



KAMARAJ COLLEGE

(AUTONOMOUS)

Accredited with A+ Grade by NAAC

Among Top 150 Colleges in India - NIRF Ranking 2025

இந்து நாடார் சங்கங்களால் 1966-ல் தொடங்கப்பட்ட கல்லூரி
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI - 628 003.



MINUTES OF THE BOARD OF STUDIES

DEPARTMENT OF ECONOMICS

B.A., Economics

Semester – I to VI

(for the students those who joined from the academic year 2024-2025)



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B. A., Economics

Semester – I to VI

Syllabus

(For the Students those who joined from the academic year 2024 - 2025)

Department Profile

Name of the Programme	:	B.A., Economics
Programme Code	:	01023
Year of Establishment	:	1968
E-Mail id	:	kceconomics20@gmail.com
College Mail Id	:	kamarajcoll@gmail.com
College Website	:	https://kamarajcollege.ac.in

Vision

- ❖ Creating Productive Human Resource Development

Mission

- ❖ Practical skills on field work and project work
- ❖ Exposure Visit to Industrial Sectors
- ❖ To entire into Higher studies / Self-employed and Placement

Learning out comes-based curriculum frame work (locf)	
Programme :	B.A., Economics Eligibility 1. Arts Group (Economics, Commerce, Accountancy) 2. +2 Pass
Programme Code:	01023
Duration:	3 Years (UG)
Programme Outcomes:	
PO1	Knowledge of Economics: Ability to understand Economic Theories and functioning of Economic Models. To develop an adequate competency in the Economic Theory and Methods.
PO2	Analytical Reasoning and Critical Thinking: Critically Analyze and assess the way in which economists examine the real world to understand the current events and evaluate specific proposals.
PO3	Logical Reasoning and Quantitative Ability: Ability to understand how to collect and analyze data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.
PO4	Communication and Research Skills: Developing a sense of capability for relevant/appropriate inquiry and asking questions, synthesizing and articulating and reporting results and to efficiently communicate thoughts and ideas in a clear and concise manner.
PO5	Gender, Environment and Sustainability: Comprehend the Environmental issues and Sustainable Development and strive to achieve economic and social equity for women and be Gender Sensitive.
PO6	Employability and Leadership Skills: Become empowered individuals to be employed in various positions in industry, academia and research and have the potential to become Entrepreneurs and take leadership roles in their chosen occupations and communities.
PO7	Social Interaction: Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.
PO8	Digital Literacy and Lifelong Learning: Capability to use ICT tools in a variety of learning situation and use appropriate software for analysis of data – Ability to acquire Knowledge situations and skills for life through Self-directed learning and adapt to different learning environments.

Programme Specific Outcomes:	
PSO1	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
PSO 2	To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
PSO3	To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.
PSO4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO5	Enhance skills of analytical and critical thinking to analyzed effectiveness of economic policies.

Methods of Evaluation		Marks	
Internal Evaluation	Continuous Internal Assessment Test	15	25
	Assignments with PPT	5	
	Class Participation /Group Discussion	5	
External Evaluation	End Semester Examination		75
	Total		

Extra Credits

Curricular Activities	Co-Curricular Activities	Extra-Curricular Activities
Paper Presentation	Cultural Competitions	NCC
Paper Publication	Domain Clubs	NSS
Placement Training		Sports
Quiz		YRC
Competitions		UBA
SWAYAM /NPTEL/MOOCs		

***Paper Presentation for each paper: 1 credit.**

Level	Credit			
	Participation	III Prize	II Prize	I Prize
Intra college	1	2	3	4
Intercollegiate	2	3	4	5
District	3	4	5	6
University	4	5	6	7
State	5	6	7	8
National	6	7	8	9
International	7	8	9	10

Total credits Under – Graduate Courses including Lab Hours- 2024 to 2025

Semester	Hours	Credits
I	30	23
II	30	23
III	30	24
IV	30	24
V	30	24
VI	30	21
Total		141

****Extra Credit will be given on the basis of student's performance**

Pedagogy:

- Technology Based Learning (PPT)
- Peer Teaching (Chalk & Talk)
- Virtual Lab
- Blended Learning (Online & Offline)
- Group Learning
- Self - Study
- Games Based Learning

Course Structure

(For the Students admitted from the academic year 2024 – 25 onwards)

First year –Semester- I

UG B.A., Economics

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part I	24ULTL11	Pothu Tamil – Tamil Ilakkiya Varalaru I	3	6	3	25	75	100
Part II	24ULEN11	General English I	3	6	3	25	75	100
Part III Core I	24UMEC11	Micro economics	5	5	3	25	75	100
Part III Core II	24UMEC12	Statistics for Economics-I	5	5	3	25	75	100
Part III EC I	24UEEC11 24UEEC12	Any One 1.Fundamentals of Management 2.Introduction to Sociology	3	4	3	25	75	100
Part IV SEC I	24USEC11 24USEC12	Any One 1.Demography 2.Principles Of Commerce	2	2	3	25	75	100
Part IV FC	24UFEC11	Business Communication	2	2	3	25	75	100
TOTAL			23	30				
SEC-Skill Enhancement Course						CIA- Continuous Internal Assessment		
EC –Elective Course						ESE- End Semester Examination		

Course Structure

(For the Students admitted from the academic year 2024 – 25 onwards)

First Year – Semester- II

UG B.A ., Economics

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part I	24ULTL21	Tamil Ilakkiya Varalaru II	3	6	3	25	75	100
Part II	24ULEN21	General English II	3	6	3	25	75	100
Part III Core - III	24UMEC21	Micro Economic Analysis	5	5	3	25	75	100
Part III Core - IV	24UMEC22	Statistics for Economic Analysis And Practices	5	5	3	25	75	100
Part III EC - II	24UEEC21 24UEEC22	Any one 1. Introduction to E – Commerce 2. History of Economic Thought	3	4	3	25	75	100
Part IV SEC – II	24USEC21	Any two 1.Economics for Investors	2	2	3	25	75	100
SEC – III	24USEC22 24USEC23	2.Computer Applications in Economics 3.Event Management	2	2	3	25	75	100
Total			23	30				
SEC-Skill Enhancement Course			CIA- Continuous Internal Assessment					
EC –Elective Course			ESE- End Semester Examination					

Course Structure

(For the Students admitted from the academic year 2024 – 25 onwards)

Second Year – Semester- III

UG B.A., Economics

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CI A	ES E	Total
Part I	24ULTL31	Pothu Tamil – Tamilaga varalarum Panpaadum	3	6	3	25	75	100
Part II	24ULEN31	General English III	3	6	3	25	75	100
Part III Core - V	24UMEC31	Macro Economics	5	5	3	25	75	100
Part III Core - VI	24UMEC32	Mathematics for Economics	4	4	3	25	75	100
Part III EC - III	24UEEC31 24UEEC32	Any one 1. Principles of Marketing 2. Economics of Tourism	3	3	3	25	75	100
Part IV SEC – IV	24USEC31 24USEC32	Any two 1. Entrepreneurial Economics	2 2	2 2	3 3	25 25	75 75	100 100
Part IV SEC – V	24USEC33	2. Economics of Transportation 3. Principles of Management						
Part IV	24UYOG31	Yoga, Culture & Heritage	2	2	1.5	25	75	100
		Total	24	30				
SEC-Skill Enhancement Course						CIA- Continuous Internal Assessment		
EC –Elective Course						ESE- End Semester Examination		

Course Structure
(For the Students admitted from the academic year 2024 – 25 onwards)
Second Year – Semester- IV
UG B.A., Economics

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part I	24ULTL41	Tamilum Ariviyalum	3	6	3	25	75	100
Part II	24ULEN41	General English IV	3	6	3	25	75	100
Part III Core - VII	24UMEC41	Macro Economic Analysis	5	5	3	25	75	100
Part III Core - VIII	24UMEC42	Indian Economy	4	4	3	25	75	100
Part III EC - IV	24UEEC41 24UEEC42	Any one 1. Research Methods in Economics 2. Health Economics	3	3	3	25	75	100
Part IV SEC - VI SEC - VII	24USEC41 24USEC42 24USEC43	Any Two 1. Modern Banking and Insurance 2. Rural Economics 3. Marketing Management	2 2	2 2	3 3	25 25	75 75	100 100
Part IV	24UEVS41	Environmental Studies	2	2	3	25	75	100
Part V	24UEA41	NCC/NSS/YRC/SP ORTS	1	-	-	-	-	100
		Total	25	30				
SEC-Skill Enhancement Course						CIA- Continuous Internal Assessment		
EC –Elective Course						ESE- End Semester Examination		

Course Structure
Third Year – Semester – V
UG B.A. Economics

(With effect from the academic year 2024 – 2025 onwards)

Semester V	Course Code	Title of the Course	Credit	Hours / Week	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Core - IX	24UMEC51	Monetary Economics	4	5	3	25	75	100
Core - X	24UMEC52	Fiscal Economics	4	5	3	25	75	100
Core - XI	24UMEC53	Industrial Economics	4	5	3	25	75	100
Project Core - XII	24UMECP1	Project with Viva Voce Project (Group)	4	5	3	50	50	100
EC - V Any One	24UEEC51 24UEEC52	1. Tamil Nadu Economy 2. Managerial Economics	3	4	3	25	75	100
EC - VI Any One	24UEEC53 24UEEC54	1. Operations Research 2. Gender Economics	3	4	3	25	75	100
Part IV Training	24UINT51	* Internship	1	-	3	50	50	100
Part V	24UPDT51	Personality Development	2	2	3	25	75	100
		TOTAL	25	30				

SEC-Skill Enhancement Course **CIA- Continuous Internal**
Assessment EC –Elective Course **ESE- End Semester Examination**

***Internship – course duration - 7 to14 days (Report should be submitted & Viva Voce will be conducted for the report which is equivalent to the Project Viva – Voce).**

**Course Structure for Arts Stream
Third Year – Semester – VI
UG B.A. Economics**

(With effect from the academic year 2024 – 2025 onwards)

Semester VI	Course Code	Title of the Course	Credit	Hours/Week	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Core - XIII	24UMEC61	International Economics	4	6	3	25	75	100
Core - XIV	24UMEC62	Development Economics	4	6	3	25	75	100
Part III Core - XV	24UMEC63	Agricultural Economics	4	6	3	25	75	100
EC- VII Any One	24UEEC61 24UEEC62	1. Basic Econometrics 2. Behavioural Economics	4	5	3	25	75	100
EC - VIII Any One	24UEEC63 24UEEC64	1. Financial Markets and Institutions 2. Urban Economics	3	5	3	25	75	100
Part IV	24UTE61	Economics for Competitive Examinations	2	2	3	25	75	100
Part V	24UEA61	Extension Activity	1	-	3	25	75	100
		TOTAL	21	30				
SEC-Skill Enhancement Course Assessment EC –Elective Course		CIA- Continuous Internal ESE- End Semester Examination						

Semester - I Micro Economics

Title of the Course	Micro Economics				
Course Type	CORE I				
Course Code	24UMEC11				
Year	I	Semester	I	Credits	5
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total	
	5	--	--	5	

Learning Objectives

- LO1** - To equip the economic behaviour of individual units of the Society.
- LO2** - To describe the Consumer behavior and Utility analysis
- LO3** - To impart knowledge on Demand and Supply concepts
- LO4** - To identify the relevance of Production and returns to scale of Production
- LO5** - To know the costs and Profit maximization

Unit – I Basic Concepts

Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches - Inductive and Deductive Approaches-Consumers and Firms – Decision Making–Rationality: Self-Interest– Trade –offs.

Unit – II Utility Analysis

Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi - Marginal Utility - Indifference Curves – Properties– Marginal Rate of Substitution- Budget Line – Price and Substitution Effects- Optimal Consumer Choice.

Unit – III Demand and Supply Analysis

Demand – Types of Goods -Law of Demand – Determinants –Exceptions – Giffen Paradox– Veblen Effect. Elasticity of Demand: Types - Engel’s Law. Supply – Law of Supply– Determinants – Elasticity of Supply and its Types-Market Equilibrium – Consumer Surplus and Producer Surplus

Unit – IV Production Analysis

Production Function–Law of Variable Proportions-Laws of Returns to Scale-Iso- quants- Types of Production Function–Cobb Douglas and Constant Elasticity of Substitution (CES) Production Function –Economies and Diseconomies of Scale

Unit – V

Cost and Revenue Concepts

Costs – Fixed and Variable Costs- Average, Marginal, and Total Costs–Short Run and Long Run Costs–Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue – Relationship between AR, MR and Elasticity of Demand-Profit Maximization Rule.

Text books

1. Robert Pindyck and Daniel L. Rubinfeld, (2001) Micro Economics, Macmillan
2. Hal R. Varian (2004), Intermediate Micro Economics (East-West Press: New Delhi)
3. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
4. Ahuja H.L (2016) Principles of Microeconomics, S. Chand
5. Timothy Taylor, Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services.

Reference Books

1. Koutsoyiannis (2003), Modern Micro economics Palgrave Macmillan (UK) 2nd Edition.
2. Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
3. Dwivedi, D.N (2002), Microeconomics: Theory and Applications, 2nd ed., Pearson
4. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)
5. Karl E. Case and Ray C Fair (2007), Principles of Economics, Pearson Prentice Hall Inc Singapore South Asia

Web Resources

1. <http://www.econlib.org/library/enc/microeconomics.html>
2. <https://www.tutor2u.net/economics>
3. <https://www.economicsnetwork.ac.uk/>
4. <https://www.cliffsnotes.com/studyguides/economics/introduction/Microeconomics>
5. <http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf>

Course Outcomes

CO1 - Understand the meaning of basic concepts and the need for the study of Microeconomics.

CO2 - Evaluate the Types of Utility and Consumer Behaviour

CO3 - Acquire knowledge on various market equilibrium, Demand and Supply Functions

CO4 - To understand the meaning of Production Functions

CO5 - To understand the theory of firms, Cost and Revenue

Mapping with Programme Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	3	3	3	3	3	3
C02	3	3	3	3	3	3	3	3
C03	3	3	3	3	3	3	3	3
C04	3	3	3	3	2	3	2	3
C05	2	2	2	2	2	3	2	3
Total	14	14	14	14	13	15	13	15
Average	2.8	2.8	2.8	2.8	2.6	3.00	2.6	3.00

S-Strong (3)

M-Medium (2)

L-Low (1)

Level of Correlation between PSO's and CO's

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	2	2
C02	3	3	2	2	2
C03	3	3	3	3	3
C04	3	3	3	2	2
C05	3	3	3	2	2
Total	15	15	14	11	11
Average	3	3	2.8	2.2	2.2

S-Strong (3)

M-Medium (2)

L-Low (1)

Statistics for Economics I

Title of the Course	Statistics for Economics I				
Course Type	Core II				
Course Code	24UMEC12				
Year	I	Semester	I	Credits	5
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	5

Learning Objectives

LO1 - To impart the knowledge of data collection.

LO2 - To teach students Collection, Classification, Analyzing and Presentation of data.

LO3 - The course will mainly emphasize the different statistical methods.

LO4 - To draw measurement of Dispersion and its applications

LO5 - To bring awareness on the aspects of statistics namely, correlation and regression, probability and distributions and index numbers.

Unit – I Introduction and Collection of Data

Definition - Nature and Scope of Statistics – Importance and Limitations of Statistics – Data Collection – Sources of Secondary Data - Primary and Secondary Data – Methods of Collecting Primary Data – Questionnaire.

Unit – II Classification and Presentation of Data

Classification and Tabulation of Data - Types - Frequency Distribution - Cumulative Frequency Distribution - Class Interval. Diagrams - General Rules for Constructing Diagrams - Types of Diagrams - Histogram - Frequency Polygon – Curve - Lorenz Curve - O give

Unit – III Measures of Central Tendency

Measures of Central Tendency- Requisites of a Good Average– Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.

Unit – IV Measures of Dispersion

Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation --Skewness and Kurtosis.

Unit – V

Correlation and Regression Analysis

Meaning - Definition and Types of Correlation - Methods of Studying - Karl Pearson's Co-efficient of Correlation - Rank Correlation - Regression - Meaning - Regression Equation X on Y and Y on X - Difference between Regression and Correlation.

Text books

1. Gupta.S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.
2. Sancheti. D.C and Kapoor V.K (2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi.
3. Dr. T.K.V. Iyengar, Dr.B. Krishna Gandhi S. Ranganantham, Dr. M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.
4. Prof S.G. Vekatachalapathy and Dr. H.Premraj (2018) Statistical Methods Margham Publications.
5. Dominick Salvatore and Derrick Reagle, Theory and problems of Statistics and Econometrics, Mc Graw Hill, (2002)

Reference Books

1. Saxena H.C, (2016) Elementary Statistics, S Chand and Company New Delhi.
2. ElhanceD.N, (2004), Fundamentals of Statistics Kitab Mahal, New Delhi
3. ManoharanM (2010), “StatisticalMethods”,Palani Paramount Publications, Palani.
4. R.S.N. Pillai and V. Bagavathi(2010),Statistics, Sultan Chand and Sons, New Delhi
5. Dr.S.Sachdeva(2014)Statistics –Lakshmi Narain Agarwal.

Web Resources

1. <https://www.cuemath.com/data/statistics/>
2. <https://stattrek.com/statistics/resources>
3. <https://testbook.com/learn/maths-mean-median-mode/>
4. <https://www.statistics.com/>
5. <https://thisisstatistics.org/students/>

Course Outcomes

CO1 - Understand the overview of statistics and basic knowledge of Statistical tools

CO2 - Differentiate Types of Data and its Classification

CO3 - Explain the concept of Averages and its application

CO4 - Know the concept of Dispersion and its application

CO5 - Calculate Correlation and estimate value using Regression

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	3	2	2	2	3	3	3	3
Total	15	14	14	14	14	15	14	15
Average	3.00	2.8	2.8	2.8	2.8	3.00	2.8	3.00

S-Strong (3)

M-Medium (2)

L-Low (1)

Level of Correlation between PSO's and CO's

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	15	15	15	15	15
Average	3	3	3	3	3

S-Strong (3)

M-Medium (2)

L-Low (1)

Fundamentals of Management

Title of the Course	Fundamentals of Management				
Course Type	Elective I				
Course Code	24UEEC11				
Year	I	Semester	I	Credits	3
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total	
	4	--	--	4	

Learning Objectives

LO1 - To provide students with the basic concepts of Management.

LO2 - The student understands Techniques and Process of decision making.

LO3 - To analyze the Organizational Levels in an Organization

LO4 - To describe the Motivation and Satisfaction and its elements

LO5 - To know the importance of Quality Checks.

Unit – I Introduction

Meaning- Definition – Importance – Scope- Characteristics Management- Principles of management

Unit – II Planning

Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

Unit – III Organizational Levels

Types of Business Organizations– Structure- Span of Control– Departmentalization - Selection, Training and Development, Performance Management, Career Planning, and Management

Unit – IV Directing

Creativity and Innovation – Motivation and Satisfaction – Organization Culture– Elements and Types of Culture – Managing Cultural Diversity.

Unit – V

Controlling

Process of Controlling – Types of Control – Budgetary and non- budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control – Maintenance Control–Quality Control– Planning Operations.

Text books

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, (2011)“Fundamentals Of Management”7thEdition,PearsonEducation
2. Tripathy PC & Reddy PN, (1999) “Principles of Management”, Tata McGraw Hill
3. Pillai R.S.N and Kala.S (2013) Principles and Practice of Management S. Chand &Co and Company.
4. Ricky Griffin, “Fundamentals of Management”, Cengage Learning, (2016)
5. Pardeep Kumar and Amanjot Sachdeva, “Fundamentals of Management”, S.Chand Publishing, (2012)

Reference Books

1. Dr. C.B. Gupta and Dr. Shruti Mathur (2022) Management Principles and Applications, Scholar Tech Press
2. Neeru Vasisth and Vibhuti Vasishth (2019) Principles of Management Text & Cases, Taxman Publication
3. R.C Bhatiya, “Fundamentals of Management”, S. K Kataria & Sons, 2013
4. L.M Prasad, “Principles and Practice of Management, 2021
5. Dr. N. Mishra and Dr. O.P. Gupta, “Fundamentals of Management”, SBPD Publishing House, 2022

Web Resources

1. <http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf>
2. <https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-of-management-introduction- and-concepts/>
3. <https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf>
4. <https://in.sagepub.com/en-in/sas/journal-of-management/journal201724>
5. <https://www.managementstudyhq.com/evolution-management-thought-theories.html>

Course Outcomes

CO1 - Understand the foundations and importance of Management

CO2 - Demonstrate an understanding of Planning

CO3 - Analyze the organizational levels and Process of selection

CO4 - Discuss the relevance of Organizational Culture

CO5 - Examine the importance of quality control

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3
CO5	3	2	3	2	3	2	3	3
Total	15	14	15	14	14	14	15	15
Average	3.0	2.8	3.0	2.8	2.8	2.8	3.0	3.00

S-Strong (3)

M-Medium (2)

L-Low (1)

Level of Correlation between PSO's and CO's

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	3
CO3	3	3	3	2	3
CO4	3	3	2	2	2
CO5	3	3	3	3	3
Total	15	15	14	11	13
Average	3	3	2.8	2.2	2.6

S-Strong (3)

M-Medium (2)

L-Low (1)

Introduction to sociology

Title of the Course	Introduction to sociology				
Course Type	Elective I				
Course Code	24UEEC12				
Year	I	Semester	I	Credits	3
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	4

Learning Objectives	
LO1	To understand the nature and scope of Sociology and its development
LO2	To identify the origin and development of Sociology and its basic concepts
LO3	To evaluate stages and agencies of socialization
LO4	To understand social stratification and its determinants
LO5	To know the social change, evolution and revolution

Unit	Contents
I	Introduction Definition – Nature and Scope of Sociology –Origins and development of Sociology Founding fathers and their contributions: Auguste Comte, Herbert Spencer, Karl Marx, Emile Durkheim and MaxWeber – Sociology and other social sciences
II	Basic Concepts of Sociology Society, Community, Institutions, Association, Social Structure, Status – Role, Norms, and Values; Folkways and Mores, Associative and Dissociative processes–Cooperation- Assimilation-Accommodation- Competition and Conflict
III	Individual and Society Individual and Society Socialization Stages and Agencies of Socialization Types of Group– Primary and Secondary Groups, In-Group and Out-group, Reference Group.
IV	Social Stratification Social Stratification: Meaning, Definition and Dimensions–Social mobility and its determinants.
V	Social Change Meaning and Types: Evolution and Revolution, Progress and Development Factors of Social Change-Culture and Civilization.

