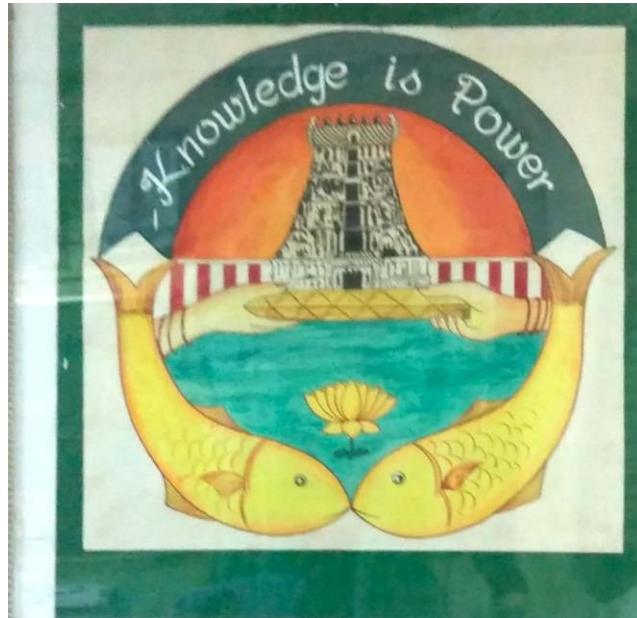


**SRI MEENAKSHI GOVERNMENT ARTS COLLEGE  
FOR WOMEN (AUTONOMOUS)  
MADURAI-2**



**DEPARTMENT OF ECONOMICS**

**SYLLABI FOR B.A ECONOMICS  
(Under CBCS System - 2019-20)**

## **PROFILE OF THE DEPARTMENT**

### **Year of the commencement of Programmes**

**B.A ECONOMICS - 1966-67**

**M.A ECONOMICS- 1974-75**

**M.Phil ECONOMICS 2013-14**

### **Vision:**

- **To Uphold High Standards of Academic Performance**
- **To Enrich Students Employability**
- **To Create Entrepreneurial Skills**

### **Mission:**

- **Providing Quality Instruction to Students**
- **Specialising Through Project Work and Seminar**
- **Inculcating Creative Thinking Through Entrepreneurial Skills**

### **Eligibility for Admission (As per DCE regulations 2019-20)**

- 1. Rank is based on marks obtained in Part III (Major Subjects) out of 400. Preferences should be given to those who studied Economics as one of the papers in Higher Secondary course.**
- 2. 20 percent of seats are reserved for Vocational stream students.**
- 3. The admission shall be made purely on the basis of merit subject to the rule of reservation of the Government of India**

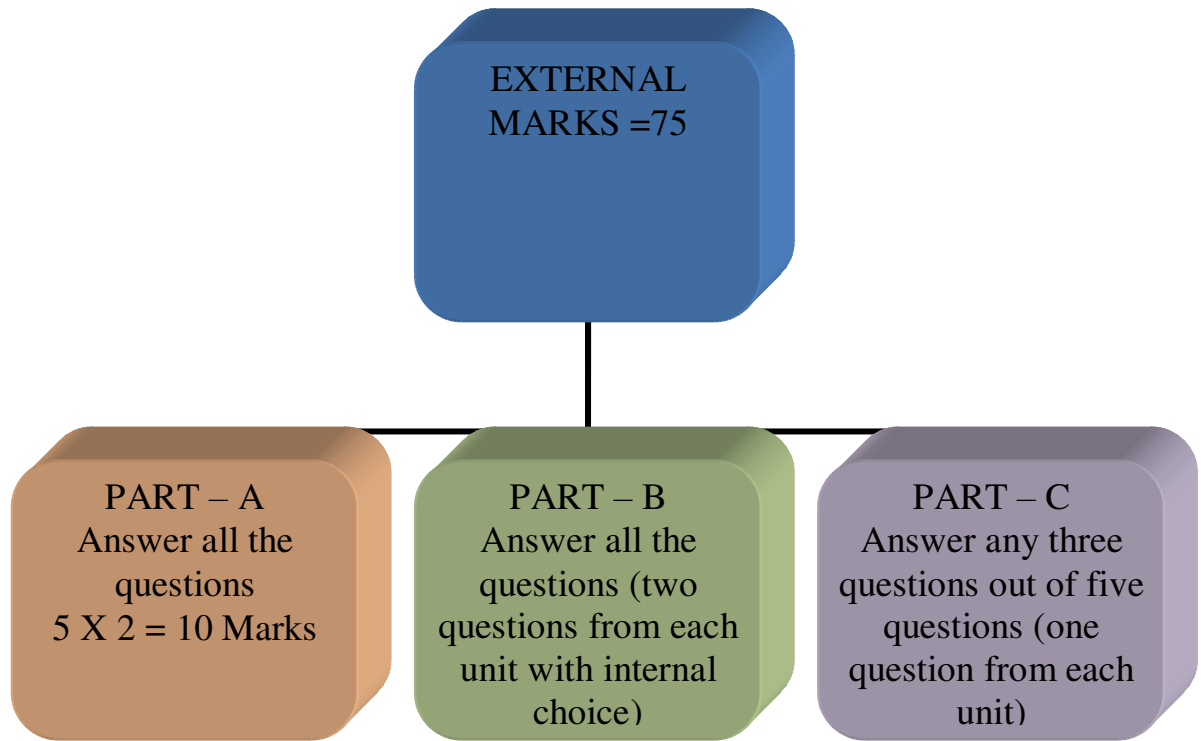
## **UG Programme Outcomes**

1. **Acquiring knowledge by Learning:** Acquired the knowledge with facts and figures related to the subject and understood the basic concepts, fundamental principles and theories related various branches and their relevance in day-to-day life.
2. **Social responsibility:** increasing awareness of sustainability and social responsibility and to apply knowledge, passion and skills in pursuit of humanitarian goals.
3. **Life –long Learning:** the process of continuous, voluntary and self-motivated pursuit of knowledge enhances social inclusion, active citizenship, and personal development.
4. **Critical thinking:** acquiring the ability to think clearly and rationally about applying, analyzing and evaluating the information, observation and experience.
5. **Ethics:** assessing the different values and applying them in daily lives. It influences the behavior and allows making right choices.

## **UG Programme Specific Outcomes**

1. Acquiring knowledge to work at the frontiers of the subject
2. Applying the theoretical and practical knowledge to analyse historical and current events from an economic perspective
3. Connecting the basic concepts and theories of economics with their day to day life
4. Realising the human values, sense of social service and environmental awareness to become a responsible citizen
5. Developing professional competencies to attend competitive examination and providing a career in public and private sector

## QUESTION PAPER PATTERN – U.G



## BLOOM'S TAXONOMY

<b>KNOWLEDGE</b>	50 %
UNDERSTANDING	30%
APPLY	20%

**SRI MEENAKSHI GOVERNMENT ARTS COLLEGE FOR WOMEN (AUTONOMOUS),  
MADURAI -2**

**DEPARTMENT OF ECONOMICS**

**UG SYLLABUS – CBCS**

**(For those who are admitted from June 2019 onwards)**

SEMESTER	SUBJECT CODE	PART	SUBJECT	TITLE OF THE PAPER	HRS/ WK	CRS	PAGE NO
<b>I</b>		I	Tamil		6	3	
		II	English		6	3	
	<b>E11</b>	III	Core Paper 1	MICRO ECONOMICS - I	6	5	1-3
	<b>E12</b>		Core Paper 2	ECONOMIC STATISTICS - I	5	4	4-6
	<b>AG1</b>		Allied I-Paper1	INDIAN POLITY	6	5	
		IV		VALUE EDUCATION	1	-	
			<b>TOTAL</b>		<b>30</b>	<b>20</b>	
<b>II</b>		I	Tamil		6	3	
		II	English		6	3	
	<b>E21</b>	III	Core paper 3	MICRO ECONOMICS II	6	5	7-9
	<b>E22</b>		Core paper 4	ECONOMIC STATISTICS II	5	4	10-12
	<b>AG2</b>		Allied I-paper2	HISTORY OF TAMILNAD UPTO 1336 AD	6	5	27
	<b>AV1</b>	IV		VALUE EDUCATION	1	2	
			<b>TOTAL</b>		<b>30</b>	<b>22</b>	

<b>III</b>		I	Tamil		<b>HRS</b> 6	<b>CRS</b> 3	<b>PAGE NO</b>
		II	English		6	3	
	<b>E31</b>	III	Core Paper 5	MONEY AND BANKING	5	5	13-15
	<b>E32</b>		Core Paper 6	MANAGERIAL ECONOMICS	5	4	16-18
	<b>AD1</b>		Allied II- Paper1	MATHEMATICAL METHODS I	6	5	76-78
	<b>SE31</b>	IV	Skill Based Elective1	INTRODUCTION TO MS-OFFICE	2	2	58-60
	<b>EXA</b>	V	Extension Activities		-	1	
			<b>TOTAL</b>		<b>30</b>	<b>23</b>	
<b>IV</b>		I	Tamil		6	3	
		II	English		6	3	
	<b>E41</b>	III	Core Paper7	INTERNATIONAL ECONOMICS	5	5	19-21
	<b>E42</b>		Core Paper 8	PUBLIC FINANCE	5	4	22-24
	<b>AD2</b>		Allied II- Paper2	MATHEMATICAL METHODS II	6	5	79-81
	<b>SE42</b>	IV	Skill Based Elective2	MARKETING	2	2	61-63
				<b>TOTAL</b>		<b>30</b>	<b>22</b>

					<b>HRS</b>	<b>CRS</b>	<b>PAGE NO</b>
<b>V</b>	<b>E51</b>	III	Core Paper 9	MACRO ECONOMICS I	6	5	25-27
	<b>E52</b>		Core Paper 10	DEVELOPMENT ECONOMICS	6	5	28-30
	<b>EE51</b>		Elective I	SMALLBUSINESS MANAGEMENT	6	5	40-42
	<b>EE52</b>		Elective II	ADVERTISEMENT AND SALESMANSHIP	6	5	43-45
	<b>SE53</b>	IV	Skill Based Elective 3	BUSINESS COMMUNICATION	2	2	64-66
	<b>SGK4</b>		Skill Based Elective 4	GENERAL KNOWLEDGE	2	2	
	<b>NME1</b>	IV	Non-major Elective1	ENTREPRENEURIAL PRACTICE	2	2	82-84
			<b>TOTAL</b>		<b>30</b>	<b>26</b>	
<b>VI</b>	<b>E61</b>	III	Core Paper 11	MACRO ECONOMICS II	6	5	31-33
	<b>E62</b>		Core Paper12	INDIAN ECONOMY	5	5	34-36
	<b>E63</b>		Core Paper13	HISTORY OF ECONOMIC THOUGHT	5	4	37-39
	<b>EE63</b>		Elective III	HEALTH ECONOMICS	6	5	46-48
	<b>SE65</b>	IV	Skill Based Elective 5	PERSONALITY DEVELOPMENT	2	2	67-69
	<b>SE66</b>		Skill Based Elective 6	ECONOMICS OF TOURISM AND TRAVEL MANAGEMENT	2	2	70-72
	<b>NME2</b>	IV	Non-Major Elective2	WOMEN EMPOWERMENT AND MICRO FINANCE	2	2	85-87
	<b>ENS6</b>	V		ENVIRONMENTAL STUDIES	2	2	
		<b>TOTAL</b>		<b>30</b>	<b>27</b>		

## Allied Subjects offered to other Departments

### B.Sc Geography

Semester	Part	Subject	Title of the paper	HRS	Exam hrs	CR S	Int marks	Ext marks	Total	Page No.
III AX1	III	Allied II Paper1	STATISTICS I	6	3	5	25	75	100	91-93
IV AX2	III	Allied II Paper2	STATISTICS II	6	3	5	25	75	100	94-96
			<b>TOTAL</b>			<b>10</b>			<b>200</b>	

### B.A. History

Semester	Part	Subject	Title of the paper	HRS	Exam hrs	Credits	Int marks	Ext marks	Total	Page No.
I AR1	III	Allied I Paper1	GENERAL ECONOMICS	6	3	5	25	75	100	97-99
II AR2	III	Allied I Paper 2	BANKING THEORY, PRACTICE AND INSURANCE	6	3	5	25	75	100	100-103
			<b>TOTAL</b>			<b>10</b>			<b>200</b>	



## **ELECTIVES**

- SMALL BUSINESS MANAGEMENT
- ADVERTISEMENT AND SALESMANSHIP
- HEALTH ECONOMICS
- TAMILNADU ECONOMY
- POPULATION DYNAMICS
- HUMAN RESOURCE MANAGEMENT

## **SKILL BASED ELECTIVES**

- INTRODUCTION TO MS-OFFICE
- MARKETING
- BUSINESS COMMUNICATION
- GENERAL KNOWLEDGE
- PERSONALITY DEVELOPMENT
- ECONOMICS OF TOURISM AND TRAVEL MANAGEMENT
- REPORT WRITING

## **NON MAJOR ELECTIVES**

- ENTREPRENEURIAL PRACTICE
- WOMEN EMPOWERMENT AND MICRO FINANCE
- FUNDAMENTALS OF ECONOMICS
- SMALL BUSINESS MANAGEMENT

**DEGREE: B.A ECONOMICS**  
**SEMESTER: I**  
**SUBJECT CODE: E11**

**CLASS: First Year**  
**CREDITS: 05**  
**HOURS: 90**

**CORE: MICRO ECONOMICS I**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	4	√	√	√
<b>Preamble:</b>					
1. To know the various concepts in Economics.					
2. To know the importance of factors of production					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: define the various concepts in Economics				I	18
CO2: describe the various theories of consumer behaviour				II	18
CO3: understand the theoretical aspects of Consumer's equilibrium				III	18
CO4: identify the factors of production and their efficiency				IV	18
CO5: analyse the role and importance of capital formation				V	18

**DEGREE: B.A ECONOMICS**  
**SEMESTER: I**  
**SUBJECT CODE: E11**

**CLASS: First Year**  
**CREDITS: 05**  
**HOURS: 90**

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**CORE: MICRO ECONOMICS I**

**Unit I: Introduction**

Definition: Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson - Scope of Economics-Subject Matter: Science or Art-Positive Science or Normative Science -Statics and Dynamics-Induction and Deduction-Concepts: Utility-Value-Wealth-Human Wants.

**Unit II: Theory of Consumer Behaviour**

Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility-Consumer's Surplus-Theory of Demand-Meaning of Demand-Law of Demand-Expansion and Contraction-Changes in Demand-Elasticity of Demand: Meaning, Types and Importance of Elasticity of Demand-Degrees of Price Elasticity-Methods of Measuring Price Elasticity of Demand-Factors determining Price Elasticity of Demand.

**Unit III: Indifference Curve Analysis**

Meaning- MRS-Properties of Indifference Curve-Budget Line-Consumer Equilibrium-Price Effect, Income Effect and Substitution Effect -Criticism of Indifference Curve Analysis.

**Unit IV: Land and Labour**

Land-Features -Laws of Returns-Labour-Characteristics of Labour-Efficiency of Labour-Division of Labour-Malthusian and Optimum Theory of Population-Economics of Scale: Large Scale Production and Small Scale Production.

**Unit V: Capital and Organisation**

Capital: Meaning-Kinds-Functions-Factors determining of Capital Formation-Importance of Capital formation-Organisation: Functions of an Entrepreneur.

**TEXT BOOKS:**

1. Dr. Seth M.L., Micro Economics, Lakshmi Narain Agarwal Educational Publications.

**RECOMMENDED BOOKS**

1. Bose D., Marimuthu A., An Introduction to Micro Economics, Himalaya Publishing House, Mumbai.
2. Jhingan M.L., Micro Economics, Vrinda publications (p) Ltd, New Delhi.
3. John Kennedy M., Micro Economics, Himalaya Publishing House, Mumbai.
4. Ahuja H.L., Modern Micro Economics, Theory and Applications, S.Chand & Company Ltd., New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Introduction</b>			
	Definition: Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson	6	Lecture
	Scope of Economics-Subject Matter: Science or Art-Positive Science or Normative Science - Statics and Dynamics	6	Lecture
	Induction and Deduction - Concepts: Utility-Value-Wealth-Human Wants	6	Lecture & PGD
<b>Unit II: Theory of Consumer Behaviour</b>			
	Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Consumer's Surplus	6	Lecture
	Theory of Demand-Meaning of Demand-Law of Demand-Expansion and Contraction-Changes in Demand	6	Lecture & PGD
	Elasticity of Demand: Meaning, Types and Importance of Elasticity of Demand-Degrees of Price Elasticity-Methods of Measuring Price Elasticity of Demand-Factors determining Price Elasticity of Demand.	6	Lecture & PGD
<b>Unit III: Indifference Curve Analysis</b>			
	Meaning- MRS-Properties of Indifference Curve - Budget Line - Consumer Equilibrium-	6	Lecture & ICT
	Price Effect, Income Effect and Substitution Effect - Criticism of Indifference Curve Analysis	6	Lecture & PGD
<b>Unit IV: Land and Labour</b>			
	Land-Features -Laws of Returns	6	Lecture
	Labour-Characteristics of Labour-Efficiency of Labour-Division of Labour	4	Lecture & PPT
	Malthusian and Optimum Theory of Population	4	Lecture
	Economics of Scale: Large Scale Production and Small Scale Production	4	Lecture & PGD
<b>Unit V Capital and Organisation</b>			
	Capital: Meaning-Kinds-Functions	8	Lecture & PPT
	Factors determining of Capital Formation - Importance of Capital formation	6	Lecture
	Organisation: Functions of an Entrepreneur	4	Lecture & PGD

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	4	3	4	4	3	1	4	3.4
CO2	4	3	3	3	2	4	4	4	1	3	3.1
CO3	4	2	3	3	3	3	4	3	2	3	3.0
CO4	4	3	3	3	3	4	4	4	4	3	3.5
CO5	3	4	3	3	3	3	2	3	3	4	3.1
Mean Overall Score											3.22

Result: the Score for this Course is 3.22 (High Relation)      Course Designer: Dr.P.Maheswari

**DEGREE: B.A ECONOMICS**  
**SEMESTER: I**  
**SUBJECT CODE: E12**

**CLASS: First Year**  
**CREDITS: 04**  
**HOURS: 75**

**CORE: ECONOMIC STATISTICS I**

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
		5	5	√	√
<b>Preamble:</b>					
1. To understand the basic knowledge of statistics. 2. To enable the students to relate the importance of statistics and economics					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: understand the types of data				I	17
CO2: analyse the different techniques of presentation of data				II	13
CO3: understand the measures of central Tendency				III	18
CO4: acquire knowledge about the measures of Dispersion				IV	15
CO5: understand the measures of skewness				V	12

**DEGREE: B.A ECONOMICS**  
**SEMESTER: I**  
**SUBJECT CODE: E12**

**CLASS: First Year**  
**CREDITS: 04**  
**HOURS: 75**

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### **CORE: ECONOMIC STATISTICS I**

#### **Unit I: Introduction of Statistics and Collection of Data**

Definition -Functions - Importance and Limitations of Statistics - Primary and Secondary Data - Methods of Collecting Primary Data - Framing a Questionnaire and Interview Schedule - Sources of Secondary Data - Census and Sampling Methods.

#### **Unit II: Classification, Tabulation, Diagrams and Graphs**

Meaning and Types of Classification and Tabulation – General rules for drawing Diagrams – Types of Diagram – a) Simple b) Multiple c) Subdivided d) Percentage e) Pie diagram – Importance and Limitations of Diagram – Types of Graph–a) Histogram b) Frequency Polygon c) Frequency Curve – Merits and Demerits of Graph.

#### **Unit III: Measures of Central Tendency**

Definition – Characteristics of a good Average – Types of Averages – a) Arithmetic Mean b) Median b) Mode d) Geometric Mean e) Harmonic Mean – Merits and Demerits of Different Types of Averages.

#### **Unit IV: Measures of Dispersion**

Meaning – Measures of Dispersion – a) Range b). Quartile Deviation c) Mean Deviation d) Standard Deviation e) Lorenz Curve f) Co-efficient of Variation – Merits and Demerits of different Measures of Dispersion.

#### **Unit V: Skewness**

Meaning – Measures of Skewness – a) Karl Pearson's Co-efficient of Skewness b) Bowley's Co-efficients of Skewness.

