



"A College is a temple of wisdom, seed bed of character, model of discipline, training ground of democracy and a nursery of great hearts, strong mind, true faith and willing hands. Hence, education has a pivotal role in harvesting the available resources to contribute to the prosperity of the nation"

- Arutchelvar Dr. N. Mahalingam

Holistic Education for the wholesome development of Human personality for the overall well-being of the Humanity as a whole.

Dr. B. K. Krishnaraj Vanavarayar
President



NGM COLLEGE
(AUTONOMOUS)
Re-Accredited by NAAC
ISO 9001:2015 Certified Institution
POLLACHI



**DEPARTMENT OF
ECONOMICS - ECON-VOICE**



ACADEMIC COUNCIL MEETING

EMPOWER THE YOUTH TO ENRICH THE NATION

11.11.2020

Nallamuthu Gounder Mahalingam College,
Pollachi (Autonomous)

Department of Economics

Syllabus for the Academic Year 2020-2021

Vision

Our dream is to make the college an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society.

Mission

Training students to become role models in academic arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty who ensure knowledge transfer, instill research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life.

Department of Economics

Vision

Imparting quality education to students to make them employable by providing a strong academic foundation with a focus on value based education, cherishing our Nation's dreams to achieve excellence in the quality of education offered in our academic **YATRA**

Mission

To develop a perspective for an intelligent understanding of economic problems and impart training in the analytical framework of micro and macro economic analysis, statistical and mathematical techniques as well as economic theories to equip the students to handle quantitative issues analytically to meet the challenges of the corporate and financial world.

Scheme of Examination

Course Code	Part	Course	Hrs/ Wk	Hrs/ Exam	Maximum Marks		Total Marks	Credits
					Intl	ESE		
		I Semester						
20 UTL 101	I	Tamil Paper – I	6	3	30	70	100	3
20 UEN 101	II	English Paper – I	5	3	30	70	100	3
20 UEO 101	III	Micro Economics - I	6	3	30	70	100	4
20 UEO 102	III	Indian Economy	6	3	30	70	100	4
20UCOM 1A1	III	Financial Accounting	5	3	30	70	100	4
20 UHR 101	IV	HR	1	2	-	50	50	2
20 HEC 101	IV	Human Excellence Education – I (Personnel Values and SKY Yoga Practice I)	1	-	25	25	50	1
	V	Extension Activities	-	-	-	-	-	-
		Total					600	21
		II Semester						
20 UTL 202	I	Tamil Paper – II	6	3	30	70	100	3
20 UEN 202	II	English Paper – II	5	3	30	70	100	3
20 UEO 203	III	Micro Economics - II	5	3	30	70	100	4
20 UEO 204	III	International Economics	5	3	30	70	100	4
20 UEO 2A2	III	Agriculture and Rural Development	5	3	30	70	100	4
20 EVS 201	IV	Environmental Studies	2	2	-	50	50	2
20 HEC 202	IV	Human Excellence Education – II (Family Values and SKY Yoga Prattice II)	1	2	25	25	50	1
	V	Extension Activities	-	-	-	-	-	-
		Total					600	21
		III Semester						
20 UTL 303	I	Tamil Paper – III	5	3	30	70	100	3

20UEN 303	II	English Paper - III	6	3	30	70	100	3
20 UEO 305	III	Macro Economics	6	3	30	70	100	4
20 UEO 306	III	Economics of Development and Planning	5	3	30	70	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/ 20UEO 3N2	IV	NME Advertising and Sales Promotion/ Economics for Competitive and Career Development	1	2	-	50	50	2
	V	Extension Activities	-	-	-	-	-	-
		Total					600	21
		IV Semester						
20 UTL 404	I	Tamil Paper – IV	5	3	30	70	100	3
20 UEN 404	II	English Paper – IV	6	3	30	70	100	3
20 UEO 407	III	History of Economic Thought	6	3	30	70	100	4
20 UEO 408	III	Mathematical Methods	6	3	30	70	100	4
20 UEO 4A4	III	Business Communication	5	3	30	70	100	4
20HEC404	IV	Human Excellence Education – IV (Social Values and SKY Yoga Practice IV)	1	2	25	25	50	1
20UEO 4N3/ 20UEO 4N4	IV	NME Information Management / Principles of Airport Economics	1	2	-	50	50	2
	V	Extension Activities List Attached Annexure - I	-	-	-	50	50	1
		Total					650	23

		V Semester						
20 UEO 509	III	Monetary Economics	6	3	30	70	100	5
20 UEO 510	III	Human Resource Management	5	3	30	70	100	4
20 UEO 511	III	Investment Policies and Programmes	6	3	30	70	100	5
20 UEO 5E1/ 20 UEO 5E2	III	Core Elective : Statistical Methods – I / Information Management	5	3	30	70	100	5
20 UEO 512	III	Window Based Office Automation and Tally	4	3	30	70	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 20UEO 5S2	IV	Skill Based Subject : Network and Information Security / Cyber Security 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 Economics	5	3	30	70	100	4
20 UEO 615	III	Industrial Economics	5	3	30	70	100	4
20 UEO 616	III	Economics of Transport	5	3	30	70	100	4
20 UEO 6E3/ 20 UEO 6E4	III	Core Elective : Statistical Methods - II / Principles of Management	5	3	30	70	100	5
20 UEO 6E5/ 20 UEO 6E6	III	Core Elective : Tourism Economics / Women and The Economy	6	3	30	70	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/ 20 UEO 6S4	IV	Skill Based Subject : Advertising and Sales Promotion / Principles of Airport Economics	1	2	-	50	50	2
		Total					700	27
		Grand Total					3900	140

