

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

Department of Economics
BA- Economics

Syllabus for the Academic Year 2023-2026

(Choice Based Credit System & OBES)

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.

Program Educational Objectives:

PEO1	To provide students with the intellectual and analytical skills required to understand, evaluate and analyze the economic issues and challenges of every day life.
PEO2	Inculcate skills to evaluate, innovate and integrate the contemporary issues and motivate further learning.
PEO3	To prepare the students to be eligible for advanced studies and exploring various business and employment opportunities in the field of banking, insurance, academic, administration and other formal and informal sectors of the economy.
PEO4	Apply and advance the knowledge and skill required, to become a creative professional in their chosen field.
PEO5	To inculcate the ethical, moral, social, environmental and economic values among students so that they become healthy citizens.

Program Outcomes:

Specified by UGC	
PO1	To make the students to understand and analyze the concepts, principles, doctrines, laws and policies in Economics.
PO2	To motivate the students to know about new trends in National Economy.
PO3	To enlighten the students with economic aspects for decision making.
PO4	To develop the skills of analysis and application of the economic principles to the real world problems.
PO5	To inculcate a sense of social responsibility in them so that they become socially productive citizens
PO6	To promote individual and team work communication
PO7	To inculcate life-long learning and ethics
PO8	To maintain physical and mental wellness

Program Specific Outcomes:

PSO - 01	Aid in the application of Statistical tools with computer applications in solving realistic economic problems and promoting managerial skills
PSO - 02	To serve as a national and regional hub of knowledge connectivity for rural and urban development including health

Mapping

PEOs POs \ PSOs	PEO1	PEO2	PEO3	PEO4	PEO5
PO1	H	M	M	L	H
PO2	H	M	H	H	M
PO3	M	H	M	H	M
PO4	M	H	M	H	H
PO5	H	H	H	H	H
PO6	H	H	M	M	H
PO7	H	H	M	H	H
PO8	H	M	H	M	H
PSO1	H	M	H	H	H
PSO2	H	H	H	H	H

N.G.M College - Curriculum Development Cell
Scheme of Examination For 2023 – 2026
BA – Economics,
Choice Based Credit System & OBES

SEMESTER – I

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	23UTL101 /	Tamil Paper - I /	6	-	-	3	25	75	100	3
	23UHN101 /	Hindi Paper - I /		-	-					
	23UFR101	French Paper - I		-	-					
II	23UEN101/ 23UEN102	Communication Skills – I – (Level I)/ Communication Skills – I – (Level II)/	5	-	-	3	25	75	100	3
III	23 UEO 101	CC : I Micro Economics - I	6	-	-	3	25	75	100	4
	23 UEO 102	CC : II Indian Economy	6	-	-	3	25	75	100	4
	23UEO1A1	GE: I Allied : Business Accounting	5	-	-	3	25	75	100	3
IV	23 EVS201	AECC I: Environmental Studies	1							
	23HEC101	Human Excellence - Personal Values & SKY Yoga Practice - I	1		-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
EC		Online Course (Optional) (MOOC / NPTEL / SWAYAM)	-	-		-	-	-	-	Grade
Total			30						550	18

EC – Extra Credit Course /Certificate Course / Co-scholastic Course / Job Oriented Course
 CC – Core Course: GE- Generic Elective: AECC- Ability Enhancement Compulsory Course

SEMESTER – II										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs .	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	23UTL202 / 23UHN202 / 23UFR202	Tamil Paper - II /	6	-	-	3	25	75	100	3
		Hindi Paper - II /		-	-					
		French Paper - II		-	-					
II	23UEN202 23UEN203/	Communication Skills – II (Level I) / Communication Skills – I – (Level II)/	5	-	-	3	25	75	100	3
III	23 UEO 203	CC : III Micro Economics - II	6	-	-	3	25	75	100	4
	23 UEO 204	CC : IV International Economics	5	-	-	3	25	75	100	4
	23 UEO 2A2	GE II Allied: Disaster Management	5	-	-	3	25	75	100	4
	23UEL2S1	SEC I: Naan Mudhalvan Professional Skills	1							2
IV	23 EVS201	AECC I: Environmental Studies	1	-	-	2	-	50	50	2
	23HEC202	Human Excellence - Family Values & SKY Yoga Practice - II	1			2	20	30	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
EC	23CMM201	Manaiyiyal Mahathuvam - I	-		15 Hrs	2	-	50	50	Grade
	23CUB201	Uzhavu Bharatham - I	-		15 Hrs	2	-	50	50	Grade
		Online Course (Optional) (MOOC / NPTEL / SWAYAM)								Grade
Total			30						650	23

EC – Extra Credit Course /Certificate Course / Co-scholastic Course / Job Oriented Course
 CC – Core Course: GE- Generic Elective: AECC- Ability Enhancement Compulsory Course
 SEC- Skill Enhancement Course

SEMESTER – III

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	23UTL303 / 23UHN303 / 23UFR303	Tamil Paper - III /	6	-	-	3	25	75	100	3
		Hindi Paper - III /		-	-					
		French Paper - III		-	-					
II	23UEN303/ 23UEN304	Communication Skills – III (Level I) / Communication Skills – III (Level II)	5	-	-	3	25	75	100	3
	23 UEO 305	CC : V Macro Economics	6	-	-	3	25	75	100	4
III	23 UEO 306	CC : VI Economics of Development and Planning	6	-	-	3	25	75	100	4
	23 UEO 3A3	GE : III - Allied : Banking Law and Practice	5	-	-	3	25	75	100	3
IV	23UEO3N1	Non- Major Elective (NME)- 1 Advertising and Sales Promotion / Economics for Competitive Exam	1	-	-	2		50	50	2
	23HEC303	Human Excellence - Professional Values & Ethics -III	1		-	2	25	25	50	1
V		Extension Activities - Annexure I	-		-	-	-	-	-	-
EC	23CMM302	Manaiyiyal Mahathuvam - II	-		15 Hrs	2	-	50	50	Grade
	23CUB302	Uzhavu Bharatham - II	-		15 Hrs	2	-	50	50	Grade
	23UEO3VA	Department Specific Value Added Course: Baker's at Desk – Cakes				30 Hrs				2*
						45 Hrs				3*
Total			30						600	20

EC – Extra Credit Course /Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course: GE- Generic Elective: VAC- Department Specific Value Added Course: *Extra Credits

SEMESTER – IV

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	23UTL404/ 23UTL404/ 23UTL404	Tamil Paper - IV /	6	-	-	3	25	75	100	3
		Hindi Paper - IV/		-	-					
		French Paper - IV		-	-					
II	23UEN404 / 23UEN405	Communication Skills – IV (Level I) / Communication Skills – IV (Level II) /	5	-	-	3	25	75	100	3
III	23 UEO 407	CC : VII History of Economic thought	5	-	-	3	25	75	100	5
	23 UEO 408	CC : VIII Mathematical Methods	6	-	-	3	25	75	100	5
	23 UEO 4A4	GE : III Allied : Business Communication	5	-	-	3	25	75	100	3
	23UEO3SEC2 /23UEO3SEC 3	SEC II Naan Mudhalvan : Quantitative Aptitude / Aptitude for Placement	1	-	-	2	-	50	50	2
IV	23UEO3N2/ 23UEO3N3	Non- Major Elective (NME)- II Information Management / Non- Major Elective (NME)- II Principles of Airport Economics	1	-	-	2	-	50	50	2
	23HEC404	Human Excellence - Social Values & SKY Yoga Practice - IV	1	-	-	2	20	30	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	1
EC	23CMM403	Manaiyiyal Mahathuvam - III	-	-	15 Hrs	2	-	50	50	Grade
	23CUB403	Uzhavu Bharatham - III	-	-	15 Hrs	2	-	50	50	Grade
	23UEOVA	Department Specific Value Added Course: II : Bakers'at Desk – Bean to Bar	-	-	30 Hrs					2*
					45 Hrs					3*
Total					30				650	25

EC – Extra Credit Course /Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course: GE- Generic Elective: SEC- Skill Enhancement Course: VAC- Department Specific

Value Added Course: *Extra Credits

SEMESTER – V

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	23 UEO 509	CC : IX Monetary Economics	5	-	-	3	25	75	100	5
	23 UEO 510	CC : X Tourism Economics	5	-	-	3	25	75	100	4
	23UEO5E1 / 23UEO5E2 / 23UEO5E3	DSE – I 1.Statistical Methods – I / 2 Principles of Management / 3 Rural Economics	5	-	-	3	25	75	100	5
	23 UEO 511	CC : XI Investment Policies and Programmes	5	-	-	3	25	75	100	5
	23 UEO 512	CC : XII Window Based Office Automation and Tally	4	-	-	3	25	75	100	2
	23 UEO 513	CC : XIII Programming Lab in Window Based Office Automation and Tally	-	2	-	3	25	75	100	1
	23UEO5S1	SEC - III Advertising and Sales Promotion / Information Management	1	-	-	2	-	50	50	2
IV	23HEC505	Human Excellence - National Values & SKY Yoga Practice - V	1	-	-	2	25	25	50	1
EC	23CSD501	Soft Skills Development - I								Grade
	23GKL501	General Awareness - Self Study	SS				2	50	50	Grade
	23UEO5AL	Advanced Learner Course - I Economics of Farm Management (Optional) - Self Study	SS				-	50	50	2*
		Total							750	25

EC – Extra Credit Course /Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course: GE- Generic Elective: SEC- Skill Enhancement Course: DSC- Discipline Specific
Elective: ALC - Advanced Learner Course (Optional) *Extra Credits ** Credits – Based on course content
maximum of 4 credits

