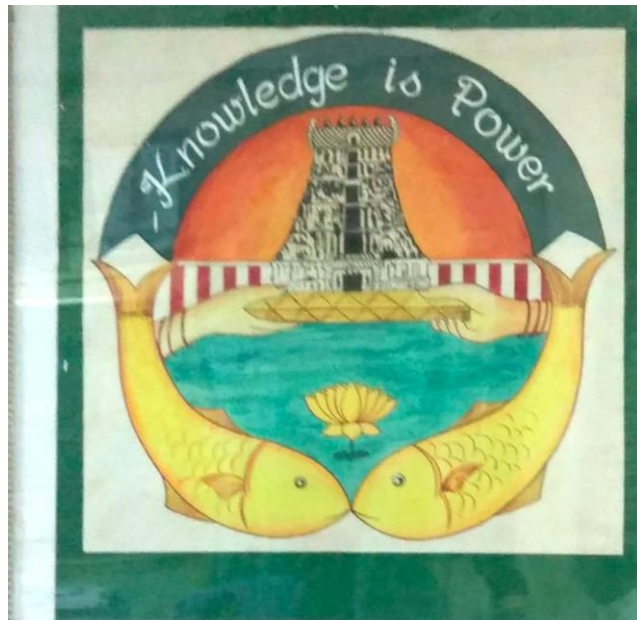# SRI MEENAKSHI GOVERNMENT ARTS COLLEGE FOR WOMEN (AUTONOMOUS) MADURAI-2

DEPARTMENT OF ECONOMICS

SYLLABI FOR B.A ECONOMICS
(Under CBCS System – 2021-22)

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 2021-22)

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**
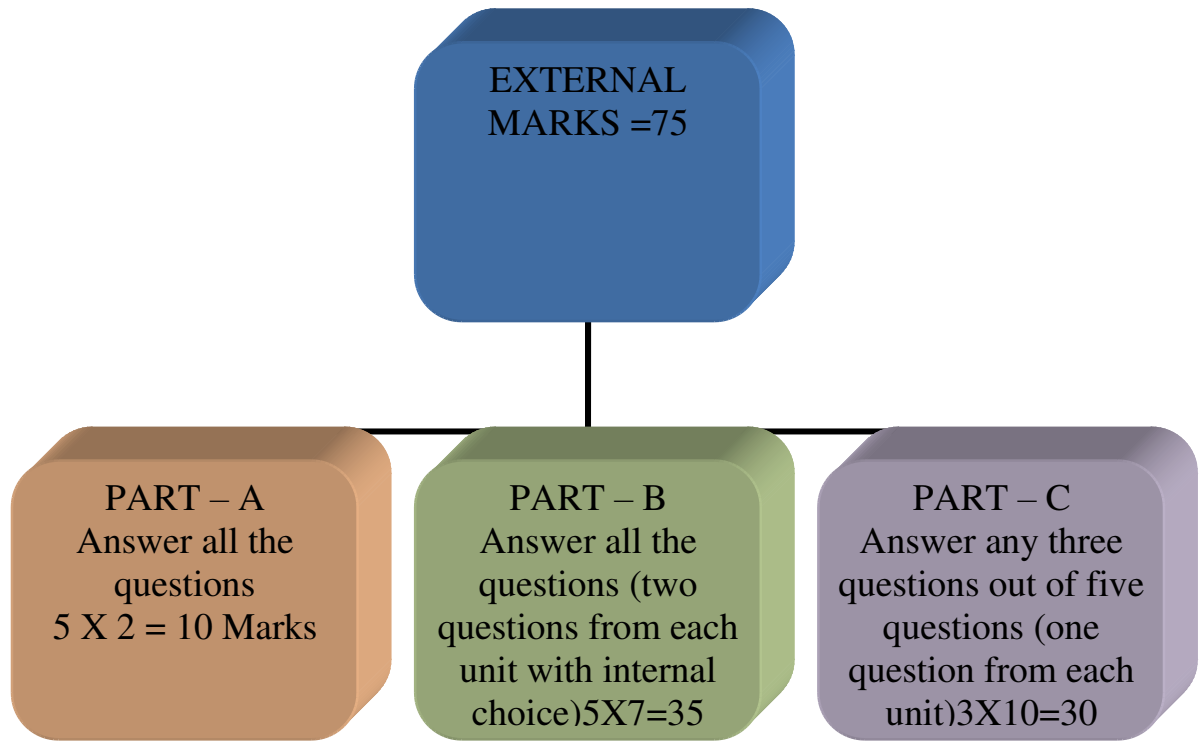
UG Programme Outcomes

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

EXTERNAL MARKS =75

PART – A
Answer all the questions
5 X 2 = 10 Marks

PART – B
Answer all the questions (two questions from each unit with internal choice)5X7=35

PART – C
Answer any three questions out of five questions (one question from each unit)3X10=30

BLOOM'S TAXONOMY

KNOWLEDGE	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 2021 onwards)

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

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

Allied Subjects offered to other Departments

B.Sc Geography

Semester	Part	Subject	Title of the paper	HRS	Exam hrs	CRS	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
			TOTAL			**10**			**200**	

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
			TOTAL			**10**			**200**	

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

DEGREE: B.A ECONOMICS   **CLASS: First Year**
SEMESTER: I   **CREDITS: 05**
SUBJECT CODE: E11   **HOURS: 90**

CORE: MICRO ECONOMICS I

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	4	√	√	√

Preamble:

1. To know the various concepts in Economics.

2. To know the importance of factors of production

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CLASS: First Year**
SEMESTER: I   **CREDITS: 05**
SUBJECT CODE: E11   **HOURS: 90**

CORE: MICRO ECONOMICS I

Unit I: Introduction

Definition: Adam smith, Alfred Marshall, Lionel Robins 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.