Textbooks	
1	Bottomore, T.B.(1972).Sociology: A guide to problems and literature. Bombay.
2	Jayaram, N. (1988).Introductory sociology. Madras: Macmillan India.
3	Sachdeva Vidya Bhushan D.R(2020),An Introduction to Sociology, Kitab Mahal
4.	John.J.Macionis,“Sociology”,Pearson,17 th edition,2018
5.	C.NShankarRao,“Sociology:Principles of Sociology with an Introduction to SociologyThought”,S.ChandPublication,2019
Reference Books	
1.	George Allen and Unwin(India).Harlambos, M.(1998).Sociology: Themes and perspectives. New Delhi: Ox ford University Press.
2.	Inkeles,Alex.(1987).Whatissociology?NewDelhi:Prentice-HallofIndia.
3.	Johnson,HarryM.(1995).Sociology:Asystematicintroduction.NewDelhi: Allied Publishers.
4.	Bhende, A. and T. R .Kanitkar(1982),Principles of Population Studies, Himalaya Publishing House, Bombay.
5.	Bogue ,D.J.(1969),Principles of Demography, John Wiley, New York
Web Resources	
1.	https://data.worldbank.org/indicator/SP.POP.TOTL
2.	https://www.iom.int/
3.	https://libguides.humdolt.edu
4.	https://openstax.org/books/introduction-sociology-3e/
5.	https://www.sociologygroup.com/important-books-free-notes-sociology-optional/

Course Outcomes	
CO No	On completion of this course, students will be able to
1	Understand the contributions of sociologists in the field of sociology
2	Understand the basic aspects of Sociology
3	Examine the impact to find individuals, groups and Society
4	Understand the dimensions of social stratification
5	Analyze and design Policy for social change

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	2	3	3	2	3	2	3	3
Total	14	14	14	14	14	15	14	15
Average	2.8	3.00	3.00	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	3	2
CO3	2	3	3	3	2
CO4	3	3	2	3	3
CO5	3	3	3	3	2
Total	15	15	14	15	11
Average	3	3	2.8	3	2.2

S-Strong-3 M-Medium-2 L-Low-1

Demography

Title of the Course	Demography				
Course Type	Skill Enhancement Course				
Course Code	24USEC11				
Year	I	Semester	I	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives

LO1 - To understand the meaning and scope of Demography

LO2 - To discuss the basic concepts of demographic measurements.

LO3 - To describe the concepts of Urbanisation and Migration

LO4 -To evaluate the international aspects of Population growth and tis environment

LO5 -To analyse the trends in Population policy in India

Unit – I Introduction

Meaning-Scope of Demography – Components of Population Growth–Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.

Unit – II Birth Rate, Death Rate and Fertility

Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Crude Birth and Death Rate-Age Specific Birth and Death Rates – Standardized Birth and Death Rates – Fertility –Total Fertility Rate – Gross Reproduction Rate Net Reproduction Rate

Unit – III Migration and Urbanisation

Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration.

Unit – IV Population Trends

Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries– Age Pyramids and Projections.

Unit – V Human Capital Development

Education, skill development, health and nutrition, employment, gender and human capital, technology and digital skilling, government investment in health and education, and sustainable development

Text books

1. Jhingan, M.L, B.K. Bhatt, J.N. Desan (2003) Demography, Vrinda Publications, New Delhi
2. Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.
3. Jennifer Hickes Lundquist, Douglas L. Anderton and David Yaukey, “Demography: The Study of Human Population”, Wave land Press Inc, 2015
4. Dudley L. Poston, Jr. and Leon F. Bouvier, “Population and Society: An Introduction to Demography”, Cambridge University Press, 2015
5. Richard. K Thomas, “Concepts, Methods and Practical Applications in Applied Demography”, Springer, 2018

Reference Books

1. Agarwala S. N. (1985), India’s Population Problem, Tata McGraw-Hill, Bombay.
2. Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
3. Bogue, D.J. (1969), Principles of Demography, John Wiley, New York
4. Sarah Harper (2018), Demography: Avery Short Introduction, Oxford Press 2018.
5. Peter R. Cox, Demography-5th Edition, Cambridge University Press

Web Resources

1. <https://data.worldbank.org/indicator/SP.POP.TOTL>
2. <https://www.iom.int/>
3. <https://censusindia.gov.in>
4. <https://www.nationalgeographic.org/encyclopedia/demography/>
5. <https://www.nature.com/scitable/knowledge/library/introduction-to-population-demographics-83032908/>

Course Outcomes

CO1 - Describe the various theories of Population Growth

CO2 - Understand Demographic Indicators

CO3 - Assess the causes and impact of Migration on rural-urban population distribution

CO4 - Analyse the major demographic trends and their determinants

CO5 - Evaluate Population Policy of India and recent trends.

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	3	3	3	2	3	2	3	3
Total	15	14	15	14	14	15	14	15
Average	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong (3)

M-Medium (2)

L-Low (1)

Level of Correlation between PSO's and CO's

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	2
CO3	3	3	3	3	3
CO4	3	2	2	3	3
CO5	3	3	3	3	3
Total	15	14	14	13	13
Average	3	2.8	2.8	2.6	2.6

S-Strong (3)

M-Medium (2)

L-Low (1)

Principles of Commerce

Title of the Course	Principles Of Commerce				
Course Type	Skill Enhancement Course				
Course Code	24USEC12				
Year	I	Semester	I	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives

LO1 - To explain the basic principles of commerce to the students

LO2 – To discuss the concepts of Banking and Insurance.

LO3 – To describe the advertisement to the students.

LO4 – To evaluate the sources of finance.

LO5 – To analyse the principles of management.

Unit I: Fundamentals of Commerce

Fundamentals of commerce – Forms of Business Organizations – Sole Proprietorship, partnership, company, cooperative, public and joint enterprises – Business combinations – Types – causes and control of Monopoly Concentration.

Unit II: Banking and Insurance

Banks – kinds – RBI – Structure – Objectives – functions – management – evaluation – SBI – functions – Cooperative Banks – Commercial Banks – Other Banks – Life Insurance – Fire – Marine – Deposit Insurance – Insurance against theft and loss.

Unit III: Advertisement

Advertisement – importance – Media – Merits and demerits of media – wholesale and retail business – General and Special shops – Chain Stores – Multiple shops – Mail Order sales – Departmental Stores – super market – A to Z shops.

Unit IV: Finance

Finance – Working Capital and Fixed Capital – Shares and Debentures – Public Deposits – Ploughing back to profits – location of industries – balanced regional development.

Unit V: Principles of Management

Scientific management – Management Process – Planning – Organization – Staffing – direction – coordination – control – professionalization of management in India.

References Book

1. Sivayya, K.V. and Das, V.B.M. (1990), Indian Industrial Economy, Sultan Chand & Company Ltd, New Delhi.
2. Bhushan, Y.K. (2010), Fundamentals of Business Combinations and Management, Sultan Chand & Sons, New Delhi.
3. Shukla, M.C. (2006), Business Organisation and Management, Sultan Chand & Company Ltd, New Delhi.
4. Gupta, C.B. (2012), Business Organisation and Management, Sultan Chand & Sons, New Delhi.
5. Yogendra Prasad Verma, (2008), Elements and Organisation of Commerce, Sultan Chand & Company Ltd, New Delhi.

Course Outcomes

CO1 - Describe the various theories of Population Growth

CO2 - To understand the Concept of age and sex structure.

CO3 - Assess the causes and impact of Migration on rural-urban population distribution

CO4 - Analyse the major demographic trends and their determinants

CO5 - Evaluate Population Policy of India and recent trends.

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	3	3	3	2	3	2	3	3
Total	15	14	15	14	14	15	14	15
Average	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong (3)

M-Medium (2)

L-Low (1)

Level of Correlation between PSO's and CO's

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	2
CO3	3	3	3	3	3
CO4	3	2	2	3	3
CO5	3	3	3	3	3
Total	15	14	14	13	13
Average	3	2.8	2.8	2.6	2.6

S-Strong (3)

M-Medium (2) L-Low (1)

Text books

1. Korlahalli, J.S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.
2. Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.
3. Raymond Lesikar and John Pettit, Jr. (2016) Report Writing for Business McGraw Hill Education
4. Scott McLean, “Business Communication for Success”, Flat World Knowledge, 2010
5. Virander K. Jain, “Business Communication”, S. Chand Limited, 2008

Reference Books

1. Kumar, R. (2010). Basic Business Communication. Excel Books India.
2. Bovee, C.L. (2008). Business Communication today. Pearson Education India
3. Lesikar, R.V., & Pettit, J.D. (1989). Business communication: Theory and application. Irwin Professional Publishing.
4. Mary Ellen Guffy and Dana Loewy (2012) Essentials of Business Communication Cengage Learning
5. C.B. Gupta (2019), Essentials of Business Communication Cengage Learning India Pvt. Ltd

Web Resources

1. https://www.managementstudyguide.com/business_communication.htm
2. <https://studiousguy.com/business-communication/>
3. <https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills>
4. <https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php>
5. <https://www.mindtools.com/page8.html>

Course Outcomes

CO1 - Understand the basics of Communication and its process, elements, and its importance.

CO2 - Acquire Communication skills.

CO3 - Apply the art of writing Business Letters

CO4 - Use appropriate technology for business presentations and digital Communication and write E-mails in a structured pattern.

CO5 - Employ the art of report preparation

Mapping with Programme Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	3	3	3	2	3	2	3	3
Total	15	14	15	14	14	15	14	15
Average	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong (3)

M-Medium (2)

L-Low (1)

Level of Correlation between PSO's and CO's

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	2	2
CO5	3	2	3	4	3
Total	15	14	13	15	14
Weighted percentage of Course Contribution to PSOs	3	2.8	2.6	3	2.8

S-Strong (3)

M-Medium (2)

L-Low (1)

Semester - II

Micro Economic Analysis

Title of the Course	Micro Economic Analysis				
Course Type	Core - III				
Course Code	24UMEC21				
Year	I	Semester	II	Credits	5
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	5

Learning Objectives	
LO1	To equip the students to gain Knowledge on the Market Structures
LO2	To analyse the Monopoly and price discrimination in the market
LO3	To probe the Monopolistic and Oligopoly competitions and its operation
LO4	To enrich the students about the Theories of Distribution
LO5	To understand the concepts of Welfare Economics

Unit	Contents
I	Perfect Competition Features of Perfect Competition–Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition-Time Element Analysis.
II	Monopoly and Price Discrimination Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– Dead Weight Loss -Policies to Control Monopoly–Price Discrimination– First Degree, Second Degree and Third – Degree Price Discrimination– Dumping.
III	Monopolistic and Oligopoly Competition Monopolistic Competition – Features– Product Differentiation– Market Equilibrium and Short Run and Long Run - Barriers to Entry – Group and Industry Equilibrium– Excess Capacity. Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership– Game Theory– Mini max Maxi min – Nash Equilibrium.
IV	Distribution Theory Functional and Personal Distribution Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.
V	Welfare Economics and General Equilibrium Welfare Criteria–Adam Smith– Edge worth– Pareto- Kaldor– Market Failure– Externalities–Walrasian General Equilibrium– Static Properties for Consumption, Production, and Distribution.

Textbooks	
1.	Robert Pindyck and Danie IL. Rubin field,(2001) Micro Economics, Macmillan.
2.	HalR .Varian(2004), Intermediate Micro Economics East – West Press: New Delhi.
3.	Walter Nichols on and Christopher Snyder ,Micro Economic Theory- Basic Principles and Extensions ,Cengage Learning India Pvt, Ltd, 12 th Edition,2016.
4.	Paul Krugmanand Robin Wells ,Micro Economics,WorthPublishers,2020.
5.	Timothy Taylor ,Steven A Greenl awand David Shapiro(2017)Principles of Economics,12 th Media Services.

Reference Books	
1.	Koutsoyiannis(2003),Modern Micro economics, Palgrave Macmillan (UK)2 nd Edition.
2.	Gregory Mankiw (2012),Principles of Micro economics Cengage India.
3.	Case &Fair ,Principles of Economics Myecon lab series 8 th Edn.
4.	Mans field, Edwin and Yohe ,Gary(2010):Microeconomics 4 th ed, Viva- Norton Indian Edition
5.	Ferguson C.E.(1970),Micro Economic Theory,(Homewood, U.S.A)

Web Resources	
1.	https://open.umn.edu/opentextbooks/subjects/economics
2.	https://global.oup.com
3.	https://www.economicsnetwork.ac.uk
4.	https://edge.sagepub.com/sextonmicro8e
5.	https://www.aeaweb.org/resources/students

Course Outcomes

CO No	On completion of this course, students will be able to
CO 1	Understand the equilibrium conditions in Perfect Competition.
CO 2	Analyze the equilibrium conditions under Monopoly Market Structure.
CO 3	Describe the Market Equilibrium under Monopolistic and Oligopoly Market.
CO 4	Know the importance of theories of Distribution.
CO 5	Evaluate the aspects of Welfare Economics and General Equilibrium.

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	2	3	2	3	3	2	3	3
Total	14	15	14	15	14	14	14	15
Average	2.8	3.00	2.8	3.00	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	2	2
CO3	3	3	3	2	3
CO4	3	3	3	2	2
CO5	3	3	3	3	3
Total	15	15	15	12	12
Average	3	3	3	2.4	2.4

S-Strong-3 M-Medium-2 L-Low-1

Statistics for Economic Analysis and Practices

Title of the Course	Statistics for Economic Analysis and Practices				
Course Type	Core - IV				
Course Code	24UMEC22				
Year	I	Semester	II	Credits	5
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	5

Learning Objectives	
LO1	To understand the various methods of Index numbers and its applications
LO2	To analyse the components and measurement of Time Series data
LO3	To know the theories of Probability and its applications
LO4	To probe the Research design and Sampling methods
LO5	To acquire knowledge on the application of test of Hypotheses in Research

Unit	Contents
I	Index Numbers Index Numbers – Methods – Un weighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed based Index Numbers–Test of Adequacy of Index Numbers – Wholesale Price Index–Consumer Price Index–Cost of Living Index.
II	Time Series Analysis Definition– Components and Measurement–Graphic Method- Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis.
III	Theory of Probability Key Concepts of Probability – Importance – Theorems of Probability: Addition, Multiplication and Bayes 'Theorem- Discrete and Continuous Random Variables – Theoretical Distributions – Binomial, Poisson and Normal – Properties- Uses and Applications.
IV	Sampling Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non – Random Sampling-Size of Sample–Merits and Limitations of Sampling – Sampling and Non-Sampling Errors.
V	Testing of Hypothesis Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis–Test: Null and Alternative Hypothesis – Type-I and Type –II Errors–'t' Test – Paired 't'-test–Chi– Square test , 'F 'test– Analysis of Variance – One way and Two-way ANOVA.

Textbooks	
1	S.P Gupta,(2017)“Statistical Methods”, Sultan Chand& Sons.
2	Anderson ,Sweeney and Williams(2012),“Statistics for Business and Economics Cengage,2012.
3	Pillai R.S.N.& BagavathiV(2012),“Statistics: Theory and Practice” S. Chand & Company Ltd .New Delhi.
4.	Dr. T. K. V. Iyengar, Dr .B. Krishna Gandhi S. Ranga nantham ,Dr. M.V.S.S.N Prasad, Probability and Statistics, S. Chand and Co, 2020.
5.	Prof S.G. Vekatachalapathy and Dr. H. Premraj (2018)Statistical Methods Margham Publications.

Reference Books	
1.	Ander son ,David Ray, “Statistics for Business and Economics”, South- Western Pub,2001.
2.	Sancheti and Kapoor, Statistics,(2015)Sultan & Sons New Delhi.
3.	Gupta S. C. Statistical Methods (2015)Sultan & sons New Delhi.
4.	MongaG.S.“MathematicsandStatisticsforEconomics”(2001), VikasPublishing House Pvt. Ltd New Delhi.
5.	Dominic k Salvatore and Derrick Reagle, Theory and problems of Statistics and Econometrics ,Mc Graw Hill,(2002)

Web Resources	
1.	https://stattrek.com/statistics/resources
2.	https://www.cuemath.com/data/f-test/
3.	https://www.statistics.com/
4.	https://thisisstatistics.org/students/
5.	https://oli.cmu.edu/courses/probability-statistics-open-free/

Course Outcomes

Co No	On completion of this course, students will be able to
Co 1	Gain Knowledge on the Index Numbers
Co 2	Analyze the importance of Time Series Data and its measurement
Co 3	Understand the concept of Probability
Co 4	Identify the various Sampling Methods
Co 5	Acquire Knowledge on Hypothesis Testing

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	2	2	2	3	2	3	3
Total	15	14	14	14	14	14	14	15
Average	3.00	2.8	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3

M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	15	15	15	15	15
Average	3	3	3	3	3

S-Strong-3

M-Medium-2

L-Low-1

Introduction to E-Commerce

Title of the Course	Introduction to E-Commerce				
Course Type	Elective - II				
Course Code	24UEEC21				
Year	I	Semester	II	Credits	3
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	4

Learning Objectives	
LO1	To learn the nature and concepts of E-commerce in India
LO2	To understand the various business models for E-Commerce and its uses
LO3	To analyse the Various online business transactions and its applications
LO4	To explain the E-Promotion and consumer protection and its latest amendments
LO5	To update the students on various methods of E-payment systems and its risks.

Unit	Contents
I	Introduction Meaning – Nature – Concepts – Advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E- Commerce in India.
II	Business Models for E-commerce E-commerce Models - Business-to-Business (B2B) – Business– to-Consumer (B2C) – Consumer-to-Consumer (C2C) - Consumer-to-Business(C2B)-Direct to Customer(D2C)– Peer- to-Peer(P2P)-Brokerage Model –Aggregator Model.
III	Online Business Transactions E-Commerce Applications in Various Industries- Banking, Insurance, Payment of Utility Bills- Online Marketing /E- Tailing (Popularity, Benefits, Problems and Features) -Online Services (Financial, Travel And Career)/ Auctions, Online Portal, Online Learning–Publishing and Entertainment –Online Shopping

IV	<p>E-Promotion and Consumer Protection E-Advertising techniques: Banners, Sponsorships, Portals, and Online coupons-Role of Influencers in Social Media- Marketing- Porters Value Chain Model- E- Commerce and consumers-Consumer Protection(E-Commerce)Rules2020and Latest Amendments</p>
V	<p>E-Payment System Models and Methods of e-Payments (Debit Card, Credit Card, Smart Cards, e-money) - Digital Signatures (procedure, working and legal position) - Payment Gateways - Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer – Automated Clearing House-Automated Ledger posting – Risks involve dine-payments</p>

Textbooks	
1	Bajaj K. K and Debjani Nag(2017),E-commerce, Mc Graw Hill Education
2	Chhabra T. N, Suri and Sanjiv Varma(2005)E-Commerce ,Dhanpat Rai&Co
3	Dr.K.AbiramiDeviandDr.M.Alagammal,“E-Commerce”,Margaham Publication,
4	Amir Man zoor, “E- Commerce: An Introduction”, Lambert Academic Pubishing,2010
5	Dr. ShivaniArora, “E-Commerce”, TaxmannPublishing,2017

Reference Books	
1.	Pandey(2013)Ecommerce and its Applications ,S. K. Kataria & Sons
2.	Kenneth C.L audon and Carlo Guercio Traver(2020),E-Commerce, Pearson Education.
3.	Pralok Gupta (2020)E-commerce in India: Economic and Legal Perspectives, SAGE Publications India Pvt Ltd
4.	DavidWhitley(2017)E- Commerce:Strategy,TechnologiesandApplications,
5.	JosephP.T.,S.J(2019)“E-Commerce:AnIndianPerspective”PHILearningPvt. Ltd.

Web Resources	
1.	https://ecommerce-platforms.com/resources
2.	https://ecommerceguide.com
3.	https://www.bigcommerce.com/resources/
4.	https://www.cloudways.com/blog/top-ecommerce-websites/
5.	https://www.indiafilings.com/learn/how-to-start-an-ecommerce-business-in-india/

Course Outcomes

CO No	On completion of this course, students will be able to
CO1	Understand the pros & cons of E-commerce.
CO2	Analyze the various models of E-commerce.
CO3	Understand the online business transaction and their impact on related service providers.
CO4	Understand the e- marketing mix and be familiar with consumer protection.
CO5	Know the mechanism of E-payment and its operations.