#### **TEXT BOOK:**

1. Pillai R.S.N., & Bagavathi V., Statistics, S.Chand & Company Ltd., New Delhi.

#### **RECOMMENDED BOOKS:**

1. Wilson M., Business Statistics, Himalaya Publishing House, Mumbai.
2. Gupta S.P., Statistical Methods, S.Chand & Sons, New Delhi.
3. Suresh Sachdeva, Statistics, Lakshmi Narain Agarwal Educational Publishers.
4. Mohan Singhal, Elements of Statistics – Theory and Practice, Lakshmi Narain Agarwal Educational Publishers, Agra.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Introduction of Statistics and Collection of Data</b>			
	Definition, Functions, Importance and Limitations of Statistics	6	Lecture
	Primary and Secondary Data, Methods of Collecting Primary Data	6	Lecture & PGD
	Framing a Questionnaire and Interview Schedule, Sources of Secondary Data, Census and Sampling Methods	5	Lecture
<b>Unit II: Classification, Tabulation, Diagrams and Graphs</b>			
	Meaning and Types of Classification and Tabulation	3	Lecture
	General rules for drawing Diagrams, Types of Diagram: a) Simple b) Multiple c) Subdivided d) Percentage e) Pie diagram, Importance and Limitations of Diagram	5	Lecture & PPT
	Types of Graph: a) Histogram b) Frequency Polygon c) Frequency Curve, Merits and Demerits of Graph	5	Lecture & PPT
<b>Unit III: Measures of Central Tendency</b>			
	Definition, Characteristics of a good Average	2	Lecture
	Types of Averages : a) Arithmetic Mean b) Median b) Mode d) Geometric Mean e) Harmonic Mean	10	Lecture & PGD
	Merits and Demerits of Different Types of Averages	6	Lecture
<b>Unit IV: Measures of Dispersion</b>			
	Meaning, Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation	7	Lecture & PGD
	Lorenz Curve & Co-efficient of Variation	5	Lecture
	Merits and Demerits of different Measures of Dispersion	3	Lecture & ICT
<b>Unit V: Skewness</b>			
	Meaning, Measures of Skewness: Karl Pearson's Co-efficient of Skewness	6	Lecture & PGD
	Bowley's Co-efficients of Skewness	6	Lecture & PGD

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	4	3	3	3	4	3	2	3.2
CO2	3	3	4	3	3	3	4	3	3	3	3.2
CO3	3	3	3	4	3	3	4	4	3	3	3.3
CO4	4	3	4	3	3	4	4	3	3	3	3.4
CO5	4	3	3	3	4	4	3	3	3	3	3.3
Mean Overall Score											3.28

Result: the Score for this Course is 3.28 (High Relation)      Course Designer: Dr.V.Suriagandhi

**DEGREE: B.A ECONOMICS**  
**SEMESTER: II**  
**SUBJECT CODE: E21**

**CLASS: First Year**  
**CREDITS: 05**  
**HOURS: 90**

**CORE: MICRO ECONOMICS II**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	√	√
<b>Preamble:</b>					
<ol style="list-style-type: none"> <li>1. To understand the contribution of four factors of production to National Income.</li> <li>2. To know the different market conditions that prevails in the economy</li> </ol>					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: discuss the different types of cost.				I	19
CO2: describe the different market conditions and fixing price – output determination under it				II	24
CO3: analyse the importance of productivity in fixing factor price.				III	17
CO4: understand the theoretical aspects of rent and wage.				IV	15
CO5: describe the theoretical aspects of interest and profit				V	15



**DEGREE: B.A ECONOMICS**  
**SEMESTER: II**  
**SUBJECT CODE: E21**

**CLASS: First Year**  
**CREDITS: 05**  
**HOURS: 90**

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### **CORE: MICRO ECONOMICS II**

#### **Unit I: Cost and Revenue Curves**

Cost Analysis-Fixed Cost and Variable Cost-Short run and Long run Cost Curves-Relationship between Total Cost, Average Cost and Marginal Cost-Revenue Curves.

#### **Unit II: Market and Market Forms**

Marshallian Time Analysis - Price determination under Different Competition-Perfect Competition-Monopolistic Competition-Monopoly-Price discrimination – Oligopoly(Features only).

#### **Unit III: Theories of Distribution**

Personal and Functional Distribution – Product Pricing - Marginal Productivity Theory - Modern Theory.

#### **Unit IV: Theories of Rent and Wages**

Ricardian Theory of Rent-Modern Theory of Rent-Quasi Rent - Nominal and Real Wages-Theories of Wages:Standard of Living Theory-Wage Fund Theory-Marginal Productivity Theory-Modern Theory of Wage.

#### **Unit V: Theories of Interest and Profit**

Gross and Net interest-Theories of Interest: Time Preference Theory-Loanable Fund Theory-Liquidity Preference Theory - Gross Profit and Net Profit- Theories of Profit: Dynamic Theory-Innovation Theory-Risk-Bearing Theory-Uncertainty Theory.

#### **TEXT BOOK:**

1. Sankaran S., Economic Analysis, Margham Publications, Chennai.

#### **RECOMMENDED BOOKS**

1. Ahuja H.L., Modern Micro Economic Theory and Applications, S.Chand & Sons, New Delhi.
2. Beumol W.J. Economic Theory and Operation Analysis, Prentice Hall of India, New Delhi.
3. Jhingan M.L., Micro Economic Theory, Vrinda Publication (p) Ltd, New Delhi.
4. Maria John Kennedy M., Advanced Micro Economic Theory, Himalaya Publishing House, New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Cost and Revenue Curves</b>			
	Cost Analysis-Fixed Cost and Variable Cost	5	Lecture
	Short run and Long run Cost Curves	4	Lecture
	Relationship between Total Cost, Average Cost, Marginal Cost	5	Lecture & ICT
	Revenue Curves	5	Lecture
<b>Unit II: Market and Market Forms</b>			
	Marshallian Time Analysis	6	Lecture
	Price determination under Different Competition, Perfect Competition	6	Lecture
	Monopolistic Competition, Monopoly	6	Lecture
	Price discrimination, Oligopoly(Features only)	6	Lecture & PGD
<b>Unit III: Theories of Distribution</b>			
	Personal and Functional Distribution	3	Lecture
	Product Pricing	6	Lecture
	Marginal Productivity Theory	4	Lecture
	Modern Theory	4	Lecture
<b>Unit IV: Theories of Rent and Wages</b>			
	Ricardian Theory of Rent, Modern Theory of Rent, Quasi Rent	6	Lecture
	Nominal and Real Wages, Theories of Wages: Standard of Living Theory, Wage Fund Theory	5	Lecture
	Marginal Productivity Theory, Modern Theory of Wage	4	Lecture
<b>Unit V: Theories of Interest and Profit</b>			
	Gross and Net interest, Theories of Interest: Time Preference Theory, Loanable Fund Theory, Liquidity Preference Theory	8	Lecture & PPT
	Gross Profit and Net Profit, Theories of Profit: Dynamic Theory, Innovation Theory, Risk-Bearing Theory, Uncertainty Theory	7	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	2	3	3	4	4	3	3	2	3.1
CO2	4	3	3	3	3	4	4	4	2	2	3.2
CO3	4	3	3	4	3	4	3	4	3	3	3.4
CO4	3	3	4	3	4	4	3	4	3	2	3.3
CO5	3	3	4	3	4	4	3	4	3	2	3.3
Mean Overall Score											3.26

Result: the Score for this Course is 3.26 (High Relation) Course Designer: Mrs.P.Sornam

**DEGREE: B.A ECONOMICS**  
**SEMESTER: II**  
**SUBJECT CODE: E22**

**CLASS: First Year**  
**CREDITS: 04**  
**HOURS: 75**

**CORE: ECONOMIC STATISTICS-II**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	5	5	√	√	√
<b>Preamble:</b>					
1. To understand the concepts, importance of statistics in economics. 2. To enable the students to analyse the problem solving methods regarding economic problems.					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: finding feasible solutions between the variables				I	15
CO2: applying practical knowledge of the estimation of regression				II	14
CO3: integrating the Past and Present conditions of Cost of Living Index				III	16
CO4: analyse the trend of production and Prices				IV	14
CO5: interpret the association of attributes				V	16

**DEGREE: B.A ECONOMICS**  
**SEMESTER: II**  
**SUBJECT CODE: E22**

**CLASS: First Year**  
**CREDITS: 04**  
**HOURS: 75**

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### **CORE: ECONOMIC STATISTICS-II**

#### **Unit I: Correlation**

Meaning -Types-Methods of Measuring Correlation-a)Scatter Diagram b) Karl Pearson's Co-efficient of Correlation c) Spearman's Rank Correlation-Uses and Limitations of Correlation.

#### **Unit II: Regression**

Definition – Uses - Difference between Correlation and Regression - Estimation of Regression Equations a) Normal Equation Method b) Actual Mean Method.

#### **Unit III: Index Numbers**

Definition – Types - Problems in the construction of index numbers - Methods of studying Weighted Aggregate Index Numbers a) Laspayre 's Method b) Paasche's Method c) Fisher's Method -Test of Consistency of Index Numbers- a) Time Reversal Test b) Factor Reversal Test-Uses and Limitations of Index Numbers.

#### **Unit IV: Analysis of Time Series**

Meaning-Components-Measurement of Trend a) Graphic Method b) Method of Semi Averages c) Method of Moving Averages d) Method of Least Squares-Uses of Time Series.

#### **Unit V: Probability and Association of Attributes**

Probability: Meaning – Types of Events – Theorems of Probability – a) Addition Theorem b) Multiplication Theorem – Simple Problems – Association of Attributes: Meaning-Types of Association-Yule's Co-efficient of Association

#### **TEXT BOOK:**

1. Gupta S.P., Statistical Methods, Sultan Chand & Sons, New Delhi.

#### **RECOMMENDED BOOKS**

1. Pillai R.S.N., & Bagavathi V., Statistics, S.Chand & Company Ltd., New Delhi.
2. Wilson M., Business Statistics, Himalaya Publishing House, Mumbai.
3. Suresh Satcheeva, Statistics, Lakshmi Narain Agarwal, Educational Publishers, Agra.
4. Mohan Singhal, Elements of Statistics-Theory and Practice, Lakshmi Narain Agarwal Educational Publishers, Agra.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Correlation</b>			
	Meaning, Types	4	Lecture & PGD
	Methods of Measuring Correlation: Scatter Diagram, Karl Pearson's Co-efficient of Correlation Spearman's Rank Correlation, Uses and Limitations of Correlation.	11	Lecture & PPT
<b>Unit II: Regression</b>			
	Definition, Uses, Difference between Correlation and Regression	4	Lecture & PGD
	Estimation of Regression Equations a) Normal Equation Method b) Actual Mean Method	10	Lecture & PPT
<b>Unit III: Index Numbers</b>			
	Definition, Types, Problems in the construction of index numbers	2	Lecture & PGD
	Methods of studying Weighted Aggregate Index Numbers a) Laspayre 's Method b) Paasche's Method c) Fisher's Method	10	Lecture & PPT
	Test of Consistency of Index Numbers- a) Time Reversal Test b) Factor Reversal Test-Uses and Limitations of Index Numbers	4	Lecture & PGD
<b>Unit IV: Analysis of Time Series</b>			
	Meaning-Components	4	Lecture & PGD
	Measurement of Trend a) Graphic Method b) Method of Semi Averages c) Method of Moving Averages d) Method of Least Squares-Uses of Time Series	10	Lecture & PPT
<b>Unit V: Probability and Association of Attributes</b>			
	Probability: Meaning, Types of Events, Theorems of Probability – a) Addition Theorem b) Multiplication Theorem – Simple Problems	8	Lecture & PGD
	Association of Attributes: Meaning,Types of Association, Yule's Co-efficient of Association	8	Lecture & ICT

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	4	4	3	3	4	3	4	3	3.4
CO2	3	3	3	3	4	3	3	3	4	3	3.2
CO3	3	4	3	3	4	3	4	3	3	4	3.4
CO4	4	3	3	3	4	3	3	3	2	3	3.1
CO5	4	3	3	2	3	3	3	3	4	3	3.1
Mean Overall Score											3.24

Result: the Score for this Course is 3.24 (High Relation) Course Designer:Dr.V.Suri gandhi

**DEGREE: B.A ECONOMICS**  
**SEMESTER: III**  
**SUBJECT CODE: E31**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 75**

**CORE: MONEY AND BANKING**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	5	5	√	√	√
<b>Preamble:</b>					
<ol style="list-style-type: none"> <li>1. To impart knowledge about functions, theories of money and banking system.</li> <li>2. To understand the recent development in banking sector.</li> </ol>					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: understand theoretical aspects of monetary system				I	12
CO2: understand the present situations of monetary system				II	13
CO3: describe the banking System and it's functioning				III	15
CO4: analyse the trend of banking system				IV	18
CO5: analyse the measures of Credit Control System				V	17

**DEGREE: B.A ECONOMICS**  
**SEMESTER: III**  
**SUBJECT CODE: E31**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 75**

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**CORE: MONEY AND BANKING**

**Unit I: Quantity Theory of Money**

Money - Functions of Money: Primary, Secondary and Contingent Function- Importance  
- Defects of Money.

**Unit II: Theories of Money**

Fisher's Quantity Theory of Money - The Cash Balance Approach- Superiority of Cash Balance over Quantity Theory - Supply of Money - Components of Money Supply -Determinants of Money Supply.

**Unit III: Introduction to Banking**

Definition of Bank-Origin of Banking - Types of Bank: Unit Bank-Advantages and Disadvantages of Unit Bank-Branch Bank - Advantages and Disadvantages of Branch Bank.

**Unit IV: Banking Operations**

Commercial Banks: Meaning and Functions of Commercial Bank - Credit Creation of Commercial Bank - Recent Developments in Banking Sector.

**Unit V: Central Banking**

Meaning –Functions of Central Bank – Role of Central Bank in a Developing Economy – Measures of Credit Control.

**TEXT BOOK:**

1. Seth M.L., Money, Banking, International Trade and Public Finance, Lakshmi Narain Agarwal, Agra.

**RECOMMENDED BOOKS**

1. Sundaram K.P.M., Money, Banking and International Trade, S.Chand & Sons Publication, New Delhi.
2. Varshnay P.N., Banking Law and Practice, S.Chand & Sons Publication, New Delhi.
3. Jhingan M.L., Money, Banking and International Trade, Vrindha Publishing House, New Delhi.
4. Mishra M.N., Insurance, Principles and Practice, S.Chand & Company, New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Quantity Theory of Money</b>			
	Money, Functions of Money: Primary, Secondary and Contingent Function	4	Lecture & PGD
	Importance of Money	4	Lecture
	Defects of Money	4	Lecture
<b>Unit II: Theories of Money</b>			
	Fisher's Quantity Theory of Money	3	Lecture
	The Cash Balance Approach	5	Lecture
	Superiority of Cash Balance over Quantity Theory, Supply of Money, Components of Money Supply, Determinants of Money Supply	5	Lecture & PGD
<b>Unit III: Introduction to Banking</b>			
	Definition of Bank-Origin of Banking	5	Lecture & PPT
	Types of Bank: Unit Bank, Advantages and Disadvantages of Unit Bank	5	Lecture
	Branch Bank, Advantages and Disadvantages of Branch Bank	5	Lecture
<b>Unit IV: Banking Operations</b>			
	Commercial Banks: Meaning and Functions of Commercial Bank	9	Lecture & ICT
	Credit Creation of Commercial Bank	5	Lecture
	Recent Developments in Banking Sector	4	Lecture & PGD
<b>Unit V: Central Banking</b>			
	Meaning, Functions of Central Bank	5	Lecture & PPT
	Role of Central Bank in a Developing Economy	5	Lecture
	Measures of Credit Control	7	Lecture & PGD

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	4	3	3	4	3	3	3	4	3.3
CO2	3	4	3	4	3	4	4	3	3	3	3.4
CO3	3	4	3	4	3	4	3	4	3	4	3.5
CO4	4	3	3	3	4	3	4	3	3	3	3.3
CO5	4	3	3	4	3	3	4	4	3	3	3.4
Mean Overall Score											3.38

Result: the Score for this Course is 3.38 (High Relation)      Course Designer: Dr. V. Suriagandhi



**DEGREE: B.A ECONOMICS**  
**SEMESTER: III**  
**SUBJECT CODE: E32**

**CLASS: Second Year**  
**CREDITS: 04**  
**HOURS: 75**

**CORE: MANAGERIAL ECONOMICS**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	5	5	√	√	√
<b>Preamble:</b>					
<ol style="list-style-type: none"> <li>1. To make the students to understand the fundamental theories of managerial economics and their applications.</li> <li>2. To make the students to understand the structure and functioning of business</li> </ol>					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: describe the nature, scope of Managerial Economics				I	15
CO2: define the concepts of business firm and its objectives of business firm				II	15
CO3: interpret the demand forecasting and its types of demand forecasting				III	15
CO4: analyse the different types of pricing methods and explain the factors affecting pricing policy				IV	15
CO5: illustrate the Break Even Analysis and its Determinants				V	15

**DEGREE: B.A ECONOMICS**  
**SEMESTER: III**  
**SUBJECT CODE: E32**

**CLASS: Second Year**  
**CREDITS: 04**  
**HOURS: 75**

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**CORE: MANAGERIAL ECONOMICS**

**Unit I: Introduction**

Meaning - Nature and Scope of Managerial Economics - Distinction between Managerial Economics and Economics – Role of Managerial Economists.

**Unit II: Concepts and Objectives**

Fundamental Concepts – Objectives of Business Firm.

**Unit III: Demand Forecasting**

Meaning - Factors involved in Demand Forecasting - Types of Demand Forecasting - Criteria of a good Forecasting Method - Methods of Demand Forecasting.

**Unit IV: Pricing Methods**

Meaning-Objectives of Pricing Policy-Factors affecting Pricing Policy-Pricing Methods-Full Cost Pricing-Marginal Cost Pricing-Customary Pricing-Differential Pricing-Administered Pricing-Skimming Price and Penetration Price.

**Unit V: Break Even Analysis**

Meaning-Determination of Break Even Point-Assumptions of Break Even Analysis-Limitations of Break Even Analysis-Managerial Uses of Break Even Analysis.

**TEXT BOOK:**

1. Cauvery R., U.K.Sudha Nayak, M.Girija and R.Meenakshi, Managerial Economics, S.Chand & Company Ltd., New Delhi.

**RECOMMENDED BOOKS**

1. Dr. Cauvery R., Managerial Economics, S.Chand & Company, New Delhi.
2. Varshney and Maheswari, Managerial Economics, S.Chand Publication, New Delhi.
3. Mehata P.L., Managerial Economics, S. Chand and Sons, New Delhi.
4. Jhingan M.L., and Stephen S.K., Managerial Economics, Vrinda Publications (P) Ltd.,New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Introduction</b>			
	Meaning - Nature and Scope of Managerial Economics	5	Lecture
	Distinction between Managerial Economics and Economics	4	Lecture
	Role of Managerial Economists	6	Lecture & PGD
<b>Unit II: Concepts and Objectives</b>			
	Fundamental Concepts	8	Lecture
	Objectives of Business Firm	7	Lecture & PPT
<b>Unit III: Demand Forecasting</b>			
	Meaning - Factors involved in Demand Forecasting	4	Lecture
	Types of Demand Forecasting, Criteria of a good Forecasting Method	7	Lecture & ICT
	Methods of Demand Forecasting	4	Lecture & PGD
<b>Unit IV: Pricing Methods</b>			
	Meaning-Objectives of Pricing Policy-Factors affecting Pricing Policy -	5	Lecture
	Pricing Methods-Full Cost Pricing-Marginal Cost Pricing-Customary Pricing	5	Lecture
	Differential Pricing-Administered Pricing-Skimming Price and Penetration Price	5	Lecture & PPT
<b>Unit V: Break Even Analysis</b>			
	Meaning-Determination of Break Even Point	5	Lecture
	Assumptions of Break Even Analysis-Limitations of Break Even Analysis	5	Lecture
	Managerial Uses of Break Even Analysis	5	Lecture & PGD

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	4	4	3	4	3	4	3.5
CO2	3	4	3	3	4	3	4	4	4	4	3.6
CO3	3	3	4	3	3	4	3	3	3	3	3.2
CO4	4	4	3	3	4	4	3	4	3	3	3.5
CO5	3	3	3	3	3	3	3	4	4	3	3.2
Mean Overall Score											3.4

Result: the Score for this Course is 3.4 (High Relation)

Course Designer: Dr.P.Pandi Priya

**DEGREE: B.A ECONOMICS**  
**SEMESTER: IV**  
**SUBJECT CODE: E41**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 75**

**CORE: INTERNATIONAL ECONOMICS**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	5	5	√	√	√
<b>Preamble:</b>					
1. To study the theoretical basis of the structure of real trade. 2. To study the basic principles of foreign trade and the environment in which foreign trade takes place					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: enable the students to know the meaning of International Trade and Differentiate Internal and International Trade				I	9
CO2: describe the various theories of International Trade				II	15
CO3: define the concept of Free Trade and Protection and compare the trade policies				III	9
CO4: understand the meaning of Terms of Trade and Distinguish between Balance of Trade and Balance of Payments				IV	15
CO5: evaluate the Exchange Control and Exchange Rate Policy				V	27

**DEGREE: B.A ECONOMICS**  
**SEMESTER: IV**  
**SUBJECT CODE: E41**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 75**

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**CORE: INTERNATIONAL ECONOMICS**

**Unit I: International Trade**

Meaning - Base for International Trade - Benefits and Defects of International Trade - Difference between Internal and International trade.

