

**Nallamuthu Gounder Mahalingam
College, Pollachi (Autonomous)
Affiliated to Bharathiar University,
Coimbatore**

Department of Economics

2023 - BATCH
I & II SEMESTERS

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 101			Title	Batch :	2023 - 2026
				MICRO ECONOMICS - I	Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1		Credits:	5

Course Objective

This subject imparts basic economic principles governing the behaviours of individuals and firms regarding consumption and production.

Course Outcomes

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To keep various economic concepts in the minds of learners	K1/K2
CO2	To understand the economic problems production possibilities , assumptions and significance of economics	K2
CO3	To analyse the law of consumption, price, income, consumption effect and Giffen paradox	K3
CO4	To observe and analyse production function and its various theories and economies of large scale production	K3
CO5	To analyse cost functions and forms o market structure	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	M	H	H	H	M	M
CO2	H	H	H	H	H	H	H
CO3	H	M	H	H	M	H	H
CO4	H	H	H	H	H	H	M
CO5	H	M	H	H	H	H	M

High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit I	Introduction to Economics: Definitions: Brief Introduction to Classical, Neo Classical, Scarcity and Growth Oriented Definitions – Economic Problems – Choice in a Free Economy& Planned Economy- Societies Production Possibility Curve – Subject Matter of Economics- Characteristics of Economic Laws- Significance of Economics.	14hrs
Unit II	Consumption Consumption – Importance –Standard of Living–Engel’s Law of Consumption – The Law of Demand - Introduction to Cardinal and Ordinal analysis – Indifference Curve Analysis: Indifference Schedule, Curve, map and properties –MRS-Equilibrium of the Consumer – Analysis of Economic Effects on the Consumer’s Equilibrium – Price, Income, Consumption Effect- Price Effect in inferior goods – Giffen Paradox	15 hrs
Unit III	Production Function Production Function- Meaning- The Law of Variable Proportions-The Law of Returns – Producer’s Equilibrium through Isoquants – Economies of Large Scale production-Internal and External Economies.	14 hrs
Unit IV	Cost Function Types of Cost – Total and Marginal Cost Functions- AC & MC relationships- Characteristics of Costs in the long run- Measurement of Cost Output Relationship - Cost Control and Cost Reduction Methods.	16 hrs
Unit V	Forms of Market Structure Perfect Competition - Characters- Firms Objectives- Concepts of Profits – Normal & Super Normal Profit – Revenue – Relationship between Price, TR, AR and MR of a Firm Under Perfect Competition- Industry and Firm demand – Equilibrium of Firm and Industry.	16 hrs
	Total Contact Hours	75 hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Seminar, Quiz, Assignments, Group Task, Test
--

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mithani D.M	Principles of Economics	Himalaya Publishing House, Mumbai	2015
2	Bose. D & Marimuthu A	An Introduction to Micro-Economics	Himalaya Publishing House, Mumbai.	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ahuja H. L	Advanced Economic Theory	Sultan Chand & Co., New Delhi.	2010
2	Andreu Mas-colell, Michael D. Whinston & Jerry R. Green	Micro Economic Theory	Oxford University Press	2012
3	Sankaran	Micro Economics	Margham Publications, Chennai	2010
4	Misra & Puri	Modern Micro Economics	Himalaya Publishing House, Mumbai	2010
5	Dewett K. K. & Chand A.,	Modern Economic Theory	Sultan Chand & Co., New Delhi	2008

E-Reference:

1. <http://www.nios.ac.in>
2. <https://www.slideshare.net>
3. <http://wikieducator.org>
4. <http://economics-exposed.com>

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 102			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	INDIAN ECONOMY	Semester:	I
					Credits:	4

Course Objective

To acquire sufficient knowledge about India's economic features, occupational structure and the relative shares of the different Sectors

Course Outcomes (CO)

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To present economic challenges ailments associated with or arising directly from the problem of Indian Economy	K1
CO2	To understand the issues and policies relating to agriculture and industry.	K2
CO3	To understand industrial development and disinvestment	K3
CO4	To relate the strategy of development for energy.	K4
CO5	To evaluate the measures introduces for structural reforms in the economy.	K5

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	H	M	H	M	H	H
CO2	H	H	M	M	H	H	H
CO3	H	H	H	H	H	H	H
CO4	M	M	H	M	M	H	H
CO5	M	H	H	L	H	H	H

High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Features of Indian Economy History of Indian Economy – Challenges before Indian Economy- Concept of under Development-Economic Growth – Characteristics of an Under Developed Country—Economic Growth- Meaning of Economic Development —Traditional View, Modern View – Why all the Countries are not developed Alike? – Economic Development with basic needs approach – Economic Determinants - India as a rapidly Developing Economy	15 hrs
Unit -II	Basic Issues in Agricultural Policies Subsidies of Agricultural Inputs – Problem of Food Security – Public Distribution System in India– Targeted Public Distribution System – Agricultural Labour: Causes of Growth in the number of Agricultural Labourers – Conditions of Agricultural Labourers – Measures Adopted by the Government for their Improvement	15 hrs
Unit - III	Industrial Development and Related Issues Evolution of Industry in India –India’s Handicrafts- Modern Industry of India –Effects of Partition- Industrial Development since Independence – Meaning of Disinvestment – Utilization of Money from Disinvestment –. Role of Private Sector – Post Liberalization Phase – Problems of Private Sector – Globalization.	15Hrs
Unit - IV	Infrastructure Energy – Sources of Energy – Conventional and Non-Conventional Energy- Energy Crisis in India –Science and Technology – Health Infrastructure – Janani Suraksha Yojana - National Urban Health Mission- Strengthening Existing Health System –HDI and its ranking.	15 hrs
Unit - V	New Economic Reforms Generations of Economic Reforms - Rational behind Economic Reforms - Third Generation Reforms – Macro Economics Stabilization – Structural Reforms - An Assessment of New Economic Reforms (LPG) in India	15 hrs
	Total Contact Hours	75 hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Seminar ,Quiz, Assignment, Test, Group, Task
--

Text Book

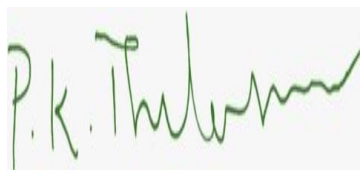
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Misra and Puri	Indian Economy	Himalaya Publishing House, Mumbai.	2010

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Puri V. K. and Misra S. K	Indian Economy	Himalaya Publishing House, (33 rd Edition), New Delhi	2015
2	Sivayya K.V., & Das V.B.M	Industrial Economics	S.Chand & Company, New Delhi.	2010
3	Ruddar Datt & Sundaram KPM	Indian Economy	Sultan Chand & Company, New Delhi	2018
4	Geraid M. Meier and James E. Ranch	Leading Issues in Economic Development.	Oxford University Press, New York.	2015
5	Barthoral R. R	Industrial Economics	New Age International (P) Limited, New Delhi.	2000.

E-Reference

1.www.rbi.org

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Prof. K. Murugvelu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 203			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	1	MICRO ECONOMICS - II	Semester :	II
					Credits:	4

Course Objective

This subject provides an insight into the market structure and process of price determination of product and factors

Course Outcomes

On the successful completion of the course, students will be able

CO Number	CO Statement	Knowledge Level
CO1	To keep the various market structure and the characteristics of Monopoly market in the minds of learners.	K1/K2
CO2	To understand the concepts of wage differentials, trade union and collective bargaining.	K2
CO3	To apply factor pricing and rent theories.	K3
CO4	To analyse the equilibrium of the firm under monopolistic competition and Oligopoly market.	K4
CO5	To observe and analyse theories of interest and profit.	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	M	H	H	H	M	M
CO2	H	H	H	H	H	H	H
CO3	H	M	H	H	M	H	H
CO4	H	H	H	H	H	H	M
CO5	H	M	H	H	H	H	M

High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit I	Imperfect Competition Introduction to Imperfect Competition – Monopoly- Characteristics –Causes – Types –Demand and Revenue under Monopoly-Monopoly Equilibrium – Discriminating Monopoly – Forms –Conditions – Price Discrimination – Dumping – Methods of Control and Regulation of Monopoly.	12 Hrs
Unit II	Monopolistic and Oligopoly Market Monopolistic Competition: - Characteristics –Short Run and Long Run Equilibrium – Selling Costs – ASC and MSC –Combined cost – Individual Equilibrium- Wastes of Monopolistic Competition –Oligopoly: Meaning – Characteristics – Kinds – Pricing under Oligopoly.	11 Hrs
Unit III	Theory of Distribution and Rent Distribution: Meaning – Kinds – Marginal Productivity Theory of Distribution – Marginal Revenue Productivity under Perfect and Imperfect Competition – Modern Theory of Distribution. Rent : Meaning – Kinds – Ricardian Theory of Rent – Modern Theory of Rent – Quasi-Rent – <i>Difference between Rent and Quasi-Rent*</i> .	13 Hrs
Unit IV	Wages Wages : Meaning – Kinds – Factors Determining Real Wage. Theories of Wages: Subsistence Theory - Wage Fund Theory - Residual Claimant Theory - Marginal Productivity Theory of Wages – Modern Theory of Wages. Wage Differentials – Exploitation of Labour – <i>Trade Union and Collective Bargaining*</i> .	12 Hrs
Unit V	Interest and Profit Interest Meaning – Kinds. Theories of Interest: Classical Theory of Interest - Loanable Funds Theory – Liquidity Preference Theory. Profit: Gross Profit and Net Profit. Theories of Profits - Clark's Dynamic Theory - Schumpeter's Innovation Theory - Hawley's Risk Bearing Theory - Knight's Uncertainty Theory.	12 Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task
--

Text Book

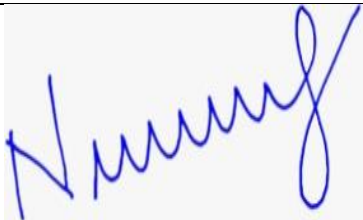
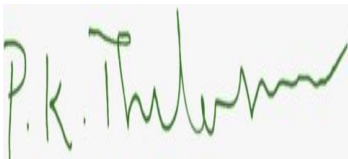
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mithani D.M	Principles of Economics	Publishing House, Mumbai, Himalaya	2017
2	Bose D. & Marimuthu A.,	An Introduction to Micro-Economics	Himalaya Publishing House, Mumbai	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Andreu Mas-colell, Michael D., Whinston & Jerry R., Green	Micro Economic Theory	Oxford University Press, London	2012
2	Ahuja H. L.,	Advanced Economic Theory	Sultan Chand & Co., New Delhi	2010
3	Sankaran	Micro Economics	Margham Publications, Chennai	2010
4	Misra & Puri	Modern Micro Economics	Himalaya Publishing House, Mumbai	2010
5	Dewett K. K., & Chand A.,	Modern Economic Theory	Sultan Chand & Co., New Delhi	2018

E-Reference:

1. <http://www.nios.ac.in>
2. <https://www.slideshare.net>
3. <http://wikieducator.org>
4. <http://economics-exposed.com>

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Dr. Nirrmala Sathish	Dr. P. Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 204			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	1	INTERNATIONAL ECONOMICS	Semester:	II
					Credits:	4

Course Objective

To familiarize the students with the postulate of trade theories and trade policies

Course Outcomes (CO)

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To keep basic theories of international trade in the minds of learners.	K1
CO2	To deal with different gains from trade.	K2
CO3	To apply the measures to correct BOP disequilibrium and exchange rate.	K3
CO4	To appraise government imposed limitations regarding currencies and effecting it.	K4
CO5	To evaluate the working and operations of international financial Institutions and most economic order	K5

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	H	H	M	H	H	H
CO2	H	M	H	H	H	H	H
CO3	H	H	M	H	M	H	H
CO4	H	H	H	H	H	H	H
CO5	H	M	H	M	L	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit – I	Nature and Scope of International Economics Features of International Trade *-Difference and Similarities between Internal and International Trade- Advantages of Internal Trade – Arguments against International Trade – Interdependence of International and Domestic Trade – Adam Smith Theory of Absolute Cost Advantage – Ricardo’s Theory of Comparative Cost – Terms of Trade – The Heckscherohilin Theory – Brief Concept of Leontief Paradox	13 hrs
Unit –II	Gains from Trade Gains from trade – Their Measurement and Distribution: Trade as an Engine of Economic Growth: Concepts of Terms of Trade and their Importance in the Theory of Trade: Doctrine of Reciprocal Demand – its Importance and Limitations in the Theory of Trade.	11 Hrs
Unit – III	Balance of Payments and Balance of Trade Concept and Composition of Balance of Trade and Balance of Payments – Disequilibrium in Balance of Payments – Consequences of Disequilibrium – Measures to Correct Disequilibrium – <i>Balance of Payment Situation Since 1991*</i> .	13 Hrs
Unit – IV	Exchange Control Exchange Control: Meaning – Objectives – Methods of Exchange Control. Exchange Rate : Fixed Versus Flexible Exchange Rate – Causes of Fluctuations in Exchange Rate – Exchange Depreciation- FEMA.	11 Hrs
Unit - V	International Financial Institutions and Economic Relation IMF – Purpose – Functions – Assistance by the Fund - Special Drawing Rights – World Bank – Purpose and Operations of World Bank– New International Economic Order.	12 Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Seminar ,Quiz, Assignment, Test, Group Task

Text Book

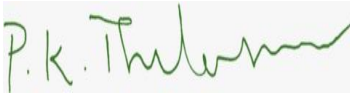
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Sankaran	International Economics	Mangalam Publications, Chennai.	2014

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Puri V. K. and Misra S. K	Indian Economy	Himalaya Publishing House, (33 rd Edition), New Delhi.	2015
2	Jeevanandam C.	Finance of Foreign Trade and Foreign Exchange.	Premier Book of Company, New Delhi.	2011
3	Misra and Puri	Indian Economy	Himalaya Publishing House, Mumbai.	2011
4	Ruddar Datt & KPM Sundaram	Indian Economy	Sultan Chand Company, New Delhi.	2011
5	Verma & Aggarwal	Foreign Trade Management	King's Publications, New Delhi.	2011
6	G.M. Meier	Leading Issues in Economic Development	Oxford University Press, New York.	2010

E-Reference:

1. www.rbi.org

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Prof. K. Murugavelu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 2A2			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	1	DISASTER MANAGEMENT	Semester:	II
					Credits:	4

Course Objective

To provide a general concept in the dimensions of disasters caused by nature beyond the human control as well as the disasters and environmental hazards induced by human activities with emphasis on disaster preparedness, response and recovery.