<u>**TEXT BOOKS:**</u>
1. Dr. Seth M.L., Micro Economics, Lakshmi Narain Agarwal Educational Publications.

<u>**RECOMMENDED BOOKS**</u>
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
Unit I: Introduction			
	Definition: Adam smith, Alfred Marshall, Lionel Robins 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
Unit II: Theory of Consumer Behaviour			
	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
Unit III: Indifference Curve Analysis			
	Meaning- MRS-Properties of Indifference Curve -	6	Lecture & ICT
	Budget Line - Consumer Equilibrium-	6	Lecture & PGD
	Price Effect, Income Effect and Substitution Effect - Criticism of Indifference Curve Analysis	6	Lecture
Unit IV: Land and Labour			
	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
Unit V Capital and Organisation			
	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

DEGREE: B.A ECONOMICS   **CLASS: First Year**
SEMESTER: I   **CREDITS: 04**
SUBJECT CODE: E12   **HOURS: 75**

CORE: ECONOMIC STATISTICS I

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	5	5	√	√	√

Preamble:

1. To understand the basic knowledge of statistics.

2. To enable the students to relate the importance of statistics and economics

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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

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
Unit I: Introduction of Statistics and Collection of Data			
	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
Unit II: Classification, Tabulation, Diagrams and Graphs			
	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
Unit III: Measures of Central Tendency			
	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
Unit IV: Measures of Dispersion			
	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
Unit V: Skewness			
	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

DEGREE: B.A ECONOMICS   **CLASS: First Year**
SEMESTER: II   **CREDITS: 05**
SUBJECT CODE: E21   **HOURS: 90**

CORE: MICRO ECONOMICS II

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	√	√	√

Preamble:

1. To understand the contribution of four factors of production to National Income.
2. To know the different market conditions that prevails in the economy

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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

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-ModernTheory 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
Unit I: Cost and Revenue Curves			
	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
Unit II: Market and Market Forms			
	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
Unit III: Theories of Distribution			
	Personal and Functional Distribution	3	Lecture
	Product Pricing	6	Lecture
	Marginal Productivity Theory	4	Lecture
	Modern Theory	4	Lecture
Unit IV: Theories of Rent and Wages			
	Ricardian Theory of Rent, ModernTheory 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
Unit V: Theories of Interest and Profit			
	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 **CLASS: First Year**
SEMESTER: II **CREDITS: 04**
SUBJECT CODE: E22 **HOURS: 75**

CORE: ECONOMIC STATISTICS-II

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	5	5	√	√	√

Preamble:

1. To understand the concepts, importance of statistics in economics.
2. To enable the students to analyse the problem solving methods regarding economic problems.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CLASS: First Year**
SEMESTER: II   **CREDITS: 04**
SUBJECT CODE: E22   **HOURS: 75**

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 Sacheeva, 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
Unit I: Correlation			
	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
Unit II: Regression			
	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
Unit III: Index Numbers			
	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
Unit IV: Analysis of Time Series			
	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
Unit V: Probability and Association of Attributes			
	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.Suriagandhi

DEGREE: B.A ECONOMICS   **CLASS: Second Year**
SEMESTER: III   **CREDITS: 05**
SUBJECT CODE: E31   **HOURS: 75**

CORE: MONEY AND BANKING

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	5	5	√	√	√

Preamble:

1. To impart knowledge about functions, theories of money and banking system.
2. To understand the recent development in banking sector.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CLASS: Second Year**
SEMESTER: III   **CREDITS: 05**
SUBJECT CODE: E31   **HOURS: 75**

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
Unit I: Quantity Theory of Money			
	Money, Functions of Money: Primary, Secondary and Contingent Function	4	Lecture &PGD
	Importance of Money	4	Lecture
	Defects of Money	4	Lecture
Unit II: Theories of Money			
	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
Unit III: Introduction to Banking			
	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
Unit IV: Banking Operations			
	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
Unit V: Central Banking			
	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   **CLASS: Second Year**
SEMESTER: III   **CREDITS: 04**
SUBJECT CODE: E32   **HOURS: 75**

CORE: MANAGERIAL ECONOMICS

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	5	5	√	√	√

Preamble:

1. To make the students to understand the fundamental theories of managerial economics and their applications.
2. To make the students to understand the structure and functioning of business

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CLASS: Second Year**
SEMESTER: III   **CREDITS: 04**
SUBJECT CODE: E32   **HOURS: 75**

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 Economcis, Vrinda Publications (P) Ltd.,New Delhi.

Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
Unit I: Introduction			
	Meaning - Nature and Scope of Managerial Economics	5	Lecture
	Distinction between Managerial Economics and Economics	4	Lecture
	Role of Managerial Economists	6	Lecture & PGD
Unit II: Concepts and Objectives			
	Fundamental Concepts	8	Lecture
	Objectives of Business Firm	7	Lecture & PPT
Unit III: Demand Forecasting			
	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
Unit IV: Pricing Methods			
	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
Unit V: Break Even Analysis			
	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   **CLASS: Second Year**
SEMESTER: IV   **CREDITS: 05**
SUBJECT CODE: E41   **HOURS: 75**

CORE: INTERNATIONAL ECONOMICS

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	5	5	√	√	√

Preamble:

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

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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	V	27

Exchange Rate Policy		

DEGREE: B.A ECONOMICS   **CLASS: Second Year**
SEMESTER: IV   **CREDITS: 05**
SUBJECT CODE: E41   **HOURS: 75**

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.