**Unit II: Theories of International Trade**

Classical Theory of Adam Smith - David Ricardo's Comparative Cost Advantage- Heckscher-Ohlin's Theory of International Trade.

**Unit III: Trade Policy**

Meaning of Free Trade and Protection-Arguments for and against Free Trade and Protection-Tariff: Meaning-Types-Quota: Meaning-Types.

**Unit IV: Terms of Trade and Balance of Payments**

Terms of Trade: Meaning - Balance of Payments: Meaning - Difference between Balance of Trade and Balance of Payments - Causes of Disequilibrium-Measures to correct Disequilibrium in the Balance of Payments.

**Unit V: Exchange Control and Exchange Rate Policy**

Meaning – Objectives - Methods of Exchange Control - Types of Exchange Rate - Flexible Exchange Rate and Fixed Exchange Rate – Case for and against.

**TEXT BOOK:**

1. Radha S., International Economics, Prasanna Publishers, Chennai.

**RECOMMENDED BOOKS**

1. Sundaram K.P.M., Money, Banking and International Trade, S.Chand & Sons, New Delhi.
2. Jhingan M.L., International Economics, Vrinda Publications (p) Ltd., New Delhi.
3. Mithani D.M., International Economics, Himalaya Publishing House, Mumbai.
4. Vaish M.C., International Economics, New Age International, New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: International Trade</b>			
	Meaning - Base for International Trade	3	Lecture
	Benefits and Defects of International Trade	4	PGD
	Difference between Internal and International trade	2	ICT
<b>Unit II: Theories of International Trade</b>			
	Classical Theory of Adam Smith	5	Lecture
	David Ricardo's Comparative Cost Advantage	5	PPT
	Heckscher-Ohlin's Theory of International Trade	5	Lecture & PGD
<b>Unit III: Trade Policy</b>			
	Meaning of Free Trade	3	Lecture
	Protection-Arguments for and against Free Trade and Protection	2	PGD
	Tariff: Meaning-Types-Quota: Meaning-Types	4	Lecture & PPT
<b>Unit IV: Terms of Trade and Balance of Payments</b>			
	Terms of Trade: Meaning - Balance of Payments	3	Lecture
	Difference between Balance of Trade and Balance of Payments	3	PPT
	Causes of Disequilibrium-Measures to correct Disequilibrium in the Balance of Payments.	9	Lecture & PGD
<b>Unit V: Exchange Control and Exchange Rate Policy</b>			
	Meaning – Objectives	9	Lecture & PPT
	Methods of Exchange Control	9	Lecture & PGD
	Types of Exchange Rate - Flexible Exchange Rate and Fixed Exchange Rate – Case for and against	9	Lecture & PGD

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	3	3	4	3	3	3	3	3.2
CO2	4	4	4	4	4	3	3	3	3	3	3.5
CO3	4	3	3	4	3	3	3	3	3	3	3.2
CO4	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	3
Mean Overall Score											3.18

Result: the Score for this Course is 3.18 (High Relation) Course Designer: S.Sukumari

**DEGREE: B.A ECONOMICS**  
**SEMESTER: IV**  
**SUBJECT CODE: E42**

**CLASS: Second Year**  
**CREDITS: 04**  
**HOURS: 75**

**CORE: PUBLIC FINANCE**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	5	5	√	√	√
<b>Preamble:</b>					
1. To help the students to understand the fiscal economic theories and practices. 2. To help the students to understand current issues and policies relating to public finance					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: define the nature and scope of public finance and also List out the difference between Public Finance and Private Finance				I	15
CO2: discuss the sources of Public Revenue and classify different type of taxes				II	15
CO3: explain the classification of Public Expenditure and examine the causes for the growth of Public Expenditure				III	15
CO4: illustrate the sources of Public Revenue and also analyse the causes and effects of Public Debt.				IV	15
CO5: summarize the principles and problems of Union State Financial relation in India and also discuss the functions and problems of local finance in India				V	15

**DEGREE: B.A ECONOMICS**  
**SEMESTER: IV**  
**SUBJECT CODE: E42**

**CLASS: Second Year**  
**CREDITS: 04**  
**HOURS: 75**

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**CORE: PUBLIC FINANCE**

**Unit I : Introduction**

Nature - Scope of Public Finance – Comparison of Public Finance and Private Finance - Principle of Maximum Social Advantage.

**Unit II Public Revenue**

Sources of Public Revenue – Classification of Public Revenue – Definition of Tax-Canons of Taxation-Direct and Indirect Taxes-Proportional and Progressive Rates of Taxation – Theories of Taxation: Cost of Service – Benefit – Ability to Pay.

**Unit III: Public Expenditure**

Meaning – Classification of Public Expenditure- Causes for the growth of Public Expenditure (with special reference to India) – Effects of Public Expenditure.

**Unit IV: Public Debt**

Meaning-Sources-Classification of Public Debt-Causes-Effects of Public Debt-Methods of Debt Redemption.

**Unit V: Federal Finance**

Principles-Problems-Union State Financial relation in India-Local Finance: Meaning-Functions and Sources of Local Bodies-Problems of Local Finance in India.

**TEXT BOOK:**

1. Cauvery R., Sudha Nayak U.K., Girija M., and Meenakshi R., Public Finance, S.Chand & Company Ltd., New Delhi.

**RECOMMENDED BOOKS**

1. Tyagi B.P., Public Finance, Jai Prakash Wath Co., Meerut.
2. Sundaram K.P.M., and Andley K.K., Public Finance -Theory and Practice, S.Chand Company Ltd., New Delhi.
3. Singh S.K., Public Finance in Developed and Developing Countries, S.Chand & Company Ltd., New Delhi.
4. Cauvery R., Sudha Nayak U.K., Girija M., Kiruparani N & Meenakshi R., Public Finance, S.Chand & Company, New Delhi.



## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I : Introduction</b>			
	Nature, Scope of Public Finance	5	Lecture & PGD
	Comparison of Public Finance and Private Finance	5	Lecture
	Principle of Maximum Social Advantage	5	Lecture
<b>Unit II Public Revenue</b>			
	Sources of Public Revenue, Classification of Public Revenue, Definition of Tax, Canons of Taxation	5	Lecture
	Direct and Indirect Taxes-Proportional and Progressive Rates of Taxation	5	Lecture
	Theories of Taxation: Cost of Service, Benefit, Ability to Pay	5	Lecture & PPT
<b>Unit III: Public Expenditure</b>			
	Meaning, Classification of Public Expenditure,	5	Lecture & ICT
	Causes for the growth of Public Expenditure (with special reference to India)	5	Lecture & PGD
	Effects of Public Expenditure	5	Lecture
<b>Unit IV: Public Debt</b>			
	Meaning-Sources, Classification of Public Debt	5	Lecture
	Causes-Effects of Public Debt	5	Lecture & PGD
	Methods of Debt Redemption	5	Lecture
<b>Unit V: Federal Finance</b>			
	Principles, Problems	4	Lecture
	Union State Financial relation in India	4	Lecture
	Local Finance: Meaning-Functions and Sources of Local Bodies, Problems of Local Finance in India.	7	Lecture & PPT

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	4	3	4	3	4	4	3	3.6
CO2	4	4	3	4	3	4	4	3	3	3	3.5
CO3	3	4	3	3	3	4	4	3	4	4	3.5
CO4	3	4	4	4	3	3	4	4	3	3	3.4
CO5	4	4	3	3	3	3	3	3	3	4	3.3
Mean Overall Score											3.46

Result: the Score for this Course is 3.46 (High Relation)      Course Designer: Dr.P.Pandi Priya

**DEGREE: B.A ECONOMICS**  
**SEMESTER: V**  
**SUBJECT CODE: E51**

**CLASS: Third Year**  
**CREDITS: 05**  
**HOURS: 90**

**CORE: MACRO ECONOMICS – I**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	√	√
<b>Preamble:</b>					
1. To understand the behaviour of aggregate variables related to macro economic policy. 2. To make the students aware of the basic theoretical framework.					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: understand the meaning of Macro Economics and differentiate the concept of Micro and Macro Economics.				I	16
CO2: enable the students to know the methods Of measuring National Income and Illustrate different concepts of National Income.				II	16
CO3: describe the Meaning of Full Employment and Unemployment and to understand law of Market, Pigou’s Effect and Keynes theory of Income, Output and Employment.				III	19
CO4: explain Average and Marginal Propensity To Consume and Interpret Keynes Psychological Law of Consumption.				IV	19
CO5: discuss the Marginal Efficiency of Capital and Marginal Efficiency of Investment, Multiplier and Accelerator.				V	20

**DEGREE: B.A ECONOMICS**  
**SEMESTER: V**  
**SUBJECT CODE: E51**

**CLASS: Third Year**  
**CREDITS: 05**  
**HOURS: 90**

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**CORE: MACRO ECONOMICS – I**

**Unit I : Introduction**

Meaning of Macro Economics-Difference between Micro and Macro Economics - Importance and Limitations

**Unit II: National Income**

Definition and Meaning-Concepts-Methods of Measuring National Income - Difficulties in Measurement-Importance.

**Unit III: Theory of Employment**

Meaning of Full Employment and Unemployment - Types of Unemployment - Classical Theory-Says' Law of Market- Pigou's Effect - Keynes' Theory of Income, Output and Employment.

**Unit IV: Consumption Function**

Meaning-Average Propensity to Consume-Marginal Propensity to Consume-Factors determining Consumption Function-Keynes Psychological Law of Consumption-Absolute Income Hypothesis-Relative Income Hypothesis.

**Unit V: Investment Function**

Meaning – Types - Marginal Efficiency of Capital-Marginal Efficiency of Investment-Relationship between the two.

Multiplier – Meaning – Working - Leakages and Importance – Accelerator: Meaning – Importance – Limitations - Interaction of Accelerator and Multiplier (Super Multiplier)

**TEXT BOOK:**

1. Sankaran S., Macro Economics, Margham Publications, Chennai.

**RECOMMENDED BOOKS**

1. Jhingan M.L., Macro Economics, S.Chand & Co, New Delhi
2. Vaish M.C, Macro Economics Theory, Wiley Eastern, New Delhi.
3. Gupta R.D., Keynes and Keynesian Economics, Tata McGraw-Hill, New Delhi.
4. Chopra, Keynesian Economics, Himalaya Publishing House, Mumbai.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I : Introduction</b>			
	Meaning of Macro Economics, Difference between Micro and Macro Economics	8	Lecture
	Importance and Limitations	8	Lecture
<b>Unit II: National Income</b>			
	Definition and Meaning, Concepts	6	Lecture
	Methods of Measuring National Income, Difficulties in Measurement, Importance	10	Lecture & PGD
<b>Unit III: Theory of Employment</b>			
	Meaning of Full Employment and Unemployment, Types of Unemployment	4	Lecture & ICT
	Classical Theory-Says' Law of Market, Pigou's Effect, Keynes' Theory of Income, Output and Employment	15	Lecture
<b>Unit IV: Consumption Function</b>			
	Meaning, Average Propensity to Consume, Marginal Propensity to Consume	6	Lecture
	Factors determining Consumption Function, Keynes Psychological Law of Consumption, Absolute Income Hypothesis, Relative Income Hypothesis	13	Lecture & PGD
<b>Unit V: Investment Function</b>			
	Meaning, Types, Marginal Efficiency of Capital, Marginal Efficiency of Investment, Relationship between the two	8	Lecture
	Multiplier, Meaning, Working, Leakages and Importance, Accelerator: Meaning, Importance, Limitations	8	Lecture
	Interaction of Accelerator and Multiplier	4	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	3	4	3	4	3	3	3.4
CO2	3	4	3	4	3	3	4	4	3	3	3.4
CO3	3	3	4	3	4	4	4	3	3	4	3.5
CO4	4	3	4	3	3	3	4	3	4	3	3.4
CO5	3	4	4	3	3	4	3	3	4	4	3.5
Mean Overall Score											3.44

Result:the Score for this Course is 3.44 (High Relation)      Course Designer:Dr.S.Kumari Janani

**DEGREE: B.A ECONOMICS**

**CLASS: Third Year**

**SEMESTER: V**  
**SUBJECT CODE: E52**

**CREDITS: 05**  
**HOURS: 90**

**CORE: DEVELOPMENT ECONOMICS**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	√	√
<b>Preamble:</b> 1. To make the students to understand the concepts of growth and development and their implications on the economy. 2. To enable the students to know about the theories of Development.					
<b>Course Outcomes</b> At the end of the semester, the students will be able to				<b>Unit</b>	<b>Hrs P/S</b>
CO1: differentiate the concept of Economic Development and Economic Growth				I	18
CO2: describe the underlying theories of Development				II	18
CO3: analyse the availability of human resources and take decisions to improve development				III	18
CO4: apply the fiscal and monetary measures to solve the problems of Development				IV	18
CO5: integrate the EXIM Policy to increase the foreign trade				V	18

**DEGREE: B.A ECONOMICS**

**CLASS: Third Year**

**SEMESTER: V**  
**SUBJECT CODE: E52**

**CREDITS: 05**  
**HOURS: 90**

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**CORE: DEVELOPMENT ECONOMICS**

**Unit I: Economic Development**

Meaning-Features of Economic Development-Difference between Economic Growth and Economic Development-Measurement of Economic Development (HD1) - Determinants.

**Unit II: Theories of Development**

Adam Smith – Schumpeter - Rostow's Stages of Economic Growth – Harrod & Domar Model - Mahalanobis Model.

**Unit III: Human Resource Development**

Human Capital Formation - Importance and Problems - Manpower Planning: Objectives-Manpower Shortages and Surpluses-Strategies-Choice of Techniques-Labour Intensive and Capital Intensive Techniques.

**Unit IV: Domestic Measures for Economic Development**

Capital Formation-Meaning-Importance-Causes for low Capital Formation-Measures to raise Capital Formation-Fiscal Policy-Role of Fiscal Policy in Economic Development-Limitations of Fiscal Policy -Monetary Policy-Role of Monetary Policy in Economic Development-Limitations of Monetary Policy.

**Unit V: External Measures for Economic Development**

Role of Foreign Trade in Economic Development –Foreign Aid: Meaning and Types-Foreign Capital: Types-Importance-MNC's-Features-Advantages-Disadvantages.

**TEXT BOOK:**

1. Jhingan M.L., Economics of Development and Planning, Konark Publications, New Delhi.

**RECOMMENDED BOOKS**

1. Kundan Lal Agarwal, Economics of Development and Planning, A.N. Vikas Publishing House Pvt Ltd., New Delhi.
2. Shrivastava O.S., Advanced Economics of Development and Planning, Allied Publishers, New Delhi.
3. Mamatha Pattnaik, Economic Planning Principles and Practice: Sultan, Chand New Delhi.
4. Bright Singh, Economics of Development : Emerald Publications, Chennai.

**Course Contents and Lecture Schedule**

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Economic Development</b>			
	Meaning, Features of Economic Development	6	Lecture & ICT
	Difference between Economic Growth and Economic Development	6	Lecture & ICT
	Measurement of Economic Development (HD1, Determinants.	6	Lecture & PGD
<b>Unit II: Theories of Development</b>			
	Adam smith & Schumpeter	6	Lecture & PGD
	Rostow's Stages of Economic Growth	6	Lecture & PGD
	Harrod & Domar Model, Mahalanobis Model.	6	Lecture
<b>Unit III: Human Resource Development</b>			
	Human Capital Formation, Importance and Problems,	6	Lecture & PGD
	Manpower Planning: Objectives, Manpower Shortages and Surpluses, Strategies	6	Lecture & PGD
	Choice of Techniques, Labour Intensive and Capital Intensive Techniques	6	Lecture
<b>Unit IV: Domestic Measures for Economic Development</b>			
	Capital Formation: Meaning, Importance, Causes for low Capital Formation, Measures to raise Capital Formation	6	Lecture & PGD
	Fiscal Policy: Role of Fiscal Policy in Economic Development, Limitations of Fiscal Policy	6	Lecture
	Monetary Policy: Role of Monetary Policy in Economic Development, Limitations of Monetary Policy	6	Lecture
<b>Unit V: External Measures for Economic Development</b>			
	Role of Foreign Trade in Economic Development	6	Lecture
	Foreign Capital: Types, Importance & Foreign Aid: Meaning and Types	6	Lecture & PGD
	MNC's: Features, Advantages & Disadvantages	6	Lecture & PPT

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	3	4	2	4	3	3	3.3
CO2	4	4	3	4	2	3	4	4	3	2	3.3
CO3	4	4	4	3	3	4	3	4	4	4	3.7
CO4	4	4	4	4	4	3	4	4	3	4	3.8
CO5	3	3	2	2	3	3	4	4	2	4	3.0
Mean Overall Score											3.42

Result: the Score for this Course is 3.42 (High Relation)

Course Designer: Dr.P.Maheswari

**DEGREE: B.A ECONOMICS**

**CLASS: Third Year**

**SEMESTER: VI**  
**SUBJECT CODE: E61**

**CREDITS: 05**  
**HOURS: 90**

**CORE: MACRO ECONOMICS II**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	√	√
<b>Preamble:</b> <ol style="list-style-type: none"><li>1. To equip the students in a rigorous and comprehensive manner with the various aspects of Goods market, money market, monetary, fiscal policies and inflation.</li><li>2. To enable the students to know about theories of Business cycle and distribution.</li></ol>					
<b>Course Outcomes</b> At the end of the semester, the students will be able to				Unit	Hrs P/S
CO1: understand the Goods Market and Money Market Equilibrium and describe the derivation of Aggregate demand curve with IS – LM Model.				I	20
CO2: explain the Types of Causes of Inflation And Suggest the Measures to Control Inflation				II	17
CO3: discuss the Phases of Business Cycle and Examine the Measures to control Trade Cycle.				III	17
CO4: list out the Objectives of Monetary and Fiscal Policy and distinguish Centre cyclical and Compensatory fiscal policy				IV	20
CO5: evaluate different theories of Distribution				V	16

**DEGREE: B.A ECONOMICS**

**CLASS: Third Year**



**SEMESTER: VI**  
**SUBJECT CODE: E61**

**CREDITS: 05**  
**HOURS: 90**

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**CORE: MACRO ECONOMICS II**

**Unit I: IS-LM Curves Model**

Goods Market - Money Market - Goods Market Equilibrium - Derivation of IS Curve - Money Market Equilibrium - Derivation of LM Curve - Simultaneous Equilibrium of the Goods Market and Money Market - Deriving Aggregate Demand Curve with IS-LM Model.

**Unit II: Inflation**

Meaning – Types – Causes - Effects of Inflation - Inflationary Gap - Measures to Control Inflation - Philips Curve – Meaning of Deflation.

**Unit III: Business cycle**

Meaning – Phases – Classification – Features - Theories of Business Cycle: Hawtrey - Schumpeter – Keynes and Hicks - Control of Business Cycle.

**Unit IV: Monetary and Fiscal Policies**

Monetary Policy: Meaning – Objectives – Instruments - Expansionary Monetary Policy - Restrictive Monetary Policy - Fiscal Policy: Meaning – Objectives - Instruments- Contra Cyclical Fiscal Policy - compensatory Fiscal Policy.

**Unit V: Macro Theories of Distribution**

Ricardo – Marx – Kaldor – Kaleki's Theory of Distribution.

**TEXT BOOK:**

1. Sankaran S., Macro Economics, Margham Publications, Chennai.

**RECOMMENDED BOOKS**

1. Jhingan M.L., Macro Economic Theory, S.Chand & Co, New Delhi
2. Seth M.L., Macro Economic Theory, Lakshmi Narain Agarwal, New Delhi.
3. Ahuja H.L., Macro Economics Theory and Policy, S.Chand Company Ltd., New Delhi.
4. Maria John Kennedy M., Advanced Macro Economic Theory, Himalaya Publishing House, New Delhi.