Course Outcomes (CO)

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To keep the various concepts of disasters in the minds	K1
CO2	To understand the approaches of Disaster Management	K2
CO3	To apply skills to respond to disaster.	K3
CO4	To analyse the impact of Disasters	K4
CO5	To practice disaster management techniques	K4

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	M	M	H	H	H	M
CO2	M	M	M	H	H	H	M
CO3	H	M	M	H	H	H	H
CO4	M	M	H	H	H	H	H
CO5	M	H	H	H	M	M	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Understanding Disasters Understanding the Concepts and definitions of Disaster, Hazard, Vulnerability, Risk, Capacity – Disaster and Development, and Disaster Management – Natural Disaster: Flood- Cyclone- Tsunami- Earthquake- Land Slides. Manmade Disaster: Fire –Accidents – Building and Bridge Collapse - Industrial Pollution – Nuclear Disaster – Biological war and Terrorism	13 hrs
Unit -II	Types, Trends, Causes, Consequences and Control of Disasters Geological Disasters -Hydro-Meteorological Disasters - Biological Disasters -Man-made Disasters - Global Disaster Trends – Emerging Risks of Disasters – Climate Change and Urban Disasters.	11 Hrs
Unit - III	Disaster Management Cycle and Framework Disaster Management Cycle – Paradigm Shift in Disaster Management Pre-Disaster – Prevention and Mitigation of Disasters, Early Warning System; Preparedness, Capacity Development; Awareness During Disaster Evacuation Disaster Communication Search and Rescue Emergency Operation Centre.	13 Hrs
Unit - IV	Disaster Management in India Disaster Profile of India – Mega Disasters of India and Lessons Learnt National Policy on Disaster Management, National Guidelines and Plans on Disaster Management; Role of Government (local, state and national),Non-Government and Inter-Governmental Agencies.	12 Hrs

Unit - V	Training, Awareness Program on Disaster Management Training and Drills for Disaster Preparedness - Awareness generation program - Usages of GIS and Remote Sensing Techniques in Disaster Management	11 Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Seminar ,Quiz, Assignment, Test, Group Task

Text Book

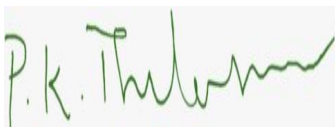
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Dr. Mrinalini Pandey	Disaster Management.	Wiley India Pvt. Ltd, Noida.	2014
2	Jagbir Singh	Disaster Management: Future Challenges and Opportunities.	K W Publishers Pvt. Ltd., New Delhi.	2013

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Rajendra Kumar Pandey	Disaster Management in India.	SAGE Publications India Pvt Ltd, New Delhi.	2020
2	R. Subramanian	Disaster Management.	Vikas Publishing House, Chennai.	2018

E-Reference:

1. <https://www.unescap.org>
2. <http://www.onlinenidm.gov.in/>

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Dr. N. Padmasundari	Dr.P.Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

2022 - BATCH
III & IV SEMESTERS

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	22 UEO 305	Title	Batch :	2022-25
		MACRO ECONOMICS	Semester	III
Hrs/Week:	6		Credits:	04

Course Objective

The aim of this paper is to make the students to understand the important macroeconomic concepts like employment, income, investment and consumption etc., and their mutual dependence in achieving the National goal.

Course Outcomes (CO)

CO1	To concern overall dimensions total size, individual parts of economy and concepts of national income and ailments in measurement.	K1
CO2	To understand employment theories and trends.	K2
CO3	To grasp the attributes of consumption functions, investment functions and working of the chain of action and reaction in investment and national income.	K3
CO4	To analyse simultaneous equilibrium in both the goods market and management.	K4

Syllabus

Unit I - Introduction to Macro Economics (15 hrs)

Definition - Nature and Scope – Limitations – *Importance of Macro Economics** - Interdependence of Micro Economics – **Circular Flow of Income** and Goods – Two Sector – Three Sector – Four Sector Models – Importance of the Circular Flow – National Income – Methods of Measurement and Difficulties.

Unit II - Theory of Employment (15 hrs)

Classical Theory – Keynes' Criticism – Aggregate Supply – Aggregate Demand – *Effective Demand**- Keynes's Principle of Effective Demand –Comparison and Contrast between Classical and Keynesian Contribution. Relevance of Keynesian Theory of Employment to UDCs.

Unit III - Consumption Function (17 hrs)

Consumption Function: Average Propensity to Consume and Marginal Propensity to Consume – Determinants of Consumption Function – Measures to Raise the Propensity to Consume - Keynes Psychological Law of Consumption.

Unit IV - Investment Function**(16 hrs)**

Investment: Meaning – Kinds – Autonomous and Induced – Domestic and Foreign – Public and Private – Determinants and Measures to Promote Investment – Saving and Investment Relation – Marginal Efficiency of Capital and Marginal Efficiency of Investment – Acceleration Principle: Meaning- Limitations – Interaction between Multiplier and Accelerator - Super Multiplier.

Unit V - General Equilibrium**(15 hrs)**

IS and LM Functions – Commodity Market Equilibrium – Money Market Equilibrium - Changes in General Equilibrium – Shifts in LM Functions – Simultaneous Shifts in IS and LM Functions.

**Self study.*

Group discussions, Seminar, Assignment, Quiz

Text Book:

1. Sankaran (2007), “Macro Economics”, Margham Publication, Chennai.

Reference Books:

1. Jhinghan M. L., (2008), “Macro Economics”, Vrinda Publications, New Delhi.
2. Harold R. Williams (2007), “Macroeconomics: Problems, Concepts and Self-tests”, W.W. Norton & Company. Inc. New York.
3. Edward Shapiro (2006), “Macro Economics”, Galgotia Publication, New Delhi.
4. Greynolids (2004), “Macro Economics”, University Publications, New Delhi.

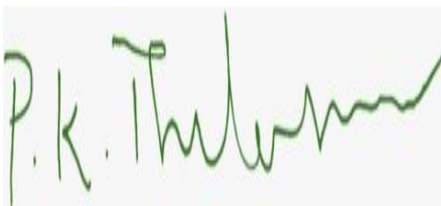
E-reference

1. <http://www.economicdiscussion.net>
2. <https://studypoints.blogspot.in>
3. <http://www.yourarticlelibrary.com>

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	M	H	M
CO3	M	H	H	H	M
CO4	H	H	H	M	M

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof. K. Murugavelu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	22 UEO 306	Title	Batch :	2022-25
		ECONOMICS OF	Semester	III
Hrs/Week:	5	DEVELOPMENT AND PLANNING	Credits:	04

Course Objective

The aim of this paper is to provide basic knowledge about theories and basic issues related to economic development in India.

Course Outcomes (CO)

CO1	To keep in mind the obstacles to Economic Development	K1
CO2	To understand relevant Theories on Growth	K2
CO3	To implement/create ideas to Unearth Black Money	K3
CO4	To analyse Plan Models and Human Capital Formation	K4

Syllabus

UNIT I - Economic Development and Growth

(10 hrs)

Meaning of Growth and Development – *Determinants of Development** – Obstacles to Economic Development – Characteristics of an Under Developed Economy – Physical Quality of Life Index – Economic Performance of India.

UNIT II - Theories of Development

(15 hrs)

Rostow's Stages of Economic Growth - Schumpeterian Theory of Development - Theory of Big Push – Critical Minimum Effort Thesis – Theory of Balanced Growth – The Strategy of Unbalanced Growth.

UNIT III - Parallel Economy

(14 hrs)

Meaning - Estimates of Black Income in India - Factors Responsible for Generation of Black Money – Money Laundering - Impact of Black Income on Economy - *Measures Undertaken to Unearth Black Money** - *Corruption in India*

UNIT IV- Economic Planning

(14 hrs)

Meaning of Economic Planning- Need - *Objectives of Economic Planning* – Types of Planning – Plan Models in India with Reference to Harrod - Domar and Mahalanobis Models – NITI Aayog – Organisation – Objectives and Functions - Resource Mobilization for Indian Plans (A brief summary) – Resource Allocation – (A brief summary).

UNIT V- Human Capital Formation and Manpower Planning

(12 hrs)

Meaning and Importance of Human Capital Formation:– Problems of Human Capital Formation– Criteria for Investment in Human Capital– Manpower Planning in LDCs –Manpower Surpluses – Manpower shortages – Strategy for Manpower Planning– Estimating Future Manpower Requirements.

**Self study.*

Group discussions, Seminar, Quiz, Experience Discussion

Text Book:

1. Jhinghan M. L., (2016), “The Economics of Development & Planning”, VRINDA Publishers Pvt. Ltd, New Delhi.

Reference Books:

1. Ruddar Datt & Sundaram K. P. M., (2019), “Indian Economy”, S. CHAND & Company, New Delhi.
2. Misra & Puri (2017), “Indian Economy”, Himalaya Publishing House, Mumbai.
3. Sankaran (2017), “Indian Economy”, Margham Publications, Chennai
4. Meier G.M., (2011), “Leading Issues in Economic Development”, Oxford University Press, New York.

E-reference

1. www.india.gov.in

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	M	H	H	H	H
CO3	H	M	H	H	H
CO4	M	M	H	H	M

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	22 UEO 3A3	Title	Batch :	2022-25
		BANKING LAW AND PRACTICE	Semester	III
Hrs/Week:	6		Credits:	04

Course Objective

The course is designed to provide adequate understanding about banking practices among the students.

Course Outcomes (CO)

CO1	To keep in mind the significance and functions of a Customer and Banker	K1
CO2	To understand various deposit and schemes prevailing in Banks.	K2
CO3	To apply Negotiable Instruments to learners.	K3
CO4	To analyse various Services and Trends in Banking.	K4

Syllabus

Unit I - Nature of Banking and Functions of a Banker

(16 hrs)

Banker and Customer - Definition – *Relationship between a Banker and a Customer** – General Relationship and Special Relationship – Termination of Relationship – Role of Banking Sector in Indian Economy.

Unit II - Operation of Bank Accounts

(16hrs)

Fixed Deposits – Legal Position Transferability, Loss of Deposit Receipt- Deposit in Joint Names – Saving Deposit Account – Recurring Deposit Account or Cumulative Deposit Account – Current Deposit Account.

Unit III - Negotiable Instruments

(15 hrs)

Definition – Cheque – Salient Features – Drawing up of a Cheque - Endorsement – Kinds – Crossing – Kinds – Paying Banker - Collecting Banker.

Unit IV - Loans and Advances

(16 hrs)

Principles of Sound Lending – Forms of Advances – Secured and Unsecured Advances - Modes of Creating Charges: Mortgage – Pledge – Hypothecation – Advances against – Goods – Securities – LIC Policies* – FD Receipts.

Unit V - Electronic Banking**(15 hrs)**

Introduction to E-Banking–Procedure – Traditional Banking Vs E-Banking- Need for computerization - Automated Clearing system (ACS) – Electronic Transaction-Electronic Fund Management: - EFT, ECS, RTGs, NEFT, IFSC- ATM-CBS- Computerization of Clearing of Cheques

**Self study.*

Group discussions, Seminar ,Quiz, Brain Storming,

Text Book

1. Gordon E & Natarajan K (2016), “Banking Theory, Law and Practice”, Himalaya Publishing House, Mumbai.

Reference Books:

1. The Indian Institute of Banking and Finance (2019) “Digital Banking”, Macmillan, Chennai.
2. Varshney P. N., (2017), “Banking Law and Practice”, Sultan Chand & Company, New Delhi.
3. Asifulla.A (2016), “Introduction to Banking”, Educreation Publishing, Newdelhi.
4. Natarajan S. & Parameswaran R., (2013), “Indian Banking”, Sultan Chand & Company, New Delhi.