Mapping with Programme Outcomes

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3	3
CO 5	2	2	3	3	3	2	3	3
Total	14	14	15	15	14	14	15	15
Average	2.8	2.8	3.0	3.0	2.8	2.8	3.0	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	2
CO3	3	2	2	3	3
CO4	3	2	2	3	3
CO5	3	2	2	3	3
Total	15	12	12	14	14
Average	3	2.6	2.6	2.8	2.8

S-Strong-3 M-Medium-2 L-Low-1

History of Economic Thought

Title of the Course	History of Economic Thought				
Course Type	Elective - II				
Course Code	24UEEC22				
Year	I	Semester	II	Credits	3
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	4

Learning Objectives	
LO1	To explain the nature and scope of economic thought and its principles
LO2	To understand the classical Economists ideology and theory of Marx
LO3	To know the Keynesian revolution and its analysis
LO4	To build the Marginalism Revolution and its operations
LO5	To describes the thoughts of various Nobel Laureates in Economics

Unit	Contents
I	Pre-Classical Thought Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism- Main Principles – Important Mercantilists- Physiocracy - Main concepts - Important Physiocrats
II	Classical Economists and Karl Marx Adam Smith- Division of Labour- Theory of Value- Laissez Faire- Canons of Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of Trade- Malthus-Theory of Population – Theory of Gluts– Karl Marx-Theory of Surplus Value-Breakdown of the Capitalist System
III	Neo-Classical and Institution a list Thought The Marginal list Revolution- Marshall: Value and Role of Time – Marginal Utility and Consumer’s Surplus – Distribution – Marshallian Concepts – Representative Firm, Economies of Scale, Quasi-Rent- Institutional Economics – Veblen – Mitchell – J.R.Commons.
IV	Keynesian Revolution and Modern Thought Keynes – Psychological law of Consumption- Effective Demand- Theory of Employment- Schumpeter’s Theory of Innovation- Hicks Theory of Trade Cycle- New Keynesian Economics- New Classical Economics –Rational Expectation Hypothesis.

V	Nobel Laureates in Economics and Indian Economic Thought Nobel Laureates in Economics– Paul A Samuelson– Kuznets – Hicks– Myrdal–Milton Friedman– Recent Nobel Laureates (Last Three Years)- Indian Economic Thought –Dadabhai Naoroji – Mahatma Gandhi-B.R. Ambedkar – Amartya Sen Sen’s Capability Approach– Poverty and Inequality.
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Textbooks	
1	Lok anathan, V ,History of Economic Thought, S Chand &Co Ltd.
2	Bhatia ,H.L.(2018), History of Economic Thought, S Chand &Co Ltd.
3	Srivastava S.K(2002)History of Economic Thought, S .Chand Publication.
4	M.L Jhingan , M. Girija ,L. Sasikala “History of Economic Thought” 3rd Edition, VirndaPublication2014.
5	R. R. Paul “History of Economic Thought”, Kalyani Publisher,2018.

Reference Books	
1.	Amartya Sen (1982), Welfare and Measurement, Oxford University Press, New Delhi.
2.	Gandhi ,M .K.(1938),Economics of Village Industries, Navjivan Publishers, New Delhi.
3.	T.N. Hajela ,(2015),HistoryofEconomicThoughtAneStudentsE dition18 th Edition.
4.	Gideand Rist,(2014),A History of Economic Doctrines, Nabu Press.
5.	V. Lokanathan (2009)“A History of Economic Thought: S. Chand & Co Limited.

Web Resources	
1.	https://www.hetwebsite.net/het/
2.	https://thoughteconomics.com/
3.	https://www.nobelprize/economic-sciences/
4.	https://www.aeaweb.org/resources/students
5.	https://sites.google.com/site/maeconomicsku/home

Course Outcomes

CO No	On completion of this course, students will be able to
CO1	Acquire knowledge on the subject matter of History of Economic Thought.
CO2	Understand the contributions of the Classical ideas of Economics.
CO3	Describe Neo Classical and Institutional Economic ideas
CO4	Examine the Keynesian School and Modern Economic ideas
CO5	Understand the contribution of Nobel Laureates and Indian Economic ideas

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3	3
CO 5	2	2	2	2	3	2	3	3
Total	14	14	14	14	14	14	15	15
Average	2.8	2.8	2.8	2.8	2.8	2.8	3.00	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	2
CO3	3	3	3	3	3
CO4	3	3	2	2	2
CO5	3	3	3	3	3
Total	15	15	14	12	12
Average	3	3	2.8	2.6	2.6

S-Strong-3 M-Medium-2 L-Low-1

Economics for Investors

Title of the Course	Economics for Investors				
Course Type	Skill Enhancement Course - II				
Course Code	24USEC21				
Year	I	Semester	II	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives	
LO1	To understand concepts of Saving and Investments
LO2	To probe the various Investment a venues and its applications
LO3	To acquire knowledge on various investment markets and its features
LO4	To know the economic fundamentals and the Business Environment
LO5	To understand various investment methods and its strategies

Unit	Contents
I	Introduction Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role
II	Investment Avenues Traditional Investment – Cash, Deposits, Gold, Silver, Commodities and Real Estates. Modern Investment – Direct Investment – Portfolio Investment -Insurance - Mutual Funds -Traded Funds.
III	Investment Markets Capital Market –Share Market–Primary and Secondary– Bond Markets- Money Market– Metal Market- Commodities Markets–Foreign Exchange Market- Hedging- Futures and Options

IV	Economic fundamentals for Investors Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic, Political And Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange-Global Recession - Oil Market War Between Countries
V	Investment Methods and Strategies. Cash Flow – Capital Gain–Risk Rewarding Asset Accumulation- Risk Distribution – Asset Management.

Textbooks	
1	Ken McElroy,(2004)The ABC so Real Estate Investing, Hachette Book Group USA
2	Esme Faerber (2013),All about Stocks, Tata M Graw Hill, New Delhi
3	ChristopherD.Piros,JeraldE.Pinto(2013),“EconomicsforInvestmentDecision Makers :Micro, Macro, and International Economics, Workbook”, Wiley, 2013
4.	John Calverley,“The Investor's Guide to Economic Fundamentals”, Wiley, 2003
5	Howards Marks, Mastering the Market Cycle: Getting the Odd son You rSide ”, John Murray Press, 2018

Reference Books	
1.	Robert T. K yosaki ,(2014)Guide to Investing Business Plus ISBN:9780446589161
2.	Benjamine Graham(1949),The Intelligent Investor, Harper& Brothers
3.	Mary Buffett and David Clark (2002),The New Buffettology (Simon and Schuster)
4.	John C Bogle (2017)The Little Book of Common Sense Investing :The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications
5.	William J. O’Neil(2009)How to Make Money in Stocks A Winning System in Good Times and Bad, Fourth Edition Mc Graw Hill Education

Web Resources	
1.	https://www.capitalmarket.com/
2.	https://www.icmagroup.org/
3.	https://www.nseindia.com
4.	https://www.stockbrokers.com/guides/beginner-investors
5.	https://www.nasdaq.com/articles/10-best-stock-trading-websites-for- beginners

Course Outcomes

CO No	On completion of this course, students will be able to
CO1	Describe the types and importance of savings and investments.
CO2	Explain the available investment a venues
CO3	Understand the operations of different types of investment markets.
CO4	Evaluate the economic fundamentals and information.
CO5	Construct objective enabling investment plans, strategy, evaluate and restructure if required.

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3	3
CO 5	2	2	3	3	3	2	3	3
Total	14	14	15	15	14	14	15	15
Average	2.8	2.8	3.0	3.0	2.8	2.8	3.0	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	2	2
CO3	2	2	3	3	3
CO4	3	3	2	2	2
CO5	2	2	3	3	3
Total	13	13	14	13	12
Average	2.6	2.6	2.8	2.6	2.4

S-Strong-3 M-Medium-2

L-Low-1

Computer Applications in Economics

Title of the Course	Computer Applications in Economics				
Course Type	Skill Enhancement Course - III				
Course Code	24USEC22				
Year	I	Semester	II	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives

LO1	To know the basic concepts of Computer Applications
LO2	To apply the MS office and its basic operations
LO3	To describes the data processing techniques using various MS office operations
LO4	To gain knowledge on application of MS Excel
LO5	To know mathematical and statistical functions for Economic Analysis

Unit	Contents
I	Introduction to Computers Computer and Peripherals: Meaning, Types, Features and Limitations– Basic Components – Input and Output Devices – Primary Memory and Secondary Storage – Computer Software– Types–Malicious Software–Operating Systems: Functions and Types.
II	Msoffice Windows Explorer - MSWord: Basic Operations in Word – Editing– Formatting– Text Creation of Tables and Volumes – MS PowerPoint Presentation- Creating, Opening and Saving Slideshow and Animations - MS Excel: Work Sheet and Work Book- Opening and Formatting.
III	Data Processing Data Processing Techniques using MS Excel: Concept of Data – Record and File – Types of Data – Data Entry – File Handling and Operations– Opening, Appending and Cascading – Closing and Attribute Controls – Data Storage and Retrieval.
IV	Introduction to MS Excel Calculation Operators: Arithmetic Operators– Comparison Operators– Logical Operations- Excel Tool Bars- Formatting of Text, Tables and Graphs.
V	Application of MS Excel in Statistics and Economics Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance- Index Numbers and Growth Rates - Demand Function – Supply Function, Production Function and Consumption Function - Demand for and Supply of Money- Correlation – Regression.

Textbooks	
1	Hem Chand Jain and H. N. Tiwari(2019),Computer Applications In Business, 5 th Edition Tax man Publication.
2	Dhanasekaran . K (2010)Computer Applications in Economics Vrinda Publications.
3	Asthana and Braj Bhushan (2007),Statistics for Social Sciences(with SPSS Applications).
4.	Dan Kookin,“Word for Dummies”,Wiley,2021
5.	Joseph Muller, “Statistical Analysis with Excel forDummies”,Wiley,2008

Reference Books	
1.	Oscar Afonso, Paul o B. Vasconcelos, Computational Economics: A Concise Introduction, Routledge; 1 st Edition
2.	Alexis Leonand Mathews Leon;(2001),Introduction to Computers with Ms - Office2000.McGrawHill Education
3.	Greg Harvey, PhD,(2007)MicrosoftOfficeExcel2007ForDummies ,Wiley Publishing.
4.	Kerns(1992) Essentials of Microsoft Windows, Word and Excel, Prentice Hall
5.	Kavindra Kumar Singh(2014)Computer Applications in Management Dream Tech

Web Resources	
1.	https://www.excel-easy.com/basics.html
2.	https://excelchamps.com/excel-basics/
3.	https://edu.gcfglobal.or/en/topics/excel/
4.	https://trumpexcel.com/learn-excel/
5.	https://www.simplilearn.com/learn-ms-excel-free-training- course-skillup

Course Outcomes

CO No	On completion of this course, students will be able to
CO1	Understand basic components of Computer and its functions.
CO2	Gain knowledge of MS Office.
CO3	Outline data processing techniques of MS Excel.
CO4	Understand basic operation in MS Excel.
CO5	Apply MS Excel in Statistics and Economics.

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3	3
CO 5	3	2	2	3	3	3	3	3
Total	15	14	14	15	14	15	15	15
Average	3.0	2.8	2.8	3.0	2.8	3.0	3.0	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	3	3
CO2	2	2	2	3	3
CO3	2	2	2	3	3
CO4	2	2	2	3	3
CO5	3	3	3	3	3
Total	11	11	11	15	15
Average	2.2	2.2	2.2	3	3

S- Strong-3 M-Medium-2 L-Low-1

Event Management

Title of the Course	Event Management				
Course Type	Skill Enhancement Course - III				
Course Code	24USEC23				
Year	I	Semester	II	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives	
LO1	To equip student son the various facts of Event Management.
LO2	To provide students event management as a career option.
LO3	To understand the committees in managing events and its safety
LO4	To learn about celebrity management
LO5	To know the event management in India and its operations

Unit	Contents
I	Introduction Event Management – Definition –objectives –Classification and Types of Events- Career Options
II	Event Management Strategy Process -Target Audience –Creativity - Purpose – Costs - Event Budget-Network with Suppliers- Creation of Social Media Accounts
III	Committees in Managing Events Organizing Committee- Event Scheduling -Venue Selection- Recruitment of Event Staff- Event Safety- Emergency Planning and Checklist
IV	Celebrity Management Issues and Challenges-Cost Management and Budget Confidentiality- Crowd Management
V	Event Management Industry Event Management Industry in India- Leading Event Management Companies

Textbooks	
1	Lynn Van Der Wagen & Brenda R Carlos Event Management
2	Bhavana Chaudhari Dr. Hoshi Bhiwandi walla(2019)A book of Event Management Kindle Edition, Nirali Prakashan Publishers
3	Alex Genadinik Event planning – management & marketing for successful events, Alex Genadinikpublisher2015
4	Charles Bladen ,James Kennell, Emma Abson and Nick Wilde, “Events Management: An Introduction”,Talyor and Francis, 2017
5	Bernadette Quinn,“Key Concepts in Event Management”, Sage Publication, 2013

Reference Books	
1.	AbhijeethBhattacharje(2020)EventManagement:AzeroInvest mentStartup Business Kindle Edition
2.	William O' Toole(2021)Events Feasibility and Development From Strategy to Operations Rout ledge
3.	Julia Ruther ford Silvers, William O' Toole(2020)Risk Management for Events, Rout ledge
4.	Anukrati Sharma, Shruti Arora(2018)Event Management and Marketing: Theory, Practical Approaches and Planning, Bharti Publications
5.	Allen, J. etal., 2011.Festival & Special event management.5 th edition. John Wiley & Sons: Brisbane

Web Resources	
1.	https://www.careerlauncher.com/rbi-grade-b/wto/
2.	https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf
3.	https://www.bizzabo.com/blog/event-planning-websites/
4.	https://www.tantraa.net/
5.	https://eventplanningblueprint.com/

Course Outcomes

CO No	On Completion of the course, students will be able to
CO1	Understand the growing importance of event Industry
CO2	Analyse the process involved in the event management industry and career Options
CO3	Gain Knowledge on the various Committees Involved
CO4	Review how to manage celebrities
CO5	Examine the Growth process of event management industry in India

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	2	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	2	2	3	3	3	2	3	3
Total	14	13	15	15	14	14	14	15
Average	2.8	2.6	3.0	3.0	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2
CO2	2	2	2	2	2
CO3	2	2	2	2	2
CO4	1	1	1	1	2
CO5	2	2	2	2	2
Total	9	9	9	9	10
Average	1.8	1.8	1.8	1.8	2

S- Strong-3 M-Medium-2 L-Low-1

Semester - III

Macro Economics

Title of the Course	Macro Economics				
Course Type	Core V				
Course Code	24UMEC31				
Year	II	Semester	III	Credits	5
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	5

Learning Objectives	
LO1	To understand the national income and its related concepts
LO2	To analyse the classical theory of full employment and its advantages
LO3	To illustrate the Keynesian under employment theory and its applications
LO4	To evaluate the theories of Consumption and its types
LO5	To acquire knowledge on inflation and its types

Unit	Contents
I	National Income National Income: Definition –Concepts: GDP,GNP and Per Capita Income- National Income Measurement: Expenditure, Income and Value Added Approaches- Real and Nominal GDP – National Income Accounting – GDP Deflator – Green GDP – Happiness Index - Circular Flow of Income and Expenditure
II	Full Employment: Classical Theory Introduction - Aggregate Demand and Aggregate Supply – Assumptions of Classical Theory – Say’s Law – Wage and Price Flexibility - Employment and Output determination in Classical Model –Three Ranges in Aggregate Supply (AS)Curve
III	Under Employment: Keynesian Theory Keynes’s Critique of Classical Theory – Involuntary Unemployment – Underemployment Equilibrium- Effective Demand – Components -Wage Rigidity – Liquidity Preference - Consumption Function: Meaning and Attributes.

IV	Theories of Consumption Keynesian Absolute Income Hypothesis– Duesen berry’s Relative Income Hypothesis – Friedman’s Permanent Income Hypothesis.
V	Investment Function Meaning – Autonomous Investment – Induced Investment- MEC – MEI– Theory of Multiplier – Super Multiplier - Principle of Accelerator.

Textbooks	
1.	Mankiw. N Gregory(2000), Macro economics, Worth Publishers, New York
2.	Vaish M.C.(2003)Macro Economic Theory, S. Chand & Company Ltd New Delhi
3.	Paul Krugmanand Robin Wells(2015)Macro economics Worth Publisher
4.	H.L.Ahuja,MacroEconomics:TheoryandPolicyS.Chand,2016
5.	Andrew B. Abel and Ben S. Bernanke, Macro Econmics, Pearson Education, Inc., 7th Edition, 2011.

Reference Books	
1.	Rudiger Dornbusch, Stanley Fischer, and Richard Startz (2000), Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi.
2.	Parkin, M., 2014.MacroEconomics.11 th Edition.Essex: Pearson
3.	Blanchard, Olivier and David R. Johnson(2013)Macro economics,Pearson.
4.	Mueller, M.G. (Ed.)(1978),Readings in Macro economics,Surjeet Publications, New Delhi
5.	Roger E. A. Farmer (2002),Macro Economics, Thompson Asia Pvt Ltd., Singapore.

Web Resources	
1.	http://www2.econ.iastate.edu/tesfatsi/sources.htm
2.	https://www.khanacademy.org/economics-finance-domain/macroeconomics
3.	https://www.econlib.org
4.	https://economics.mit.edu/
5.	https://hbswk.hbs.edu/

Course Outcomes

CO No	On completion of this course, students will be able to
CO 1	Understand the structure of Macroeconomics and the Concept of GDP
CO 2	Outline the concepts in Classical Theory of Employment
CO 3	Analyse the Keynesian Underemployment Theory
CO 4	Examine the theories of Consumption Function
CO 5	Evaluate the impact of Inflation on Economies

Mapping with Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3
CO5	2	3	2	3	3	3	3	3
Total	14	15	14	15	14	15	15	15
Average	2.8	3.0	2.8	3.0	2.8	3.0	3.0	3.00

S-Strong (3) M-Medium (2) L-Low (1)

Level of Correlation between PSO's and CO's

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	2	2
CO3	3	3	3	2	2
CO4	3	3	2	2	2
CO5	3	3	3	3	3
Total	15	15	14	12	11
Average	3	3	2.8	2.6	2.2

S-Strong (3) M-Medium (2) L-Low (1)

Mathematics for Economics

Title of the Course	Mathematics for Economics				
Course Type	Core VI				
Course Code	24UMEC32				
Year	II	Semester	III	Credits	4
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	4

Learning Objectives	
LO1	To integrate the concepts of Economics with Mathematical tools.
LO2	To use Matrices to find solutions in Economics.
LO3	To describe the applications of Matrix algebra and its uses
LO4	To know the differentiation and its function
LO5	To understand the second order derivatives and its maxi-mini function

Unit	Contents
I	Introduction Variables, Constants, Equations and its types – Uses and limitations of Mathematics in Economics- Functions of one or more variables – Linear function, Parabola, Rectangular Hyperbola- Exponential, Logarithmic, Power function and Homogenous Function – Applications in Economics
II	Matrix Algebra and Determinants Types of Matrices- Matrix Operations – Addition – Subtraction- Matrix Multiplication–Transpose–Determinants, Inverse and Properties (Problems).
III	Applications of Matrix Algebra Solving a system of Linear Equations – Cramer’s Rule and Matrix Inverse Method- Leontief’s Input-Output Model –Open and Closed Model- Components, Uses, and Limitations- Hawkins – Simon Conditions for Viability of Input and Output Model (Problems).
IV	Differentiation Differentiability of a Function – Slope of a Curve – Increasing and Decreasing Functions– Rules- Exponential and Logarithmic Functions-Implicit Differentiation–Economic Applications: Marginal and Elasticity Concepts – Relationship between AR, MR, and Price Elasticity of Demand– Relationship Between Average and Marginal Cost.

V	<p>Optimization(Single Variable) Second Order Derivatives–Maximization and Minimization of a Function– Economic Applications – Output and Revenue Maximization-Cost Minimization– Profit Maximization under Perfect Competition, Monopoly, Discriminating Monopoly (Problems).</p>
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Textbooks	
1.	Mehta and Madnani (2019) Mathematics for Economists Sultan Chand and Sons
2.	Edward T. Dowling, (2002) “Mathematical Methods for Business and Economics”, Schaum’s Outline Series, 3 rd Edition, Mc Graw Hill
3.	Renshaw Geoff, (2005) Maths for Economics, 3 rd Edition Oxford University Press, Oxford
4.	Carl P Simon & Lawrence E. Blume, “Mathematics for Economists” , Published by W. W. Norton & Company, 2010
5.	Ian Jacques, “Mathematics for Economics and Business”, Pearson, 2018

Reference Books	
1.	Chiang, A.C., Fundamental Methods of Mathematical Economics, McGraw-Hill, 1984
2.	G. Hadley , Linear Algebra Addison–Wesley Publishing Company, 1977.
3.	K. Sydsaeter and P Hammond, Mathematics for Economic Analysis Pearson Educational Asia, Delhi 2002
4.	Mabett. Alan J Workout for Mathematics for Economist Mc Millan 1986.
5.	R.G.D. Allen, Mathematical Analysis for Economists Macmillan and Co. Ltd., 2008

Web Resources	
1.	https://www.coursera.org/learn/mathematics-for-economists
2.	https://mitpress.mit.edu/9780262294805/mathematics-for-economics/
3.	https://hummedia.manchester.ac.uk/school/soss/economics/pg/psmaths/pre-sessionmathbook.pdf
4.	https://mitpress.mit.edu/9780262046626/mathematics-for-economics/

Course Outcomes

CO No	On completion of this course, students will be able to
CO 1	Understand Basic Concepts of Mathematics and its application in Economics.
CO 2	Analyze the relevance of the Types of Matrices
CO 3	Calculate optimal values in the system of Equations the Analyse the importance of Input - Output Analysis
CO 4	Gain knowledge of the rules of Differentiation and its Economic applications
CO 5	To optimize single variable functions in Economics

Mapping with programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3
CO5	3	2	3	3	3	3	3	3
Total	15	14	15	15	14	15	15	15
Average	3.0	2.8	3.0	3.0	2.8	3.0	3.0	3.00

S-Strong (3) M-Medium (2) L-Low (1)

Level of Correlation between PSO's and CO's

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	2
CO2	3	3	2	2	2
CO3	3	3	2	2	2
CO4	3	3	3	2	3
CO5	2	2	3	3	3
Total	14	14	12	11	12
Average	2.8	2.8	2.6	2.2	2.6

S-Strong (3) M-Medium (2) L-Low (1)

Principles of Marketing

Title of the Course	Principles of Marketing				
Course Type	Elective-III				
Course Code	24UEEC31				
Year	II	Semester	III	Credits	3
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		3	--	--	3

Learning Objectives	
LO1	To understand the nature and scope of marketing and its functions
LO2	To acquire knowledge on buying behavior, market segmentation and Consumer Protection Act
LO3	To know the product, pricing decisions and pricing of new products
LO4	To gain knowledge on promotional methods, advertising mediums and sales promotion.
LO5	To analyse the marketing techniques and marketing services

Unit	Contents
I	Introduction Marketing: Definition, Nature and Scope – Marketing Functions– Modern Concept of Marketing– Classification o Markets – Buying–Transportation – Warehousing – Standardization – Grading.
II	Buying Behaviour and Market Segmentation Buying Behaviour– Classification - Buying Decision Process– Buying Motives –Consumer Protection Act 1986 and Latest Amendments- Market Segmentation: Concept and Methods - Product Differentiation Vs. Market Segmentation - Marketing Mix
III	Product and Pricing Decisions Product: Meaning and Classification - Product Mix –Branding- Brand Decisions– Packaging and Labelling–Product Support– Product Life Cycle - New Product Development – Pricing Objectives - Pricing Policies and Strategies – Pricing of New Products.
IV	Distribution and Promotion Decisions Channels of Distribution: Meaning and Importance - Wholesaling and Retailing – Promotional Methods – Promotion Mix – Advertising: Objectives, Characteristics and Types of Advertising Mediums - Publicity– Personal Selling: Importance and Process-Sales Promotion And Distinctive Characteristics.