**Course Contents and Lecture Schedule**

Units	Topics	Hours	Mode of Teaching
<b>Unit I: IS-LM Curves Model</b>			
	Goods Market, Money Market , Goods Market Equilibrium	5	Lecture & PGD
	Derivation of IS Curve , Money Market Equilibrium, Derivation of LM Curve	8	Lecture
	Simultaneous Equilibrium of the Goods Market and Money Market, Deriving Aggregate Demand Curve with IS-LM Model	7	Lecture & PGD
<b>Unit II: Inflation</b>			
	Meaning, Types, Causes	3	Lecture & ICT
	Effects of Inflation, Inflationary Gap, Measures to Control Inflation	9	Lecture & ICT
	Philips Curve, Meaning of Deflation	5	Lecture
<b>Unit III: Business cycle</b>			
	Meaning, Phases	3	Lecture
	Classification, Features	4	Lecture & PGD
	Theories of Business Cycle: Hawtrey, Schumpeter, Keynes and Hicks	6	Lecture & PPT
	Control of Business Cycle	4	Lecture
<b>Unit IV: Monetary and Fiscal Policies</b>			
	Monetary Policy: Meaning, Objectives	3	Lecture
	Instruments, Expansionary Monetary Policy, Restrictive Monetary Policy	6	Lecture & PGD
	Fiscal Policy: Meaning, Objectives	4	Lecture
	Instruments, Contra Cyclical Fiscal Policy, compensatory Fiscal Policy	7	Lecture & PPT
<b>Unit V: Macro Theories of Distribution</b>			
	Ricardo, Marx Theory of Distribution	8	Lecture
	Kaldor, Kaleki's Theory of Distribution	8	Lecture & PGD

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	4	4	3	3	4	3	3.4
CO2	3	4	3	3	4	3	4	3	3	3	3.3
CO3	4	3	3	3	4	4	3	4	3	3	3.4
CO4	3	4	3	4	3	3	4	3	3	4	3.4
CO5	4	3	3	3	3	3	4	3	3	4	3.3
Mean Overall Score											3.36

Result: the Score for this Course is 3.36 (High Relation) Course Designer: Dr.S.Kumari Janani  
**DEGREE: B.A ECONOMICS** **CLASS: Third Year**

**SEMESTER: VI**  
**SUBJECT CODE: E62**

**CREDITS: 05**  
**HOURS: 75**

**CORE: INDIAN ECONOMY**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	5	5	√	√	√
<b>Preamble:</b> 1. To make the students understand the structure and functioning of Indian Economy. 2. To gain knowledge through studying about Indian Economic Problems.					
<b>Course Outcomes</b> At the end of the semester, the students will be able to				<b>Unit</b>	<b>Hrs P/S</b>
CO1: discuss the characteristics of Indian Economy and explain the components of human development				I	15
CO2: analyse the agricultural scenario and explain the causes for low productivity				II	15
CO3: assess the industrial scenario, summarize the types of industries and explain the role of public and private sector in India				III	15
CO4: enable the Students to know the meaning of unemployment and its measures				IV	15
CO5: evaluate the economic reforms and explain its Features				V	15

**DEGREE: B.A ECONOMICS**

**CLASS: Third Year**

**CORE: INDIAN ECONOMY**

**Unit I: Introduction**

Characteristics of Indian Economy-Components of Human Development-Concept of Poverty – Poverty Line – Incidence of Poverty – Causes of Poverty – Poverty Eradication Programmes.

**Unit II : Agricultural Scenario**

Role of Agriculture in Indian Economy - Causes for Low Productivity - Measures to Improve Productivity – New Agricultural Strategy – WTO and Agriculture.

**Unit III: Industrial Scenario**

Concept of MSME(Micro, Small, Medium Enterprises) - Definition of Small Scale and Cottage Industry – Importance - Problems – Remedies – Role of Public Sector in India – Causes for the Failure of Public Sector in India – New Industrial Policy 1991.

**Unit IV: Unemployment in India**

Meaning – Concepts of Unemployment – Types of Unemployment – Causes for Unemployment – Remedial Measures for Unemployment.

**Unit V: Economic Reforms**

Definition – Liberalisation – Privatisation – Globalisation – Features of Liberalisation – Rationale of Privatisation – Steps Towards Globalisation – Advantages and Disadvantages of Globalisation – Impact of Globalisation in India.

**TEXT BOOK:**

1. Sankaran S., Indian Economy, Margham Publications, Chennai.

**RECOMMENDED BOOKS**

1. Dhingara I.C., The Indian Economy,, Sultan Chand & Sons, New Delhi.
2. Ruddar Dutt and Sundaram K.P.M, Indian Economy, S.Chand and Co., Ltd., New Delhi.
3. Agarwal A.N., Indian Economy- Problem of Development and planning, Willey Eastern Limited, New Delhi.
4. Misra S.K. and Puri V.K., Indian Economy, S.Chand & Company Ltd., New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Introduction</b>			
	Characteristics of Indian Economy-Components of Human Development	5	Lecture
	Concept of Poverty – Poverty Line – Incidence of Poverty	5	Lecture
	Causes of Poverty – Poverty Eradication Programmes	5	Lecture & PGD
<b>Unit II : Agricultural Scenario</b>			
	Role of Agriculture in Indian Economy - Causes for Low Productivity	5	Lecture
	Measures to Improve Productivity – New Agricultural Strategy	6	Lecture
	WTO and Agriculture	4	Lecture & PGD
<b>Unit III: Industrial Scenario</b>			
	Concept of MSME(Micro, Small, Medium Enterprises) - Definition of Small Scale and Cottage Industry – Importance – Problems	5	Lecture
	Remedies – Role of Public Sector in India	5	Lecture & PPT
	Causes for the Failure of Public Sector in India , New Industrial Policy 1991	5	Lecture
<b>Unit IV: Unemployment in India</b>			
	Meaning – Concepts of Unemployment	5	Lecture
	Types of Unemployment	5	Lecture
	Causes for Unemployment – Remedial Measures for Unemployment	5	Lecture & ICT
<b>Unit V: Economic Reforms</b>			
	Definition – Liberalisation – Privatisation – Globalisation – Features of Liberalisation – Rationale of Privatisation	5	Lecture
	Steps Towards Globalisation – Advantages and Disadvantages of Globalisation	5	Lecture
	Impact of Globalisation in India	5	Lecture & PPT

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	3	4	3	3	3	3	3.3
CO2	3	4	3	4	3	3	4	3	4	3	3.4
CO3	4	3	4	3	4	4	4	3	3	4	3.6
CO4	4	3	3	3	3	4	3	3	3	3	3.2
CO5	4	4	4	3	3	3	4	4	4	3	3.6
Mean Overall Score											3.42

Result: the Score for this Course is 3.42 (High Relation)      Course Designer: Dr.P.Pandi Priya

**DEGREE: B.A ECONOMICS**  
**SEMESTER: VI**  
**SUBJECT CODE: E63**

**CLASS: Third Year**  
**CREDITS: 05**  
**HOURS: 75**

**CORE: HISTORY OF ECONOMIC THOUGHT**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	5	5	√	√	√
<b>Preamble:</b>					
<ol style="list-style-type: none"> <li>1. To understand the Recent Trends in Indian Economic Thought.</li> <li>2. To enable the students, how far History of Economic Thought deals with the development of economic ideas</li> </ol>					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: define the Mercantilism and Physiocracy and to analyse the main ideas of Physiocracy				I	13
CO2: describe the classical Economic Ideas of Adamsmith, Ricardo and T.R.Malthus				II	18
CO3: summarize the ideas of Marxian and Neo-Classical Economics				III	18
CO4: analyse the economic ideas of Keynes				IV	15
CO5: evaluate the economic thought in India in recent times				V	11

**DEGREE: B.A ECONOMICS**  
**SEMESTER: VI**  
**SUBJECT CODE: E63**

**CLASS: Third Year**  
**CREDITS: 04**  
**HOURS: 75**

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**CORE: HISTORY OF ECONOMIC THOUGHT**

**Unit I: Mercantilism and Physiocracy**

Mercantilism: Factors that gave rise to Mercantilism – Role of the State – Role of Money – Rate of Interest – Balance of Trade – Population – Physiocrats: Factors that gave rise to Physiocracy – Main Ideas of Physiocrats – Natural Order – Laissez-faire – Net Product – Circulation of Wealth – Value – Property.

**Unit II: Classical Economics**

Adam Smith: Labour Theory of Value – International Trade – Canons of Taxation - David Ricardo: Theory of Distribution- T.R. Malthus: Theory of Population-Theory of Gluts.

**Unit III: Marxian and Neo-Classical Economics**

Marxian Economics: Labour Theory of Value-Theory of Surplus Value - Alfred Marshall: Utility and Demand Analysis-Consumer's Surplus -Time Element-Internal Economies-External Economies- Representative Firm-Concept of Quasi Rent.

**Unit IV: Keynesian Economics**

Theory of Employment-Aggregate Demand - Aggregate Income - Aggregate Output - Propensity to Consume – Investment Multiplier-Marginal Efficiency of Capital-Rate of Interest.

**Unit V: Economic Thought in India**

Economic Ideas of Kautilya and Thiruvalluvar - M.K. Gandhi: Trusteeship Doctrine-Industrialisation-Khadi Scheme-Decentralisation-Sarvodaya-Prohibition – Amartya Kumar Sen: Poverty and Famines – Poverty and Inequality – Concept of Capability.

**TEXT BOOK:**

1. Lokanathan V., A History of Economic Thought, S.Chand & Company Ltd., New Delhi.

**RECOMMENDED BOOKS**

1. Jhingan M.L., M. Girija, A.Manimekalai & L.Sasikala-History of Economic Thought, Vrinda Publication (P) Ltd., Delhi.
2. Lokanathan V.-A History of Economic Thought, S. Chand & Company Ltd., New Delhi.
3. Sankaran S. – A History of Economic Thought, Margham Publications, Chennai.
4. Sri Vastava- History of Economic Thought, Himalaya Publishing House, Chennai.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Mercantilism and Physiocracy</b>			
	Mercantilism: Factors that gave rise to Mercantilism – Role of the State – Role of Money – Rate of Interest	4	Lecture
	Balance of Trade – Population – Physiocrats: Factors that gave rise to Physiocracy – Main Ideas of Physiocrats	6	Lecture & PPT
	Natural Order – Laissez-faire – Net Product – Circulation of Wealth – Value – Property	3	Lecture & PGD
<b>Unit II: Classical Economics</b>			
	Adam Smith: Labour Theory of Value – International Trade – Canons of Taxation	6	Lecture & PPT
	David Ricardo: Theory of Distribution	6	Lecture
	T.R. Malthus: Theory of Population-Theory of Gluts	6	Lecture & PGD
<b>Unit III: Marxian and Neo-Classical Economics</b>			
	Marxian Economics: Labour Theory of Value-Theory of Surplus Value	6	Lecture & PPT
	Alfred Marshall: Utility and Demand Analysis-Consumer's Surplus	6	Lecture
	Time Element-Internal Economies-External Economies-Representative Firm-Concept of Quasi Rent	6	Lecture
<b>Unit IV: Keynesian Economics</b>			
	Theory of Employment-Aggregate Demand - Aggregate Income	5	Lecture & PPT
	Aggregate Output - Propensity to Consume	5	Lecture
	Investment Multiplier-Marginal Efficiency of Capital-Rate of Interest	5	Lecture
<b>Unit V: Economic Thought in India</b>			
	Economic Ideas of Kautilya and Thiruvalluvar	3	Lecture
	M.K. Gandhi: Trusteeship Doctrine- Industrialisation-Khadi Scheme-Decentralisation-Sarvodaya-Prohibition	3	Lecture
	Amartya Kumar Sen: Poverty and Famines – Poverty and Inequality – Concept of Capability	5	Lecture & ICT

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	4	4	3	3	3	4	3.4
CO2	4	3	3	3	3	3	3	3	4	3	3.2
CO3	3	3	3	3	4	3	3	4	3	4	3.3
CO4	4	3	3	3	4	4	3	3	3	3	3.3
CO5	3	3	4	3	4	3	3	3	3	3	3.2
<b>Mean Overall Score</b>											<b>3.28</b>

Result: the Score for this Course is 3.28 (High Relation)

Course Designer: Dr.S.Sukumari



**ELECTIVES**

**DEGREE: B.A ECONOMICS**  
**SEMESTER: V**  
**SUBJECT CODE: EE51**

**CLASS: Third Year**  
**CREDITS: 05**  
**HOURS: 90**

**ELECTIVE: SMALL BUSINESS MANAGEMENT**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	√	√
<b>Preamble:</b>					
1. To acquire knowledge about risk taking, innovation to start new business. 2. To enable the students to understand and manage the Business activities.					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: define the concept of Small Business Management and explain the role, Problems of Small Scale Industries				I	18
CO2: enable the students to know the meaning of Entrepreneur and its functions				II	18
CO3: analyse the project proposal and Evaluate the different stages of Project Appraisal				III	16
CO4: understand the meaning of Entrepreneurial Development Programmes and Explain the various financial institution				IV	31
CO5: assess the Women Entrepreneurs and Problems, Programmes for Women Entrepreneurs				V	7

**DEGREE: B.A ECONOMICS**  
**SEMESTER: V**  
**SUBJECT CODE: EE51**

**CLASS: Third Year**  
**CREDITS: 05**  
**HOURS: 90**

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**ELECTIVE: SMALL BUSINESS MANAGEMENT**

**Unit I: Small Business**

Meaning-Definition-Characteristics of Small Business-Role of Small Scale Sector in Economic Development-Problems of Small Scale Industries.

**Unit II: Entrepreneurship**

Entrepreneur – Meaning – Definition – Competencies – Functions - Entrepreneur and Enterprise - Entrepreneur and Managers-Types-Entrepreneurship - Meaning-Importance.

**Unit III: Project Proposal**

Meaning-Types - Project identification and Selection - Project Formulation - Project Appraisal.

**Unit IV: Entrepreneurial Development Programmes**

Need for EDPs – Objectives - Institutional Finance: IDBI, IFCI, ICICI, IRBI, LIC, SDBI, SFCs, EXIM Bank and Commercial Banks - Institutional Support to Entrepreneurs: NSIC, SIDCO, SSIB, KVIC, DICs and TCOs - Taxation Benefits to Small Scale Industries - Government Policy for Small Enterprises.

**Unit V: Women Entrepreneurship**

Concept - Growth of Women Entrepreneurs in India - Problems of Women Entrepreneurs - Programs for Women Entrepreneurs.

**TEXT BOOK:**

1. Khanka S.S., Small Business Management, S.Chand & Company Ltd., New Delhi.

**RECOMMENDED BOOKS:**

1. Saravanavel P., Entrepreneurial Development, Principles, Policies & Programmes ESS PEE KAY Publishing House, New Delhi.
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management-Principles, Projects, Policies and Programmes-Himalaya Publishing House, Mumbai.
3. Gupta and Srinivasan, Entrepreneurial Development, S. Chand & Sons, New Delhi.
4. Vasant Sathe, Entrepreneurial Development, Himalaya Publishing Co. Mumbai.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Small Business</b>			
	Meaning-Definition-Characteristics of Small Business	6	Lecture
	Role of Small Scale Sector in Economic Development	6	Lecture
	Problems of Small Scale Industries	6	Lecture
<b>Unit II: Entrepreneurship</b>			
	Entrepreneur – Meaning – Definition – Competencies	6	Lecture
	Functions - Entrepreneur and Enterprise - Entrepreneur and Managers - Types	6	Lecture
	Entrepreneurship - Meaning-Importance	6	Lecture
<b>Unit III: Project Proposal</b>			
	Meaning-Types - Project identification and Selection	6	Lecture
	Project Formulation	5	Lecture
	Project Appraisal	5	Lecture
<b>Unit IV: Entrepreneurial Development Programmes</b>			
	Need for EDPs – Objectives	8	Lecture & PPT
	Institutional Finance: IDBI, IFCI, ICICI, IRBI, LIC, SDBI, SFCs, EXIM Bank and Commercial Banks	10	Lecture & PPT
	Institutional Support to Entrepreneurs: NSIC, SIDCO, SSIB, KVIC, DICs and TCOs	10	Lecture
	Taxation Benefits to Small Scale Industries -Government Policy for Small Enterprises	3	Lecture & PGD
<b>Unit V: Women Entrepreneurship</b>			
	Concept - Growth of Women Entrepreneurs in India	3	Lecture
	Problems of Women Entrepreneurs	2	Lecture & ICT
	Programs for Women Entrepreneurs	2	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	4	4	4	4	4	4	4	4	4
CO2	4	4	4	4	4	3	3	3	3	3	3.5
CO3	3	3	3	3	3	4	4	4	4	4	3.5
CO4	4	4	4	4	4	3	3	3	3	3	3.5
CO5	4	4	4	4	4	4	4	4	4	4	4
Mean Overall Score											3.7

Result: the Score for this Course is 3.7 (High Relation)

Course Designer: Dr.S.Sukumari

**DEGREE: B.A ECONOMICS**  
**SEMESTER: V**  
**SUBJECT CODE: EE52**

**CLASS: Third Year**  
**CREDITS: 05**  
**HOURS: 90**

**ELECTIVE: ADVERTISEMENT AND SALESMANSHIP**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	√	√
<b>Preamble:</b>					
1. To obtain the knowledge about marketing strategy in globalized world. 2. To aware about the different marketing structure in the economy					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: describe the nature, scope of Advertising and explain its objectives				I	16
CO2: analyse the advertising media and identify the various advertising agencies				II	16
CO3: understand the salesmanship and qualities of good salesman				III	22
CO4: synthesis of the Recruitment and training, its Objectives				IV	22
CO5: explain the meaning, objectives of personal selling and distinguish between salesmanship and personal selling – its function.				V	14

**DEGREE: B.A ECONOMICS**  
**SEMESTER: V**  
**SUBJECT CODE: EE52**

**CLASS: Third Year**  
**CREDITS: 05**  
**HOURS: 90**

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**ELECTIVE: ADVERTISEMENT AND SALESMANSHIP**

**Unit I: Advertising**

Meaning – Definition - Nature and Scope of Advertising - Objectives of Advertising - Functions of Advertising - Advantages and Disadvantages of Advertising.

**Unit II: Advertising Media**

Kinds of Media - Relative Merits and Demerits-Advertising Agency - Meaning and Types of Advertising Agency - Functions-Selection and Evaluation of an Advertising Agency.

**Unit III: Salesmanship**

Meaning - Definition - Difference between Advertising and Salesmanship-Importance of Salesmanship - Kinds of Salesmanship-Qualities of good Salesman - Duties and Responsibilities of Salesman.

**Unit IV: Recruitment and Training**

Meaning of Recruitment - Process of Recruitment - Training: Objectives – Methods - Essentials of good Training Programme - Control of Salesman: Meaning - Need – Methods - Remuneration: Essentials of good Remuneration Plan - Methods.

**Unit V: Personal Selling**

Meaning - Objectives of Personal Selling - Difference between Salesmanship and Personal Selling – Importance – Functions - Advantages and Disadvantages of Personal Selling.

**TEXT BOOK:**

1. Saravanavel P. & S.Sumathi, Advertisement & Salesmanship, ESS PEE KAY, Publishing House, New Delhi.

**RECOMMENDED BOOKS**

1. Ruston S.Dawar, Sohrab R.Dawar, Salesmanship and Publication, Vikas Publishing House Pvt Ltd, New Delhi.
2. Botra, Myeres, Aaker, Advertising Management, Prentice Hall India-, New Delhi.
3. Mahendra Mohan, Advertising Management, Tata Mc Graw Hill, New Delhi.
4. Sherlackar S.A., Principles of Marketing , Himalaya Publishing House, Mumbai.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I : Advertising</b>			
	Meaning – Definition - Nature and Scope of Advertising	4	Lecture & ICT
	Objectives & Functions of Advertising	4	Lecture & ICT
	Advantages and Disadvantages of Advertising	8	Lecture & ICT
<b>Unit II : Advertising Media</b>			
	Kinds of Media, Relative Merits and Demerits	4	Lecture
	Advertising Agency Meaning and Types of Advertising Agency and its Functions	4	Lecture & PGT
	Selection and Evaluation of an Advertising Agency	8	Lecture & PGD
<b>Unit III : Salesmanship</b>			
	Meaning, Definition, Difference between Advertising and Salesmanship	6	Lecture
	Importance of Salesmanship, Kinds of Salesmanship and Qualities of good Salesman	8	Lecture & PGT
	Duties and Responsibilities of Salesman	8	Lecture
<b>Unit IV: Recruitment and Training</b>			
	Meaning of Recruitment, Process of Recruitment	6	Lecture
	Training: Objectives , Methods and Essentials of good Training Programme	8	Lecture & PPT
	Control of Salesman: Meaning - Need – Methods - Remuneration: Essentials of good Remuneration Plan	8	Lecture
<b>Unit V: Personal Selling</b>			
	Meaning, Objectives of Personal Selling and Difference between Salesmanship and Personal Selling	5	Lecture
	Importance and Functions	5	Lecture & PGD
	Advantages and Disadvantages of Personal Selling	4	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	4	4	3	3.4
CO2	3	4	3	3	3	3	3	3	3	4	3.2
CO3	3	3	3	3	4	3	3	4	3	3	3.2
CO4	4	3	3	3	4	4	3	3	3	3	3.3
CO5	3	3	4	3	4	3	3	3	3	3	3.2
Mean Overall Score											3.26

Result: the Score for this Course is 3.26 (High Relation)

Course Designer: Dr.M.Arana

**DEGREE: B.A ECONOMICS**  
**SEMESTER: VI**  
**SUBJECT CODE: EE63**

**CLASS: Third Year**  
**CREDITS: 05**  
**HOURS: 90**

**ELECTIVE: HEALTH ECONOMICS**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	√	√
<b>Preamble:</b>					
1. To acquire knowledge about the importance of health economics. 2. To understand about the health status and health policies in India.					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: enable the students to know the meaning, nature, scope of Health economics and determinants of health.				I	18
CO2: analyse the health care system and distinguish demand, supply in health care, illustrate market equilibrium and reasons for market failure				II	18
CO3: evaluate the cost of health care and differentiate various economic analysis				III	18
CO4: describe the health status and its related Indicators				IV	18
CO5: interpret the health plan and policies in India, tabulate the data sources for health				V	18



**DEGREE: B.A ECONOMICS**  
**SEMESTER: VI**  
**SUBJECT CODE: EE63**

**CLASS: Third Year**  
**CREDITS: 05**  
**HOURS: 90**

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**ELECTIVE: HEALTH ECONOMICS**

**Unit I: Introduction**

Meaning of Health Economics – Scope - Importance of Economics in Health - Definition of Health - Health and Economic Development - Health and Human Development Index - Determinants of Health: Physical, Behavioural, Social, Economic, Biological and Cultural Factors.