RECOMMENEDED 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
Unit I:International Trade			
	Meaning - Base for International Trade	3	Lecture
	Benefits and Defects of International Trade	4	PGD
	Difference between Internal and International trade	2	ICT
Unit II: Theories of International Trade			
	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
Unit III: Trade Policy			
	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
Unit IV: Terms of Trade and Balance of Payments			
	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
Unit V: Exchange Control and Exchange Rate Policy			
	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   **CLASS: Second Year**
SEMESTER: IV   **CREDITS: 04**
SUBJECT CODE: E42   **HOURS: 75**

CORE: PUBLIC FINANCE

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	5	5	√	√	√

Preamble:
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

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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

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 Dept 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
Unit I : Introduction			
	Nature, Scope of Public Finance	5	Lecture & PGD
	Comparison of Public Finance and Private Finance	5	Lecture
	Principle of Maximum Social Advantage	5	Lecture
Unit II Public Revenue			
	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
Unit III: Public Expenditure			
	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
Unit IV: Public Debt			
	Meaning-Sources, Classification of Public Debt	5	Lecture
	Causes-Effects of Public Debt	5	Lecture & PGD
	Methods of Dept Redemption	5	Lecture
Unit V: Federal Finance			
	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

DEGREE: B.A ECONOMICS   **CLASS: Third Year**
SEMESTER: V   **CREDITS: 05**
SUBJECT CODE: E51   **HOURS: 90**

CORE: MACRO ECONOMICS – I

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	√	√	√

Preamble:
1. To understand the behaviour of aggregate variables related to macro economic policy.
2. To make the students aware of the basic theoretical framework.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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,	V	20

Multiplier and Accelerator.		

DEGREE: B.A ECONOMICS   **CLASS: Third Year**
SEMESTER: V   **CREDITS: 05**
SUBJECT CODE: E51   **HOURS: 90**

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
Unit I : Introduction			
	Meaning of Macro Economics, Difference between Micro and Macro Economics	8	Lecture
	Importance and Limitations	8	Lecture
Unit II: National Income			
	Definition and Meaning, Concepts	6	Lecture
	Methods of Measuring National Income, Difficulties in Measurement, Importance	10	Lecture & PGD
Unit III: Theory of Employment			
	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
Unit IV: Consumption Function			
	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
Unit V: Investment Function			
	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 CREDITS: 05
SUBJECT CODE: E52 HOURS: 90

CORE: DEVELOPMENT ECONOMICS

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	√	√	√

Preamble:

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.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CREDITS: 05**
SUBJECT CODE: E52   **HOURS: 90**

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 – Schumpter - 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 Ld., New Delhi.
  2. Shrivastava O.S., Advanced Economics of Development and Planning, Allied Publishers, New Delhi.
  3. Mamatha patnakarEconomic 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
Unit I: Economic Development			
	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
Unit II: Theories of Development			
	Adam smith & Schumpter	6	Lecture & PGD
	Rostow's Stages of Economic Growth	6	Lecture & PGD
	Harrod & Domar Model, Mahalanobis Model.	6	Lecture
Unit III: Human Resource Development			
	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
Unit IV: Domestic Measures for Economic Development			
	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
Unit V: External Measures for Economic Development			
	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   **CREDITS: 05**
SUBJECT CODE: E61   **HOURS: 90**

CORE: MACRO ECONOMICS II

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	√	√	√

Preamble:
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.
2. To enable the students to know about theories of Business cycle and distribution.

Course Outcomes 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　　　　　　　　　　　　　　　**CREDITS: 05**
SUBJECT CODE: E61　　　　　　　　　　　　**HOURS: 90**

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
Unit I: IS-LM Curves Model			
	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
Unit II: Inflation			
	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
Unit III: Business cycle			
	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
Unit IV: Monetary and Fiscal Policies			
	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
Unit V: Macro Theories of Distribution			
	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   **CREDITS: 05**
SUBJECT CODE: E62   **HOURS: 75**

CORE: INDIAN ECONOMY

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	5	5	√	√	√

Preamble:

1. To make the students understand the structure and functioning of Indian Economy.
2. To gain knowledge through studying about Indian Economic Problems.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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	V	15

explain its Features		

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
Unit I: Introduction			
	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
Unit II : Agricultural Scenario			
	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
Unit III: Industrial Scenario			
	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
Unit IV: Unemployment in India			
	Meaning – Concepts of Unemployment	5	Lecture
	Types of Unemployment	5	Lecture
	Causes for Unemployment – Remedial Measures for Unemployment	5	Lecture & ICT
Unit V: Economic Reforms			
	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   **CLASS: Third Year**
SEMESTER: VI   **CREDITS: 05**
SUBJECT CODE: E63   **HOURS: 75**

CORE: HISTORY OF ECONOMIC THOUGHT

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	5	5	√	√	√

Preamble:

1. To understand the Recent Trends in Indian Economic Thought.
2. To enable the students, how far History of Economic Thought deals with the development of economic ideas

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CLASS: Third Year**
SEMESTER: VI   **CREDITS: 04**
SUBJECT CODE: E63   **HOURS: 75**

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 Kaudilya 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
Unit I: Mercantilism and Physiocracy			
	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
Unit II: Classical Economics			
	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
Unit III: Marxian and Neo-Classical Economics			
	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
Unit IV: Keynesian Economics			
	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
Unit V: Economic Thought in India			
	Economic Ideas of Kaudilya 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
Mean Overall Score											3.28

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

ELECTIVES

DEGREE: B.A ECONOMICS   **CLASS: Third Year**
SEMESTER: V   **CREDITS: 05**
SUBJECT CODE: EE51   **HOURS: 90**

ELECTIVE: SMALL BUSINESS MANAGEMENT

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	√	√	√

Preamble:

1. To acquire knowledge about risk taking, innovation to start new business.
2. To enable the students to understand and manage the Business activities.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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 **CLASS: Third Year**
SEMESTER: V **CREDITS: 05**
SUBJECT CODE: EE51 **HOURS: 90**

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
Unit I:	**Small Business**		
	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
Unit II:	**Entrepreneurship**		
	Entrepreneur – Meaning – Definition – Competencies	6	Lecture
	Functions - Entrepreneur and Enterprise - Entrepreneur and Managers - Types	6	Lecture
	Entrepreneurship - Meaning-Importance	6	Lecture
Unit III:	**Project Proposal**		
	Meaning-Types - Project identification and Selection	6	Lecture
	Project Formulation	5	Lecture
	Project Appraisal	5	Lecture
Unit IV:	**Entrepreneurial Development Programmes**		
	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
Unit V:	**Women Entrepreneurship**		
	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   **CLASS: Third Year**
SEMESTER: V   **CREDITS: 05**
SUBJECT CODE: EE52   **HOURS: 90**

ELECTIVE: ADVERTISEMENT AND SALESMANSHIP

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	√	√	√

Preamble:

1. To obtain the knowledge about marketing strategy in globalized world.

2. To aware about the different marketing structure in the economy

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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	V	14

salesmanship and personal selling – its function.		

DEGREE: B.A ECONOMICS   **CLASS: Third Year**
SEMESTER: V   **CREDITS: 05**
SUBJECT CODE: EE52   **HOURS: 90**

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 - Differnece 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
Unit I : Advertising			
	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
Unit II : Advertising Media			
	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
Unit III : Salesmanship			
	Meaning, Definition, Differnece 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
Unit IV: Recruitment and Training			
	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
Unit V: Personal Selling			
	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.Aruna

DEGREE: B.A ECONOMICS   **CLASS: Third Year**
SEMESTER: VI   **CREDITS: 05**
SUBJECT CODE: EE63   **HOURS: 90**

ELECTIVE: HEALTH ECONOMICS

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	√	√	√

Preamble:

1. To acquire knowledge about the importance of health economics.

2. To understand about the health status and health policies in India.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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 CLASS: Third Year
SEMESTER: VI CREDITS: 05
SUBJECT CODE: EE63 HOURS: 90

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
Unit I: Introduction			
	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
Unit II: Health Care System			
	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
Unit III: Costs of Health Care			
	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
Unit IV: Health Status			
	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
Unit V: Health Plan and Policies in India			
	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   **CLASS:**

SEMESTER: **CREDITS: 05**

SUBJECT CODE: **HOURS: 90**

ELECTIVE: TAMIL NADU ECONOMY

Pedagogy	**Hours P/W**	**Lecture**	**ICT**	**Peer Group Discussion/Teaching**	**PPT**
	6	6	√	√	√

Preamble:
1. To know the regional issues in Agriculture and industry in Tamil Nadu.
2. To understand the state finance and poverty alleviation schemes.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CLASS:**
SEMESTER: **CREDITS: 05**
SUBJECT CODE: **HOURS: 90**

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.

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Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
Unit I: Introduction			
	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
Unit II: Agriculture			
	Agricultural Growth – Land Use Pattern	6	Lecture
	Cropping Pattern – Agricultural Inputs – Irrigation – Fertilizer	6	Lecture & PGD
	Agricultural Marketing – Green Revolution	6	Lecture & PPT
Unit III: Industry			
	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
Unit IV: Infrastructure			
	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
Unit V: State Finance			
	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   **CLASS:**
SEMESTER: **CREDITS: 05**
SUBJECT CODE: **HOURS: 90**

ELECTIVE: POPULATION DYNAMICS

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	√	√	√

Preamble:
1. To educate the students about the fertility, mortality and migration.
2. To create awareness regarding effects of population growth

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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	V	20

evaluate the causes, effects of population growth		

DEGREE: B.A ECONOMICS   **CLASS:**
SEMESTER: **CREDITS: 05**
SUBJECT CODE: **HOURS: 90**

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
Unit I: Introduction			
	Definitions of Demography – Scope of Demography	5	Lecture
	Relation of Demography with other Social Sciences	5	Lecture
	Importance of Demography	5	Lecture & PGD
Unit II: Fertility			
	Meaning of Fertility – Concepts	5	Lecture
	Measures of Fertility	5	Lecture
	Factors affecting Fertility.	5	Lecture
Unit III: Mortality			
	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
Unit IV: Migration			
	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
Unit V: Population			
	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   **CLASS:**
SEMESTER: **CREDITS: 05**
SUBJECT CODE: **HOURS: 90**

ELECTIVE: HUMAN RESOURCE MANAGEMENT

Pedagogy	**Hours P/W**	**Lecture**	**ICT**	**Peer Group Discussion/Teaching**	**PPT**
	6	6	√	√	√

Preamble:

   1. To explain the students about Human Resource Planning and manpower planning.

   2. To create awareness about the training and development

Course Outcomes At the end of the semester, the students will be able to	**Unit**	**Hrs P/S**
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   **CLASS:**
SEMESTER: **CREDITS: 05**
SUBJECT CODE: **HOURS: 90**