SEMESTER – VI

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	23 UEO 614	CC : XIV Public Economics	5	-	-	3	25	75	100	4
	23UEO6E4/ 23UEO6E5/ 23UEO6E6	DSE - II : 1.Statistical Methods-II / 2. Information Management / 3.Urban Economics	5	-	-	3	25	75	100	5
	23UEO6E7/ 23UEO6E8/ 23UEO6E9	DSE - III: 1. Computer Application in Economics / 2. Human Resource Management / 3. Health Economics	5	-	-	3	25	75	100	5
	23 UEO 615	CC : XV Industrial Economics	5	-	-	3	25	75	100	4
	23 UEO 616	CC : XVI Economics of Transport:	5	-	-	3	25	75	100	4
	23 UEO 617	CC : XVII Internship Program/Economic Reviews	-	2	-	Viva Voce Examination	25	75	100	2
	23UEO6S3/ 23UEO6S34	SEC -IV Naan Mudhalvan : / Introduction to Industry 4.0 and Industrial IOT /Mutual Fund Foundation	2	-	-	2	-	50	50	2
	IV	23HEC606	Human Excellence - Global Values & SKY Yoga Practice - VI	1			2	20	30	50
EC	23CSD602	Soft Skills Development - II	-	-		-	-	-	-	Grade
	23UEO6AL	ALC - II Economics for Administration (Optional) - Self Study	SS					100	100	2*

Total	30					700	27
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EC – Extra Credit Course /Certificate Course / Co-scholastic Course / Job Oriented Course
 CC – Core Course: GE- Generic Elective: SEC- Skill Enhancement Course: DSC- Discipline Specific
 Elective: ALC - Advanced Learner Course (Optional) *Extra Credits ** Credits – Based on course content
 maximum of 4 credits

Grand Total = 3900; Total Credits = 140

Question Paper Pattern
(Based on Bloom's Taxonomy)

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

1. Theory Examinations: 75 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define/Short Answer)	10 * 1 = 10	MCQ Define	75
K3 (Q 11-15)	B (Either or pattern)	5 * 5 = 26	Short Answers	
K4 & K5 (Q 16 – 21)	C (Either or pattern)	5 * 8 = 40	Descriptive/ Detailed	

2. Theory Examinations: 50 Marks (Part IV except Self-study)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 10 MCQ)	10* 1 = 10	MCQ	50 (Reduced to 38)
K3(Q 11-15)	B (Either or pattern)	5 * 3 = 15	Short Answers	
K4 & K5 (Q16-20)	C (Either or pattern)	5*5=26	Descriptive/ Detailed	

3. Theory Examinations: 38 Marks (2 Hours Examinations) (Part IV: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1&K2 (Q1-10)	A (Q1-5MCQ) (Q6-10 Define/Short Answers)	10*1=10	MCQ/Define	50 (Reduced to 38
K3, K4 & K5 (Q11-15)	B (Either or pattern)	5*8=40	Descriptive/ Detailed	

4. Practical Examinations:

Paper	Maximum Marks	Marks for			Components for CIA	
		CIA	CEE	Tests	Observation Note	Record Note
Practical(Core/ Elective)	50	20	30	10	05	05
Practical(Core/ Elective)	75	30	45	20	05	05
Practical(Core/ Elective)	100	40	60	30	05	05

5. Project:

Paper	Maximum Marks	Marks for		
		CIA	CEE	
			Evaluation	Viva-Voce
Project	100	26	50	26
Project	150	40	75	35
Project	200	50	100	50

*CIA -Continuous Internal Assessment & CEE –Comprehensive External Examinations

Components of Continuous Internal Assessment (CIA)

THEORY

Maximum Marks : 100; CIA Mark:26,CEE:75

Components		Calculation	CIA Total
Test 1	75	$(75+75+15+10) / 7$	26
Test 2	75		
Assignment / Digital	15		
Others	10		

Others may include the following : Seminar /Socratic Seminars, Group Discussion, Role Play ,APS ,Class participation ,Case Studies Presentation ,Field Work ,Field Survey , Term Paper , Workshop/Conference Participation , Presentation of Papers in Conference , Quiz, Report /Content Writing , etc.

Maximum Marks: CIA Mark: 12:CEE Mark: 38 (Part III : If applicable)

Components		Calculation	CIA Total
Test 1	50	(50+50+10+10)/10	12
Test 2 / Model	50		
Assignment / Digital Assignment	10		
Seminar	10		

PROJECT

Maximum Marks: 100; CIA Mark: 26; CEE Mark: 75;

Components		Calculation	CIA Total
Review I	5	5+5+5+10	26
Review II	5		
Review III	5		
Report Submission	10		

Maximum Marks: 200; CIA Mark: 50; CEE Mark:150;

Components		Calculation	CIA Total
Review I	10	10+10+10+20	50
Review II	10		
Review III	10		
Report Submission	20		

** Components for 'Review' may include the following:*

Originality of Idea, Relevance to Current Trend, Candidate Involvement and Presentation of Report for Commerce, Management & Social Work.

Synopsis, System Planning, Design, Coding, Input form, Output format, Preparation of Report & Submission for Computer Science cluster.

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 101			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	MICRO ECONOMICS - I	Semester:	I
					Credits:	4

Course Objective

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

Course Outcomes

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

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

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	L	M	L	M	M
CO2	H	H	H	H	H	M	M	M	H	H
CO3	H	M	H	H	M	M	L	M	H	H
CO4	H	H	H	H	H	L	M	L	H	M
CO5	H	M	H	H	H	M	L	M	H	M

High; M-Medium; L-Low

SYLLABUS

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Seminar, Quiz, Assignments, Group Task, Test
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Text Book

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

Reference Books

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

E-Reference:

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 102			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	INDIAN ECONOMY	Semester:	I
					Credits:	4

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	M	M	M	L	H	H
CO2	H	H	M	M	H	L	M	M	H	H
CO3	H	H	H	H	H	M	L	L	H	H
CO4	M	M	H	M	M	M	M	L	H	H
CO5	M	H	H	L	H	M	L	M	H	H

High; M-Medium; L-Low

SYLLABUS

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Seminar ,Quiz, Assignment, Test, Group, Task
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Text Book

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

Reference Books:

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

E-Reference1.www.rbi.org

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 203			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	MICRO ECONOMICS - II	Semester :	II
					Credits:	4

Course Objective

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

Course Outcomes

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

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	M	M	M	M	M
CO2	H	H	H	H	H	M	M	M	H	H
CO3	H	M	H	H	M	M	M	L	H	H
CO4	H	H	H	H	H	M	L	L	H	M
CO5	H	M	H	H	H	L	M	M	H	M

High; M-Medium; L-Low

SYLLABUS

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

	Total Contact Hours	60 Hrs
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Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task
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Text Book

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

Reference Books

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

			Mumbai	
5	Dewett K. K., & Chand A.,	Modern Economic Theory	Sultan Chand & Co., New Delhi	2018

E-Reference:

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 204			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	INTERNATIONAL ECONOMICS	Semester:	II
					Credits:	4

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	H	M	L	M	H	H
CO2	H	M	H	H	H	M	L	L	H	H
CO3	H	H	M	H	M	L	M	M	H	H
CO4	H	H	H	H	H	M	M	L	H	H
CO5	H	M	H	M	L	M	M	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Seminar ,Quiz, Assignment, Test, Group Task

Text Book

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

Reference Books:

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

E-Reference:

1. www.rbi.org

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO 2A2			Title	Batch:	2023-2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	DISASTER MANAGEMENT	Semester:	II
					Credits:	4

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	H	H	M	L	L	H	M
CO2	M	M	M	H	H	L	M	M	H	M
CO3	H	M	M	H	H	M	M	L	H	H
CO4	M	M	H	H	H	M	L	M	H	H
CO5	M	H	H	H	M	L	M	L	M	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	<p>Objectives and Principles of Disaster Management</p> <p>Disaster Management-concept and Definition-Objectives-Principles-Special features of Disaster Management-Disaster Management strategies-Basic steps-Skill sets of a Disaster Management</p>	13 hrs
Unit -II	<p>Natural Disasters</p> <p>Earthquakes-Measuring Earthquakes-Cyclones, Typhoons and Hurricanes-Tornados-Tsunamis-Cloudbursts-Floods-Landslides-Blizzards-Hailstroms-Avalanches-Cold wave-Heat wave-Droughts-Famines-Wild Fire.</p>	11 Hrs
Unit - III	<p>Anthropogenic(Man-made)Disasters</p> <p>Sociological-Arsop, Group clashes, Stampedes, Bomb blast, Terror strikes, war Technological-Industrial Accident, Structural collapse, power outage, Fires. Chemical- Gas leaks, Blasts, Oil spills, Acid Rain, Radiation Hazards. Transport-Related-Road accidents-Rail accidents-Aircraft Accidents-Ship accidents-Space accidents</p>	13 Hrs
Unit - IV	<p>Disaster Management Cycle</p> <p>Impact of Disaster-Disaster Management Cycle-Mitigation-Hazard Mapping, Vulnerability Analysis-Mitigation measures-Control over Development and Economic activities-Preparedness (major steps)-Response-Recovery-standard operating procedure.</p>	12 Hrs
Unit - V	<p>Stakeholders and Technological Tools of Disaster Management</p> <p>Stakeholders-Role of Media-Technological Tools-Medical Services</p>	11 Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Seminar ,Quiz, Assignment, Test, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	R. Subramanian	Disaster Management.	Vikas Publishing House, Chennai.	2018

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Rajendra Kumar Pandey	Disaster Management in India.	SAGE Publications India Pvt Ltd, New Delhi.	2020
2	Jagbir Singh	Disaster Management: Future Challenges and Opportunities.	K W Publishers Pvt. Ltd., New Delhi.	2013

E-Reference:

1. www.unisdr.org
2. <https://www.gov.uk/guidance/emergency>
3. www.ifrc.org

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO 305			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	1	MACRO ECONOMICS	Semester:	III
					Credits:	4

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)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
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 Import knowledge on real investment and period of time and key determinations.	K4
CO5	To analyse simultaneous equilibrium in both the goods market and management.	K4

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	L	M	H	H
CO2	H	H	M	H	M	L	M	M	H	H
CO3	M	H	H	H	M	M	L	L	H	H
CO4	H	H	H	H	H	M	M	M	H	H
CO5	H	H	H	M	M	M	M	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Introduction to Macro Economics Definition - Nature and Scope – Limitations – <i>Importance of Macro Economics</i> * - 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.	15 Hrs
Unit -II	Theory of Employment Classical Theory – Keynes’ Criticism – Aggregate Supply – Aggregate Demand – <i>Effective Demand</i> *- Keynes’s Principle of Effective Demand –Comparison and Contrast between Classical and Keynesian Contribution. Relevance of Keynesian Theory of Employment to UDCs.	14Hrs
Unit - III	Consumption Function 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.	15 Hrs
Unit - IV	Investment Function 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.	16 Hrs
Unit - V	General Equilibrium 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.	15 Hrs
	Total Contact Hours	75 Hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Seminar ,Quiz, Assignment, Test, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Sankaran	Macro Economics	Margham Publication, Chennai.	2017