Bloom's Taxonomy Based Assessment Pattern

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

1. Part I, II & III-Theory: 75 Marks

1. Test- I & II and ESE

Knowledge Level	Section	Marks	Description	Total
K1	A(Answer all)	10x01=10	MCQ/Define	70
K2	B (Either or pattern)	05x04=20	Short Answers	
K3& K4	C (Answer 4 out of 6)	4x10=40	Descriptive/ Detailed	

2. Part IV-Theory: 50 Marks

Knowledge Level	Section	Marks	Description	Total
K1	A(Answer all)	10x1=10	MCQ/Define	50
K2, K3 & K4	B (Answer 5 out of 8)	5 x 8=40	Descriptive/ Detailed	

3. Practical Examinations:

Knowledge Level	Section	Marks	Total
K3	Practicals & Record work	60	100
K4		40	
K5			

Components of Continuous Assessment

Components		Calculation	CIA Total
Test 1	70	$\frac{70+70+20+20+20+10}{7}$	30
Test 2	70		
Assignment/Seminar	20		
Seminar/Tutorial	20		
Knowledge Enhancement (Which includes Group Discussion, Cycle Test (Online Test) Role Play etc.)	20		
Information Acquisition (Minimum of 12 hours the students has to attend the library)	10		

Programme Objectives

1. To provide students with the intellectual and analytical skills required to understand, evaluate and analyze the economic issues and challenges of every day life.
2. To prepare the students to be eligible for advanced studies, and exploring various business and employment opportunities in the field of Economics, Banking, Insurance and other formal and informal sectors of the economy.

Programme Outcomes

- PSO1** To make the students to understand and analyze the concepts, principles, doctrines, laws and policies in Economics.
- PSO2** To motivate the students to know about new trends in National Economy.
- PSO3** To enlighten the students with economic aspects for decision making.
- PSO4** To develop the skills of analysis and application of the economic principles to the real world problems.
- PSO5** To inculcate a sense of social responsibility in them so that they become socially productive citizens.

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 Name with Signature	Verified by HOD Name with Signature	CDE	COE
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Prof. K.Srinivasan,	Dr.R.Muthukumaran

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
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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, (33rd 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

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 Name with Signature	Verified by HOD Name with Signature	CDE	COE
Prof. K. Murugvelu	Dr.P.Krishnathulasimani	Prof. K.Srinivasan,	Dr.R.Muthukumaran

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

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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 Name with Signature	Verified by HOD Name with Signature	CDE	COE
Dr.Nirrmala Sathish	Dr.P.Krishnathulasimani	Prof. K.Srinivasan,	Dr.R.Muthukumaran

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20 UEO 204	Title	Batch :	2020-23
		INTERNATIONAL 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)

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

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
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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, (33rd 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

Mapping

PSO 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 Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.K.Murugavelu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

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
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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. 5th ed., Waveland Press
6. Sankaran (2012), “Agricultural Economy of India”, Margham Publications, Chennai.

7. E-reference

1. www.foodproductiondaily.com
2. www.india.gov.in
3. 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 Name with Signature	Verified by HOD Name with Signature	CDC	COE
Dr.N.Padmasundari	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20 UEO 305	Title	Batch :	2020-23
		MACRO ECONOMICS	Semester	III
Hrs/Week:	6		Credits:	04

Course Objective

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

Course Outcomes (CO)

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

Syllabus

Unit I - Introduction to Macro Economics (15 hrs)

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

Unit II - Theory of Employment (15 hrs)

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

Unit III - Consumption Function (17 hrs)

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

Unit IV - Investment Function (16 hrs)

Investment: Meaning – Kinds – Autonomous and Induced – Domestic and Foreign – Public and Private – Determinants and Measures to Promote Investment – Saving and Investment Relation – Marginal Efficiency of Capital and Marginal Efficiency of

Investment –Acceleration Principle: Meaning- Limitations – Interaction between Multiplier and Accelerator - Super Multiplier.

Unit V - General Equilibrium

(15 hrs)

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

**Self study.*

Group discussions, Seminar, Assignment, Quiz

Text Book:

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

Reference Books:

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

E-reference

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

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20 UEO 306	Title	Batch :	2020-23
		ECONOMICS OF DEVELOPMENT AND PLANNING	Semester	III
Hrs/Week:	5		Credits:	04

Course Objective

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

Course Outcomes (CO)

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

Syllabus

UNIT I - Economic Development and Growth

(10 hrs)

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

UNIT II - Theories of Development

(15 hrs)

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

UNIT III - Parallel Economy

(14 hrs)

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

UNIT IV- Economic Planning

(14 hrs)

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

UNIT V- Human Capital Formation and Manpower Planning

(12 hrs)

Meaning and Importance of Human Capital Formation:– Problems of Human Capital Formation– Criteria for Investment in Human Capital– Manpower Planning in LDCs –Manpower Surpluses –

Manpower shortages – Strategy for Manpower Planning– Estimating Future Manpower Requirements.