**Unit II: Health Care System**

Meaning - Demand and Supply in Health Care: Concept of Demand - Factors Affecting Demand - Determination of Demand Curve - Concept of Supply - Supply of Health Care - Market Equilibrium - Elasticity of Demand and Supply - Role of Public Sector - Role of Private Sector - Failure of Market System.

**Unit III: Costs of Health Care**

Concepts of Cost – Types of Cost - Economic Evaluation of Health care –Kinds of Economic Evaluation: Cost Minimisation Analysis, Cost-Benefit Analysis – Cost-Effectiveness Analysis – Cost-Utility Analysis.

**Unit IV: Health Status**

Meaning - Indicators of Health Status: Characteristics – Classification - Concept of Birth Rate, Life Expectancy at Birth, Fertility Rate, Death Rate, Infant Mortality Rate, Child Mortality Rate, Maternal Mortality Rate, Morbidity Rate, Communicable Diseases and Non-Communicable Diseases.

**Unit V: Health Plan and Policies in India**

Health under Five Year Plans-National Health Policy 2002-National Rural Health Mission: Vision – Goals – Strategies – Plan of Action – Outcomes – Role of Public and Private Health Care in India – Public Health Expenditure in India – Data Sources for Health Statistics.

**TEXT BOOK:**

1. Anand and Shika Goel N.K., Health economics, AITBS Publishers, New Delhi.

**RECOMMENDED BOOKS**

1. Sawalia Bihari Verma, Sant Gyaneswar Prasad Singh, Shib Kumari Singh, Rural Infrastructure, Sarup & Sons, New Delhi.
2. Hans Raj, Fundamentals of Demography, Surjeet Publications, Delhi.
3. Kumar, Social Demography and Population Studies, Lakshmi Narain Agarwal, New Delhi.
4. Maggie davies & Macdowell, Health promotion theory, Tata McGraw Hill, New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Introduction</b>			
	Meaning of Health Economics – Scope - Importance of Economics in Health - Definition of Health	6	Lecture & ICT
	Health and Economic Development - Health and Human Development Index	6	E-Sources (Video)
	Determinants of Health	6	Lecture & ICT
<b>Unit II: Health Care System</b>			
	Meaning - Demand and Supply in Health Care: Concept of Demand	6	Lecture
	Factors Affecting Demand - Determination of Demand Curve, Market Equilibrium	6	Lecture & PGD
	Elasticity of Demand and Supply - Role of Public Sector - Role of Private Sector - Failure of Market System	6	Lecture
<b>Unit III: Costs of Health Care</b>			
	Concepts of Cost – Types of Cost	6	Lecture
	Economic Evaluation of Health care	6	Collecting data in website
	Kinds of Economic Evaluation: Cost Minimisation Analysis, Cost-Benefit Analysis – Cost-Effectiveness Analysis – Cost-Utility Analysis	6	Lecture & PPT
<b>Unit IV: Health Status</b>			
	Meaning - Indicators of Health Status	6	Lecture
	Characteristics – Classification - Concept of Birth Rate, Life Expectancy at Birth, Fertility Rate, Death Rate, Infant Mortality Rate, Child Mortality Rate, Maternal Mortality Rate, Morbidity Rate	6	Lecture
	Communicable Diseases and Non-Communicable Diseases	6	Virtual communication practice
<b>Unit V: Health Plan and Policies in India</b>			
	Health under Five Year Plans	4	Lecture
	National Health Policy 2002-National Rural Health Mission: Vision – Goals	4	Lecture
	Strategies – Plan of Action – Outcomes	4	Lecture & PGD
	Role of Public and Private Health Care in India - Public Health Expenditure in India	4	Lecture & PPT
	Data Sources for Health Statistics	2	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	3	4	4	4	3	3	3.5
CO2	4	3	3	3	3	4	4	3	3	3	3.3
CO3	4	3	3	4	3	4	3	3	4	4	3.5
CO4	4	3	3	3	4	4	3	3	3	3	3.3
CO5	4	4	4	4	3	4	3	3	3	3	3.5
Mean Overall Score											3.42

Result: the Score for this Course is 3.42 (High Relation)

Course Designer: Dr.M.Aruna

**DEGREE: B.A ECONOMICS**  
**SEMESTER:**  
**SUBJECT CODE:**

**CLASS:**  
**CREDITS: 05**  
**HOURS: 90**

**ELECTIVE: TAMIL NADU ECONOMY**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	√	√
<b>Preamble:</b>					
1. To know the regional issues in Agriculture and industry in Tamil Nadu. 2. To understand the state finance and poverty alleviation schemes.					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: enable the students to understand the meaning of regional economy and Define the various concepts such as natural resources, human resources and occupational pattern in Tamil Nadu				I	18
CO2: describe about the agricultural sector such as Land use pattern, Cropping pattern, agricultural marketing, Green Revolution in Tamil Nadu				II	18
CO3: evaluate the Industrial growth of Tamil Nadu and analyse the different types of industries in Tamil Nadu				III	18
CO4: assess the basic infrastructural facilities available in Tamil Nadu				IV	18
CO5: illustrate the finance and budgetary procedure in Tamil Nadu and describe the various poverty alleviation programmes in Tamil Nadu				V	18

**DEGREE: B.A ECONOMICS**  
**SEMESTER:**  
**SUBJECT CODE:**

**CLASS:**  
**CREDITS: 05**  
**HOURS: 90**

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**ELECTIVE: TAMIL NADU ECONOMY**

**Unit I: Introduction**

Meaning of Regional Economy – The Geographical Features of Tamil Nadu – Natural Resources – Land – Forest – Water – Fisheries – Human Resources in Tamil Nadu – Size, Growth and Density of Population – The Occupation Pattern in Tamil Nadu – Analysis of the 2011 Census.

**Unit II: Agriculture**

Agricultural Growth – Land Use Pattern - Cropping Pattern – Agricultural Inputs – Irrigation – Fertilizer – Agricultural Marketing – Green Revolution.

**Unit III: Industry**

Industrial Growth in the State – Large Scale Industries – Cotton Textiles – Sugar- Cement – Fertilizer – Leather and Electronics - Small Scale Industries – Handloom Industry - Cottage Industries.

**Unit IV: Infrastructure**

Energy – Power – Infrastructure – Rural Electrification in Tamil Nadu – Transport – Railways – Airways – Roads – Banking- Educational Strategy – Tourism – Housing.

**Unit V: State Finance**

State Finance in Tamil Nadu - Budget Flow of Funds from Centre in Tamil Nadu - Price Situation in Tamil Nadu – Poverty Alleviation Programmes in Tamil Nadu – Integrated Rural Development Programme (IRDP) – National Rural Employment Programme (NREP), Tribal Area Development Programme (TADP) - Welfare Programmes in Tamil Nadu.

**TEXT BOOK:**

1. Leonard A.G., Macmillan India, New Delhi.

**RECOMMENDED BOOKS**

1. Rajalakshmi N., Tamil Nadu Economy, Business Publications – INC – Mumbai.
2. Perumalsamy S., Economic Development of Tamil Nadu – S.Chand and Company Ltd., New Delhi.
3. Balu N.V and Subburasu V.K., Tamil Nadu Year Book. Sura College of Competition, Chennai.
4. Manickam S., Economic Development of Tamil Nadu Economy in Perspective, uyirmmai Publishers, Chennai.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Introduction</b>			
	Meaning of Regional Economy – The Geographical Features of Tamil Nadu – Natural Resources – Land – Forest – Water – Fisheries	6	Lecture
	Human Resources in Tamil Nadu – Size, Growth and Density of Population – The Occupation Pattern in Tamil Nadu	6	Lecture & PGD
	Analysis of the 2011 Census	6	Lecture & PPT
<b>Unit II: Agriculture</b>			
	Agricultural Growth – Land Use Pattern	6	Lecture
	Cropping Pattern – Agricultural Inputs – Irrigation – Fertilizer	6	Lecture & PGD
	Agricultural Marketing – Green Revolution	6	Lecture & PPT
<b>Unit III: Industry</b>			
	Industrial Growth in the State – Large Scale Industries – Cotton Textiles	6	Lecture & PGD
	Sugar- Cement – Fertilizer – Leather and Electronics	6	Lecture
	Small Scale Industries – Handloom Industry - Cottage Industries	6	Lecture
<b>Unit IV: Infrastructure</b>			
	Energy – Power – Infrastructure – Rural Electrification in Tamil Nadu	6	Lecture & ICT
	Transport – Railways – Airways – Roads	6	Lecture & ICT
	Banking- Educational Strategy – Tourism – Housing	6	Lecture & ICT
<b>Unit V: State Finance</b>			
	State Finance in Tamil Nadu - Budget Flow of Funds from Centre in Tamil Nadu - Price Situation in Tamil Nadu	6	Lecture
	Poverty Alleviation Programmes in Tamil Nadu – Integrated Rural Development Programme (IRDP)	6	Lecture & PPT
	National Rural Employment Programme (NREP), Tribal Area Development Programme (TADP) - Welfare Programmes in Tamil Nadu	6	Lecture & PGD

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	3	4	4	4	4	4	3.7
CO2	4	4	3	4	4	3	4	3	4	4	3.7
CO3	4	4	3	4	4	4	3	4	4	3	3.7
CO4	4	4	3	4	3	3	4	4	3	3	3.5
CO5	3	4	3	4	4	4	3	3	4	4	3.6
Mean Overall Score											3.64

Result: the Score for this Course is 3.64 (High Relation)

Course Designer: Dr.S.Sukumari

**DEGREE: B.A ECONOMICS**  
**SEMESTER:**  
**SUBJECT CODE:**

**CLASS:**  
**CREDITS: 05**  
**HOURS: 90**

**ELECTIVE: POPULATION DYNAMICS**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	√	√
<b>Preamble:</b>					
<ol style="list-style-type: none"> <li>1. To educate the students about the fertility, mortality and migration.</li> <li>2. To create awareness regarding effects of population growth</li> </ol>					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: describe the nature, scope of demography and explain the relation of demography and explain the relation of demography with other social sciences				I	15
CO2: enable the students to understand the Concepts of Fertility, Measures of Fertility and Factors affecting Fertility				II	15
CO3: define the concept and measures of mortality and illustrate the levels and trends in Mortality				III	20
CO4: understand the concept of migration, sources and methods of internal migration and Explain brain drain, factors, measures to reduce brain drain				IV	20
CO5: assess the composition of Indian Population and analyse the various compositions of Indian Population and evaluate the causes, effects of population growth				V	20

**DEGREE: B.A ECONOMICS**  
**SEMESTER:**  
**SUBJECT CODE:**

**CLASS:**  
**CREDITS: 05**  
**HOURS: 90**

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### **ELECTIVE: POPULATION DYNAMICS**

#### **Unit I: Introduction**

Definitions of Demography – Scope of Demography – Relation of Demography with other Social Sciences – Importance of Demography.

#### **Unit II: Fertility**

Meaning of Fertility – Concepts and Measures of Fertility – Factors affecting Fertility.

#### **Unit III: Mortality**

Meaning of Mortality – Concepts and Measures of Mortality – Factors affecting Mortality – Infant Mortality Rate – Factors affecting Infant Mortality – Levels and Trends in Mortality – Causes of Decline in Mortality Rates in Developing Countries.

#### **Unit IV: Migration**

Meaning – Types – Sources of Information on Internal Migration - Methods of Measuring Internal Migration - International Migration – Factors to International Migration – Brain Drain – Factors – Measures to reduce Brain Drain – India and International Migration.

#### **Unit V: Population**

Composition of Indian Population - Size - Growth - Birth Rate – Death Rate - Age Composition - Sex Composition - Expectation of Life - Density of Population and Literacy – Causes and Effects of Population Growth – Population Policy.

#### **TEXT BOOK:**

1. Ruddar Dutt and Sundharan K.P.M, Indian Economy, S.Chand Company Ltd., New Delhi.

#### **RECOMMENDED BOOKS**

1. Asha A.Bhende and Tara Kanitka, Principles of Population Studies, Himalaya Publishing company Ltd., New Delhi.
2. Peter R.Cox 1976 Demography, Cambridge University Press, London
3. Agarwal S.N., India's population problem, Tata McGraw- Hill, Bombay.
4. Chandrasekar S., Infant Mortality, Population Growth and Family Planning in India, George Allen & Union Ltd., London.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Introduction</b>			
	Definitions of Demography – Scope of Demography	5	Lecture
	Relation of Demography with other Social Sciences	5	Lecture
	Importance of Demography	5	Lecture & PGD
<b>Unit II: Fertility</b>			
	Meaning of Fertility – Concepts	5	Lecture
	Measures of Fertility	5	Lecture
	Factors affecting Fertility.	5	Lecture
<b>Unit III: Mortality</b>			
	Meaning of Mortality – Concepts and Measures of Mortality	4	Lecture
	Factors affecting Mortality – Infant Mortality Rate	4	Lecture & PPT
	Factors affecting Infant Mortality	4	Lecture & PGD
	Levels and Trends in Mortality	4	Lecture
	Causes of Decline in Mortality Rates in Developing Countries	4	Lecture
<b>Unit IV: Migration</b>			
	Meaning – Types – Sources of Information on Internal Migration	4	Lecture
	Methods of Measuring Internal Migration - International Migration	4	Lecture & ICT
	Factors to International Migration —	4	Lecture
	Brain Drain – Factors – Measures to reduce Brain Drain	4	Lecture
	India and International Migration	4	Lecture
<b>Unit V: Population</b>			
	Composition of Indian Population - Size - Growth	5	Lecture
	Birth Rate – Death Rate - Age Composition - Sex Composition	5	Lecture & PGD
	Expectation of Life - Density of Population and Literacy	5	Lecture
	Causes and Effects of Population Growth – Population Policy	5	Lecture & PPT

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	4	3	3	4	3	3	3	3	3.4
CO2	4	3	3	3	3	4	4	3	3	3	3.3
CO3	4	4	3	3	3	4	3	3	3	3	3.3
CO4	4	4	3	3	3	4	3	3	3	3	3.3
CO5	4	3	3	3	3	4	3	3	3	3	3.2
Mean Overall Score											3.3

Result: the Score for this Course is 3.3 (High Relation)

Course Designer: Dr.M.Aruna



**DEGREE: B.A ECONOMICS**  
**SEMESTER:**  
**SUBJECT CODE:**

**CLASS:**  
**CREDITS: 05**  
**HOURS: 90**

**ELECTIVE: HUMAN RESOURCE MANAGEMENT**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	√	√
<b>Preamble:</b>					
<ol style="list-style-type: none"> <li>1. To explain the students about Human Resource Planning and manpower planning.</li> <li>2. To create awareness about the training and development</li> </ol>					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: understanding the implication of Human Resource Management				I	20
CO2: acquiring knowledge about organizational and manpower planning				II	15
CO3: demonstrating quantitative and qualitative aspects of HRM in India				III	15
CO4: identifying the various types of recruitment, selection, methods, placement, job analysis, job description, specification, evaluation etc.				IV	20
CO5: integrating training and Development into Performance Appraisal				V	20

**DEGREE: B.A ECONOMICS**  
**SEMESTER:**  
**SUBJECT CODE:**

**CLASS:**  
**CREDITS: 05**  
**HOURS: 90**

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**ELECTIVE: HUMAN RESOURCE MANAGEMENT**

**Unit I: Introduction**

Definition – Objectives – Functions – Organization and Changing Technology – Implication of Human Resource Management – HRM in India.

**Unit II: Human Resource Planning**

Concept – Need – Process – Analysis – Organizational Plan and Manpower Processing.

**Unit – III: Manpower Procession**

Quantitative and Qualitative Aspects – Process – Remedies Measures for HRM - Personal Management in India.

**Unit IV: Man Power Planning**

Meaning – Objectives – Types of Recruitment – Selection and Placement – Job Analysis - Description – Specification – Evaluation – Pros & Cons of Manpower Planning.

**Unit V: Training and Development**

Meaning – Objectives – Types – Promotions – Transfer – Turnover Rewards and Incentives – Benefits and Employee Service – Performance Appraisal.

**TEXT BOOK:**

1. Jayasankar J., Human Resource Management, Margham Publications, Chennai.

**RECOMMENDED BOOKS:**

1. Bhagawati J.N., Protectionism, MIT Press, Chennai.
2. Shashi. K.Gupta and Rosy Joshi, Human Resource Management, Kalian Publishers, New Delhi..
3. Hereman, Schwal, Fossum and Dyer, Personal, Human Resource Management Universal Book Stall, New Delhi.
4. Bhaskar Chatterjee, Human Resource Management, Sterling Publishers Pvt., Ltd., New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Introduction</b>			
	Definition – Objectives – Functions	6	Lecture
	Organization and Changing Technology	6	Lecture
	Implication of Human Resource Management – HRM in India	8	Lecture & ICT
<b>Unit II: Human Resource Planning</b>			
	Concept – Need – Process	5	Lecture
	Analysis – Organizational Plan	5	Lecture
	Manpower Processing	5	Lecture
<b>Unit – III: Manpower Proceession</b>			
	Quantitative and Qualitative Aspects	5	Lecture
	Process – Remedies Measures for HRM	5	Lecture
	Personal Management in India	5	Lecture
<b>Unit IV: Man Power Planning</b>			
	Meaning – Objectives – Types of Recruitment	8	Lecture
	Selection and Placement – Job Analysis - Description – Specification – Evaluation	6	Lecture
	Pros & Cons of Manpower Planning	6	Lecture
<b>Unit V: Training and Development</b>			
	Meaning – Objectives – Types	6	Lecture
	Promotions – Transfer – Turnover Rewards and Incentives	8	Lecture
	Benefits and Employee Service – Performance Appraisal	6	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	4	4	3	3	3	4	3.5
CO2	3	4	4	3	4	4	3	4	4	4	3.7
CO3	4	3	3	4	3	3	3	3	4	4	3.4
CO4	4	4	4	3	3	3	4	3	4	3	3.5
CO5	3	4	4	3	4	4	3	3	4	3	3.5
Mean Overall Score											3.52

Result: the Score for this Course is 3.52 (High Relation)

Course Designer: Dr.M.Pappa

# **SKILL BASED ELECTIVES**

**DEGREE: B.A ECONOMICS**  
**SEMESTER: III**  
**SUBJECT CODE: SE31**

**CLASS: Second Year**  
**CREDITS: 02**  
**HOURS: 30**

**SKILL BASED ELECTIVE: INTRODUCTION TO MS-OFFICE**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	2	2	-	√	-
<b>Preamble:</b>					
<ol style="list-style-type: none"> <li>1. To know about basic computer knowledge.</li> <li>2. To enable the students to understand the basic application of computer, the MS Word and MS Excel</li> </ol>					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: describe the basic components of MS Office and Word Window				I	6
CO2: apply the Steps for creating editing and formulating a document in MS word				II	6
CO3: apply the different tools related to table and mail merge in MS word				III	6
CO4: understand the Applications of Excel or Spreadsheet				IV	6
CO5: interpret the data to draw the suitable chart related to different aspects				V	6

**DEGREE: B.A ECONOMICS**  
**SEMESTER: III**  
**SUBJECT CODE: SE31**

**CLASS: Second Year**  
**CREDITS: 02**  
**HOURS: 30**

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**SKILL BASED ELECTIVE: INTRODUCTION TO MS-OFFICE**

**Unit I : MS Office**

Components of MS Office-Word Processing-Meaning-Features of MS Word-Components of Word Document Window.

**Unit II Introduction to MS Word**

Creating a Document-Opening , Saving, Deleting and Closing Document-Editing a Document-Cut, Copy and Paste-Spelling and Grammar Check -Thesaurus-Formatting a Document - Font Style-Bullets and Numbering-Header and Footer.

**Unit III Tables and Mail Merge**

Creating a Table-Inserting and Deleting Rows and Columns-Sorting of Data in a Table-Resizing Columns and Rows -Converting Text to a Table-Merging and Splitting Cells-Mail merge-Meaning-Creating a Document-Creating a Data Source-Editing a Data Source-Merging the Data Source and the Main Document.

**Unit IV: MS Excel**

Meaning-Components of Excel-Features of Excel-Applications of Spread Sheet-Creating and Erasing a Worksheet-Changing the Row Height and Column Width-Types of Excel Functions.

**Unit V: Excel Charts**

Components of Chart - Types of Chart - Creation of Chart.