V	<p>Modern Marketing Techniques</p> <p>Modern Marketing – Direct Marketing– Social Marketing- Relationship Marketing– E- Marketing - Green Marketing – Marketing of Industrial and Consumer Products –Marketing of Services – Marketing of Agricultural Products –Market Information System (MIS).</p>
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Textbooks	
1.	Dr. Rajan Nair (2020), Marketing, Sultan Chand and Sons.
2.	Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited
3.	Karuna karan K (2011) Marketing Management (Text and Cases in Indian Context), Himalaya Publishing House Mumbai
4.	Seema Gupta (2022) Digital Marketing 3 rd Edition Mc Graw Hill
5.	Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, “Principles of Marketing”, Pearson, 2017

Reference Books	
1.	Pillai, R. S. Nand Bhagvathi (2010), Modern Marketing Principles and Practices .S Chand & Co Ltd.,
2.	Dr. C. B. Gupta, Dr. N. Rajan Nair (2020), Marketing Management, Sultan Chand & Sons.
3.	Varshney, R. Land B. Bhattacharyya (2022), International Marketing Management, Sultan Chand and Sons.
4.	Dr. C. B. Mamoria, Pradeep Jain, Priti Mitra, (2013), Theory and Practice of Marketing , Kitab Mahal
5.	Sheena Iyengar (2011) The Art of Choosing, Little Brown Book Group

Web Resources	
1.	https://marketingland.com
2.	https://www.worldsupporter.org/en/chapter/41634-summary-principles-marketing-kotler
3.	https://mailchimp.com/marketing-glossary/marketing-mix-7ps/
4.	https://www.linkedin.com/learning/paths/become-an-online-marketing-manager
5.	https://www.wordstream.com/learn

Course Outcomes

CO No	On completion of this course, students will be able to
CO 1	Classify the Markets and describe the Marketing Functions
CO 2	Analyze the buying behavior, Buying Decision Process, Product Differentiation and Marketing Mix.
CO 3	Understand the concept of Product Mix, Product lifecycle, and evaluate Pricing Policies.
CO 4	Describe the Channel of Distribution, Wholesaling, Retailing, Sales promotion and their distinctive characteristics.
CO 5	Evaluate the concepts of Modern Marketing and Elements.

Mapping with programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	2	3	3	3	2	2	3	3
CO5	3	3	3	3	3	3	2	3
Total	14	15	14	15	14	14	14	15
Average	2.8	3.0	2.8	3.0	2.8	2.8	2.8	3.00

S-Strong (3) M-Medium (2)

L-Low (1)

Level of Correlation between PSO's and CO's

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	2
CO2	3	2	3	3	2
CO3	3	3	3	2	3
CO4	3	2	3	2	3
CO5	3	3	2	2	2
Total	15	12	14	11	12
Average	3	2.6	2.8	2.2	2.4

S-Strong (3) M-Medium (2)L-Low (1)

Economics of Tourism

Title of the Course	Economics of Tourism				
Course Type	Elective-III				
Course Code	24UEEC32				
Year	II	Semester	III	Credits	3
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		3	--	--	3

Learning Objectives	
LO1	To familiarize students with the basic concepts of Tourism.
LO2	To probe the tourism demand forecasting and its methods
LO3	To analyse the impact of tourism and its related aspects
LO4	To understand the contribution of the Tourism Industry
LO5	To examine the various international organizations in Tourism.

Unit	Contents
I	Introduction Introduction – Economics and Tourism - Tourism Demand - Theoretical background - Types of Tourism Demand - Determinants of Tourism Demand
II	Tourism Demand Forecasting Tourism Demand Forecasting - Methods of Forecasting – Public and Private Sectors in Tourism - Need for Public and Private Sector Co-operation in Tourism– Growth of Tourism Demand in India.
III	Tourism Impacts Impact of Tourism - Economic Aspects - The Multiplier Effect - Displacement Effect and Tourism - Tourist Spending - Costs and Benefits of Tourism to Community- Environmental Aspects– Contingency Valuation Method
IV	Tourism in India Major tourism circuits of India: Inter-State and Intra-State– Heritage Tourism– Wildlife Tourism and Eco Tourism– Tourism in Tamil Nadu.

V	Tourism Organizations Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Government of Tamil Nadu TTDC– IHA-IATA-TAAI-IATO.
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Textbooks	
1.	Stephen Ball (2007), Encyclopaedia of Tourism Resources in India, B/H.
2.	Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow
3.	Vanhove and Norber, "The Economics of Tourism Destinations", T & F India, 2010
4.	Mike J. Stabler, Andreas Papatheodorou, M. Thea Sinclair, "Economics of Tourism", Talyor & Francis, 2009
5.	Yong Chen, "Economics of Tourism and Hospitality: A Micro Approach", Talyor & Francis, 2021

Reference Books	
1.	Bhatia A.K (2020), Tourism Development: Principles and Practices Sterling Publishers Private Limited
2.	Mishra P.K (2018) Tourism in India: Potential, Problems and Prospects (2018) New Century Publications
3.	Prasanna Kumar (2017) Marketing for Hospitality and Tourism Mc Graw Hill Education
4.	Sneha Pathak and Ritesh Mishra (2019) Medical Tourism in India 93-88797-49-8
5.	Geetanjali (2010), Tourism Management ABD Publishers

Web Resources	
1.	https://www.unwto.org/
2.	https://itdc.co.in/
3.	https://tourism.gov.in/
4.	https://www.traveldailymedia.com/importance-of-travel-website-for-the-travel-company/
5.	https://www.oecd.org/cfe/tourism/

Course Outcomes

CO No	On completion of this course, students will be able to do
CO 1	Describe the importance of Tourism
CO 2	Understand various methods to calculate demand for tourism
CO 3	Analyse the impact of Tourism
CO 4	Know the various Tourist circuits in India
CO 5	Learn the role of Organizations in tourism development

Mapping with programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	2	3	3	3	2	2	3	3
CO5	3	3	3	3	3	3	2	3
Total	14	15	14	15	14	14	14	15
Average	2.8	3.0	2.8	3.0	2.8	2.8	2.8	3.00

S-Strong (3) M-Medium (2) L-Low (1)

Level of Correlation between PSO's and CO's

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	2
CO2	3	2	3	3	2
CO3	3	3	3	2	3
CO4	3	2	3	2	3
CO5	3	3	2	2	2
Total	15	12	14	11	12
Average	3	2.6	2.8	2.2	2.4

S-Strong (3) M-Medium (2) L-Low (1)

Entrepreneurial Economics

Title of the Course	Entrepreneurial Economics				
Course Type	Skill Enhancement Course - IV				
Course Code	24USEC31				
Year	II	Semester	III	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives	
LO1	To describes the factors in fluencing entrepreneurship
LO2	To know the various theories of motivation and its advantages
LO3	To Identify the opportunities to create value for others
LO4	To evaluate the creativity and entrepreneurship.
LO5	To analyse the sources of finance for business.

Unit	Contents
I	Introduction Entrepreneurship: Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental – Characteristics of an Entrepreneur – Types of Entrepreneurs-New Generations of entrepreneurship - Barriers to entrepreneurship
II	Entrepreneurial Motivation Motivation: meaning and Definition – Theories of Motivation: Maslow's, Herzberg's, McGregor's and Achievement Theory - Culture & Society - Values / Ethics – Risk-taking Behavior
III	Creativity and Entrepreneurship Creativity and entrepreneurship - Steps in Creativity - Innovation and inventions - Legal Protection of innovation - Skills of an Entrepreneur - Decision making and Problem Solving (Steps in Decision Making)
IV	Sources of Finance Sources of Finance: Long term Sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO-SEBI- FDI- Institutional Finance – Banks -IDBI, IFCI, IIBI, ICICI, SIDBI, SFC sin India – Merchant Banks in India- NBFC sin India

V	Rules and Legislation Industrial Disputes Act 1947 - Factories Act 1948 - The Sale of Goods Act, 1950 - Industries Development (Regulations) Act, 1951 - The Industrial Employment (Standing Orders) Act- Environment (Protection) Act, 1986
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Textbooks	
1.	Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.
2.	Srinivasan, N. P., & Gupta, G.P.(2001).Entrepreneurial Development”. <i>Sultan Chand and Sons</i> , New Delhi
3.	Simon. C Parker, “The Economics of Entrepreneurship”, Cambridge University Press, 2009
4.	K. Glancey, R. Mc Quaid and Jo Campling, “Entrepreneurial economics”, Palgrave Macmillan UK, 2000
5.	Akland Alexander Tabarrok, “Entrepreneurial Economics”, Oxford University Press, 2002

Reference Books	
1.	Glancey, K., McQuaid, R., & Campling, J. (2000), Entrepreneurial Economics. London: Macmillan.
2.	Casson, M., & Buckley, P.J. (2010). Entrepreneurship, Edward Elgar Publishing.
3.	Parker, S.C. (2018). The Economics of Entrepreneurship. Cambridge University Press.
4.	Harper, D. A. (2003). Foundations of Entrepreneurship and Economic Development. Routledge
5.	Khanka, S.S. (2006). Entrepreneurial Development. S. Chand Publishing.

Web Resources	
1.	https://www.startupindia.gov.in/
2.	https://www.ediindia.org/
3.	https://skillindia.gov.in/
4.	https://www.startupindia.gov.in/
5.	https://indianstartups.com/

Course Outcomes

CO No	On completion of this course, students will be able to
CO 1	Describe the importance of Tourism
CO 2	Understand various methods to calculate demand for tourism
CO 3	Analyse the impact of Tourism
CO 4	Know the various Tourist circuits in India
CO 5	Learn the role of Organizations in tourism development

Mapping with programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	2	3	3	3	3	3	3
CO4	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	2	3
Total	15	14	14	15	15	14	14	15
Average	3.0	2.8	2.8	3.0	3.0	2.8	2.8	3.00

S-Strong (3) M-Medium (2) L-Low (1)

Level of Correlation between PSO's and CO's

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	2	2
CO2	2	2	3	3	2
CO3	3	3	3	3	2
CO4	2	2	2	2	2
CO5	2	2	3	2	3
Total	2.2	2.2	2.8	2.6	2.2
Average	3	2.6	2.8	2.2	2.4

S-Strong (3) M-Medium (2) L-Low (1)

Economics of Transportation

Title of the Course	Economics of Transportation				
Course Type	Skill Enhancement Course - V				
Course Code	24USEC32				
Year	II	Semester	III	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives	
LO1	To understand the importance of Transportation.
LO2	To learn about the different modes of Transportation.
LO3	To describe the characteristics of road transport
LO4	To know the importance of water transport in economic development
LO5	To examine the draw backs of transportation.

Unit	Contents
I	Transport Meaning-Classification of Transport: Land–Water-Air- Importance of Transport - Limitations.
II	Road Transport Characteristic so froad transportation – Types of Roads based on Location and Traffic Type – Importance of Road Transport – Problems.
III	Rail Transport Characteristics of rail transport-Types–Importance of rail Transport - Drawbacks
IV	Water Transport Characteristics of Water Transport - Types–Significance of water transport t- Limitations
V	Air Transport Characteristics–Types of air transport Advantages of air transport - Disadvantages.

Reference Books	
1.	Puri. V. K & S. K. Misra (2022) Indian Economy
2.	K. R. Gupta, J. R. Gupta, “Indian Economy”, Altanic, 2008
3.	Sankaran, S., Indian Economy, Margham Publications, Chennai, 2015
4.	Ramesh Singh, “Indian Economy”, McGraw Hill, 2022

Web Resources	
1.	https://www.yourarticlelibrary.com/transport
2.	https://en.wikipedia.org/wiki/Transport_in_India
3.	https://navata.com/cms/5-key-features-of-road-transportation/
4.	https://www.euston96.com/en/rail-transport/
5.	https://www.aplustopper.com/water-transportation-advantages-and-disadvantages/
6.	https://thediplomaticinsight.com/air-transport-characteristics-advantages-disadvantages/

Course Outcomes

CO No	On Completion of this course, students will be able to
CO 1	Understand the Basic Concepts of Transportation.
CO 2	Gain knowledge on different modes of transportation
CO 3	Explain the features of all modes of transport.
CO 4	Discuss the significance of transport in the growth of an economy.
CO 5	Analyse the limitations of transport system in India.

Mapping with Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	2	3	2	2	3	3	3
CO4	3	3	3	3	3	2	3	3
CO5	3	3	3	2	3	3	2	3
Total	15	14	14	13	15	14	14	15
Average	3.0	2.8	2.8	2.6	2.8	2.8	2.8	3.00

S-Strong (3) M-Medium (2) L-Low (1)

Level of Correlation between PSO's and CO's

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	2	2
CO2	2	3	3	3	2
CO3	3	3	3	2	3
CO4	2	3	2	2	3
CO5	2	2	3	3	2
Total	11	13	14	12	12
Average	2.2	2.6	2.8	2.4	2.4

S-Strong (3) M-Medium (2) L-Low (1)

Principles of Management

Title of the Course	Principles of Management				
Course Type	Skill Enhancement Course				
Course Code	24USEC33				
Year	II	Semester	III	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives	
LO1	To know the basic concepts of management functions
LO2	To understand the classification of planning and decision – making
LO3	To enhance the knowledge of types and methods of motivation
LO4	To describe effective communication leadership
LO5	To identify the role of management in economics

Unit	Contents
I	Introduction Management – Meaning, Nature, Scope and Importance of management – Principles and Functions of Management – Levels of Management- Evolution of management thought
II	Planning and Decision – Making Planning – Meaning – Objectives – Characteristics – Elements or methods – steps- types of planning – Advantages and Disadvantages of planning Decision – Making: Meaning, Types of decision making – Steps in decision- making
III	Organisation Organization – Meaning, Characteristics – elements – steps and importance of organization –Types of organizations
IV	Motivation Motivation - Meaning, Characteristics and importance of motivation – Types and Methods of Motivation – Theories of Motivation – McGregor’s Theory X and Theory Y.
V	Communication and Leadership Communication – Meaning – Elements, Channels or Types and Importance of communication- Barrier’s to communication – Effective communication Leadership: Meaning – importance – Leader styles.

Textbooks	
1.	Opens tax. Principles of Management, 1st Edition, May 2019,
2.	Mintz berg. H. The Nature of Managerial Work. New York: Harper & Row, 1st Edition,1973
3.	Mitra J.K. Principles of Commerce, West Bengal: Abs Publishing House Revised 1st Edition,2015
4.	Stewart R. Managers and Their Jobs. London: Macmillan, 2nd EDITION,1967
5.	Senge P.M. The fifth discipline: The art & practice of the learning organization. Doubleday / Currency, 2nd Edition, 1990

Reference Books	
1.	Bhushan Y.K. Fundamentals of Business Combinations and Management, New Delhi: Sultan Chand & Sons,19th Edition, 2010
2.	Shukla,M.C. Business Organisation and Management, New Delhi: Sultan Chand & Company Ltd, 1st Edition,2006
3.	Gupta C.B. Business Organisation and Management, New Delhi: Sultan Chand & Sons, 1st Edition,2012
4.	Yogendra Prasad Verma, Elements and Organisation of Commerce, New Delhi: Sultan Chand & Company Ltd, 1st Edition, 2008
5.	Amutha D. Management for Competitive Examinations, New Delhi: Manglam publications, Ist Edition 2017.

Web Resources	
1.	https://www.simplilearn.com/principles-of-management-by-henri-fayol-article
2.	https://www.geeksforgeeks.org/14-principles-of-management-by-henri-fayol/
3.	https://www.shiksha.com/online-courses/articles/principles-of-management-every-manager-should-know/
4.	https://openstax.org/details/books/principles-management
5.	https://in.indeed.com/career-advice/career-development/principles-of-management

Course Outcomes

CO No	On Completion of this course, students will be able to
CO 1	Understand the concepts and terminologies in management
CO 2	Helps to assess the types of planning and assess the decision-making process
CO 3	Evaluate the types of organization.
CO 4	Examine the importance of motivation
CO 5	Understand the importance of communication

Mapping with Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	2	3	2	2	3	3	3
CO4	3	3	3	3	3	2	3	3
CO5	3	3	3	2	3	3	2	3
Total	15	14	14	13	15	14	14	15
Average	3.0	2.8	2.8	2.6	2.8	2.8	2.8	3.00

S-Strong (3) M-Medium (2) L-Low (1)

Level of Correlation between PSO's and CO's

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	2	2
CO2	2	3	3	3	2
CO3	3	3	3	2	3
CO4	2	3	2	2	3
CO5	2	2	3	3	2
Total	11	13	14	12	12
Average	2.2	2.6	2.8	2.4	2.4

S-Strong (3) M-Medium (2) L-Low (1)

Semester - IV

Macro Economic Analysis

Title of the Course	Macro Economic Analysis				
Course Type	Core - VII				
Course Code	24UMEC41				
Year	II	Semester	IV	Credits	5
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	5

Learning Objectives	
LO1	To analyse the IS-LM model and its shifts
LO2	To probe the macroeconomic variables and business cycle
LO3	To trace the macroeconomic theories and analyze the macroeconomic policies.
LO4	To understand the monetary policy and its instruments.
LO5	To know the fiscal policy and its instruments.

Unit	Contents
I	IS-LM Model Investment and Interest Rate – Money Demand, Money Supply and the interest rate – Derivation of IS and LM Curve – Shifts in IS Curve and Shifts in LM Curve.
II	Business Cycles Phases of Business Cycles – Macroeconomic Variables and Business Cycles – Classical Theory and Business Cycles – Hawtrey, Von Hayek, Schumpeter Hicks, Kaldor and Samuelson Models – Keynesian theory of Business Cycles
III	Monetary Policy Money - Functions of Money - Money Supply and Money Demand – Classical Dichotomy – Keynesian theory of Money Demand – Instruments of Monetary Policy- IS-LM Model and Monetary Policy
IV	Fiscal Policy Fiscal Policy -Instruments- Classical and Keynesian Theory of Fiscal Policy– Fiscal Expansion – IS-LM Model and Fiscal Policy– Critique of Fiscal Policy– Three Ranges in LM Curve.
V	Supply Side Economics Rational Expectation Hypothesis–New Classical School– Contribution of Robert Lucas – New Keynesian School.

Textbooks	
1	Mankiw Gregory (2017) Principles of Macro economics with course mate, Books Express Publications.
2	Rudiger Dornbusch ,Fischer Stanely, and Richard Startz (2000), Macro Economics, tata Mc Graw- Hill publishing company, New Delhi
3	AndrewB. Abel and Ben S. Bernanke, Macro Econmics, Pearson Education, Inc., 7thEdition, 2011.
4	Vaish M.C.(2003) Macro Economic Theory, S. Chand & Company Ltd New Delhi
5	Paul Krugmanand Robin Wells(2015) Macro economics Worth Publisher

Reference Books	
1.	Ahuja H.L, (2016) Macro economics: Theory and Policy. S. Chand
2.	Mueller, M.G. (Ed.)(1978), Readings in MacroEconomics, Surjeet Publications, New Delhi
3.	Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt.Ltd., Singapore
4.	Parkin, M., 2014. Macroeconomics 11 th Edition Essex: Pearson Blanchard, Olivier and David R. Johnson (2013) Macro economics, Pearson.
5.	Soumen Sikdar, "Principles of Macroeconomics", OUP India, 2020

Web Resources	
1.	https://tradingeconomics.com
2.	https://www.bu.edu/econ/files/2014/08/DLS1.pdf
3.	https://www.imf.org
4.	https://www.aeaweb.org/resources/students
5.	https://www.worldbank.org/en/topic/macroeconomics

Course Outcomes

CO No	On completion of this course, students will be able to
CO 1	Understand the IS-LM Model.
CO 2	Describe the operation of theories of Business Cycles.
CO 3	Analyze the components of Money Supply and Demand.
CO 4	Evaluate the effectiveness of Fiscal Policy.
CO 5	Examine Supply Side Economics.