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., Protectionsm, 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
Unit I: Introduction			
	Definition – Objectives – Functions	6	Lecture
	Organization and Changing Technology	6	Lecture
	Implication of Human Resource Management – HRM in India	8	Lecture & ICT
Unit II: Human Resource Planning			
	Concept – Need – Process	5	Lecture
	Analysis – Organizational Plan	5	Lecture
	Manpower Processing	5	Lecture
Unit – III: Manpower Procession			
	Quantitative and Qualitative Aspects	5	Lecture
	Process – Remedies Measures for HRM	5	Lecture
	Personal Management in India	5	Lecture
Unit IV: Man Power Planning			
	Meaning – Objectives – Types of Recruitment	8	Lecture
	Selection and Placement – Job Analysis - Description – Specification – Evaluation	6	Lecture
	Pros & Cons of Manpower Planning	6	Lecture
Unit V: Training and Development			
	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   **CLASS: Second Year**
SEMESTER: III   **CREDITS: 02**
SUBJECT CODE: SE31   **HOURS: 30**

SKILL BASED ELECTIVE: INTRODUCTION TO MS-OFFICE

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

Preamble:

1. To know about basic computer knowledge.

2. To enable the students to understand the basic application of computer, the MS Word and MS Excel

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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

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
Unit I : MS Office			
	Components of MS Office, Word Processing	2	Lecture
	Meaning, Features of MS Word, Components of Word Document Window	4	Lecture & PGD
Unit II Introduction to MS Word			
	Creating a Document: Opening , Saving, Deleting and Closing Document-	2	Lecture
	Editing a Documen: 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
Unit III Tables and Mail Merge			
	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
Unit IV: MS Excel			
	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
Unit V: Excel Charts			
	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
Mean Overall Score											3.78

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

DEGREE: B.A ECONOMICS   **CLASS: Second Year**
SEMESTER: IV   **CREDITS: 02**
SUBJECT CODE: SE42   **HOURS: 30**

SKILL BASED ELECTIVE: MARKETING

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	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.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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

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
Unit I: Marketing			
	Meaning, Types of Market	3	Lecture
	Modern Concept of Marketing - Marketing Function (Clark & Clark)	3	Lecture
Unit II: Buyer Behaviour			
	Meaning, Types of Consumers	4	Lecture & PGD
	Buying Motives	2	Lecture
Unit III: Facilitating Functions			
	Branding	2	Lecture
	Packaging, Labelling	4	Lecture
Unit IV: Product Mix			
	Meaning, Advantages of Product Mix, Product Line	3	Lecture
	Product Item, Product Life Cycle	3	Lecture & PGD
Unit-V: Distribution Channels			
	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

SKILL BASED ELECTIVE: BUSINESS COMMUNICATION

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

Preamble:

1. To enable the students to know about principles, barriers and various channels of communication.
2. To help the students to prepare a Good Report

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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	V	6

preparing and writing a good report.		

DEGREE: B.A ECONOMICS   **CLASS: Third Year**
SEMESTER: V   **CREDITS: 02**
SUBJECT CODE: SE53   **HOURS: 30**

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SKILL BASED ELECTIVE: BUSINESS COMMUNICATION

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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
Unit I: Communication			
	Meaning and Definition of Business Communication	2	Lecture
	Objectives of Communication - Principles of Communication	2	Lecture& PPT
	Barriers to Communication	2	Lecture & PGD
Unit II: Channels of Communication			
	Formal Communication - Informal Communication	2	Lecture
	Oral Communication-Written Communication	2	Lecture
	- on-Verbal Communication - Audio-Visual Communication	2	Lecture
Unit III: Business Letters			
	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
Unit IV: Orders and Execution			
	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
Unit V: Report Writing			
	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   **CLASS: Third Year**
SEMESTER: VI   **CREDITS: 02**
SUBJECT CODE: SE65   **HOURS: 30**

SKILL BASED ELECTIVE: PERSONALITY DEVELOPMENT

Pedagogy	**Hours P/W**	**Lecture**	**ICT**	**Peer Group Discussion/Teaching**	**PPT**
	2	2	-	√	-

Preamble:

    1. To build positive and pleasing personality skills among students.

    2. To develop leadership qualities and interpersonal relationship.

Course Outcomes At the end of the semester, the students will be able to	**Unit**	**Hrs P/S**
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 Fred	III	5
CO4: understand Professional Competencies – Leadership, Team Building etc.	IV	7
CO5: appraise and appreciate successful	V	6

implementation of interpersonal relationship		

DEGREE: B.A ECONOMICS   **CLASS: Third Year**
SEMESTER: VI   **CREDITS: 02**
SUBJECT CODE: SE65   **HOURS: 30**

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
Unit- I: Introduction			
	Meaning – Significance – Characteristics	3	Lecture
	Determinants –Structure	2	Lecture
Unit – II: Attitude			
	Concept –Importance	2	Lecture
	Winning Attitude-Positive Attitude	2	Lecture & PGD
	Steps to build Pleasing Personality.	3	Lecture
Unit – III: Personality Traits			
	Meaning– Kinds of Personality Traits	3	Lecture
	Psychoanalytical Theory of Freud.	2	Lecture
Unit – IV: Leadership and Team Building			
	Meaning–Styles–Qualities	3	Lecture
	Types of Leadership	2	Lecture
	Team Building – Qualities.	2	PPT & PGD
Unit – V: Interpersonnal Skills			
	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 is3.92 (High Relation)   Course Designer: Dr.C.Jeyalakshmi

DEGREE: B.A ECONOMICS   **CLASS: Third Year**
SEMESTER: VI   **CREDITS: 02**
SUBJECT CODE: SE66   **HOURS: 30**

SKILL BASED ELECTIVE:

ECONOMICS OF TOURISM AND TRAVEL MANAGEMENT

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	2	2	-	-	-

Preamble:
     1. To understand tourism scenario at global, national and regional level.
     2.To know the importance of World Tourism Organization

