

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI**

|     |               |                                                 |          |      |
|-----|---------------|-------------------------------------------------|----------|------|
| 147 | MSW           | Livelihoods and Development                     | 19PSW3E4 | 2019 |
| 148 | MSW           | Rehabilitation and After Care services          | 19PSW4E6 | 2019 |
| 149 | MCA           | Cloud Computing                                 | 19PMC639 | 2019 |
| 150 | MCA           | Online Certification                            | 19PMC641 | 2019 |
| 151 | MCA           | Mobile Computing                                | 19PMC640 | 2019 |
| 152 | B.A. History  | History of India upto 647 A.D                   | 20UHY101 | 2020 |
| 153 | B.A. History  | History of India from 647 A.D to 1526 A.D       | 20UHY102 | 2020 |
| 154 | B.A. History  | History of India from 1707 A.D to 1857 A.D.     | 20UHY203 | 2020 |
| 155 | B.A. History  | Indian Administration                           | 20UHY2A2 | 2020 |
| 156 | B.A. History  | History of India from 1858 A.D to 1947 A.D      | 20UHY305 | 2020 |
| 157 | B.A. History  | Journalism                                      | 20UHY4A4 | 2020 |
| 158 | B.A. History  | Introduction to Historiography                  | 20UHY510 | 2020 |
| 159 | B.A. History  | Panchayt Raj in India                           | 20UHY1A1 | 2020 |
| 160 | B.A. English  | CORE III :Prose                                 | 20UEL203 | 2020 |
| 161 | B.A. English  | CORE III: Creative Writing                      | 20UEL306 | 2020 |
| 162 | B.A.Economics | Core III: Micro Economics - I                   | 20UEO101 | 2020 |
| 163 | B.A.Economics | Core III: Indian Economics                      | 20UEO102 | 2020 |
| 164 | B.A.Economics | Core III: Micro Economics - II                  | 20UEO203 | 2020 |
| 165 | B.A.Economics | Core III: International Economics               | 20UEO204 | 2020 |
| 166 | B.A.Economics | Core III: Agricultural and Rural Economics      | 20UEO2A2 | 2020 |
| 167 | B.A.Economics | Core III: Economics of Development and Planning | 20UEO306 | 2020 |
| 168 | B.A.Economics | Core III: Banking law and practice              | 20UEO3A3 | 2020 |
| 169 | B.A.Economics | NME: Advertising and Sales Promotion            | 20UEO3N1 | 2020 |
| 170 | B.A.Economics | NME: Economics for Comprtitive Examinations/    | 20UEO3N2 | 2020 |
| 171 | B.A.Economics | Core III: Mathematical Methods                  | 20UEO408 | 2020 |

BoS Minutes  
Highlighted



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI**

|     |                   |                                                            |          |      |
|-----|-------------------|------------------------------------------------------------|----------|------|
| 172 | B.A.Economics     | NME: Information Management                                | 20UEO4N3 | 2020 |
| 173 | B.A.Economics     | Core III: Human Resource Management                        | 20UEO510 | 2020 |
| 174 | B.A.Economics     | Core III: Investment Policies and Programmes               | 20UEO511 | 2020 |
| 175 | B.A.Economics     | Core III Elective: Statistical Methods - I                 | 20UEO5E1 | 2020 |
| 176 | B.A.Economics     | Core III Elective: Information Management                  | 20UEO5E2 | 2020 |
| 177 | B.A.Economics     | Core III: Window Based Office Automation and Tally         | 20UEO512 | 2020 |
| 178 | B.A.Economics     | Core III: Economics of Transport                           | 20UEO616 | 2020 |
| 179 | B.A.Economics     | Core III Elective: Statistical Methods - II                | 20UEO6E3 | 2020 |
| 180 | B.A.Economics     | Core III Elective : Principles of Management               | 20UEO5E4 | 2020 |
| 181 | B.A.Economics     | Core III: Tourism Economics                                | 20UEO6E5 | 2020 |
| 182 | B.A.Economics     | Core III Elective: Women and Economy                       | 20UEO6E6 | 2020 |
| 183 | B.A.Economics     | Skill Based: Advertising and Sales Promotion               | 20UEO6S3 | 2020 |
| 184 | B.Sc. Mathematics | Core I: Classical Algebra                                  | 20UMS101 | 2020 |
| 185 | B.Sc. Mathematics | Core II: Calculus                                          | 20UMS102 | 2020 |
| 186 | B.Sc. Mathematics | Allied I: Mathematical Statistics-I                        | 20UMS1A1 | 2020 |
| 187 | B.Sc. Mathematics | Core III: Trigonometry, Vector Calculus and Fourier Series | 20UMS203 | 2020 |
| 188 | B.Sc. Mathematics | Core IV: Analytical Geometry                               | 20UMS204 | 2020 |
| 189 | B.Sc. Mathematics | Allied II:Mathematical Statistics-II                       | 20UMS2A2 | 2020 |
| 190 | B.Sc. Mathematics | Core VI: Numerical Techniques                              | 20UMS306 | 2020 |
| 191 | B.Sc. Mathematics | NME: Quantitative Aptitude -I                              | 20UMS3N1 | 2020 |
| 192 | B.Sc. Mathematics | Core VIII: Operations Research -I                          | 20UMS408 | 2020 |
| 193 | B.Sc. Mathematics | NME: Quantitative Aptitude -II                             | 20UMS4N3 | 2020 |
| 194 | B.Sc. Mathematics | Core XI: Operations Research-II                            | 20UMS511 | 2020 |
| 195 | B.Sc. Physics     | Core VIII: Optics & Spectroscopy                           | 20UPS508 | 2020 |
| 196 | B.Sc. Physics     | Core VII : Mechanics                                       | 20UPS507 | 2020 |
| 197 | B.Sc. Physics     | Summer Internship or Vocational training/ Project          | 20UPS511 | 2020 |

# MEETING OF THE BOARD OF ON SATURDAY

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| Sl. NO | Name of the member                                                                                                                         | Signature                 |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| 1.     | Dr. P. Krishna Thulasimani                                                                                                                 | P. Thulasimani            |
| 2.     | Thiru. N. Anbuvarasu                                                                                                                       | N. Anbuvarasu             |
| 3.     | Thiru. K. Murugavelu                                                                                                                       | K. Murugavelu             |
| 4.     | Dr. Nirmala Sathish                                                                                                                        | N. Sathish                |
| 5.     | Dr. N. Padmasundari                                                                                                                        | N. Padmasundari           |
| 6.     | Dr. A. Sangamithra (University Nominee)<br>Dept of Economics<br>Bharathiar University, coimbatore.                                         | A. Sangamithra            |
| 7.     | Dr. Manonmani. (subject Expert)<br>Prof & Head of Economics<br>Avinashilingam Deemed university, coimbatore                                | - ABSENT -                |
| 8.     | Mr. K. Chinnachimuthu. (Industrialist)<br>Thadagaicir Fibres kunchipalayam, pollachi                                                       | K. Chinnachimuthu         |
| 9.     | Dr. S. Nehru (Academic Auditor)<br>Prof. Dept of Economics<br>Gandhi <sup>gram</sup> Rural Institute. Deemed university<br>Grandhigram     | S. Nehru<br>22/2/2020     |
| 10.    | Dr. K. Mariappan. (Alumni)<br>Asst. Professor, Dept of Economics<br>Government Art college, Udumalpet                                      | K. Mariappan<br>22/2/2020 |
| 11.    | Dr. J. Geetha Mani (subject Expert)<br>Asst. Prof. of Economics<br>Sri S Ramasamy Naidu Memorial college<br>Sattur, Vrudhu Nagar. - 626203 | J. Geetha Mani            |

Minutes The meeting of BOS in Economics was convened at 10 a.m on 22.2.20 in the Dept and the following resolutions were discussed and adopted.

1. 20UEO101  
Micro Economics - I  
All units has changed into new content - Annexure - 1 100%.
2. 20UEO102  
Indian Economy unit-I: 1<sup>st</sup> unit completely replaced by new topics - History of Indian Economy - Challenges before Indian Economy - concept of underdevelopment - Economic growth - characteristics of UDC's - Meaning of Economic Development - Traditional & modern view - why all countries are not developed alike - Economic development with basic needs approach - economic determinants - India as a rapidly developing economy. 20%.
3. 20UEO203  
Micro Economics - II  
Unit-1: New topics introduced in 1<sup>st</sup> unit - Introduction to Imperfect competition - Monopoly - characteristics - Causes Types - Demand - Revenue under Monopoly - Monopoly Equilibrium - Discriminating Monopoly - Forms - Conditions - Price Discrimination - Dumbing Monopoly. 20%.
4. 20UEO204  
International Economics  
Unit- II has completely replaced by new content - 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. 20%.
5. 20UEO202  
Agriculture and Rural Development unit-3  
1. Unit II has replaced by unit- III.  
2. Unit III has completely changed into new topics - Technological changes in Agriculture - Traditional Techniques and Practices, HYV seeds - Chemical fertilizers - water technology - Green Revolution - Emerging trends in agricultural technology - Dry land farming - use of Biotechnology techniques.  
Unit- V: 3. New content introduced in V unit - Agribusiness - Introduction - scope for Agribusiness in India - Types - Agribusiness opportunities and challenges in India - Agribusiness management.