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Jhinghan M. L.	Macro Economics	Vrinda Publications, New Delhi.	2018
2	Harold R. Williams	Macro Economics: Problems, Concepts and Self-tests.	W.W. Norton & Company. Inc. New York.	2017
3	Edward Shapiro	Macro Economics	Galgotia Publication, New Delhi.	2016
4	Greynolids	Macro Economics	University Publications, New Delhi.	2014

E-Reference:

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 306			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	1	ECONOMICS OF DEVELOPMENT AND PLANNING	Semester:	III
					Credits:	4

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)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
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
CO5	To interpret strategy for Manpower planning	K5

Mapping

PO ,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	L	M	H	H
CO2	M	H	H	H	H	M	M	L	H	H
CO3	H	M	H	H	H	L	M	M	H	H
CO4	M	M	H	H	M	M	M	L	H	H
CO5	H	H	H	H	H	M	L	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Economic Development and Growth Meaning of Growth and Development – <i>Determinants of Development*</i> – Obstacles to Economic Development – Characteristics of an Under Developed Economy – Physical Quality of Life Index – Economic Performance of India.	10 Hrs
Unit -II	Theories of Development 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.	13 Hrs
Unit - III	Parallel Economy Meaning - Estimates of Black Income in India - Factors Responsible for Generation of Black Money – Money Laundering - Impact of Black Income on Economy - <i>Measures Undertaken to Unearth Black Money*</i> - <i>Corruption in India.</i>	11 Hrs
Unit - IV	Economic Planning 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).	14 Hrs
Unit - V	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.	12 Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Group discussions, Seminar, Quiz, Assignment, Test
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Jhinghan M. L.	The Economics of Development & Planning.	VRINDA Publishers Pvt. Ltd, New Delhi.	2016

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Ruddar Datt & Sundaram K. P. M	Indian Economy	S. CHAND & Company, New Delhi	2019
2	Misra & Puri	Indian Economy	Himalaya Publishing House, Mumbai.	2017
3	Sankaran	Indian Economy	Margham Publications, Chennai.	2017
4	Meier G.M.	Leading Issues in Economic Development	Oxford University Press, New York	2011

E-Reference

1. www.india.gov.in

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 3A3			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	BANKING LAW AND PRATICE	Semester:	III
					Credits:	3

Course Objective

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

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To Recall the role and purpose of Indian Banking system	K1
CO2	To Acquire Knowledge in Banker and customer relationship	K1/K2
CO3	To deal the various deposit and schemes prevailing in Banks.	K3
CO4	To Analyse the components of Negotiable instruments, Endorsement and subsidies provided by the Bank.	K4
CO5	To Evaluate the new technology adopted in the Banking sector	K 5

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	L	L	M	H	H
CO2	H	H	H	H	H	M	L	L	H	H
CO3	M	H	H	M	H	L	M	M	M	H
CO4	H	M	H	M	H	M	L	M	H	M
CO5	H	H	H	H	H	M	M	L	H	H

H- High , M- Medium, L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Nature of Banking and Functions of a Banker Banker and Customer - Definition – <i>Relationship between a Banker and a Customer*</i> – General Relationship and Special Relationship – Termination of Relationship – Role of Banking Sector in Indian Economy.	15Hrs
Unit -II	Operation of Bank Accounts 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.	15 Hrs
Unit - III	Negotiable Instruments Definition – Cheque – Salient Features – Drawing up of a Cheque - Endorsement – Kinds – Crossing – Kinds – Paying Banker - Collecting Banker.	14 Hrs
Unit - IV	Loans and Advances Principles of Sound Lending – Forms of Advances – Secured and Unsecured Advances - Modes of Creating Charges: Mortgage – Pledge – Hypothecation – Advances against – Goods – Securities – <i>LIC Policies*</i> – FD Receipts.	15 Hrs
Unit - V	Electronic Banking 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- Phone Pay, Google Pay, CBS- Computerization of Clearing of Cheques.	16 Hrs
Total Contact Hours		75 Hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Group discussions, Seminar ,Quiz, Brain Storming,

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Gordon E & Natarajan K	Banking Theory, Law and Practice	Himalaya Publishing House, Mumbai.	2016

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	The Indian Institute of Banking and Finance	Digital Banking	Macmillan, Chennai.	2019
2	Varshney P. N.	Banking Law and Practice	Sultan Chand & Company, New Delhi.	2017
3	Asifulla.A	Introduction to Banking	Educreation Publishing, New Delhi.	2016
4	Natarajan S. & Parameswaran R.	Indian Banking	Sultan Chand & Company, New Delhi.	2013

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 3N1			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Non Major Elective - I : Advertising and Sales Promotion	Semester:	III
					Credits:	2

Course Objective

To endow students with the knowledge of economic aspects of Advertising & significance of Sales Promotion.

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
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
CO5	To categorize recruitment selection and training in sales force management.	K5

Mapping

POPSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	L	L	H	H
CO2	H	H	H	H	H	L	M	M	H	H
CO3	H	H	H	H	H	M	M	M	H	H
CO4	H	H	H	M	H	M	L	M	H	H
CO5	H	H	M	H	H	M	M	L	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Introduction to Advertising Advertising – Meaning – Propaganda Vs Advertising – Sales Promotion Vs Advertising – Public Relation Vs Advertising – Tools of Public Relations – Major Components of Advertising Industry – <i>Role of Advertising in Modern Business World*</i> .	3 Hrs
Unit -II	Economic Aspects of Advertising Advertising and the Free Economy – Effects of Advertising on Production Costs, Distribution Costs and Consumer Prices – Advertising and Monopoly Conditions – Advertising and Consumer Markets – <i>Advertising and National Income*</i> .	3Hrs
Unit - III	Advertising Media Advertising Media: Types – Print – Electronics – Other Media – Their Characteristics – Merits and Limitations – Ethics in Advertising	3Hrs
Unit - IV	Sales Promotion and Personal Selling 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.	3 Hrs
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	3Hrs
	Total Contact Hours	15 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Assignment, Group Discussions, Case study, Test

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Pillai R.N. S.and Bagavathi	Modern Marketing Principles & Practice.	Sultan Chand & Sons, New Delhi.	2017

Reference Books:

S.N O	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITI ON	YEAR OF PUBLICATI ON
1.	Rajan Nair and Varma M. M	Marketing Management	Sultan Chand & Sons, New Delhi	2019
2	Kazmi S . H. H. and SatishBatra K.	Advertising&SalesPromo tion	Excel Books,New Delhi.	2009
3	GeorgeBelch E.andMichelBel ch A	Advertising&Promotion	McGrawHill,Singapore	2000
4	Natarajan S. & Parameswaran R.	Indian Banking	Sultan Chand & Company, New Delhi.	2013

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 3N2			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Non Major Elective - I :Economics for Competitive and Career Development	Semester:	III
					Credits:	2

Course Objective

The purpose of the course is to equip knowledge in economics for future career development.

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
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
CO5	To compare trade related activities globally.	K5

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	L	M	H	H
CO2	H	H	H	H	H	M	L	L	H	H
CO3	H	H	H	H	M	L	M	M	H	H
CO4	H	H	M	H	H	L	M	M	H	H
CO5	H	H	H	H	M	M	M	L	H	H

H-High ,M- Medium, L- Low

SYLLABUS

Units	Content	Hours
Unit - I	Indian economy: Characteristic Features - Population Problems - Remedial Measures - Unemployment - Rural and Urban Problems – <i>Poverty - Eradication Measures.</i>	3 Hrs
Unit -II	Branches of Economics: Economics Types – Micro Vs Macro Economics – National Income - Inflation.	3 Hrs
Unit - III	Different Sectors – External Sector – International - Foreign Currency – Types of Markets –Famous Economic Revolutions – Five Year Plans.	3 Hrs
Unit - IV	Public Finance: Tax Revenue and Non-Tax Revenue - Expenditure Pattern - Monetary Policy - Fiscal Policy - Objective and Role of Economic Planning..	3 Hrs
Unit - V	India and the World: India's Foreign Trade - India's Balance of Payment - India and WTO - New Trade Policy.	3 Hrs
	Total Contact Hours	15 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

GroupTask, Seminar ,Quiz, Assignment

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Misra and Puri	Indian Economy	Himalaya Publishing House, Mumbai.	2017
2	Ruddar Datt & Sundaram K. P. M	Indian Economy	Sultan Chand & Company, New Delhi.	2016
3	Sankaran	Rural Economics	Margham Publications, Chennai	2016
4	Sivayya. K.V., & Das V. B. M	Industrial Economics	S. Chand & Company, New Delhi.	2016
5		SSC and UPSC Syllabus		2010

E-Reference

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

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

Programme Code:	BA		Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO3VA		Title	Batch:	2023 - 2026
Lecture Hrs./Semester or Practical	30- for one course	Tutorial Hrs./ Sem.	Bakers' at Desk - Cakes	Semester:	III
				Credits:	3*

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the various skills of an Entrepreneur	K1/K2
CO2	To gain knowledge on Theory of baking concepts	K2
CO3	To understand the preparation of baking powder and baking soda, concept of eggless cakes, pastries and details of baking products	K2
CO4	To acquire knowledge on preparation of Black Forest and White Forest cake	K3
CO5	To obtain knowledge on Designer cakes from sponges and to implement the gained entrepreneurial knowledge in marketing the products.	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	M	L	M	M	H
CO2	H	H	H	H	H	L	M	L	H	H
CO3	H	M	H	H	M	M	L	M	M	H
CO4	H	H	H	H	H	L	L	M	M	H
CO5	H	M	H	H	H	M	M	M	H	H