E-reference

1. www.rbi.org.in
2. www.banknetindia.com

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	M
CO2	H	H	H	H	H
CO3	M	H	H	M	H
CO4	H	M	H	M	H

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr. N. Padmasundari	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	22UEO 3N1	Title	Batch :	2022-25
		ADVERTISING AND SALES PROMOTION	Semester	III
Hrs/Week:	1		Credits:	02

Course Objective

To endow students with the knowledge Advertising & Sales for Management

Course Outcomes (CO)

CO1	To recollect ideas on Advertising and Sales	K1
CO2	To understand effects of Advertising on Production Cost, Distribution Cost and Consumer Prices.	K2
CO3	To execute idea in Launching a Product	K3
CO4	To analyse various Sales Techniques and Sales force Management.	K4

Syllabus

- Unit I - Introduction to Advertising (3hrs)**
 Advertising – Meaning – Propaganda Vs Advertising – Sales Promotion Vs Advertising – Public Relation Vs Advertising – Tools of Public Relations – Major Components of Advertising Industry – *Role of Advertising in Modern Business World**.
- Unit II - Economic Aspects of Advertising (3hrs)**
 Advertising and the Free Economy – Effects of Advertising on Production Costs, Distribution Costs and Consumer Prices – Advertising and Monopoly Conditions – Advertising and Consumer Markets – *Advertising and National Income**.
- Unit III - Advertising Media (3hrs)**
 Advertising Media: Types – Print – Electronics – Other Media – Their Characteristics – Merits and Limitations – Ethics in Advertising.
- Unit IV - Sales Promotion and Personal Selling (2hrs)**
Sales Promotion: Meaning – Objectives – Kinds of Sales Promotion – Reasons for Sales Promotion- Merchandising Aids – Personal Selling: Importance – Personal Selling and Product Promotion – Features of Salesmanship – Types of Salesmen – Advantages – Limitations.
- Unit V - Sales Force Management (2hrs)**
 Introduction –Importance of Selection– Sales force Decision – Sales force size – Recruitment and Selection – Selection process – Training – Significance- Objectives - Advantages- Training Programme- Training Methods– Evaluation of Training.

**Self study.*

Group Discussions, Brain storming, Activity, Case study

Text Book:

1. Pillai R.N. S.and Bagavathi(2017),“Modern Marketing Principles& Practice”, Sultan Chand & Sons, New Delhi.

Reference Books:

1. Rajan Nair and Varma M. M., (2010), “Marketing Management”, Sultan Chand & Sons, New Delhi.
2. Kazmi S . H. H. and SatishBatraK.,(2009), “Advertising&SalesPromotion”, Excel Books,New Delhi.
3. GeorgeBelch E.andMichelBelch A.,(2000), “Advertising&Promotion”,McGrawHill,Singapore.

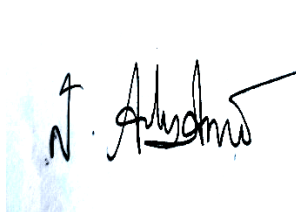
E-reference

1. www.pondiuni.edu.in
2. www.slideshare.net
3. www.scribd.com

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	M
CO2	H	H	H	H	H
CO3	H	M	H	H	H
CO4	H	H	H	H	H

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof.N.Anbuvarasu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	22UEO 3N2	Title	Batch :	2022-25
		ECONOMICS FOR	Semester	III
Hrs/Week:	1	COMPETITIVE AND CAREER DEVELOPMENT	Credits:	02

Course Objective

This paper aims to enable the students to know about the basic concepts of Economics.

Course Outcomes (CO)

CO1	To remember the characteristic features of Indian Economy	K1
CO2	To understand National Income	K2
CO3	To apply ideas of New Industrial Policy in major and small scale Industries.	K3
CO4	To analyse various methods of Monetary, Fiscal and Foreign Policies.	K4

Syllabus

Unit I : (3hrs)

Indian economy: Characteristic Features - Population Problems - Remedial Measures - Unemployment - Rural and Urban Problems – **Poverty - Eradication Measures***.

Unit II: (3hrs)

Branches of Economics: Economics Types – Micro Vs Macro Economics – National Income - Inflation.

Unit III: (3hrs)

Different Sectors – External Sector – International - Foreign Currency – Types of Markets – Famous Economic Revolutions – Five Year Plans.

Unit IV: (3hrs)

Public Finance: Tax Revenue and Non-Tax Revenue - Expenditure Pattern - **Monetary Policy - Fiscal Policy** - Objective and Role of Economic Planning.

Unit V: (3hrs)

India and the World: India's Foreign Trade - India's Balance of Payment - India and WTO - **New Trade Policy**.

***Self study.**

Group discussions, Seminar ,Quiz, Assignment
--

Reference Books

1. Misra and Puri (2017), “Indian Economy”, Himalaya Publishing House, Mumbai.
2. Ruddar Datt & Sundaram K. P. M., (2016),”Indian Economy”, Sultan Chand & Company, New Delhi.
3. Sankaran (2016), “Rural Economics”, Margham Publications, Chennai
4. Sivayya. K.V., & Das V. B. M., (2010), “Industrial Economics”, S. Chand & Company, New Delhi.
5. SSC and UPSC Syllabus

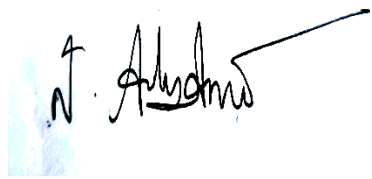
E-reference

1. www.rbi.org
2. www.india.gov.in

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H
CO2	M	H	H	H	M
CO3	H	H	H	H	H
CO4	H	H	M	H	H

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	22 UEO 407	Title	Batch :	2022-25
		HISTORY OF ECONOMIC	Semester	IV
Hrs/Week:	6	THOUGHT	Credits:	04

Course Objective

This course tracing the history of economic thought and Gandhian economic thought, would enable the student to understand the concepts and approaches of contemporary economics.

Course Outcomes (CO)

CO1	To keep in mind different principles, Laws in Economics.	K1
CO2	To get the idea of various economic thoughts of great economists.	K2
CO3	To excute different theories and laws in various sectors of the economy.	K3
CO4	To analyze various Indian Economists Ideas and its relevance to Indian Economy.	K4

Syllabus

Unit I - Earlier and Classical Period

(16 hrs)

Nature and Significance of Economic Thought - Economic Thought of Plato and Aristotle - **Mercantalism** - Main Ideas of Mercantalism - - **Physiocracy** - Physiocratic Doctrines - Natural Order - Net product - Circulation of Wealth - Classical Doctrine - Adam Smith - Views of Adam Smith - *Division of Labour** - Ideas on Distribution - Laissez Faire Doctrine.

Unit II - Marginalism and Neo – Classical Economics

(15 hrs)

Features of Marginalism - Ideas of Gossen - Edgeworth - Menger - Karl Marx - Chief Tenets of Marxian Thought - Labour Theory of Value - Theory of Surplus Value - Alfred Marshall - Ideas of Marshall - *Representative Firm**

Unit III - Welfare Economics and Indian Economic Thought

(15 hrs)

Welfare Economics - Ideas of Pigou - Paretian Welfare Economics- Kautilya's Arthasasthtra- Ideas of Thiruvalluvar - Economic Ideas of Dadabhai Naoroji - **Amartya Sen.**

Unit: IV - Introduction to Gandhian Economics (16 hrs)

Introduction to Gandhian Economics – Importance of Gandhian Economics - Fundamental Principles of Gandhian Economics – (Non-violence, Bread Labour, Simplicity, Human Values; Economics and Ethics) **Phases of Gandhi's Economic Thought** - Place of Gandhian Economics in Indian Economy

Unit: V - Economic Thought of Mahatma Gandhi

(16 hrs)

Gandhi's views on Cottage industries- Khadi Industry - Use of Machines - Village Sarvodaya – the Trusteeship Doctrine – Food Scarcity –Labour Welfare - Exchange Economy - Assessment of Gandhian Economics – Influences of Ghandhian Economics– JC Kumarappa Contribution to Gandhi.

***Self study.**

Group discussions, Seminar, Quiz, Assignment
--

Text Book:

1. Jhingan M. L., (2012), “History of Economic Thought”, Vrinda Publications, Delhi.

Reference Books:

1. Sankaran S., (2008), “History of Economic Thought”, Margham Publications, Chennai.
2. Kumarappa J. C. , (2008), “Mahatma Gandhi’s Economist”, Popular Prakashan, Mumbai.
3. Blaug M., (2007), “Economic Theory in Retrospect A history of Thought from Adam Smith to J.M Keynes”, (5th.Edition), Cambridge University Press, Cambridge.
4. Loganathan V., (2006), “A History of Economic Thought”, Konark Publishers, Delhi.
5. Srivastava S. K., (2004), “History of Economic Thought”, Sultan Chand, New Delhi.
6. Hajela T. N., (2004), “History of Economic Thought”, Shivalal Agarwal & Co. Agra.

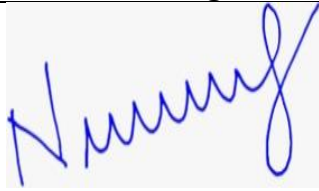
E-reference

1. <https://www.studocu.com>
2. <https://www.investopedia.com>
3. <https://www.studeersnel.nl>

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	M
CO2	H	M	M	H	M
CO3	M	M	H	M	M
CO4	H	M	H	M	M

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr. Nirrmala Sathish	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	22 UEO 408	Title	Batch :	2022-25
		MATHEMATICAL METHODS	Semester	IV
Hrs/Week:	6		Credits:	04

Course Objective

This paper imparts the students with elementary mathematical methods applied in economic analysis.

Course Outcomes (CO)

CO1	To keep the simple mathematical concepts in the minds of learners	K1
CO2	To get the idea of various tools in mathematics	K2
CO3	To excute various mathematical methods in Economic theories.	K3
CO4	To analyze the importance of various applications of mathematical tools in economic problems.	K4

Syllabus

Unit I - Mathematical Economics and Equations

(15 hrs)

Meaning - Importance of Mathematical Tools in Economic Analysis - Simultaneous Equations - Linear Equations - Quadratic Equations - Applications in Economics.

Unit II - Matrix

(15 hrs)

Meaning - Types of Matrices* - Operations with Matrices – Properties - Transpose of a Matrix - Determinants - Minor - Co-factor - Ad-joint of the Matrix - Inverse of a Square Matrix - Solving a System of Linear Equations - Crammer's Rule.

Unit III - Differentiation

(17 hrs)

Meaning - Rules of Differentiation - Derivatives of First and Second Orders - Maxima and Minima - Applications in Economics (Elasticities, Marginal Concepts).

Unit IV -Partial Differentiation

Meaning-Partial Differentiation-Two Variables –Three Variables-Higher Order Derivatives- Total Differential - Maxima & Minima for two variables – Applications in Economics- Marginal Functions-Total Functions.

Unit V - Simple Integration

(16 hrs)

Meaning - Rules of Integration - Definite and Indefinite Integrals - Economic Applications of Integration - TC from MC - Capital Formation - Consumer's and Producer's Surplus.

***Self study.**

Seminar, Quiz, Assignment, Activity,

Text Book:

1. Bose D., (2006), “Mathematics for Economists”, Himalaya Publishing House, Mumbai.

Reference Books:

1. Richard J. Larsen and Morris L. Marx (2011), “An Introduction to Mathematical Statistics and its Applications”, Prentice Hall.
2. Allen R. G. D., (2008), “Mathematical Analysis for Economists”, Mac Millan Publishers, New Delhi
3. Metha and Madani (2007), “Mathematics for Economists”, Sultan Chand & Company, New Delhi.
4. Aggarwal C. S., & Joshi R. C., (2007), “Mathematics for Students of Economics”, Vrinda Publications, New Delhi.

E-reference

1. <http://people.tamu.edu>
2. <https://www.scribd.com>

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M
CO2	M	H	H	M	M
CO3	H	M	M	H	M
CO4	H	M	M	H	M

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	22UEO 4A4	Title	Batch :	2022-25
		BUSINESS	Semester	IV
Hrs/Week:	5	COMMUNICATION	Credits:	04

Course Objective

The aim of this paper is to enable the students to develop communication skill and report writing.

Course Outcomes (CO)

CO1	To provide basic frame work on business letters and the standpoint of their relevance	K1
CO2	To comprehend letter of enquiries and present advertisements	K2
CO3	To exercise various banking correspondence and company correspondence	K3
CO4	To draft business reports and committee reports.	K4

Syllabus

Unit I - Business Communication

(13 hrs)

Business Communication – Meaning – Objectives – Importance – Business Letters – Functions – Kinds – Essentials of a Good Business Letter – Layout – Letters of Enquiries and Replies – Orders and Their Execution – Types of Communications and its advantages and disadvantages..

Unit II - Enquiries and Letters

(13hrs)

Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Circular Letters* – Sales Letters - Drafting of Advertisement.

Unit III - Banking

(13 hrs)

Correspondence: Insurance Correspondence – Life – Fire – Marine Insurance – Agency Correspondence – Secretarial Correspondence.

Unit IV- Agenda and Minutes

(13 hrs)

Agenda and Minutes: Meaning – Drafting of Agenda and Minutes of Various Board Meetings – Application Letters – Interview Letters – Appointment Letters – Letters to the Editor*.

Unit V - Report Writing

(13 hrs)

Report Writing : Meaning – Types of Business Reports – Characteristics of Good Report – Preparation of Report – Organisation of Report – Drafting by Individuals and Committees.

***Self study.**

Group discussions, Seminar, Quiz, Assignment in transactions carried out by bank slips, forms etc.,

Text Book:

1. Rajendra Pal and Korlahalathi J. S., (2013), “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi.

Reference Books:

1. Pillai R. S. N. and Bhagavathi (2010), “Commercial Correspondence and Office Management”, SultanChand & Sons, New Delhi.
2. Sharma R.C., (2002), “Business Correspondence and Report Writing”, Tata Mc Graw, Hill Education, India.

E-reference

1. www.oxford.org

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H
CO2	H	H	H	H	H
CO3	H	H	H	M	H
CO4	H	H	H	H	L

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof.K.Murugavelu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	22UEO 4N3	Title	Batch :	2022-25
		INFORMATION MANAGEMENT	Semester	IV
Hrs/Week:	1		Credits:	02

Course Objective

The paper aims to highlights the various aspects of office management.