Core Industries of Agribusiness - New development and trends in Agribusiness - Job roles in the Agribusiness Industry.

40%.

6. 20UE0306

Economics of

Development and Planning

Unit V<sup>th</sup> completely replaced by new contents  
Human Capital Formation and manpower planning;  
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.

20%.

7. 20UE03A3

Banking Law and Practice

New topics introduced in V<sup>th</sup> Unit -

Electronic Banking: Introduction to E-Banking - Procedure - Traditional Banking vs E-Banking - Need for computerisation - Automated Clearing System (ACS) - Electronic Transaction - Electronic Fund Management - EFT, ECS, RTGS, NEFT, IFSC - ATM - CIBS - Computerisation of clearing of cheques.

20%.

8. 20UE03N1

Advertising and Sales Promotion

1. Unit V<sup>th</sup> has combined with Unit IV.2. In unit V<sup>th</sup>, new concepts has introduced.

v. Salesforce Management: 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.

40%.

9. 20UE03N2

Economics for Competitive and Career Development

1. Economics for competitive Examinations has renamed as Economics for competitive and Career Development.

2. Introduced new topics in unit - II instead of old ones.

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

3. Unit III has completely replaced by new contents.

Unit III: Different Sectors - External Sector - International - Foreign currency - Types of Markets - Famous Economic Revolution - Five year plans.

40%.

10. 20UE0408  
Mathematical  
Methods

1. Unit <sup>nd</sup> II has replaced by <sup>rd</sup> III unit.
2. Unit <sup>rd</sup> III has replaced by <sup>th</sup> IV unit.
3. New content was introduced in <sup>th</sup> IV unit.

Unit - IV : Partial Differentiation : Meaning - Partial Differentiation - Two variables - Three variables - Higher order derivatives - Total differential - Maxima and minima for two variables - Applications in Economics - Marginal Functions - Total Functions 40%.

11. 20UE04N3  
Information  
Management

New course - Information Management has introduced instead of the course - Office Management  
Annexure - 2 100%.

12. 20UE0510  
Human Resource  
Management

Unit - V completely replaced by new contents  
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 HRM - Strategies for effective HRM 20%.

13. 20UE0511  
Investment  
Policies and  
Programmes

Unit II completely modified with new topics  
Unit II : Capital and Money Market in India : Meaning of Capital market - Functions of capital market - Players in the capital market - Importance of Capital market - Money market - Definition of money market - Money market Instruments - Features of Money Market - Pre conditions for an efficient money market - Distinction between Money Market and Capital market. 20%.

14. 20UE05E1  
Statistical Methods  
- I

Unit V has replaced by new topics.  
Unit - V : Correlation Analysis : 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 Correlation and Regression. 20%.

15. 20UE05E2 New course on major Electives - Information Management has introduced instead of the course Office Management.

## Annexure .3

100%

16. 20UE05I2  
Window Based office Automation and Tally.
- Unit I has replaced by Unit II.
  - New course content was introduced in Unit II.
- Unit - II : MS Excel : Getting started with Excel - workbook window - worksheet - and work book Specification - Managing a work book - Renaming workbooks - worksheets Tools - Entering Text and Numbers into cells - Editing cells - Entering the Formula - Entering data in work sheet - Data Entry Techniques - Editing the data - Moving copying, inserting and deleting rows and columns - charts - Creating, editing and forwarding - Printing the work sheet

25%

17. 20UE06I4  
Public Finance
- In this course units IV and V are interchanged with new contents.

## Annexure .4

18. 20UE06I6  
Economics of Transport
- In this course, unit IV has included in IV unit.
  - Unit V has completely modified with new topics.
- Unit V : Rates and Fares in Different Transport System : Rates and Fares in Road Transport - Railway Rate Fares - Airport Revenue and expenses - Port Revenue and expenses - Fixation of Rates and Fares.

40%

19. 20UE06E3  
Statistical Methods - II
- First unit has replaced by II<sup>nd</sup> unit.
  - II<sup>nd</sup> unit has replaced by III<sup>rd</sup> unit.
  - Unit III completely modified with new topics.
- Unit III : Research Design and Statistical Survey: Meaning of Research Design - need for

59

Research Design - Features of Research Design - Important concepts relating to Research Design - Statistical Survey - Planning of Enquiry - Executing the Survey. 60%.

20. 20VKE05EH Principles of Management 1. Unit III combined in unit II.  
2. Unit III has replaced by new contents.  
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. 40%.

21. 20VKE06ES Tourism Economics 1. II<sup>nd</sup> unit - completely replaced by III<sup>rd</sup> unit  
2. III<sup>rd</sup> unit has completely replaced by IV<sup>th</sup> unit  
3. New contents has introduced in unit IV.  
Unit IV: E-Tourism: Introduction to E-Tourism  
E-Tourism in India - E-Tourism Players and their Activities - Role of IT in E-Tourism - An overview of E-Tourism websites - Online tourism services and its Benefits - E-Service centers - IRCTC - Make my trip.com - Yatra.com - Trip advisor. 60%.

22. 20VKE06E6 Women and the Economy 1. Unit II combined with unit I.  
2. Unit II replaced by new topics.  
Unit II: Women Empowerment: Economic Status - Women in Decision Making, women and labour market - Demand and Supply for female labour in Developed and Developing Countries - Women workers participation in Agriculture - Non-Agriculture Rural Activities - Informal sector, cottage and small Scale industries. 40%.

23. 20VKE06S3 Advertising and Sales Promotion 1. Unit V has combined with unit IV.  
2. Instead of Unit V, new content has introduced.

Unit V : Sales Force Management : 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.

40%.

24. 20UC01A1  
 Business  
 Economics

1. In unit III, new contents has introduced.  
 Unit III : Production and Cost function :  
 Production Function - Meaning - the Law of  
 Variable proportions - The Law of Return -  
 Producer's equilibrium through iso-quants  
 Cost Function : Types of Cost - Total and marginal  
 cost functions - AC and MC relationships -  
 characteristics of costs in the long run - cost  
 control and cost reduction methods.

20%.

25.

Courses for Advanced Learners.

There are two papers has introduced.

25. (a) Course 1. Economics of Farm Business  
 (Annexure - 5)

100%.

25. (b) Course 2. Economics for Administration  
 (Annexure - 6)

100%.

26.

Value Added Course

Certificate Course on "Skill Development  
 for Women Entrepreneurs" has introduced  
 (Annexure - 7)

100%.

27.

New Components of continuous Assessment  
 has introduced.

(Annexure - 8)

Overall Avg. 38.2%

$\frac{1280}{3300} \times 100 = 38.8\%$

**N.G.M COLLEGE – CURRICULAM DEVELOPMENT CELL**  
**B.A.ECONOMICS SCHEME OF EXAMINATION FOR (2020 – 2023)**  
**CHOICE BASED CREDIT SYSTEM & OBES**