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	3
CO 3	3	3	3	3	2	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	2	3
Total	15	15	14	15	15	14	14	15
Average	3.0	3.0	2.8	3.0	2.8	3.0	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	2
CO2	3	3	3	2	2
CO3	3	3	3	3	2
CO4	3	2	3	2	3
CO5	3	3	2	3	3
Total	15	14	13	12	12
Average	3	2.8	2.6	2.4	2.4

S-Strong-3 M-Medium-2 L-Low-1

Indian Economy

Title of the Course	Indian Economy				
Course Type	Core - VIII				
Course Code	24UMEC42				
Year	II	Semester	IV	Credits	4
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	4

Learning Objectives	
LO1	To understand the features and issues of Indian economy and new economic Policy
LO2	To analyse the national income, poverty, inequality and human development Index
LO3	To equip conceptual foundations and macro economic concepts of Indian Economy
LO4	To describe the Trends in Production and Productivity in Agriculture
LO5	To know the importance of Foreign Trade for a Developing Economy

Unit	Contents
I	Introduction to Indian Economy Features and Issues of Indian Economy - Planned Economic Development in India - Achievements and Failures of Planning in India – Economic Crisis and Rationale behind Economic Reforms– New Economic Policy (LPG) 1991 – NITI Aayog
II	National Income, Poverty and Human Development Index National Income– Sectoral Contributions and Economic Transition in India – Poverty and Inequality– Definition and Estimates, Gini Coefficient, Sen Index, Poverty Line-Income and Regional Inequalities: Causes and Measures, Unemployment: Nature and Extent, Measures –HDI–International Comparisons.
III	Sectors of the Indian Economy Indian Agriculture – Trends in Production and Productivity– Land Reforms – Green Revolution - Agricultural Pricing - Agricultural Marketing – Food Security - Industrial Development – Trends and Problems, MSMEs – Industrial Policy 1991 and Recent Developments - Overview of Service and Financial Sectors in India – Importance – Expansion of Private Banks.
IV	Foreign Trade Importance of Foreign Trade for a Developing Economy Composition and Direction of India’s Foreign Trade – Role of FDI and Foreign Institutional Investors- BOP Crisis - India’s Trade Policy.
V	Fiscal Federalism Principles of Federal Finance – Fiscal Federalism in India – Functions and Sources of Revenue – Vertical and Horizontal Imbalances – Finance Commission – Reports and its Recommendations

Textbooks	
1	Gaurav Datt and Ashwani Mahajan “Datt and Sundaram’s Indian Economy” S.Chand 7 th Edition.
2	Kaushik Basu (Ed.) (2012), Oxford Companion to Indian Economy, 3 rd Edition, OUP, New Delhi.
3	Ramesh Singh, “Indian Economy”, McGraw Hill, 2022
4	Sanjiv Verma, “The Indian Economy”, Unique Publication, 2022
5	Dr. V.C Sinha, “Indian Economy Performance and Policies”, SBPD Publications, 2021

Reference Books	
1.	Puri. V. K & S. K. Misra (2022) Indian Economy
2.	Uma Kapila (Ed.) (2018) Indian Economy Since Independence
3.	Byres, T.J. (Ed.) (1997), The State, Development Planning and Liberalization in India, Oxford University Press, New Delhi
4.	Ashima Goyal (Ed.), The Oxford Handbook of the Indian Economy in the 21 st Century: Understanding the Inherent Dynamism, Oxford University Press
5.	K.R. Gupta, J. R. Gupta, “ Indian Economy”, Altanic, 2008

Web Resources	
1.	http://www.niti.gov.in/
2.	https://www.rbi.org.in/
3.	https://hdr.undp.org/
4.	https://www.india.gov.in/
5.	https://www.cmie.com/

Course Outcomes	
CO No	On completion of this course, students will be able to
CO 1	Outline the nature of the Indian Economy and highlight the changes
CO 2	Discuss the major issues of Poverty, Inequality, Unemployment, and Human Development in India in Comparison to other countries
CO 3	Provide a qualitative and quantitative overview of Different sectors of the Indian Economy
CO 4	Describe the components of Foreign Trade and analyze India’s Balance of Payments
CO 5	Identify various components of fiscal federalism in India

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	3
CO 3	3	3	3	3	2	3	3	3
CO 4	3	2	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	2	3
Total	15	14	14	15	15	14	14	15
Average	3.0	2.8	2.8	3.0	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	1
CO2	3	3	2	3	2
CO3	2	3	2	3	3
CO4	2	3	3	3	3
CO5	1	3	3	3	2
Total	10	15	12	15	11
Average	2	3	2.4	3	2.2

S- Strong-3 M-Medium-2 L-Low-1

Research Methods in Economics

Title of the Course	Research Methods in Economics				
Course Type	Elective- IV				
Course Code	24UEEC41				
Year	II	Semester	IV	Credits	3
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		3	--	--	3

Learning Objectives	
LO1	To understand the meaning, significance and characteristics of scientific research
LO2	To know the formulation, selection of research problem and collection of Reviews
LO3	To apply the various research design in the social science research
LO4	To enumerate the data and sampling methods
LO5	To discuss the report writing techniques and its procedures

Unit	Contents
I	Introduction Research: Meaning and significance- Characteristics of Scientific Research - Type of Research: Pure, Applied, Analytical, Exploratory, Descriptive, Surveys, Case-Study - Limitations of Social Science Research - Role of Computer Technology in Research.
II	Research Problem and Review of Literature Research Problem: formulation and selection - Necessity of defining the problem – Review of literature: Primary and Secondary Sources - Importance of literature review in defining a problem - Identifying gap areas from literature and research database.
III	Research Design Research Design: Concept and Importance in Research – Features of a Good Research Design – Exploratory Research Design–Descriptive Research Design–Experimental Design: Concept of Independent & Dependent variables.
IV	Data and Sampling Methods Data types: Qualitative and Quantitative - Sources of Primary and secondary data- Census- Sampling Methods: Probability and Non-Probability Sampling Methods - Sampling and Non- Sampling Errors

V	<p>Hypothesis and Report Writing Hypothesis: Types of Hypothesis- Null and Alternative Hypothesis - Parameter and Statistic - Type I and Type II Errors - Level of Significance and Critical Region - Report Writing - Types and Principles of writing the Research Report</p>
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Textbooks	
1	Krishna swamy, O.R.(1993)Methodology of Research In Social Sciences, Himalaya publishing House.
2	Kothari, C.R.(2004).Research Methodology :Methods and techniques. New Age International.
3	Vinod Chandra , Anand Hareendran, “Researchmethodology”,Pearson,2017
4	R.Pannerselvam,“ResearchMethodology”,PHIlearning,2014
5	Ranjit Kumar,“Research Methodology”,SagePublication,2010
Reference Books	
1.	Taylor,B.,Sinha,G.,&Ghoshal ,T.(2006). Research methodology: A guide to for researchers in management and social sciences. PHIL earning Pvt. Ltd..
2.	Bhandarkar, P.L., Wilkinson, T.S.,& Laldas, D.K.(2010).Methodology& Techniques of Social Research. Himalaya Publishing House
3.	Kumar, A. (2002). Research methodology in social science. Sarup & Sons
4.	Daniel, P.S.,& Sam, A.G.(2011).Research methodology. Gyan Publishing House
5.	Ethridge,D.(2004). Research methodology in applied economics: organizing, planning, and conducting economic research, Black well publishing
Web Resources	
1.	http://ignou.ac.in
2.	http://egyankosh.ac.in
3.	https://www.educba.com
4.	https://research.com/research/how-to-write-research-methodology
5.	https://www.questionpro.com/blog/what-is-research/

Course Outcomes	
CO No	On completion of this course, students will be able to
CO 1	Understand the overview of Social Science Research.
CO 2	Analyze the Research Process
CO 3	Develop the Statistical Analysis to test Economic Theory and address Policy Issues
CO 4	Know the sampling methods in Research.
CO 5	Explain the hypothesis testing and Principles of Report Writing.

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	3
CO 3	3	3	3	3	2	3	3	3
CO 4	3	3	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	2	3
Total	15	15	14	15	15	14	14	15
Average	3.0	3.0	2.8	3.0	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low - 1

Level of Correlation between PSO's and CO'S

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	1
CO2	2	2	2	2	3
CO3	3	3	2	3	3
CO4	1	2	2	3	3
CO5	2	2	1	2	3
Total	10	11	9	12	13
Average	2	2.2	1.8	2.4	2.6

S-Strong-3 M-Medium-2 L-Low-1

Health Economics

Title of the Course	Health Economics				
Course Type	Elective- IV				
Course Code	24UEEC42				
Year	II	Semester	IV	Credits	3
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		3	--	--	3

Learning Objectives	
LO1	To understand the importance of health sector in economic development
LO2	To evaluate the components of demand and supply of health care
LO3	To understand the importance of Health Indicators.
LO4	To evaluate the components of Demand of Healthcare.
LO5	To examine the review the existing Health Infrastructure.

Unit	Contents
I	Introduction to Health Economics Health and Economic Development - Determinants of Health - Health Indicators – Birth Rate – Fertility – Morbidity – Mortality – IMR – CMR – MMR – Disability Adjusted Life Year(DALY)–Sex Ratio- Quality Adjusted Life Year (QALY)-Amartya Sen’s Capability Approach.
II	Demand for Health Care Demand for Health Care Services – Preference for Health Care using Indifference Curves – Budget Constraints – Income and Price Effects for Health Care–Elasticity of Demand for Medical Care.
III	Supply of Health Care Supply of Health Care Services – Physicians and Medical Personnel as Health Care Providers – Non-Labour Inputs – Hospitals–Interaction of Demand and Supply of Health Care.
IV	Health Infrastructure Health Infrastructure – Rural – Urban –Government Programmes- Preventive ,Promotive and Curative Health Care Services – Health Allocation in Budget
V	Health Services and Medical Insurance Health Insurance – Types of Insurance Policies in India- Medical Ethics -Medical Tourism.

Textbooks	
1	Xamer Martinez Giralt (2010), "Principles of Health Economics", Routledge, 2010
2	Banerjee, D. (1975), social and Cultural Foundations of Health Service Systems of India, Inquiry, Supplement to Vol. XII, June 1975
3	Jay Bhattacharya, Timothy Hyde and Peter Tu, "Health Economics", Palgrave Macmillan, 2014
4	Peter Zweifel, Friedrich Breyer, Mathias Kifmann, "Health Economics", Springer Berlin Heidelberg, 2009
5	Barbara McPake, Charles Norm and, Charles E. M. Norm and, "Health Economics: An International Perspective", Routledge, 2008

Reference Books	
1.	Himanshu Sekhar Rout and Prasant Kumar Panda (2010), Health Economics in India
2.	Edwin G Dolan and John C Goodman
3.	D. Amutha (2016) "A Text book of Health Economics", Edition 1, Mangalam Publishers and Distributors, Chennai.
4.	Charles E. Phelps, "Health Economics", Routledge, 2017
5.	Jan Abel Olsen, "Principles in Health Economics and Policy", OUP Oxford, 2017
Web Resources	
1.	www.census.org
2.	www.NFHS.org
3.	www.NSSO.org
4.	https://tnhealth.tn.gov.in/
5.	https://tnhealth.tn.gov.in/

Course Outcomes

CO No	On completion of this course, students will be able to
CO 1	Understand the importance of Health Indicators.
CO 2	Evaluate the components of Demand of Healthcare.
CO 3	Analyze the importance of Supply of Healthcare Services.
CO 4	Review the Existing Health Infrastructure and Budget Allocation.
CO 5	Trace the growth of Medical Tourism in India and Understand the need for Health Insurance.

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	3
CO 3	3	3	3	3	2	3	3	3
CO 4	3	2	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	2	3
Total	15	14	14	15	15	14	14	15
Average	3.0	2.8	2.8	3.0	3.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	1
CO2	2	2	2	2	2
CO3	2	3	2	3	2
CO4	3	3	3	3	2
CO5	3	3	2	3	3
Total	13	14	10	14	10
Average	2.6	2.8	2	2.8	2

S-Strong-3 M-Medium-2 L-Low-1

Modern Banking and Insurance

Title of the Course	Modern Banking and Insurance				
Course Type	Skill Enhancement Course -VI				
Course Code	24USEC41				
Year	II	Semester	IV	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives	
LO1	To discern the modern banking and insurance course
LO2	To enable the Learners to understand new financial instruments and banking Practices
LO3	To know the role of insurance in economic development
LO4	To understand the insurance contract and risk management
LO5	To know the major Insurance Legislation in India and the growth of insurance Industry.

Unit	Contents
I	Banking Commercial Banks- Functions of Commercial Banks- Private and Public Sector Banks- Credit Creation - Commercial Bank's role- Payment Banks-functions- Digital Banking-Tools-Methods
II	Central Banks Functions of a Central Bank – Objectives of Monetary Policy– Effects and Limitations – Narasimhan Committee Report.
III	Introduction to Insurance Insurance: Meaning and Types- Role of Insurance in Economic Development -Saving and Investment Aspects – Social Vs Private Insurance: Life Vs Non- Life Insurance. Classification of Life, Health and General Insurance Policies.
IV	Insurance Contract and Risk Management Meaning of contract- Insurable Interest- Utmost good faith- Principle of Indemnity and other Principles- Risk Management: Definition and Types – Management of Risk through Identification Analysis and Control.
V	Insurance Business in India Major Insurance Legislation- Growth of Industry- Agricultural Insurance- Health Insurance- Reinsurance- Entry of Private Insurance Companies – Insurance Act .LIC Act, GIC Act. IRDA Act.

Textbooks	
1	Srivastava P.K.(2013), Banking Theory and Practice, Himalaya Publishing House, New Delhi
2	Heffernan, S.(2005). Modern Banking. John Wiley & Sons
3	Tyagi, C. L., & Tyagi, M.(2007). Insurance Law and Practice. Atlantic Publishers & Dist.
4	J.N.Jain, "Modern Banking and Insurance: Principles and Techniques", Regal publications, 2008
5	Prasada & Radhika Rao, "Trends of Modern Banking", BSPPublication, 2016

Reference Books	
1.	Finsinger J. and M. V. Pauly (Eds.)(1986), The Economics of Insurance Regulation: A Cross National Study, Macmillan London.
2.	Sethi, J., & Bhatia, N.(2012). Elements of Banking and Insurance. PHI Learning Pvt .Ltd..
3.	Lewis, M.K.(1992). Modern Banking in Theory and Practice. Revue Economique, 203-227.
4.	Tripathy, N.P., & Pal, P.(2005). Insurance: Theory and practice. PHI Learning Pvt. Ltd.
5.	Muraleedharan, D.(2014). Modern Banking: Theory and Practice. PHILearning Pvt. Ltd..

Web Resources	
1.	https://www.irdai.gov.in
2.	https://rbi.org.in
3.	https://www.studocu.com
4.	https://www.indiapost.gov.in/Financial/Pages/Content/pli.aspx
5.	https://licindia.in/

Course Outcomes

CO No	On completion of this course, students will be able to
CO 1	Recollect the financial tools and methods of banking Operations
CO 2	Understand and describe the central banking operations.
CO 3	Explain various types of insurances in Practice
CO 4	Evaluate the insurance policies and recommend the right Policies for use.
CO 5	Evaluate the macro level implications of the various insurances.

Mapping with Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	3
CO 3	3	3	3	2	2	3	3	3
CO 4	3	3	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	2	3
Total	15	15	14	14	15	14	14	15
Average	3.0	3.0	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	2	2
CO3	2	2	3	3	2
CO4	3	3	3	3	3
CO5	3	3	3	2	2
Total	14	14	15	13	11
Average	2.8	2.8	3	2.6	2.2

S-Strong-3 M-Medium-2 L-Low-1

Rural Economics

Title of the Course	Rural Economics				
Course Type	Skill Enhancement Course VII				
Course Code	24USEC42				
Year	II	Semester	IV	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives	
LO1	To understand the concept of rural economy
LO2	To identify the different types of rural unemployment.
LO3	To examine the causes and consequences of poverty
LO4	To describe the sources of rural credit
LO5	To understand the role of rural economy in economic development of India.

Unit	Contents
I	Introduction Concept of Rural Economy-Indicator so frural Economy- Scope and Importance - Characteristics of rural economy -Problems in Rural economy.
II	Rural Unemployment Types of unemployment - Agricultural Labour - Marginal Productivity- Agricultural Wages- Minimum Wages Act-Rural Employment programmes: MGNREGA.
III	Rural Poverty Nature–Trends-Causes and Consequences of poverty- Poverty Alleviation Programmes of Government: NRLM- Antyodaya Anna Yojana (AAY)
IV	Rural Credit Need for credit-Causes of rural indebtedness-Sources of rural credit; Unorganized: Money lenders, Indigenous Bankers, Organized : Co-Operatives, Commercial Banks, Regional Rural Banks - NABARD.
V	Rural Development Importance of rural development in India – Role of Panchayat Raj Institution in rural development - Rural Marketing – Co-operative Marketing - Role of Self-Help Groups.

Textbooks	
1	Venkata Reddy, “Agriculture and Rural Development”, Himalaya Publishing House, 2012
2	Vasant Desai ,Rural Development in India,Himalaya Publishing House,2020
3	Puri. V. K & S .K. Misra (2022) Indian Economy
4	Dr. B. P. Tyagi, “Agricultural Economics & Rural Development” ,Jai Prakashnath & Co., 2017.
5	Agarwal,A.N.,Kundan Lal ,Rural Economy of India, Vikas, Delhi, 1990.

Reference Books	
1.	Lekhi R. K. and Joginder Singh,(2015),Agricultural Economics: An Indian Perspective, Kalyani Publishers ,Ludhiana.
2.	Janardhana Rao.N,(2005),Indian Agriculture: Issues and Perspectives, ICFAI University Press, Hyderabad.
3.	Gray, L.C.(2013).Introduction to Agricultural Economics. Read Books Ltd.
4.	Ashima Goyal (Ed.),The Oxford Handbook of the Indian Economy in the 21 st Century: Understanding the Inherent Dynamism, Oxford University Press
5.	K. R. Gupta, J. R. Gupta,“ Indian Economy”, Altanic, 2008

Web Resources	
1.	http://www.niti.gov.in/
2.	https://www.yourarticlelibrary.com/economy/rural-economy- in-india-meaning-and- features-of-rural-economy/
3.	https://outreach-international.org/blog/poverty-in-india/
4.	https://www.india.gov.in/
5.	https://homeoflearning.in/rural-unemployment/

Course Outcomes

CO No	On completion of this course, students will be able to
CO 1	Discuss the indicators of rural economy.
CO 2	Analyze the unemployment problems in rural India.
CO 3	Describe the rural poverty alleviation programmes of government.
CO 4	Examine the reasons behind rural indebtedness and discuss the functions of organized sources of rural Finance
CO 5	Evaluate the major issues relating to rural development in India.

Mapping with Programme Outcomes

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	2	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	2
CO 3	3	3	3	3	2	3	3	2
CO 4	3	3	3	3	2	3	3	3
CO 5	2	3	2	3	2	3	2	3
Total	13	15	14	15	12	15	14	13
Average	2.6	3.0	2.8	3.0	2.4	3.0	2.8	2.6

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	2	3	3	2	2
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	2
Total	14	15	15	14	12
Average	2.8	3.0	3.0	2.8	2.4

S-Strong-3 M-Medium-2 L-Low-1

Marketing Management

Title of the Course	Marketing Management				
Course Type	Skill Enhancement Course VII				
Course Code	24USEC43				
Year	II	Semester	IV	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	2

Learning Objectives	
LO1	To know the meaning of marketing environment
LO2	To study the types of market
LO3	To acquire knowledge of Market Segments and Consumer Behavior Analysis
LO4	To equip the students knowledge of Target Marketing
LO5	To understand the concepts of product strategy

Unit	Contents
I	Introduction and Marketing Environment Marketing: Definition, scope and importance of marketing, Functions of marketing understanding the marketplace and consumer needs, marketing offers – marketing concepts, the growth of not-for-profit marketing.
II	Types of Market – Tele- Marketing, E-Marketing-Service Marketing, Rural Marketing
III	Market Segments and Consumer Behavior Analysis Market Segmentation – Bases for segmenting consumer markets – Approaches to segmentation –Factors influencing Buyer Behavior – Buying Decision Process.
IV	Target Marketing – Market targeting Strategies - Product Positioning – Undifferentiated Marketing-Concentrated marketing
V	Product Strategy Product differentiation - Product life cycle - Strategies and life cycle extensions - New product development process – Product mix - Product line – Line modernization – Branding- Building an identity – Brand equity - Brand name decision – Brand building tools – Repositioning – Packaging and labeling.