Units	Content	Hrs
Unit I	Introduction - Understanding the equipment's and materials –Basic sponges – Review of raw materials – Theory on baking concepts – Differences on Oven Toaster and Griller and Microwave Oven.	7
Unit II	Differences of Wheat flour and All purpose flour – Observing baking powder and baking soda – concept of eggless cakes and pastries – details of baking products (hand blender, mixing bowls, spatulas, moulds ,muffin tins, packing <u>materials</u>).	6
Unit III	Black Forest and White Forest cakes - Dry and Wet ingredients – Fresh ingredients – measurements – mixing – baking – icing and packing.	5
Unit IV	Choco Truffles and Lasagne - Dry and Wet ingredients – Fresh ingredients – measurements – mixing – baking – icing and packing.	6
Unit V	Designer cakes from sponges – Market study on raw materials – packaging – end supplies and advertising – pricing and sales.	6
	Total Contact Hours	30

Pedagogy:

Direct Instruction, Digital Presentation, Practical Training

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task,

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 407			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	HISTORY OF ECONOMIC THOUGHT	Semester:	IV
					Credits:	5

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

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To recollect the economic ideas of Mercantilists, Physiocrats, and economic ideas of Adam Smith	K1/K2
CO2	To understand the economic views of Gossen - Edgeworth - Menger - Karl Marx and Marshall	K2
CO3	To apply various Indian Economists Ideas and its relevance to Indian Economy.	K3
CO4	To analyse the Gandhian Economics and to understand the importance of Gandhian Economics for Indian Economic Development .	K4
CO5	To observe the Economic Thought of Mahatma Gandhi for rural economic development	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PSO1	PS02
CO1	H	M	H	H	H	M	L	L	M	M
CO2	H	H	H	M	M	M	L	M	H	H
CO3	H	M	H	H	H	M	M	L	H	H
CO4	H	H	H	H	H	L	M	M	H	H
CO5	H	H	H	H	H	M	M	L	H	H

H – High , M – Medium, L - Low

Syllabus

Units	Content	Hrs
Unit I	Earlier and Classical Period 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 - <i>Division of Labour</i> * - Ideas on Distribution - Laissez Faire Doctrine.	14
Unit II	Marginalism and Neo – Classical Economics 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 - <i>Representative Firm</i> *	15
Unit III	Welfare Economics and Indian Economic Thought Welfare Economics - Ideas of Pigou - Paretian Welfare Economics- Kautilya's Arthasasthra- Ideas of Thiruvalluvar - Economic Ideas of Dadabhai Naoroji - Amartya Sen.	15
Unit IV	Introduction to Gandhian Economics 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.	16
Unit V	Economic Thought of Mahatma Gandhi Gandhi’s views on Cottage industries- Khadi Industry - Use of Machines - Village Sarvodaya – the Trusteeship Doctrine – Food Scarcity –Labour Welfare - Exchange Economy - Assessment of Gandhian Economics – Influences of Ghandhian Economics– JC Kumarappa Contribution to Gandhi	15
	Total Contact Hrs	75

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jhingan M. L	History of Economic Thought	Vrinda Publications, Delhi.	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sankaran S	History of Economic Thought	Margham Publications, Chennai	2018
2	Kumarappa J. C	Mahatma Gandhi's Economist	Popular Prakashan, Mumbai	2018
3	Blaug M	Economic Theory in Retrospect A history of Thought from Adam Smith to J.M Keynes", (5th.Edition)	Cambridge University Press, Cambridge	2017
4	Loganathan V	A History of Economic Thought	Konark Publishers, Delhi	2016
5	Srivastava S. K	History of Economic Thought	Sultan Chand, New Delhi	2014
6	Hajela T. N	History of Economic Thought	Shivalal Agarwal & Co. Agra	2014

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO408			Title	Batch:	2023 - 2026
				MATHEMATICAL METHODS	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	2		Credits:	5

Course Objective

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

Course Outcomes

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To keep the simple mathematical concepts in the minds of learners	K1/K2
CO2	To understand different equations and theory of matrices	K2
CO3	To execute rules of differentiation in economics theories	K3
CO4	To apply simple and indefinite integrals in economics s	K3
CO5	To analyze partial and higher order derivatives in economic	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO1	H	M	M	H	H	L	M	L	M	M
CO2	H	H	H	H	M	M	L	M	H	H
CO3	H	M	H	H	H	M	M	L	H	H
CO4	H	H	H	M	M	M	L	M	H	H
CO5	H	H	M	H	M	M	M	L	H	H

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bose . D	Mathematics for Economists	Himalaya Publishing House, Mumbai	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Richard J. Larsen and Morris L. Marx	An Introduction to Mathematical Statistics and its Applications	Prentice Hall.	2011
2	Allen R. G. D.	Mathematical Analysis for Economists	MacMillan Publishers, New Delhi	2018
3	Metha and Madani	Mathematics for Economists	Sultan Chand & Company, New Delhi.	2017
4	Aggarwal C. S., & Joshi R. C.,	Mathematics for Students of Economics	Vrinda Publications, New Delhi.	2017

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 4A4			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	BUSINESS COMMUNICATION	Semester:	IV
					Credits:	3

Course Objective

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

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
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 list of matters that need to be discussed or dealt with minutes of various meeting.	K4
CO5	To draft business reports and committee reports.	K5

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	H	L	M	M	H	H
CO2	H	H	H	H	H	L	M	M	H	H
CO3	H	H	H	M	H	M	L	L	H	H
CO4	H	H	H	H	L	L	M	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Business Communication 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.	12 Hrs
Unit -II	Enquiries and Letters Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – <i>Circular Letters</i> * – Sales Letters - Drafting of Advertisement..	11 Hrs
Unit - III	Banking Correspondence: Insurance Correspondence – Life – Fire – Marine Insurance – Agency Correspondence – Secretarial Correspondence.	12Hrs
Unit - IV	Agenda and Minutes Agenda and Minutes: Meaning – Drafting of Agenda and Minutes of Various Board Meetings – Application Letters – Interview Letters – Appointment Letters – <i>Letters to the Editor</i> *.	13Hrs
Unit - V	Report Writing Report Writing : Meaning – Types of Business Reports – Characteristics of Good Report – Preparation of Report – Organisation of Report – Drafting by Individuals and Committees	12Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Group Task, Seminar, Quiz, Assignment in transactions carried out by bank slips, forms etc.,
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Rajendra Pal and Korlahalthi J. S	Essentials of Business Communication.	Sultan Chand & Sons, New Delhi.	2013

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Pillai R. S. N. and Bhagavathi	Commercial Correspondence and Office Management	Sultan Chand & Sons, New Delhi	2010
2	Sharma R.C.	Business Correspondence and Report Writing	Tata Mc Graw, Hill Education, India.	2002

E-Reference

1. www.oxford.org

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

Programme Code:	UAP			Programme Title:	B.A., / B.Sc., / B. Com.,	
CourseCode:	23UAP4S1			SEC II - Naan Mudhalvan: Quantitative Aptitude / Aptitude for Placement	Batch:	2023-2026
					Semester:	IV
LectureHrs./Week or PracticalHrs./Week	2	Tutorial Hrs./Sem.	5		Credits:	2

Course Objective

- To enable the students to refine their mathematical, logical, and analytical skills.
- The student will be able to answer real-life simple problems by using HCF and LCM.
- The student is able to apply the correct sequence of operations to find out the value of a given mathematical expression.
- The student will be able to solve the problem involving square roots, cube roots, and average.
- To make them prepare for various public and private sector exams and placement drives.
- To understand the functions of tableau for data process and deploy dashboard.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To have fundamental knowledge of Mathematics about problems of numbers using Mathematical formulae.	K1
CO2	To understand the concepts of profit & loss related processing, simplification, etc.,	K2
CO3	To apply the formulae to real time problems on probability, Areas of surfaces and apply data visualization tool for any data set.	K3

CO4	To analyze the problems solving related to Age, Time and Distance and Time and Work etc. To examine their employability skills.	K4
CO5	Use their logical thinking and analytical abilities to evaluate puzzle and decision making related questions from company specific and other competitive tests / To critically evaluate numerous possibilities related to puzzles.	K5
	To develop their Competitive skills and improve the decision-making skills. To generate analytical reports and presentations using Data Interpretation.	K6

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	M	M	L	H	M	M	M	M	M	M
CO2	H	L	H	M	M	M	L	M	M	M	M	M
CO3	H	H	M	M	L	H	H	H	L	H	M	H
CO4	H	M	H	H	H	M	H	H	H	H	L	H
CO5	M	M	L	H	M	H	M	M	M	M	H	M

*H-High ;M-Medium; L-Low

Units	Content	Hrs
Unit I	Numbers-HCF And LCM of Numbers-Decimal Fractions- Comparison of Fractions - Simplification- Square Root and Cube Roots – Average.	6
Unit II	Time and Work - Time and Distance – Mixtures or Allegations - Problems on Numbers - Problems on Ages –Percentage - Profits and Loss.	6
Unit III	Ratio and Proportion - Time and Work - Time and Distance - Simple Interest - Compound Interest - Area-Volume and Surface Area.	6

UnitIV	Permutation and Combination-Probability, Height and Distances-Boats and Streams-Odd Man Out &Series.	6
UnitV	Interpretation: Tabulation, Bar Graphs, Pie Chart,Line Charts.	6
	Total Contact Hrs	30

Pedagogy

Direct Instruction,FlippedClass,DigitalPresentation

Assessment Methods

Seminar,Quiz,Assignments,GroupTask.

