book Keeping – Difference between Single Entry and Double Entry - Accounting Rules - Accounting Cycle - Journal - Ledger – Trial Balance.

UNIT II: SUBSIDIARY BOOKS (K2) **(18 Hours)**

Subsidiary Books –Types of Subsidiary Books - Day Book: Purchase Book - Purchase Returns Book - Sales Book - Sales Return Book - Cashbook – Single Column - Double Column - Triple Column - Petty Cash Book.

UNIT III: FINAL ACCOUNTS (K2) **(18 Hours)**

Final Accounts - Preparation of Final Accounts – Trading Account – Profit and Loss Account – Balance Sheet – Objectives of Balance Sheet- Advantages of Balance Sheet – Adjusting and Closing Entries.

(Beyond the Curriculum: Errors and Rectifications)

UNIT IV: ACCOUNTING RATIOS (K3) **(18 Hours)**

Accounting Ratios for Business Decisions - Meaning – Importance – Advantages- Disadvantages- Classifications of Ratios– Simple Ratio – Limitations of Ratio Analysis.

UNIT V: COST SHEET (K5) **(18 Hours)**

Elements of Cost Materials-Labour- Expenses– Classification of Cost-Functional- Identifiability-Variability-Types of Cost – Cost overheads – Cost-Sheet Preparation – Simple Problems *(Self-Study: Types of Cost)*

NOTE: Theory: 40% and Problems: 75%

TEXT BOOK

1. Nagarajan, K.L., Vinayakam, N and Mani.P.L. (2010), Principles of Accountancy, (1st Edition), Sultan Chand and Sons, New Delhi.

REFERENCE BOOKS

1. Jain.S. P and Narang (2009), Principles of Accountancy, (4th Edition), Kalyani Publishers,

New Delhi.

2. Vivekandar.R.N.and Gangadevi.S. (2008), Principles of Accountancy, (1st Edition), Rudhra Books, Chennai.
3. Grewal TS & Gupta S C. (2017), Introduction to Accountancy, (Reprint 2017), Vikas Publishing House, New Delhi.
4. Thukaram Rao. M E (2009), Advanced Accountancy, 1st Edition, New Age International Publishers, New Delhi.

BLENDLED LEARNING

UNIT IV: Accounting Ratios

S.No.	Topics	Links
1.	Accounting Ratios	https://www.mastersindia.co/gst/accounting-ratios/ https://analystprep.com/cfa-level-1-exam/financial-reporting-analysis/activity-liquidity-solvency-profitability-valuation-ratios/

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	2	1	1	2	1			1	2	2	2	2	
CO2	1	1	1			1		1		2	2	2	2	2
CO3		1	2	2					1		2	1	2	2
CO4		2	2	2	2	-	1			2		2	2	
CO5	2	2		2						2		2	2	2

Correlation: 3 – High, 2 – Medium, 1 – Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Quiz (Unit V)	Once in a Semester

Course Designed by: Dr.Sr.A.ADAIKKALA MARY	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: V

COURSE CODE: 23UEC5E01

TITLE OF THE COURSE: ELECTIVE – HISTORY OF ECONOMIC THOUGHT

COURSE OBJECTIVES:

- To inculcate an understanding of how economic thoughts and principles have evolved over times.
- To demonstrate the historical beginnings of economic theories and doctrines.
- To impart knowledge on the contributions of great philosophers and economists.

COURSE OUTCOMES:

At the end of the course the student will be able to:

CO1	Excel in the knowledge of the ancient economic thought	K2
CO2	Demonstrate the contribution of Classical and Neoclassical economists	K2
CO3	Understand the ideas of Marxism and Keynesian Economics	K2
CO4	Identify the contributions of great Indian economists	K2
CO5	Familiarise with the ideas of Nobel Laureates in Economics	K2

Syllabus

Credits: 4

Instructional Hours: 60

UNIT I: EARLIER PERIOD (K2)

(12 Hours)

History of Economic Thought - Definition - Significance - Mercantilism – Elements of Mercantilist Thought - Views of Mercantilism – Mercantilism in State Policies - Thomas Mun - Physiocracy – Physiocratic Doctrines - Practical Aspects and Policies of Physiocrats – Contribution of Physiocrats to Economic Science -Turgot.

UNIT II: CLASSICAL PERIOD (K2)

(12 Hours)

Adam Smith – Philosophy of Adam Smith - Division of Labour - Views of Adam Smith - Labour Theory of Value - Laissez Faire Doctrine - Thomas R Malthus – Theory of Population - Theory of Gluts - David Ricardo – Ricardian Theory of Rent – Ricardo’s Theory of International Trade. (*Self-Study: Ricardian Theory of Rent*)

UNIT III: MARXIAN AND KEYNESIAN ECONOMICS (K2)

(12 Hours)

Karl Marx - Chief Tenets of Marxian Thought - Dialectical Materialism - Labour Theory of Value - Theory of Surplus Value – Concentration of Capital - Keynesian Economics - Keynesian Theory of Employment – Principle of Effective Demand - Consumption Function – Investment - Multiplier – Importance of Keynesian Economics

UNIT IV: INDIAN ECONOMIC THOUGHT (K2)

(12 Hours)

Ideas of Dadabhai Naoroji –Views of M.G. Ranade – Economics Ideas of R.C. Dutt – Gandhian Economics - Gandhiji's Economic Ideas - Trusteeship – Industrialization – Sarvodaya – Prohibition – Ideas of Nehru–Contribution of Amartya Se

UNIT V: NOBEL LAUREATES IN ECONOMICS (Last Five Years) (K2) (12 Hours)

Oliver Hart and Bengt Holmstrom- Contract Theory - Richard H. Thaler - Behavioral Economics - William D. Nordhaus and Paul M. Romer – Long Run Macro Economic Analysis – Abhijit Banerjee, Esther Duflo and Michael Kremer – Experimental approach to Alleviate Global Poverty – Paul R Milgrom and Robert B Wilson – Auction Theory.

TEXT BOOK:

1. Sankaran, S. (2006) History of Economic Thought (6th Edition), Margham Publications, Chennai.

REFERENCE BOOKS:

1. Jhinghan, M.L., Girija M. and Sasikala L. (2016) History of Economic Thought (3rd Edition), Vrinda Publications, New Delhi.

2. Paul.R.R. (2013) History of Economic Thought, (17th Edition), Kalyani Publishers, Delhi.

3. Bhatia H.L. (2015) History of Economic Thought (4th Edition), Vikas Publishing House, Noida.

4. Loganathan V. (2020) A History of Economic Thought (10th Edition), Sultan Chand and Company, New Delhi.

BLENDED LEARNING

UNIT IV: Indian Economic Thought

UNIT V: Nobel Laureates in Economics

S.No.	Topics	Links
1.	Gandhian Economics	https://www.youtube.com/watch?v=G44_xlBI7RE
2.	Trusteeship	https://www.youtube.com/watch?v=EELBF8g-lIE
3.	Contribution of Amartya Sen	https://www.youtube.com/watch?v=dAZdgIxtOkQ https://www.youtube.com/watch?v=NOo-Omyqv78
4.	Behavioural Economics	https://www.youtube.com/watch?v=A1M9VSgsSW4
5.	Experimental approach to Alleviate Global Poverty	https://www.youtube.com/watch?v=Tyf28BOiOTU

MAPPING OF CO's WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3		2					2						
CO2	2		2					2				1	1	
CO3	2		2				2					1		
CO4	2		2					2				1	1	
CO5	2		2					1						

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Case Study (Unit V)	Once in a Semester

Course Designed by: Dr.K.JAYANTHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: V
COURSE CODE: 23UEC5E02
TITLE OF THE COURSE: ELECTIVE: SOCIAL AND ECONOMIC ISSUES IN INDIA

COURSE OBJECTIVES:

- To understand the nature and magnitude of social problems in India.
- To impart knowledge on how and why economic issues in India.

COURSE OUTCOMES:

At the end of the course the student will be able to:

CO1	Explain the nature of social issues in Indian context	K2
CO2	Examine the nature, causes and types of crime, youth unrest and Juvenile Delinquency in India	K2
CO3	Create awareness on the issues related to alcoholism, drug addiction, suicides and democracy in India.	K2
CO4	Understand the causes and remedial measures for beggary, corruption and black money.	K2
CO5	Create awareness about the violence against women and child abuse, and its causes and remedial measures.	K2

Syllabus

Credits: 4

Instructional Hours: 60

UNIT I SOCIAL PROBLEMS (K2)

(12 Hours)

Meaning – Nature of social problems –Methods of studying social problems – Approaches - Main Causes for social problems – Remedies – Scope – Rural and Urban problems in India - Social changes in India. **(Self-Study: Social changes in India)**

UNIT II CRIME, JUVENILE DELINQUENCY, YOUTH UNREST (K2)

(12 Hours)

Crime: Concept–Characteristics – Classification of Crime –Nature of Type of crime against property - Causes of Crime – Measures - Juvenile Delinquency: Difference between Crime and Juvenile Delinquency – Causes – Reforms - Youth Unrest: Causes – Suggestions.

