

MEETING OF THE BOARD OF ON SATURDAY

54

Sl. NO	Name of the Member	Signature
1.	Dr. P. Krishna Thulasimani	P. Thulasimani
2.	Thiru. N. Anbuvarasu	N. Anbuvarasu
3.	Thiru. K. Murugavelu	K. Murugavelu
4.	Dr. Nirmala Sathish	N. Sathish
5.	Dr. N. Padmasundari	N. Padmasundari
6.	Dr. A. Sangamithra (University Nominee) Dept of Economics Bharathiar University, Coimbatore	A. Sangamithra
7.	Dr. Manonmani. (Subject Expert) Prof & Head of Economics Avinashilingam Deemed University, Coimbatore	- ABSENT -
8.	Mr. K. Chinnanachimuthu. (Industrialist) Thadagaicottai Fibres Kunchipalayam, Pollachi	K. Chinnanachimuthu
9.	Dr. S. Nehru (Academic Auditor) Prof. Dept of Economics Gandhi ^{Gram} Rural Institute. Deemed University Gandhigram	S. Nehru 22/2/2020
10.	Dr. K. Mariappan (Alumni) Asst Professor, Dept of Economics Government Art college, Udumalpet	K. Mariappan
11.	Dr. J. Geetha Mani (Subject Expert) Asst. Prof. of Economics Sri S. Ramasamy Naidu Memorial college Sattur, Vrudhavanagar - 626203	J. Geetha Mani

STUDIES IN ECONOMICS

22.02.2020 - 10 AM Batch : 2020-2023

55

Minutes

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

core Industries of Agribusiness - New Development and Trends in Agribusiness - Job roles in the Agribusiness Industry. 40%.

6. 20UE0306 Economics of Development and Planning
Unit Vth completely replaced by new contents
Human Capital Formation and manpower planning;
Meaning and importance of Human Capital Formation
Problems of Human Capital Formation - Criteria for Investment in Human Capital - Manpower planning in LDCs - Manpower Surpluses - Manpower Shortages - Strategy for manpower planning - Estimating Future manpower requirements. 20%.
7. 20UE03A3 Banking Law and Practice
New topics introduced in Vth Unit -
Electronic Banking: Introduction to E-Banking - Procedure - Traditional Banking vs E-Banking
Need for computerisation - Automated Clearing System (ACS) - Electronic Transaction - Electronic Fund management - EFT, ECS, RTGS, NEFT, IFSC - ATM - CBS - Computerisation of clearing of cheques. 20%.
8. 20UE03N1 Advertising and Sales Promotion
1. Unit Vth has combined with Unit IV.
2. In unit Vth, new concepts has introduced.
v. Sales force Management: Introduction - Importance of selection - Sales force decision - Sales force Size Recruitment and selection - Selection Process - Training - Significance - objectives - advantages - Training programme - Training Methods - Evaluation of Training. 40%.
9. 20UE03N2 Economics for Competitive and Career Development
1. Economics for competitive examinations has renamed as Economics for competitive and Career Development.
2. Introduced new topics in unit II instead of old ones.
Unit II: Branches of Economics - Economics Types - Micro vs Macro Economics - National Income - Inflation.
3. Unit III has completely replaced by new contents.
Unit III: Different Sectors - External Sector - International - Foreign currency - Types of Markets - Famous Economic Revolution - Five year plans. 40%.

10. 20UE0408 Mathematical Methods 57

1. Unit II^{nd} has replaced by III^{rd} unit.
2. Unit III^{rd} has replaced by IV^{th} unit.
3. New content was introduced in IV^{th} unit.

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

11. 20UE04N3 Information Management New course - Information Management has introduced instead of the course - Office Management Annexure - 2 100%.

12. 20UE0510 Human Resource Management Unit - V completely replaced by new contents Unit - V : International Human Resource Management : Domestic HRM and International HRM Comparison - Growing interest in IHRM - Managing International HR activities - Role of Expatriate - Challenges in HRM - Strategies for effective HRM 20%.

13. 20UE0511 Investment Policies and Programmes Unit II completely modified with new topics Unit II : Capital and Money Market in India : Meaning of capital market - Functions of capital market - Players in the capital market - Importance of capital market - Money market - Definition of money market - Money market Instruments - Features of Money Market - Pre conditions for an efficient money market - Distinction between money market and capital market. 20%.

14. 20UE05E1 Statistical Methods - I Unit V has replaced by new topics. Unit - V : Correlation Analysis : Meaning - Definition and Types of correlation - Methods of Studying - Correlation - Karl Pearson's Co-efficient of correlation - Rank Correlation - Regression - Meaning - Fitting Regression Equation x on y and y on x - Difference between Correlation and Regression 20%.

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

Annexure .3

100%.

16. 20UE05I2 1. Unit-I has replaced by unit II.
Window Based 2. New course content was introduced in office Automation Unit II.
and Tally. Unit-II : MS Excel: Getting started with Excel - workbook window - worksheet - and work book specification - Managing a work book - Renaming workbooks - worksheets Tools - Entering Text and Numbers into cells - Editing cells - Entering the Formula - Entering data in worksheet - Data Entry Techniques - Editing the data - Moving copying, inserting and deleting rows and columns - charts - creating, editing and forwarding - Printing the worksheet

20%

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

Annexure .4

40%.