**TEXT BOOK:**

1. Malhotra T.D., Computer Application in Business, Kalyan Publishers, Chennai.

**RECOMMENDED BOOKS**

1. Malhotra T.D, Computer Application in Business,Kalyan Publishers, Chennai.
2. Mohan Kumar K. and S.Rajkumar, Computer Application in Business, Tata Mc Graw Hill Education Pvt Limited, New Delhi.
3. Shelley O Hara and et.al, Discover office 97, Comdex Computer Publishing Ltd., NewYork.
4. Saha R.G., Computer Business Applications, Himalaya Publishing House, Mumbai.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I : MS Office</b>			
	Components of MS Office, Word Processing	2	Lecture
	Meaning, Features of MS Word, Components of Word Document Window	4	Lecture & PGD
<b>Unit II Introduction to MS Word</b>			
	Creating a Document: Opening , Saving, Deleting and Closing Document-	2	Lecture
	Editing a Document: Cut, Copy and Paste, Spelling and Grammar Check ,Thesaurus	2	Lecture
	Formatting a Document: Font Style, Bullets and Numbering, Header and Footer.	2	Lecture & PGD
<b>Unit III Tables and Mail Merge</b>			
	Creating a Table, Inserting and Deleting Rows and Columns-Sorting of Data in a Table	2	Lecture
	Resizing Columns and Rows , Converting Text to a Table, Merging and Splitting Cells	2	Lecture
	Mail merge: Meaning, Creating a Document, Creating a Data Source, Editing a Data Source, Merging the Data Source and the Main Document.	2	Lecture
<b>Unit IV: MS Excel</b>			
	Meaning, Components of Excel, Features of Excel	2	Lecture
	Applications of Spread Sheet-Creating and Erasing a Worksheet	2	Lecture & PGD
	Changing the Row Height and Column Width, Types of Excel Functions	2	Lecture
<b>Unit V: Excel Charts</b>			
	Components of Chart, Types of Chart	3	Lecture
	Creation of Chart	3	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	4	3	4	3	2	4	4	3.4
CO2	4	4	3	4	2	4	4	4	4	4	3.7
CO3	4	4	4	4	4	4	4	4	4	4	4.0
CO4	4	4	4	4	4	4	4	4	4	4	4.0
CO5	4	4	3	4	4	4	4	3	4	4	3.8
<b>Mean Overall Score</b>											<b>3.78</b>

Result: the Score for this Course is 3.78 (High Relation)      Course Designer: Dr.P.Maheswari

**DEGREE: B.A ECONOMICS**  
**SEMESTER: IV**  
**SUBJECT CODE: SE42**

**CLASS: Second Year**  
**CREDITS: 02**  
**HOURS: 30**

**SKILL BASED ELECTIVE: MARKETING**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	2	2	-	√	-

**Preamble:**

1. To understand how far the intermediaries play an important role in the field of marketing.
2. To enable the students, to know more about in what way the life cycle of the product plays an important role in marketing.

<b>Course Outcomes</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to		
CO1: understand the modern concept of Marketing and explain the marketing functions.	I	6
CO2: discuss different type of consumers and analyse their buying motives.	II	6
CO3: illustrate the facilitating functions of Marketing	III	6
CO4: explain the concept of productive product line and product item and describe the product life cycle.	IV	6
CO5: enable the students to know the channels of distribution and to understand the factors influencing channel selection.	V	6



**DEGREE: B.A ECONOMICS**  
**SEMESTER: IV**  
**SUBJECT CODE: SE42**

**CLASS: Second Year**  
**CREDITS: 02**  
**HOURS: 30**

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**SKILL BASED ELECTIVE: MARKETING**

**Unit I: Marketing**

Meaning – Types of Market – Modern Concept of Marketing – Marketing Function (Clark & Clark).

**Unit II: Buyer Behaviour**

Meaning – Types of Consumers – Buying Motives.

**Unit III: Facilitating Functions**

Branding – Packaging - Labelling

**Unit IV: Product Mix**

Meaning – Advantages of Product Mix – Product Line – Product Item – Product Life Cycle.

**Unit-V: Distribution Channels**

Channels of Distribution – Meaning – Different Channels of Distribution - Factors influencing Channel Selection – e-marketing

**TEXT BOOK:**

1. Dr.Radha, Prasanna Publishers, Chennai.

**RECOMMENDED BOOKS**

1. Sherlekar S.A., Principles of Marketing, Himalaya Publishing House, Mumbai.
2. Simon Majara, Essence of Marketing, Prentice Hall India, New Delhi.
3. Sinha P.J.C., Principle of Marketing & Salesmanship, R.Chand & Co, New Delhi.
4. Pillai & Bhagavathi: Modern Marketing, S.Chand & Co, New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Marketing</b>			
	Meaning, Types of Market	3	Lecture
	Modern Concept of Marketing - Marketing Function (Clark & Clark)	3	Lecture
<b>Unit II: Buyer Behaviour</b>			
	Meaning, Types of Consumers	4	Lecture & PGD
	Buying Motives	2	Lecture
<b>Unit III: Facilitating Functions</b>			
	Branding	2	Lecture
	Packaging, Labelling	4	Lecture
<b>Unit IV: Product Mix</b>			
	Meaning, Advantages of Product Mix, Product Line	3	Lecture
	Product Item, Product Life Cycle	3	Lecture & PGD
<b>Unit-V: Distribution Channels</b>			
	Channels of Distribution, Meaning, Different Channels of Distribution	3	Lecture & PGD
	Factors influencing Channel Selection, e-marketing	3	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	4	4	3	4	4	3	3	3.5
CO2	3	4	4	3	4	3	3	4	4	3	3.5
CO3	4	3	3	4	3	3	4	4	3	4	3.5
CO4	4	3	4	3	3	4	4	3	3	3	3.4
CO5	3	4	4	3	4	3	3	4	3	4	3.5
Mean Overall Score											3.48

Result: the Score for this Course is 3.48 (High Relation) Course Designer: Dr.S.Kumari Janani

**DEGREE: B.A ECONOMICS**  
**SEMESTER: V**  
**SUBJECT CODE: SE53**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

**SKILL BASED ELECTIVE: BUSINESS COMMUNICATION**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	2	2	-	√	√
<b>Preamble:</b>					
<ol style="list-style-type: none"> <li>1. To enable the students to know about principles, barriers and various channels of communication.</li> <li>2. To help the students to prepare a Good Report</li> </ol>					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: understanding principles and barriers of communication				I	6
CO2: evolving different channels of Communication				II	6
CO3: acquiring knowledge about business letters, Enquiry, Offers, and Quotations etc.				III	6
CO4: applying knowledge to execute order and cancellation of an order.				IV	6
CO5: demonstrate full knowledge and skills in preparing and writing a good report.				V	6

**DEGREE: B.A ECONOMICS**  
**SEMESTER: V**  
**SUBJECT CODE: SE53**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

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**SKILL BASED ELECTIVE: BUSINESS COMMUNICATION**

**Unit I: Communication**

Meaning and Definition of Business Communication - Objectives of Communication - Principles of Communication - Barriers to Communication.

**Unit II Channels of Communication**

Formal Communication - Informal Communication - Oral Communication-Written Communication - Non-Verbal Communication - Audio-Visual Communication.

**Unit III Business Letters**

Structure of Business Letter - Letters of Enquiry - Classification of Enquiry Letters - Principles of writing a Letter of Enquiry - Replies to Enquiry - Importance-Offers and Quotations - Kinds of Offer - Distinction between Offer and Quotations.

**Unit IV: Orders and Execution**

Orders and Execution - Contents-Execution of an Order – Delay in the Execution of Orders - Inability to Execute the Order - Cancellation of an Order

**Unit V: Report Writing**

Report: Meaning and Definition - Characteristics of a good Report - Importance – Classification of Reports - Preparation of the Report - Writing of the Report.

**TEXT BOOK:**

1. Homai Pradhan, Bhende D.S, & Vijaya Thakur, Business Communication, Himalaya Publishing House, Mumbai.

**RECOMMENDED BOOKS**

1. Reddy, Appannaih & Raja Rao, Essentials of Business Communication, Himalaya Publishing House, Mumbai.
2. Nayyar O.P., Commercial Correspondence, Forward Book Depot , Delhi.
3. Ramesh M.S., & Pattern Shethi, CC Business Communication R.Chand Co, New Delhi.
4. Bala Subramanian M., Business Communication, Kalyani Publishers, Ludhiana.

### Course contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Communication</b>			
	Meaning and Definition of Business Communication	2	Lecture
	Objectives of Communication - Principles of Communication	2	Lecture& PPT
	Barriers to Communication	2	Lecture & PGD
<b>Unit II: Channels of Communication</b>			
	Formal Communication - Informal Communication	2	Lecture
	Oral Communication-Written Communication	2	Lecture
	- on-Verbal Communication - Audio-Visual Communication	2	Lecture
<b>Unit III: Business Letters</b>			
	Structure of Business Letter - Letters of Enquiry - Classification of Enquiry Letters	1	Lecture
	Principles of writing a Letter of Enquiry - Replies to Enquiry – Importance	2	Lecture
	Offers and Quotations - Kinds of Offer - Distinction between Offer and Quotations	3	Lecture
<b>Unit IV: Orders and Execution</b>			
	Orders and Execution - Contents-Execution of an Order	1	Lecture
	Delay in the Execution of Orders	2	Lecture
	Inability to Execute the Order - Cancellation of an Order	3	Lecture & PGD
<b>Unit V: Report Writing</b>			
	Report: Meaning and Definition	1	Lecture
	Characteristics of a good Report – Importance, Classification of Reports - Preparation of the Report	4	Lecture
	Writing of the Report.	1	Lecture & PPT

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	2	3	4	4	3	2	3	3.2
CO2	3	4	4	4	4	3	3	4	4	3	3.6
CO3	4	3	3	4	3	4	3	4	3	3	3.4
CO4	4	3	4	3	3	4	4	4	3	4	3.6
CO5	4	3	4	3	4	3	3	4	3	4	3.5
Mean Overall Score											3.46

Result: the Score for this Course is 3.46 (High Relation)

Course Designer: Dr.M.Pappa

**DEGREE: B.A ECONOMICS**  
**SEMESTER: VI**  
**SUBJECT CODE: SE65**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

**SKILL BASED ELECTIVE: PERSONALITY DEVELOPMENT**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	2	2	-	√	-
<b>Preamble:</b>					
1. To build positive and pleasing personality skills among students. 2. To develop leadership qualities and interpersonal relationship.					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: acquiring knowledge characteristics and significance of personality development				I	5
CO2: examining the winning attitude and positive attitude and arriving solutions to build pleasing personality				II	7
CO3: effective and written presentation of personality traits and psycho analytical theory of Freud				III	5
CO4: understand Professional Competencies – Leadership, Team Building etc.				IV	7
CO5: appraise and appreciate successful implementation of interpersonal relationship				V	6

**DEGREE: B.A ECONOMICS**  
**SEMESTER: VI**  
**SUBJECT CODE: SE65**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

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**SKILL BASED ELECTIVE: PERSONALITY DEVELOPMENT**

**Unit- I: Introduction**

Meaning – Significance – Characteristics- Determinants –Structure.

**Unit – II: Attitude**

Concept –Importance-Winning Attitude-Positive Attitude-Steps to build Pleasing Personality.

**Unit – III: Personality Traits**

Meaning– Kinds of Personality Traits –Psychoanalytical Theory of Freud.

**Unit – IV: Leadership and Team Building**

Meaning–Styles–Qualities – Types of Leadership – Team Building – Qualities.

**Unit – V: Interpersonnal Skills**

Concept – Determinants – Developing Interpersonal Relationship.

**TEXT BOOK:**

1. Barun Mitra, Personality Development and Soft Skills, Oxford University Press, New Delhi.

**RECOMMENDED BOOKS**

1. Prasad L.M., Business management- Sultan Chand and sons – New Delhi.
2. Stephen P.Robbins, Organisational Behaviour Prentice Hall of India. New Delhi.
3. Krishnamacharyulu C.S.G. and Lalitha Ramakrishnan, Personality Development, Interpersonal Skills and Career Management, Himalaya Publishing House, NewDelhi.
4. Rajiv K.Mishra, Personality Development, Rupa & Company, Kolkata.

## Course contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit- I: Introduction</b>			
	Meaning – Significance – Characteristics	3	Lecture
	Determinants –Structure	2	Lecture
<b>Unit – II: Attitude</b>			
	Concept –Importance	2	Lecture
	Winning Attitude-Positive Attitude	2	Lecture & PGD
	Steps to build Pleasing Personality.	3	Lecture
<b>Unit – III: Personality Traits</b>			
	Meaning– Kinds of Personality Traits	3	Lecture
	Psychoanalytical Theory of Freud.	2	Lecture
<b>Unit – IV: Leadership and Team Building</b>			
	Meaning–Styles–Qualities	3	Lecture
	Types of Leadership	2	Lecture
	Team Building – Qualities.	2	PPT & PGD
<b>Unit – V: Interpersonnal Skills</b>			
	Concept – Determinants	3	Lecture
	Developing Interpersonal Relationship	3	Lecture & PGD

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	4	3	4	4	4	4	3	4	3.8
CO2	4	4	4	4	4	4	4	4	4	4	4.0
CO3	4	4	4	4	4	4	4	4	4	4	4.0
CO4	4	4	4	3	4	4	4	4	4	4	3.9
CO5	4	4	4	3	4	4	4	4	4	4	3.9
Mean Overall Score											3.92

Result: the Score for this Course is 3.92 (High Relation) Course Designer: Dr.C.Jeyalakshmi



**DEGREE: B.A ECONOMICS**  
**SEMESTER: VI**  
**SUBJECT CODE: SE66**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

**SKILL BASED ELECTIVE:**

**ECONOMICS OF TOURISM AND TRAVEL MANAGEMENT**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	2	2	-	-	-
<b>Preamble:</b>					
1. To understand tourism scenario at global, national and regional level. 2.To know the importance of World Tourism Organization					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: acquiring knowledge about Tourism &NI, Tourism &EMPT. Tourism scenario – Global, National and Regional.				I	10
CO2: demonstrate knowledge and skills in factors influencing the growth of tourism and World Tourism Organization.				II	6
CO3: understanding crucial issues of tour operators, ticket booking and organization of travel.				III	5
CO4: summarizing steps in planning process and realizing importance of tourism planning.				IV	4
CO5: analyse marketing concept and marketing functions of Tourism.				V	5

**DEGREE: B.A ECONOMICS**  
**SEMESTER: VI**  
**SUBJECT CODE: SE66**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

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**SKILL BASED ELECTIVE:**  
**ECONOMICS OF TOURISM AND TRAVEL MANAGEMENT**

**Unit – I: Introduction to Tourism**

Concept - Importance of Tourism – Tourism and National Income – Tourism and Employment – Tourism and Foreign Gains – Effects of Tourism - Medical Tourism- Tourism Scenario: Global, National, Regional.

**Unit – II: Economic Dimensions**

Factors influencing the Growth of Tourism – Travel Motivation – Aims and Functions of World Tourism Organisation.

**Unit – III: Travel Management**

Travel Agency – Organisation of Travel - Tour Operators- Ticket Booking– Role of Tourism Development Corporation in India.

**Unit – IV: Tourism Planning**

Planning for Tourism - Steps in Planning Process - Importance of Tourism Planning.

**Unit – V: Marketing for Tourism**

Marketing Concept – Features of Tourism Marketing – Marketing Functions of Tourism.

**TEXT BOOK:**

1. Kaul R.N. -Dynamics of Tourism, Sterling Publishers Pvt.Ltd, New Delhi.

**RECOMMENDED BOOKS**

1. Ratan Deep Singh, Dynamics of Tourism , Kanishka Publishers & Distributors, New Delhi.
2. Bhatia A.K., Tourism in India, Sterling Publishers Pvt.Ltd, New Delhi.
3. Bhatia A.K., Tourism Development- Principles and Practice, Sterling Publishers Pvt.Ltd, New Delhi.
4. Mohammed Zulfikar – Introduction to Tourism and Hotel Industry, Vikas.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit – I: Introduction to Tourism</b>			
	Concept - Importance of Tourism	3	Lecture
	Tourism and National Income – Tourism and Employment – Tourism and Foreign Gains	3	Lecture
	Effects of Tourism - Medical Tourism- Tourism Scenario: Global, National, Regional	4	Lecture
<b>Unit – II: Economic Dimensions</b>			
	Factors influencing the Growth of Tourism	2	Lecture
	Travel Motivation	1	Lecture
	Aims and Functions of World Tourism Organisation.	3	Lecture
<b>Unit – III: Travel Management</b>			
	Travel Agency – Organisation of Travel	2	Lecture
	Tour Operators- Ticket Booking	1	PPT
	Role of Tourism Development Corporation in India	2	Lecture
<b>Unit – IV: Tourism Planning</b>			
	Planning for Tourism - Steps in Planning Process	2	Lecture
	Importance of Tourism Planning	2	Lecture
<b>Unit – V: Marketing for Tourism</b>			
	Marketing Concept – Features of Tourism Marketing	3	Lecture
	Marketing Functions of Tourism	2	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	4	4	4	4	2	3	4	4	3.7
CO2	4	4	4	2	2	4	4	4	3	3	3.4
CO3	4	4	4	3	4	4	2	3	4	4	3.6
CO4	4	4	3	2	4	4	4	3	3	4	3.5
CO5	4	4	4	2	4	4	3	4	2	4	3.5
Mean Overall Score											3.54

Result: the Score for this Course is 3.54 (High Relation) Course Designer: Dr.A.Antony Sahaya Jacintha

**DEGREE: B.A ECONOMICS**  
**SEMESTER:**  
**SUBJECT CODE:**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

**SKILL BASED ELECTIVE: REPORT WRITING**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	2	2	-	√	√
<b>Preamble:</b>					
<ol style="list-style-type: none"> <li>1. To educate the students to prepare questionnaire, collect data and edit the data.</li> <li>2. To teach the students about the guidelines for writing a report</li> </ol>					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: understand Statistical Inquires and its stages				I	6
CO2: examine the planning and executing of Inquiry				II	4
CO3: knowledge the collection data and creation of Questionnaire				III	8
CO4:analyse the Presentation of data and Interpretation				IV	9
CO5: explain Report Writing and its Guidelines				V	3

**DEGREE: B.A ECONOMICS**  
**SEMESTER:**  
**SUBJECT CODE:**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

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**SKILL BASED ELECTIVE: REPORT WRITING**

**Unit I: Statistical Inquiries**

Frame and Design – Nature and Types of Inquiries – Stages of a Statistical Inquiry.

**Unit II: Stages of Inquiry**

Planning the Inquiry – Executing the Inquiry.

**Unit III: Collection of Data**

Methods of Data Collection – Designing a Questionnaire – Editing of Data

**Unit IV: Presentation of Data**

Classification and Tabulation of Data – Diagrammatic Presentation – Analysis and Interpretation.

**Unit-V: Report Writing**

Guidelines for Writing a Report – Bibliography – Appendices.

**TEXT BOOK:**

1. Thanulingam N., Research Methodology, Himalaya Publishing House, Mumbai.

**RECOMMENDED BOOKS**

1. Gupta S.P. , Statistical Methods, Sultan Chand and Sons, New Delhi
2. Gupta S.C. . and V.K. Kapoor, Fundamentals of Applied Statistics
3. Hooda R.P., Statistics for Business and Economics, Macmillan, New Delhi
4. Pillai & Bhagavathi , Statistics, S. Chand and sons, New Delhi

### Course Contents and Lecture Schedule

Units	Topics	Lecture hrs.	Mode of Teaching
<b>Unit I: Statistical Inquiries</b>			
	Frame and Design	2	Lecture & PGD
	Nature and Types of Inquiries	2	Lecture & PGD
	Stages of a Statistical Inquiry	2	Lecture
<b>Unit II: Stages of Inquiry</b>			
	Planning the Inquiry	2	Lecture
	Executing the Inquiry	2	Lecture
<b>Unit III: Collection of Data</b>			
	Methods of Data Collection	3	Lecture & PGD
	Designing a Questionnaire	3	Lecture & PGD
	Editing of Data	2	Lecture
<b>Unit IV: Presentation of Data</b>			
	Classification and Tabulation of Data	3	Lecture
	Diagrammatic Presentation	3	Lecture & PPT
	Analysis and Interpretation.	3	Lecture
<b>Unit-V: Report Writing</b>			
	Guidelines for Writing a Report	2	Lecture
	Bibliography – Appendices	1	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	3	3	4	3	3	3	3	3.3
CO2	3	3	4	3	3	4	3	4	3	3	3.3
CO3	4	3	3	3	3	4	3	3	3	3	3.2
CO4	4	3	3	3	3	3	3	3	3	3	3.1
CO5	4	3	3	3	3	3	3	3	3	3	3.1
Mean Overall Score											3.2

Result: the Score for this Course is 3.2 (High Relation)      Course Designer:Dr.R.Booma Devi

# **ALLIED PAPERS FOR ECONOMICS MAJOR**

**DEGREE: B.A ECONOMICS**  
**SEMESTER: III**  
**SUBJECT CODE: AD1**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 90**

**ALLIED II – PAPER I**  
**MATHEMATICAL METHODS I**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	-	√
<b>Preamble:</b>					
<ol style="list-style-type: none"> <li>1. To understand the basic concepts.</li> <li>2. To know the application of mathematics in economics</li> </ol>					
<b>Couse Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: discuss the Basic Concepts of Indices				I	18
CO2: apply Equations to find Economic Variables				II	18
CO3: describe the Concepts of SET Theory				III	18
CO4: calculate Marginal Functions, Maximum Profit and Minimum cost for a Firm and Maximum Utility for Consumer				IV	23
CO5: examine Maximum Profit and Utility, Minimum Cost and Price; if there are two commodities				V	13



**DEGREE: B.A ECONOMICS**  
**SEMESTER: III**  
**SUBJECT CODE: AD1**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 90**

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**ALLIED II – PAPER I**  
**MATHEMATICAL METHODS I**

**Unit I : Elementary Algebra**

Laws of Indices-Multiplication-Division-Zero Index-Indices taken to a Power-Negative Index-Multiplication of Numbers with same Index and Distinct Bases-Division of Numbers with same Index and Distinct Bases-Meaning of Fractional Powers.