UNIT III ALCOHOLISM, DRUG ADDICTION, SUICIDE AND PROBLEM OF DEMOCRACY (K2)

(12 Hours)

Alcoholism: Forms – Effects –Prohibition in India - Drug Addiction: Categories – Control of Drug Addiction -Suicide: Causes – Remedies - Problem of Democracy – Solution.

UNIT IV BEGGARY, CORRUPTION AND BLACK MONEY (K2)

(12 Hours)

Beggary: Problems – Causes – Remedies. Corruption: Causes – Fields of corruption – Remedies – Black Money – Causes – Consequences – Remedial Measures – Black Money in India. **(Self-Study: Anti-poverty Measures in Poverty Alleviation)**

UNIT V CHILD ABUSE AND VIOLENCE AGAINST WOMEN (K2)

(12 Hours)

Child Abuse - Concept - types – incidence – Victims of Abuse – Causes – Effects - Problems of child labour – Remedial measure -. Violence against women - Women Harassment – Nature, extent and Characteristics of violence –Victims of violence – types – Motivations in violence - measures.

TEXT BOOKS:

1. Dr. Kumar (2020), Social Problems and Welfare, Navrang Offset Printers, Agra.

2. Ram Ahuja (2014), Social Problems in India, (4th Edition), Rawat Publications, Jaipur

REFERENCE BOOKS:

1. Shankar Rao C N (2015), Indian Social Problems, S. Chand & Co, New Delhi.
2. Das & Bitasta, (2018), Social Problems, Women Empowerment, Population Issues, and Diversity of India.
3. Dhrub Kumar (2020), Economic & Social Issues in India, Ramesh Publishing House, New Delhi.
4. Naseem A Azad (2011) Social and Economic Problems in India, Ramesh Publishing House, New Delhi.

BLENDED LEARNING

UNIT IV Beggary, Corruption and Black Money

UNIT V Child Abuse and Violence Against Women

S.No.	Topics	Links
1.	Black Money	https://www.youtube.com/watch?v=mu_1Vib9IsI
2.	Corruption	https://www.youtube.com/watch?v=d8mfdwQpCw
3.	Child Abuse and Violence against Women	https://www.youtube.com/watch?v=6kcKX2In0B0 https://www.youtube.com/watch?v=Lza_xyhR7n0 https://www.youtube.com/watch?v=cgRG4NVsqaA

MAPPING OF CO's WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3		1	3				1	2	3		1		2
CO2	1			3	1			1		2		1		1
CO3	1			2	1			2		3		2		1
CO4	3		1	3	2			1		3		2		2
CO5	3			2	2			2		2		3		3

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Survey (Unit V)	Once in a Semester

Course Designed by: Dr.K.JAYANTHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: V

COURSE CODE: 23NEC5E01

TITLE OF THE COURSE: ELECTIVE - GENERAL ECONOMICS

COURSE OBJECTIVES:

- To impart knowledge on the basics of economics and economic analysis
- To enable the students to understand the aspects related to Money, elements of Public Finance and international trade.

COURSE OUTCOMES:

At the end of the course the student will be able to:

CO1	Gain knowledge on the subject matter of Economics	K2
CO2	Understand the nature and scope of Micro and Macro Economics	K2
CO3	Explain the functions of money and the role of monetary policy	K2
CO4	Demonstrate the knowledge on public finance and Budgetary Procedure in India	K2
CO5	Indicate the features of international trade and balance of payments	K2

Syllabus

Credit: 4

Instructional Hours: 60 hrs

UNIT I: ECONOMICS (K2)

(12 Hours)

Economics – Definition - Meaning – Basic Economic Problems - Nature of Economics – Positive and Normative - Methods of Economic Analysis – Descriptive and Analytical Approach - Subject matter of Economics.

UNIT II MICRO AND MACRO ECONOMICS (K2)

(12 Hours)

Micro Economics – Scope and Importance of Micro Economics – Demand – Supply - Macro Economics – Scope and Importance of Macro Economics – Difference between Micro and Macro Economics – Circular Flow of Income – National Income – Concepts – Methods of Measurement of National Income - Difficulties in Measurement.

UNIT III MONETARY ECONOMICS (K2)

(12 Hours)

Money – Functions of Money – Role of Money – Kinds of Money – Monetary Policy – Objectives of Monetary Policy – Role of Monetary Policy in Economic Development – Demonetization. (*Self-Study: Demonetization*)

UNIT IV PUBLIC FINANCE (K2)

(12 Hours)

Public Revenue – Sources of Revenue – Tax Revenue – Non-Tax Revenue – Public Expenditure – Growth of Public Expenditure in India – Budget – Objectives – Types of Budget – Budgetary Procedure in India.

UNIT V INTERNATIONAL TRADE (K2)

(12 Hours)

International Trade – Basics of International Trade – National Trade & International Trade – Role of Foreign Trade in Economic Development - Balance of Trade - Balance of Payments – Structure of Balance of Payments - Disequilibrium in Balance of Payment – Measures to Correct Disequilibrium.

TEXT BOOK:

1. S. K. Agarwal (2016) General Economics (4th Edition), S Chand and Company, New Delhi.

REFERENCES BOOKS:

1. D. Bose & R. Marimuthu (2018), An Introduction to Micro Economics (2nd Revised Edition), Himalaya Publishing House, Mumbai.

2. Sankaran,S . (2016), Macro Economics, (6th Edition), Margham Publications, New Delhi.

3. Cauvery R, Kruparani N, Sudhanayak U. K and Manimekalai A, (2010), Monetary Economics, (2nd Revised Edition), S Chand and Co, New Delhi.

4. Cauvery. R, Sudhanayak U. K, and Girija M (2011), Public Finance (4th Edition), S. Chand & Co, New Delhi.

5. Mithani D.M. (2017) International Economics, (8th Edition), Himalaya Publishing House, Mumbai.

BLENDED LEARNING

UNIT V International Trade

S.No.	Topics	Links
1.	International Trade	https://youtu.be/o3BNXCKGBpg
2.	National Trade & International Trade	https://youtu.be/3b7VjE5hv6w
3.	Role of Foreign Trade in Economic Development	https://youtu.be/79x_9CUi83Y
4.	Balance of Trade - Balance of Payments	https://youtu.be/ZnyPcOz6bqc
5.	Structure of Balance of Payments	https://youtu.be/3FMYnYSQONk
6.	Disequilibrium in Balance of Payment	https://youtu.be/ZUjsfO35ZSE
7.	Measures to correct disequilibrium	https://youtu.be/p3tluktAg20

MAPPING OF CO's WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3		1									2		1
CO2	3		1	2			2					2		1
CO3	2		1				1	1		2		1		1
CO4	2	1	2	2	1		2		1	2	1	1	2	1
CO5	1	1		1	2	1	1		1		2	2		1

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Quiz (Unit V)	Once in a Semester

Course Designed by: Dr. N. KRISHNAVENI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: V
COURSE CODE: 23UEC5SB3
TITLE OF THE COURSE: SKILL BASED - INVESTMENT MANAGEMENT
(Skill Development)

COURSE OBJECTIVES:

- To explain the nature and the significance of investment management.
- To provide knowledge on the investment planning, stock markets, brokerage business and portfolio management in India.

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Understand the nature and scope of investment decisions.	K2
CO2	Gain knowledge on functions and organizational structure of the stock market.	K2
CO3	Familiar with the operations and functions of the new issue market.	K2
CO4	Become familiar with brokerage and share trading and its facilities.	K2
CO5	Describe the Portfolio Management, Bonds, Government securities and its risk.	K3

Syllabus

Credits: 2

Instructional Hours: 45

UNIT I INVESTMENT DECISIONS (K2)

(9 Hours)

Investment - Economic Investment – Speculation – Gambling- Relation between Investment, Speculation and Gambling - Features of Investment - Risks involved in Investment- Relation between Investment Decision and Financial Decision.

(Self-Study: Relation between investment, speculation and gambling)

UNIT II STOCK MARKET IN INDIA (K2)

(9 Hours)

Stock Market - Nature and Functions of Stock Exchange – Evolution of Stock Markets in India- Organizational Structure of Indian Stock Exchange-Over the Counter Exchange of India (OTCEI) – Bombay Stock Exchange (BSE) - National Stock Exchange (NSE).

UNIT III NEW ISSUE MARKET (K2)

(9 Hours)

Meaning - Functions - Recent trends in Primary Market - Listing of Securities – Advantages of Listing-Difficulties in Listing- Legal Requirements of listing-Rights issued by a listed company.