Textbooks	
1	Marketing Management (Hardcover) by Philip Kotler (shelved 22 times as <i>marketing- management</i>)
2	Principles of Marketing (Hardcover) by Philip Kotler (shelved 4 times as <i>marketing- management</i>) avg rating 4.09 — 3,043 ratings — published 1980
3	Ten Deadly Marketing Sins: Signs and Solutions (Hardcover) by Philip Kotler (shelved 3 times as <i>marketing- management</i>)
4	Marketing Insights From A to Z: 80 Concepts Every Manager Needs to Know (Hardcover) by Philip Kotler (shelved 3 times as <i>marketing- management</i>) avg rating 4.07 — 1,158 ratings — published 2003
5	The 22 Immutable Laws of Branding: How to Build a Product or Service Into a World- Class Brand (Hardcover) by Laura Ries (shelved 3 times as <i>marketing- management</i>) avg rating 3.88 — 3,807 ratings — published 199.
Reference Books	
1.	Palmer, A. (2013), Introduction to Marketing Theory and Practice (3rd ed.), Oxford University Press.
2.	Armstrong, G., & Kotler, P. (2023), Principles of Marketing (19th ed.), Pearson Education.
3.	Czinkota, M., & Kotabe, M. (n.d.), Marketing Management (Latest ed.), Cengage Learning
4.	Kotler, P. (2022), Marketing Management (16th ed.), Pearson Education.
5.	Acquisti, Alessandro, Leslie K John, and George Loewenstein. 2012. “The Impact of Relative Standards on the Propensity to Disclose.” <i>Journal of Marketing Research</i> 49 (2): 160–74.
Web Resources	
1.	https://doi.org/10.2307/3152193
2.	https://doi.org/10.1509/jmkr.38.4.485.18905
3.	https://doi.org/10.1086/209513
4.	https://doi.org/10.1086/651566
5.	https://doi.org/10.1287/mnsc.48.8.1024.167

Course Outcomes	
CO No	On completion of this course, students will be able to
CO1	Describe the Role of Marketing manager in devising Marketing Mix in the present state of affairs.
CO2	Analyse Consumer behavior that leads to appropriate market targeting Strategy.
CO3	Show Product and Pricing Strategy in accordance with the demand of the situation
CO4	Infer the appropriate Channel of Distribution Strategy.
CO5	Illustrate the Recent Trends in marketing.

Mapping with Programme Outcomes

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	2	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	2
CO 3	3	3	3	3	2	3	3	2
CO 4	3	3	3	3	2	3	3	3
CO 5	2	3	2	3	2	3	2	3
Total	13	15	14	15	12	15	14	13
Average	2.6	3.0	2.8	3.0	2.4	3.0	2.8	2.6

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	2	3	3	2	2
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	2
Total	14	15	15	14	12
Average	2.8	3.0	3.0	2.8	2.4

S-Strong-3 M-Medium-2 L-Low-1

SEMESTER-V
Monetary Economics

Title of the Course	Monetary Economics						
Course Type	Core IX						
Year	III	Semester	V	Credits	4	Course Code	24UMEC51
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	5	5		10			

Learning Objectives	
LO1	To understand the different forms of money.
LO2	To explain the working of the Monetary System and its uses
LO3	To know the Role of Commercial Banks after Nationalization and its Operations
LO4	To compare the monetarism and Keynesianism
LO5	To identify the role of central banks and its operations

UNIT	CONTENTS
I	Money Definition, Evolution, functions, Importance -Forms of Money- Supply of Money (M1, M2, M3, M4) - Crypto Currencies.
II	Demand for Money Classical, Keynesian and Baumol's Inventory theoretic Approach- James Tobin's Portfolio Approach-Milton Friedman's Reformulated Quantity Theory.
III	Monetarism Vs Keynesianism Monetarism Vs Keynesianism - Determinants of Money Supply Money Multiplier Supply Side Policies of Inflation – Intervenist SS side Policy and Market based SS side Policy.
IV	Commercial Banks Functions -Credit Creation–Role of Commercial Banks after Nationalisation - RBI's role of Commercial Banks- Narasimhan Committee Report.
V	Monetary Stability and Central Bank Inflation and Deflation: Definition, Types, Causes and Effects- Demand-Pull and Cost-Push Inflation – Central Bank Functions -Reserve Bank of India(RBI) –Monetary Policy and its Operations in India.

Textbooks	
1	Gupta S.B. (2021), Monetary Economics, S. Chand Publications
2	Jhingan M.L. (2024), Money, Banking, International Trade and Public Finance, Vrinda Publications
3	Bharati V. Pathak, “ Indian Financial System”, Pearson Publications 2021
4	L.Blume, Steven Durlauf, “Monetary Economics”, Palgrave Macmillan, 2016
5	V. K. Puri & S. K. Misra (2021), Money, Banking and Financial System, Himalaya Publishing House

Reference Books	
1.	B. Santhanam.(2022), Banking and Financial System, Margham Publications
2.	Sundaram K.P.M. (2008), Money, banking and International Trade, Vikas, New Delhi.
3.	Rajender Kumar, Maria Antonyraj & Anupama Pandey (2024), Money and Banking,
4.	Sethi, T.T.(2003). Monetary Economics: S. Chand and Co. ,New Delhi
5.	V. A. Avadhani.(2022). Fundamentals of Money and Banking, Himalaya Publishing House, Mumbai

Web Resources	
1.	www.rbi.org.in
2.	https://www.imf.org
3.	https://www.oecd.org
4.	https://www.bis.org/publ/work437.pdf
5.	https://www.worldbank.org/

Course Outcomes

CO. NO.	On Completion of this Course, Students will be able to
1	Understand the concept, functions, forms, and measures of money supply, including modern forms like crypto currencies, and their importance in the economy.
2	Analyze classical, Keynesian, and modern theories of money demand and evaluate their relevance in explaining economic behavior.
3	Compare Monetarist and Keynesian approaches, understand money supply determinants, the money multiplier, and inflation control policies.
4	Understand the role of commercial banks in credit creation, the impact of nationalization, RBI regulation, and key banking reforms.
5	Explain inflation and deflation, understand central bank functions, and analyze monetary policy operations of the RBI in India.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	2	3	3	3	3	3	3	3
CO3	3	3	3	2	2	3	3	3
CO4	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	2	3
Total	14	15	14	14	15	14	14	15
Average	2.8	3.0	3.0	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	2	3	2	2
CO3	3	2	3	2	2
CO4	3	2	3	2	2
CO5	3	3	3	3	3
Total	15	12	15	12	11
Average	3	2.4	3	2.4	2.2

S-Strong-3 M-Medium-2 L-Low-1

Fiscal Economics

Title of the Course	Fiscal Economics						
Course Type	Core X						
Year	III	Semester	V	Credits	4	Course Code	24UMEC52
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	5	5		10			

Learning Objectives	
LO1	To enable students to acquire Knowledge on the various facts of Fiscal Economics.
LO2	To illustrates various theories of fiscal economics and its applications
LO3	To describes the budget process and features of a good tax system
LO4	To analyse the trends in public expenditure and debt management
LO5	To evaluate the Budget of the Government of India, Centre and State relations

UNIT	CONTENTS
I	Introduction Fiscal Economics: Nature, Scope, Objectives and Instruments –Major Fiscal Functions - Market Failure, Public Goods and Private Goods, Externalities, Efficiency Versus Equity- Principles of Functional Finance.
II	Theories of Fiscal Economics and Policy Principle of Maximum Social Advantage –The Benefit Approach –The Ability-to-Pay Approach–Equal Sacrifice Principle-Fiscal Policy and its Instruments.
III	Budget and Taxation Role of Government in a Modern Economy- Public Budget: Types and Structure - Taxation - Features of a Good Tax System- Direct and Indirect Taxes-Concept of Impact- Incidence and Shifting of Taxation-Elasticity and Determination of Tax Burden- Optimal Taxation.
IV	Public Expenditure and Debt Public Expenditure: Canons and Classification- Wagner’s Law of Public Expenditure Public Debt: Meaning and Types, Burden of Public Debt- Principles of Public Debt Management– Deficit Financing.
V	Indian Public Finance Budget of the Government of India (Current Financial Year)-Sources of Public Receipts (Tax and Non-Tax, GST and its Impact)-Components of Public Expenditure- Sources of Public Borrowing and Debt Liabilities- Deficits-Appraisal of FRBM Act 2004- Fiscal Federalism: Centre and State Relations - Recommendations of Recent three Finance Commissions.

Textbooks	
1	Bhatia H.L., (2022), Public Finance, Vikas Publications.
2	Tyagi B. Pand H.P. Singh (2018) "Public Finance" Jai Prakash Nath & Co, Meerut
3	M. L. Jhingan, "Public Finance and Fiscal Policy", Vrinda Publications, 2022
4	Lekhi, "Public Finance in Theory and Practice", Kalyani Publishers, 2021
5	B. P. Tyagi, "INDIA-SPECIFIC PUBLIC FINANCE", Jai Prakash Nath & Co. publications, 2022

Reference Books	
1.	Harvey Rosen, (2005), Public Finance, Seventh Edition, McGraw Hill Publications.
2.	Kaushik Basu and Maertens (Ed), (2013), The New Oxford Companion to Economics in India, Oxford University Press.
3.	Bhatia, H.L., (2021) Public Finance & Budgeting, Vikas Publishing House.
4.	Joseph E. Stiglitz & Jay K. Rosengard. (2020). Economics of the Public Sector
5.	Mu Raja J. Chelliah, "Fiscal Policy in Under developed Countries", Allen and Mooney Limited at the Alden Press Oxford, II Edition, 2012.

Web Resources	
1.	https://finmin.nic.in/
2.	https://www.nipfp.org.in/
3.	https://www.niti.gov.in/
4.	https://www.gst.gov.in/
5.	https://www.indiabudget.gov.in/

Course Outcomes	
CO. NO	On Completion of this Course, Students will be able to
1	Understand the nature, scope, objectives, and instruments of fiscal economics, including fiscal functions and issues of market failure, equity, and efficiency.
2	Explain major theories of public finance and analyze fiscal policy instruments used to achieve social welfare and economic stability.
3	Understand the role of government budgeting and taxation, analyze tax principles, tax incidence, and evaluate optimal taxation policies.
4	Explain patterns of public expenditure, theories of public debt, deficit financing, and principles of debt management.
5	Understand the structure of India's public finance system, analyze government budgets, fiscal deficits, GST, fiscal federalism, and Finance Commission recommendations.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	2	3	2	2	3	3	3
CO4	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	2	3
Total	15	14	14	14	15	14	14	15
Average	3.0	2.8	3.0	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1**Level of Correlation between PSO's and CO's**

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	2	2	3	3	2
CO3	3	3	3	2	3
CO4	2	2	2	2	1
CO5	3	3	2	3	2
Total	13	13	13	13	10
Average	2.6	2.6	2.6	2.6	2

S-Strong-3 M-Medium-2 L-Low-1

Industrial Economics

Title of the Course	Industrial Economics						
Course Type	Core XI						
Year	III	Semester	V	Credits	4	Course Code	24UMEC53
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	5	5		10			

Learning Objectives	
LO1	To discuss the Features, Performance and development issues of the Indian Economy.
LO2	To analyse the various theories of Industrial Location.
LO3	To know the licensing policies and industrial sickness.
LO4	To describe the growth Patterns in Indian Industrial Sector.
LO5	To observe the trends and prospects of industrial growth in India.

UNIT	CONTENTS
I	Introduction Nature and scope of Industrial Economics - History of Industrial Revolution -Digital Revolution - Classification of Industries: Public Sector, Private Sector and Public Private Partnership- Large, MSMEs, Concept of Plant, Firm and Industry.
II	Theories of Location i. Theories of Industrial Location - Weber - Sargant Florence - Factors Affecting Location ii. Localization -Globalization of Industries – Decentralization of Industries-Industrial Efficiency and Economic Efficiency – Measures of Concentration - Concentration ratio - Hirschman – Herfindahl Index.
III	Industrial Licensing and Policies Industrial Licensing – MRTP Act – Industrial Policies - Industrial Productivity - Capacity Utilization - Industrial Sickness- Mergers and Acquisitions – Profitability and Efficiency.
IV	Industrial Regions of India Industrial Clusters in India- Sunrise Sector- Regional Backwardness- Government Initiatives in India – start up Programmes
V	Growth Trends in India Industrial Growth in India: Trends and Prospects – Incentives to Promote Industrialization – Ease of Doing Business Ranking - MNCs in India -Special Economic Zones- FDI Policy- Make in India Initiative- National Manufacturing Policy.

Textbooks	
1.	P. L. Mehta (2010), Industrial Economics: Issues and Perspectives Sultan Chand & Sons Publications
2.	Barthwal R.R (2020)Industrial Economics An Introductory Textbook, New Age International Publishers
3	Dennis W. Carlton and Jeffrey M. Perl off, Modern Industrial Organisation, Cambridge UniversityPress,2015
4	Rajesh Kumar R (2021),Industrial Economics and Foreign Trade Jyothis Publishers
5	S. C. Kuchhal, “Industrial Economics and Organisation”, Chaitanya Publishing House,2021

Reference Books	
1.	Ramesh Singh (2024) Indian Economy McGraw Hill
2.	Dutt & Sundaram. Indian Economy, S. Chand 2023
3.	Don E. Waldman & Elizabeth Jensen (2021) Industrial Organization: Theory and Applications
4.	Pepall, Richards & Norman.,(2022), Industrial Organization: Contemporary Theory and Practice
5.	Paul Belle flameet .l“ The theory of Industrial Organization- Markets and Strategies”,CambridgeUniversityPress,2012

Web Resources	
1.	https://www.india.gov.in/topics/industries
2.	https://business.mapsofindia.com/india-industry
3.	https://dpiit.gov.in/
4.	https://dri.nic.in/
5.	https://msme.gov.in/

Course Outcomes

CO. No	On Completion of this Course, Students will be able to
1.	Understand the nature and scope of industrial economics, types and classification of industries, and key concepts such as plant, firm, and industry in the context of industrial development.
2.	Explain theories and factors influencing industrial location, analyze industrial concentration, and evaluate globalization, decentralization, and efficiency in industries.
3.	Understand industrial licensing, policy frameworks, and issues related to productivity, capacity utilization, industrial sickness, and mergers and acquisitions.
4.	Analyze industrial clusters, regional disparities, sunrise sectors, and government initiatives aimed at balanced industrial development.
5.	Evaluate industrial growth trends in India, understand policies promoting industrialization, FDI, SEZs, and major initiatives like Make in India and National Manufacturing Policy.

Mapping with Programme Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	2	3	3	2	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	2	3
Total	15	14	15	15	15	15	14	15
Average	3.0	2.8	3.0	3.0	2.8	3.0	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	3
CO2	3	3	2	2	3
CO3	3	3	2	3	3
CO4	2	3	2	3	3
CO5	3	3	2	3	3
Total	14	15	10	13	15
Average	2.8	3	2	2.6	3

S-Strong-3 M-Medium-2 L-Low-1

Tamil Nadu Economy

Title of the Course	Tamil Nadu Economy						
Course Type	Major Elective V						
Year	III	Semester	V	Credits	3	Course Code	24UEEC51
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	4	4		8			

Learning Objectives

LO1	To discuss the Features, Performance and development issues of Tamil Nadu Economy.
LO2	To analyse the agricultural and industrial scenario in Tamil Nadu.
LO3	To understand the industrial scenario in Tamilnadu and its growth.
LO4	To know the general performance of the Tamilnadu.
LO5	To describe the state finances and its development initiatives.

UNIT	CONTENTS
I	Introduction Tamil Nadu – Salient features–Geographical Features – Economic and Social Indicators – Human Development – Index Rank – Gender Disparity Index –Poverty Index – Work Participation Rate – Unemployment Rate – Literacy Rate – Life Expectancy – Demography and Occupational Patterns.
II	Agriculture Agriculture – Land Use Patterns– Cropping Pattern– Irrigation - Agricultural Marketing – Defects and Remedial measures – Agricultural Finance – Policy and Issues – Crop Insurance.
III	Industry Industrial Scenario in Tamil Nadu – Production Trends – Large Industries- MSMEs – Khadi and Village Industries – Export Contribution of top five Major Industries – Industrial Development Institutions: TII, SIDCO, SIPCOT, Industrial Estates- DIC, EPZ, SPZ, SEZ.
IV	State Finances and Development Initiatives State Finance – Revenue and Expenditure of the State – Tamil Nadu’s Recent Budget – Education and Health Care and State Welfare Programmes.

V	<p>General Performance of the State Tourism and Medical Tourism – Women Empowerment Programme – Self Help Groups and Micro Finance – Mahalir Thittam – Environmental Protection Measures.</p>
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Textbooks	
1	M. Soundarapandian (Ed.), 2021 ,Tamil Nadu Economy – Issues and Challenges, Macmillan India Ltd, New Delhi
2	Naganathan M (2002), Tamil Nadu Economy: Trends and Prospects, (ed.), University of Madras.
3	Dr. G. Yoganandham ,(2025), Tamil Nadu Economy, Business Publishers, Bombay.
4	Kuppusamy.K,“Socio-EconomicDevelopmentofIndia,SharadhaPublications, 2014
5	S. Sankaran,“ Tamil Nadu Economy”, 2014

Reference Books	
1.	Veeramani A. R., Tamil Nadu Agricultural Economy , Divyasre Publication,2015
2.	Manickam .S, (2010), TamilNadu – An Economic Appraisal, Department of Evaluation and Applied Research, Panorama of Indian Economy.
3.	Tamil Nadu Economic Survey (Annual) Department of Finance, Govt. of Tamil Nadu (2020–2025 editions).
4.	Kurien C. T and James Joseph (1979), “Economic Change in Tamil Nadu: A Regionally and Functionally Disaggregated Study”, Allied Publishers Pvt. Ltd. New Delhi.

Web Resources	
1.	www.tn.gov.in
2.	http://tnenvis.nic.in/
3.	https://www.msmeonline.tn.gov.in/
4.	https://ctd.tn.gov.in
5.	https://www.tamilnadutourism.tn.gov.in

Course Outcomes

CO. No.	On completion of this course, students will be able to
1	Understand the geographical, economic, and social features of Tamil Nadu and analyze key development indicators such as HDI, poverty, employment, literacy, and demographic patterns.
2	Examine agricultural structure, land use, irrigation, marketing systems, and evaluate policies, finance, and crop insurance in Tamil Nadu.
3	Understand the industrial development of Tamil Nadu, analyze production trends, major industries, MSMEs, and the role of industrial institutions and export zones.
4	Analyze Tamil Nadu's state finances, budgetary trends, and assess government initiatives in poverty alleviation, education, health, and welfare.
5	Evaluate the overall economic performance of Tamil Nadu with reference to tourism, women empowerment, self-help groups, microfinance, and environmental protection measures.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	2	2	3	2	2	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	2	3
Total	14	14	14	14	15	14	14	15
Average	2.8	2.8	3.0	2.8	2.8	3.0	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	3	3	3	3	2
CO4	3	3	2	3	3
CO5	3	3	2	3	3
Total	15	15	11	15	14
Average	3	3	2.2	3	2.8

S-Strong-3 M-Medium-2 L-Low-1

Managerial Economics

Title of the Course	Managerial Economics						
Course Type	Major Elective V						
Year	III	Semester	V	Credits	3	Course Code	24UEEC52
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	4	4		8			

Learning Objectives

LO1	To develop analytical and problem-solving skills among the students.
LO2	To gain knowledge on Capital Budgeting and appraisal methods.
LO3	To understand the Cost-Volume-Profit Analysis and its uses.
LO4	To know the demand for Durable and Non – Durable Products.
LO5	To familiarize students with Pricing Policies and practices.

UNIT	CONTENTS
I	Introduction Nature and Scope of Managerial Economics – Meaning – Characteristics – Importance – Role and Responsibilities of Managerial Economist – Basic Economic Tools in Managerial Economics.
II	Demand, Cost and Profit Analysis Demand for Durable and Non-Durable Products, Demand Forecasting Techniques – Statistical and Non-Statistical Techniques – Cost Estimation - Cost-Volume-Profit Analysis (Break Even Analysis) Objectives and Assumptions; Determination of Break– Even Point, Limitations.
III	Pricing Policies and Practices Objectives – Popular Pricing Methods and Strategies – Price Discounts and Differentials – Pricing by Manufacturers and Retailers- Price Forecasting.
IV	Capital Budgeting Capital Budgeting: Need for capital budgeting – Different steps in Capital Budgeting – Appraisal Methods – Payback Method, Accounting Rate of Return, Net Present Value method, Internal Rate of Return Method, Cost–Benefit Method- Capital Rationing.
V	Cost of Capital Sources of Funds for Long Term Financing – Cost of Debt Capital – Cost of Preferred Stock – Cost of Equity Capital or Common Stock – Cost of Retained Earnings.

Textbooks	
1	H. Craig Petersen, W. Cris Lewis, Sudhir K. Jain. (2021), Managerial Economics, Pearson India publications.
2	D.N. Dwivedi (2022), Managerial Economics, Sultan Chand, New Delhi.
3	William F.S amuelson, Stephen G. Marks, “Managerial Economics”, 10th Edition. McGraw Hill
4	Dominick Salvatore, Managerial Economics: Theory and Applications 2020
5	Dr. P. L. Mehta, Managerial Economics and Financial Analysis. 2021

Reference Books	
1.	I.M. Pandey, (2021), Financial Management 12 th Edition
2.	Ahuja. H.L. (2021), Business Economics, 26 th Edition S. Chand & Co, New Delhi.
3.	L. Trivedi (2020), Managerial Economics: Theory and Applications Tata Mc Graw Hill.
4.	Dwivedi D.N (2022), Managerial Economics, Vikas Publishing House Pvt Ltd
5.	Gregory Mankiw (2021,) Principles of Economics, New Delhi, Cengage Learning India.

Web Resources	
1.	http://economics.about.com/od/pricing
2.	www.rbi.org
3.	https://nptel.ac.in/courses/110101005
4.	https://www.managementstudyguide.com/managerial-economics

Course Outcomes	
CO. No.	On Completion of this Course, Students will be able to
1	Understand the nature, scope, and importance of managerial economics and the role of a managerial economist using basic economic tools for decision-making.
2	Analyze demand patterns, apply forecasting techniques, estimate costs, and perform break-even analysis for managerial decisions.
3	Understand pricing objectives, methods, and strategies, and analyze pricing decisions made by manufacturers and retailers.
4	Evaluate investment proposals using capital budgeting techniques and understand capital rationing decisions.
5	Understand sources of long-term finance and compute the cost of various forms of capital for financial decision-making.