**Unit II : Solution to the Equations**

Solution to Linear Equation in One Variable, and Simultaneous Equations in Two and Three Variables and its Applications in Economics - Solution to Quadratic Equations in One Variable.

**Unit III : Set Theory**

Definition of a Set-Equality of Sets-Subsets-Power Set-Union and Intersection of Sets-Universal Set-Complement of Set-Difference of Set-Venn Diagram.

**Unit IV : Differential Calculus**

Differentiation-Rules of Differentiation-Power Rule-Constant Rule-Addition Rule-Product Rule-Quotient Rule-Chain Rule-Differentiation of Logarithmic Function and of Exponential Function-Higher order Derivatives-Application of Derivatives in Economics-Calculation of Marginal Functions from Total Functions and of Elasticity of Demand. – Conditions for Maximum, Minimum and Point of Inflection – Revenue Function – Profit and Cost Function..

**Unit V: Partial Differentiation**

Partial Differential-given  $u=f(x,y)$  to find the Partial Derivatives-Maxima and Minima Conditions for the Function  $z=f(x,y)$  to be Maximum, and Minimum to the Extreme Values.

**TEXT BOOK:**

1. Mehta & Madhanin, Elementary Mathematics for Economics, Lakshmi Narain Agarwal, Agra.

**RECOMMENDED BOOKS:**

1. Agarwal D.R., Elementary Mathematics, Vrinda Publications, Delhi.
2. Bose D., An Introduction to Mathematical Economics, Himalaya Publishing House, Delhi.
3. Allen R.G.D., Mathematical Analysis for Economists, AITBS, New Delhi.
4. Mukherji, Badal and V.Pandit, Mathematical Methods for Economic Analysis, Allied Publishers, Ahmedabad.

## Course Contents and Lecture Schedule

Units	Topics	Lecture hrs.	Mode of Teaching
<b>Unit I : Elementary Algebra</b>			
	Laws of Indices-Multiplication-Division-Zero Index	5	Lecture
	Indices taken to a Power-Negative Index	5	Lecture
	Multiplication of Numbers with same Index and Distinct Bases	3	Lecture
	Division of Numbers with same Index and Distinct Bases	3	Lecture
	Meaning of Fractional Powers	2	Lecture
<b>Unit II : Solution to the Equations</b>			
	Solution to Linear Equation in One Variable	4	Lecture
	Simultaneous Equations in Two and Three Variables and its Applications in Economics	8	Lecture & ICT
	Solution to Quadratic Equations in One Variable	6	Lecture
<b>Unit III : Set Theory</b>			
	Definition of a Set-Equality of Sets-Subsets-Power Set	6	Lecture
	Union and Intersection of Sets-Universal Set-Complement of Set	6	Lecture
	Difference of Set-Venn Diagram	6	Lecture
<b>Unit IV : Differential Calculus</b>			
	Differentiation-Rules of Differentiation-Power Rule-Constant Rule-Addition Rule-Product Rule-Quotient Rule-Chain Rule-Differentiation of Logarithmic Function and of Exponential Function	7	Lecture
	Higher order Derivatives-Application of Derivatives in Economics-Calculation of Marginal Functions from Total Functions and of Elasticity of Demand	9	Lecture & PPT
	Conditions for Maximum, Minimum and Point of Inflection – Revenue Function – Profit and Cost Function	7	Lecture
<b>Unit V: Partial Differentiation</b>			
	Partial Differential-given $u=f(x,y)$ to find the Partial Derivatives,	5	Lecture
	Maxima and Minima Conditions for the Function $z=f(x,y)$ to be Maximum, and Minimum to the Extreme Values	8	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	4	3	2	3	3.2
CO2	4	3	4	4	3	4	4	3	2	3	3.4
CO3	4	3	3	3	2	3	3	3	2	2	2.8
CO4	4	3	3	3	3	4	4	4	2	3	3.3
CO5	4	4	3	3	3	4	4	4	2	3	3.4
Mean Overall Score											3.22

Result: the Score for this Course is 3.44 (High Relation)

Course Designer: Mrs.P.Sornam

**DEGREE: B.A ECONOMICS**

**CLASS: Second Year**

**SEMESTER: IV**

**CREDITS: 05**

**SUBJECT CODE: AD2**

**HOURS: 90**

**ALLIED II – PAPER II  
MATHEMATICAL METHODS II**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	√	-	√
<b>Preamble:</b>  1. To understand the ways of solving the simultaneous equations. 2. To gain knowledge about the derivation of Total functions, consumer's surplus, producer's surplus.					
<b>Couse Outcomes</b>  At the end of the semester, the students will be able to				<b>Unit</b>	<b>Hrs P/S</b>
CO1: describe the Basic Concepts of Matrices.				I	18
CO2: solve the Equations by Matrices				II	16
CO3: discuss the forms of Straight Line Equation				III	20
CO4: describe the Basic Rules of Integration				IV	18
CO5: examine Total and Average Functions, Consumer's and Producer's Surplus				V	18

**DEGREE: B.A ECONOMICS**  
**SEMESTER: IV**  
**SUBJECT CODE: AD2**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 90**

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**ALLIED II – PAPER II**  
**MATHEMATICAL METHODS II**

**Unit I: Matrices**

Meaning - Types of Matrices – Addition - Subtraction - Multiplication of - Matrices  
Transpose of a Matrix-Inverse of a Matrix

**Unit II : Matrices**

Solution to Linear Simultaneous Equation by Matrix Method, through Inverse Matrices  
and Cramer's Rule

**Unit III : Analytical Geometry of Two Dimension**

Distance between Two points, between Origin and One Point -  
Equation of a straight line  $Y=mx+c$ ,  $y-y_1 = m(x-x_1)$ ,  $y-y_1 = \frac{y_2-y_1}{x_2-x_1} (x-x_1)$   
 $x/a + y/b = 1$ , - Point of Intersection of Two Lines, Concurrent Lines, Parallel Straight Lines,  
Perpendicular Straight Lines.

**Unit IV : Integration**

Meaning-Power Rule-Exponential Rule-Logarithmic Rule of Integration-Rule of  
Integration of a Multiple of a Constant and a Function-Rule of Integration of a Sum and of a  
Difference.

**Unit V : Application of Integration in Economics**

Definite integral  $\int_a^b f(x), dx = [g(x)]_a^b$  – Finding Total Functions and Average  
Functions from Marginal Functions-Finding Consumer's Surplus and Producer's Surplus.

**TEXT BOOK:**

1. Bose D., An Introduction to Mathematical Economics, Himalaya Publishing House, New Delhi.

**RECOMMENDED BOOKS:**

1. Agarwal D.R., Elementary Mathematics, Vrinda Publications, Delhi.
2. Mehta and Madnani, Elementary Mathematics in Economics, Lakshmi Narain Agarwal, Agra.
3. Allen R.G.D., Mathematical Analysis for Economists, AITBS, New Delhi.
4. Mukherji, Badal and Pandit V., Mathematical Methods for Economic Analysis, Allied Publishers, Ahmedabad.

### Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Matrices</b>			
	Meaning - Types of Matrices	2	Lecture
	Addition - Subtraction - Multiplication of - Matrices Transpose of a Matrix	8	Lecture
	Inverse of a Matrix	8	Lecture
<b>Unit II : Matrices</b>			
	Solution to Linear Simultaneous Equation by Matrix Method, through Inverse Matrices	8	Lecture
	Cramer's Rule	8	Lecture & PPT
<b>Unit III : Analytical Geometry of Two Dimension</b>			
	Distance between Two points, between Origin and One Point	3	Lecture
	Equation of a straight line $Y=mx+c$ , $y-y_1= m(x-x_1)$	5	Lecture
	$y-y_1=y_2-y_1/x_2-x_1 (x-x_1)$ , $x/a + y/b = 1$	5	Lecture
	Point of Intersection of Two Lines, Concurrent Lines	5	Lecture
	Parallel Straight Lines, Perpendicular Straight Lines	2	Lecture
<b>Unit IV : Integration</b>			
	Meaning-Power Rule-Exponential Rule- -	9	Lecture
	Logarithmic Rule of Integration-Rule of Integration of a Multiple of a Constant and a Function	6	Lecture
	Rule of Integration of a Sum and of a Difference	3	Lecture
<b>Unit V : Application of Integration in Economics</b>			
	Definite integral $\int_a^b f(x), dx = [g(x)]_a^b$	6	Lecture
	Finding Total Functions and Average Functions from Marginal Functions	6	Lecture & ICT
	Finding Consumer's Surplus and Producer's Surplus	6	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	2	4	4	4	2	3	3.2
CO2	4	2	3	3	2	4	4	4	2	3	3.1
CO3	4	2	3	3	2	4	3	3	2	3	2.9
CO4	4	2	3	3	2	4	4	4	2	3	3.1
CO5	4	3	3	3	3	4	4	4	2	3	3.3
Mean Overall Score											3.12

Result: the Score for this Course is 3.12 (High Relation)

Course Designer: Mrs.P.Sornam

# **NON-MAJOR ELECTIVES**

**DEGREE: B.A, B.SC, BBA & B.COM**  
**SEMESTER: V**  
**SUBJECT CODE: NME1**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

**NON-MAJOR ELECTIVE: 1**  
**ENTREPRENEURIAL PRACTICE**

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
		2	2	-	√
<b>Preamble:</b>					
1. To know the importance of Entrepreneurial Activities. 2. To identify the motivating factors to start a business.					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: describe Entrepreneur, Entrepreneurship and Factors affecting growth of Entrepreneurs.				I	6
CO2: explain the women Entrepreneurs and their Growth and Problems				II	6
CO3: understand Project Identification and start to Small Industry				III	7
CO4: evaluate Financial Analysis and its types				IV	6
CO5: analyse the Project report, formulation and Appraisal				V	5

**DEGREE: B.A, B.SC, BBA & B.COM**  
**SEMESTER: V**  
**SUBJECT CODE: NME1**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

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**NON-MAJOR ELECTIVE: 1**  
**ENTREPRENEURIAL PRACTICE**

**Unit I: Entrepreneurship**

Characteristics of a Successful Entrepreneur - Importance of Entrepreneurs – Types – Distinction between Entrepreneur and Entrepreneurship - Factors affecting growth of Entrepreneurs.

**Unit II: Women Entrepreneurs**

Growth of Women Entrepreneurs in India - Problems faced by Women Entrepreneurs.

**Unit III: Project Identification**

Project-Types-Constraints - Steps for starting a Small Industry-Selection of Types of Organisation.

**Unit IV: Financial Analysis**

Significance of Financial Analysis – Types of Financial Analysis: Trend Analysis – Ratio Analysis – Break– Even Analysis.

**Unit V: Project Report**

Project Report – Project Formulation- Project Appraisal.

**TEXT BOOK:**

1. Khanka S.S., Entrepreneurial Development, S.Chand & Company Ltd., New Delhi.

**RECOMMENDED BOOKS:**

1. Saravanavel P., Entrepreneurial Development, Principles, Policies & Programmes ESS PEE KAY Publishing House, New Delhi.
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management -Principles, Projects, Policies and Programmes-Himalaya Publishing House, Mumbai.
3. Gupta and Srinivasan, Entrepreneurial Development, S. Chand & Sons, New Delhi.
4. Vasant Sathe, Entrepreneurial Development, Himalaya Publishing Co. Mumbai



### Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Entrepreneurship</b>			
	Characteristics of a Successful Entrepreneur - Importance of Entrepreneurs	2	Lecture
	Types – Distinction between Entrepreneur and Entrepreneurship	1	Lecture
	Factors affecting growth of Entrepreneurs.	3	Lecture
<b>Unit II: Women Entrepreneurs</b>			
	Growth of Women Entrepreneurs in India	3	Lecture & PPT
	Problems faced by Women Entrepreneurs	3	Lecture & PGD
<b>Unit III: Project Identification</b>			
	Project-Types-Constraints	2	Lecture
	Steps for starting a Small Industry	3	Lecture & PGD
	Selection of Types of Organisation	2	Lecture
<b>Unit IV: Financial Analysis</b>			
	Significance of Financial Analysis –	2	Lecture
	Types of Financial Analysis: Trend Analysis – Ratio Analysis – Break– Even Analysis	4	Lecture
<b>Unit V: Project Report</b>			
	Project Report	2	Lecture
	Project Formulation	1	Lecture
	Project Appraisal	2	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	4	4	3	4	3	3	3	3	3.5
CO2	4	4	4	3	3	4	4	3	3	3	3.5
CO3	4	4	3	3	3	3	3	3	3	3	3.2
CO4	4	3	3	3	3	4	3	3	3	3	3.2
CO5	4	3	3	3	3	4	4	3	3	3	3.3
Mean Overall Score											3.34

Result:the Score for this Course is 3.34 (High Relation) Course Designer:Dr.R.Booma Devi

**DEGREE: B.A, B.SC, BBA & B.COM**  
**SEMESTER: VI**  
**SUBJECT CODE: NME2**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

**NON-MAJOR ELECTIVE: 2**  
**WOMEN EMPOWERMENT AND MICRO FINANCE**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	2	2	-	-	√
<b>Preamble:</b>					
1. To create an awareness about women empowerment. 2. To understand the role of microfinance in eradicating rural poverty.					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: identifying and examining the factors Influencing women empowerment in Indian Economy				I	7
CO2: interpreting the role of Micro Finance for poverty alleviation				II	6
CO3: examining the various women Empowerment programmes and finding solutions to develop women empowerment				III	4
CO4: demonstrate about the activities of self help groups and understanding rules for their formation				IV	5
CO5: integrating the role of government and Non-governmental organization for strengthening SHGs.				V	8

**DEGREE: B.A, B.SC & B.COM**  
**SEMESTER: VI**  
**SUBJECT CODE: NME2**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

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**NON-MAJOR ELECTIVE: 2**  
**WOMEN EMPOWERMENT AND MICRO FINANCE**

**Unit I: Empowerment of Women**

Meaning – Factors determining Women Empowerment – Challenges - Role of Women Empowerment in the Indian Economy.

**Unit II: Micro Finance**

Concept – Elements – Importance – History of Micro Finance – Role of Micro Finance in Poverty Alleviation – Role of Banks in Micro Finance.

**Unit III: Techniques of Women Empowerment**

Women Empowerment Programmes – Women Empowerment through Micro Finance – Women and Child Development Welfare Programmes: Awareness Camps, Mahila Mandals.

**Unit IV: Self Help Group**

Meaning – Activities of the Self Help Group: Savings, Credit, Marketing and Insurance – Rules for the Formation of Self Help Groups – Role in Self Help groups.

**Unit V: Evaluation of Self Help Group**

Need and Features of Evaluation of Self Help Group – Role of Governmental and Non-Governmental Organisation in Strengthening Self Help Group – Marketing Challenges for the Self Help Group - Problems faced by Self Help Group.

**TEXT BOOK:**

1. Subhas Chandra Parida - Empowerment of Women in India, Northern Book Centre, New Delhi.

**RECOMMENDED BOOKS**

1. Hajira Kumar and Jaimon Varghese – Women Empowerment, Issues, Challenges and Strategies: A Source Book, Regency Publications, New Delhi.
2. Ganesamurthy V.S – Empowerment of Women in India: Social, Economic and Political, New Century Publications, New Delhi.
3. Rama Raju.P.S. – Women Empowerment –Strategies and Interventions, Swastik Publications – New Delhi.
4. Sakuntala Narasimhan, Empowering Women: an alternative strategy from rural India, Sage Publications, New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Empowerment of Women</b>			
	Meaning – Factors determining Women Empowerment	3	Lecture
	Challenges - Role of Women Empowerment in the Indian Economy	4	Lecture
<b>Unit II: Micro Finance</b>			
	Concept – Elements – Importance of Micro Finance	3	Lecture
	History of Micro Finance – Role of Micro Finance in Poverty Alleviation	2	Lecture
	Role of Banks in Micro Finance	1	Lecture
<b>Unit III: Techniques of Women Empowerment</b>			
	Women Empowerment Programmes	1	Lecture
	Women Empowerment through Micro Finance	1	Lecture
	Women and Child Development Welfare Programmes: Awareness Camps, Mahila Mandals	2	Lecture
<b>Unit IV: Self Help Group</b>			
	Meaning of Self Help Group – Activities of the Self Help Group	2	Lecture & PPT
	Rules for the Formation of Self Help Groups	2	Lecture
	Role in Self Help groups.	1	Lecture
<b>Unit V: Evaluation of Self Help Group</b>			
	Need and Features of Evaluation of Self Help Group	2	Lecture
	Role of Governmental and Non-Governmental Organisation in Strengthening Self Help Group	2	Lecture
	Marketing Challenges for the Self Help Group	2	Lecture
	Problems faced by Self Help Group	2	Lecture

Course Outcomes Cos	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	4	3	4	4	4	4	4	4	3.9
CO2	4	3	4	4	4	4	4	4	4	4	3.9
CO3	4	4	4	4	4	4	4	4	4	4	4.0
CO4	4	4	4	3	4	4	4	4	4	4	3.9
CO5	4	4	4	4	4	4	4	4	4	4	4.0
Mean Overall Score											3.94

Result: the Score for this Course is 3.94 (High Relation) Course Designer: Dr.C.Jeyalakshmi

**DEGREE: B.A, B.SC & B.COM**  
**SEMESTER:**  
**SUBJECT CODE:**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

**NON-MAJOR ELECTIVE:3**  
**FUNDAMENTALS OF ECONOMICS**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	2	2	-	√	√
<b>Preamble:</b>					
1. To bring out various concepts of economics. 2. To understand about price – output determination under different market structure.					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: explain the concepts and definition of Economics and differentiate the concept of micro and macro economics				I	6
CO2: enable the students to understand cardinal and ordinal utility and describe the characteristics of factors of production				II	6
CO3: understand different types of market and explain price determination under perfect competition, monopoly and monopolistic competition, concepts of National Income and methods of computing National Income				III	6
CO4: list out the functions of Commercial Bank and Central Bank and differential Internal, International and Free Trade				IV	6
CO5: understand the concepts related to public finance, budgetary procedure in India and summarise a brief review of five year plans in India				V	6

**DEGREE: B.A, B.SC & B.COM**  
**SEMESTER:**  
**SUBJECT CODE:**

**CLASS: Third Year**  
**CREDITS: 02**  
**HOURS: 30**

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**NON-MAJOR ELECTIVE:3**  
**FUNDAMENTALS OF ECONOMICS**

**Unit I: Concepts and Definition of Economics**

Basic Concepts of Economics – Definitions of Adam Smith, Alfred Marshall and Robbins - Micro and Macro Economics – Importance – Limitations – Positive and Normative Science - Is Economics a Science or an Art?

**Unit II: Consumption and Production**

Consumption – Utility – Cardinal – Ordinal - Total and Marginal Utility – Law of Demand - Law of Marginal Utility - Production – Meaning of Factors of Production – Characteristics of Land, Labour and Capital – Functions of an Organiser.

**Unit III: Theory of Value and Distribution**

Meaning of Market – Price determination under Perfect Competition, Monopoly and Monopolistic Competition - National Income - Meaning - Methods of Computation – Theories of Distribution.

**Unit – IV: Money, Banking and International trade**

Definition of Money – Functions - Importance and Limitations - Definition – Central Bank and Commercial Bank – Functions International Trade – Distinction between Internal and International trade - Free Trade and Protection – Balance of Trade and Balance of Payments.

**Unit-V: Public Finance and Planning**

Public Finance – Definition – Revenue – Sources of Revenue – Expenditure – Types - Note on the Preparation of Budget - Planning – Meaning – Need for Planning - Conditions of Successful Planning - Planning in India – Brief Review of Five Year Plans in India.