Text Book

S.NO	AUTHOR	TITLEOFTH EBOOK	PUBLISHERS\EDITION	YEAR OF PUBLICATION
1	R.S. Aggarwal	Quantitative Aptitude for Competitive Examinations	S.Chand & CompanyLtd., NewDelhi.	2018

Reference Books

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	Dinesh Khattar	The Pearson Guide to Quantitative Aptitude for Competitive Examinations	Pearson's Publications, New Delhi. 2 nd Edition	2013
2	Praveen R.V	Quantitative Aptitude and Reasoning	PHI Learning Pvt. Ltd., New Delhi. 3 rd Edition.	2016
3	Rajesh Varma	Fast Track Objective Arithmetic	Arihant PublicationsIndia Limited, New Delhi	2018

4	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	McGraw Hill Education (India) Private Limited. 7 th Edition	2020
5	Sarvesh K Verma	Quantitative Aptitude Quantum CAT	Arihant Publications India Limited, New Delhi; Twelve edition	2022

Web References

1. https://www.javatpoint.com/aptitude/quantitative
2. https://www.toppr.com/guides/quantitative-aptitude/
3. https://www.tutorialspoint.com/quantitative_aptitude/index.htm
4. https://www.sscadda.com/quantitative-aptitude/
5. https://prepinsta.com/learn-aptitude/
6. https://www.indiabix.com/
7. https://www.icai.org/post.html?post_id=17790
8. https://tnpsc.news/tnpsc-study-materials
9. http://www.kalvisolai.com/p/kalvisolai-tnpsc-study-materials.html
10. https://byjus.com/free-ias-prep/tnpsc-study-material/

Course Designed by	Checked by	Approved by
Name and Signature	Co-ordinator CDC	COE
Name: Mr.K.Srinivasan & Dr. V. Indhumathi Signature:	Name: Mr.K.Srinivasan Signature:	Name: Dr. R.Manickachezian Signature:

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO3N2			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Non Major Elective - II	Semester:	IV
				INFORMATION MANAGEMENT	Credits:	2

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	L	M	L	H	H
CO2	H	H	H	H	H	M	L	M	H	H
CO3	H	H	H	H	H	L	M	L	H	H
CO4	H	M	H	H	H	M	L	M	M	H
CO5	H	H	H	H	H	M	L	L	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Office Management Definition – Elements of Office Management – Functions– Duties and Responsibilities of an Office Manager – The Ten Commandments	3Hrs
Unit -II	Administrative Office Management Meaning - Objectives of Administrative Office Management – Information Management – Scientific –Office Management – Aims – Scientific Management in Office.	3 Hrs
Unit - III	Environment Management Office Lighting – Ventilation and Temperature Control – Sanitary arrangements - Security.	3Hrs
Unit - IV	Latest Innovations in Office Management Vennfer for Corporates –VertuTi – Blackberry– Wi-Fi Technology – Blu-ray Disc – CISCO Telepresence– Office 2323–NEC Vivid Office 2323.	3Hrs
Unit - V	Management Reporting Purposes of Reports – Types of Reports – Report Writing – Form of the Report – Guiding rules for Reports – Precis writing.	3Hrs
	Total Contact Hours	15 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Group Task, Seminar ,Quiz, Assignment

Text Book

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

Reference Books:

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

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO3N3			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Non Major Elective – II PRINCIPLES OF AIRPORT ECONOMICS	Semester:	IV
					Credits:	2

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	L	M	H	H
CO2	H	H	H	H	H	L	M	M	H	H
CO3	H	H	H	M	M	L	L	M	H	H
CO4	H	H	M	H	M	L	M	L	H	H
CO5	H	H	H	H	H	M	L	M	H	H

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

SYLLABUS

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

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Seminar ,Quiz, Assignment, Group Task

Text Book

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

Reference Books:

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

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEOVA			Title	Batch:	2023 - 2026
Lecture Hrs./Semester or Practical	30hrs - for one course	Tutorial Hrs./ Sem.		Bakers' at Desk – Bean to Bar	Semester:	IV
					Credits:	3*

Course Objective

To provide knowledge, adequate training in preparation of Chocolates and to create the innovative thinking to develop the business opportunities among the Students.

Course Outcomes

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To understand the Varieties of Chocolates.	K1/K2
CO2	To gain knowledge on origin and theory on chocolates	K2
CO3	To understand the preparation of Processing choco beans to nibs and combining all ingredients	K3
CO4	To acquire knowledge on dry ingredients – Fresh ingredients – measurements – choco nibs	K3
CO5	To obtain knowledge on Grinding , Coughing, Tempering , Moulding and Packing of chocolates	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	M	M	M	M	M
CO2	H	H	H	M	H	L	L	M	H	H

CO3	H	M	H	H	M	M	L	L	H	H
CO4	H	H	H	H	H	L	M	M	H	H
CO5	H	H	H	H	H	M	M	L	M	H

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

Syllabus

Units	Content	Hrs
Unit I	Introduction Origin of chocolates – Theory on chocolates – Varieties of Chocolates	6
Unit II	Material description – Observing beans – concept of chocolate as drink – details of products (beans, types of butters, spatulas, molds,tins, packing <u>materialsetc</u>).	6
Unit III	Receipes - dry ingredients – Fresh ingredients – measurements – choco nibs.	6
Unit IV	Processing choco beans to nibs– combining all ingredients.	6
Unit V	Grinding – Councing – Tempering – Moulding - Packing.	6
	Total Contact Hrs	30

Pedagogy:

Direct Instruction, Digital Presentation, Practical Training
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Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO509			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	MONETARY ECONOMICS	Semester:	V
					Credits:	5

Course Objective

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

Course Outcomes

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To remember various concepts of monetary economics are money supply, demand, value, inflation, deflation, trade cycles, etc,	K1/K2
CO2	To understand the types of monetary standard and Indian Currency System	K2
CO3	To observe the types, constructions of index numbers and various theories of money.	K3
CO4	To implement the phases of trade cycle and theories of trade cycle.	K4
CO5	To analyse functions of different banks and its role in Indian economic development.	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	L	M	M	M	M
CO2	H	M	H	H	M	M	M	L	H	H
CO3	H	M	H	H	M	M	M	M	H	H
CO4	H	H	H	H	M	M	L	M	H	M
CO5	H	H	H	H	H	M	M	L	H	M

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

Syllabus

Units	Content	Hrs
Unit-I	Nature and Scope of Monetary Economics Nature and Definition of Money – Significance of Money in a Modern Economy- Barter System Difficulties –Evolution of Money- <i>Function of Money</i> *- Merits and Demerits of Money –Circular Flow of Money.	15
Unit II	Monetary Standards 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	15
Unit III	Theories of Money 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.	14
Unit IV	Problems of Money and Trade Cycle Inflation: Types – Causes, Consequences and Control – Deflation – Causes, Consequences and Control – Trade Cycle – Types – <i>Stages of Trade Cycle</i> * – Theories of Trade Cycle – Sunspot - Psychological - Monetary - Overinvestment Theories -Control of Trade Cycle.	15
Unit V	Banking and Economic Development 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	16
	Total Contact Hrs	75

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Seminar, Quiz, Assignments, Group Task
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sankaran	Monetary Economics	Margham Publications, Chennai	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gail E. Makinen	Money, Interest and the Price Level	Prentice Hall.	2018
2	Jhingan M. L	Monetary Economics	Konark Publishers Pvt Ltd, New Delhi	2018
3	Sundaram K. P. M	Money, Banking, Trade & Finance	Sultan Chand & Company”, New Delhi	2016
4	Suraj B. Gupta	Monetary Economics	Sultan Chand Company, New Del	2014

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO510			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	TOURISM ECONOMICS	Semester:	V
					Credits:	4

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	M	M	L	H	H
CO2	H	H	H	H	H	L	M	M	M	H
CO3	H	H	H	H	H	M	M	M	M	H
CO4	H	H	M	H	M	M	M	M	H	H
CO5	H	H	H	H	H	M	M	M	H	H

H-High; M-Medium; L-Low

Syllabus

Units	Content	Hours
Unit - I	Travel Motivations Tourist: Definition – A brief historical Development - <i>Evolution of demand for tourism*</i> –Growth factors – Travel Motivators; Physical	12 Hrs

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

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

GroupTask, Seminar ,Quiz, Assignment, Test
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Text Book

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

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

E-Reference:

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)
Course Code:	23UEO5E1			Title	Batch: 2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Core Elective - I : / Statistical Methods – I	Semester: V
					Credits: 5

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the meaning, characters and scope of statistics	K1/K2
CO2	To understand statistical data, classification, tabulation and diagrammatic representation.	K2
CO3	To calculate mean, median, mode, Geometric mean and Harmonic mean	K3
CO4	To apply range, inter quartile range, mean deviation, standard deviation and co-efficient of variation for measuring dispersion	K3
CO5	To evaluate different methods of measuring correlation	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	M	L	L	M	H	M
CO2	H	M	H	H	M	M	M	M	H	M
CO3	H	M	H	H	M	M	L	L	H	M
CO4	H	H	H	H	M	L	M	M	H	M
CO5	H	H	H	H	M	M	M	M	H	M

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hrs
Unit I	Introduction 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.	13
Unit II	Classification, Tabulation and Diagrammatic Representation 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.	12
Unit III	Measures of Central Tendency 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.	12
Unit IV	Dispersion 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	12
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 Regression and Correlation.	11
	Total Contact Hours	60

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai R. S. N. and Bhagavathi V	Statistical Theory and Practice	Sultan Chand & Sons, New Delhi	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Speigal M. R.,	Theory and Problems of Statistics	McGraw Hill Book Co., London	2012
2	Gupta S. P	Statistical Methods	Sultan Chand & Sons, New Delhi	2018
3	Mohan Singhal and LakshmiNarain	Elements of Statistics	Agarwal Educational Publishers, Agra	2016

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO5E2			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Core Elective - I :	Semester:	V
				/ PRINCIPLES OF MANAGEMENT	Credits:	5

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	H	M	L	M	H	H
CO2	H	H	H	M	H	M	M	M	H	H
CO3	M	M	H	H	L	L	L	M	H	H
CO4	H	H	M	H	M	M	M	L	H	H
CO5	H	H	H	H	H	L	L	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

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

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentations
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Assessment Methods:

Group Task, Seminar, Quiz, Assignment

Text Book

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

Reference Books

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

E-Reference

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

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

Programme Code:	BA		Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO5E3		Title	Batch:	2023- 2026
			Discipline Specific Elective - I :	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Credits:	5

Course Objective

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

Course Outcomes

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

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	L	M	M	H
CO2	H	H	H	H	H	L	M	M	M	H
CO3	H	H	H	H	H	M	M	ML	M	H
CO4	H	H	H	H	H	L	M	L	M	H
CO5	H	H	H	H	H	M	M	M	M	H

H-High; M-Medium; L-Low

SYLLABUS

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

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

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

Reference Books

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO511			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Core Course :Investment Policies and Programmes	Semester:	V
					Credits:	5

Course Objective

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

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To learn and expose the concepts of investments and programmes	K1
CO2	To get an idea of money market instruments and feature.	K2
CO3	To know different debt instruments and trading in the market	K3
CO4	To apply different analysis to manage investments	K 4
CO5	To analyse constituents of the industrial securities market.	K 5