Course Outcomes (CO)

CO1	To remember the functions of modern office	K1
CO2	To get the idea of Scientific Management.	K2
CO3	To apply essential modern methods and Latest Innovations.	K3
CO4	To understand and apply forms of Report.	K4

Syllabus

Unit I - Office Management (2hrs)

Definition – Elements of Office Management – Functions– Duties and Responsibilities of an Office Manager – The Ten Commandments*.

Unit II - Administrative Office Management (3hrs)

Meaning - Objectives of Administrative Office Management – Information Management – Scientific –Office Management – Aims – Scientific Management in Office.

Unit III -Environment Management (3hrs)

Office Lighting – Ventilation and Temperature Control – Sanitary arrangements - Security.

Unit IV - Latest Innovations in Office Management (3hrs)

Vennfer for Corporates –VertuTi – Blackberry– Wi-Fi Technology – Blu-ray Disc – CISCO Telepresence– Office 2020–NEC Vivid Office 2020

Unit V - Management Reporting (2hrs)

Purposes of Reports – Types of Reports – Report Writing – Form of the Report – Guiding rules for Reports – Precis writing.

**Self study.*

Group discussions, Seminar ,Quiz, Assignment
--

Text Book:

1. Dr. Chopra R.K and Priyanka Gowri (2017), “ Office Management”, Himalaya Publishing House, New Delhi.

Reference Books:

1. Pillai. R. S. N., (2013), “Commercial Correspondence & Office Management”, Sultan Chand & Sons, New Delhi.
2. Bhatia R. C., (2010), “Principles of Office Management”, Lotus Press, New Delhi.
3. Sharma R. K., and Shashi K. Gupta (2006), “Office Management”, Abishek Publications, Chatisgrah.

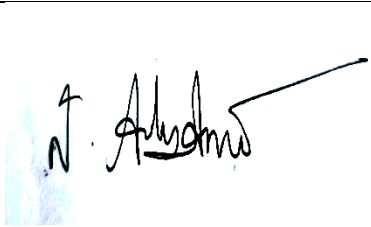
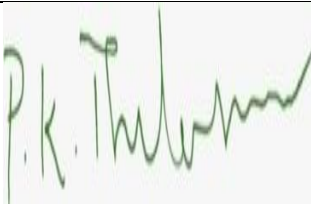
.E-Reference

1. www.propects.ac.uk
2. www.naukri.com

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	H	M
CO2	H	H	H	H	M
CO3	H	H	H	M	H
CO4	H	H	M	M	H

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	22UEO4N4			Title	Batch:	2022 - 2025
				Non Major Elective - IIPRINCIPLES OF AIRPORT ECONOMICS	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To enlighten the students – “Airports are observed as powerful Engines and act as a Multi – Model Business Centers for Regional and National Economic Development” and Facilitates Employment Opportunities.

Course Outcomes (CO)

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To remember –Doctrine of Airport management.	K1
CO2	To understand Airport Demand Analysis	K2
CO3	To apply Economic principles in Airport management	K3
CO4	To Analyse the working of Airport	K4
CO5	To determine the quality of service	K5

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	H	H	H	H	H	H
CO2	H	H	H	H	H	H	H
CO3	H	H	H	M	M	H	H
CO4	H	H	M	H	M	H	H
CO5	H	H	H	H	H	H	H

H- High,M- Medium, L-Low.

SYLLABUS

Units	Content	Hours
Unit - I	Airport Operational Economics History and Development of Airport: Definition and Functions – <i>Airport Categories*</i> – Doctrine (or) Principles of Airport Management.	3Hrs
Unit -II	Economics in Aviation Studies Aviation Studies: Importance - Key Factors Influencing Air Travel Demand – Demand Factors Evaluation (Airport Demand Analysis).	3 Hrs
Unit - III	Airport Market and Competition Airports and Competition – Airport Competitiveness – Airport Competitive Factors; Demand Factor, Service Factors and Management Factors – <i>Pricing and its Objectives*</i> – Principles of Airport Pricing.	3Hrs
Unit - IV	Airport Financial Economics Importance of Financial Economics – Goals of Airport Finance – Principles of Airport and Air Navigational Charges – Airport Revenue – Sources of Airport Revenue - Aeronautical and Non-Aeronautical Revenue.	3Hrs
Unit - V	Airport Services Performance Measures: Measuring Standards for Airport Services – Airport Quality Performance – Ranking of Airports.	3Hrs
	Total Contact Hours	15 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Seminar ,Quiz, Assignment, Group Task

Text Book

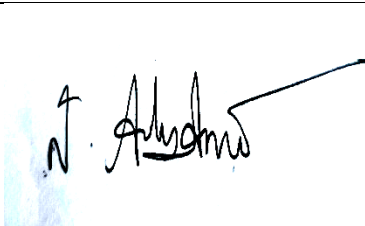
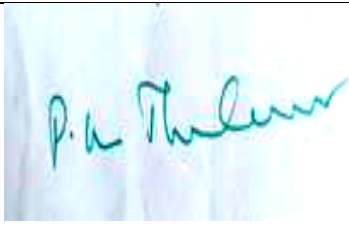
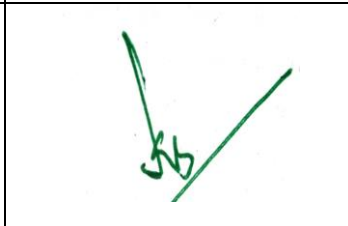
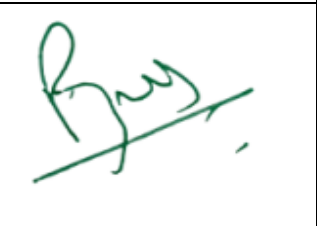
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Senguttvan P. S.	Principles of Airport Economics.	Excel Book, New Delhi	2016

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Senguttvan P. S	Fundamentals of Airport Transport Management	McGraw Hill, London.	2016
2	Wells A.	Airport Planning and Management.	4th Edition-McGraw-hill, London	2000
3	Sharma R. K., and Shashi K. Gupta	Office Management	Abishek Publications, Chatisgrah	2006

E-Reference

- 1.www.sita.aero
- 2.www.educations.com
- 3.www.iata.org
4. www.igiaindia.in

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Prof. N. Anbuarasu	Dr. P. Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

2021 - BATCH
V & VI SEMESTERS

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21 UEO 509	Title	Batch :	2021-2024
		MONETARY ECONOMICS	Semester	V
Hrs/Week:	6		Credits:	05

Course Objective

This subject attempts to give an understanding of the role of money and banks in the Economy.

Course Outcomes (CO)

K1	CO1	To remember various concepts of monetary economics are money supply, demand,value,inflation,deflation,trade, cycles, etc.,.
K2	CO2	To understand the various theories of money.
K3	CO3	To implement the phases of trade cycle
K4	CO4	To analyse monetary standards ,banking and economic development.

Syllabus

Unit I Nature and Scope of Monetary Economics (15 hrs)

Nature and Definition of Money –Significance of Money in a Modern Economy – Barter System and its Difficulties - Evolution of Money–*Functions of Money** – Merits and Demerits of Money- Circular Flow of Money

Unit II Monetary Standards (15 hrs)

Monetary Standards - Meaning – Types– Metallic Standard – Gold Standard – Bimetallic Standard – Paper Currency Standard – Qualities of Good Monetary Standard.

Unit III Theories of Money (15 hrs)

Value of Money – Measurement – Index Number- Types – construction – Uses and Difficulties – Demand for Money - Supply of Money – Theories of Money - Fisher’s Quantity Theory – Cambridge Version of Quantity Theory – Keynes Income Theory.

Unit IV Problems of Money and Trade Cycle (14 hrs)

Inflation: Types – Causes, Consequences and Control – Deflation – Causes, Consequences and Control – Trade Cycle – Types – Stages of Trade Cycle* – Theories of Trade Cycle – Sunspot - Psychological - Monetary - Overinvestment Theories -Control of Trade Cycle.

Unit V Banking and Economic Development (13 hrs)

Banking – Functions of Commercial Banks – Role of Commercial Banks in Economic Development – Credit Creation – Balance Sheet – Unit Banking Vs Branch Banking – Functions of RBI – Methods of Credit Control – Monetary Policy and its Objectives -A brief discussion – Non-Banking Financial Intermediaries - Demonetization.

**Self study.*

Seminar ,Quiz, Assignment, Case study

Text Book:

1. Sankaran, (2008), “Monetary Economics”, Margham Publications, Chennai.

Reference Books:

2. Suraj B. Gupta (2004), “Monetary Economics”, Sultan Chand & Company, New Delhi.
3. Jhingan M. L., (2008), “Monetary Economics”, Konark Publishers Pvt Ltd, New Delhi.
4. Sundaram K. P. M., (2006), “Money, Banking, Trade & Finance”, Sultan Chand & Company”, New Delhi.
5. Gail E. Makinen (2078), “Money, Interest and the Price Level”, Prentice Hall.

E-reference

1. <http://www.economicdiscussion.net>
2. <https://www.economics.utoronto.ca>
3. <https://www.bcb.gov.br>

Mapping

PSO CO \	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M
CO2	H	H	H	S	M
CO3	H	H	H	H	M
CO4	M	H	H	H	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr. Nirrmala Sathish	Dr. P. Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO510			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	1	TOURISM ECONOMICS	Semester:	V
					Credits:	4

Course Objective

This paper intends to provide knowledge on importance and its socio-economic benefits

Course Outcomes (CO)

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To remember and motivate tourism	K1
CO2	To understand Economic dimensions in generating employment through Tourism	K2
CO3	To apply the impact of Information Technology on tourism and travel sector	K3
CO4	To analyse cost estimation/expense simple industrial visit may help to interpret.	K4
CO5	To develop the strong management and communication skills that will broaden their job prospects	K5

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	M	H	H	H	H	H
CO2	H	H	H	H	H	M	H
CO3	H	H	H	H	H	M	H
CO4	H	H	M	H	M	H	H
CO5	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Syllabus

Units	Content	Hours
Unit - I	Travel Motivations Tourist: Definition – A brief historical Development - <i>Evolution of demand for tourism*</i> –Growth factors – Travel Motivators; Physical Motivators, Rest and Recreation Motivators, Health Motivators, Ethnic and Family Motivators, Professional and Business Motivators.	12 Hrs
Unit -II	Economic Dimensions of Tourism Tourism as Great Economic Force – Economic Significance – Tourism Multiplier Tourism Income Multiplier - Infrastructural Development - Regional Development – Employment Generation -Employment Multiplier -International Understanding – A Brief Summary on Manila Declaration on World Tourism.	13Hrs
Unit - III	Tourism Administration in India Tourist Information Offices in India – Functions – Tourist Information Offices Overseas –Functions – Criteria for Opening Overseas Offices – Formation of the Ministry of Tourism –Department of Tourism – India Tourism Development Corporation (ITDC).	12Hrs
Unit - IV	E-Tourism Introduction to E-Tourism - E-Tourism in India - E-Tourism Players and their Activities- Role of IT in Tourism – An overview of Tourism website – Online tourism services and its Benefits - E-Service Centers - IRCTC-Makemytrip.com- yatra.com- Tripadvisor.	12 Hrs
Unit - V	Regional Tourism <i>Selective Tourist Centers in and around*</i> – Coimbatore District – Topslip –Valparai - Anaimalai – Aliyar - Perur – Marudamalai - Anaikatti.	11Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Group Task, Seminar ,Quiz, Assignment, Test

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Bhatia A.K	International tourism management.	Sterling publishers Pvt.Ltd., New Delhi.	2001

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Chris Cooper	Essentials of Tourism	Financial Times Publication, Prentice Hall, Harlow.	2012
2	Michael Peters	International Tourism	Hutchinson, London	2009
3	John M. Bryder	Tourism and Development	Cambridge University Press, London	2004
4	Buhalis D	E-Tourism: Information Technology for Strategic Tourism Management.	Prentice Hall India	2004
5	Rajasekara Thangaman	Tourism Development	Madras Art Printer, Chennai	2003
6	Bishwanath Ghosh	Tourism and Travel Management.	Vikas Publishing House, Pvt.Ltd. New Delhi.	2000

E-Reference:

1. www.tourism.gov.in
2. www.ebooks.forall.com.list
3. www.landpublishing.co.uk
4. Yatra.com

Course Designed by	Head of the Department	CDC	COE
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Dr. N. Padmasundari	Dr.P.Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21 UEO 511	Title	Batch :	2021-2024
		INVESTMENT POLICIES AND PROGRAMMES	Semester	V
Hrs/Week:	6		Credits:	05

Course Objective

This paper intends to provide knowledge on approaches to investment and issues related to investment programmes.

Course Outcomes (CO)

K1	CO1	To learn and expose the concepts of investments and programmes
K2	CO2	To get an idea of money market instruments and factors
K3	CO3	To apply different analysis to manage investments
K4	CO4	To analyse constituents of the industrial securities market.

Syllabus

- Unit I Investment (14 hrs)**
Investment – Financial and Economic Meaning of Investment – Investment and Speculation - Investment and Gambling - Importance of Investment – **Factors Favourable for Investment** - *Investment Media** - Features of Investment Programme.
- Unit II Capital and Money Market in India (14 hrs)**
Meaning of Capital Market- Functions of Capital Market –Players in the Capital Market – Importance of Capital Market- Money Market – Definition of Money Market – The District Features of Money market –Preconditions for an efficient money market- Money market instruments- Distinction between Capital and Money Market.
- Unit III Bonds and Debentures (13 hrs)**
Bonds: Types – Public Sector Bonds – Shares – Preference Shares – Equity Shares – Bonus and Right Shares - Debentures – Non-Convertible – Partly Convertible – Fully Convertible Debentures.
- Unit IV Fundamental Analysis (12 hrs)**
Meaning - Economic Analysis – Forecasting. Techniques –Industrial Analysis – Company Analysis.
- Unit V Shares Market (12 hrs)**
Shares Market – Primary Market – How to Apply for New Issues – Basis of Allotment – *Secondary Market** – Functions of Stock Exchange.