| Course Code | Part | Course                                                                              | Hrs/<br>Wk | Hrs/<br>Exam | Maximum<br>Marks |     | Total<br>Marks | Credits   |
|-------------|------|-------------------------------------------------------------------------------------|------------|--------------|------------------|-----|----------------|-----------|
|             |      |                                                                                     |            |              | Intl             | ESE |                |           |
|             |      | <b>I Semester</b>                                                                   |            |              |                  |     |                |           |
|             |      |                                                                                     |            |              |                  |     |                |           |
| 20 UTL 101  | I    | Tamil Paper – I                                                                     | 6          | 3            | 25               | 75  | 100            | 3         |
| 20 UEN 101  | II   | English Paper – I                                                                   | 5          | 3            | 25               | 75  | 100            | 3         |
| 20 UEO 101  | III  | Micro Economics - I                                                                 | 6          | 3            | 25               | 75  | 100            | 4         |
| 20 UEO 102  | III  | Indian Economy                                                                      | 6          | 3            | 25               | 75  | 100            | 4         |
| 20UCOM 1A1  | III  | Financial Accounting                                                                | 5          | 3            | 25               | 75  | 100            | 4         |
| 20 UHR 101  | IV   | Human Rights                                                                        | 1          | 2            | -                | 50  | 50             | 2         |
| 20 HEC 101  | IV   | Human Excellence<br>Education – I ( Personnel<br>Values and SKY Yoga<br>Practice I) | 1          | -            | 25               | 25  | 50             | 1         |
|             | V    | Extension Activities                                                                | -          | -            | -                | -   | -              | -         |
|             |      | <b>Total</b>                                                                        |            |              |                  |     | <b>600</b>     | <b>21</b> |
|             |      | <b>II Semester</b>                                                                  |            |              |                  |     |                |           |
|             |      |                                                                                     |            |              |                  |     |                |           |
| 20 UTL 202  | I    | Tamil Paper – II                                                                    | 6          | 3            | 25               | 75  | 100            | 3         |
| 20 UEN 202  | II   | English Paper – II                                                                  | 5          | 3            | 25               | 75  | 100            | 3         |
| 20 UEO 203  | III  | Micro Economics - II                                                                | 5          | 3            | 25               | 75  | 100            | 4         |
| 20 UEO 204  | III  | International Economics                                                             | 5          | 3            | 25               | 75  | 100            | 4         |
| 20 UEO 2A2  | III  | Agriculture and Rural<br>Development                                                | 5          | 3            | 25               | 75  | 100            | 4         |
| 20 EVS 201  | IV   | Environmental Studies                                                               | 2          | 2            | -                | 50  | 50             | 2         |
| 20 HEC 202  | IV   | Human Excellence Education<br>– II ( Family Values and<br>SKY Yoga Praticce II)     | 1          | 2            | 25               | 25  | 50             | 1         |
|             | V    | Extension Activities                                                                | -          | -            | -                | -   | -              | -         |
|             |      | <b>Total</b>                                                                        |            |              |                  |     | <b>600</b>     | <b>21</b> |

1C  
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| III Semester            |     |                                                                                         |   |   |    |    |     |    |
|-------------------------|-----|-----------------------------------------------------------------------------------------|---|---|----|----|-----|----|
| 20 UTL 303              | I   | Tamil Paper – III                                                                       | 5 | 3 | 25 | 75 | 100 | 3  |
| 20 UEN 303              | II  | English Paper - III                                                                     | 6 | 3 | 25 | 75 | 100 | 3  |
| 20 UEO 305              | III | Macro Economics                                                                         | 6 | 3 | 25 | 75 | 100 | 4  |
| 20 UEO 306              | III | Economics of Development and Planning                                                   | 5 | 3 | 25 | 75 | 100 | 4  |
| 20 UEO 3A3              | III | Banking Law and Practice -                                                              | 6 | 3 | 25 | 75 | 100 | 4  |
| 20HEC 303               | IV  | Human Excellence Education – III (Professional Values and SKY Yoga Practice III)        | 1 | - | 25 | 25 | 50  | 1  |
| 20UEO 3N1/<br>20UEO 3N2 | IV  | NME<br>Advertising and Sales<br>Promotion/<br>Economics for Competitive<br>Examinations | 1 | 2 | -  | 50 | 50  | 2  |
|                         | V   | Extension Activities                                                                    | - | - | -  | -  | -   | -  |
|                         |     | Total                                                                                   |   |   |    |    | 600 | 21 |
| IV Semester             |     |                                                                                         |   |   |    |    |     |    |
| 20 UTL 404              | I   | Tamil Paper – IV                                                                        | 5 | 3 | 25 | 75 | 100 | 3  |
| 20 UEN 404              | II  | English Paper – IV                                                                      | 6 | 3 | 25 | 75 | 100 | 3  |
| 20 UEO 407              | III | History of Economic Thought                                                             | 6 | 3 | 25 | 75 | 100 | 4  |
| 20 UEO 408              | III | Mathematical Methods                                                                    | 6 | 3 | 25 | 75 | 100 | 4  |
| 20 UEO 4A4              | III | Business Communication                                                                  | 5 | 3 | 25 | 75 | 100 | 4  |
| 20HEC404                | IV  | Human Excellence Education – IV (Social Values and SKY Yoga Practice IV)                | 1 | 2 | 25 | 25 | 50  | 1  |
| 20UEO 4N3/<br>20UEO 4N4 | IV  | NME<br>Information Management /<br>Airport Economics                                    | 1 | 2 | -  | 50 | 50  | 2  |
|                         | V   | Extension Activities<br>List Attached<br>Annexure - I                                   | - | - | -  | 50 | 50  | 1  |
|                         |     | Total                                                                                   |   |   |    |    | 650 | 23 |

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|                            |     | V Semester                                                                                    |   |   |    |    |      |     |  |
|----------------------------|-----|-----------------------------------------------------------------------------------------------|---|---|----|----|------|-----|--|
| 20 UEO 509                 | III | Monetary Economics                                                                            | 6 | 3 | 25 | 75 | 100  | 5   |  |
| 20 UEO 510                 | III | Human Resource Management                                                                     | 5 | 3 | 25 | 75 | 100  | 4   |  |
| 20 UEO 511                 | III | Investment Policies and Programmes                                                            | 6 | 3 | 25 | 75 | 100  | 5   |  |
| 20 UEO 5E1/<br>20 UEO 5E2  | III | Core Elective :<br>Statistical Methods – I /<br>Information Management                        | 5 | 3 | 25 | 75 | 100  | 5   |  |
| 20 UEO 512                 | III | Window Based Office Automation and Tally                                                      | 4 | 3 | 25 | 75 | 100  | 2   |  |
| 20 UEO 513                 | III | Programming Lab in Window Based Office Automation and Tally                                   | 2 | 3 | 40 | 60 | 100  | 2   |  |
| 20HEC505                   | IV  | Human Excellence Education – V (National Values and SKY Yoga Practice V)                      | 1 | 2 | 25 | 25 | 50   | 1   |  |
| 20UEO 5S1<br>20UEO 5S2     | IV  | Skill Based Subject :<br>Network and Information Security / Cyber Security<br>Ethical Hacking | 1 | 2 | -  | 50 | 50   | 2   |  |
| 20GKL501                   | IV  | General Awareness (SS)                                                                        | - | 2 | -  | -  | 50   | 2   |  |
|                            |     | Total                                                                                         |   |   |    |    | 750  | 28  |  |
|                            |     | VI Semester                                                                                   |   |   |    |    |      |     |  |
| 20 UEO 614                 | III | Public Finance                                                                                | 5 | 3 | 25 | 75 | 100  | 4   |  |
| 20 UEO 615                 | III | Industrial Economics                                                                          | 5 | 3 | 25 | 75 | 100  | 4   |  |
| 20 UEO 616                 | III | Economics of Transport                                                                        | 5 | 3 | 25 | 75 | 100  | 4   |  |
| 20 UEO 6E3/<br>20 UEO 6E4  | III | Core Elective :<br>Statistical Methods - II /<br>Principles of Management                     | 5 | 3 | 25 | 75 | 100  | 5   |  |
| 20 UEO 6E5/<br>20 UEO 6E6  | III | Core Elective :<br>Tourism Economics /<br>Women and The Economy                               | 6 | 3 | 25 | 75 | 100  | 5   |  |
| 20 UEO 617                 | III | Internship Program/Economic Reviews                                                           | 2 | - | 20 | 80 | 100  | 2   |  |
| 20HEC606                   | IV  | Human Excellence Education – VI (Global Values and SKY Yoga Practice VI)                      | 1 | - | 25 | 25 | 50   | 1   |  |
| 20 UEO 6S3 /<br>20 UEO 6S4 | IV  | Skill Based Subject :<br>Advertising and Sales Promotion /<br>Principles of Airport Economics | 1 | 2 | -  | 50 | 50   | 2   |  |
|                            |     | Total                                                                                         |   |   |    |    | 700  | 27  |  |
|                            |     | Grand Total                                                                                   |   |   |    |    | 3900 | 140 |  |

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|                 |            |                     |                              |         |
|-----------------|------------|---------------------|------------------------------|---------|
| Programme Code: | BA         | Programme Title :   | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20 UEO 101 | Title               | Batch :                      | 2020-23 |
|                 |            | MICRO ECONOMICS - I | Semester                     | I       |
| Hrs/Week:       | 6          |                     | Credits:                     | 04      |

### Course Objective

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

### Course Outcomes (CO)

|     |                                                                                                                                     |    |
|-----|-------------------------------------------------------------------------------------------------------------------------------------|----|
| CO1 | To keep various economic concepts in the minds of learners                                                                          | K1 |
| CO2 | To understand the economic problems, subject matter of economic production possibilities, assumptions and significance of economics | K2 |
| CO3 | To apply different assumptions, criticisms and theories in Demand, Consumption and Production aspects.                              | K3 |
| CO4 | To analyze cost functions and forms of market structure                                                                             | K4 |

### Syllabus

- Unit I Introduction to Economics (14 hrs)**  
 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.
- Unit II Consumption (15 hrs)**  
 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
- Unit III Production Function (15 hrs)**  
 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.
- Unit IV Cost Function (17 hrs)**  
 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.