**TEXT BOOK:**

1. Jhingan M.L., Advanced Economic Theory, Vrindha Publishing House, New Delhi.

**RECOMMENDED BOOKS**

1. Ahuja H.L., Principles of Micro Economics, S.Chand & Sons, New Delhi.
2. Maria John Kennedy M., Micro Economics, PHI Learning (P) Ltd., New Delhi.
3. Tyagi B.P., Public Finance, Himalaya Publications, New Delhi.
4. Mithani D.M., Money, Banking and International Trade, Himalaya Publishing House, New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Concepts and Definition of Economics</b>			
	Basic Concepts of Economics – Definitions of Adam smith, Alfred Marshall and Robbins	3	Lecture
	Micro and Macro Economics – Importance – Limitations – Positive and Normative Science - Is Economics a Science or an Art?	3	Lecture
<b>Unit II: Consumption and Production</b>			
	Consumption – Utility – Cardinal – Ordinal - Total and Marginal Utility – Law of Demand - Law of Marginal Utility	3	Lecture
	Production – Meaning of Factors of Production – Characteristics of Land, Labour and Capital – Functions of an Organiser	3	Lecture & PGD
<b>Unit III: Theory of Value and Distribution</b>			
	Meaning of Market – Price determination under Perfect Competition, Monopoly and Monopolistic Competition	4	Lecture
	National Income - Meaning - Methods of Computation – Theories of Distribution	2	Lecture
<b>Unit – IV: Money, Banking and International trade</b>			
	Definition of Money – Functions - Importance and Limitations - Definition – Central Bank and Commercial Bank	2	Lecture & PPT
	Functions International Trade – Distinction between Internal and International trade - Free Trade and Protection – Balance of Trade and Balance of Payments	4	Lecture
<b>Unit-V: Public Finance and Planning</b>			
	Public Finance – Definition – Revenue – Sources of Revenue – Expenditure – Types - Note on the Preparation of Budget	3	Lecture
	Planning – Meaning – Need for Planning - Conditions of Successful Planning - Planning in India – Brief Review of Five Year Plans in India	3	Lecture

Course Outcomes Cos	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	4	3	3	4	3	4	3	3.4
CO2	3	3	4	3	4	3	3	3	4	3	3.3
CO3	4	3	3	4	3	3	4	3	3	4	3.4
CO4	3	4	4	3	3	4	3	4	3	3	3.4
CO5	4	3	3	4	4	3	4	4	3	4	3.6
Mean Overall Score											3.42

Result: the Score for this Course is 3.42 (High Relation)

Course Designer: Dr.S.Kumari Janani

**ALLIED PAPERS OFFERED**



**DEGREE: B.Sc GEOGRAPHY**  
**SEMESTER: III**  
**SUBJECT CODE: AX1**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 90**

**ALLIED II – PAPER I**  
**STATISTICS I**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	-	√	√
<b>Preamble:</b>					
1. To know the basic concepts of statistics. 2. To understand the statistical tools which are to be applied in Research					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: understand the basic concept, Importance and Functions				I	10
CO2: knowledge about the methods of data collection and census, samples Methods				II	26
CO3: distinguish between classification and Tabulation				III	18
CO4: estimate the measures of Central Tendency				IV	18
CO5: interpret the measures of Dispersion				V	18

**DEGREE: B.Sc GEOGRAPHY**  
**SEMESTER: III**  
**SUBJECT CODE: AX1**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 90**

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**ALLIED II – PAPER I**  
**STATISTICS I**

**Unit I: Introduction**

Meaning and Definition of Statistics-Importance- Functions and Limitations of Statistics-Relationship of Statistics with Economics and Geography-Misuse of Statistics.

**Unit II: Collection of Data and Sample Design**

Primary and Secondary Data-Methods of Collection of Primary data-Sources of Secondary Data-Framing a Questionnaire and Interview Schedule-Census-Sampling Methods-Statistical Laws: Principle of Statistical Regularity-Law of Inertia of Large Numbers of Sampling- Sampling Errors.

**Unit III: Classification, Tabulation, Diagrams and Graphs**

Meaning of Classification-Objectives-Rules-Types of Classification-Frequency Distribution-Cumulative Frequency Distribution - Meaning of Tabulation: General Rules for Tabulation-Types of Tables - Diagram - Types a) Simple b) Multiple c) Subdivided d) Percentage e) Pie diagram - Importance and Limitations of Diagram-Types of Graph: a) Histogram b) Frequency Polygon c) Frequency Curve-Merits and Demerits of Graphs.

**Unit IV: Measures of Central Tendency**

Definition of Average-Characteristics of a good Average-Types –  
a) **Arithmetic Mean** b) **Median** c) **Mode\*** d) Geometric Mean e) Harmonic Mean-Merits and Demerits of different Types of Average.

**Unit V: Dispersion**

Meaning - Measures of Dispersion: a) Range b) Quartile Deviation c) Mean Deviation d) Standard Deviation e) Co-efficient of Variation-Significance of Dispersion.

**TEXT BOOK:**

1. Dr. Manoharan M., Statistical Methods, Palani Paramount Publications, Palani.

**RECOMMENDED BOOKS:**

1. Gupta S.C. and Kapoor V.K., Fundamentals of Applied Statistics, S. Chand & Sons, New Delhi.
2. Elhance D.N. and Aggarwal B.M., Fundamentals of Statistics, Kitab Mahal, Allahabad.
3. Gupta S.P., Statistical Methods, S. Chand & Sons, New Delhi.
4. Hood R.P., Statistical for Business Economics-Macmillan-New Delhi.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Introduction</b>			
	Meaning and Definition of Statistics-Importance	2	Lecture
	Functions and Limitations of Statistics	3	Lecture
	Relationship of Statistics with Economics and Geography- Misuse of Statistics	5	Lecture & PGD
<b>Unit II: Collection of Data and Sample Design</b>			
	Primary and Secondary Data-Methods of Collection of Primary data-Sources of Secondary Data	8	Lecture
	Framing a Questionnaire and Interview Schedule	2	Lecture
	Census-Sampling Methods-Statistical Laws: Principle of Statistical Regularity-Law of Inertia of Large Numbers of Sampling- Sampling Errors	16	Lecture
<b>Unit III: Classification, Tabulation, Diagrams and Graphs</b>			
	Meaning of Classification-Objectives-Rules-Types of Classification- -	2	Lecture
	Frequency Distribution-Cumulative Frequency Distribution - Meaning of Tabulation: General Rules for Tabulation- Types of Tables	6	Lecture
	Diagram - Types a) Simple b) Multiple c) Subdivided d) Percentage e) Pie diagram - Importance and Limitations of Diagram-Types of Graph: a) Histogram b) Frequency Polygon c) Frequency Curve-Merits and Demerits of Graphs	10	Lecture & PPT
<b>Unit IV: Measures of Central Tendency</b>			
	Definition of Average-Characteristics of a good Average	2	Lecture
	Types : Arithmetic Mean, Median, Mode	10	Lecture
	Geometric Mean, Harmonic Mean-Merits and Demerits of different Types of Average	6	Lecture
<b>Unit V: Dispersion</b>			
	Meaning - Measures of Dispersion:	2	Lecture
	Range, Quartile Deviation, Mean Deviation,	8	Lecture
	Standard Deviation, Co-efficient of Variation-Significance of Dispersion	8	Lecture

Course Outcomes Cos	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	4	4	3	3.4
CO2	3	4	3	3	3	3	3	4	3	3	3.2
CO3	3	3	3	3	4	3	3	4	3	4	3.3
CO4	4	3	3	3	4	4	3	3	3	3	3.3
CO5	3	3	4	3	4	3	3	3	3	3	3.2
Mean Overall Score											3.28

Result: the Score for this Course is 3.28 (High Relation) Course Designer: Dr.R.Booma Devi

**DEGREE: B.Sc GEOGRAPHY**  
**SEMESTER: IV**  
**SUBJECT CODE: AX2**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 90**

**ALLIED II – PAPER II**  
**STATISTICS II**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	-	√	√
<b>Preamble:</b>					
1. To impart knowledge on statistical tools related to relationship of variables. 2. To understand the tools in research area					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: understand the meaning and methods of correlation				I	18
CO2: analyse the Regression Concepts, Equations and Regression Lines				II	18
CO3: evaluation of Index Numbers and its Types				III	18
CO4: analyse the components and methods of Time Series				IV	24
CO5: estimate the probability and its Theorems				V	12

**DEGREE: B.Sc GEOGRAPHY**  
**SEMESTER: IV**  
**SUBJECT CODE: AX2**

**CLASS: Second Year**  
**CREDITS: 05**  
**HOURS: 90**

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**ALLIED II – PAPER II**  
**STATISTICS II**

**Unit I: Correlation**

Meaning and Significance of Correlation-Types of Correlation-Scatter-Diagram-Karl Pearson's Co-efficient of Correlation-Rank Correlation.

**Unit II: Regression**

Meaning and Uses of Regression-Relationship between Correlation and Regression-Regression Line-Simple Regression Equations-Regression Co-efficient.

**Unit III: Index Numbers**

Definition and Importance-Problems in Construction of Index Numbers-Types of Weighted Index Numbers: Laspeyer's, Paache's, Bowley's, and Fisher's Index Numbers - Time Reversal Test- Factor Reversal Test- Cost of Living Index Numbers.

**Unit IV: Analysis of Time Series**

Meaning and Importance -Components of Time Series-Measurement of Trend-Free Hand Curve Method-Semi Average Method-Moving Average Method-Method of Least Square-Limitations of Time Series.

**Unit V: Probability**

Meaning - Types of Event - Addition and Multiplication Theorem – Simple Problems.

**TEXT BOOK:**

1. Dr. Manoharan M., Statistical Methods, Palani Paramount Publications, Palani.

**RECOMMENDED BOOKS**

1. Gupta S.C. and Kapoor V.K., Fundamentals of Applied Statistics, S. Chand & Sons, New Delhi.
2. Elhance D.N. and Aggarwal B.M., Fundamentals of Statistics, Kitab Mahal, Allahabad.
3. Gupta S.P., Statistical Methods, S. Chand & Sons, New Delhi.
4. Hood R.P., Statistical for Business Economics-Macmilian-New Delhi.

### Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Correlation</b>			
	Meaning and Significance of Correlation-Types of Correlation-Scatter-Diagram	3	Lecture
	Karl Pearson's Co-efficient of Correlation	10	Lecture
	Rank Correlation.	5	Lecture & PGD
<b>Unit II: Regression</b>			
	Meaning and Uses of Regression-Relationship between Correlation and Regression	3	Lecture
	Regression Line-Simple Regression Equations	5	Lecture
	Regression Co-efficient	10	Lecture
<b>Unit III: Index Numbers</b>			
	Definition and Importance-Problems in Construction of Index Numbers	4	Lecture & PGD
	Types of Weighted Index Numbers: Laspeyer's, Paache's, Bowley's, and Fisher's Index Numbers	8	Lecture
	Time Reversal Test- Factor Reversal Test- Cost of Living Index Numbers	6	Lecture
<b>Unit IV: Analysis of Time Series</b>			
	Meaning and Importance -Components of Time Series	4	Lecture
	Measurement of Trend-Free Hand Curve Method-Semi Average Method-Moving Average Method	6	Lecture & PPT
	Method of Least Square- Limitations of Time Series	14	Lecture
<b>Unit V: Probability</b>			
	Meaning - Types of Event	3	Lecture
	Addition and Multiplication Theorem	2	Lecture
	Simple Problems	7	Lecture

Course Outcomes Cos	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	4	4	4	3	3	3	3.5
CO2	4	4	3	4	3	3	3	3	3	3	3.3
CO3	4	3	3	3	3	3	3	4	3	3	3.2
CO4	4	3	3	3	3	4	4	4	4	4	3.6
CO5	4	4	3	3	3	3	4	3	3	3	3.3
Mean Overall Score											3.38

Result:the Score for this Course is 3.38 (High Relation) Course Designe: Dr.R.Booma Devi

**DEGREE: B.A HISTORY**  
**SEMESTER: I**  
**SUBJECT CODE: AR1**

**CLASS: First Year**  
**CREDITS: 05**  
**HOURS: 90**

**ALLIED I – PAPER I**  
**GENERAL ECONOMICS**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	-	√	√
<b>Preamble:</b>					
1. To introduce the fundamental of Economics among the History students. 2. To gain a wide knowledge about the different branches of Economics.					
<b>Course Outcomes</b>				<b>Unit</b>	<b>Hrs P/S</b>
At the end of the semester, the students will be able to					
CO1: enable the students to know the meaning of Economics and its basic definitions				I	10
CO2: analyse the concept of Utility and Factors of Production				II	37
CO3: estimate the Characters of Factors of Production, Market Condition and discuss the population theories				III	20
CO4: understand the meaning of National Income and its related concepts, problems of calculating National Income				IV	10
CO5: synthesis of Public Finance and its components of Public Finance				V	13

**DEGREE: B.A HISTORY**  
**SEMESTER: I**  
**SUBJECT CODE: AR1**

**CLASS: First Year**  
**CREDITS: 05**  
**HOURS: 90**

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**ALLIED I – PAPER I**  
**GENERAL ECONOMICS**

**Unit I: Introduction**

Definition of Economics: Adam Smith, Marshall, Robinson and Samuelson - Difference between Micro and Macro Economics.

**Unit II: Utility Analysis and Factors of Production**

Utility - Law of Diminishing Utility - Law of Demand- Elasticity of Demand- Consumer's Surplus.

**Unit III: Production and Distribution**

Production-Factors of Production-Features of Land, Labour, Capital and Organisation- Population Theory of Malthus-Optimum Theory – Market: Meaning – Features of Perfect Competition and Imperfect Competition: Monopoly, Monopolistic Competition and Oligopoly.

**Unit IV National Income and Money**

National Income: Concept - Money – Functions – Inflation: Meaning – Types.

**Unit V: Public Finance and Trade**

Meaning - Sources of Public Revenue – Types of Public Expenditure (SOC and EOC) - Causes of growing Public Expenditure-Public Debt: Meaning - Types - trade: Difference between Internal and International Trade- Free Trade and Protection.

**TEXT BOOK:**

1. Jhingan M.L., Advanced Economic Theory, Vrindha Publishing House, New Delhi.

**RECOMMENDED BOOKS**

1. Ahuja H.L., Principles of Micro Economics, S.Chand & Sons, New Delhi.
2. Maria John Kennedy M., Micro Economics, PHI Learning (P) Ltd., New Delhi.
3. Tyagi B.P., Public Finance, Himalaya Publications, New Delhi.
4. Jhingan M.L., Money, Banking and International Trade, Vrindha Publishing House, New Delhi.



## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Introduction</b>			
	Definition of Economics: Adam smith, Marshall	4	Lecture
	Robinson and Samuelson	4	Lecture
	Difference between Micro and Macro Economics	2	Lecture & PGD
<b>Unit II: Utility Analysis and Factors of Production</b>			
	Utility - Law of Diminishing Utility	13	Lecture
	Law of Demand	12	Lecture & PPT
	Elasticity of Demand-Consumer's Surplus	12	Lecture & PGD
<b>Unit III: Production and Distribution</b>			
	Production-Factors of Production-Features of Land, Labour, Capital and Organisation	10	Lecture
	Population Theory of Malthus-Optimum Theory	6	Lecture
	Market: Meaning – Features of Perfect Competition and Imperfect Competition: Monopoly, Monopolistic Competition and Oligopoly	4	Lecture
<b>Unit IV National Income and Money</b>			
	National Income: Concept	2	Lecture
	Money – Functions	4	Lecture & PGD
	Inflation: Meaning – Types	4	Lecture & PPT
<b>Unit V: Public Finance and Trade</b>			
	Meaning - Sources of Public Revenue – Types of Public Expenditure (SOC and EOC)	6	Lecture
	Causes of growing Public Expenditure-Public Debt: Meaning - Types	3	Lecture & PGD
	Difference between Internal and International Trade-Free Trade and Protection	4	Lecture & PPT

Course Outcomes Cos	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	4	4	4	4	4	3	3	3	3.7
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	4	4	4	4	4	4	4	4	4	4	4.0
CO4	4	4	4	4	4	4	4	4	4	4	4.0
CO5	4	4	4	4	4	4	4	4	4	4	4.0
Mean Overall Score											3.74

Result: the Score for this Course is 3.74 (High Relation) Course Designer: Dr.S.Sukumari

**DEGREE: B.A HISTORY**  
**SEMESTER: II**  
**SUBJECT CODE: AR2**

**CLASS: First Year**  
**CREDITS: 05**  
**HOURS: 90**

**ALLIED I – PAPER II**  
**BANKING THEORY PRACTICE AND INSURANCE**

<b>Pedagogy</b>	<b>Hours P/W</b>	<b>Lecture</b>	<b>ICT</b>	<b>Peer Group Discussion/Teaching</b>	<b>PPT</b>
	6	6	-	√	√
<b>Preamble:</b>					
1. To enable the students to realize how monetary forces operate through a multitude of channels – market, non – market, institutions and the state. 2. To acquaint the students fully with the changing role of financial institutions in the process of growth					
<b>Course Outcomes</b>				Unit	Hrs P/S
At the end of the semester, the students will be able to					
CO1: interpreting the functions and role of Commercial banks in a Developing Economy				I	15
CO2: analysing the relationship between banker and customer and dealing with negotiable instruments				II	20
CO3: demonstrate the difference between the central bank and commercial banks				III	20
CO4: acquiring Knowledge about non banking financial intermediaries and their role in economic development				IV	20
CO5: effective dealing of Life, Fire and Health Insurance and Evaluating the functions of IRDA				V	15

**DEGREE: B.A HISTORY**  
**SEMESTER: II**  
**SUBJECT CODE: AR2**

**CLASS: First Year**  
**CREDITS: 05**  
**HOURS: 90**

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**ALLIED I – PAPER II**  
**BANKING THEORY PRACTICE AND INSURANCE**

**Unit I: Commercial Banks**

Meaning – Unit Banking and Branch Banking – Functions of Commercial Banks - Role of Commercial Banks in a Developing Economy.

**Unit II: Relationship of Banker and Customer**

Meaning of Banker and Customer - Relationship between a Banker and a Customer: General and Special Relationship- Negotiable Instruments: Cheques, Bills of Exchange, Promissory Notes and Bank Drafts – Endorsement.

**Unit III: Central Banking and RBI**

Meaning – Difference between Central Bank and Commercial Bank – Credit Control Measures - Functions of RBI.

**Unit IV: Non-Banking Financial Intermediaries**

Meaning – Distinction between Banks and NBFIs – Role of NBFIs in economic Development – Types (Hire Purchase Finance Company, UTI, and SFC).

**Unit V: Insurance**

Meaning – Advantages of Life, Fire and Health Insurance - Functions of Insurance Regulatory and Development Authority (IRDA).

**TEXT BOOK:**

1. Gordon – Natarajan, Banking Theory, Law and Practice, Himalaya Publishing House, New Delhi.

**RECOMMENDED BOOKS:**

1. Periasamy P., Principles and Practice of Insurance, Himalaya Publishing House, New Delhi
2. Gordon and Natarajan, Banking Theory – Law and Practice, Himalaya Publishing House, New Delhi
3. Jhingan M.L., Money, Banking and International Trade, Vrinda publications (P) Ltd., New Delhi.
4. Santhanam B., Banking Theory – Law and Practice, Margham Publications, Chennai.

## Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
<b>Unit I: Commercial Banks</b>			
	Meaning – Unit Banking and Branch Banking	7	Lecture
	Functions of Commercial Banks	4	Lecture
	Role of Commercial Banks in a Developing Economy	4	Lecture
<b>Unit II: Relationship of Banker and Customer</b>			
	Meaning of Banker and Customer - Relationship between a Banker and a Customer: General and Special Relationship	8	Lecture & PPT
	Negotiable Instruments: Cheques, Bills of Exchange, Promissory Notes and Bank Drafts	6	Lecture
	Endorsement	6	Lecture
<b>Unit III: Central Banking and RBI</b>			
	Meaning – Difference between Central Bank and Commercial Bank	9	Lecture & PGD
	Credit Control Measures	6	Lecture
	Functions of RBI	5	Lecture
<b>Unit IV: Non-Banking Financial Intermediaries</b>			
	Meaning – Distinction between Banks and NBFIs	9	Lecture & PGD
	Role of NBFIs in economic Development	6	Lecture
	Types (Hire Purchase Finance Company, UTI, and SFC)	5	Lecture
<b>Unit V: Insurance</b>			
	Meaning – Advantages of Life, Fire and Health Insurance	7	Lecture & PGD
	Functions of Insurance Regulatory and Development Authority (IRDA)	8	Lecture

Course Outcomes COs	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	3	4	3	3	4	4	4	3.6
CO2	3	4	3	4	4	4	3	4	4	3	3.6
CO3	4	3	4	3	3	3	4	4	4	3	3.5
CO4	3	4	3	4	4	3	4	3	3	4	3.5
CO5	4	3	4	4	4	3	3	4	4	4	3.7
Mean Overall Score											3.58

Result: the Score for this Course is 3.58 (High Relation) Course Designer: Dr.M.Pappa