**Self study.*

Group discussions, Seminar, Quiz, Assignment
--

Text Book:

1. Preeti Singh (2012), “Investment Management”, Himalaya Publishing House, New Delhi.

Reference Books:

2. Radha Dr. & Nedunchezian Parameswaran Dr. (2008), “Investment Management”, Prasana Publishers, New Delhi.
3. Gopalakrishnan C., (2004), “Investment Management”, Kalayani Publishers, New Delhi.
4. Grewal R. S. and Naujot Grewal (2011), “Successful Stock Market Investment”, Vision Books Publications, New Delhi.
5. Ralph Eastman Badger and Harry, (2000), “Investment Principles and Practice”, Wiley Publication, New York, Prentice Hall.

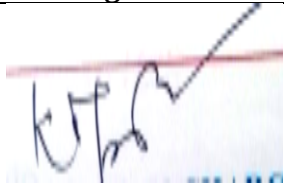
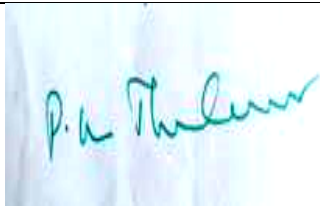
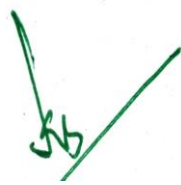
E-reference

1. www.indianjourncoffinance.co.in

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	H
CO2	H	H	M	H	S
CO3	M	M	H	H	H
CO4	H	H	H	M	L

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof.K.Murugavelu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21 UEO 5E1	Title	Batch :	2021-2024
		STATISTICAL METHODS-I	Semester	V
Hrs/Week:	5		Credits:	05

Course Objective

The subject intended to train the students with the application of Statistical tools.

Course Outcomes (CO)

K1	CO1	To recollect the meaning, characters and scope of statistics
K2	CO2	To understand statistical data, classification, tabulation and diagrammatic representation.
K3	CO3	To apply various statistical methods in different problems
K4	CO4	To review the importance of statistical tools and its applications in economic theories.

Syllabus

Unit I Introduction

(13 hrs)

Meaning, Definition and Characteristics of Statistics - Scope of Statistics - Limitations of Statistics - Primary and Secondary Data - Methods of Collecting Primary Data - Sources of Secondary Data* - Processing of Data.

Unit II Classification, Tabulation and Diagrammatic Representation

(13 hrs)

Meaning, Types and Principles of Classification - Formulation of Frequency Distribution - Cumulative Frequency - Tabulation: Parts and Types of Table Diagrammatic and Graphic Representation* - General Rules for Constructing Diagrams - Types of Diagrams - Bar and Pie Diagrams – Graphic Representation - Histogram - Frequency Polygon - Ogives.

Unit III Measures of Central Tendency

(13 hrs)

Averages: Meaning - Functions and Characteristics - Kinds Arithmetic Mean - Simple - Weighted - Merits and Demerits - Median - Under Odd Numbers - Under Even Numbers - Graphic Location of Median - Merits and Demerits - Quartiles - Deciles - Percentiles - Mode - Methods of Calculation of Mode - Graphic Location of Mode - Merits and Demerits - Geometric Mean and Harmonic Mean.

Unit IV Dispersion

(13 hrs)

Dispersion: Meaning, Purpose and Properties of Dispersion - Methods of Measuring Dispersion - Range - Inter Quartile Range - Mean Deviation - Standard Deviation - Co-efficient of Variation - Meaning and Definition of Skewness, Moments and Kurtosis

Unit V Correlation Analysis**(14 hrs)**

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

***Self study.**

Group discussions, Seminar ,Quiz, Assignment

Text book:

1. Pillai R. S. N. and Bhagavathi V., (2008), “Statistical Theory and Practice”, Sultan Chand & Sons, New Delhi.

Reference Books:

2. Gupta S. P., (2008), “Statistical Methods”, Sultan Chand & Sons, New Delhi.
3. Mohan Singhal and Lakshmi Narain (2006), “Elements of Statistics”, Agarwal Educational Publishers, Agra
4. Speigal M. R., (2092), “Theory and Problems of Statistics”, McGraw Hill Book Co., London.

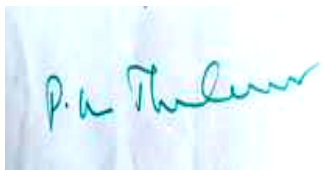
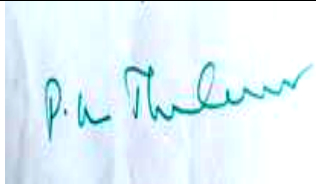
E-reference

1. <https://www.cliffsnotes.com>
2. <https://study.com/>
3. math.tutorvista.com

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	H	M
CO2	H	M	H	H	M
CO3	H	M	S	S	H
CO4	H	M	H	S	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO5E2			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	1	Core Elective - I :	Semester:	V
				/ PRINCIPLES OF MANAGEMENT	Credits:	5

Course Objective

The aim of this paper is to enable the students to understand the concepts of management.

Course Outcomes (CO)

On the successful completion of the course, students will be able

CO Number	CO Statement	Knowledge Level
CO1	To learn and expose the concepts of Management and functions.	K1
CO2	To understand planning stages	K2
CO3	To deal structure of organization and delegation relationships.	K3
CO4	To Relate, Discuss the process and procedure in POLC framework.	K4
CO5	To evaluate the principles involved in team work.	K5

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	H	M	H	H	H	H
CO2	H	H	H	M	H	H	H
CO3	M	M	H	H	L	H	H
CO4	H	H	M	H	M	H	H
CO5	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Management Nature and Scope of Management Process–Management is a Science/Art – <i>Role and Functions of a Manager</i> * -Development of Management - Scientific Management – Trends and Challenges of Management in Global Scenario.	12 Hrs
Unit -II	Planning and Organization Planning - Meaning and Purpose of Planning – <i>Planning Process - Types of Planning</i> *. Planning Tools and Techniques – Departmentation: Concept- Basis of Power and Authority: Concept-Delegation and Decentralization: Concept and Definition, Importance and Limitations, Process – Line and Staff Organization – Conflicts between Line and Staff – Measures to overcome the Conflicts –Span of Control.	13 Hrs
Unit - III	Motivation and Leadership Motivation: Concept and Definition, Types, Importance –Theories of Motivation – Motivators: Financial and Non-financial-Leadership: Concept and Definition, Importance, Styles of Leadership, Theories of Leadership- Leader vs. Manager.	12Hrs
Unit - IV	Delegation Delegation of authority - Staffing – Job Design-Selection and Recruitment Orientation - <i>Career Development - Career Stages – Training</i> - Performance Appraisal.	11 Hrs
Unit - V	Directing and Controlling Directing - Nature and Purpose of Directing -Creativity and Innovation – Controlling -Meaning and Importance of Controls. - Process of controlling- Need for Co-ordination – Types of control- Purchase Control-Quality Control.	12Hrs
	Total Contact Hours	60Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentations
--

Assessment Methods:

Group Task, Seminar, Quiz, Assignment

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dinkar Pagare	Statistical Theory and Practice	Sultan Chand & Sons, New Delhi	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kathiresan and Radha	Principles of Management	Lions Publications, Chennai	2017
2	Allen L. A	Management and Organisation	McGraw Hill Publishing Co. Ltd., New Delhi.	2012
3	Prasad I. M	Principles and Practices of Management	Sultan Chand & Sons, New Delhi.	2010
4.	Hannagan	Management Concepts and Practices.	Macmillan India Ltd., Chennai.	2006
5.	Peter Drucker	The Practice of Management	Allied Publications, Chennai	2003

E-Reference

1. www.free-management-e-books.com
2. www.freebookcentre.net

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Dr. N. Padmasundari	Dr.P.Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO5E3			Title	Batch:	2021 - 2024
				Core Elective - I	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	1	: / RURAL ECONOMICS	Credits:	05

Course Objective

1. To make the students understand the nature and scope of Indian rural economy.
2. To make them aware about the problems and prospects of the rural economy of India.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recall the features of rural economy	K1/K2
CO2	To understand the issues confronting farm and non-farm sectors.	K2
CO3	To obtain knowledge on rural industrialization and rural entrepreneurship	K3
CO4	To review rural unemployment and poverty	K3
CO5	To implement various rural development programmes for further improvement	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	H	H	H	H	M	H
CO2	H	H	H	H	H	M	H
CO3	H	H	H	H	H	M	H
CO4	H	H	H	H	H	M	H
CO5	H	H	H	H	H	M	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hrs
Unit I	Introduction to Rural Economy Nature and factors determining Rural Economy – Characteristics of Rural Economy – Rural Demography – Non-monetized Sector – Land and Asset Distribution.	13
Unit II	Agrarian Economy Role of Agriculture - Status of farmers in India – Types of Farming in India : Organic Farming and Integrated Farming - Agricultural Income – Agrarian Distress; Non-Farm Sector in rural Economy; Rural Credit : Causes and Sources.	11
Unit III	Rural Industrialization Agro based Industries – Cottage Industries – Rural Artisans – Co-operative Societies – Co-operative marketing – role of SHGs, Rural Entrepreneurship – Problems and Prospects	11
Unit IV	Rural Unemployment and Poverty Types and Magnitude - Agricultural Labour – Marginal Productivity – Agricultural wage – Minimum Wages Act – National Rural Employment Programmes – Mahatma Gandhi National Rural Employment Guarantee scheme (MGNREGS). Rural Poverty : Types - Nature – Causes – Consequences – Poverty Alleviation Programmes – Suggestions	13
Unit V	Rural Development Programmes Urban bias in economic planning – Rural road programmes- Pradhan Mantri Gram Sadak Yojana – Rural Harsing Programme – Pradhan Mantri Awas Yojana – National Rural Liveihood Mission	12
	Total Contact Hrs	60

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

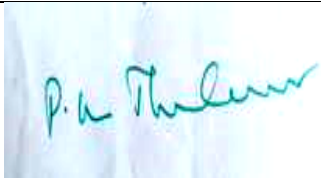
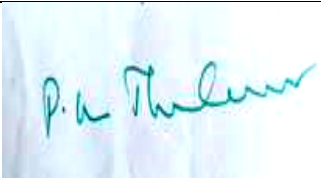
Test, Seminar, Quiz, Assignments, Group Task (GD/Roll Play/APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Choudry .C.M.	Rural Economics	Sub time Publication, Jaipur	2009

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sivayya K. V & Das V.B.M	Industrial Economics	S.Chand and Company	2010
2	Ruddar Dutt & Sundaram K.P.M	Indian Economy	Sultan Chand & Company, New Delhi	2008

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21 UEO 512	Title	Batch :	2021-2024
		WINDOW BASED OFFICE AUTOMATION AND TALLY	Semester	V
Hrs/Week:	3		Credits:	02

Course Objective

This paper is designed to provide basic knowledge about computer.

Course Outcomes (CO)

K1	CO1	To get in-depth understanding of why computers are essential components in business, education and society
K2	CO2	To Learn the Create, edit, save, and print documents to include documents with lists and tables.
K3	CO3	To apply the functions, formulas and calculations in Excel and Create a presentation and add slides to it; save a presentation; rearrange insert delete and slides add a table , create and format a chart;
K4	CO4	To know the usefulness/importance of Tally for simplifying the accounting methods & procedures. .

Syllabus

Unit I MS Office

(10 Hrs)

Introduction to Word – **Editing a Document** – Move and Copy Text – Formatting Text and Paragraph – Finding and Replacing Text – Spelling and Grammar Checking – Using Tabs – Enhancing Document – Columns, Tables and Other Features – Using Graphics, Templates and Wizards – Using Mail Merge

Unit II MS Excel

(11 Hrs)

Getting Started with Excel – Workbook Window – Worksheet and Workbook Specification – Managing a Workbook — Renaming Workbooks - Worksheet Tools - Entering Text and Numbers into Cells - Editing Cells –Entering the Formula – Entering Data in a Worksheet – Data Entry Techniques- Editing the data – Moving Copying, Inserting and Deleting Rows and Columns – Charts – Creating , Editing and Formatting– Printing the Worksheet.

Unit III Power Point

(12 Hr)

Introduction to Power Point – Creating and Opening a Presentation – **Different Views in Power Point** – Slide – Inserting and Deleting a Slide – Inserting Slide Numbers- Adding Title, Text, Clipart, Pictures , Tables – Formatting Backgrounds –Graphs – Creating –Types of Graphs – Running a Slide Show –Automating your Presentation – Printing your Presentations.

Unit IV Accounting Tally**(11 Hrs)**

Fundamentals of Tally - Features - Maintaining Company Data - Creating, Selecting and Deleting a Company -- F11 Features - F12: Configuration- Gateway of Tally - Accounts Information - Tally Accounting - Groups and Ledgers - Creating, Altering and Deleting a Ledger - Accounting Vouchers.

Unit V Tally Reports**(9Hrs)**

Inventory Vouchers-Creating Voucher-Types of Voucher: Receipt, Payment,Purchase,Journal and Sales Vouchers - Bank Reconciliation- List of Accounts -Accounting Reports - Balance Sheet – Profit and Loss Account – Inventory Reports - Statement of Inventory - Stock Item - Stock Summary.