**Unit V Forms of Market Structure****(17 hrs )**

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.

*\*Self study.*

Group discussions, Seminar ,Quiz, Assignment

**Text Book:**

1. Mithani D.M (2015), “ Principles of Economics” , Himalaya Publishing House, Mumbai.
2. Bose. D & Marimuthu A (2010), “An Introduction to Micro-Economics” Himalaya Publishing House, Mumbai.

**Reference Books:**

1. Ahuja H. L., (2010), “Advanced Economic Theory”, Sultan Chand & Co., New Delhi.
2. Andreu Mas-colell, Michael D. Whinston & Jerry R. Green (2012) “Micro Economic Theory”, Oxford University Press, ISBN: 9780208089537, New York.
3. Sankaran (2010), “Micro Economics”, Margham Publications, Chennai.
4. Misra & Puri (2010), “Modern Micro Economics”, Himalaya Publishing House, Mumbai.
5. Dewett K. K. & Chand A., (2008), “Modern Economic Theory”, Sultan Chand & Co., New Delhi

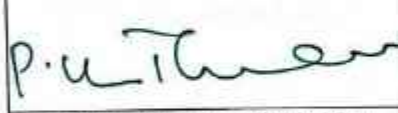
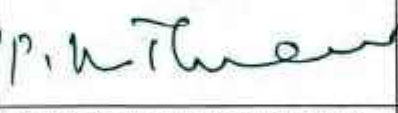
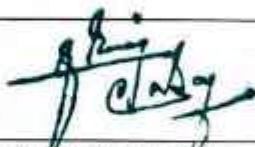
**E-reference:**

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

**Mapping**

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

H-High; M-Medium; L-Low

| Compiled by<br>Name with Signature                                                 | Verified by HOD<br>Name with Signature                                              | CDE                                                                                  | COE                                                                                   |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Dr.P.Krishnathulasimani                                                            | Dr.P.Krishnathulasimani<br><b>Dr. P.KRISHNATHULASIMANI</b>                          | Prof. K.Srinivasan,                                                                  | Dr.R.Muthukumar                                                                       |

Head and Associate Professor  
Department of Economics<sup>2</sup>

NGM College (Autonomous)  
Pollachi - 642 001

**K. SRINIVASAN, M.C.A.**  
Co-ordinator  
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Pollachi - 642 001.

**Dr. R.MUTHUKUMARAN**  
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NGM College (Autonomous)  
POLLACHI - 642 001.

**Dr. P.KRISHNATHULASIMANI**  
Head and Associate Professor  
Department of Economics  
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Pollachi - 642 001

|                 |            |                   |                              |         |
|-----------------|------------|-------------------|------------------------------|---------|
| Programme Code: | BA         | Programme Title : | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20 UEO 102 | Title             | Batch :                      | 2020-23 |
|                 |            | INDIAN ECONOMY    | Semester                     | I       |
| Hrs/Week:       | 6          |                   | Credits:                     | 04      |

### Course Objective

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

### Course Outcomes (CO)

|     |                                                                                                                |    |
|-----|----------------------------------------------------------------------------------------------------------------|----|
| 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 implement the strategy of development for energy.                                                           | K3 |
| CO4 | To evaluate the measures introduces for structural reforms in the economy.                                     | K4 |

### Syllabus

#### Unit I - Features of Indian Economy

(15 hrs)

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 Country's are not developed Alike? – Economic Development with basic needs approach – Economic Determinants - India as a rapidly Developing Economy.

#### Unit II - Basic Issues in Agricultural Policies

(15 hrs)

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.

#### Unit III - Industrial Development and Related Issues

(17 hrs)

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.

#### Unit IV- Infrastructure

(15 hrs)

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.

**Unit V-New Economic Reforms****(16 hrs)**

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

*\*Self study.*

Group Discussions, Seminar ,Quiz, Assignment

**Text Book:**

1. Misra and Puri (2010), "Indian Economy", Himalaya Publishing House, Mumbai.

**Reference Books:**

1. Puri V. K. and Misra S. K., (2015), "Indian Economy", Himalaya Publishing House, (33<sup>rd</sup> Edition), New Delhi
2. Sivayya K.V., & Das V.B.M. (2010), "Industrial Economics", S.Chand & Company, New Delhi.
3. Ruddar Datt & Sundaram KPM (2008), "Indian Economy", Sultan Chand & Company, New Delhi
4. Geraid M. Meier and James E. Ranch (2005), "Leading Issues in Economic Development", Oxford University Press, New York.
5. Barthoral R. R., (2000), "Industrial Economics", New Age International (P) Limited, New Delhi

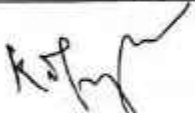
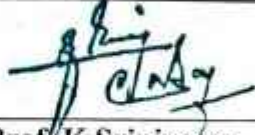
**E-reference**

1. [www.rbi.org](http://www.rbi.org)

**Mapping**

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

High; M-Medium; L-Low

| Compiled by<br>Name with Signature                                                  | Verified by HOD<br>Name with Signature                                              | CDE                                                                                  | COE                                                                                   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof. K. Murugvelu                                                                  | Dr. P. Krishnathulasimani                                                           | Prof. K. Srinivasan,                                                                 | Dr. R. Muthukumaran                                                                   |

**Dr. P. KRISHNATHULASIMANI**  
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Controller of Examinations  
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POLLACHI - 642 001.

|                        |            |                             |                                 |         |
|------------------------|------------|-----------------------------|---------------------------------|---------|
| <b>Programme Code:</b> | BA         | <b>Programme Title :</b>    | Bachelor of Arts<br>(ECONOMICS) |         |
| <b>Course Code:</b>    | 20 UEO 203 | <b>Title</b>                | <b>Batch :</b>                  | 2020-23 |
|                        |            | <b>MICRO ECONOMICS - II</b> | <b>Semester</b>                 | II      |
| <b>Hrs/Week:</b>       | 5          |                             | <b>Credits:</b>                 | 04      |

### Course Objective

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

### Course Outcomes (CO)

|     |                                                                   |    |
|-----|-------------------------------------------------------------------|----|
| CO1 | To understand the various market structure                        | K1 |
| CO2 | To determine equilibrium of the firm under various markets.       | K2 |
| CO3 | To get an idea of factor pricing.                                 | K3 |
| CO4 | To analyze various theories of rent, wages, interest and profits. | K4 |

### Syllabus

#### Unit I - Imperfect Competition

(15 hrs)

Introduction to Imperfect Competition – Monopoly- Characteristics –Causes –Types –Demand and Revenue under Monopoly-Monopoly Equilibrium –Discriminating Monopoly – Forms – Conditions – Price Discrimination – Dumbing – Methods of Control and Regulation of Monopoly.

#### Unit II - Monopolistic and Oligopoly Market

(17 hrs)

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.

#### Unit III -Theory of Distribution and Rent

(16 hrs)

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 – *Difference between Rent and Quasi-Rent\**.

#### Unit IV - Wages

(15 hrs)

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 – *Trade Union and Collective Bargaining\**.

## Unit V - Interest and Profit

( 15 hrs )

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.

*\*Self study.*

Group discussions, Seminar ,Quiz, Assignment

### Text Book:

1. Mithani D.M (2017), "Principles of Economics", Himalaya Publishing House, Mumbai.
2. Bose D. & Marimuthu A., (2010), "An Introduction to Micro-Economics", Himalaya Publishing House, Mumbai.

### Reference Books:

1. Andreu Mas-colell, Michael D., Whinston & Jerry R., Green (2012) "Micro Economic Theory", Oxford University Press, London.
2. Ahuja H. L., (2010), "Advanced Economic Theory", Sultan Chand & Co., New Delhi.
3. Sankaran (2010), "Micro Economics", Margham Publications, Chennai.
4. Misra & Puri (2010), "Modern Micro Economics", Himalaya Publishing House, Mumbai.
5. Dewett K. K., & Chand A., (2008), "Modern Economic Theory", Sultan Chand & Co., New Delhi

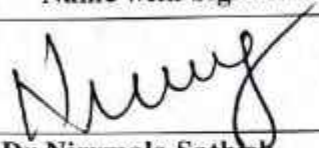
### E-reference:

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

### Mapping

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

High; M-Medium; L-Low

| Compiled by<br>Name with Signature                                               | Verified by HOD<br>Name with Signature                                            | CDE                                                                                | COE                                                                                 |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| Dr. Nirrmala Sathish                                                             | Dr. P. Krishnathulasimani                                                         | Prof. K. Srinivasan,                                                               | Dr. R. Muthukumaran                                                                 |

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Head and Associate Professor

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**K. SRINIVASAN, M.C.A.,**

Co-ordinator

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NGM College (Autonomous)

Pollachi - 642 001.