**Self study.*

Group discussions, Seminar, Quiz, Experience Discussion

Text Book:

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

Reference Books:

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

E-reference

1. www.india.gov.in

Mapping

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

Programme code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20 UEO 3A3	Title	Batch :	2020-23
		BANKING LAW AND PRACTICE	Semester	III
Hrs/Week:	6		Credits:	04

Course Objective

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

Course Outcomes (CO)

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

Syllabus

Unit I - Nature of Banking and Functions of a Banker (16 hrs)

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

Unit II - Operation of Bank Accounts (16hrs)

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

Unit III - Negotiable Instruments (15 hrs)

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

Unit IV - Loans and Advances (16 hrs)

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

Unit V - Electronic Banking (15 hrs)

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

**Self study.*

Group discussions, Seminar ,Quiz, Brain Storming,

Text Book

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

Reference Books:

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

E-reference

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

Mapping

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

H-High; M-Medium; L-Low

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

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
2. www.slideshare.net
3. www.scribd.com

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 3N2	Title	Batch :	2020-23
		ECONOMICS FOR	Semester	III
Hrs/Week:	1	COMPETITIVE AND CAREER DEVELOPMENT	Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Syllabus

Unit I : (3hrs)

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

Unit II: (3hrs)

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

Unit III: (3hrs)

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

Unit IV: (3hrs)

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

Unit V : (3hrs)

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

***Self study.**

Group discussions, Seminar ,Quiz, Assignment
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Reference Books

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

E-reference

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

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20 UEO 407	Title	Batch :	2020-23
		HISTORY OF ECONOMIC THOUGHT	Semester	IV
Hrs/Week:	6		Credits:	04

Course Objective

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

Course Outcomes (CO)

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

Syllabus

Unit I - Earlier and Classical Period

(16 hrs)

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

Unit II - Marginalism and Neo – Classical Economics

(15 hrs)

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

Unit III - Welfare Economics and Indian Economic Thought

(15 hrs)

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

Unit: IV - Introduction to Gandhian Economics

(16 hrs)

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

Unit: V - Economic Thought of Mahatma Gandhi**(16 hrs)**

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

**Self study.*

Group discussions, Seminar, Quiz, Assignment

Text Book:

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

Reference Books:

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

E-reference

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

Mapping

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

H-High; M-Medium; L-Low

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

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

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

H-High; M-Medium; L-Low

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 4A4	Title	Batch :	2020-23
		BUSINESS COMMUNICATION	Semester	IV
Hrs/Week:	5		Credits:	04

Course Objective

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

Course Outcomes (CO)

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

Syllabus

Unit I - Business Communication

(13 hrs)

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

Unit II - Enquiries and Letters

(13hrs)

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

Unit III - Banking

(13 hrs)

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

Unit IV- Agenda and Minutes

(13 hrs)

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

Unit V - Report Writing

(13 hrs)

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

**Self study.*

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

Text Book:

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

Reference Books:

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

E-reference

1. www.oxford.org

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 4N3	Title	Batch :	2020-23
		INFORMATION MANAGEMENT	Semester	IV
Hrs/Week:	1		Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Syllabus

Unit I - Office Management (2hrs)

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

Unit II - Administrative Office Management (3hrs)

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

Unit III - Environment Management (3hrs)

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

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

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

Unit V - Management Reporting (2hrs)

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

**Self study.*

Group discussions, Seminar ,Quiz, Assignment
--

Text Book:

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

Reference Books:

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

E-Reference

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

Mapping

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

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 4N4	Title	Batch :	2020-23
		PRINCIPLES OF AIRPORT ECONOMICS	Semester	IV
Hrs/Week:	1		Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Syllabus

- Unit – I Airport Operational Economics (2hrs)**
History and Development of Airport: Definition and Functions – *Airport Categories** – Doctrine (or) Principles of Airport Management.
- Unit – II Economics in Aviation Studies (3hrs)**
Aviation Studies: Importance - Key Factors Influencing Air Travel Demand – Demand Factors Evaluation (Airport Demand Analysis).
- Unit - III Airport Market and Competition (3hrs)**
Airports and Competition – Airport Competitiveness – Airport Competitive Factors: Demand Factor, Service Factors and Management Factors – *Pricing and its Objectives** – Principles of Airport Pricing.
- Unit - IV Airport Financial Economics (3hrs)**
Importance of Financial Economics – Goals of Airport Finance – Principles of Airport and Air Navigational Charges – Airport Revenue – Sources of Airport Revenue - Aeronautical and Non- Aeronautical Revenue.
- Unit – V Airport Services (2hrs)**
Performance Measures: Measuring Standards for Airport Services – Airport Quality Performance – Ranking of Airports.

**Self study.*

Text Book:

1. Senguttuvan P. S., (2016), “Principles of Airport Economics”, Excel Book, New Delhi.

Reference Books:

2. Senguttuvan P. S., (2016), “Fundamentals of Airport Transport Management”, McGraw Hill, London.
3. Wells A., (2000), “Airport Planning and Management”, 4th Edition-McGraw-hill, London.