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	M	L	H	H
CO2	H	H	M	H	H	M	L	M	H	H
CO3	H	H	H	H	H	M	L	L	H	H
CO3	M	M	H	H	H	L	M	M	H	H
CO4	H	H	H	H	M	M	M	L	H	H

H-High; M-Medium; L-Low

Syllabus

Units	Content	Hours
Unit - I	Investment Investment – Financial and Economic Meaning of Investment – Investment and Speculation - Investment and Gambling - Importance of Investment – Factors Favourable for Investment - <i>Investment Media</i> * - Features of Investment Programme.	15 Hrs
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 – The District Features of Money market –Preconditions for an Efficient Money market – Distinction between Money Market and Capital Market.	16 Hrs
Unit - III	Types of Bonds and Debentures Bonds: Types – Public Sector Bonds – Shares – Preference Shares – Equity Shares – Bonus and Right Shares - Debentures – Non-Convertible – Partly Convertible – Fully Convertible Debentures.	14Hrs
Unit - IV	Fundamental Analysis Meaning - Economic Analysis – Forecasting. Techniques –Industrial Analysis – Company Analysis	15 Hrs
Unit - V	India Stock Exchange Shares Market – Primary Market – How to Apply for New Issues – Basis of Allotment – <i>Secondary Market</i> * – Functions of Stock Exchange – SEBI – Its role and Functions.	15Hrs
Total Contact Hours		75 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Group discussions, Seminar, Quiz, Assignment
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Preeti Singh	Investment Management	Himalaya Publishing House, New Delhi.	2012

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Grewal R. S. and Naujot Grewal	Successful Stock Market Investment	Vision Books Publications, New Delhi.	2011
2	Radha Dr. & Nedunchezian Parameswaran Dr	Investment Management	Prasana Publishers, New Delhi.	2008
3	Gopalakrishnan C	Investment Management	Kalayani Publishers, New Delhi.	2004
4	Ralph Eastman Badger and Harry	Investment Principles and Practice	Wiley Publication, New York, Prentice Hall	2000

E-Reference:

1. www.indianjournaloffinance.co.in

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO512			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	1	Window Based Office Automation and Tally	Semester:	V
					Credits:	2

Course Objective

This paper is designed to provide basic knowledge and how to use the computer applications as effective tools in both MS Office and Tally.

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
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 Demonstrate the essential skills for creating, editing and saving in MS Word document file.	K3
CO4	To apply the functions, formulas and calculations in Excel and Create a presentation and add slides to it; save a presentation; rearrange insert delete and slides add a table , create and format a chart;	K4
CO5	To Create their own company, enter accounting, inventory vouchers using computerized accounting environment.	K5

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	M	L	M	H	H
CO2	H	H	M	H	H	M	M	L	H	H
CO3	M	H	H	H	H	M	M	M	H	H
CO4	H	H	H	H	M	L	L	M	H	H
CO5	H	H	H	H	H	M	M	L	H	H

H-High; M-Medium; L-Low

Syllabus

Units	Content	Hours
Unit - I	MS Office Introduction to Word – Editing a Document – Move and Copy Text Formatting Text and Paragraph – Finding and Replacing Text – Spelling Grammar Checking – Using Tabs – Enhancing Document – Columns, Tabs and Other Features – Using Graphics, Templates and Wizards – Using Mail Merge.	9 Hrs
Unit -II	MS Excel 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.	10 Hrs
Unit - III	Power Point 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.	10Hrs
Unit - IV	Accounting Tally 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.	9Hrs
Unit - V	Tally Reports 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.	7 Hrs
	Total Contact Hours	45Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentations
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Assessment Methods:

Group Discussions, Seminar, Quiz, Assignment
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Ananthi Sheshasaayee & Sheshasaayee	Computer Applications in Business & Management	Margham Publication, Chennai.	2007
2.	Palanivel S.	Tally Accounting Software	Margham Publication, Chennai.	2008

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Nandhini, A. K. & Nandhini, K.	Implementing Tally 7.2	BDP Publications, New Delhi.	2008
2		Tally ERP 6.3 Self Learning Guide and Workbook	Tally Solutions Pvt Ltd, 2301 (Vol. 1 & Vol. 2), Bangalore.	

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)
Course Code:	23UEO513			Title	Batch: 2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	PROGRAMMING LAB IN WINDOW BASED OFFICE AUTOMATION AND TALLY	Semester: V
					Credits: 1

Course Objective

This paper intended to train the students with application of MS office and accounting tally

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To keep in mind the 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 demonstrate the analysis using Excel sheet and to perform the presentation skills using MS Office applications	K4
CO5	To educate practical training on this software so that the students could apply its various aspect in their day to day business/professional activities.	K5

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	M	L	M	H	H
CO2	H	H	M	H	M	M	M	L	H	H
CO3	M	H	H	H	H	L	L	M	H	H
CO4	H	H	H	H	H	M	M	L	H	H
CO5	H	H	H	H	H	L	M	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

S.NO	PROGRAMME	Hours
	MS WORD	8hrs
1	Changing the Font size, Font style, 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	7hrs
9	Welcome Slide	
10	Organisational Chart	
11	Graphical Presentation	
	TALLY	8 hrs
12	Creating a Company	
13	Group Creation	
14	Creation of Stock Group	
15	Creation of Stock Item	
	Total Contact Hours	30 hrs

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO5S1			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Skill Enhancement Elective - II : / : ADVERTISING AND SALES PROMOTION	Semester:	V
					Credits:	2

Course Objective

To endow students with the knowledge of economic aspects of Advertising & significance of Sales Promotion.

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
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
CO5	To categorize recruitment selection and training in sales force management.	K5

Mapping

POPSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	L	M	H	H
CO2	H	H	H	H	H	M	M	M	H	H
CO3	H	H	H	H	H	L	L	L	H	H
CO4	H	H	H	M	H	M	L	M	H	H
CO5	H	H	M	H	H	L	M	L	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Introduction to Advertising Advertising – Meaning – Propaganda Vs Advertising – Sales Promotion Vs Advertising – Public Relation Vs Advertising – Tools of Public Relations – Major Components of Advertising Industry – <i>Role of Advertising in Modern Business World*</i> .	6 Hrs
Unit -II	Economic Aspects of Advertising Advertising and the Free Economy – Effects of Advertising on Production Costs, Distribution Costs and Consumer Prices – Advertising and Monopoly Conditions – Advertising and Consumer Markets – <i>Advertising and National Income*</i> .	6Hrs
Unit - III	Advertising Media Advertising Media: Types – Print – Electronics – Other Media – Their Characteristics – Merits and Limitations – Ethics in Advertising	6Hrs
Unit - IV	Sales Promotion and Personal Selling 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.	6 Hrs
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	6 Hrs
	Total Contact Hours	30 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Group Discussions, Brain storming, Activity, Case study

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Pillai R.N. S.and Bagavathi	Modern Marketing Principles & Practice.	Sultan Chand & Sons, New Delhi.	2017

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Rajan Nair and Varma M. M	Marketing Management	Sultan Chand & Sons, New Delhi	2019
2	Kazmi S . H. H. and SatishBatraK.	Advertising& Sales Promotion	Excel Books,New Delhi.	2009
3	GeorgeBelch E.andMichelBelch A	Advertising& Promotion	McGraw Hill, Singapore	2000
4	Natarajan S. & Parameswaran R.	Indian Banking	Sultan Chand & Company, New Delhi.	2013

E-Reference

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

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name with Signature	Name with Signature	Name with Signature	Name with Signature

Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Prof. K.Srinivasan,	Dr. R. Manicka Chezhian
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Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO4N1			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Skill Enhancement Course - III	Semester:	IV
					Credits:	2
				INFORMATION MANAGEMENT		

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	L	M	L	H	H
CO2	H	H	H	H	H	M	L	M	H	H
CO3	H	H	H	H	H	L	M	L	H	H
CO4	H	M	H	H	H	M	L	M	M	H
CO5	H	H	H	H	H	M	L	L	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Office Management Definition – Elements of Office Management – Functions– Duties and Responsibilities of an Office Manager – The Ten Commandments	3Hrs
Unit -II	Administrative Office Management Meaning - Objectives of Administrative Office Management – Information Management – Scientific –Office Management – Aims – Scientific Management in Office.	3 Hrs
Unit - III	Environment Management Office Lighting – Ventilation and Temperature Control – Sanitary arrangements - Security.	3Hrs
Unit - IV	Latest Innovations in Office Management Vennfer for Corporates –VertuTi – Blackberry– Wi-Fi Technology – Blu-ray Disc – CISCO Telepresence– Office 2323–NEC Vivid Office 2323.	3Hrs
Unit - V	Management Reporting Purposes of Reports – Types of Reports – Report Writing – Form of the Report – Guiding rules for Reports – Precis writing.	3Hrs
	Total Contact Hours	15 Hrs

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Group Task, Seminar ,Quiz, Assignment

Text Book

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

Reference Books:

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

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO5AL			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	Self-Study	Tutorial Hrs./Sem.		Advanced Learner Course –I ECONOMICS OF FARM MANAGEMENT	Semester:	V
					Credits:	2*

Course Objectives

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

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To keep basic knowledge about Indian farm management system in the minds of learners	K1/K2
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
CO5	To analyse and evaluate Agriculture trade, price policy and Public Distribution System	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	M	M	L	M	H	H
CO2	H	M	M	H	M	L	M	M	H	H
CO3	H	M	H	H	M	M	M	L	H	H
CO4	H	M	H	H	M	M	M	M	H	H
CO5	H	H	H	H	M	L	L	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hrs
Unit I	<p>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.</p>	Self Study
Unit II	<p>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.</p>	
Unit III	<p>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.</p>	
Unit IV	<p>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.</p>	
Unit V	<p>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.</p>	
	Total Contact Hrs	XXX

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sadhu and Singh	Fundamentals of Agriculture Economics	Himalaya Publishing House, Bombay.	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rudder Datt and K P M Sundaram	Indian Economy	S.Chand & Company Ltd, New Delhi.	2018
2	S.S.Johl and Kapur	Fundamentals of Farm Business Management	Kalyani Publishers	2015
3	A.N.Sharma and V.K.Sharma	Elements of Farm Management	Prentice-Hall of India Pvt.Ltd.	1983
4	Earl. O. Head	Economics of Agricultural Production & resources use	Prentice Hall, New Delhi	1964