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CLASS: Third Year**
SEMESTER: VI   **CREDITS: 02**
SUBJECT CODE: SE66   **HOURS: 30**

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
Unit – I:	**Introduction to Tourism**		
	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
Unit – II:	**Economic Dimensions**		
	Factors influencing the Growth of Tourism	2	Lecture
	Travel Motivation	1	Lecture
	Aims and Functions of World Tourism Organisation.	3	Lecture
Unit – III:	**Travel Management**		
	Travel Agency – Organisation of Travel	2	Lecture
	Tour Operators- Ticket Booking	1	PPT
	Role of Tourism Development Corporation in India	2	Lecture
Unit – IV:	**Tourism Planning**		
	Planning for Tourism - Steps in Planning Process	2	Lecture
	Importance of Tourism Planning	2	Lecture
Unit – V:	**Marketing for Tourism**		
	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   **CLASS: Third Year**
SEMESTER: **CREDITS: 02**
SUBJECT CODE: **HOURS: 30**

SKILL BASED ELECTIVE: REPORT   WRITING

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

Preamble:

1. To educate the students to prepare questionnaire, collect data and edit the data.

2. To teach the students about the guidelines for writing a report

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CLASS: Third Year**
SEMESTER: **CREDITS: 02**
SUBJECT CODE: **HOURS: 30**

SKILL BASED ELECTIVE: REPORT   WRITING

Unit I: Statistical Inquries
    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.

<u>TEXT BOOK:</u>

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

<u>RECOMMENDED BOOKS</u>

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
Unit I: Statistical Inquries			
	Frame and Design	2	Lecture & PGD
	Nature and Types of Inquiries	2	Lecture & PGD
	Stages of a Statistical Inquiry	2	Lecture
Unit II: Stages of Inquiry			
	Planning the Inquiry	2	Lecture
	Executing the Inquiry	2	Lecture
Unit III: Collection of Data			
	Methods of Data Collection	3	Lecture & PGD
	Designing a Questionnaire	3	Lecture & PGD
	Editing of Data	2	Lecture
Unit IV: Presentation of Data			
	Classification and Tabulation of Data	3	Lecture
	Diagrammatic Presentation	3	Lecture & PPT
	Analysis and Interpretation.	3	Lecture
Unit-V: Report Writing			
	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   **CLASS: Second Year**
SEMESTER: III   **CREDITS: 05**
SUBJECT CODE: AD1   **HOURS: 90**

ALLIED II – PAPER I
MATHEMATICAL METHODS I

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	√	-	√

Preamble:

1. To understand the basic concepts.
2. To know the application of mathematics in economics

Couse Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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,	V	13

Minimum Cost and Price; if there are two commodities		

DEGREE: B.A ECONOMICS   **CLASS: Second Year**
SEMESTER: III   **CREDITS: 05**
SUBJECT CODE: AD1   **HOURS: 90**

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, Elementatry 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
Unit I : Elementary Algebra			
	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
Unit II : Solution to the Equations			
	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
Unit III : Set Theory			
	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
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	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
Unit V: Partial Differentiation			
	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

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	√	-	√

Preamble:

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.

Couse Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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,	V	18

Consumer's and Producer's Surplus		

DEGREE: B.A ECONOMICS   **CLASS: Second Year**
SEMESTER: IV   **CREDITS: 05**
SUBJECT CODE: AD2   **HOURS: 90**

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 $Y=mx+c$, $y-y_1 – m(x-x_1)$, $y-y_1 \quad \dfrac{y_2-y_1}{x_2-x_1} \quad (x-x_1)$

$x/a + y/b = 1$, - 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
Unit I: Matrices			
	Meaning - Types of Matrices	2	Lecture
	Addition - Subtraction - Multiplication of - Matrices Transpose of a Matrix	8	Lecture
	Inverse of a Matrix	8	Lecture
Unit II : Matrices			
	Solution to Linear Simultaneous Equation by Matrix Method, through Inverse Matrices	8	Lecture
	Cramer's Rule	8	Lecture & PPT
Unit III : Analytical Geometry of Two Dimension			
	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
Unit IV : Integration			
	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
Unit V : Application of Integration in Economics			
	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   **CLASS: Third Year**
SEMESTER: V   **CREDITS: 02**
SUBJECT CODE: NME1   **HOURS: 30**

NON-MAJOR ELECTIVE: 1
ENTREPRENEURIAL PRACTICE

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

Preamble:

1. To know the importance of Entrepreneurial Activities.
2. To identify the motivating factors to start a business**.**

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
CO1: describe Entrepreneur, Entrepreneurship and Factors affecting growth of Entreprenurs.	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

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
Unit I: Entrepreneurship			
	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
Unit II: Women Entrepreneurs			
	Growth of Women Entrepreneurs in India	3	Lecture & PPT
	Problems faced by Women Entrepreneurs	3	Lecture & PGD
Unit III: Project Identification			
	Project-Types-Constraints	2	Lecture
	Steps for starting a Small Industry	3	Lecture & PGD
	Selection of Types of Organisation	2	Lecture
Unit IV: Financial Analysis			
	Significance of Financial Analysis –	2	Lecture
	Types of Financial Analysis: Trend Analysis – Ratio Analysis – Break– Even Analysis	4	Lecture
Unit V: Project Report			
	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

DEGREE: B.A, B.SC, BBA & B.COM   **CLASS: Third Year**
SEMESTER: VI   **CREDITS: 02**
SUBJECT CODE: NME2   **HOURS: 30**

NON-MAJOR ELECTIVE: 2
WOMEN EMPOWERMENT AND MICRO FINANCE

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

Preamble:
1. To create an awareness about women empowerment.
2. To understand the role of microfinance in eradicating rural poverty.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CLASS: Third Year**
SEMESTER: VI   **CREDITS: 02**
SUBJECT CODE: NME2   **HOURS: 30**