UNIT IV BROKERAGE BUSINESS (K2)

(9 Hours)

Functions of a Brokerage Firm-Brokerage Information-Functional specialization of members – Selecting a Broker and Brokerage Firm - Mechanics of Share Trading – Features - Carry Forward Facility - Investment Company – Types of Investment Company.

UNIT V PORTFOLIO MANAGEMENT (K3)

(9 Hours)

Evolution of Portfolio Management in India - Modern Portfolio Theory – Bonds – Reasons for Issuing Bonds – Features of Bond – Types of Bonds-Types of Risk in Bond Investment- Government Securities - Yield Structure of the Government Securities.

(Self-Study: Types of Bonds)

TEXT BOOK

1. Gupta A. (2009), Investment Management, (2ndEdition), Lakshmi Narain Agarwal, Agra.

REFERENCE BOOKS

1. Gopalakrishnan. C (2004), Investment Management, (1st Edition), Kalyani Publishers, New Delhi

2. Preethi Singh (2016), Investment Management, Himalaya Publishing House, (1st Edition) Mumbai.

2. Bhalla, V. K (2009), Investment Management Security Analysis and Portfolio Management, (5thEdition), S. Chand& Co, New Delhi.

3. Radha, Parameswaran and Nedunchezhian (2008), Investment Management (1stEdition), Prasanna Publishers, Chennai.

BLENDED LEARNING

UNIT IV Brokerage Business

UNIT V Portfolio Management

S.No.	Topics	Links
1.	Brokerage business	https://youtu.be/4t73bcTRfgI
2.	Portfolio Management	https://youtu.be/Qmw15cG2Mv4
3.	Bonds	https://youtu.be/W52UFtR4ZWY

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2		2	1				1	2			2	2	1
CO2	2							2		2		2	2	2
CO3	2												2	1
CO4	1							3					1	
CO5	2		1	2	1		1	1				1	2	1

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Group Discussion (Unit V)	Once in a Semester

Course Designed by: Dr. J. JACINTHA MARIA FLORENCE	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	<div>Approved by:</div> <div>Principal</div>

SEMESTER: V & VI

COURSE CODE: 23IDSBEC01

TITLE OF THE COURSE: SKILL BASED: ECONOMICS FOR COMPETITIVE EXAMINATIONS
(Employability)

COURSE OBJECTIVES:

- To indicate the characteristic features and Structure of Indian Economy.
- To enable the students to understand the issues in Indian Economy.
- To make the students to understand the Economic Planning and Reforms in India.

COURSE OUTCOMES:

At the end of the course the student will be able to:

CO1	Gain knowledge on the Feature of Indian Economy, Agriculture Sector and MS	K2
CO2	Update knowledge on Population, Poverty and Unemployment.	K2
CO3	Discuss the Functions of Reserve Bank of India, Commercial Banks and Inflation	K4
CO4	Able to demonstrate five-year plans and NITI Aayog	K4
CO5	Discuss the impact of economic reforms on Indian Economy.	K4

Syllabus

Credits: 2

Instructional Hours: 45

UNIT I: INDIAN ECONOMY (K2)

(9 Hours)

Characteristics of Indian Economy – Agriculture - Role of Agriculture in Economic Development - Problems of Agricultural Sector in India – Green Revolution – Merits and Demerits of Green Revolution - Micro Small and Medium Enterprises (MSME) - Role of MSME in Indian Economy – Problems of MSME. *(Self-Study: Problems of Agricultural Sector in India)*

UNIT II: ISSUES IN INDIAN ECONOMY (K2)

(9 Hours)

Population in India – Causes of the Rapid Growth of Population – Measures to Control Population Growth of India - Poverty – Causes – Poverty Alleviation Programmes – Unemployment – Types – Causes of Unemployment in India – Employment Generation Programme. *(Self-Study: Causes of Poverty)*

UNIT III: BANKING AND INFLATION (K4)

(9 Hours)

Reserve Bank of India - Functions of RBI - Commercial Banks–Role of Commercial Banks in Economic Development - Functions of Commercial Banks - Inflation - Types of Inflation – Causes: Demand Pull Inflation – Cost Push Inflation – Measures to control Inflation

UNIT IV: ECONOMIC PLANNING (K4)

(9 Hours)

Economic Planning: Objectives of Planning in India – Importance of Economic Planning in India -Types of Plans - Overview of Five-Year Plans in India: Objectives and Achievements of XI Five Year Plan - Objectives and Achievements of XII Five Year Plan – NITI Aayog – Functions and Structure

UNIT V: ECONOMIC REFORMS (K4)

(9 Hours)

Economic Reforms - Economic Reforms in India - Liberalization - Merits and Demerits of Liberalization – Privatization - Merits and Demerits of Liberalization –Globalization - Features – Pros and Cons of Globalization - Impact of Economic Reforms on Indian Economy.

TEXT BOOK:

1. Sankaran, S. (2016), Indian Economy, (13th Edition), Margham Publications, Chennai.

REFERENCE BOOKS:

1. Misra and Puri, (2020), Indian Economy, (38th Edition), Himalaya Publishing House, Mumbai.

2. Agarwal A.N. and Agarwal, M. K. (2016), Indian Economy, (40th Edition), New Age International Pvt Ltd, New Delhi.

3. Jhinghan,M.L. (2016), Economics of Development and Planning, (41st Edition), Vrinda Publications, New Delhi.

4. Ramesh Singh (2021) Indian Economy (13th Edition) Mc Graw Hill Publishers, Chennai.

5. Gaurav Dutt, and Ashwani Mahajan (2018) Indian Economy (72th Edition) S. Chand and Co, New Delhi.

BLENDED LEARNING

UNIT V: Economic Reforms

S.No.	Topics	Links
1.	Economic Reforms	https://www.toppr.com/guides/economics/liberalization/privatisation-and-globalisation/liberalization/

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1		2	2	2		2					1	1	
CO2	1		2	2	2		2					2	1	
CO3	2		2	2	2		2					2		2
CO4			1	1			1					2		2
CO5			1	1			1					1		1

Correlation: 3 – High, 2 – Medium, 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Quiz (Unit V)	Once in a Semester

Course Designed by: Dr. R. MEENAKSHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: VI
COURSE CODE: 23UEC6C12
TITLE OF THE COURSE: CORE: MACRO ECONOMICS

COURSE OBJECTIVES:

- To enable the students to understand the concepts of National Income.
- To grasp the attributes of consumption function, investment function and working of Multiplier.
- To analyse general equilibrium in the product and money market.

COURSE OUTCOMES:

At the end of the course the student will be able to:

CO1	Understand the nature and scope of Macro Economics and the concepts of national income.	K2
CO2	Discuss the Classical and Keynesian Theories of Employment.	K2
CO3	Explain the Consumption Function and Multiplier.	K2
CO4	Understand the concept of Investment, MEC and Accelerator.	K2
CO5	Analyse the determination of General Equilibrium.	K4

Syllabus

Credits: 5

Instructional Hours: 105

UNIT I: MACRO ECONOMICS AND NATIONAL INCOME (K2) (21 Hours)

Macro Economics - Nature and Scope of Macro Economics – Importance of Macro Economics - Limitations of Macro Economics - National Income – Concepts - Methods of Measuring National Income – Difficulties in Measurement – Importance of National Income Analysis. (*Self- Study: Importance of National Income Analysis*)

UNIT II: THEORIES OF EMPLOYMENT (K2) (21 Hours)

Classical Theory of Employment - Say's Law of Markets - Keynesian Theory of Income and Employment – Principle of Effective Demand - Aggregate Demand and Aggregate Supply - Importance of Effective Demand –Difference between Classical and Keynesian Theory of Employment.

UNIT III: CONSUMPTION FUNCTION AND MULTIPLIER (K2) (21 Hours)

Meaning of Consumption Function – Average and Marginal Propensities to Consume – Keynes Psychological Law of Consumption - Factors affecting Consumption Function - Multiplier - Concept - Working – Assumptions – Leakages – Importance – Criticism. (*Beyond the Curriculum: Duesenberry Hypothesis*)

UNIT IV INVESTMENT FUNCTION AND ACCELERATION (K2) (21 Hours)

Concept of Investment- Types of Investment - Autonomous and Induced Investment - Determinants of Investment – Marginal Efficiency of Capital - Rate of Interest - Principle of Acceleration – Operation of Acceleration – Assumptions – Criticisms. (*Self-Study: Rate of Interest*)

UNIT V GENERAL EQUILIBRIUM (K4) (21 Hours)

Product Market Equilibrium – Derivation of IS Curve – Shift in IS Curve - Money Market Equilibrium – Derivation of LM Curve - Shift in LM Curve – General Equilibrium of Product and Money Market – Changes in General Equilibrium

TEXT BOOK:

1. Sankaran, S. (2016), Macro Economics, (6th Edition), Margham Publications, Chennai.

REFERENCE BOOKS:

- 1.Jhingan M.L., (2016), Macro Economic Theory, (13th Edition), Vrinda Publications, New Delhi.
- 2.Ahuja H.L., (2020), Macro Economics Theory and Policy, (20th Edition), S. Chand & Company Ltd, New Delhi.
- 3.Vaish M.C., (2010), Macro Economic Theory, (14th Edition), Vikas Publishing House Pvt Ltd, New Delhi.
- 4.Divedi D N., (2015), Macro Economics Theory and Policy, (4th Edition), Tata McGraw-Hill Publishing Company Limited, New Delhi.