Group discussions, Seminar Quiz, Assignment

Text Book:

1. Ananthi Sheshasaayee & Sheshasaayee (2007), “Computer Applications in Business & Management”, Margham Publication, Chennai,
2. Palanivel S., (2008), “Tally Accounting Software”, Margham Publications, Chennai.

Reference Books:

3. Nandhini, A. K. & Nandhini, K. K., (2008), “Implementing Tally 7.2”, BDP Publications, New Delhi.
4. “Tally ERP 6.3 Self Learning Guide and Workbook”, Tally Solutions Pvt Ltd, 2098-2001 (Vol. 1 & Vol. 2), Bangalore.

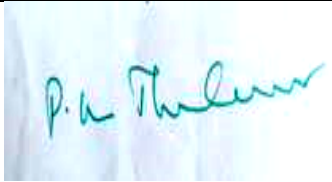
E-reference

1. www.freecomputer.books.com
2. www.tallyschool.com
3. www.e-booksdirectory.com

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	H
CO2	H	H	S	H	S
CO3	M	S	H	H	H
CO4	H	S	H	H	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr.N.Padmasundari	Dr.P.Krishnathulasimani	Prof.K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO 513	Title	Batch :	2021-24
		PROGRAMMING LAB IN WINDOW BASED	Semester	V
Hrs/Week:	2	OFFICE AUTOMATION AND TALLY	Credits:	02

Course Objective

It is intended to train the students with application of MS office and accounting tally

Course Outcomes (CO)

K1	CO1	To keep in mind the formatting techniques and presentation styles
K2	CO2	To learn the use of basic functions and formulas
K3	CO3	To apply the basic mechanics of creating Word documents for office use.
K4	CO4	To educate practical training on this software so that the students could apply its various aspect in their day to day business/professional activities.

Syllabus

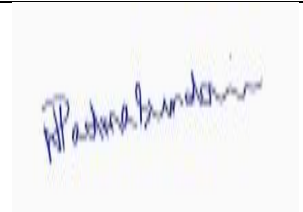
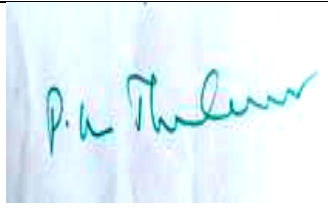
S.No.	PROGRAMME
	MS WORD (6hrs)
1.	Changing the Font Style, Font Size and Using Bold, Italic and Underline
2.	Paragraph Alignment
3.	Bullets and Numbering
4.	Inserting Table
	MS EXCEL (7hrs)
5.	Inventory Report
6.	Invoice Report
7.	Increment Abstract.
8.	Creating a Pie Diagram
	MS POWERPOINT(6hrs)
9.	Welcome Slide
10.	Organizational Chart

11.	Graphical Presentation
	TALLY (7hrs)
12.	Creating a Company
13.	Group Creation
14.	Creation of Stock Group
15.	Creation of Stock Item

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	H
CO2	H	H	S	H	S
CO3	M	S	H	H	H
CO4	H	S	H	H	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr.N.Padmasundari	Dr.P.Krishnathulasimani	Prof.K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21 UEO 5S1	Title NETWORK AND INFORMATION SECURITY	Batch :	2021-2024
Hrs/Week:	1		Semester	V
			Credits:	02

Course Objective

To impart knowledge of Network security, Wi-Fi security, hackers, secure networking and password managers.

Course Outcomes (CO)

K1	CO1	To remember the basic concepts of network
K2	CO2	To understand the network hacking techniques
K3	CO3	To deploy information and network security
K4	CO4	To interpret the common threats today in computer network

Syllabus

Unit I (3 hrs)

Basics of Network – Network Media – Various Operating Systems – Basics of Firewalls on all Platforms including Windows, MacOS and Linux.

Unit II (3 hrs)

Security Vulnerabilities across an entire network – Network Hacking techniques and Vulnerability scanning.

Unit III (2 hrs)

Configure and architect a small network for physical and wireless security – Firewalls configuration on Windows platform and Linux platform. Network privacy issues

Unit IV (2 hrs)

Network monitoring to discover and identify potential hackers and malware using tools like WIRESHARK and SYSLOG. Online tracking by hackers.

Unit V (3 hrs)

Best methods of authentication including passwords, multifactor authentication including soft tokens and hard tokens. Best password managers to use – how passwords are cracked – how to mitigate the password attacks.

Google Classroom

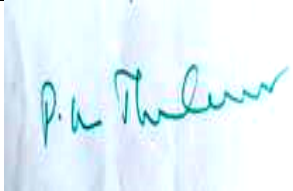
Reference:

Course Materials will be made online through NGM Open source learning platforms

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	H	S
CO2	H	M	H	H	H
CO3	M	H	M	M	M
CO4	M	H	H	H	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr.N.Padmasundari	Dr.P.Krishnathulasimani	Prof.K. Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO 5S2	Title	Batch :	2021-24
		CYBER SECURITY – ETHICAL HACKING	Semester	V
Hrs/Week:	1		Credits:	02

Course Objective

To understand the basics of cyber security and how ethical hacking is done on Cyber space and how to secure and protect them like security experts

Course Outcomes (CO)

K1	CO1	To remember the basic concepts of cyber security
K2	CO2	To understand the knowledge about ethical hacking
K3	CO3	To deploy the use of hacking tools
K4	CO4	To analyze the details about internet connection

Syllabus

Unit I (3hrs)

To Understand how websites work, how to discover and exploit web application vulnerabilities and to gain full control over websites. Secure systems from all the known attacks. Secret tracking and hacking infrastructure..

(3hrs)

Unit II

Ethical hacking in Cyber space - Its fields and the different types of hackers. Hack & secure both Wi-Fi & wired networks

Unit III

(2 hrs)

Handling Mail – Dicta Phone - Merits and Demerits - Filing Systems – Essential Modern Method – Merits and Demerits.

(2hrs)

Unit IV

Indexing – Types – Merits and Demerits - Office *Stationery*– Methods of Purchase – Control of Stationery

(3 hrs)

Unit V

Office Machines and Equipment – Office Appliances- Importance - Merits and Demerits.

Text Book:

1. Sharma R. K., and Shashi K. Gupta (2006), “Office Management”, Abishek Publications, Chatisgrah.

Reference Books:

2. Pillai R. S. N., (2008), “Commercial Correspondence & Office Management”, Sultan Chand & Sons, New Delhi.

3. Bhatia R. C., (2007), “Principles of Office Management”, Lotus Press, New Delhi.

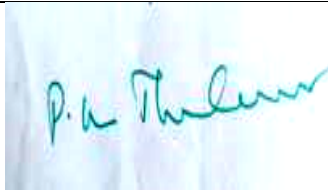
E-reference

1. www.prospects.ac.uk
2. www.naukri.com

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	H	S	S
CO2	H	S	H	S	S
CO3	S	M	M	S	M
CO4	M	H	S	S	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr.N.Padmasundari	Dr.P.Krishnathulasimani	Prof.K.Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO 614	Title	Batch :	2021-24
		PUBLIC FINANCE	Semester	VI
Hrs/Week:	6		Credits:	04

Course Objective

This paper combines a thorough understanding of issues related to revenue, expenditure, budget policies and finances of the government.

Course Outcomes (CO)

K1	CO1	To understand concepts and principles of fiscal expectations
K2	CO2	To get the idea of classification of public revenue in crisp and clear cut manner.
K3	CO3	To justify the public expenditure, Public debt , marginal utility and cost.
K4	CO4	To analyse the approved plan of current budget document and finance commission recommendations.

Syllabus

Unit I Nature and Scope of Public Finance (14 hrs)

Definition – Scope – Normative Aspects -*Public Finance versus Private Finance** – Objectives of Fiscal Operations – **Principle of Maximum Social Advantage**- Dalton's View of Maximum Social Advantage – Musgrave's View of Maximum Social Advantage – Criticism of Principle of Maximum Social Advantage – Limitations and Usefulness.

Unit II Public Revenue (16 hrs)

Public Revenue – Meaning – Sources – Classification-Objectives of Taxation-Canons of Taxation –Types of Taxation including GST- Effects of Taxation – Taxable Capacity – Incidence – Shifting – Factors effecting Incidence of a Tax.

Unit III Public Expenditure (16 hrs)

Meaning – Nature and Scope - Principles – Classification – Causes for Increase - Effects – Growth of Public Expenditure with special reference to India – Control of Public Expenditure.

Unit IV Fiscal Instruments (16 hrs)

Fiscal Policy-Classical Concept of Fiscal Policy-Modern Concept of Fiscal Policy-Tools and Techniques of Functional Finance-Role of Fiscal Instrumen in Developed Economies – Taxation-Borrowing –Treasury.

Unit V Public Debt (16 hrs)

Public Debt – Meaning – Sources of Public Borrowing– Principles of Debt Management – Classification– Causes for increase – Effects - *Redemption of Public Debt** – Burden of Public Debt- Burden of Internal Debt – External Debt.

***Self study.**

Group discussions, Seminar, Quiz, Assignment

Text Book:

1. Sankaran Dr. (2013), “Fiscal Economics”, Margham Publications, Chennai.

Reference Books:

2. Sundharam K.P. M. & Sundharam N., (2006), “Fiscal Economics”, Sultan Chand & Company, New Delhi.
3. Cauvery R., Sudha Nayak U. K., Girija M., and Meenakshi N., (2007), ”Public Finance, Sultan Chand & Company”, New Delhi.
4. Tyagi Dr. B. P., (2007), “Public Finance”, Jai Prakash Nath & Company, Meerut.
5. Musgrave R. A. and Musgrave P. A., (2006), “Public Finance in Theory and Practice”, McGraw- Hill Kogakusha, Tokyo.

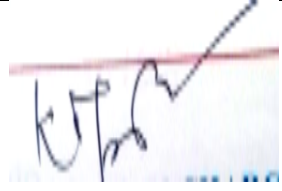
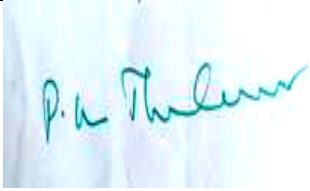
E-reference

1. www.ceppf.org

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	H
CO2	H	S	S	S	M
CO3	S	H	H	H	H
CO4	M	H	M	M	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof.K.Murugavelu	Dr.P.Krishnathulasimani	Prof.K.Srinivasan	Dr. R. Manicka Chezian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO 615	Title	Batch :	2021-24
		INDUSTRIAL ECONOMICS	Semester	VI
Hrs/Week:	6		Credits:	04

Course Objective

This paper intends to provide knowledge on theories and basic issues related to industry and industrial development in India.

Course Outcomes (CO)

K1	CO1	To remember various concepts of Industrial Economics like Industrialization , Firm and Productivity, etc. in the minds of learners
K2	CO2	To understand the theories related to Industry.
K3	CO3	To analyse the problems of Industrial Development in India.
K4	CO4	To study the objectives of Industrial Policy.

Syllabus

Unit I Nature & Scope of Industrial Economics (16 hrs)

Meaning of Industrialization –The character of Industrialization– Industrialization and Foreign Trade –Industrialization and Economic Development— Factors Affecting Industrialization in Developing countries—Industrial Development in India —Phases of Industrial Growth — Determinants of Industrial Growth—Problems of Industrial Growth.

Unit II Concepts and Industries (16 hrs)

Concepts : Firm, Plant and Industry –Factors Determining the Size of the Firm – Optimum Firm – Size and the Factors Determining it – Small Scale and Cottage Industries and their Importance in India – A Brief Account of Importance of Large Scale Industries – Iron, Textile, Jute, Cement and Sugar Industries – **MSMEs**.

Unit III Industrial Location (15 hrs)

Industrial location: Factors Determining Industrial Location – Weber’s Theory of Industrial Location – Florence Theory. Balanced Regional Development of Industries-Need for Balanced Regional Development in India.

Unit IV Industrial Finance (16 hrs)

Need for Industrial finance – Types - Sources of Industrial Finance – Government Measures to Control and Regulate Industries - Industrial Policy in India since 2091 - Industrial Licensing.

Unit V Industrial Productivity (15 hrs)

Industrial Productivity: Significance and Measurement – Factors Influencing Industrial Productivity – Industrial Sickness – Government Measures – *Scientific Management**.

**Self study.*

Group discussions, Seminar, Quiz, Assignment,

Text Book:

1. Sivayya & Das (2004), “Industrial Economy”, Sultan Chand & Company, New Delhi

Reference Books:

2. Kucchal S. C., (2069), “Industrial Economy of India”, Chaitanya Publishing House Alahabad. Singh and Sadhu, (2088) , “Industrial Economics”, Himalaya Publishing House, Mumbai,
3. Bhartwal K. R., (2004), “Industrial Economy”, New Age International Publishers, New Delhi.
4. Devine P. J., (2078), “An introduction to Industrial Economics”, (3rd. edition), George Allen and Unwin, London.
5. Puri V. K. and Misra S. K., (2015), “Indian Economy”, Himalaya Publishing House, (33rd Edition), New Delhi

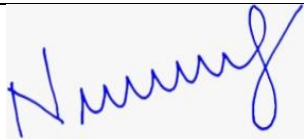
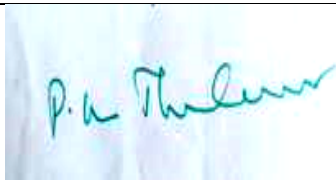
E-reference

1. <https://sol.du.ac.in/>
2. <https://www.economicdiscussion.net>
3. <https://www.studocu.com>

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	M
CO2	H	S	H	H	M
CO3	M	H	H	S	M
CO4	H	H	H	H	S

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr. Nirrmala Sathish	Dr. P. Krishnathulasimani	Prof. K. Srinivasan	Dr. R. Manicka Chezian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO 616	Title	Batch :	2021-24
		ECONOMICS OF TRANSPORT	Semester	VI
Hrs/Week:	5		Credits:	04

Course Objective

This paper is designed to provide knowledge about economics of rural and urban transport.