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
Unit I: Empowerment of Women			
	Meaning – Factors determining Women Empowerment	3	Lecture
	Challenges - Role of Women Empowerment in the Indian Economy	4	Lecture
Unit II: Micro Finance			
	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
Unit III: Techniques of Women Empowerment			
	Women Empowerment Programmes	1	Lecture
	Women Empowerment through Micro Finance	1	Lecture
	Women and Child Development Welfare Programmes: Awareness Camps, Mahila Mandals	2	Lecture
Unit IV: Self Help Group			
	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
Unit V: Evaluation of Self Help Group			
	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   **CLASS: Third Year**
SEMESTER: **CREDITS: 02**
SUBJECT CODE: **HOURS: 30**

NON-MAJOR ELECTIVE:3
FUNDAMENTALS OF ECONOMICS

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

Preamble:		
1. To bring out various concepts of economics.		
2. To understand about price – output determination under different market structure.		

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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,	IV	6

International and Free Trade		
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　　　　　　　　　　**CLASS: Third Year**
SEMESTER:　　　　　　　　　　　　　　　　　　　　**CREDITS: 02**
SUBJECT CODE:　　　　　　　　　　　　　　　　　　**HOURS: 30**

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
Unit I: Concepts and Definition of Economics			
	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
Unit II: Consumption and Production			
	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
Unit III: Theory of Value and Distribution			
	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
Unit – IV: Money, Banking and International trade			
	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
Unit-V: Public Finance and Planning			
	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 **CLASS: Second Year**
SEMESTER: III **CREDITS: 05**
SUBJECT CODE: AX1 **HOURS: 90**

ALLIED II – PAPER I
STATISTICS I

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	-	√	√

Preamble:

1. To know the basic concepts of statistics.

2. To understand the statistical tools which are to be applied in Research

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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   **CLASS: Second Year**
SEMESTER: III   **CREDITS: 05**
SUBJECT CODE: AX1   **HOURS: 90**

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ALLIED II – PAPER I
STATISTICS I

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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-Characterstics 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-Macmilian-New Delhi.

Course Contents and Lecture Schedule

Units	Topics	Hours	Mode of Teaching
Unit I: Introduction			
	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
Unit II: Collection of Data and Sample Design			
	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
Unit III: Classification, Tabulation, Diagrams and Graphs			
	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
Unit IV: Measures of Central Tendency			
	Definition of Average-Characterstics 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
Unit V: Dispersion			
	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	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
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   **CLASS: Second Year**
SEMESTER: IV   **CREDITS: 05**
SUBJECT CODE: AX2   **HOURS: 90**

ALLIED II – PAPER II
STATISTICS II

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	-	√	√

Preamble:

1. To impart knowledge on statistical tools related to relationship of variables.

2. To understand the tools in research area

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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	IV	24

Time Series		
CO5: estimate the probability and its Theorems	V	12

DEGREE: B.Sc GEOGRAPHY   **CLASS: Second Year**
SEMESTER: IV   **CREDITS: 05**
SUBJECT CODE: AX2   **HOURS: 90**

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ALLIED II – PAPER II
STATISTICS II

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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
Unit I: Correlation			
	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
Unit II: Regression			
	Meaning and Uses of Regression-Relationship between Correlation and Regression	3	Lecture
	Regression Line-Simple Regression Equations	5	Lecture
	Regression Co-efficient	10	Lecture
Unit III: Index Numbers			
	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
Unit IV: Analysis of Time Series			
	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
Unit V: Probability			
	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   **CLASS: First Year**
SEMESTER: I   **CREDITS: 05**
SUBJECT CODE: AR1   **HOURS: 90**

ALLIED I – PAPER I
GENERAL ECONOMICS

Pedagogy	Hours P/W	Lecture	ICT	Peer Group Discussion/Teaching	PPT
	6	6	-	√	√
Preamble:					

Preamble:

1. To introduce the fundamental of Economics among the History students.

2. To gain a wide knowledge about the different branches of Economics.

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
CO1: enable the students to know the meaning of Economies 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	IV	10

Income and its related concepts, problems of calculating National Income		
CO5: synthesis of Public Finance and its components of Public Finance	V	13

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'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.

RECOMMENEDED 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
Unit I: Introduction			
	Definition of Economics: Adam smith, Marshall	4	Lecture
	Robinson and Samuelson	4	Lecture
	Difference between Micro and Macro Economics	2	Lecture & PGD
Unit II: Utility Analysis and Factors of Production			
	Utility - Law of Diminishing Utility	13	Lecture
	Law of Demand	12	Lecture & PPT
	Elasticity of Demand-Consumer'Surplus	12	Lecture & PGD
Unit III: Production and Distribution			
	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
Unit IV National Income and Money			
	National Income: Concept	2	Lecture
	Money – Functions	4	Lecture & PGD
	Inflation: Meaning – Types	4	Lecture & PPT
Unit V: Public Finance and Trade			
	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   **CLASS: First Year**
SEMESTER: II   **CREDITS: 05**
SUBJECT CODE: AR2   **HOURS: 90**

ALLIED I – PAPER II
BANKING THEORY PRACTICE AND INSURANCE

Pedagogy	**Hours P/W**	**Lecture**	**ICT**	**Peer Group Discussion/Teaching**	**PPT**
	6	6	-	√	√

Preamble:
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

Course Outcomes At the end of the semester, the students will be able to	Unit	Hrs P/S
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	IV	20

economic development		
CO5: effective dealing of Life, Fire and Health Insurance and Evaluating the functions of IRDA	V	15