Mapping with Programme Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	2	3	2	2	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	2	3
Total	15	14	15	14	15	15	14	15
Average	3.0	2.8	3.0	2.8	2.8	3.0	2.8	3.00

S-Strong-3 M-Medium- 2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	3
CO4	3	3	2	3	3
CO5	3	3	3	3	2
Total	15	13	13	15	14
Average	3	2.6	2.6	3	2.8

S-Strong-3 M-Medium-2 L-Low-1

Operations Research

Title of the Course	Operations Research						
Course Type	Major Elective VI						
Year	III	Semester	V	Credits	3	Course Code	24UEEC53
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	4	4		8			

Learning Objectives	
LO1	To enable students to understand the concept of operations research and the Types of operations research models.
LO2	To understand the applications of Linear Programming problem.
LO3	To prove the Transportation and Assignment problem.
LO4	To provide understanding about making Rational Decisions in Practice.
LO5	To provide knowledge on acquiring Entrepreneurial Skills.

UNIT	CONTENTS
I	Introduction to Operations Research Operations Research – Definition–Methodology –Tools – Types of Operations- Research Models – Operations Research and Decision Making – imitations
II	Linear Programming Problem Definition--Applications – Assumptions-Formulation – Graphical solution – Maximization and Minimization – Simplex Method (Two Variable).
III	Transportation and Assignment Introduction – Matrix Formulation of a Transportation Problem – North West Corner Entry Method –Vogel’s Approximation Method – Initial Basic Feasible Solution (basic problems) – Assignment – Introduction – Balanced and Unbalanced Assignment Problem–Solution using Hungarian Assignment Method.
IV	Decision Theory Decision Making under Risk and Uncertainty – Decision Tree Analysis – Network Analysis – Basic Concepts: CPM – PERT
V	Queuing Theory Queuing Theory- Basic Concepts –Traffic Intensity– Idle Rate – Single Channel - Number of Customers in Line and System– Time Spent by the Customers in Line and System – Probability Of Customers’ Waiting.

Textbooks	
1	Vittal P.R , (2019), Introduction to Operations Research, Margham Publications
2	Gupta P. Kand Manmohan, (2019),Operations Research Sultan Chand, New Delhi
3	G.Srivivasan,“Operations Research: Principles and Application” ,Prentice Hall India Pvt., Limited, 2017
4	Ravindran ,Phillips ,Solberg, “OPERATIONS RESEARCH: PRINCIPLES AND PRACTICE”, 2ND ED, Wiley, 2007
5	H.A. Taha (2022). Operations Research: An Introduction (10th ed.). Pearson.

Reference Books	
1.	Chawla K .K, Vijay Gupta and Bhushan K. Sharma (2015)Introduction to Operations Research, Kalyani Publishers
2.	Hamdya Taha, (2017), Operations Research: An Introduction,10 th Edition, Pearson
3.	Kapoor V. K.(2017)Operations Research, Sultan Chand and Sons, New Delhi,
4.	Hillier & Lieberman (2021). Introduction to Operations Research (11th ed.). McGraw Hill.
5.	Panneer selvam R. (2018)Operations Research, Prentice-Hall India,

Web Resources	
1.	https://www.edx.org/course/operations-research-an-active-approach
2.	https://www.theorsociety.com/resource-centre/teaching-resources/
3.	https://or.stackexchange.com/questions/4277/operations-research-self-study-resources-for-beginners
4.	https://www.notes4free.in/admin/postimages/OR%20NOTES.pdf
5.	https://youtu.be/x-Wx9KLRBpk

Course Outcomes	
CO. No.	On Completion of this Course, Students will be able to
1	Understand the meaning, methodology, tools, and models of operations research and apply them to managerial decision-making.
2	Formulate and solve linear programming problems using graphical and simplex methods for optimization.
3	Understand transportation and assignment models and apply solution methods to optimize resource allocation.
4	Analyze decision-making under risk and uncertainty using decision trees, network analysis, CPM, and PERT techniques.
5	Understand queuing models and analyze customer waiting time, system performance, and service efficiency.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	2	2	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	2	3
Total	15	15	15	14	14	15	14	15
Average	3.0	2.8	3.0	2.8	2.8	3.0	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	2	3	3
CO5	3	3	2	3	3
Total	15	15	11	15	14
Average	3	3	2.2	3	2.8

S-Strong-3 M-Medium-2 L-Low-1

Gender Economics

Title of the Course	Gender Economics						
Course Type	Major Elective-VI						
Year	III	Semester	V	Credits	3	Course Code	24UEEC54
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	4	4		8			

Learning Objectives	
LO1	Students will be able to sensitize on issues that is related to gender.
LO2	To understand the conceptual clarification of women and work.
LO3	To know the participation of Women in Organized and Unorganized Sectors in an Economy.
LO4	Identify the marginalization of women in economic theory and in the economy.
LO5	In corporate gender in mainstream policy making.

UNIT	CONTENTS
I	Introduction to Gender Analysis and Economics Definition – Gender – Gender Analysis: Purpose and Scope – Feminist Perspective in Economics – Classical and Neo classical Economics – Post Keynesian Economics- Economic Measurements –Empirical Challenges.
II	Development and Anti - Development Development Versus Anti-Development – Women in Development (WID)- Women and Development (WAD)– Gender And Development – Women And Empowerment- Women And Environment – Eco-feminism.
III	Women and Work – A Conceptual Clarification Invisibility of Women – “Statistical Purdah” – A Critique of Methods, Concepts, Definitions Employed in Economic Theory – A Critique of The Data System in India (Application) Measures to Rectify this Invisibility.
IV	Marginalization of Women Women Sidelined – Gender – Discrimination Theories – Women in The Labour Market – Sexual Division of Labour, Wage Differentials, Micro Credit – Women in The Organized and Unorganized Sectors of The Indian Economy (Application)- Feminization of Work and Feminization of Poverty.
V	Economy and Related Issues Population –Demographic Features – Health and Education- Policy Measures – Government and NGOs – Gender Budgeting.

Textbooks	
1	Jaya Shri vatsava (2018), Gender Discrimination and Inequality in Contemporary India: Dimensions and Voices of Protests, Kalpaz publications.
2	Caroline Criado Perez (2019) Invisible Women: Data Biasina World Designed for Men, Harry N .Abrams.
3	Mukesh Eswaran (2020) Why Gender Matters in Economics Princeton University Press.
4	K.R. Gupta, “Gender Problems and Policies”, Atlantic, 2009.
5	Joyce Jacobsen, “The Economics of Gender”, Wiley–Black well Publisher 3rd Edition, 2007.

Reference Books	
1.	Benería, Lourdes, Günseli Berik & Maria Floro (2021) <i>Gender, Development and Globalization: Economics as if All People Mattered</i> (3rd Edition), Routledge.
2.	Robeyns, Ingrid (2023) <i>Wellbeing, Freedom and Social Justice: The Capability Approach Re-Examined,</i> .
3.	Krishnaraj ,Maithreyi and Joy P.Deshmukh (1991), Gender in Economics, Ajantha Publishers, New Delhi
4.	Loutfi, MF (ed.)(2002), Women, Gender & Work , Rawat Publishers, New Delhi.
5.	Neetha, N. (Ed.) (2021) <i>Gender and Care Work in India</i> , Oxford University Press.

Web Resources	
1.	https://www.unwomen.org/en/how-we-work/intergovernmental-support/world-conferences-on-women
2.	https://wcd.nic.in/
3.	https://www.tn.gov.in/department/30
4.	http://icds-wcd.nic.in/
5.	http://ncw.nic.in/

Course Outcomes

CO. No.	On Completion of this Course, Students will be able to
1	Understand key gender concepts, feminist perspectives in economics, and challenges in measuring gender issues in economic analysis.
2	Analyze different development approaches and evaluate women’s roles in development, empowerment, and environmental sustainability.
3	Examine the invisibility of women’s work, critique economic data and methods, and understand measures to address gender bias.
4	Analyze gender discrimination in labor markets, wage differentials, and the feminization of work and poverty in India.
5	Understand the inter linkages between gender, population, health, education, and evaluate policy measures including gender budgeting.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	2	3	2	2	3	3	3
CO4	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	2	3
Total	14	14	15	14	15	15	14	15
Average	2.8	2.8	3.0	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	2	3	2	3	3
CO4	3	3	2	3	3
CO5	3	3	2	3	3
Total	14	15	10	15	15
Average	2.8	3	2	3	3

S-Strong-3 M-Medium-2 L-Low-1

Personality Development

Title of the Course		Personality Development			
Course Type		Indian Knowledge System (IKS)			
Course Code		24UPDT51			
Year	III	Semester	V	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		1	1	--	2

Unit	Contents
1.	Personality - Definition – Determinants – Personality Traits –Theories of Personality – Importance of Personality Development. Self-Awareness – Meaning – Benefits of Self – Awareness – Developing Self – Awareness. Swot – Meaning – Importance- Application – Components. Goal Setting Meaning- Importance – Effective goal setting – Principles of goal setting – Goal setting at the Right level.
2.	Self-Monitoring – Meaning – High self – monitor versus low self-monitor – Advantages and Disadvantages self-monitor- Self –monitoring and job performance. Perception- Definition- Factor influencing perception- Perception process –Errors in perception – Avoiding perceptual errors. Attitude – Meaning- Formation of attitude – Types of attitude - Measurement of Attitudes – Barriers to attitude change – Methods to attitude change. Assertiveness - Meaning – Assertiveness in Communication – Assertiveness Techniques – Benefits of being Assertive – Improving Assertiveness.
3.	Team Building – Meaning – Types of teams – Importance of Team building- Creating Effective Team. Leadership – Definition – Leadership style- Theories of leadership – Qualities of an Effect leader. Negotiation Skills – Meaning – Principles of Negotiation – Types of Negotiation – The Negotiation Process – Common mistakes in Negotiation process. Conflict Management – Definition- Types of Conflict- Levels of Conflict – Conflict Resolution – Conflict management.

4.	<p>Communication – Definition – Importance of communication – Process of communication – Communication Symbols – Communication network – Barriers in communication – Overcoming Communication Barriers. Transactional Analysis – Meaning – Ego States – Types of Transactions – Johari Window- Life Positions. Emotional Intelligence- Meaning – Components of Emotional Intelligence- Significance of managing Emotional intelligence – How to develop Emotional Quotient. Stress Management – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress</p>
5.	<p>Social Graces – Meaning – Social Grace at Work – Acquiring Social Graces. Table Manners – Meaning – Table Etiquettes in Multicultural Environment- Do’s and Don’ts of Table Etiquettes. Dress Code – Meaning- Dress Code for selected Occasions – Dress Code for an Interview. Group Discussion – Meaning – Personality traits required for Group Discussion- Process of Group Discussion- Group Discussion Topics. Interview – Definition- Types of skills – Employer Expectations –Planning for the Interview – Interview Questions- Critical Interview Questions.</p>

References	
1.	Dr.S. Narayana Rajan, Dr. B. Rajasekaran, G. Venkadasalaphthi, V. Vijuresh Nayaham and Herald M.Dhas, Personality Development , Publication Division, Manonmaniam Sundaranar University, Tirunelveli
2.	Stephan P.Robbins, Organisational Behaviour , Tenth Edition, Prentice Hall of India Private Limited, New Delhi,2008
3.	Jit S. Chandan, Oragnisational Behaviour , Third Edition, Vikas Publishing House Private Limited, 2008
4.	Dr.K.K. Ramachandran and Dr.K.K. Karthick, From Campus to Corporate , Macmillan Publishers India Limited, New Delhi, 2010.

Reference Text	
1.	<p>Personality Development Dr. A.H. Mohideen Badusha H.M.Sulthan Ahthar Contact: 9944746073.</p>

SEMESTER - VI
International Economics

Title of the Course	International Economics						
Course Type	Core-XIII						
Year	III	Semester	V	Credits	5	Course Code	24UMEC61
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	6	6		12			

Learning Objectives	
LO1	To evaluate critical overview of International Trade theories.
LO2	To understand the Foreign Exchange Market and its operations.
LO3	To know the BOP disequilibrium and International Trade Policy.
LO4	To impart knowledge on Foreign Exchange Market and its concepts.
LO5	To familiarize students on Trade Policies.

UNIT	CONTENTS
I	Introduction Nature and Scope of International Economics -The Globalization of the World Economy - International Trade and the Nation's Standard of Living - International Trade Policy - Current International Economic Problems and Challenges.
II	Theories of International Trade Absolute Advantage – Comparative Advantage – Opportunity Cost – Reciprocal Demand – Offer Curves: Marshall – Factor Endowments: Heckscher – Ohlin -Leontief Paradox –Role of International Trade in Economic Growth
III	Foreign Exchange Market Function and structures – Exchange Rates: Fixed, Flexible, Floating, Pegged, Nominal and Real Exchange Rates – Theories of Exchange Rates: Mint Parity Theory, Purchasing Power Parity Theory and Balance of Payments Theory.
IV	Balance of Payments The Balance of Payments Account –Equilibrium and Disequilibrium in BOP Surplus and Deficit in BOP – Adjustment Mechanism: Direct and Indirect Mechanisms – Export Promotion and Import Substitution.
V	Terms of Trade and Trade Policy Terms of Trade: Concept and Determinants –Terms of trade and Economic Development – Tariff and Non-Tariff Barriers – Effects – Quotas – Import Quotas Vs Tariffs – Free Trade and Economic Development – Free Trade Vs Protection.

Textbooks	
1	Dominick Salvatore (2023), International Economics (13th Edition, 2023), Wiley
2	Dwivedi, D. N. (2013), International Economics: Theory and Policy. Vikas Publishing House, New Delhi.
3	Cherunilam, Francis (2006), International Economics, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
4	M.LJhingan, “International Economics”, Vrinda publications, 2016.
5	K.R.Gupta, International Economics, AtlanticPublishers,2017

Reference Books	
1.	Paul Krugman, Maurice Obstfeld, and Marc Melitz, (2022), International Economics: Theory and Policy, Addison- Wesley (Pearson Education Indian Edition), 12th edition.
2.	Kindleberger C.P (1983), International Economics, D.B.Taraporevala Sons and Co. Pvt. Ltd., Bombay.
3.	Leamer, E. E., & Stern, R.M. (2017). Quantitative International Economics. Routledge.
4.	Salvatore, D. (2023).International Economics. John Wiley& Sons.
5.	D.M. Mithani, International Economics (Latest revised edition, 2021), Himalaya Publishing

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

Course Outcomes	
CO. No.	On Completion of this Course, Students will
1	Understand the nature and scope of international economics, globalization, trade policy, and key global economic challenges.
2	Analyze classical and modern trade theories, including comparative advantage, factor endowments, and their impact on economic growth and trade patterns.
3	Understand the structure, functions, and types of exchange rates, and evaluate theories explaining exchange rate determination.
4	Analyze the components of the balance of payments, its equilibrium, and mechanisms for correcting deficits and surpluses.
5	Evaluate terms of trade, tariff and non-tariff barriers, and assess the effects of free trade versus protection on economic development.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	2	2	3	3	3
CO4	3	3	2	3	3	2	3	3
CO5	3	3	3	3	3	3	2	3
Total	14	15	14	14	15	15	14	15
Average	2.8	3.0	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	2	3	2
CO3	3	3	2	3	2
CO4	3	3	3	2	2
CO5	3	3	2	3	3
Total	15	15	12	14	12
Average	3	3	2.4	2.8	2.4

S-Strong-3 M-Medium-2 L-Low-1

Development Economics

Title of the Course	Development Economics						
Course Type	Core-XIV						
Year	III	Semester	V	Credits	5	Course Code	24UMEC62
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	6	6		12			

Learning Objectives	
LO1	To understand the core values of development.
LO2	To describe the various approaches and Theories of development.
LO3	To analyze the significance of Development Models in Economic Planning
LO4	To enable the students to know about Development and Growth Models.
LO5	To probe the role of Financial System in Economic Development

UNIT	CONTENTS
I	Introduction Meaning and Nature of Development Economics – Core values of Development- Amartya Sen’s Approach – Economic Growth Vs. Development – Progress and Economic Welfare– Comparative Economic Development.
II	Theories of Economic Growth and Development –I Rostow’s stages of Growth – Big Push Theory – Theory of Critical Minimum Effort – Lewis Theory, Nurkse Theory – Rural Urban - Migration.
III	Theories of Economic Growth and Development–II Harrod – Domar Model (Critical Expansion and Growth) – Solow Model of Growth - Technical Progress and Growth – Human Capital and Growth – Kaldor Model (Model of Distribution).
IV	Development Planning Development Planning – Concept and Rationale- Basic Models of Development Planning process – Government Failure and Market Economy – Role of NGOs in Economic Development – Trends in Governance and Reforms.
V	Finance for Economic Development Role of Financial System in Economic Development – Formal Versus Informal Finance– Micro Finance – Foreign Finance – Foreign Aid – Development Assistance Debate.

Textbooks	
1	Ahuja H.L.(2016), Development Economics, S. Chand and Company Ltd.
2	Jhingan M.L.(2016), Economics of Development Planning, Himalaya Publication House, 41 st Edition.
3	Dutt, A. (2003). Development Economics and Structuralist Macroeconomics. Edward Elgar Publishing.
4	Puri V.K and Misra .S.K 2017 Economics of Development and Planning Himalaya Publishing House.
5	Alain de Janvry, Elisabeth Sadoulet, "Development Economics: Theory and Practice", Talyor & Francis, 2021

Reference Books	
1.	Todaro Micheal and C Smith Stephen (2017) Economic Development Pearson, 12th Edition.
2.	Taneja & R. M. Myre M.L.(2017), Economics of Development and Planning, Vikas Publishing Co., 15 th Edition
3.	Kulwan t Rai Gupta (2006&2009), Economics of Development & Planning (Vol.1&Vol.2), Atlantic Publishers and Dist.
4.	Huq, M. M., Clunies - Ross, A., & Forsyth, D.(2009). Development Economics. Mc Graw Hill.
5.	Taneja. M. L and Myer R.M (2017). Development Economics Vishal Publications.

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

Course Outcomes

CO. No.	On Completion of this Course, Students will be able to
1	Understand the meaning, nature, and core values of development economics, including Amartya Sen's approach and the distinction between economic growth and development.
2	Analyze classical and modern growth theories, including Rostow, Lewis, Nurkse, and the Harris-Todaro model, focusing on factors like surplus manpower and rural-urban migration.
3	Evaluate models of economic growth such as Harrod-Domar, Solow, Myrdal, and Kaldor, and understand the role of technical progress and human capital in development.
4	Understand development planning concepts, models, and processes, and analyze the roles of government, market failures, and NGOs in promoting economic development.
5	Examine the role of financial systems, formal and informal finance, microfinance, foreign aid, and development assistance in supporting economic growth.

Mapping with Programme Outcomes:

sCO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	2	2	3	3	3
CO4	3	3	2	3	3	3	3	3
CO5	3	3	3	3	3	3	2	3
Total	14	14	14	14	15	15	14	15
Average	2.8	2.8	2.8	2.8	3.0	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	2	3	2	3	2
CO3	3	3	3	3	3
CO4	3	3	2	3	3
CO5	3	3	3	3	3
Total	14	15	13	15	13
Average	2.8	3	2.6	3	2.6

S-Strong-3 M-Medium-2 L-Low-1

Agricultural Economics

Title of the Course	Agricultural Economics						
Course Type	Core-XV						
Year	III	Semester	V	Credits	5	Course Code	24UMEC63
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	6	6		12			

Learning Objectives	
LO1	To probe into the various issues in agricultural Labour
LO2	To understand the marketing, Finance and Price Policy of Agriculture
LO3	To study the impact of Agriculture on Indian Economic Scenario.
LO4	To assess the sustainable agriculture Development In India
LO5	To familiarize students about the significance of Sustainable Agriculture.

UNIT	CONTENTS
I	Introduction Scope and significance of Agriculture – Role of Agriculture in India's Development – Inter- sectoral Linkages – Farm Management: Definition and Principles – Management of Risks in Agriculture.
II	Agricultural Labour Definition – Types – Supply of Labour – Problems – Rural Unemployment: Types, Consequences and Remedial Measures – Minimum Wages for Agricultural Workers – Recent Wage and Self – Employment Programmes - MGNREP
III	Agricultural Finance Meaning, Nature, Types, Sources and Problems of Agricultural Finance - Cooperatives in Rural Finance – Role of Commercial Banks and NABARD – Farm Capital - Meaning, Types and Marginal Efficiency of Farm Capital – Agricultural Capital Formation
IV	Agricultural Price Policy Objectives and need of Agricultural Price Policy – Stability and Trends in Agricultural Prices – Evaluation of Agricultural Price Policy in India – Agricultural Exports- Current Issues in Indian Agriculture.

V	<p>Sustainable Agriculture and Food Security</p> <p>Development issues: Poverty, Inequality and Environmental Degradation Green Revolution: Recent Developments – Population and Food Supply – Food Security and Public Distribution System in India.</p>
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Textbooks	
1	S.S. Acharya & N.L. Agarwal, Agricultural Marketing in India, 6th Edition, 2022 Publisher: Oxford & IBH.
2	G.S. Dhillon & H. Singh, Agricultural Economics, Revised Edition, 2021, Publisher: Tata McGraw-Hill
3	Ruddar Datt & K.P.M. Sundharam, Indian Economy, 78th Edition, 2024, Publisher: S. Chand
4	John B. Penson, Jr, Oral Capps, Jr, C. Parr Rosson III, Richard. T. Woodward, “Introduction to Agricultural Economics”, Pearson Publications, 2017.
5	Dr. B.P. Tyagi, Agricultural Economics & Rural Development”, Jai Prakashnath & Co., 2017.