BLENDING LEARNING

UNIT V General Equilibrium

S.No.	Topics	Links
1.	Product Market	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11
2.	LM Curve	https://youtu.be/RorkQ0Nj_3s
3.	Money Market	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11
4.	IS Curve	https://youtu.be/f3f-mFxaq1E

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	2	2	2	3	2	1	3			2	2	2
CO2	2	2	2	2								2		
CO3	3	2	3	2	2	2	2		2			2		
CO4	3	2	3	2	2	2	2		2			2		
CO5	2	2	3				2					2		2

Correlation: 3 – High, 2 – Medium, 1 – Low

ASSESSMENT TOOLS

ASSESSMENT TOOLS		
S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Quiz (Unit V)	Once in a Semester

Course Designed by: Dr.K.JAYANTHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: VI

COURSE CODE: 23UEC6C13

TITLE OF THE COURSE: CORE: INTERNATIONAL TRADE

COURSE OBJECTIVES:

- To acquire basic knowledge about international trade and trade issues
- To understand the theories governing international trade
- To evaluate the functions of various bodies in international trade

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Indicate the features of National and International Trade	K2
CO2	Compare the classical and modern theories of international trade with illustrations	K2
CO3	Apply the concepts related to balance of payments and terms of trade using formulas	K3
CO4	Identify the determination of exchange rate based on global economic conditions.	K3
CO5	Analyze the working of international organizations like IMF, IBRD and WTO	K4

Syllabus

Credits: 5
105

Instructional Hours:

UNIT I: INTERNATIONAL TRADE (K2) (21 Hours)

International Trade - Meaning - Features – Basis of International Trade – Importance - Difference between National and International Trade – Gains from International Trade - Free Trade – Meaning – Cases for Free Trade – Cases against Free Trade - Protection – Cases for Protection – Cases against Protection.

(Self-Study: Cases against Free Trade)

UNIT II: THEORIES OF INTERNATIONAL TRADE (K2) (21 Hours)

Classical Theory of International Trade – Adam Smith’s Absolute Differences in Cost - Ricardo’s Theory of Comparative Cost - Theory with Illustration – Criticism - Heckcher- Ohlin Theory – Assumptions – Superiority over the Classical Theory – Criticism.

UNIT III: BALANCE OF PAYMENTS (K3) (21 Hours)

Balance of Payments - Meaning - Types - Disequilibrium in Balance of Payments - Causes of Disequilibrium - Measures to Correct Disequilibrium – Monetary and Trade Measures - Terms of Trade – Types of Terms of Trade - Factors influencing Terms of Trade.

(Beyond the Curriculum: India’s BOP)

UNIT IV: EXCHANGE RATE& EXCHANGE CONTROL (K3) (21 Hours)

Exchange Rate – Concepts – Determination of Equilibrium Exchange Rate - Stable Exchange Rate - Fluctuating Exchange Rate - Exchange Control – Objectives of Exchange Control – Types of Exchange Control – Methods of Exchange Control.

UNIT V: INTERNATIONAL INSTITUTIONS (K4) (21 Hours)

International Financial Institutions: IMF - Objectives – Functions – IBRD - Objectives – Functions – GATT - Origin – Objectives - Non-Tariff Barriers - WTO – Features - Objectives and Functions of the WTO –WTO Agreements. *(Self-Study: WTO Agreements)*

TEXT BOOK

1. Jhingan M.L. (2016) International Economics, (7thEdition), Vrinda Publications, New Delhi.

REFERENCE BOOKS

1. Mithani D.M. (2017) International Economics, (8th Edition), Himalaya Publishing House, Mumbai.
2. Hajela T.N (2017) Money, Banking and International Trade, (9th Edition), Ane Books Private Ltd, New Delhi.
3. Pawan Kumar Oberoi (2016) International Trade, (2nd Edition), Global Academic Publishers and Distributors, New Delhi.
4. Bhat. M.K (2016) International Trade and Financial Environment, (2nd Edition), Ane Books Private Ltd. New Delhi.

BLENDED LEARNING

UNIT V: International Institutions

S.No.	Topics	Links
1.	International Financial Institutions	https://www.youtube.com/watch?v=mkCA-uaI8O4
2.	Objectives of IMF	https://www.youtube.com/watch?v=XvEJ8UeurJU
3.	Functions of IMF	https://www.youtube.com/watch?v=abqDLrT8zuc
4.	Working of the IMF	https://www.youtube.com/watch?v=knVMZbpflu8&t=20
5.	Objectives & Working of IBRD	https://www.youtube.com/watch?v=vK5_dcEXukg
6.	WTO Functions	https://www.youtube.com/watch?v=4--GVz6fLh8

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2				2		2				2	2	
CO2	3		2		3			1					3	
CO3		3		2	3				1			2	2	
CO4	2	1						2				2		
CO5	2	3			2	2					1	2	2	

Correlation: 3 – High, 2 – Medium, 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Group Discussion (Unit V)	Once in a Semester

Course Designed by: Dr.Sr. A. ADAIKKALA MARY	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: VI
COURSE CODE: 23UEC6E01
TITLE OF THE COURSE: ELECTIVE: ENTREPRENEURIAL DEVELOPMENT
(Entrepreneurship)

COURSE OBJECTIVES:

- To acquire knowledge on functions of entrepreneur and entrepreneurship
- To gain information on the entrepreneurial development programmes
- To understand the process involved in starting a business

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Understand the concept of entrepreneur and Entrepreneurship and its importance	K2
CO2	Familiarize with Entrepreneurial Development programmes	K2
CO3	Outline the institutional Assistance for Entrepreneurial Development	K2
CO4	Acquire knowledge on procedures to be followed in starting MSME	K2
CO5	Discuss role and measures to promote women entrepreneurs	K2

Syllabus

Credits: 4

Instructional Hours: 75

UNIT I ENTREPRENEUR AND ENTREPRENEURSHIP (K2) (15 Hours)

Entrepreneur – Characteristics – Functions – Types of Entrepreneurs – Role of Entrepreneur in Economic Development - Entrepreneurship – Characteristics – Role of Entrepreneurship in Economic Development – Factors affecting Entrepreneurship.

UNIT II ENTREPRENEURIAL DEVELOPMENT PROGRAMMES (K2) (15 Hours)

Entrepreneurial Development Programmes - Meaning - Objectives of Entrepreneurial Development Programmes – Phases of Entrepreneurial Development Programmes - Essentials of Entrepreneurial Development Programmes - Entrepreneurial Development Programmes Training - Entrepreneurial Development Programme in India.

UNIT III INSTITUTIONAL SUPPORT AND FINANCE (K2) (15 Hours)

Institutions Assisting Entrepreneurs –National Small Industries Corporation (NSIC) - District Industries Centres (DIC) - Functions – Small Industries Development Bank of India (SIDBI) - Small Industries Service Institutes (SISI) - State Industries Promotion Corporation of Tamilnadu (SIPCOT) – Small Industries Development Organization (SIDO) – Technical Consultancy Organization (TCO).

(Self-study: District Industries Centres (DIC))

UNIT IV STARTING A MICRO, SMALL AND MEDIUM ENTERPRISES (K2) (15 Hours)

Business Idea - Preparation of Project Report – Form of Ownership – Location – Procurement of land - Registration - Obtaining Loan and Subsidy – Government Clearances – Procurement of Raw Material.

UNIT V WOMEN ENTREPRENEURS (K2) (15 Hours)

Women Entrepreneurs- Concepts – Growth of Women Entrepreneurs in India – Factors influencing women entrepreneurs - Problems faced by Women Entrepreneurs - Measures to Promote Women Entrepreneurship in India – Institutions supporting Women Entrepreneurs in India - **Role of Digital Technology for Women Entrepreneurs (Industry 4.0) - National Single Window System (NSWS) (Industry 4.0)**
(Self-Study: Problems faced by Women Entrepreneurs)

TEXT BOOK:

1. Gupta C.B. and Srinivasan N.P. (2020). Entrepreneurial Development, (7th Revised Edition) Sultan Chand and Company, New Delhi.