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23 UEO 614			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	PUBLIC ECONOMICS	Semester:	VI
					Credits:	4

Course Objective

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

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
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 deal the structure of public expenditure, Public debt , marginal utility and cost.	K3
CO4	To outline salient aspects of debt and its management of policy priority.	K4
CO5	To justify the approved plan of current budget document and finance commission recommendations.	K5

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	H	M	L	M	H	H
CO2	H	H	M	H	M	L	M	M	H	H
CO3	H	H	H	H	H	M	M	L	H	H
CO4	H	H	H	H	H	M	L	M	H	H
CO5	M	H	M	M	M	L	L	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Nature and Scope of Public Finance 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.	13Hrs
Unit -II	Public Revenue 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.	11Hrs
Unit - III	Public Expenditure 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.	12Hrs
Unit - IV	Public Debt Public Debt – Meaning – Causes – Classification – Benefits and Dangers – Effects – Measurement of Debt Burden -Redemption of Public Debt * – Principles of Debt Management and Repayment.	12 Hrs
Unit - V	Financial Administration and Federal Finance Meaning – Instruments – Budget – Features – Principles of Budgeting – Procedures of Budgeting – Meaning and Principles of Federal finance – Finance Commission and NITI AAYOG – 12,13,14 & 15 th Finance Commission and its Recommendations.	12 Hrs
	Total Contact Hours	60Hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/ EDITION	YEAR OF PUBLICATION
1.	Sankaran Dr.	Fiscal Economics	Margham Publications, Chennai.	2013

Reference Books:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLICATION/EDITION	YEAR OF PUBLICATION
1.	Musgrave R. A. and Musgrave P. A.	Public Finance in Theory and Practice	McGraw- Hill Kogakusha, Tokyo.	2016
2	Cauvery R., Sudha Nayak U. K., Girija M., and Meenakshi N	Public Finance,	Sultan Chand & Company”, New Delhi.	2007
3	Tyagi Dr. B. P	Public Finance	Jai Prakash Nath & Company, Meerut	2007
4	Sundharam K.P. M. & Sundharam N.	Fiscal Economics	Sultan Chand & Company, New Delhi.	2006

E-Reference:

1. www.ceppf.org

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO 6E4			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Discipline Specific Elective: II STATISTICAL METHODS -II	Semester:	VI
					Credits:	5

Course Objective

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

Course Outcomes

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To understand research design and statistical survey	K1/K2
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	K3
CO5	To analyse various trends and apply its methods to predict future courses in economics	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	M	H	M	L	M	H	M
CO2	H	H	M	H	H	M	M	L	H	M
CO3	M	H	H	M	H	L	M	M	H	M
CO4	M	H	H	M	H	M	L	L	H	M
CO5	H	H	H	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hrs
Unit I	Index Numbers 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 - <i>Problems in the Construction of Index Numbers*</i> .	13
Unit II	Time Series Analysis 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	13
Unit III	Research Design and Statistical Survey Meaning of Research Design-Need for research design-Features of a good design- Important concepts relating to research design-Statistical Survey – Planning of enquiry-Executing the survey.	13
Unit IV	Methods of Sampling and Sampling Theory 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	12
Unit V	Growth of Indian Statistics Introduction - Statistical Organisation of India - Functions and Publications - <i>National Sample Survey Organization*</i> - 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.	13
	Total Contact Hours	64

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai R. S. N. and Bhagirathi V	Statistical Theory and Practice	Sultan Chand, New Delhi	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta S. P.,	Statistical Methods	Sultan Chand & Sons, New Delhi.	2011
2	Mohan Singhal	Elements of Statistics Theory and Praticce	Laksmi Narain Agarval, Agra	2019
3	Speigal M. R.,	Theory and Problems of Statistics	McGraw Hill Book Co., London.	2018
4	Kothari C.R	Research Methodology Methods & Techiques	Wishwa Prakachan, New Delhi	1990

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO6E5			Title	Batch:	2023 - 2026
				Discipline Specific Elective: II INFORMATION MANAGEMENT	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1		Credits :	5

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	L	M	H	H
CO2	H	H	H	H	H	M	M	M	H	H
CO3	H	H	H	H	H	L	M	L	H	H
CO4	H	M	H	H	H	M	L	M	M	H
CO5	H	H	H	H	H	L	M	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Office Management Definition – Elements of Office Management – Functions– Duties and Responsibilities of an Office Manager – The Ten Commandments	12Hrs
Unit -II	Administrative Office Management Meaning - Objectives of Administrative Office Management – Information Management – Scientific –Office Management – Aims – Scientific Management in Office.	12 Hrs
Unit - III	Environment Management Office Lighting – Ventilation and Temperature Control – Sanitary arrangements - Security.	12Hrs
Unit - IV	Latest Innovations in Office Management Vennfer for Corporates –VertuTi – Blackberry– Wi-Fi Technology – Blu-ray Disc – CISCO Telepresence– Office 2323–NEC Vivid Office 2323.	12Hrs
Unit - V	Management Reporting Purposes of Reports – Types of Reports – Report Writing – Form of the Report – Guiding rules for Reports – Precis writing.	12Hrs
	Total Contact Hours	60 Hrs

Pedagogy:

Direct Instruction, Flipped Class

Assessment Methods:

Group discussions, Seminar ,Quiz, Assignment
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Text Book

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

Reference Books:

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

E-Reference

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

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

*Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO6E6			Title	Batch:	2023 - 2026
				Discipline Specific Elective: II: URBAN ECONOMICS	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Credits:	5	

Course Objective

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

Course Outcome (CO)

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

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

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	M	M	M	H	H
CO2	H	H	M	H	M	M	L	M	H	H
CO3	H	H	H	M	H	M	M	M	H	H
CO4	H	M	H	H	M	M	M	L	H	H
CO5	M	H	H	H	H	L	M	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

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

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Group discussions, Seminar ,Quiz, Assignment, Group Task
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Text Book

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

Reference Books:

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

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

*Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO6E7			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Discipline Specific Elective: III COMPUTER APPLICATION in ECONOMICS	Semester :	VI
					Credits:	5

Course Objective

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

Course Outcome (CO)

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

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

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	M	H	L	M	M	H	M
CO2	H	H	M	H	H	M	L	M	H	M
CO3	M	H	H	M	H	M	M	L	H	M
CO4	M	H	H	M	H	M	L	M	H	M
CO5	H	H	H	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

SYLLABUS

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

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Seminar ,Quiz, Assignment, Test, Group Task

Text Book

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

Reference Books:

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

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

*Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO6E8			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Discipline Specific Elective: III HUMAN RESOURCE MANAGEMENT	Semester:	VI
					Credits:	5

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	H	M	L	L	H	H
CO2	H	H	H	M	H	L	M	M	H	H
CO3	H	H	H	H	H	M	M	L	H	H
CO4	H	H	H	M	H	M	L	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

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

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Group discussions, Seminar ,Quiz, Assignment
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Text Book

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

Reference Books:

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

E-Reference

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

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

*Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO6E9			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Discipline Specific Elective: III HEALTH ECONOMICS	Semester:	VI
					Credits:	5

Course Objective

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

Course Outcomes (CO)

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

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

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	H	L	L	M	H	H
CO2	H	H	H	M	H	M	M	L	H	H
CO3	H	H	H	H	H	L	M	M	H	H
CO4	H	H	H	M	H	M	M	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

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

Pedagogy:

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

GroupTask, Seminar ,Quiz, Assignment

Text Book

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

Reference Books:

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

E-Reference

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

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

CO1	H	H	H	H	H	M	L	M	H	M
CO2	H	H	M	H	H	L	M	M	H	M
CO3	H	H	H	H	M	M	M	L	H	M
CO4	H	H	M	H	H	M	M	M	M	H
CO5	H	H	H	H	H	L	L	M	H	M

H-High; M-Medium; L-Low

Syllabus

Units	Content	Hrs
Unit I	Nature & Scope of Industrial Economics 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	16
Unit II	Concepts and Industries 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	14
Unit III	Industrial Location 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.	15
Unit IV	Industrial Finance Need for Industrial finance – Types - Sources of Industrial Finance – Government Measures to Control and Regulate Industries - Industrial Policy in India since 1991 - Industrial Licensing.	15
Unit V	Industrial Productivity Industrial Productivity: Significance and Measurement – Factors Influencing Industrial Productivity – Industrial Sickness – Government Measures – <i>Scientific Management*</i> .	15
	Total Contact Hours	75

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

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

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sivayya & Das	Industrial Economy	Sultan Chand & Company, New Delhi	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kucchal S. C	Industrial Economy of India	Chaitanya Publishing House Alahabad.	2019
2	Singh and Sadhu	Industrial Economics	Himalaya Publishing House, Mumbai	2018
3	Devine P. J	An introduction to Industrial Economics", (3rd. edition)	George Allen and Unwin, London	2018
4	Puri V. K. and Misra S. K	Indian Economy	Himalaya Publishing House, (33 rd Edition), New Delhi	2015
5	Bhartwal K. R	Industrial Economy	New Age International Publishers, New Delhi	2014

E-reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO616			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	Core Course	Semester:	VI
				Economics of Transport	Credits:	4

Course Objective

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

Course Outcomes (CO)

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

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 acquire knowledge on new Rates, Fares and execution of various Taxes on Transport	K3
CO4	To analyse knowledge in water transport and civil Aviation	K4
CO5	To interpret revenue and companies of transport system.	K5

Mapping

PO,PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	M	L	H	H
CO2	H	H	H	H	H	M	L	M	H	H
CO3	H	H	M	H	H	L	M	M	H	H
CO4	H	H	H	H	H	M	M	L	H	H
CO5	H	H	H	H	H	L	L	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Nature of Transport Meaning and Significance of Transport – Economic, Social and Political Effects of Transport - <i>Role of Transport in Economic Development*</i> - Classification of Transport	12 Hrs
Unit -II	Railway Transport, Administration and Control 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*.	13 Hrs
Unit - III	Road Transport 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.	12Hrs
Unit - IV	Water and Air Transport 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.	12Hrs
Unit - V	Rates and Fares in Different Transport System Rates and Fares in Road Transport – Railway rates fares - Airport Revenue and Expenses- Port Revenue and Expenses – Fixation of Rate and Fares.	11Hrs
	Total Contact Hours	60Hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sankaran	Economics of Transport	Margham Publication, Chennai.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bhatia A.K	Tourism Development - Principles and Practices	Tourism Development - Principles and Practices”	2016
2	Jain J. K.,	Transport Economics	Chaitanya Publishing House, Allahabad.	2008
3	Button K. J.,	Transport Economics	Edward Elgar, Aldershot, England	2003
4	Srivastava S. N	Economics of Transport	Sultan Chand & Sons, Mumbai	2000

E-Reference

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

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOMICS)	
Course Code:	23UEO617			Title	Batch:	2023 - 2026
				Core Course INTERNSHIP PROGRAM / ECONOMIC REVIEWS	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.			Credits:	2

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)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To gain practical experience in an area of student affairs	K1/K2
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
CO5	Assist the students development of employer – Various skills such as team work, communications and attention to detail	K4

Mapping

PO PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	M	M	L	M	H	M
CO2	H	M	H	H	M	L	M	M	H	H
CO3	H	H	H	M	M	M	M	L	H	H
CO4	H	H	H	H	M	M	M	M	H	H
CO5	H	H	H	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

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 26.