Course Outcomes (CO)

K1	CO1	To keep in mind the significance of transport in economic development
K2	CO2	To understand current problems faced by Indian Railways
K3	CO3	To analyse new Rates, Fares and execution of various Taxes on Transport
K4	CO4	To interpret various policies on Water and Air Transport .

Syllabus

Unit I Nature of Transport

(11 hrs)

Meaning and Significance of Transport – Economic, Social and Political Effects of Transport
- **Role of Transport in Economic Development*** - Classification of Transport

Unit II Railway Transport

(13hrs)

Features of Railway Undertakings – Indian Railway Before and After 2011 - Railway Budget in India- A brief Treatment. Classification of Goods – Railway Rates and Fares – Administration and Control – *Current Problems Facing Indian Railway**.

Unit III Road Transport

(13hrs)

Nature and Significance – Development of Roads in India – Rural and Urban Transport in India – Rates and Fares – **Taxation of Motor Transport in India** – Current Problems in Road Transport.

Unit IV Water Transport

(15hrs)

Nature and Significance of Water Transport – Classification of Water Transport - Indian Shipping Before and After Independence – **Port Development in India** – Current Problem of Indian Shipping.

Unit V Air Transport

(13 hrs)

Nature and Significance: Economics of Air Transport - Civil Aviation in India – Recent Development in Civil Aviation - Transport Policy and Co-ordination.

*Self Study

Group discussions, Seminar ,Quiz, Assignment
--

Text Books

1. Jain J. K., (2008), "Transport Economics", Chaitanya Publishing House, Allahabad.

Reference Books:

2. Srivastava S. N., (2000), "Economics of Transport", Sultan Chand & Sons, Mumbai.
3. Sankaran (2002), "Economics of Transport", Margham Publication, Chennai.
4. Bhatia A.K., (2006), "Tourism Development - Principles and Practices", Sterling, New Delhi.
5. Button K. J., (2003), "Transport Economics", Edward Elgar, Aldershot, England.

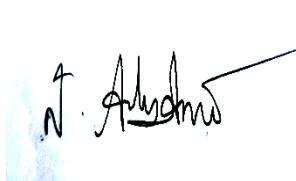
E-reference

1. <https://www.studocu.com>

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	H	H	H
CO2	H	S	H	S	S
CO3	S	H	H	H	H
CO4	S	H	M	H	H

S- Strong; H-High; M-Medium; L-Low

Compiled byName with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Prof.K.Srimivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO 6E1	Title	Batch :	2021-24
		STATISTICAL METHODS -II	Semester	VI
Hrs/Week:	5		Credits:	05

Course Objective

It enables the students to apply the statistical tools to analyse the economic problems

Course Outcomes (CO)

K1	CO1	To keep the meaning of statistical concepts and definitions in the minds of learners
K2	CO2	To get the idea of growth of Indian Statistics
K3	CO3	To excute sampling methods in economic Survey
K4	CO4	To analyse and implement various statistical tools in various economic problems

Syllabus

- Unit I** **Index Numbers** (13 hrs)
Meaning and Definition - Uses of Index Numbers - Methods of Constructing the Index Numbers - Simple Aggregative Method - Simple Average Relative Methods - Weighted Index Number - Laspeyre - Paache - Bowley - Fisher - Marshall Methods - Consumer Price Index - Aggregate Expenditure Method - Family Budget Method - *Problems in the Construction of Index Numbers**.
- Unit II** **Time Series Analysis** (13 hrs)
Meaning and Uses of Time Series Analysis - Components of Time Series - Secular Trend - Seasonal, Cyclical and Irregular Variations - Methods of Measuring Trend - Graphic Method - Semi Average - Moving Average and Least Square Methods.
- Unit III** **Research Design and Statistical Survey** (13 hrs)
Meaning of Research Design-Need for research design-Features of a food design- Important concepts relating to research design-statistical Survey – Planning of enquiry-Excuting the survey.
- Unit IV** **Methods of Sampling and Sampling Theory** (12 hrs)
Concept of Population - Census Method - Sample Method - Sampling - Meaning - Essentials of Sampling - Methods of Sampling - Random Sampling - Unrestricted Random Sampling - Stratified, Systematic and Cluster Sampling - Non - Random Sampling - Judgment, Quota and Convenience Sampling.
- Unit V** **Growth of Indian Statistics** (13 hrs)
Introduction - Statistical Organisation of India - Functions and Publications - *National Sample Survey Organization** - Agricultural Statistics - Official Series and NSS Series -

Defects in Agricultural Statistics - National Income and Social Accounting - Methods of Estimating National Income - Usefulness and Difficulties of Estimation in India - Social Accounting - Population Statistics - Methods of Collecting Population Census.

***Self study**

Group discussions, Seminar, Quiz, Assignment
--

Text Book:

1. Pillai R. S. N. and Bhagirathi V., (2012), “Statistical Theory and Practice”, Sultan Chand, New Delhi.

Reference Books:

2. Gupta S. P., (2011), “Statistical Methods”, Sultan Chand & Sons, New Delhi.
3. Mohan Singhal (2009), “Elements of Statistics Theory and Practice”, Lakshmi Narain Agarwal, Agra.
4. Spiegel M. R., (2008), “Theory and Problems of Statistics”, McGraw Hill Book Co., London.

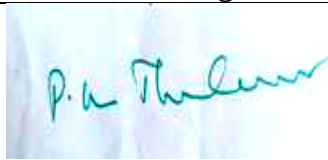
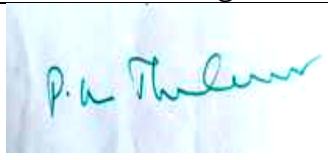
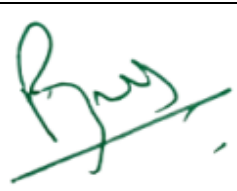
E-reference

- 1) <https://www.cliffsnotes.com>
- 2) <https://sol.du.ac.in>
- 3) <https://study.com/>

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	H
CO2	H	H	M	H	H
CO3	M	H	S	S	H
CO4	M	H	S	S	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Prof.K.Srinivasan	Dr. R. Manicka Chezhian

*Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO6E2			Title	Batch:	2021 - 2024
				Core Elective - II : / INFORMATION MANAGEMENT	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	1		Credits :	05

Course Objective

This course is designed to make the students aware of scientific and latest innovations in office management.

Course Outcomes (CO)

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To remember the functions of modern office	K1
CO2	To get the idea of Scientific Management.	K2
CO3	To apply essential modern methods and Latest Innovations.	K3
CO4	To analyse and apply forms of Report.	K4
CO5	To Analyse the purpose of Reports.	K5

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	H	H	H	H	H	H
CO2	H	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H
CO4	H	M	H	H	H	M	H
CO5	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Office Management Definition – Elements of Office Management – Functions– Duties and Responsibilities of an Office Manager – The Ten Commandments	12 Hrs
Unit -II	Administrative Office Management Meaning - Objectives of Administrative Office Management – Information Management – Scientific –Office Management – Aims – Scientific Management in Office.	12 Hrs
Unit - III	Environment Management Office Lighting – Ventilation and Temperature Control – Sanitary arrangements - Security.	12Hrs
Unit - IV	Latest Innovations in Office Management Vennfer for Corporates –VertuTi – Blackberry– Wi-Fi Technology – Blu-ray Disc – CISCO Telepresence– Office 2121–NEC Vivid Office 2121.	12Hrs
Unit - V	Management Reporting Purposes of Reports – Types of Reports – Report Writing – Form of the Report – Guiding rules for Reports – Precis writing.	12 Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Flipped Class

Assessment Methods:

Group discussions, Seminar ,Quiz, Assignment
--

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Dr. Chopra R.K and Priyanka Gowri.	Office Management	Himalaya Publishing House, New Delhi.	2017

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Pillai. R. S. N	Commercial Correspondence & Office Management.	Sultan Chand & Sons, New Delhi	2013
2	Bhatia R. C	Principles of Office Management.	Lotus Press ,New Delhi.	2010
3	Sharma R. K., and Shashi K. Gupta	Office Management	Abishek Publications, Chatisgrah	2006

E-Reference

1. www.propects.ac.uk
2. www.naukri.com

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

*Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO6E3			Title	Batch:	2021 - 2024
				Core Elective - II:	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	1	URBAN ECONOMICS	Credits:	05

Course Objective

This Paper intended to make the students to understand the economic factors and factors underlying the process of urbanisation.

Course Outcome (CO)

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To know the concept of urbanisation, stages and features.	K1
CO2	To understand theories and approaches.	K2
CO3	To acquires knowledge on urban labour market migration, population and water supply.	K3
CO4	Outline the salient housing problems, finance and planning.	K4
CO5	To look out the problems refers to India, urban land use and pattern.	K5

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	H	H	H	M	H	H
CO2	H	H	M	H	M	H	H
CO3	H	H	H	M	H	H	H
CO4	H	M	H	H	M	H	H
CO5	M	H	H	H	H	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Urbanisation Urbanisation meaning – causes for urbanisation – Factors influencing urbanisation – Different stages of urbanisation – Features of urbanisation in developing countries – Issues in urbanisation policies.	12 Hrs
Unit -II	Theories of Urban Growth Analysis Central Place theory; Human geological approach; economic basic theory	12Hrs
Unit - III	Urban Labour Market Organized and Unorganized Labour Market - Characterization of the urban labour market – The gravity model of labour movements – Problems of urban unemployment in India – Migration – urbanisation – Pollution concept urban water supply.	13 Hrs
Unit - IV	Urban Housing Types of Urban Housing - Problems of urban housing – Nature and magnitude – Housing finance Market in India – Limitation – Urban planning – Smart city.	11 Hrs
Unit - V	Urban Development Organization Problems with reference to India – Urban land – Different techniques – Control of land use pattern in India – Metro and National Level Urban Development Authorities/Organizations.	12 Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

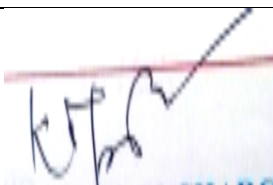
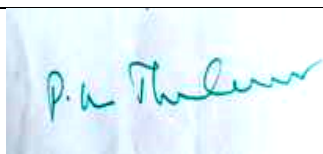
Group discussions, Seminar ,Quiz, Assignment, Group Task
--

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Hirseh, Werner	Urban Economy Analysis	Tata Mc Grow hill, New Delhi.	1973
2	Mills, Edwin's	Urban Economics	Scot Foresman, Illinois.	1980

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Richardson Hary.W	The New Urban Economics	Pitman Publication Ltd, London.	1976
2	Buffer,K.J	Urban Economics – Theory and policy	Palgrave Macmillan UK	1976

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Prof. K. Murugavelu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

*Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO6E4			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Core Elective - III : / COMPUTER APPLICATION in ECONOMICS	Semester :	VI
					Credits:	05

Course Objective

This paper enable to develop the student's skill in computerized data analysis, as well as enhancing their ability to use the effective tools

Course Outcome (CO)

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To identify the concepts and different components of spreadsheet.	K1/K2
CO2	To build them to enter data, symbols, and special characters into a worksheet,create, open, save, and close a workbook.	K2
CO3	To Demonstrate the spreadsheet software to prepare various charts--pie, bar, line, column, & area	K3
CO4	To analyse the Excel functions to summarize quantitative data graphically, including pivot tables and charts	K4
CO5	To Develop the hands on experience in excel utilities.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	M	M	M	H	H	M
CO2	H	H	M	H	H	H	M
CO3	M	H	H	M	H	H	M
CO4	M	H	H	M	H	H	M
CO5	H	H	H	H	M	H	M

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Introduction to Excel About Excel & Microsoft, Uses of Excel, Excel software, Spreadsheet window pane, Title Bar, Menu Bar, Standard Toolbar, Formatting Toolbar, the Ribbon, File Tab and Backstage View, Formula Bar, Workbook Window, Status Bar, Task Pane, Workbook& sheets.	12 Hrs
Unit -II	Columns & Rows Selecting Columns & Rows, Changing Column Width & Row Height- Autofitting Columns & Rows- Hiding/Unhiding Columns & Rows- Inserting & Deleting Columns & Rows, Cell, Address of a cell- Components of a cell –Format- value- formula- Use of paste and paste special.	12 Hrs
Unit - III	Creating Formulas and Data Analysis Using Formulas- Formula Functions–Sum-Average- if- Count- max-min- Using AutoSum -Data Analysis–Sorting- Filter- Text to Column-Data Validation.	12 Hrs
Unit - IV	Spreadsheet Charts Creating Charts- Different types of chart- Formatting Chart Objects- Changing the Chart Type- Showing and Hiding the Legend- Showing and Hiding the Data Table.	12 Hrs
Unit - V	Spreadsheet Tools Moving between Spreadsheets - Selecting Multiple Spreadsheets - Inserting and Deleting Spreadsheets Renaming Spreadsheets - Splitting the Screen - Freezing Panes - Copying and Pasting Data between Spreadsheets – Hiding -Protecting worksheets Making.	12 Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Seminar ,Quiz, Assignment, Test, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Ananthi Sheshasaayee & Sheshasaayee	Computer Applications in Business & Management	Margham Publication, Chennai.	2007