DEGREE: B.A HISTORY   **CLASS: First Year**
SEMESTER: II   **CREDITS: 05**
SUBJECT CODE: AR2   **HOURS: 90**

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
Unit I: Commercial Banks			
	Meaning – Unit Banking and Branch Banking	7	Lecture
	Functions of Commercial Banks	4	Lecture
	Role of Commercial Banks in a Developing Economy	4	Lecture
Unit II: Relationship of Banker and Customer			
	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
Unit III: Central Banking and RBI			
	Meaning – Difference between Central Bank and Commercial Bank	9	Lecture & PGD
	Credit Control Measures	6	Lecture
	Functions of RBI	5	Lecture
Unit IV: Non-Banking Financial Intermediaries			
	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
Unit V: Insurance			
	Meaning – Advantages of Life, Fire and Health Insurance	7	Lecture & PGD
	Functions of Insurance Regulatory and Development Authority (IRDA)	8	Lecture

Course Outcomes	Programme Outcomes (POs)	Programme Specific Outcomes (PSOs)	Mean Scores

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	of COs
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

FINANCIAL MARKETS

UNIT I: Financial Markets (6 hours)

Definition and Meaning of the Financial System - Components of financial System: Institutions, Instruments, Markets, and Services; Functions and Role of financial system.

UNIT II : Money Market (6 hours)

Meaning - Functions of money market - Features of Indian Money Market- Call money market, Treasury bill market and Commercial bill market in India.

UNIT III: Capital Market (6 hours)

Primary Market: – procedure for issuing equity and debentures- SEBI guidelines towards the issue of equity- Secondary Market: organization, management and membership of stock exchanges, listing, trading and settlement systems - SEBI & Capital Market in India

UNIT IV: Capital Market Instruments (6 hours)

Equities, Debentures and Bonds; New Instruments: Floating Rate Bonds, Zero interest bonds, Deep Discount bonds, Auction rated debentures, securitized papers, collateralized debt obligations, Inverse float bonds.

UNIT V: Markets for Derivatives (6 hours)

Futures, Options, and Other Derivatives: Types, Uses and Pricing of Derivatives; Derivatives trading in India- Bitcoin- Financial Sector Reforms in India: Narsimhan Committee Report 1991 and 1998.

RECOMMENDED BOOKS

1. Mishkin,F.S. and Eakins S.G: Financial Markets & Institutions, Pearson Education, 2017
2. Fabbozi, Modigliani, Jones and Ferri: Foundations of Financial Markets and Institutions, Pearson Education.
3. Baye and Jansen: Money, Banking and Financial Markets, Houghton Mifflin, 1995
4. Bhole, L.M: Financial Institutions and Markets,McGraw Hill Publishing Company Ltd, 2017.
5. Gupta,S.K.,Aggarwal, N. and Gupta, N: Financial Institutions and Markets, Kalyani Publishers, 2018.
6. Khan,M.Y: Indian Financial System , McGraw Hill Publishing Company Ltd, 2019
7. Pathak V. Bharati, The Indian Financial System –Markets, Institutions, and Services, Second Edition. Pearson Education, 2018.
8. https://www.investopedia.com
9. https://www.bbc.co.uk
10. https://youtu.be/UTJaWQOdRC8
11. https://youtu.be/41JCpzvnn_0
12. https://youtu.be/Q8haOsqVWy4

ECONOMICS FOR COMPETITIVE EXAMINATIONS

Unit – I: Micro Economics (6 hours)

Theory of Consumer Behaviour-Law of Diminishing Marginal Utility-Law of Demand – Elasticity of Demand-Indifference Curve Analysis-Law of Supply-Theories of Population-Meaning-Market Structure-Perfect Competition-Monopoly-Monopolistic Competition

Unit II: Macro Economics (6 hours)

National Income-Concepts-Measurement-Classical Theory of Employment-Keynes Theory of Employment-Consumption Function-Investment Function-Multiplier-Accelerator - Business Cycle-Meaning-Phases-Inflation-Deflation.

Unit III: Money, Banking and International Trade (6 hours)

Money-Kinds-Functions of Money-Commercial Bank-Functions-Creation of Credit - Central Bank-Functions-Methods of Credit Control- Financial Institutions (ICCI, NABARD, RRB, IDFC, IDBI and SIDBI)-Monetary Policy-Meaning-Instruments-Theories of International Trade-Terms of Trade-Balance of Trade-Balance of Payments-Exchange Rate.

Unit IV: Public Economics (6 hours)

Public Expenditure-Causes-Public Revenue-Direct and Indirect Tax-Public Debt-Meaning-Redemption-Budget- Budgetary Procedure-Federal Finance-Functions of Finance Commission-Recent F.C. Recommendations-Fiscal Policy-Instruments.

Unit V: Emerging Trends in Indian Economy (6 hours)

National Income -Capital Formation-Foreign Direct Investment-Banking Sector Reforms-Five Year Plans-Targets- Foreign Trade-Special Economic Zones-Poverty and Unemployment Eradication Programmes.

RECOMMENDED BOOKS
1. S.R. Keshava, Economics, New Age International Publishers, 2019.
2. Objective Economy for Civil Services Examination, UGC NE and other Competitive Examinations, MJP Publishers, 2019.
3. John Kennedy M. Objective Economics for Competitive Examinations, Himalaya Publishing House, 2019.
4. Economics for Competitive Examinations, Sadasivam.K and Dheenadayalan.C, Mirudha Sanjeevi Publications, 2012.
5. Hemant Singh, Indian Economy: A complete Study Material for Competitive Exams, Online source Material, 2020.