REFERENCE BOOKS:

1. Gordon. E and Dr. K. Natarajan, (2015), Entrepreneurship Development (5th Revised Edition), Himalaya Publishing House, Mumbai.
2. Jayshree Suresh. (2016) Entrepreneurial Development, (5th Edition), Margham Publications, Chennai.
3. Khanka.S.S. (2007). Entrepreneurial Development, (4th Revised Edition) S Chand and Company Limited, New Delhi.
4. Abhishek Nirjar, (2014), Entrepreneurship Development, (1st Edition), CBS Publishers and Distributors, New Delhi.
5. Monica Loss & Bascunan F L. (2015), Entrepreneurship Development (2th Edition), Global Academic Publishers & Distributors, New Delhi.

BLENDED LEARNING

UNIT V Women Entrepreneurs

S.No.	Topics	Links
1.	Women Entrepreneurs - Problems	https://www.youtube.com/watch?v=GkT6u1hww74
2.	Women Entrepreneurs Challenges	https://www.youtube.com/watch?v=7F7Mr_168MQ
3.	Institutional Support to Entrepreneurs	https://www.youtube.com/watch?v=VcMPS8MMVHw

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	1	3	1	1			1	2	1	2		
CO2	2	2	1	1		3	1		2	1	2	2		
CO3	2	1	1	2		1			2	1				1
CO4	2	1	2	2	2	3	1	2	2	1	1	1		
CO5	2	1		2	1	1	2	1	2	1	2	3		

Correlation: 3 – High, 2 – Medium, 1 – Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Case Study (Unit V)	Once in a Semester

Course Designed by: Dr. J. JACINTHA MARIA FLORENCE	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: VI
COURSE CODE: 23UEC6E02
TITLE OF THE COURSE: ELECTIVE - HUMAN RESOURCE MANAGEMENT
(Entrepreneurship & Employability)

COURSE OBJECTIVES

- To facilitate the students to gain knowledge on the basic concepts of Human Resource Management
- To enable the students to understand human resource planning and job analysis.

COURSE OUTCOME

At the end of the course the students will be able to:

CO1	Understand the nature and functions of Human Resource Management	K2
CO2	Gain knowledge on the steps, merits and demerits of job analysis	K2
CO3	Understand the different sources of recruitment and its process	K2
CO4	Gain information on the steps in selection process including the techniques to screen candidates	K2
CO5	Describe the types of promotion and transfer and its purpose in human resource management.	K2

Syllabus

Credits: 4

Instructional Hours: 75

UNIT I HUMAN RESOURCE MANAGEMENT (K2)

(15 Hours)

Meaning – Features – Scope – Functions- Difference between Personnel Management and Human Resource Management – Functions of Human Resource Management - Managerial Functions - Operative Functions - Objectives of Human Resource Management.

(Self-Study: Difference between Personnel and Human Resource Management)

UNIT II JOB ANALYSIS AND JOB DESIGN (K2)

(15 Hours)

Meaning – Concepts – Job Description – Job Specification - Need for Job Analysis- Procedure involved in Job Analysis – Techniques of Data Collection for Job Analysis - Merits of Job Analysis - Demerits of Job Analysis – Job Design – Concept – Factors affecting Job Design – Methods of Job Design

UNIT III RECRUITMENT (K2)

(15 Hours)

Meaning – Definition- Factors affecting Recruitment-Sources of Recruitment - Internal Source - External Source – Evaluation of External Sources –Traditional External Sources - Modern External Source.

UNIT IV SELECTION (K2)

(15 Hours)

Meaning – Definition - Need for Scientific Selection-Steps in Selection Process - Techniques to Screen the Candidates - Tests for Selection – Selection Interview- Objectives - Types of Interviews. *(Self-Study: Types of Interviews)*

UNIT V PROMOTION AND TRANSFER (K2)

(15 Hours)

Meaning of Promotion – Types of Promotion – Purposes of Promotion - Promotion on Seniority - Merits of Promotion - Demerits of Promotion – Transfer – Purpose of Transfer - Types of Transfer – Sound Transfer Policy.

TEXT BOOK:

1. Sharma R (2020), Human Resource Management, (13th Edition), Lakshmi Narain Agarwal, Agra.

REFERENCE BOOKS:

1. Prasad.L.M (2014), Human Resource Management, (3rd Edition), S. Chand & Company, New Delhi.
2. Chitra Atmaram Naik. (2017), Human Resource Management, 2nd Edition, Ane's Books Private Limited, New Delhi.
3. Gupta S.C. (2008), Human Resource Management, (3rd Edition), ANE Books, New Delhi.
4. Sabari Mendal, and Amal Goswami, (2014), Human Resource Management, (1st Edition), Vrinda Publications, New Delhi.
5. Khanka. S. S (2016), Human Resource Management: Text and Cases, (Reprint 2nd Edition), S. Chand & Company, New Delhi.

BLENDED LEARNING**UNIT IV Selection****UNIT V Promotion and Transfer**

S.No.	Topics	Links
1.	Selection	https://www.youtube.com/watch?v=1RTeEPyktKY
2.	Promotion and Transfer	https://www.youtube.com/watch?v=iuPfBvX7i1M

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2				3		2	2		2	2	1	
CO2	1	1	1	2		2		1			2		1	
CO3	1	2				1					1		2	
CO4	1	2				1		1	1		2	2	2	
CO5	1	1				2		1			2			

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Group Discussion (Unit V)	Once in a Semester

Course Designed by: Dr. J. JACINTHA MARIA FLORENCE	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

SEMESTER: VI
COURSE CODE: 23UEC6SB4
TITLE OF THE COURSE: SKILL BASED - EXPORT MANAGEMENT
(Skill Development)

COURSE OBJECTIVES

- The subject focuses on international business practices.
- To enhance the students who seek a career in international markets.

COURSE OUTCOME

At the end of the course the student will be able to:

CO1	Understand the importance and principles of export management.	K2
CO2	Gain knowledge on direct and indirect export.	K2
CO3	Enhance the students to understand about the product promotion.	K2
CO4	Acquire knowledge on export documentation and procedure.	K3
CO5	Demonstrate the export promotion measures and EXIM policy.	K2

Syllabus

Credits: 2

Instructional Hours: 3

UNIT I EXPORT MANAGEMENT (K2)

(6 Hours)

Export Management - Importance – Export management Skills – Requirements of Trade – Principles of Planning Export Management – Organization in Export - Types of Export Organization – Steps to build a team - Management Control in Trade - Role and Status of Executives. *(Self- Study: Types of Export Organization)*

UNIT II ENTRY TO OVERSEAS MARKET (K2)

(6 Hours)

Direct Exporting – Meaning – Functions required in Direct Exporting - Advantages and Disadvantages of Direct Exporting – Forms of Organization in Direct Exporting - Indirect Exporting - Advantages and Disadvantages – Middlemen in Indirect Exporting - Co-operative Exporting – Advantages.

UNIT III PRODUCT PROMOTION IN FOREIGN MARKETS (K2)

(6 Hours)

Definition – Scope of Promotion – Objectives and Stages of Product Life Cycle – Importance – Factors Affecting Promotion Decisions- Domestic and Foreign Advertising – Meaning – Similarities – Differences – Advertising Campaign. *(Self- Study: Foreign Advertising)*

UNIT IV EXPORT DOCUMENTATION AND PROCEDURE (K3)

(6 Hours)

Meaning - Significance of Export Documents – Regulation of Trade – Facilitation of Operations - Functional Types of Documents – Important Documents in Export Trade – Promotion of an Export Order - Banking Procedure of Negotiation.

UNIT V EXPORT PROMOTION (K2)

(6 Hours)

Meaning of Export Promotion - Export Promotion Measures in India - Special Economic Zones (SEZs) – Export Promotion Zones (EPZs) – Export Orientation Units (EOUs) - Export and Import Policy of India.

TEXT BOOK

- 1. Sharma. R, (2020), Export Management (5thEdition), Lakshmi Narain Agarwal Educational Publishers, Agra.

REFERENCES BOOKS

- 1. Balagopal T.A.S, (2015), Export Management (18thEdition), Himalaya Publishers, Bombay.
- 2. Singh, Y.P, (2008), Effective Export Management, (1stEdition), Anmol Publication India, New Delhi.
- 3. Jhingan. M.L., (2014), International Economics, (6thEdition), Vrinda Publications Pvt. Ltd., Delhi.
- 4. Kapoor D.C, (2013), Export Management, (1stEdition), Vikas Publishing House Pvt. Ltd., New Delhi.