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

Maximum Marks: 100; CIA Mark: 26; CEE Mark: 75;

Components		Calculation	CIA Total
Review I	5	5+5+5+10	26
Review II	5		
Review III	5		
Report Submission	10		

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

Programme Code:	BA	Programme Title :	Bachelor of Economics	
Course Code:	23UEO6S3	Title	Batch :	2023-26
		SEC IV – Naan Mudhalvan : Introduction to Industry 4.0 and Industrial IOT	Semester	VI
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits: 2

Course Objective (CO)

At the end of completing this course, students will have knowledge on Industry 4.0, need for digital transformation and the following Industry 4.0 tools: Artificial Intelligence, Big Data and Data Analytics, Internet of Things

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	Understand the drivers and enablers of Industry 4.0	K2
CO2	Appreciate the smartness in Smart Factories, Smart cities, smart products and smart services	K2
CO3	Able to outline the various systems used in a manufacturing plant and their role in an Industry 4.0 world	K3
CO4	Appreciate the power of Cloud Computing in a networked economy	K4
CO5	Understand the opportunities, challenges brought about by Industry 4.0 and how organisations and individuals should prepare to reap the benefits	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	M	H	H	H	M	H	H	H
CO2	H	H	H	H	H	H	H	H	H	H
CO3	M	H	H	M	H	M	H	H	M	H
CO4	H	H	H	H	M	H	H	M	H	M
CO5	H	M	M	H	H	H	M	H	H	H

H-High; M-Medium; L-Low

SYLLABUS

Unit	Content	Hrs
Unit: I	<p><u>Industry 4.0</u> Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles -Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality</p>	3 Hrs
Unit: II	<p><u>Artificial Intelligence</u> Artificial Intelligence : Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI – Challenges of AI</p>	3Hrs
Unit: III	<p><u>Big Data and IoT</u> Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications</p>	3Hrs
Unit IV	<p><u>Applications and Tools of Industry 4.0</u> Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportations and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics</p>	3 Hrs
Unit V	<p><u>Jobs 2030</u> Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future -Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0</p>	3Hrs
	Total Contact Hours	15 Hrs

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task
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Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kaushik Kumar, Divya Zindani, J. Paulo Davim	Industry 4.0 Developments towards the Fourth Industrial Revolution	Springer	2019
2	Alasdair Gilchrist	Industry 4.0: The Industrial Internet of Things	APRESS	2016

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

Programme Code :	BA			Programme Title :	Bachelor Of Arts (ECONOMICS)	
Course Code :	23UEO6S4			Title : Naan Mudhalvan Mutual Fund Foundation	Batch:	2023-26
					Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

1. The course aims at a comprehensive understanding of the advanced level mutual funds.
2. The nature of risks involved in the matter of investment in the market.
3. The investor and distributors process of mutual funds will also be explained.

Course outcomes (CO)

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

CO1	Analyse the development of mutual funds	K1
CO2	Understanding the extent to which investors or protected	K2
CO3	Analyse the mutual funds regulation	K3
CO4	Know the recent developments in mutual fund industry	K4
CO5	Understanding growth pattern of mutual funds	K5

Mapping

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

H – High;M- Medium; L – Low

SYLLABUS

Units	Content	Hours
Unit - 1	Evolution of mutual funds The Origin - Meaning and growth of Mutual funds – Types of Mutual Funds – schemes – the role of mutual funds – organisation of the fund – operation of the fund – Net asset value	2hrs
Unit - 2	Investors Protection Investors Rights – Facilities available to investors – Selection of a funds – Advantages of Mutual Funds – The need for Regulation – Regulation and investors Protection in India	2hrs
Unit -3	Mutual funds in India Mutual Funds in India – UTI Schemes – SBI Mutual funds other Mutual funds – Selection of Fund	2hrs
Unit -4	Kinds of Mutual funds Fixed income Category – Government Bonds - Corporate bonds – Debt Instruments - Indexed Funds – Balanced Funds – Money market funds	2hrs
Unit 5	SEBI’S Role and Relevant Regulations Role of SEBI – SEBI Advertising Code for Mutual funds – Norms Regarding return Representation of Mutual Funds – Growth pattern of Mutual Funds – Reasons for Slow Growth.	2hrs
	Total Contact Hours	10Hrs

Pedagogy:

Class Room Teaching, Seminar Presentation, Group Seminar, Discussions and Case study Analysis Relating to futures, options and Swaps.

Assessment Methods:

Test , Seminar , Quiz , Assignment , Group Tasks

TEXT BOOK

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHER \ EDITION	YEAR OF PUBLICATION
1	K.G. SahaDevan M. Thiripairaju	“ Mutual funds ,data interpretation and Analysis”	Prentice Hall of India	

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHER \ EDITION	YEAR OF PUBLICATION
1	Bhallav . k.	Management of Financial Services	Anmol Publications Pvt. Ltd., Chennai	2004
2	Tripathy	Mutual funds in India	Excel books	-
3	Khan,M.Y	Financial Services	Tata McGrew Hill	-
4	R.Gorden and Natrajan	Emerging scenario of Financial Services	Himalaya	-

E-Reference

<http://www.mutual funds.com>

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

Programme Code:	BA			Programme Title:	Bachelor of Arts (ECONOICS)	
Course Code:	23UEO6AL			Title	Batch:	2023 - 2026
				Advance Learners Course –II ECONOMICS FOR ADMINISTRATION	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	Self Study	Tutorial Hrs./Sem.			Credits:	2*

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

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To Understand the functions of Money market, Capital market and Securities Exchange Board of India.	K1/K2
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
CO5	To analyse causes, effects and control measures of inflation	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	H	L	L	M	H	H
CO2	H	H	H	H	H	M	L	M	H	H
CO3	H	H	H	H	M	M	M	M	H	H
CO4	H	H	H	H	H	L	M	M	H	H
CO5	H	H	H	H	H	M	M	M	H	H

H-High; M-Medium; L-Low

SYLLABUS

Units	Content	Hrs
Unit I	<p>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.</p>	Self Study
Unit II	<p>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.</p>	

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	
	Total Contact Hours	XXX

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Misra and Puri	Indian Economy	Himalaya Publishing House	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dutt and Sundaram	Indian Economy	S Chand and Company, Delhi	2018
2	Agarwal	Indian Economy	Vikas Publishing Company, Delhi.	2014
3	Agarwal,	Indian Economy	New Age International Economics : Mc Graw- Hill	2014
4	Economic Survey	Different volumes		

E-Reference

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

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

Programme Code:	M.COM			Programme Title:	Master of Arts (COMMERCE)	
Course Code:	23PCO208			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	1	MANAGERIAL ECONOMICS	Semester:	II
					Credits:	4

Course Objective

To enlighten the students to integrate Economic Theory with business practice to take vital decisions.

Course Outcomes (CO)

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
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
CO5	To analyse Social responsibility through business and trade related activities	K4

Mapping

PO, PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	L	M	H	H
CO2	H	H	H	H	H	M	M	M	H	H
CO3	H	H	H	H	M	L	M	L	H	H
CO4	H	H	H	M	H	M	M	M	H	H
CO5	H	H	M	H	M	L	L	M	H	H

High; M-Medium; L-Low

SYLLABUS

Units	Content	Hours
Unit - I	Managerial Economics Managerial Economics – Meaning, Nature and Scope – Role and Responsibilities of Managerial Economist – <i>Fundamental Concepts of Managerial Economics*</i> – Objectives of the firm – Economics and Decision Making.	15 Hrs
Unit -II	Demand Analysis Demand Analysis – Meaning, Determinants and Types of Demand – Elasticity of Demand – <i>Business and Economic Forecasting</i>	16 Hrs
Unit - III	Production and Cost Analysis Supply meaning and Determinants – Production Function – Isoquants, Expansion Path – Cobb Douglas Function – Cost Concepts – Cost Output Relationship – <i>Economies and Diseconomies of Scale*</i> .	16 Hrs
Unit - IV	Market Structure and Profit Policies Market Types – Perfect Competition – Monopoly – Monopolistic Competition – Profit Maximisation – Aims of Profit Policy – Social Responsibility of Business	17 Hrs
Unit - V	National Income National Income – Business Cycle – Inflation and Deflation – Balance of Payment.	14 Hrs
	Total Contact Hours	78 Hrs

Pedagogy:

Direct Instruction, Flipped Class

Assessment Methods:

Group discussions, Experience Discussion, Brain Storming, Case study
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Varshney and Maheshwari	Managerial Economics	Sultan Chand and Sons.New Delhi	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta G.S.,	Managerial Economics	Tata McGraw Hill, London.	2018
2	Mehta P.L	Managerial Economics	Sultan Chand and Sons, New Delhi.	2017
3	Joel Dean	Managerial Economics	PHI Learning Private Limited, New Delhi.	2012
4	Hague D.C.,	Managerial Economics	Longman Group Ltd., London.	2004

E-Reference

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

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