

Nallamuthu Gounder Mahalingam College,
Pollachi (Autonomous)
Department of Economics

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.

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

Course Code: 20 UEO 101	Title: MICRO ECONOMICS - I
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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

Course Code: 20 UEO 102	Title: INDIAN ECONOMY
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Course Outcomes (CO)

CO1	To present economic challenges ailments associated with or arising directly from the problem of Indian Economy	K1
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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

Course Code: 20 UEO 203	Title: MICRO ECONOMICS - II
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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

Course Code: 20 UEO 204	Title: INTERNATIONAL ECONOMICS
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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

Course Code: 20 UEO 305	Title: MACRO ECONOMICS
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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

Course Code: 20 UEO 306	Title: Economics Of Development and Planning
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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

Course Code: 20 UEO 3A3	Title: BANKING LAW AND PRACTICE
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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

Course Code: 20UEO 3N1	Title: ADVERTISING AND SALESPROMOTION
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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

Course Code: 20UEO 3N2	Title: Economics For Competitive and Career Development
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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

Course Code: 20 UEO 407	Title: HISTORY OF ECONOMIC THOUGHT
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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 execute 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
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Course Code: 20 UEO 408	Title: MATHEMATICAL METHODS
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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

Course Code: 20UEO 4A4	Title: Business Communication
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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

Course Code: 20UEO 4N3	Title: INFORMATION MANAGEMENT
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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

Course Code: 20UEO 4N4	Title: PRINCIPLES OF AIRPORTECONOMICS
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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 Anaylse the working of Airport	K4

Course Code: 20 UEO 509	Title: Monetary Economics
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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

Course Code: 20 UEO 510	Title: HUMAN RESOURCE MANAGEMENT
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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

Course Code: 20 UEO 511	TITLE: INVESTMENT POLICIES AND PROGRAMMES
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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

Course Code: 20 UEO 5E1	Title: STATISTICAL METHODS-I
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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

Course Code: 20UEO 5E2	Title: INFORMATION MANAGEMENT
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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

Course Code: 20 UEO 512	Title: WINDOW BASED OFFICE AUTOMATION AND TALLY
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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

Course Code: 20UEO 513	Title: PROGRAMMING LAB IN WINDOW BASED OFFICE AUTOMATION AND TALLY
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CourseOutcomes (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

Course Code: 20UEO5S1	Title: Network and Information Security
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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

Coursecode: 20UEO 5S2	Title: Cyber Security – Ethical Hacking
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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

Course Code:: 20UEO 614	Title: PUBLIC ECONOMICS
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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	fTo analyse the approved plan of current budget document and finance commission recommendations.	K4

Course Code: 20UEO 615	Title: INDUSTRIAL ECONOMICS
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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

Course Code: 20UEO 616	Title: ECONOMICS OF TRANSPORT
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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

Course Code: 20UEO 6E3	Title: STATISTICAL METHODS -II
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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 execute sampling methods in economic survey	K3
CO4	To analyse and implement various statistical tools in various economic problems	K4

Course Code: 20UEO6E4	Title: PRINCIPLES OF MANAGEMENT
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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

Course Code: 20UEO 6E5	Title: TOURISM ECONOMICS
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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

Course Code: 20UEO 6E6	Title: WOMEN AND THE ECONOMY
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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

Course Code: 20UEO 617	Title: INTERNSHIP PROGRAM / ECONOMIC REVIEWS
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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

Course Code: 20UEO 6S3	Title: ADVERTISING AND SALESPROMOTION
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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

Course Code: 20UEO 6S4	Title: PRINCIPLES OF AIRPORTECONOMICS
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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

Course Code: 20UCO 1A1	Title: BUSINESS ECONOMICS
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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

Course Code: 20PCO207	Title: MANAGERIAL ECONOMICS
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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

Course Code: 20PCO208	Title ECONOMICS OF FARM BUSINESS
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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

Course Code: 20PCO209	Title ECONOMICS FOR ADMINISTRATION
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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

Course Code: 20UEOV01	Title: Skill Development for WomenEntrepreneurs
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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