E-reference

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

Mapping

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

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20 UEO 509	Title	Batch :	2020-23
		MONETARY ECONOMICS	Semester	V
Hrs/Week:	6		Credits:	05

Course Objective

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

Course Outcomes (CO)

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

Syllabus

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

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

Unit II Monetary Standards (15 hrs)

Introduction to Monetary Standards -Gold Standard – Types – Working of the Gold Standard – Down Fall of the Gold Standard – Paper Currency Standard – Principles and Methods of Note Issue – Indian Currency System Development and Problems.

Unit III Theories of Money (15 hrs)

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

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

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

Unit V Banking and Economic Development**(13 hrs)**

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

***Self study.**

Seminar ,Quiz, Assignment, Case study

Text Book:

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

Reference Books:

1. Gail E. Makinen (2018), “Money, Interest and the Price Level”, Prentice Hall.
2. Jhingan M. L., (2008), “Monetary Economics”, Konark Publishers Pvt Ltd, New Delhi.
3. Sundaram K. P. M., (2006), “Money, Banking, Trade & Finance”, Sultan Chand & Company”, New Delhi.
4. Suraj B. Gupta (2004), “Monetary Economics”, Sultan Chand & Company, New Delhi.

E-Reference

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

Mapping

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

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Dr.Nirmala Sathish	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

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

1. Aswathappa K (2017), “Human Resources Management”, 8th 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 Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof .N. Anbuarasu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

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.indianjourncoffinance.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 Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.K.Murugavelu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20 UEO 5E1	Title	Batch :	2020-23
		STATISTICAL METHODS-I	Semester	V
Hrs/Week:	5		Credits:	05

Course Objective

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

Course Outcomes (CO)

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

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 5E2	Title	Batch :	2020-23
		INFORMATION MANAGEMENT	Semester	V
Hrs/Week:	5		Credits:	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
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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
5. 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 Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20 UEO 512	Title	Batch :	2020-23
		WINDOW BASED OFFICE AUTOMATION	Semester	V
Hrs/Week:	3	AND TALLY	Credits:	02

Course Objective

This paper is designed to provide basic knowledge about computer.

Course Outcomes (CO)

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

Syllabus

Unit I - MS Office

(10 Hrs)

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

Unit II - MS Excel

(11 Hrs)

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

Unit III -Power Point

(12 Hr)

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

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

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

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

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

Group Discussions, Seminar Quiz, Assignment

Text Book:

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

Reference Books:

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

E-reference

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

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 513	Title	Batch :	2020-23
		PROGRAMMING LAB IN WINDOW BASED	Semester	V
Hrs/Week:	2	OFFICE AUTOMATION AND TALLY	Credits:	02

Course Objective

It is intended to train the students with application of MS office and accounting tally **Course Outcomes (CO)**

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

Syllabus

S.No.	PROGRAMME
	MS WORD (6hrs)
1.	Changing the Font Style, Font Size and Using Bold, Italic and Underline
2.	Paragraph Alignment
3.	Bullets and Numbering
4.	Inserting Table
	MS EXCEL (7hrs)
5.	Inventory Report
6.	Invoice Report
7.	Increment Abstract.
8.	Salary Slip
	MS POWERPOINT(6hrs)

9.	Welcome Slide
10.	Organizational Chart
11.	Graphical Presentation
	TALLY (7hrs)
12.	Creating a Company
13.	Group Creation
14.	Creation of Stock Group
15.	Creation of Stock Item

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20 UEO 5S1	Title	Batch :	2020-23
Hrs/Week:	1	NETWORK AND INFORMATION SECURITY	Semester	V
			Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Syllabus

Unit I (3 hrs)

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

Unit II (3 hrs)

Security Vulnerabilities across an entire Network – Network Hacking Techniques and Vulnerability Scanning.

Unit III (2 hrs)

Configure and Architect a Small Network for Physical and Wireless Security – Firewalls Configuration on Windows Platform and Linux Platform - Network Privacy Issues

Unit IV (2 hrs)

Network monitoring to discover and identify potential Hackers and Malware using tools like WIRESHARK and SYSLOG. Online Tracking by Hackers.

Unit V (3 hrs)

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

Reference:

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

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 5S2	Title	Batch :	2020-23
Hrs/Week:	1	CYBER SECURITY – ETHICAL HACKING	Semester	V
			Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Syllabus

Unit I

(3 hrs)

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

(3 hrs)

Unit II

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

Unit III

(2 hrs)

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

(2hrs)

Unit IV

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

(3 hrs)

Unit V

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

Google Classroom

Text Book:

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

Reference Books:

1. Pillai R. S. N., (2008), “Commercial Correspondence & Office Management”, Sultan Chand & Sons, New Delhi.
2. Bhatia R. C., (2007), “Principles of Office Management”, Lotus Press, New Delhi.

E-reference

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

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 614	Title	Batch :	2020-23
		PUBLIC ECONOMICS	Semester	VI
Hrs/Week:	6		Credits:	04

Course Objective

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

Course Outcomes (CO)

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

Syllabus

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

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

Unit II - Public Revenue (16 hrs)

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

Unit III - Public Expenditure (16 hrs)

Meaning and Nature – Scope – Public and Private Expenditure – Classification and Canons – Effects – Structure and Growth of Public Expenditure – Criteria for Public Investment : Social Cost – Benefit Analysis .