**Dr. R. MUTHUKUMARAN**

Controller of Examinations

NGM College (Autonomous)

POLLACHI - 642 001.

|                 |            |                            |                                 |         |
|-----------------|------------|----------------------------|---------------------------------|---------|
| Programme Code: | BA         | Programme Title :          | Bachelor of Arts<br>(ECONOMICS) |         |
| Course Code:    | 20 UEO 204 | Title                      | Batch :                         | 2020-23 |
|                 |            | INTERNATIONAL<br>ECONOMICS | Semester                        | II      |
| Hrs/Week:       | 5          |                            | Credits:                        | 04      |

### Course Objective

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

### Course Outcomes (CO)

|    |     |                                                                                                       |
|----|-----|-------------------------------------------------------------------------------------------------------|
| K1 | CO1 | To keep basic theories of international trade in the minds of learners.                               |
| K2 | CO2 | To deal with different gains from trade.                                                              |
| K3 | CO3 | To apply the measures to correct BOP disequilibrium and exchange rate.                                |
| K4 | CO4 | To analyse the working and operations of international financial Institutions and most economic order |

### Syllabus

- Unit I - Nature and Scope of International Economics (13 hrs)**  
*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.
- Unit II - Gains from Trade (13 hrs)**  
 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.
- Unit III - Balance of Payments and Balance of Trade (13 hrs)**  
 Concept and Composition of Balance of Trade and Balance of Payments – Disequilibrium in Balance of Payments – Consequences of Disequilibrium – Measures to Correct Disequilibrium – *Balance of Payment Situation Since 1991\**.
- Unit IV - Exchange Control (13 hrs)**  
 Exchange Control: Meaning – Objectives – Methods of Exchange Control. Exchange Rate: Fixed Versus Flexible Exchange Rate – Causes of Fluctuations in Exchange Rate – Exchange Depreciation- FEMA.

**Unit V - International Financial Institutions and Economic Relation (13hrs)**  
IMF – Purpose – Functions – Assistance by the Fund - Special Drawing Rights – World Bank – Purpose and Operations of World Bank– New International Economic Order.

*\*Self study.*

Group discussions, Seminar ,Quiz, Assignment

**Text Book:**

1. Sankaran (2014), "International Economics", Mangalam Publications, Chennai.

**Reference Books:**

1. Puri V. K. and Misra S. K., (2015), "Indian Economy", Himalaya Publishing House, (33<sup>rd</sup> Edition), New Delhi
2. Jeevanandam C., (2011), "Finance of Foreign Trade and Foreign Exchange", Premier Book of Company, New Delhi.
3. Misra and Puri (2011), "Indian Economy", Himalaya Publishing House, Mumbai.
4. Ruddar Datt & KPM Sundaram (2011), "Indian Economy" Sultan Chand Company, New Delhi.
5. Verma & Aggarwal (2011), "Foreign Trade Management", King's Publications, New Delhi.
6. G.M. Meier (2010), "Leading Issues in Economic Development", Oxford University Press, New York.

**E-reference:**

1. [www.rbi.org](http://www.rbi.org)

**Mapping**

| PSO<br>CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----------|------|------|------|------|------|
| CO1       | H    | H    | H    | M    | H    |
| CO2       | H    | M    | H    | H    | H    |
| CO3       | H    | H    | M    | H    | M    |
| CO4       | H    | M    | H    | M    | L    |

H-High; M-Medium; L-Low

| Compiled by<br>Name with<br>Signature                                               | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof.K.Murugavelu                                                                   | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumar                                                                       |

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|                 |           |                                   |                              |         |
|-----------------|-----------|-----------------------------------|------------------------------|---------|
| Programme Code: | BA        | Programme Title :                 | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20UEO 2A2 | Title                             | Batch :                      | 2020-23 |
|                 |           | AGRICULTURE AND RURAL DEVELOPMENT | Semester                     | II      |
| Hrs/Week:       | 5         |                                   | Credits:                     | 04      |

### Course Objective

Emphasis has to be placed upon recognition of agricultural problems and solving them through relevant agricultural policies.

### Course Outcomes (CO)

|     |                                                                         |    |
|-----|-------------------------------------------------------------------------|----|
| CO1 | To keep basic knowledge about agriculture in the minds of learners      | K1 |
| CO2 | To understand various agricultural problems                             | K2 |
| CO3 | To implement various suggestions for further improvement of Agriculture | K3 |
| CO4 | To review rural industry, poverty and unemployment.                     | K4 |

### Syllabus

#### Unit I - Introduction to Agriculture in India

(13 hrs)

Agriculture: Definition - Peculiar Features - Relation to Non-Agriculture Sector - *Role of Agriculture in Indian Economy\** - Long Term Problems of Agricultural Development - New Agricultural Policy 2000.

#### Unit II - Agricultural Production

(13 hrs)

Agricultural Resources in India – Land Utilization and Cropping Pattern – Irrigation : Types of Irrigation - Trends in Agricultural Growth and Agricultural Productivity - Pattern of Agricultural Development in Regional Variation - Organic Farming in India

#### Unit III - Technological Changes in Agriculture

(13hrs)

Technology Change in Agriculture: Tradition Techniques and Practices, HYV Seeds – Chemical Fertilizers, Water technology - Green Revolution – Emerging trends in Agricultural Technology – Dry Land farming – Use of Bio- Technology Techniques.

#### Unit IV - Agricultural Finance and Marketing

(13 hrs)

Agricultural Finance: Importance – Sources of Credit – Institutional Finance: Government, Cooperative, Commercial Banks, The Regional Rural Banks, NABARD and Non-Institutional Finance: Landlords, Village Traders and Money Lender, Agricultural Marketing: *Problems in Marketing and Measures\** – Agriculture Price Policy in India.

#### Unit V - Agribusiness

(13 hrs)

Introduction to Agribusiness – Scope for Agribusiness in India- Types - Agribusiness Opportunities and Challenges in India - Agribusiness Management- Core Industries of Agribusiness – New Development and Trends in Agribusiness – Job Roles in the Agribusiness Industry

*\*Self study.*

Group discussions, Seminar, Assignment, Quiz

**Text Book:**

1. Ruddar Datt & Sundaram KPM (2019), "Indian Economy", Sultan Chand Company, New Delhi

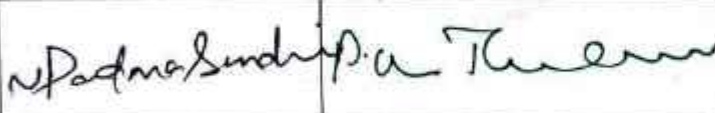
**Reference Books:**

1. Misra & Puri, (2019), "Indian Economy", Himalaya Publishing House, Mumbai.
2. Murthy & Nagaraja, H., (2017), "Agricultural Business Management", Himalaya Publishing House, Mumbai.
3. Venkata Reddy, K., (2017) "Agriculture and Rural Development", Himalaya Publishing House, Mumbai.
4. Desai R. G., (2015) "Agricultural Economics", Himalaya Publishing House, New Delhi.
5. Beierlein, G. J., Schneeberger, C. K. & Osburn, D. D., (2013). Principles of Agribusiness Management. 5<sup>th</sup> ed., Waveland Press
6. Sankaran (2012), "Agricultural Economy of India", Margham Publications, Chennai.
7. **E-reference**
  1. [www.foodproductiondaily.com](http://www.foodproductiondaily.com)
  2. [www.india.gov.in](http://www.india.gov.in)
  3. [www.icar.gov.in](http://www.icar.gov.in)

**Mapping**

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

H-High; M-Medium; L-Low

| Compiled by<br>Name with<br>Signature                                              | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Dr.N.Padmasundari                                                                  | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumar                                                                       |

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|                 |            |                                       |                              |         |
|-----------------|------------|---------------------------------------|------------------------------|---------|
| Programme Code: | BA         | Programme Title :                     | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20 UEO 306 | Title                                 | Batch :                      | 2020-23 |
| Hrs/Week:       | 5          | ECONOMICS OF DEVELOPMENT AND PLANNING | Semester                     | III     |
|                 |            |                                       | 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.