BLENDED LEARNING

UNIT IV Export Documentation and Procedure

UNIT V Export Promotion

S.No.	Topics	Links
1.	Export Documentation and Procedure	https://www.youtube.com/watch?v=jXke8ypdLlk
2.	Export Promotion	https://www.youtube.com/watch?v=8jCJi1d8jLc https://www.youtube.com/watch?v=u2uqs3F4XqI https://www.youtube.com/watch?v=q-yv7h8b-hk

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2	0	0	0	1	0	1	3		1			
CO2	2	2	1	1	0	1	0	1	0	1			2	
CO3	1	1	0				2	1	0	2			3	2
CO4	2	1	0				0	0	2	3				
CO5	3		0	0	1	0	0	0	0					

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Report Writing (Unit V)	Once in a Semester

Course Designed by: Dr. J. JACINTHA MARIA FLORENCE	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by: Principal

**Allied Courses offered by the Department of Economics for
B.Com, B.Com (CA), B.Com (E Commerce), B.Com (Business Analytics) and
B.Com (International Business) Degree Programmes from the Academic Year 2023-
2024 Onwards.**

Programme	Semester	Course Code	Title of the Course	Hrs	Cr	Exam	Exam Marks		
							Int	Ext	Total
B.Com / B.Com CA/ B.Com E Commerce/ B.Com (Business Analytics) B.Com (International Business)	I	23UCO1A01 / 23UCC1A01 / 23UCE1A01/ 23UCB1A01 23UCI1A01	Business Economics	5	4	3	25	75	100
B.Com / B.Com E Commerce	II	21UCO2A02 / 21UCE2A02	Indian Economy	5	4	3	25	75	100
B.Com CA	II	21UCC2A02	Public Finance	5	4	3	25	75	100

**Core Courses offered by the Department of Economics for
B.B.A and M.Com Degree Programmes from the Academic Year 2021-2022 Onwards**

Programme	Semester	Course Code	Title of the Course	Hrs	Cr	Exam	Exam Marks		
							Int	Ext	Total
M.Com	I	21PCO1C01	Managerial Economics	5	5	3	25	75	100
BBA	II	21UBA2C04	Business Economics	5	5	3	25	75	100

SEMESTER : I

COURSE CODE: 23UCO1A01 / 23UCC1A01/ 23UCE1A01/23UCB1A01/23UCI1A01

TITLE OF THE COURSE: ALLIED- BUSINESS ECONOMICS

(For B.Com, B.Com (CA), B.Com (E Commerce), B.Com (Business Analytics) and B.Com (International Business) Candidates admitted from the Academic Year 2023-2024 onwards)

COURSE OBJECTIVES

- To impart a general understanding of the economic system as well as in business.
- To recognize the relievable and use of various economic theories.

COURSE OUTCOME

At the completion of the course the student will have the ability to:

CO 1	Develop factual knowledge of business economics	K2
CO 2	Outline the concepts related to demand and indifference curve	K2
CO 3	Develop the knowledge on the production functions	K2
CO 4	Identify the behaviour of Cost curves and Revenue curves	K3
CO 5	Demonstrate the price-output determination under various market structure	K2

Total Credit: 5

Instructional hours: 75

UNIT I BUSINESS ECONOMICS

(15 hours)

Business Economics - Nature of Business Economics – Scope of Business Economics - Application of Economic Concepts in Business - Business Economist - Role and Responsibilities of the Business Economist. (*Self-Study: Role and responsibilities of the business economist*)

UNIT II UTILITY ANALYSIS

(15 hours)

Utility - Meaning - Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility - Demand - Law of Demand - Determinants of Demand – Elasticity of Demand – Types of Elasticity of Demand - Indifference Curve – Properties of Indifference curve – Consumers Equilibrium

UNIT III PRODUCTION ANALYSIS

(15 hours)

Production - Factors of Production – Land – Labour – Capital – Entrepreneur – Laws of Production - Law of Returns - Increasing Returns – Constant Returns – Diminishing Returns - Law of Variable Proportions – Economies of Scale – Diseconomies of Scale - Law of Supply

UNIT IV COST AND REVENUE ANALYSIS

(15 hours)

Cost Concepts – Cost Curves – Total, Average and Marginal Cost Curves - Short Run Cost Curves – Long Run Cost Curves – Relationship between Average Cost Curve and Marginal Cost Curve – Revenue Concepts – Revenue Curves – Total, Average and Marginal Revenue Curves – Relationship between AR and MR Curves

(*Self Study: Cost Concepts*)

1. Theory of Cost - https://youtu.be/wGH5_1PTtHE
2. Long Run Cost Analysis - https://youtu.be/mpFKic_I-zc
3. Short Run Cost Analysis - <https://youtu.be/svespJwNQNo>
4. Long Run Average Cost Curve - <https://youtube.com/watch?v=aKpnaKROoYA>
5. MC, AVC, ATC - <https://youtube.com/watch?v=vh7SjS-t1wA>
6. Graphs MC AC - <https://youtube.com/watch?v=vh7SjS-t1wA>
7. Long Run ATC - <https://youtube.com/watch?v=aKpnaKROoYA>
8. Revenue - <https://nios.ac.in/media/documents/SecEcoCour/English/Chapter-8.pdf>

UNIT V MARKET STRUCTURE

(15 hours)

Market – Meaning – Market Structure – Perfect Competition – Features – Price-Output determinations under perfect competition – Monopoly – Features – Types - Price-Output determinations under Monopoly – Price Discrimination – Monopolistic Competition – Features - Price-Output determinations under Monopolistic Competition

Note: Distribution of Mark 100% Theory.

TEXT BOOK

1. Dr.Sankaran (2003). Business Economics, (Thirteenth Edition) , Margham Publication, New Delhi.

REFERENCE BOOKS

1. R.Cauvery, UK.Sudhanayak, M.Girija and R.Meenakshi (2002). Managerial Economics, S.Chand& Company Ltd., New Delhi.
2. Dr. HL Ahuja, (2010). Business Economics. (Twelfth Edition), S. Chand & Company Ltd, New Delhi.
3. Dr.Varshney R L and Dr. Maheswari K L (2009). Business Economics. (First Edition), S. Chand & Company Ltd, New Delhi.
4. Jhingan ML, and Stephen JK (2004). Managerial Economics. (Thirteenth Edition), Vrindha Publication (P) Ltd, New Delhi.

MAPPING OF COs WITH POs/PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	1	2	1	2	2	1	1	3	2	1	2	1
CO2	1	2	2	1	2	1	1	2	2	1	2	2	1	1
CO3	1	1	2	2	1	1	1	1	2	2	2	1	1	1
CO4	1	2	2	2	1	1	1	1	2	2	1	2	2	1
CO5	2	1	1	1	1	2	2	2	1	1	1	1	1	1

Correlation: L-Low, M-Medium, H-High

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Class Participation (Unit V)	Once in a Semester

Course Designed by: Dr.K.JAYANTHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by : <div style="text-align: right;">Principal</div>

SEMESTER: II

COURSE CODE:23UCO2A02/23UCE2A02

TITLE OF THE COURSE: ALLIED-INDIAN ECONOMY

(For B.Com and B.Com (E Commerce) Candidates admitted from the Academic Year 2023-24 onwards)

COURSE OBJECTIVES

- To give the students the tools for critical decision-making about and participation in Indian economic growth and development

COURSE OUTCOME

At the end of the course the student will be able to:

CO1	Familiar with the concept Economic Development and Growth	K2
CO2	Comprehend the role of agriculture in Indian Economy, agricultural problems, green revolution and agricultural marketing	K2
CO3	Summarize the structure of industrial sector in India	K2
CO4	Identify the major issues in Indian economy	K3
CO5	Understand the government approaches for economic development	K2

Credit - 5

Total hours: 75 hrs

UNIT – I: ECONOMIC DEVELOPMENT

15 Hours

Economic Development – Economic Growth - Distinction between Economic Development and Growth - Determinants of Economic Development - Economic Factors – Non-Economic Factors – Obstacles for Economic Development - Characteristics of Indian Economy.

UNIT –II: AGRICULTURAL SECTOR

15 Hours

Agriculture - Role of Agriculture in Economic Development - Agricultural Problems – Measures - Causes for Low Productivity – Suggestions for raising Agricultural Productivity - Green Revolution – Merits and Demerits of Green Revolution - Agricultural Marketing - Defects. (*Self - Study: Causes for Low Productivity*)

UNIT –III: INDUSTRIAL SECTOR

15 Hours

Industry – Role of Industrialization in Economic Development - Role of Small-Scale Industry in Economic Development - Problems of Small-Scale Industry – Measures – Micro Small and Medium Enterprises – Importance of MSME - Mixed Economy – Features - Public Sector - Role of Public Sector – Shortcomings of Public Sector - Private Sector – Role of Private Sector – Limitations of Private Sector – Industrial Sickness

UNIT – IV: ISSUES IN INDIAN ECONOMY

15 Hours

Population - Causes for High Growth of Population - Effects - Population Policy 2000 – Unemployment – Types of Unemployment - Causes for unemployment - Measures to Reduce Unemployment – Poverty- Causes for Poverty –Poverty Alleviation Programmes
(*Self - Study: Causes for High Growth of Population*)

UNIT – V: PLANNING AND POLICY

15 Hours

Economic Planning – Objectives of Planning - Need for Planning – An Overview of Five-Year Plans in India – NITI Aayog - Structure and Functions - Economic Reforms in India - Liberalization – Privatization -. Globalization – Role for Fiscal Policy in India – Role of Monetary Policy in India

- 1.Liberalization, Privatization and Globalization (LPG) - <https://youtu.be/PCcQwON-cLM>
- 2.Advantages and Disadvantages of LPG - https://youtu.be/fMDsQrkzO_g
- 3.Monetary and Fiscal Policy in India - https://youtu.be/49_SW_YlwjI

TEXT BOOK

1.Sankaran, S. (2016), Indian Economy, (13th Edition), Margham Publications, Chennai.