Unit IV- Public Debt (16 hrs)

Public Debt – Meaning – Causes – Classification – Benefits and Dangers – Effects – Measurement of Debt Burden - *Redemption of Public Debt ** – Principles of Debt Management and Repayment.

Unit V- Financial Administration and Federal Finance**(16 hrs)**

Meaning – Instruments – Budget – Features – Principles of Budgeting – Procedures of Budgeting – Meaning and Principles of Federal finance – Finance Commission and NITI AAYOG – 12,13,14 & 15th Finance Commission and its Recommendations

**Self study.*

Group Discussions, Seminar, Quiz, Assignment

Text Book:

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

Reference Books:

1. Musgrave R. A. and Musgrave P. A., (2016), “Public Finance in Theory and Practice”, McGraw-Hill Kogakusha, Tokyo.
2. Cauvery R., Sudha Nayak U. K., Girija M., and Meenakshi N., (2007), ”Public Finance, Sultan Chand & Company”, New Delhi.
3. Tyagi Dr. B. P., (2007), “Public Finance”, Jai Prakash Nath & Company, Meerut.
4. Sundharam K.P. M. & Sundharam N., (2006), “Fiscal Economics”, Sultan Chand & Company, New Delhi.

E-reference

1. www.ceppf.org

Mapping

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

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 615	Title	Batch :	2020-23
		INDUSTRIAL ECONOMICS	Semester	VI
Hrs/Week:	6		Credits:	04

Course Objective

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

Course Outcomes (CO)

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

Syllabus

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

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

Unit II Concepts and Industries (16 hrs)

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

Unit III Industrial Location (15 hrs)

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

Unit IV Industrial Finance (16 hrs)

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

Unit V Industrial Productivity (15 hrs)

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

***Self study.**

Group discussions, Seminar, Quiz, Assignment,

Text Book:

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

Reference Books:

1. Kucchal S. C., (2019), “Industrial Economy of India”, Chaitanya Publishing House Alahabad. Singh and Sadhu, (2088) , “Industrial Economics”, Himalaya Publishing House, Mumbai,
2. Devine P. J., (2018), “An introduction to Industrial Economics”, (3rd. edition), George Allen and Unwin, London.
3. Puri V. K. and Misra S. K., (2015), “Indian Economy”, Himalaya Publishing House, (33rd Edition), New Delhi
4. Bhartwal K. R., (2004), “Industrial Economy”, New Age International Publishers, New Delhi.
- 5.

E-reference

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

Mapping

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

H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Dr.Nirmala Sathish	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

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

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

Course Objective

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

Course Outcomes (CO)

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO6E4	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
2. www.freebookcentre.net

Mapping

PSO 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 with Signature	Verified by HOD Name with Signature	CDC	COE
Dr.N.Padmasundari	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

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
2. www.ebooks.forall.com.list
3. 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 with Signature	Verified by HOD Name with Signature	CDC	COE
Dr.N.Padmasundari	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 6E6	Title	Batch :	2020-23
		WOMEN AND THE ECONOMY	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
Dr. N. Padmasundari	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 617	Title	Batch :	2020-23
		INTERNSHIP PROGRAM /	Semester	VI
Hrs/Week:	2	ECONOMIC REVIEWS	Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Final Report

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

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

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

Duration

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

Evaluation

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

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 6S3	Title	Batch :	2020-23
		ADVERTISING AND SALES PROMOTION	Semester	VI
Hrs/Week:	1		Credits:	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
2. www.slideshare.net
3. 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 Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEO 6S4	Title	Batch :	2020-23
		PRINCIPLES OF AIRPORT ECONOMICS	Semester	VI
Hrs/Week:	1		Credits:	02

Course Objective

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

Course Outcomes (CO)

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

Syllabus

Unit – I Airport Operational Economics

(2hrs)

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

Unit – II Economics in Aviation Studies

(3hrs)

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

Unit - III Airport Market and Competition

(3hrs)

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

Unit - IV Airport Financial Economics

(3hrs)

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

Unit – V Airport Services**(2hrs)**

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

**Self study.*

Group Discussions, Seminar, Quiz, Experience Discussion

Text Book:

1.Senguttuvan P. S., (2016), “Principles of Airport Economics”, Excel Book, New Delhi.

Reference Book:

1. Senguttuvan P. S., (2016), “Fundamentals of Airport Transport Management”, McGraw Hill, London.
2. Wells A., (2000), “Airport Planning and Management”, 4th Edition-McGraw-hill, London.

E-reference

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

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	B.COM	Programme Title :	Bachelor of Arts (COMMERCE)	
Course Code:	20UCO 1A1	Title	Batch :	2020-23
		BUSINESS ECONOMICS	Semester	I
Hrs/Week:	5		Credits:	04

Course Objective

To make the students understand the importance and application of economic analysis to business decision making.