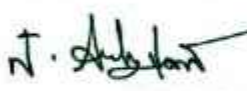
**E-reference**

1. [www.india.gov.in](http://www.india.gov.in)

**Mapping**

| CO \ PSO | 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<br>Name with<br>Signature                                               | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof.N.Anbuarasu                                                                    | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumaran                                                                     |

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|                 |            |                                 |                              |         |
|-----------------|------------|---------------------------------|------------------------------|---------|
| Programme code: | BA         | Programme Title :               | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20 UEO 306 | Title                           | Batch :                      | 2020-23 |
|                 |            | <b>BANKING LAW AND PRACTICE</b> | 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](http://www.rbi.org.in)
2. [www.banknetindia.com](http://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<br>Name with Signature                                                 | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Dr. N. Padmasundari                                                                | Dr. P. Krishnathulasimani                                                           | Prof. K. Srinivasan                                                                  | Dr. R. Muthukumar                                                                     |

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|                 |           |                                 |                              |         |
|-----------------|-----------|---------------------------------|------------------------------|---------|
| Programme Code: | BA        | Programme Title :               | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20UEO 3N1 | Title                           | Batch :                      | 2020-23 |
|                 |           | 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 Satish Batra K., (2009), "Advertising & Sales Promotion", Excel Books, New Delhi.
3. George Belch E. and Michel Belch A., (2000), "Advertising & Promotion", McGraw Hill, Singapore.

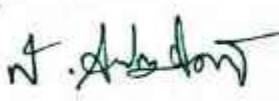
**E-reference**

1. [www.pondiuni.edu.in](http://www.pondiuni.edu.in)
2. [www.slideshare.net](http://www.slideshare.net)
3. [www.scribd.com](http://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<br>Name with Signature                                                  | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof. N. Anbuarasu                                                                  | Dr. P. Krishnathulasimani                                                           | Prof. K. Srinivasan                                                                  | Dr. R. Muthukumar                                                                     |

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|                        |           |                                           |                              |         |
|------------------------|-----------|-------------------------------------------|------------------------------|---------|
| <b>Programme Code:</b> | BA        | <b>Programme Title :</b>                  | Bachelor of Arts (ECONOMICS) |         |
| <b>Course Code:</b>    | 20UEO 3N2 | <b>Title</b>                              | <b>Batch :</b>               | 2020-23 |
|                        |           | <b>ECONOMICS FOR</b>                      | <b>Semester</b>              | III     |
| <b>Hrs/Week:</b>       | 1         | <b>COMPETITIVE AND CAREER DEVELOPMENT</b> | <b>Credits:</b>              | 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

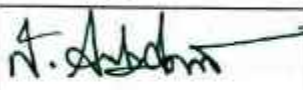
### E-reference

1. [www.rbi.org](http://www.rbi.org)
2. [www.india.gov.in](http://www.india.gov.in)

### Mapping

| PSO<br>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<br>Name with<br>Signature                                              | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof.N.Anbuarasu                                                                   | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumar                                                                       |

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|                 |            |                      |                              |         |
|-----------------|------------|----------------------|------------------------------|---------|
| Programme Code: | BA         | Programme Title :    | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20 UEO 408 | Title                | Batch :                      | 2020-23 |
|                 |            | 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.

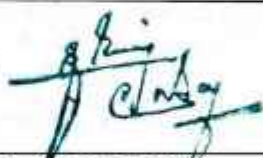
### E-reference

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<br>Name with Signature                                                  | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Dr. P. Krishnathulasimani                                                           | Dr. P. Krishnathulasimani                                                           | Prof. K. Srinivasan                                                                  | Dr. R. Muthukumaran                                                                   |

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|                 |           |                               |                              |         |
|-----------------|-----------|-------------------------------|------------------------------|---------|
| Programme Code: | BA        | Programme Title :             | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20UEO 4N3 | Title                         | Batch :                      | 2020-23 |
|                 |           | <b>INFORMATION MANAGEMENT</b> | 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** (3hrs)  
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](http://www.propects.ac.uk)
2. [www.naukri.com](http://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<br>Name with<br>Signature                                               | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof.N.Anbuarasu                                                                    | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumaran                                                                     |

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|                 |            |                   |                              |         |
|-----------------|------------|-------------------|------------------------------|---------|
| Programme Code: | BA         | Programme Title : | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20 UEO 510 | Title             | Batch :                      | 2020-23 |
|                 |            | HUMAN RESOURCE    | Semester                     | V       |
| Hrs/Week:       | 5          | MANAGEMENT        | Credits:                     | 04      |

### Course Objective

This subject intends to provide knowledge on basic issues related to Human Resource Management.

### Course Outcomes (CO)

|     |                                                                |    |
|-----|----------------------------------------------------------------|----|
| 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 understand the International Human Resource Management.     | K4 |

### Syllabus

- Unit I Human Resource Management (HRM) (11 hrs)**  
Meaning of Human Resource Management – Functions of Human Resource Management - Nature and Importance of HRM- *Objectives of HRM\**.
- Unit II Human Resource (10 hrs)**  
Man Power Planning - Job Description - Job Analysis - Job Specification - *Recruitment and Selection\** - Training and Development – Approaches to Man Power Planning.
- Unit III Performance Appraisal (10 hrs)**  
Performance Appraisal - Job Evaluation - Promotion, Transfer and Demotion - Compensation - Wage and Salary Administration - Incentive System - Retirement Benefits to Employees.
- Unit IV Human Resource Development (HRD) (10 hrs)**  
Significance of Human Resource Development – Concept – Features – Scope – Need for HRD – Objectives of HRD – Techniques of HRD – Functions of HRD Managers.
- Unit V International Human Resource Management (11 hrs)**  
Domestic HRM and International HRM comparison – Growing Interest in IHRM – Managing International HR activities – Role of Expatriate – Challenges in IHRM- Strategies for effective IHRM

*\*Self study.*

Group discussions, Seminar, Brain storming, Case study

#### Text Book:

1. Aswathappa K (2017), "Human Resources Management", 8<sup>th</sup> Edition, McGraw Hill Education (India), Private Limited, Chennai.

#### References Books:

1. Subba Rao P., (2016), "Essentials of Human Resources Management and Industrial Relations", Himalaya Publishing House, New Delhi.
2. Tripathi P. C., (2006), "Personnel Management and Industrial Relations", Sultan Chand & Sons, New Delhi.
3. Memoria C. B. & Gankar S.V., (2006), "Personnel Management", Himalaya Publishing House, Nagpur.

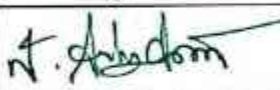
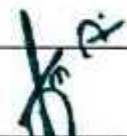
#### E-Reference

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

#### Mapping

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

H-High; M-Medium; L-Low

| Compiled by<br>Name with<br>Signature                                              | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof .N. Anbuarasu                                                                 | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumar                                                                       |

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|                 |            |                                    |                              |         |
|-----------------|------------|------------------------------------|------------------------------|---------|
| Programme Code: | BA         | Programme Title :                  | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20 UEO 511 | Title                              | Batch :                      | 2020-23 |
|                 |            | 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)

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

### 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 – Money market Instruments – The District Features of Money market –Preconditions for an Efficient Money market – Distinction between Money Market and Capital Market.
- Unit III Types of 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 India Stock Exchange (12 hrs)**  
 Shares Market – Primary Market – How to Apply for New Issues – Basis of Allotment –  
*Secondary Market\** – Functions of Stock Exchange – SEBI – Its role and Functions.

*\*Self study.*

Group discussions, Seminar, Quiz, Assignment

**Text Book:**

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

**Reference Books:**

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

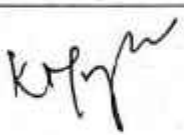
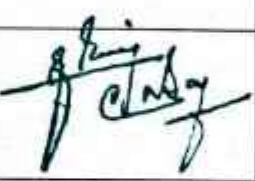
**E-reference**

1. [www.indianjournaloffinance.co.in](http://www.indianjournaloffinance.co.in)

**Mapping**

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

H-High; M-Medium; L-Low

| Compiled by<br>Name with Signature                                                  | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof.K.Murugavelu                                                                   | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumar                                                                       |

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|                 |            |                              |                              |         |
|-----------------|------------|------------------------------|------------------------------|---------|
| Programme Code: | BA         | Programme Title :            | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20 UEO 5E1 | Title                        | Batch :                      | 2020-23 |
|                 |            | <b>STATISTICAL METHODS-I</b> | 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)

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

### 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., (2013), "Statistical Theory and Practice", Sultan Chand & Sons, New Delhi.