REFERENCE BOOKS

- 1. Ruddar Datt & Sundharam, K.P.M (2016), Indian Economy, (72nd Edition), S. Chand Publishing, New Delhi.
- 2. Misra and Puri, (2017), Indian Economy, (35th Edition), Himalaya Publishing House, Mumbai.
- 3. Agarwal A.N. and Agarwal, M. K. (2014), Indian Economy, (40thEdition), New Age International Pvt Ltd, New Delhi.
- 4. Jhinghan,M.L. (2016), Economics of Development and Planning, (41st Edition), Vrinda Publications, New Delhi.

MAPPING OF CO’s WITH POs / PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	H							M	L			M		
CO2	M	L	L					L	L					
CO3	M								L			L		
CO4	M	M	M		M		L					L	M	
CO5	M				M		L	M	L			M		

Correlation: L- Low; M-Medium; H-High

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Class Participation (Unit V)	Once in a Semester

Course Designed by: Dr.K.JAYANTHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by : Principal

SEMESTER – II

COURSE CODE: 23UCC2A02

TITLE OF THE COURSE: ALLIED: PUBLIC FINANCE

(For B. Com (CA) Candidates admitted from the Academic Year 2023-24 onwards)

COURSE OBJECTIVES:

- To demonstrate administrative, political, and economic constraints to public finance reforms.
- To train students how to develop budgeting and performance evaluation systems for public sector.

COURSE OUTCOME

After the completion of the course the student will have the ability to

CO 1	Outline the nature, scope and importance of public finance.	K2
CO 2	Discuss the concepts related to public revenue	K2
CO 3	Gain knowledge on public expenditure and public debt.	K2
CO 4	Comprehend on budget and budgetary procedure in India.	K2
CO 5	Analyse fiscal policy and finance commission reports in India.	K4

Total Credit: 5

Instructional hours: 75 hrs

UNIT I PUBLIC FINANCE

(15 hours)

Definition of Public Finance – Nature of Public Finance – Scope of Public Finance - Importance of Public Finance - Public Finance versus Private Finance – Similarities and Dissimilarities - Principle of Maximum Social Advantage (Dalton's Version Only).

UNIT II PUBLIC REVENUE

(15 hours)

Public Revenue – Source of Public Revenue – Classification of Public Revenue - Tax – Meaning – Features – Types - Direct and Indirect tax - Merits and Demerits of Direct Tax- Merits and Demerits of Indirect Tax - Progressive, Proportional and Regressive tax - Canons of Taxation - Effects of Taxation – GST - Non-Tax Revenue - Types.

(Self Study: Direct and Indirect tax)

UNIT III PUBLIC EXPENDITURE AND PUBLIC DEBT

(15 hours)

Public Expenditure – Meaning – Principles of Public Expenditure – Classification of Public Expenditure - Effects on Production, Distribution and Other Effects - Public Debt – Meaning - Classification of Public Debt - Methods of Redemption.

UNIT IV BUDGET

(15 hours)

Budget – Meaning – Definition – Importance of Budget - Features of Budget - Balanced Budget and Unbalanced Budget – Performance Budgeting –Zero Based Budget – Budget Procedure in India.

UNIT V FISCAL POLICIES

(15 hours)

Fiscal Policy – Objectives of Fiscal Policy - Instruments of Fiscal Policy - Deficit Financing - Federal Finance – Principles of Fiscal Policy - Reports of Finance Commissions in India - XIII, XIV and XV Finance Commission Reports.

(Self Study: Fiscal Policy-objectives)

1. Fiscal Policy -Objectives & Instruments - <https://www.youtube.com/watch?v=tPd3TRfjBI>
2. Deficit Financing - <https://www.youtube.com/watch?v=F8ayGgadqIA>
3. Finance Commissions in India- <https://www.youtube.com/watch?v=DzpAAjr1Sag>
4. XII & XIII Finance Commission - <https://epgp.inflibnet.ac.in/>
5. XIV Finance Commission - <https://www.youtube.com/watch?v=64tMi9dkX7c>

TEXT BOOK

1. Dr. Tyagi, B. (2015). Public Finance. (Fifth Edition), Jai Prakash Nath & Co, Uttar Pradesh.

REFERENCE BOOK

1. Bhatia, H L. (2013). Public Finance. (Twenty-ninth Edition), Vikas Publication, New Delhi.
2. Agarwal, RC. (2013).Public Finance. (12th Edition), Lakshmi Narain Agarwal Education Publishers, NewDelhi.
3. Jonathan Gruber, (2013). Public Finance and Public Policy. (Fourth Revised Edition), Worth Publishers Inc., London.
4. John Cullis and Phillip Jones, (2009). Public Finance and Public Choice: Analytical Perspectives. (Third Edition), OUP Oxford Publication.

MAPPING OF COs WITH POs AND PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	M			H			L			L		L		
CO2	M			M			L							
CO3	M	M					M			L				L
CO4	M			M			M			L				
CO5	M	M	L	M			M	L	M					

Correlation: L – Low, M- Medium, H – High

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (Units I & II)	Twice in a Semester
6.	Seminar (Units III & IV)	Twice in a Semester
7.	Class Participation (Unit V)	Once in a Semester

Course Designed by: Dr.R.MEENAKSHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	<div> Approved by : </div> <div>Principal</div>

SEMESTER: I
COURSE CODE: 22PCO1C01
TITLE OF THE COURSE: CORE - MANAGERIAL ECONOMICS
(For M.Com Candidates admitted from the Academic Year 2023-24 Onwards)

COURSE OBJECTIVES

- To impart a general understanding of the economic system as well as in business.
- Analyze operations of markets under varying competitive conditions.

COURSE OUTCOMES

At the completion of the course the student will have the ability to

CO 1	Apply basic concepts of economics in decision making process	K3
CO 2	Gain knowledge related to demand and consumers equilibrium	K2
CO 3	Analyse the theories of production	K4
CO 4	Classify various cost and understand the behaviour of cost from the business perspective	K2
CO 5	Assess the equilibrium in various markets forms	K4

Syllabus

Total Credit: 5

Institutional hours: 90

UNIT I MANAGERIAL ECONOMICS

(18 Hours)

Managerial Economics – Definition – Nature and Scope of Managerial Economics – Economic Concepts in Managerial Economics – Managerial Economist - Role and Responsibilities of Managerial Economist – Decision Making – Process of Decision Making in Business - Objectives of Business Firms

(Beyond Curriculum: Business Analytics)

UNIT II DEMAND ANALYSIS

(18 Hours)

Demand – Law of Demand – Determinants of Demand – Demand Distinctions – Elasticity of Demand – Types of Elasticity of Demand – Measurement of Elasticity of Demand – Demand Forecasting – Determinants of Demand Forecasting - Methods of Demand Forecasting - Indifference Curve Analysis – Properties - Consumer's Equilibrium – Price Effect – Income Effect – Substitution Effect. *(Self Study: Types of Elasticity of Demand)*

UNIT III PRODUCTION ANALYSIS

(18 Hours)

Production – Production Function – Law of Returns - Law of Variable Proportions – Returns to Scale - Isoquant – Properties - Producers' Equilibrium - Economies of Scale - Diseconomies of Scale

UNIT IV COST AND REVENUE ANALYSIS

(18 Hours)

Cost Concepts – Cost Curves – Total, Average and Marginal Cost Curves - Short Run Cost Curves – Long Run Cost Curves – Relationship between Average Cost Curve and Marginal Cost Curve – Revenue Concepts – Revenue Curves – Total, Average and Marginal Revenue Curves – Relationship between AR and MR Curves – Break Even Analysis

(Self Study: Cost Concepts)

UNIT V MARKET STRUCTURE

(18 Hours)

Market Structure – Price-Output determination under different markets: Perfect Competition – Monopoly – Price Discrimination - Monopolistic Competition – Oligopoly – Price Leadership – Price Rigidity - Pricing Strategies

TEXT BOOKS:

1. Sankaran S, (2019) Business Economics (4th Edition), Margham Publication, Chennai.

2. Varshney R.L and Maheswari K.L (2018) Managerial Economics, (4th Edition), Sultan Chand & Sons, Mumbai.

REFERENCE BOOKS

1. Lila J Truett and Dale B Truett, (2013) Managerial Economics: Analysis, Problems, Cases. (8th Edition), Willey and Sons, Delhi.
2. Deepashree (2015) Managerial Economics (1st Editon) Ane Books Private Limited, New Delhi
3. Jhingan.ML and Stephen.JK, (2015) Managerial Economics (2nd Edition), Vrindha Publications, Mumbai.
4. Ahuja H L (2017) Managerial Economics (9th Edition) S.Chand & Sons, New Delhi
5. Diwedi D N (2011) Managerial Economics (1st Edition) Vikas Publishing House, Nodia

BLENDED LEARNING

UNIT V : MARKET STRUCTURE

Topics	Links
Study of Market Forms	https://www.youtube.com/watch?v=wQuxx64W6f8
Perfect Competition	https://www.youtube.com/watch?v=lx1YI24VcpU
Monopoly	https://www.youtube.com/watch?v=DzpAAjr1Sag
Price Discrimination	https://www.youtube.com/watch?v=bNyqPR4ch70
Monopolistic Competition	https://www.youtube.com/watch?v=RUVsEovktGU
Oligopoly	https://www.youtube.com/watch?v=Ec19IjivlCI
Pricing Strategies	https://www.youtube.com/watch?v=vpRFgi2HqQ0

MAPPING OF COs WITH POs and PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2
CO1	1	1	1	1	1	1	3	2	1	1	2	2	1	1
CO2	1	2	1	1	2	1	1	2	2	1	2	2	1	1
CO3	1	1	2	2	1	1	1	2	1	1	2	2	1	1
CO4	1	2	2	2	1	1	1	2	1	2	2	2	1	1
CO5	2	3	1	-	1	1	-	1	2	1	1	2	1	1

Correlation: 3 – High; 2 – Medium; 1 - Low

ASSESSMENT TOOLS

S.No.	Assessment methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (I & II Units)	Twice in a Semester
6.	Seminar (III & IV Units)	Twice in a Semester
7.	Case Study (V Unit)	Once in a Semester

Course Designed by: Mrs.R.KANCHANA	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by : Principal

SEMESTER : II

COURSE CODE: 23UBA2C04

TITLE OF THE COURSE: CORE - BUSINESS ECONOMICS

(For BBA Candidates admitted from the Academic Year 2023-24 Onwards)

COURSE OBJECTIVES

- To impart a general understanding of the economic system as well as in business.
- To recognize the relievable and use of various economic theories.

COURSE OUTCOME

At the completion of the course the student will have the ability to:

CO 1	Develop factual knowledge of business economics	K2
CO 2	Gain knowledge related to demand and consumers equilibrium.	K2
CO 3	Develop the knowledge on the production functions	K2
CO 4	Analyze the nature of Cost curves and Revenue curves	K3
CO 5	Demonstrate price-output determination in various market forms	K2

Syllabus

Total Credit: 5

Instructional hours: 75

UNIT I BUSINESS ECONOMICS

(15 hours)

Business Economics - Nature of Business Economics – Scope of Business Economics - Application of Economic Concepts in Business - Business Economist - Role and Responsibilities of the Business Economist – Decision Making in Business
(Self-Study: Role and Responsibilities of the Business Economist)

UNIT II UTILITY ANALYSIS

(15 hours)

Utility - Meaning - Law of Diminishing Marginal Utility – Demand - Law of Demand - Determinants of Demand – Elasticity of Demand – Types of Elasticity of Demand - Indifference Curve – Properties of Indifference curve – Consumers Equilibrium – Consumer's Surplus
(Beyond Curriculum: Demand Forecasting)

UNIT III PRODUCTION ANALYSIS

(15 hours)

Production - Factors of Production – Land – Labour – Capital – Entrepreneur – Laws of Production - Law of Variable Proportions - Law of Returns to Scale – Increasing Returns – Constant Returns – Diminishing Returns - Law of Supply

UNIT IV COST AND REVENUE ANALYSIS

(15 hours)

Cost Concepts – Cost Curves – Total, Average and Marginal Cost Curves – Nature of Short Run Cost Curves and Long Run Cost Curves – Relationship between Average Cost Curve and Marginal Cost Curve – Revenue Concepts – Revenue Curves – Total, Average and Marginal Revenue Curves – Relationship between AR and MR Curves. *(Self Study: Cost Concepts)*

UNIT V MARKET STRUCTURE

(15 hours)

Market – Market Structure – Perfect Competition – Features – Price-Output determinations under Perfect Competition – Monopoly – Features – Types - Price-Output determination under Monopoly – Price Discrimination – Monopolistic Competition – Features - Price-Output determination under Monopolistic Competition.

TEXT BOOK

1. Sankaran S (2019) Business Economics, (4th Edition), Margham Publication, Chennai.

REFERENCE BOOKS

- 1. Cauvery R., Sudhanayak UK, Girija M and Meenakshi R (2010) Managerial Economics, (12th Edition) S.Chand & Company Limited, New Delhi.
- 2. Ahuja HL, (2019) Business Economics (13th Edition), S.Chand & Company Limited, New Delhi.
- 3. Varshney R L and Maheswari K L (2018) Business Economics (1st Edition), S.Chand & Company Limited, New Delhi.
- 4. Jhingan ML, and Stephen JK (2015) Managerial Economics (2nd Edition), Vrindha Publication, New Delhi.

BLENDED LEARNING
UNIT IV - Cost and Revenue Analysis

Topics	Links
Theory of Cost	https://www.youtube.com/watch?v=wGH5_1PTtHE
Long Run Cost Analysis	https://www.youtube.com/watch?v=mpFKic_I-zc
Short Run Cost Analysis	https://www.youtube.com/watch?v=svespJwNQNo
Long Run Average Cost Curve	https://www.youtube.com/watch?v=aKpnaKROoYA
MC, AVC, ATC	https://www.youtube.com/watch?v=vh7SjS-tlwA
Graphs MC AC	https://youtube.com/watch?v=vh7SjS-tlwA
Long Run ATC	https://www.youtube.com/watch?v=aKpnaKROoYA
Revenue	https://nios.ac.in/media/documents/SecEcoCour/English/Chapter-8.pdf

MAPPING OF COs WITH POs/PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2
CO 1	1	2	1	2	2		2	1	1	1	1	1	1	
CO 2	1	2	1	1	1	1	1	1	1	1	1	1	2	1
CO 3	1	2	1	2	1	1	1	1	1	1	1	1	1	1
CO 4	1	1	2	1	2	1	1	1	1	1	1	1	2	1
CO 5	1	1	1	1	2	1	2	1	1	1	2	1	1	1

Correlation: 3-High, 2-Medium, 1-Low

ASSESSMENT TOOLS

S.No.	Assessment Methods	Frequency of Assessment
1.	End Semester Examinations	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examinations	Once in a Semester
5.	Assignment (I & II Units)	Twice in a Semester
6.	Seminar (III & IV Units)	Twice in a Semester
7.	Class Room Participation (V Unit)	Once in a Semester

Course Designed by: Dr.R.MEENAKSHI	Verified by HOD: Dr.K.JAYANTHI
Checked by CDC: Dr.G.CHITRA	Approved by : Principal

DEPARTMENT OF ECONOMICS
In collaboration with MYTHE Creators, Coimbatore
Certificate Course on Desktop Publishing - Corel Draw

TITLE OF THE COURSE: DESKTOP PUBLISHING – COREL DRAW

COURSE OBJECTIVE:

- To provides the practical knowledge and helps the students to get placement in Multinational companies and achieve their career goals.

COURSE OUTCOMES:

At the completion of the course the student will have the ability to:

CO1	Identify the features of coral draw.
CO2	Familiarized with skill on drawing using coral draw.
CO3	Apply the text tool for text formatting.
CO4	Design the presentation by applying effects.
CO5	Enable the students to work bitmap comments.

Syllabus

Instructional Hours: 30 Hours

Module 1: Getting started with Corel Draw

- Introduction to Corel Draw
- Features of Corel Draw
- Corel Draw Interface
- Tool Box
- Moving from Adobe Illustrator to Corel Draw
- Common Tasks

Module 2: Drawing and Coloring

- Introduction
- Selecting Objects
- Creating Basic Shapes
- Reshaping Objects
- Organizing objects
- Applying color fills and Outline

Module 3: Mastering with Text

- Introduction
- Text Tool
- Artistic and paragraph text
- Formatting Text
- Embedding Objects into text
- Wrapping Text around Object
- Linking Text to Objects

Module 4: Applying Effects

- Introduction
- Power of Blends
- Distortion
- Contour Effects
- Envelopes
- Lens effects
- Transparency
- Creating Depth Effects
- Power Clips

Module 5: Working with Bitmap Commands

- Introduction
- Working with Bitmaps
- Editing Bitmaps
- Applying effects on Bitmaps