Course Outcomes (CO)

CO1	To recollect the functional areas of economics	K1
CO2	To understand the basic tools applied in the business economics.	K2
CO3	To analyze cost functions and Production aspects	K3
CO4	To apply the various technique for identifying the market condition of a firm.	K4

Syllabus

- Unit I Introduction to Economics (15 hrs)**
Definition of Business Economics - Nature and Scope of Business Economics – Basic Tools in Business Economics.
- Unit II Law of Demand (16 hrs)**
Determinants of Demand – Demand Distinction – Law of Demand - – Elasticity of Demand – Types – Measurement – Demand Forecasting – Methods – Indifference Curve Analysis – Consumer’s Equilibrium - *Consumer’s Surplus* *.
- Unit III Production and Cost Function (17 hrs)**
Production Function- Meaning- the Law of Variable Proportions-The Law of returns – Producer’s Equilibrium through Isoquants –Cost Function: Types of cost – Total and Marginal Cost Functions- AC & MC relationships- Characteristics of Costs in the long run- Cost Control and Cost reduction methods.
- Unit IV Pricing Under Different Market Structure (15 hrs)**
Perfect Competition– Monopoly - Monopolistic Competition – Oligopoly.
- Unit V Pricing Policy and National Income (16 hrs)**
Objectives of Pricing Policy – Pricing Methods. National Income – Definition – Concepts of National Income – Methods of Calculating National Income – Uses – Limitations.

**Self study.*

Group Discussions, Assignment , Seminar, Case study

Text Books

1. Ahuja H.L., (2009), “Business Economics”, New Delhi, Sultan Chand and Sons.

Reference Books

1. Jame L. Pappas (2012), Evane F. Brigham and Mark Hirschey, “Managerial Economics”, Holt Sundars International Edition, Japan.
2. Sankaran (2010), “Business Economics”, Margham Publications, Chennai,
3. Sundharam K. P. M. and Sundharam E. N., (2008), “Business Economics”, Sultan Chand & Co., New Delhi.
4. Reddy P. N. and Appanniah H. R., (2008), “Business Economics”, Sultan Chand & Co., New Delhi.

E-Reference

1. www.investopedia.com
2. www.economicdiscussion.net
3. www.icsi.edu
4. www.springer.com

Mapping

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

H-High; M-Medium; L-Low

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

Programme Code:	M.COM	Programme Title :	Master of Arts (COMMERCE)	
Course Code:	20PCO207	Title	Batch :	2020-23
		MANAGERIAL ECONOMICS	Semester	II
Hrs/Week:	6		Credits:	04

Course Objective

To enlighten the students with economic aspects for decision making.

Course Outcomes (CO)

CO1	To remember the concepts of managerial economic for decision-making	K1
CO2	To understand forecasting techniques for future business and managerial decision.	K2
CO3	To apply market theories in cost and production analysis.	K3
CO4	To estimate and analyse national income and inflationary trend.	K4

Syllabus

- Unit – I Managerial Economics (15hrs)**
 Managerial Economics – Meaning, Nature and Scope – Role and Responsibilities of Managerial Economist – *Fundamental Concepts of Managerial Economics** – Objectives of the firm – Economics and Decision Making.
- Unit – II Demand Analysis (16 hrs)**
 Demand Analysis – Meaning, Determinants and Types of Demand – Elasticity of Demand – *Business and Economic Forecasting*.
- Unit – III Production and Cost Analysis (16 hrs)**
 Supply meaning and Determinants – Production Function – Isoquants, Expansion Path – Cobb Douglas Function – Cost Concepts – Cost Output Relationship – *Economies and Diseconomies of Scale**.
- Unit – IV Market Structure and Profit Policies (17 hrs)**
 Market Types – Perfect Competition – Monopoly – Monopolistic Competition – Profit Maximisation – Aims of Profit Policy – Social Responsibility of Business
- Unit – V National Income (14 hrs)**
 National Income – Business Cycle – Inflation and Deflation – Balance of Payment.

***Self Study**

Text Book

1. Varshney and Maheshwari (2019) "Managerial Economics", New Delhi, Sultan Chand and Sons.

Reference Books

1. Gupta G.S., (2018), "Managerial Economics", Tata McGraw Hill, London.
2. Mehta P.L., "Managerial Economics", (2017), Sultan Chand and Sons, New Delhi.
3. Joel Dean (2012), "Managerial Economics", PHI Learning Private Limited, New Delhi.
4. Hague D.C., (2004), "Managerial Economics", Longman Group Ltd., London.

E-reference

1. www.edx.org
2. www.tutorialspoint.com
3. www.yourarticlelibrary.com
4. www.managerial-economics-club.com

Mapping

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

H-High, M-Medium, L-Low

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

Course for Advanced Learners

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:		Title	Batch :	2020-23
		ECONOMICS OF FARM BUSINESS	Semester	
Hrs/Week:	Self Study		Credits:	1

Course Objectives:

To acquire sufficient knowledge about farm management, Agricultural credit and Agricultural Price Policy.

Course Outcomes (CO)

CO1	To keep basic knowledge about Indian farm management system in the minds of learners	K1
CO2	To understand the impact of institutional support to agricultural sector.	K2
CO3	To be able to demonstrate an awareness of various agricultural market structures.	K3
CO4	To review principles of Farm Management, marketing and agricultural trade.	K4

Syllabus

UNIT: I Principles of Farm Management

Meaning and Scope of Farm Management –Importance of the Subject of Farm Management in India. Principles Involved In Farm Management Decisions: Principle of Variable Proportion - Cost Principle - Principles of Factor Substitution - Law of Equi-marginal Return – Opportunity Cost Principle – Principle of Combining Enterprises – Principle of Comparative Advantage – Time Comparison Principle.