**Reference Books:**

1. Speigal M. R., (2012), "Theory and Problems of Statistics", McGraw Hill Book Co., London
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

**E-reference**

1. <https://www.cliffsnotes.com>
2. <https://study.com/>
3. [math.tutorvista.com](http://math.tutorvista.com)

**Mapping**

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

H-High; M-Medium; L-Low

| Compiled by<br>Name with Signature                                                 | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Dr.P.Krishnathulasimani                                                            | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumaran                                                                     |

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|                        |           |                               |                              |         |
|------------------------|-----------|-------------------------------|------------------------------|---------|
| <b>Programme Code:</b> | BA        | <b>Programme Title :</b>      | Bachelor of Arts (ECONOMICS) |         |
| <b>Course Code:</b>    | 20UEO 5E2 | <b>Title</b>                  | <b>Batch :</b>               | 2020-23 |
|                        |           | <b>INFORMATION MANAGEMENT</b> | <b>Semester</b>              | V       |
| <b>Hrs/Week:</b>       | 5         |                               | <b>Credits:</b>              | 05      |

### 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 office location and layout.            | K2 |
| CO3 | To apply essential modern methods.                        | K3 |
| CO4 | To estimate the cost of office stationary and appliances. | 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 Management in Office.

#### Unit III - Environment Management

(3hrs)

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

#### Unit IV - Latest Innovation in Office Management

(3hrs)

Vennfer for Corporates –VertuTi – Blackberry– Wi-Fi Technology – Blue-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, 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., & Shashi K. Gupta (2006), "Office Management", Abishek Publications, Chatisgrah.

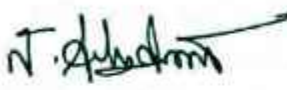
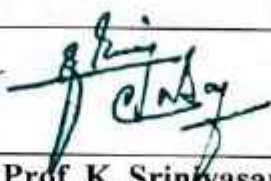
**E-reference**

4. [www.propects.ac.uk](http://www.propects.ac.uk)
5. [www.naukri.com](http://www.naukri.com)

**Mapping**

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

H-High; M-Medium; L-Low

| Compiled by<br>Name with<br>Signature                                              | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof.N.Anbuvarasu                                                                  | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumar                                                                       |

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|                 |           |                        |                              |         |
|-----------------|-----------|------------------------|------------------------------|---------|
| Programme Code: | BA        | Programme Title :      | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20UEO 616 | Title                  | Batch :                      | 2020-23 |
|                 |           | 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)

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

### 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, Administration and Control

(13hrs)

Features of Railway Undertakings – Indian Railway Before and After 1951 - Railway Budget in India- A brief Treatment. Classification of Goods – 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 and Air Transport

(15hrs)

Nature and Significance of Water Transport – Classification of Water Transport - Port Development in India – Current Problem of Indian Shipping- Civil Aviation in India – Recent Development in Civil Aviation.

**Unit V - Rates and Fares in Different Transport System****(13 hrs)**

Rates and Fares in Road Transport – Railway rates fares - Airport Revenue and Expenses-  
Port Revenue and Expenses – Fixation of Rate and Fares.

**\*Self Study**

Group discussions, Seminar ,Quiz, Assignment

**Text Book**

1. Sankaran (2019), "Economics of Transport", Margham Publication, Chennai.

**Reference Books:**

1. Bhatia A.K., (2016), "Tourism Development - Principles and Practices", Sterling, New Delhi. .
2. Jain J. K., (2008), "Transport Economics", Chaitanya Publishing House, Allahabad.
3. Button K. J., (2003), "Transport Economics", Edward Elgar, Aldershot, England.
4. Srivastava S. N., (2000), "Economics of Transport", Sultan Chand & Sons, Mumbai

**E-reference**

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

**Mapping**

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

H-High; M-Medium; L-Low

| Compiled by<br>Name with<br>Signature                                              | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof.N.Anbuarasu                                                                   | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumaran                                                                     |

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|                        |           |                                |                              |         |
|------------------------|-----------|--------------------------------|------------------------------|---------|
| <b>Programme Code:</b> | BA        | <b>Programme Title :</b>       | Bachelor of Arts (ECONOMICS) |         |
| <b>Course Code:</b>    | 20UEO 6E3 | <b>Title</b>                   | <b>Batch :</b>               | 2020-23 |
|                        |           | <b>STATISTICAL METHODS -II</b> | <b>Semester</b>              | VI      |
| <b>Hrs/Week:</b>       | 5         |                                | <b>Credits:</b>              | 05      |

### Course Objective

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

### Course Outcomes (CO)

|     |                                                                                 |    |
|-----|---------------------------------------------------------------------------------|----|
| CO1 | To understand research design and statistical survey                            | K1 |
| CO2 | To get the idea of growth of Indian statistics.                                 | K2 |
| CO3 | To excute sampling methods in economic survey                                   | K3 |
| CO4 | To analyse and implement various statistical tools in various economic problems | K4 |

### 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 good 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., (2013), "Statistical Theory and Practice", Sultan Chand, New Delhi.

**Reference Books:**

1. Gupta S. P., (2011), "Statistical Methods", Sultan Chand & Sons, New Delhi.
2. Mohan Singhal (2009), "Elements of Statistics Theory and Practice", Lakshmi Narain Agarwal, Agra.
3. Spiegel M. R., (2008), "Theory and Problems of Statistics", McGraw Hill Book Co., London.
4. Kothari C.R (1990), "Research Methodology Methods & Techniques, Wishwa Prakashan, New Delhi.

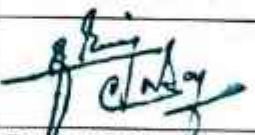
**E-reference**

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

**Mapping**

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

H-High; M-Medium; L-Low

| Compiled by<br>Name with Signature                                                  | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Dr.P.Krishnathulasimani                                                             | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumar                                                                       |

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|                 |          |                          |                              |         |
|-----------------|----------|--------------------------|------------------------------|---------|
| Programme Code: | BA       | Programme Title :        | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20UEO5E4 | Title                    | Batch :                      | 2020-23 |
|                 |          | PRINCIPLES OF MANAGEMENT | Semester                     | V       |
| Hrs/Week:       | 5        |                          | Credits:                     | 05      |

### Course Objective

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

### Course Outcomes (CO)

|     |                                                                 |    |
|-----|-----------------------------------------------------------------|----|
| 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 go for coordination, direction and controlling organization. | K4 |

### Syllabus

#### Unit I - Management

( 15 hrs)

Nature and Scope of Management Process–Management is a Science/Art – *Role and Functions of a Manager*\* -Development of Management - Scientific Management – Trends and Challenges of Management in Global Scenario.

#### Unit II - Planning and Organization.

( 16 hrs)

Planning - Meaning and Purpose of Planning – Planning Process - *Types of Planning*\*. 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.

#### Unit III - Motivation and Leadership

(16 hrs)

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

#### Unit IV- Delegation

(16 hrs)

Delegation of authority - Staffing – Job Design- Selection and Recruitment Orientation - Career Development - Career Stages – Training- Performance Appraisal.

#### Unit V - Directing and Controlling

( 15 hrs)

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.

\*Self study.

**Text Book:**

1. Dinkar Pagare (2014), "Business Management", Sultan Chand & Sons, New Delhi.

**Reference Books:**

1. Kathiresan and Radha (2017), "Principles of Management", Lions Publications, Chennai
2. Allen L. A. (2012), "Management and Organisation", McGraw Hill Publishing Co. Ltd., New Delhi.
3. Prasad I. M., (2010), "Principles and Practices of Management", Sultan Chand & Sons, New Delhi.
4. Hannagan (2006), "Management Concepts and Practices", Macmillan India Ltd., Chennai.
5. Peter Drucker (2003), "The Practice of Management", Allied Publications, Chennai.