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Lokesh Lalwani	Excel 2019 All in One	BPB Publications	2019
2	William Fischer	Excel – Quick start Guide from Beginner to Expert	Createspace Independent Pub	2016

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Dr. N. Padmasundari	Dr. P. Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

*Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO6E5			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	45	Tutorial Hrs./Sem.	1	Core Elective - III : / HUMAN RESOURCE MANAGEMENT	Semester:	VI
					Credits:	05

Course Objective

The course intend to familiarize the students with the broad knowledge in Recruitment and Selection

Course Outcomes (CO)

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To keep in mind the significance of Human Resource Management	K1
CO2	To understand – the approaches to manpower planning	K2
CO3	To implement ideas of performance appraisal in practical life.	K3
CO4	To analyse the International Human Resource Management.	K4
CO5	To acquire the knowledge related to Expatriates	K5

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	H	M	H	H	H	H
CO2	H	H	H	M	H	H	H
CO3	H	H	H	H	H	H	H
CO4	H	H	H	M	H	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Human Resource Management (HRM) Meaning of Human Resource Management – Functions of Human Resource Management - Nature and Importance of HRM - <i>Objectives of HRM*</i> .	12 Hrs
Unit -II	Human Resource Man Power Planning - Job Description - Job Analysis - Job Specification - <i>Recruitment and Selection*</i> - Training and Development – Approaches to Man Power Planning.	12 Hrs
Unit - III	Performance Appraisal Performance Appraisal - Job Evaluation - Promotion, Transfer and Demotion - Compensation - Wage and Salary Administration - Incentive System - Retirement Benefits to Employees.	12 Hrs
Unit - IV	Human Resource Development (HRD) Significance of Human Resource Development – Concept – Features – Scope – Need for HRD – Objectives of HRD – Techniques of HRD – Functions of HRD Managers.	12 Hrs
Unit - V	International Human Resource Management Domestic HRM and International HRM comparison –Growing Interest in IHRM – Managing International HR activities – Role of Expatriate – Challenges in IHRM- Strategies for effective IHRM	12 Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Group discussions, Seminar ,Quiz, Assignment
--

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Aswathappa K	Human Resources Management	8 th Edition, McGraw Hill Education (India), Private Limited, Chennai	2017

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Subba Rao P	Essentials of Human Resources Management and Industrial Relations	Himalaya Publishing House, New Delhi.	2016
2.	Tripathi P. C.	Personnel Management and Industrial Relations	Sultan Chand & Sons, New Delhi.	2006
3.	Memoria C. B. & Gankar S.V	Personnel Management	Himalaya Publishing House, Nagpur.	2006

E-Reference

1. www.inc.com
2. www.shopify.com

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Prof. N. Anbuarasu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

*Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO6E6			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Core Elective - III : / HEALTH ECONOMICS	Semester:	VI
					Credits:	05

Course Objective

The purpose of this course is to enable the students to examine the Health Care Markets from a structural perspective identify the key economic issues relevant to health care policy and Evaluate the healthcare markets and Programmes.

Course Outcomes (CO)

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To keep in Mind the health status and Trends	K1
CO2	To make the students aware of Demand and supply medical care services	K2
CO3	To Create enthusiasm among the students in Health Insurance and Medical marketing	K3
CO4	To enable the students to identify the important social determinants of Health	K4
CO5	To equip students develop a perspective on the external assistance for Health care	K4

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	H	H	H	H	H	H	H
CO2	H	H	H	H	H	H	H
CO3	H	H	H	H	M	H	H
CO4	H	M	H	M	H	H	H
CO5	H	H	M	H	H	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	HEALTH STATUS AND TREND Health Economics – Definition – Short Note on Michael Grossman Model of Health Demand - Health status and trends – Mortality, Life Expectancy – Epidemiological statistics – Historical Trends in Mortality Rate – Causes of Death and the dynamics of Mortality	12Hrs
Unit -II	DEMAND SUPPLY OF HEALTHCARE The demand for Health care services – Preferences – Income and Price effect – Empirical analysis of the demand health care – Inputs into the production of Healthcare – Incentives and Allocation of Resources – Drugs – Hospitals – Medical care suppliers in the Market – Manpower Planning.	12Hrs
Unit - III	HEALTH DIMENSIONS OF DEVELOPMENT Health and Economic Development – Linkages and Impact – Factors influencing the supply of Health care – Health insurance and Medical market – Impact of Technology change on the cost of Health services – Public-private Dictionary in providing Health services – Role of government in health care provision – Role of private sector in Health care – change of Health status overtime.	12Hrs
Unit - IV	DETERMINANTS OF HEALTH STATUS Factors Determining health status – Economic development and Health – Nutrition and Health – Barker's in Utero Hypothesis – Poverty and Malnutrition – Infectious and chronic diseases – Environment and Health – Indicators of Disability Burden – The social determinants of Health	12Hrs
Unit - V	ECONOMIC DIMENSIONS OF FINANCING HEALTHCARE Financing of Health care: Principles and Constraints – Magnitude of Health care needs and Expenditure – Production of Healthcare – Healthcare delivery – Risk pooling – Reserve allocation and purchasing – user charges – Development Resistance for Health care	12Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Group Task, Seminar ,Quiz, Assignment

Text Book

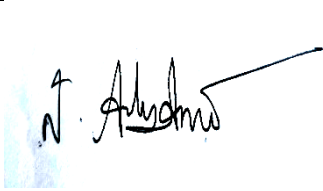
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	William Jack	Principles of Health Economics' for Developing Countries	World Bank Institute Development Studies	1999

Reference Books:

.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Jay Bhattachaxya, Timothy Hyde, Peter Tu	Health Economics	Red Globe Press	2018
2	Diane M. Dewar	Essentials of Health Economics	Jones and Bartles Learning Books	2017
3	Frank A. Sloan and Chee – Ruey Hsieh	Health Economics	The MIT Press	2016
4	Lora Guinness and Virginia Wiseman	Introduction to Health Economics	Open University Press	2011

E-Reference

1. www.healthknowledge.org.UK
2. www.healthdata.gov.in

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature
			
Prof. N. Anbuarasu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan,	Dr. R. Manicka Chezian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO 617	Title	Batch :	2021-24
		INTERNSHIP PROGRAM/	Semester	VI
Hrs/Week:	2	ECONOMIC REVIEWS	Credits:	02

Course Objective

The internship/Economic Reviews provides an opportunity for practical experience in student affairs or other industrial, marketing, financial areas. The experience is meant to help the students to gain an understanding of the functions of an industry, office, staff member responsibilities, or other functions which will develop and evaluate student's professional skills.

Course Outcomes (CO)

K1	CO1	To gain practical experience in an area of student affairs
K2	CO2	To understand the functions of an industry, office, staff member responsibilities.
K3	CO3	To familiar with professional associations and literature affiliated with the services assigned.
K4	CO4	To engage in self-assessment by reflecting on aspects of the internship experience

Final Report

Every batch or group of students should undergo internship and submit Internship Report or Economic Review in any interested field.

A type written report to include a summary of activities during the internship to be submitted by the students. Student's self-assessment of strengths and weaknesses, as well as suggestions for improvement of their internship area also to be presented in the report.

The report of Economic Review includes introduction, objectives, methodology, review of literature, analysis and findings within the page of 25.

Duration

After completion of the second year of the programme, i.e., after the fourth semester the students are required to take the industrial training as internship in any interested field, and it is compulsory for four weeks.

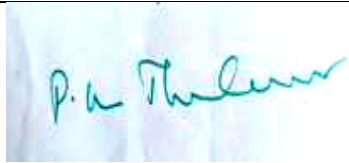
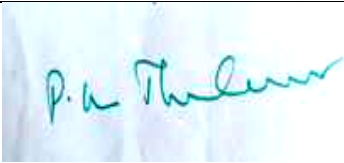
Evaluation

Total Marks	ESE	Breakup Marks	CIA	Breakup Marks
100	80	Internship Report/Economic Reviews - 60	20	Observation - 20
		Viva - 20		

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	S	M
CO2	H	M	S	H	M
CO3	H	H	H	M	M
CO4	H	H	H	H	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Prof.K.Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO 6S1	Title	Batch :	2021-24
		ADVERTISING AND SALES	Semester	VI
Hrs/Week:	1	PROMOTION	Credits:	02

Course Objective

To endow students with the knowledge of Advertising & Sales

Course Outcomes (CO)

K1	CO1	To recollect ideas on Advertising and Sales
K2	CO2	To understand effects of Advertising on Production Cost, Distribution Cost and Consumer Prices.
K3	CO3	To execute idea in Launching a product
K4	CO4	To analyse various Sales Techniques.

Syllabus

- Unit I Introduction to Advertising (3hrs)**
Advertising – Meaning – Propaganda Vs Advertising – Sales Promotion Vs Advertising – Public Relation Vs Advertising – Tools of Public Relations – Major Components of Advertising Industry – *Role of Advertising in Modern Business World**
- Unit II Economic Aspects of Advertising (3hrs)**
Advertising and the Free Economy – Effects of Advertising on Production Costs, Distribution Costs and Consumer Prices – Advertising and Monopoly Conditions – Advertising and Consumer Markets – *Advertising and National Income**.
- Unit III Advertising Media (3hrs)**
Advertising Media: Types – Print – Electronics – Other Media – Their Characteristics – Merits and Limitations – Ethics in Advertising.
- Unit IV Sales Promotion (2hrs)**
Sales Promotion: Meaning – Objectives – Kinds of Sales Promotion – Reasons for Sales Promotion- Merchandising Aids.
- Unit V: Personal Selling (2hrs)**
Personal Selling: Importance – Personal Selling and Product Promotion – *Features of Salesmanship* – Types of Salesmen – Advantages – Limitations.

***Self study.**

Group discussions, Brain storming, Activity, Case study

Text Book:

1. Pillai R. N. S. and Bagavathi (2097), “Modern Marketing Principles & Practice Sultan Chand & Sons”, New Delhi.

Reference Books:

2. Rajan Nair and Varma M. M., (2095), “Marketing Management”, Sultan Chand & Sons, New Delhi.
3. Kazmi S. H. H. and SatishBatraK.,(2001), “Advertising&SalesPromotion”, Excel Books,New Delhi.
4. GeorgeBelch E.andMichelBelch A.,(2098), “Advertising&Promotion”,McGrawHill,Singapore.

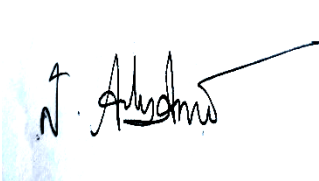
E-reference

1. www.pondiuni.edu.in
2. www.slideshare.net
- 3 www.scribd.com

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	S	M	S
CO2	S	H	M	S	H
CO3	H	S	H	H	M
CO4	H	H	H	H	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Prof.K.Srinivasan	Dr. R. Manicka Chezhian

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	21UEO 6S2	Title	Batch :	2021-24
		PRINCIPLES OF AIRPORT ECONOMICS	Semester	VI
Hrs/Week:	1		Credits:	02

Course Objective

To enlighten the students – “Airports are observed as powerful Engines and act as a Multi – Model Business Centers for Regional and National Economic Development”.

Course Outcomes (CO)

K1	CO1	To remember –Doctrine of Airport management.
K2	CO2	To understand Airport Demand Analysis
K3	CO3	To apply Economic principles in Airport management
K4	CO4	To Analyse the working of Airport

Syllabus

Unit – I Airport Operational Economics (2hrs)

History and Development of Airport – Definition and Functions – *Airport Categories** – Doctrine (or) Principles of Airport Management.

Unit – IIEconomics in Aviation Studies (3hrs)

Importance of Economics in Aviation Studies - Key Factors Influencing Air Travel Demand – Demand Factors Evaluation (Airport Demand Analysis).

Unit - III Airport Market and Competition (3hrs)

Airports and Competition – Airport Competitiveness – Airport Competitive Factors: Demand Factor, Service Factors and Management Factors – *Pricing and its Objectives** – Principles of Airport Pricing.

Unit - IV Airport Financial Economics (3hrs)

Importance of Financial Economics – Goals of Airport Finance – Principles of Airport and Air Navigational Charges – Airport Revenue – Sources of Airport Revenue - Aeronautical and Non- Aeronautical Revenue.

Unit – V Airport Services (2hrs)

Performance Measures – Measuring Standards for Airport Services – Airport Quality Performance – Ranking of Airports.

**Self study.*

Group discussions, Seminar, Quiz, Experience Discussion

Text Book:

1. Senguttuvan P. S., (2007), “Principles of Airport Economics”, Excel Book, New Delhi.

Reference Book:

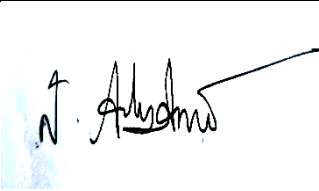
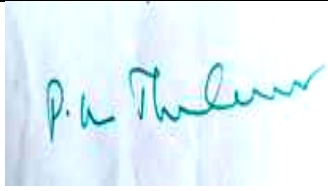
2. Senguttuvan P. S., (2003), “Fundamentals of Airport Transport Management”, McGraw Hill, London.
3. Wells A., (2000), “Airport Planning and Management”, 4th Edition-McGraw-hill, London.

E-reference

1. www.sita.aero
2. www.educations.com
3. www.iata.org
4. www.igiaindia.in

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	S	S	H
CO2	S	H	M	S	H
CO3	H	H	H	S	M
CO4	S	H	H	M	S

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
			
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Prof.K.Srinivasan	Dr. R. Manicka Chezhian