UNIT: II Farm Resources

Green Revolution – Agriculture Inputs: Fertilizers and Plant Protection, Irrigation and Farm Mechanization – Concept of Agricultural Labourer – Growth, Causes of Growth – Conditions and Problems of Agricultural Laborers and Measures Taken.

UNIT: III Capital and Credit

Role of Capital in Agriculture – Sources of Capital – Need for Agricultural Credit – Classification of Agricultural Credit – Source of Agricultural Credit: Non-institutional and Institutional – Crop Insurance – Capital Formation In Agriculture Sector.

UNIT: IV Marketing

Functions of Marketing – Characteristics of Agricultural Produce – Defecting In Marketing of Agricultural Produce In India – Measures Taken By Government – Regulated Markets – Co- Operative Marketing – Marketed and Marketable Surplus, Marketing Costs and Margin.

UNIT: V Price Policy and Public Distribution

Need For and Objectives of Agricultural Price Policy – Instruments of Agricultural Price Policy In India: Support, Procurement And Issue Prices – Public Distribution – Buffer Stock – Agricultural Trade and Balance of Payment With Special Reference To Agricultural Commodities.

Text Book

1. Sadhu and Singh , (2016)“Fundamentals of Agriculture Economics”, Himalaya Publishing House, Bombay.

Reference Books

1. Rudder Datt and K P M Sundaram (2018), “Indian Economy”, S.Chand & Company Ltd, New Delhi.
2. S.S.Johl and Kapur (2015), “Fundamentals of Farm Business Management”, Kalyani Publishers.
3. A.N.Sharma and V.K.Sharma (1983), “Elements of Farm Management”, Prentice-Hall of India Pvt. Ltd.
4. Earl. O. Head (1964), “Economics of Agricultural Production & resources use”, Prentice Hall, New Delhi.

E-reference

1. <http://www.fao.org/>
2. <https://www.britannica.com/topic/farm-management>
3. www.scribd.com
4. <https://sites.google.com/>

Mapping

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

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Compiled by Name with Signature	Verified by HOD Name with Signature	CDE	COE
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:		Title	Batch :	2020-23
		ECONOMICS FOR ADMINISTRATION	Semester	
Hrs/Week:	Self Study		Credits:	1

Course Objective

To gain sound knowledge on Economic Administration and to enable the students to appreciate the utility of economics in day – to day life.

Course Outcomes (CO)

CO1	To Understand the functions of Money market, Capital market and Securities Exchange Board of India.	K1
CO2	To keep basic knowledge about Tax structure in India and Government Budget in the minds of learners	K2
CO3	To grasp the attributes of various concepts of National Income.	K3
CO4	To understand and apply the concepts in economics for decision and policy making.	K4

Syllabus

Unit: I National Income

Concept of National Income -Circular flow of income; Methods of calculating National Income: Value Added or Product method, Expenditure method, Income method. Concepts and Aggregates Related to National Income: Gross National Product (GNP), Net National Product (NNP), Gross and Net Domestic Product (GDP and NDP) – at Market Price, at Factor Cost; National Disposable Income (Gross and Net), Private Income, Personal Income and Personal Disposable Income; Real and Nominal GDP-GDP and Welfare.

Unit: II Government Budget and the Economy

Concept and Types of Tax – Direct Tax and Indirect Tax, Goods and Service Tax (GST), Structure of GST (SGST, CGST, UTGST & IGST), GST Council; Budgetary Procedure-Types of Budget-Classification of Receipts: Revenue Receipt and Capital Receipt; Classification of Expenditure : Revenue Expenditure and capital expenditure; Various Measures of Government Deficit : Revenue Deficit, Fiscal Deficit, Primary Deficit-their Meaning and Implications.

Unit: III Revenue Resources and Public Debt

Deficit Financing and Methods - An Evaluation of Fiscal Policy of Government of India – Highlights of Recent Budget; Sources of Public Debt-Internal and External Debt; Burden of Public Debt; Redemption of Public Debt; Debt Trap; Role of Public Debt with Special Reference to Developing Countries.

Unit: IV Money Market and Capital Market

Nature and Functions of Indian Money Market- Nature and Functions of Indian Capital Market-Stock Markets - Meaning and functions of Stock Market - Functions of Securities Exchange Board of India (SEBI).

Credit Control: Quantitative Measures: Bank Rate -Open Market Operations - Variable Reserve Ratio - Statutory Liquidity Ratio - Qualitative Credit Control: Limitations.

Unit: V Index Numbers and Inflation

Inflation – Meaning and types – Effects of Inflation – Measures to Control Inflation –
Inflationary Gap – Deflation – Meaning, Causes, Types, Effects – Deflationary Gap.