18. 20UE06I6 1. In this course, unit IV has included in IV unit.
Economics of Transport 2. Unit V has completely modified with new topics.
Unit V : Rates and Fares in Different Transport System: Rates and Fares in Road Transport - Railway Rate Fares - Airport Revenue and expenses - Port Revenue and expenses - Fixation of Rates and Fares.

40%.

19. 20UE06E3 1. First unit has replaced by IInd unit.
Statistical 2. IInd unit has replaced by IIIrd unit.
Methods-II 3. Unit-III completely modified with new topics.
Unit III : Research Design and Statistical Survey: Meaning of Research Design - Need for

59

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

20. 20VFO 5FA Principles of Management

1. Unit III combined in unit II.
 2. Unit III has replaced by new contents.
Unit-III: Motivation and Leadership:
 Motivation: Concept and definition - Types, Importance - Theories of Motivation - Motivators: Financial and Non-Financial. Leadership: Concept and definition, importance, styles of Leadership - Theories of Leadership - Leader vs Manager. 40%.

21. 20VFO 6ES Tourism Economics

1. IInd unit- completely replaced by IIIrd unit
 2. IIIrd unit has completely replaced by IVth unit
 3. New contents has introduced in unit IV.
Unit IV: E-Tourism: Introduction to E-Tourism
 E-Tourism in India - E-Tourism Players and their Activities - Role of IT in E-Tourism - An overview of E-Tourism websites - online tourism services and its Benefits - E-Service centers - IRCTC - Make my trip.com - Yatra.com - Trip advisor. 60%.

22. 20VFO 6EB Women and the Economy

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

23. 20VFO 6S3 Advertising and Sales Promotion

1. Unit V has combined with unit IV.
 2. Instead of Unit V, new content has introduced.

Unit V: Sales Force Management: Introduction
 Importance of selection - Sales force decision -
Sales force size - Recruitment and Selection
Selection Process - Training - Significance -
Objectives - Advantages - Training Programme -
Training methods - Evaluation of Training. 40%

24. 20VCO1A1
 Business
 Economics

1. In unit III, new contents has introduced,
 Unit III: Production and Cost Function:
 Production Function - Meaning - the Law of
 Variable proportions - The Law of Return -
 Producer's equilibrium through iso-quants
 Cost Function: Types of Cost - Total and marginal
 cost functions - AC and MC relationships -
 characteristics of costs in the long run - cost
 control and cost reduction methods. 20%

25.

Courses for Advanced Learners.

There are two papers has introduced.

25. (a) Course 1. Economics of Farm Business
 (Annexure - 5) 100%

25. (b) Course 2. Economics for Administration
 (Annexure - 6) 100%

26.

Value Added Course

Certificate Course on "Skill Development
 for Women Entrepreneurs" has introduced
 (Annexure - 7) 100%

27.

New Components of Continuous Assessment
 has introduced.

(Annexure - 8)

Overall change: 38.2%

$\frac{1280}{3350} \times 100 = 38.2\%$

Annexure -I

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 (C'O)

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

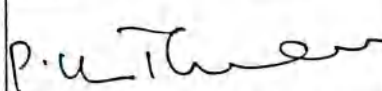
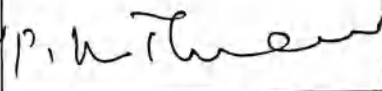
E-reference:

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.Muthukumar

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Annexure -2

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
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Reference Books:

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

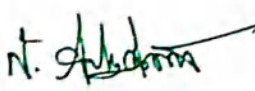
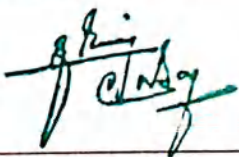
E-Reference

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

Mapping

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

H-High; M-Medium; L-Low

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

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Annexure -3

Programme Code:	BA	Programme Title :	Bachelor of Arts (ECONOMICS)
Course Code:	20UEO 5E2	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.

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.

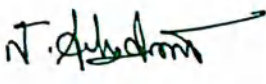
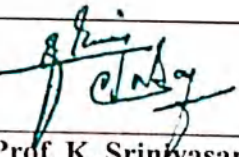
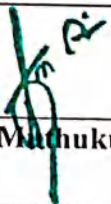
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Annexure -4

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.

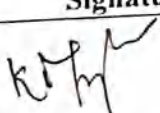
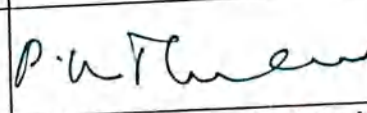
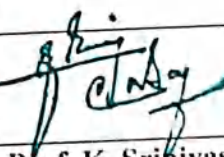
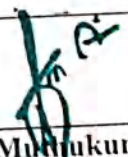
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1. www.ceppf.org

Mapping

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

H-High; M-Medium; L-Low

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