Reference Books	
1.	Government of India, Economic Survey of India, 2024–25, Publisher: Ministry of Finance
2.	Gray, L. C. (2013). Introduction to Agricultural Economics. Read Books Ltd.
3.	Barkley, A., & Barkley, P.W. (2016). Principles of Agricultural Economics. Routledge.
4.	Cramer, G. L., Jensen, C.W., & Southgate Jr, D.D. (2001). Agricultural Economics and Agri business (No. Ed. 8). John Wiley and Sons.
5.	Reserve Bank of India (RBI), Handbook of Statistics on Indian Economy, Latest Edition: 2023–24

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

Course Outcomes

CO. No.	On Completion of this Course, Students will
1	Understand the scope and significance of agriculture, its role in India's development, inter-sectoral linkages, and principles of farm management including risk management.
2	Analyze types and supply of agricultural labor, rural unemployment issues, wage policies, and recent employment programs for rural workers.
3	Understand sources, types, and challenges of agricultural finance, the role of cooperatives, commercial banks, NABARD, and agricultural capital formation.
4	Evaluate the objectives, trends, and impact of agricultural price policies in India, including agricultural exports and current sectoral issues.
5	Analyze development challenges, sustainable agriculture practices, the Green Revolution, food supply, and food security policies including the Public Distribution System.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	2	2	3	3	3
CO4	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	2	3
Total	14	14	15	14	15	15	14	15
Average	2.8	2.8	3.0	2.8	3.0	3.0	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1 Level of Correlation between PSO's and CO's

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	2	3	2	3	2
CO3	3	3	3	3	3
CO4	3	3	2	3	3
CO5	3	3	3	3	3
Total	14	15	13	15	13
Average	2.8	3	2.6	3	2.6

S-Strong-3 M-Medium-2 L-Low-1

Basic Econometrics

Title of the Course	Basic Econometrics						
Course Type	Major Elective-VII						
Year	III	Semester	V	Credits	3	Course Code	24UEEC61
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	5	5		10			

Learning Objectives	
LO1	To analyse the Economic Relationship mathematically.
LO2	To estimate testing hypothesis, forecasting which helps in Policy Decision Making.
LO3	To understand the application of economic theories in real time situations.
LO4	To evaluate the Violation of Assumption sin econometric applications.
LO5	To understand and analyze various Econometric Model sand its application.

UNIT	Contents
I	Introduction Definition – Scope – Divisions – Objectives – Use of Econometrics – Econometrics and Mathematical Economics – Econometrics and Statistics – Methodology of Econometrics - Basic ideas of Linear Regression Model–Two variable Model, Population regression Function (PRF), Sample Regression Function (SRF) – Error term U – Significance - Stochastic form of PRF and SRF.
II	Estimation Classical Linear Regression Model – Assumptions – Method of Ordinary Least Squares (OLS) - Derivation of OLS Estimators – Derivation of variance and Standard error of OLS estimators (Simple Linear Regression) – Properties of OLS estimators- Gauss– Markov Theorem – Proof – Three Variable Model estimation (Basic Idea only)– Hypothesis Testing (t and F test) – Test of Goodness of Fit R^2 and Adjusted R^2 .
III	Violation of Assumptions Multicollinearity: Nature, Consequences, Detection and Remedial Measures - Heteroscedasticity: Nature, Consequences, Detection and Remedial Measures - Autocorrelation: Nature, Consequences, Detection and Remedial Measures.

IV	<p>Functional Forms and Dummy Variables Regression through the origin - Double Log Model – Measurement of Elasticity – Semi log model – Measurement of Growth. Dummy Variables – ANOVA and ANCOVA Models – Dummy Variable Trap – Uses – Interaction Effects – Structural Changes – Seasonal Variations – Piecewise Linear Regression. Autoregressive and Distributed Lag Model – Ad Hoc Method of Estimation – Koyck Transformation – Mean and Median Lag.</p>
V	<p>Simultaneous Equation Model Simultaneous Equation Model: Definition and Examples – Simultaneous Equation Bias – Structural and Reduced Form Equations – Identification – Rank and Order Condition – Indirect Least Square Estimation – Two Stage Least Square Estimation.</p>

Text Books	
1	Gujarathi, D. M. (2022). Gujarati: Basic Econometrics. Mc Graw - hill.
2	Koutsoyiannis, A. (2020 reprint). <i>Theory of Econometrics (2nd Edition)</i> . Palgrave.
3	Maddalla G. S. (2021) Introduction to Econometrics, Third Edition, Wiley India
4	Stock, James H. & Mark W. Watson (2020). <i>Introduction to Econometrics (4th Edition)</i> . Pearson
5	M. Wooldridge, “Introductory Econometrics: A Modern Approach”, Jeffery 5th Edition 2013.

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

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

Course Outcomes

CO. No.	On Completion of this Course, Students will be able to
1	Understand the scope, methodology, and basic concepts of econometrics, including linear regression models and stochastic error terms.
2	Estimate regression models using OLS, test hypotheses, and assess goodness of fit in single and multiple regressions.
3	Analyze multicollinearity, heteroscedasticity, and autocorrelation, and apply detection and remedial measures.
4	Understand different functional forms, dummy variables, elasticity, growth measurement, and lag models in regression analysis.
5	Understand simultaneous equation models, identification issues, and estimation using Indirect and Two-Stage Least Squares methods.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	2	2	3	3	3	3
CO4	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	2	3
Total	14	14	14	14	15	15	14	15
Average	2.8	2.8	3.0	2.8	3.0	3.0	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	3	3	2	3	3
CO4	3	3	2	3	2
CO5	3	2	3	2	2
Total	15	14	11	14	13
Average	3	2.8	2.2	2.8	2.6

S-Strong-3 M-Medium-2 L-Low-1

Behavioural Economics

Title of the Course	Behavioural Economics						
Course Type	Major Elective-VII						
Year	III	Semester	V	Credits	3	Course Code	24UEEC62
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	5	5		10			

Learning Objectives	
LO1	To provide an overview of Behavioural Economics.
LO2	To apply behavioral approaches to economic problems.
LO3	To know the nature and components of mental accounting.
LO4	To impart knowledge on how people's behavior influence decision making.
LO5	To analyze the Behavioural Economic Models.

UNIT	CONTENTS
I	Introduction History and Evolution of Behavioural Economics – Neoclassical Concept and Criteria for Economic Rationality – Causes of irrationality – Herbert Simon – Bounded Rationality Methods used in Behavioural Economics
II	Heuristics & Biases Advantages and Disadvantages of Heuristics – Availability Heuristic- Anchoring Heuristic – Representative Heuristic – Self Evaluation Biases and Projection Bias
III	Animal Spirits and its Impact on Economic Decisions Confidence – Its feedback mechanism that amplifies disturbances – Fairness – Its influence in setting wages and prices – Corruption and Antisocial behaviour –Money Illusion – Improper interpretation of inflation and deflation.
IV	Prospect Theory Conventional approaches to modifying Expected Utility theory – Prospect theory and Endowment effect – Reference points and Loss Aversion – Shape of the utility function –Decision weighting.
V	Mental Accounting Nature and Components of mental accounting – Framing and Editing – Budgeting and Fungibility – Choice Bracketing and Dynamics

Textbooks	
1	Phillip Corr and Anke Plagnol Behavioral Economics: The Basics 1 st Edition, Kindle Edition, Routledge, 2018.
2	Cartwright, E. (2024). Behavioral Economics. Routledge. – 4th edition textbook.
3	David Correl Behavioral Economics: Psychology, Neuroscience, and The Human Side of Economics (Hot Science) Icon Books Ltd, 2021
4	Sanjit Dhani, The Foundations of Behavioral Economic Analysis, Oxford University Press, 2016
5	Brandon Lehr, “Behavioral Economics Evidence, Theory, and Welfare”, Taylor & Francis, 2021

Reference Books	
1.	Angner, E. (2024). A Course in Behavioral Economics. Bloomsbury, Academic 1 st edition
2.	David R. Just (2014), Introduction to Behavioural Economics, Wiley Publication, New Jersey.
3.	Dhani, S. (2025). Principles of Behavioral Economics: Microeconomics and Human Behavior (1st ed.). Cambridge University Press.
4.	Frank Robert H (2015), Microeconomics and Behaviour, McGraw Hill Education, New York, 2015.
5.	Thaler, Richard H (2016), The Making of Behavioural Economics- Misbehaving, WW Norton & Co, Penguin, London

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

Course Outcomes	
CO. No.	On Completion of this Course, Students will be able to
1	Understand the flexibility and limitations of the economic approach to behavior and demonstrate knowledge of the evolution and methods used in behavioral Economics.
2	Identify ways in which individuals are systematically Irrational.
3	Know how to use existing behavioral models to understand new economic phenomena and analyse how deviations in Rationality impact economic decisions.
4	Apply Prospect Theory to understand how people make decisions when presented with alternatives that involve risk, probability and uncertainty.
5	Understand and apply in policy the different aspects of the Concept of mental accounting.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	2	2	3	3	3	3
CO4	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	3	3
Total	14	15	14	14	15	15	15	15
Average	2.8	2.8	3.0	2.8	3.0	3.0	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	2
CO3	3	3	3	2	2
CO4	3	3	3	3	3
CO5	3	3	2	3	3
Total	15	15	14	12	12
Average	3	3	2.8	2.4	2.4

S-Strong-3 M-Medium-2 L-Low-1

Financial Markets and Institutions

Title of the Course	Financial Markets and Institutions						
Course Type	Major Elective-VIII						
Year	III	Semester	V	Credits	3	Course Code	24UEEC63
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	5	5		10			

Learning Objectives	
LO1	To know the indicators of financial development.
LO2	To understand the various financial institutions and its operations in India.
LO3	To probe the role of banks in the financial operations and its regulations.
LO4	To analyse the Financial Institutions in India and its influence on Indian Economy.
LO5	To impart knowledge on Exchange Markets and its aspects.

UNIT	CONTENTS
I	Introduction Introduction to Financial System and Economic Development – Indicators of Financial Development, Concepts Related to Financial Markets and Institutions – Concept of Risk – Types of Return and Yield.
II	Financial Institutions –I Commercial Banking – Role of Banks – NPAs - Risk Management in Banking– International Banking– Regulatory Institutions in India – RBI, SEBI, IRDA, PFRDA – Corporate Governance and SEBI.
III	Financial Institutions –II Financial Institutions – Provident Fund, Pension Fund, Insurance Companies – Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds. Bond Market: Bond Features, Bond Price Volatility, Government Security Market, Corporate Bond Market, Public Sector Undertaking Bonds.
IV	Derivatives Market Classification of Stock Market and Securities – IPO, Stock Exchanges, Stock Market Indices, Derivatives Market –Types of Derivatives.
V	Exchange Market Foreign Exchange Market – Foreign Exchange Market Structure- Risk Management in Foreign Exchange Market – Exchange Rate Determination - Foreign Capital – FDI & FII, Central Bank Intervention in Foreign Exchange Market.

Textbooks	
1	Saunders, A., Cornett, M.M., & Ehemjamts, O. (2021). Financial Markets and Institutions. McGraw-Hill/Irwin.
2	Mishkin, F. S., & Eakins, S. G. (2021). Financial Markets and Institutions. Pearson Education India.
3	Frederic S. (2000). Financial Markets and Institutions. Pearson Education India.
4	Maureen Burton, Reynold F. Nesiba, Bruce Brown, "An Introduction to Financial Markets and Institutions", Talyor & Francis, 2015
5	Dr. F.C.Sharma, "Financial Markets, Institutions and Services" SBPD Publications, 2021.

Reference Books	
1.	Madura, Jeff (2021). International Financial Management (14th Edition). Cengage
2.	Burton, M., Nesiba, R.F., & Brown, B. (2015). An introduction to Markets and Institutions. Routledge.
3.	Jones, F.M. (2014), Foundations of Financial Markets and Institutions. Pearson Education.
4.	Levi, Maurice D. (2021). International Finance (6th Edition). Routledge.
5.	Dr. Gurusamy. S (2018), Financial Markets and Institutions, Mc Graw Hill Education India.

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

Course Outcomes	
CO. No.	On Completion of this Course, Students will be able to
1	Understand the financial system, its role in economic development, key indicators, financial markets, institutions, risk, and types of returns.
2	Analyse the role of commercial banks, risk management, NPAs, international banking, and regulatory institutions like RBI and SEBI.
3	Understand the functions of provident funds, pension funds, insurance, mutual funds, bond markets, and other financial intermediaries.
4	Analyze stock markets, IPOs, stock indices, and derivatives, including types and their applications in risk management.
5	Understand the structure of foreign exchange markets, exchange rate determination, FDI/FII, and central bank interventions.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	2	2	3	3	3	3
CO4	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	3	3
Total	15	15	14	14	15	15	15	15
Average	3.0	3.0	3.0	2.8	3.0	3.0	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	15	15	15	13	14
Average	3	3	3	2.6	2.8

S-Strong-3 M-Medium-2 L-Low-1

Urban Economics

Title of the Course	Urban Economics						
Course Type	Major Elective-VIII						
Year	III	Semester	V	Credits	3	Course Code	24UEEC64
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	5	5		10			

Learning Objectives	
LO1	To know the scope of Urban Economics, urban structure and urban growth.
LO2	To understand the basic economic principles in Urban Economics.
LO3	To describe the various urban infrastructures and its functions.
LO4	To provide understanding about urbanization and its aspects.
LO5	To familiarize the students about migration and its relevance in Urban development.

UNIT	CONTENTS
I	Introduction Definition of Urban Economics – Nature and Scope of Urban Economics – Density, Urbanization - Definition of a City and Metropolitan area - Urban structure and Urban growth.
II	Concept, Causes and Problems of Urbanization Urbanization – Concept – Urban Morphology – Causes and Issues of Urbanization – Sustainable Urbanization.
III	Urban Infrastructure Urban Infrastructure - Transportation – Electricity – Water Supply – Slums, Housing and Urban Renewal – Role of Slum Clearance Board and Housing for all - Public Health.
IV	Migration Theories Theories of Rural Urban Migration – Ravenstein’s Law of Migration – Stouffer’s Theory of Mobility – Lee’s Theory – Reasons for Migration: Push and Pull factors.
V	Policies for Urban Development Policies and Programmes for Urban development – Measures to Control Urban Growth – Integrated Development of Small and Medium Towns – Smart Cities in India.

Textbooks	
1	Ahluwalia, I.J., Kanbur, R., & Mohanty, P.K. Urbanization in India, Sage Publications, New Delhi. (2014)
2	Hartwick, John M (2015), Urban Economics, Rout ledge.
3	Arthur O'Sullivan, Urban Economics, Tata Mc Graw Hill, 2021.
4	Douglas.M.Brown, "Introduction to Urban Economics",2013
5	John F.Mc Donald, Daniel P. McMillen, "Urban Economics and Real Estate: Theory and Policy", Wiley, 2011.

Reference Books	
1.	Brueckner , Jan K. (2020 reprint / updated edition). Lectures on Urban Economics. MIT Press.
2.	Sivaramakrishnan, K. C., Amitabh Kundu & B. N. Singh (2020 reprint). Handbook of Urbanization in India. Oxford University Press.
3.	McCann, Philip (2020). Urban and Regional Economics (2nd Edition). Oxford University Press.
4.	Shaw, Annapurna (2020 reprint / updated). <i>Indian Cities in Transition</i> . Orient Blackswan.
5.	Shaw, Annapurna (2020 reprint / updated). Indian Cities in Transition. Orient Blackswan.

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

Course Outcomes	
CO. No.	On Completion of this Course, Students will be able to
1	Understand the nature, scope, and key concepts of urban economics, including urban density, structure, and growth patterns.
2	Analyze the causes, issues, and challenges of urbanization and evaluate strategies for sustainable urban development.
3	Understand urban infrastructure systems, including transportation, electricity, water supply, housing, slums, and public health..
4	Examine theories of rural-urban migration and analyze push and pull factors influencing migration patterns.
5	Evaluate urban development policies, smart city initiatives, and measures to control and integrate urban growth.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	2	2	2	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
Total	15	14	14	14	15	15	15	15
Average	3.0	3.0	3.0	2.8	3.0	3.0	3.0	3.00

S-Strong-3 M-Medium-2 L-Low-1 Level

of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	3
CO2	3	3	3	2	3
CO3	3	3	2	3	3
CO4	3	3	2	3	3
CO5	3	3	2	3	3
Total	15	14	2	13	15
Average	3	2.8	2.4	2.6	3

S-Strong-3 M-Medium-2 L-Low - 1

Economics for Competitive Examinations

Title of the Course	Economics for Competitive Examinations						
Course Type	Training						
Year	III	Semester	VI	Credits	2	Course Code	24UTE61
Instructional Hours Per week	Lecture	Tutorial	Lab Practices	Total			
	2	2		10			

Learning Objectives	
LO1	To acquire knowledge in Economics to compete in the Competitive Examinations by understanding the concepts.
LO2	To identify the appropriate sources of data, perform basic demographic analysis using various techniques
LO3	To analyse the causes and effects of inflation on the Indian economy.
LO4	To explain the practices of both monetary and fiscal policy and their impact on economic activity by using a combination of monetary and fiscal policy
LO5	To focus on the policy issues raised by the development and functioning of international organizations.

UNIT	CONTENTS
I	Globalization and New Economic Policy Globalization – Features – Components – Advantages and Disadvantages of Globalization. New Economic Policy 1991- Objectives
II	Population Census History of Indian Census - MPI, HDI, PQLI, GEM, GDI, TAI, Green index (concept only). Poverty: Definitions – Causes – Types - Measurement - Poverty Eradication Programmes: NRLM - NULM.
III	Inflation Meaning – Types – Causes - Measures of Inflation – Remedial measures for Inflation
IV	Monetary Policy and Fiscal Policy Monetary Policy: Meaning - Objectives - Instruments. Fiscal Policy: Meaning - Objectives - Instruments - VAT - FRBM – GST (Meaning only).
V	Foreign Trade and Organisation Concept of Balance of Payment – Exchange Rate – FERA – FEMA. International Organizations (Meaning and Objectives only): IMF – UNCTAD – SAARC

Textbooks	
1	Datt, R., & Sundharam, K. P. M. (2024). (73 rd Ed) Indian Economy. New Delhi: S. Chand & Company Ltd.
2	Misra, S. K., & Puri, V. K. (2025). Indian Economy. 43rd edition New Delhi: Himalaya Publishing House.
3	Todaro, M. P., & Smith, S. C. (2015). Economic Development. New Delhi: Pearson Education.
4	Jhingan, M. L. (2025). Macro Economics. (13 th edition) New Delhi: Vrinda Publications.
5	Sodersten, B., & Reed, G. (2012). International Economics. New Delhi: Macmillan Publishers.

Reference Books	
1.	Dutt, G. and A. Mahajan, Indian Economy, S. Chand Publishing, New Delhi, 2016.
2.	Gupta, K.R., & Gupta, J.R., Indian Economy, Atlantic Publishers, New Delhi, 2008.
3.	Puri, V.K., & Misra, S.K. Indian Economy: Its Development Experience, Himalaya Publishing House, New Delhi, 2015
4.	Sankaran, S., Indian Economy, Margham Publications, Chennai, 2025 (9 th edition)
5.	Statistics and Abstract (various issues), Ministry of Statistics and Programme Implementation, Government of India, New Delhi.

Web Resources	
1.	https://www.geeksforgeeks.org/macroeconomics/what-is-globalisation-explain-advantages-disadvantages-and-types-of-globalisation/
2.	https://censusindia.gov.in/census.website/
3.	https://mospi.gov.in/27-socio-economic-statistics?utm_source.com
4.	https://en.wikipedia.org/wiki/Monetary_policy?utm_source.com
5.	https://en.wikipedia.org/wiki/South_Asian_Association_for_Regional_Cooperation?utm_source.com

Course Outcomes	
CO. No.	On Completion of this Course, Students will be able to
CO1	Show the links between trade, international finance, economic growth, and globalization and demonstrate the implication of globalization on society as a whole
CO2	Demonstrate the importance of population in economic development and to interpret the quantitative and qualitative aspects through various demographic techniques
CO3	Identify different types of inflation, causes of inflation, and measures to control it
CO4	Examine the tools of monetary and fiscal policies and their implications on the Indian Economy.
CO5	Evaluate the objectives of various international organizations.

Mapping with Programme Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	3	2	2	2	3	3	1
CO 2	3	3	2	2	2	3	3	1
CO 3	3	3	2	2	2	3	3	1
CO 4	3	3	2	2	2	3	3	1
CO 5	3	3	2	2	2	3	3	1
Total	15	15	10	10	10	15	15	5
Average	3.0	3.0	2.0	2.0	2.0	3.0	3.0	1.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2
CO2	3	3	2	3	2
CO3	3	3	2	3	2
CO4	3	3	2	3	2
CO5	3	3	2	3	2
Total	15	15	10	15	10
Average	3.0	3.0	2.0	3.0	2.0

S-Strong-3 M-Medium-2 L-Low - 1

Blue Print – End Semester Examinations Semester – I to VI

Class: U.G.

Time: 3 Hours

Max. Marks: 75

Section - A

(10 x 1 = 10)

Answer all questions.

Choose the correct answer. (With four options)

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10

Section B

(5 x 5 = 25)

Answer all questions choosing either (a) or (b). Answer should not exceed 250 words

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	11 (a) & 11 (b)	12 (a) & 12 (b)	13 (a) & 13 (b)	14 (a) & 14(b)	15 (a) & 15 (b)

Section C

(5 x 8 = 40)

Answer all questions choosing either (a) or (b). Answer should not exceed 500 words

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	16 (a) & 16(b)	17 (a) & 17(b)	18 (a) & 18(b)	19 (a) & 19(b)	20 (a) & 20(b)