Index Numbers: Type – Construction of Simple, Weighted, Chain-Base Index Numbers-
Difficulties-Limitation- Index Numbers and Inflation

Text Book:

1. Misra and Puri (2015), “Indian Economy”, Himalaya Publishing House.

References

1. Dutt and Sundaram, (2018), “Indian Economy”, S Chand and Company, Delhi .
2. Agarwal, “ Indian Economy (2014), “Vikas Publishing Company, Delhi.
3. AN Agrawal ,(2014), “Indian Economy”, New Age International Economics :
Mc Graw- Hill
4. Economic Survey, Different volumes

E-reference

1. <https://www.businessstudynotes.com/>
2. <https://www.economicdiscussion.net/>
3. <https://www.studocu.com/>

Mapping

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

H-High; M-Medium; L-Low

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Dr. P.Krishnathulasimani	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

Certificate Course/Value Added Course

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEOV01	Title	Batch :	2020-23
		Skill Development for Women Entrepreneurs	Semester	
Hrs/Week:			Credits:	Extra Credit

Course Objective

To provide knowledge and adequate training in entrepreneurial skills and to create opportunities for the development of talent of the female students.

Course Outcomes (CO)

CO1	To understand the various skills of an entrepreneur	K1
CO2	To gain knowledge on marketing of products.	K2
CO3	To acquire knowledge on making terracotta, silk thread jewellery, painting and home made chocolate and soaps	K3
CO4	To implement the gained knowledge in making the products.	K4

Syllabus

Unit : 1 : Terracotta

Introduction- Preparation of Clay-Design Finalization-Handling of Clay-Beads 10 Varieties – Pendants 10 Samples – Earrings – Jhumkas -2 finished sets, Salwar based set, Set for Cotton Saree, Multipurpose Sets, Bridal Set, Nahasu Set. Introduction to Silicon Molds- Using of Molds- Nahasu Set Preparation – Maintenance of Terracotta Jewellery-Correction Work in Finished Products if any.

Unit: 2: Silk Thread Jewellery

Introduction and Handling of Silk Threads-Designing the Pattern-Wrapping of Beads-Wrapping and Decorating Pendants-Assorting Accessories-Assembling of Set – 2 Finished Sets.

Unit : 3: Acrylic Painting:

Drawing Basics-Free Hand Line Drawing-Practicing Final Design-Tracing-Base Coat-Division of Layers-Working on Layers-Final Finishing. 1 Finished Painting

Unit : 4 Homemade Chocolates (Melt and Pour Method)

Preparing Base Materials – Melting Bases – Making Chocolate Ganash – Mixing with required fillings – Molding – Freezing – Decorating – Display – 10 Varieties of Chocolates.

Unit : 5 Homemade Soaps (Melt and Pour Method)

Preparing Base Materials- Melting Bases-Mixing with required fillings-molding-freeing-Decorating-Display-10 varieties of Soap.

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

H-High; M-Medium; L-Low

Compiled by	Verified by HOD	CDE	COE
Name with Signature	Name with Signature		
Dr. Nirrmala Sathish	Dr.P.Krishnathulasimani	Prof. K. Srinivasan	Dr.R.Muthukumaran

NGM College, Pollachi

Curriculum Development Cell

2020-2023 Batch

List of Part – V Subjects to be included in Semester I, II, III, and IV

S.No	Subject Code	Subjects
1	20 UNC 401	NCC
2	20 UNS 402	NSS
3	20 USG 403	Sports and Games
4	20 URO 404	Rotract Club
5	20 URR 405	Red Ribbon Club
6	20 UYR 406	Youth Red Cross
7	20UCA 407	Consumer Awareness Club
8	20 UED 408	Entrepreneurship Development Cell
9	20 UCR 409	Center for Rural Development
10	20 USS 410	Student Guild of Services
11	20 UGS 411	Green Society
12	20 UEO 412	Equal Opportunity Cell
13	20 UFA 413	Fine Arts Club
14	20UAM 414	Arutchelvar Students Thinkers Forum
15	20USV 415	Swami Vivekanandhar Students Thinkers Forum

List of Core Elective Papers

S.No	Subject Code	Subjects
1	20 UEO 5E1	Statistical Methods – I
2	20 UEO 5E2	Office Management
3	20 UEO 6E3	Statistical Methods - II
4	20 UEO 6E4	Principles of Management
5	20 UEO 6E5	Tourism Economics
6	20 UEO 6E6	Women and The Economy

Certificate Course/Value Added Course

Programme Code:	BA	Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	20UEOV02	Title	Batch:	2020-23
		Skill Development for Women Entrepreneurs - Course 2	Semester	
Hrs/Week:			Credits:	Extra Credit

Course Objective

To provide knowledge, adequate training in painting skills and to create the innovative thinking to develop the business opportunities from the female students.

Course Outcomes (CO)

K 1	CO 1	To understand the history and the practice of painting designs.
K 2	CO 2	To acquire knowledge on making paintings like Mural, Relief, Floral and Landscape, Flower making, Crafting.
K 3	CO 3	To build the ability to make the products independently.
K 4	CO 4	To implement the ideas in marketing of products.

Syllabus

Unit: 1: Paintings

Line drawing– Floral and Landscape Patterns– Anatomy Basics– Still life basics– Paintings using acrylic colours.

Unit:2:Murals

Design Patterns– Practice sessions– Basics of clay modelling– Muck work– Relief Work – final colouring work.

Unit:3:Relief Painting:

Drawing own pattern – Board Preparation– Tracing– Basework– Relief Work– Finishing.

Unit:4Flower Making

Basic Techniques– Types of Arrangements– Flower making – Final Arrangements.

Unit:5Crafting

DecoupagePaperWork– OrigamiconceptsandWealthoutofWaste.

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

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