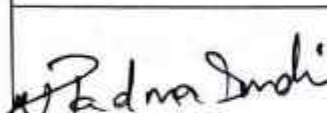
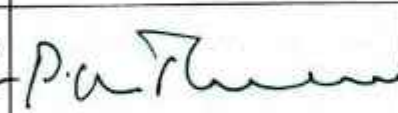
**E-reference**

1. [www.free-management-e-books.com](http://www.free-management-e-books.com)
2. [www.freebookcentre.net](http://www.freebookcentre.net)

**Mapping**

| PSO<br>CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----------|------|------|------|------|------|
| CO1       | H    | H    | M    | H    | H    |
| CO2       | H    | H    | H    | M    | H    |
| CO3       | M    | M    | H    | H    | L    |
| CO4       | H    | H    | M    | H    | M    |

H-High; M-Medium; L-Low

| Compiled by Name<br>with Signature                                                 | Verified by HOD Name<br>with Signature                                              | CDC                                                                                  | COE                                                                                   |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Dr.N.Padmasundari                                                                  | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumar                                                                       |

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**Dr. R.MUTHUKUMARAN**  
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|                 |           |                   |                              |         |
|-----------------|-----------|-------------------|------------------------------|---------|
| Programme Code: | BA        | Programme Title : | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20UEO 6E5 | Title             | Batch :                      | 2020-23 |
|                 |           | TOURISM ECONOMICS | Semester                     | VI      |
| Hrs/Week:       | 6         |                   | Credits:                     | 05      |

### Course Objective

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

### Course Outcomes (CO)

|     |                                                                                   |    |
|-----|-----------------------------------------------------------------------------------|----|
| 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 |

### Syllabus

- Unit I - Travel Motivations (15 hrs)**  
 Tourist: Definition – A brief historical Development - *Evolution of demand for tourism\** – Growth factors – Travel Motivators; Physical Motivators, Rest and Recreation Motivators, Health Motivators, Ethnic and Family Motivators, Professional and Business Motivators.
- Unit II - Economic Dimensions of Tourism (16 hrs)**  
 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
- Unit III - Tourism Administration in India (16 hrs)**  
 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)
- Unit IV - E-Tourism (16 hrs)**  
 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.

**Unit V - Regional Tourism****(15 hrs)**

*Selective Tourist Centers in and around\** – Coimbatore District – Topslip –Valparai -  
Anaimalai – Aliyar - Perur – Marudamalai - Anaikatti

*\*Self study.*

Group Discussions, Seminar, Quiz, Assignment

**Text Book:**

1. Bhatia A.K (2001), "International tourism management", Sterling publishers Pvt.Ltd., New Delhi.

**Reference Books:**

1. Chris Cooper (2012), "Essentials of Tourism", Financial Times Publication, Prentice Hall, Harlow.
2. Michael Peters (2009), "International Tourism", Hutchinson, London
3. John M. Bryder (2004), "Tourism and Development", Cambridge University Press, London.
4. Buhalis D. (2004), E-Tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
5. Rajasekara Thangaman (2003), "Tourism Development", Madras Art Printer, Chennai.
6. Bishwanath Ghosh (2000), "Tourism and Travel Management", Vikas Publishing House, Pvt.Ltd. New Delhi

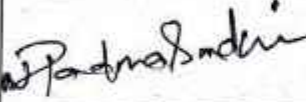
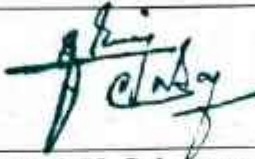
**E-Reference:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.ebooks.forall.com.list](http://www.ebooks.forall.com.list)
3. [www.landpublishing.co.uk](http://www.landpublishing.co.uk)
4. Yatra.com

**Mapping**

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

H-High; M-Medium; L-Low

| Compiled by Name<br>with Signature                                               | Verified by HOD Name<br>with Signature                                            | CDC                                                                                | COE                                                                                 |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| Dr.N.Padmasundari                                                                | Dr.P.Krishnathulasimani                                                           | Prof. K. Srinivasan                                                                | Dr.R.Muthukumar                                                                     |

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|                 |           |                              |                              |         |
|-----------------|-----------|------------------------------|------------------------------|---------|
| Programme Code: | BA        | Programme Title :            | Bachelor of Arts (ECONOMICS) |         |
| Course Code:    | 20UEO 6E6 | Title                        | Batch :                      | 2020-23 |
|                 |           | <b>WOMEN AND THE ECONOMY</b> | Semester                     | VI      |
| Hrs/Week:       | 4         |                              | Credits:                     | 04      |

### Course Objective

1. This paper attempts to make the students to understand the role of women in economic development
2. To create awareness about the Self Help Group and women empowerment among the students.

### Course Outcomes (CO)

|     |                                                                                                     |    |
|-----|-----------------------------------------------------------------------------------------------------|----|
| CO1 | To know the key concepts, issues, and debates in Women's Studies                                    | K1 |
| CO2 | To Understand the socio-economic and demographic information.                                       | K2 |
| CO3 | To get an idea of women's empowerment to make them equal beneficiaries in economic development.     | K3 |
| CO4 | To analyze the impact of the gender factor on self help groups and the role of Women Entrepreneurs. | K4 |

### Unit-I - Women in Economic Development

(10 hrs)

Women and Economic Development – Women as Human Resource - Investment in Women - Human Capital Theory - *Role of Women in the Development of Indian Economy*\* Demography of Female Population: Age Structure- Regional Difference - Rural, Urban - Mortality Rates and Sex Ratio – Causes of Declining Sex Ratios and Fertility Rates in LDCs and Particularly in India.

### Unit-II - Women Education

(10 hrs)

Women's Education - Definition-aims- objectives- Importance of Educating Girls – Women's Education and Development – Historical Trends in Female Literacy – Social Reform Movement for Women's Education – Millennium Development Goals and Women's Education - Formal System of Education-Non -Formal Education for Women.

### Unit III- Women Empowerment

(11 hrs)

Women Empowerment - Economic Status, Women in Decision Making, Women and Labour Market – Demand and Supply for Female Labour in Developed and Developing Countries. Women Workers Participation in Agriculture, Non- Agricultural Rural Activities, Informal Sector, Cottage and Small Scale Industries.

### Unit IV- Women Entrepreneurs

(10 hrs)

Women Entrepreneurs – Concept - Meaning – Factors Influencing the Women Entrepreneurs

Types – Role of Women Entrepreneurs in Economic Development – Problems of Women Entrepreneurs – Remedial Measures.

## Unit V- Self Help Group

(11hrs)

Women in Self Help Group (SHG) – Meaning – Definition – Features of SHG – Women Empowerment through SHGs – SHG in India - Economic Role of Women in European, American and Asian Countries.

*\*Self study.*

|                           |
|---------------------------|
| Seminar ,Quiz, Assignment |
|---------------------------|

### Text Book

1.Sushama Sahay (2008), “Women and Empowerment Approaches and Strategies”, Discovery Publishing House, New Delhi.

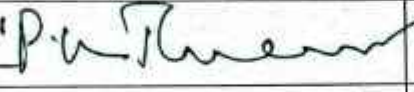
### Reference Books

1. Elizebteth M. King and Anne Hill M., (2017), “Women’s Education in Developing Countries – Barriers, Benefits and Policies”, The John Hopkin University Press, U.S.A.
2. Lalitha N. and Nagarajan B.S., (2003), “Self Help Groups in Rural Development”, Dominant Publishers and Distributors, New Delhi.
3. Gordon E. and Natarajan K., (2003), “Entrepreneurship Development” Himalayan Publishing House, Mumbai.
4. Hajira Kumar and Jaimon Varghese (2005), “Women Empowerment –Issues Challenges & Strategies - A Source Book”, Regency Publications, New Delhi.

### Mapping

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

H-High; M-Medium; L-Low

| Compiled by Name with Signature                                                                         | Verified by HOD Name with Signature                                                                            | CDC                                                                                                       | COE                                                                                                      |
|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <br>Dr. N. Padmasundari | <br>Dr. P. Krishnathulasimani | <br>Prof. K. Srinivasan | <br>Dr. R. Muthukumar |

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|                        |           |                                        |                              |         |
|------------------------|-----------|----------------------------------------|------------------------------|---------|
| <b>Programme Code:</b> | BA        | <b>Programme Title :</b>               | Bachelor of Arts (ECONOMICS) |         |
| <b>Course Code:</b>    | 20UEO 6S3 | <b>Title</b>                           | <b>Batch :</b>               | 2020-23 |
|                        |           | <b>ADVERTISING AND SALES PROMOTION</b> | <b>Semester</b>              | VI      |
| <b>Hrs/Week:</b>       | 1         |                                        | <b>Credits:</b>              | 02      |

### Course Objective

To endow students with the knowledge of 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 for 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 Satish Batra K., (2009), “Advertising & Sales Promotion”, Excel Books, New Delhi.
3. George Belch E. and Michel Belch A., (2000), “Advertising & Promotion”, McGraw Hill, Singapore.

**E-reference**

1. [www.pondiuni.edu.in](http://www.pondiuni.edu.in)
2. [www.slideshare.net](http://www.slideshare.net)
3. [www.scribd.com](http://www.scribd.com)

**Mapping**

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

H-High; M-Medium; L-Low

| Compiled by<br>Name with Signature                                                 | Verified by HOD<br>Name with Signature                                              | CDC                                                                                  | COE                                                                                   |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Prof.N.Anbuarasu                                                                   | Dr.P.Krishnathulasimani                                                             | Prof. K. Srinivasan                                                                  | Dr.R.Muthukumar                                                                       |

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