BHARATHIDASANUNIVERSITY TIRUCHIRAPPALLI-620024.

B.A.ECONOMICS - 2026-2027 onwards

CHOICE BASED CREDIT SYSTEM-LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)

PROGRAMME OUTCOMES (POS)

Upon Completion of this programme, a student will be able to.

1. Understand basic concepts and Theories of economics.

2. Obtain the knowledge about the economic policies both at national and international level.

3. Gain knowledge of basic quantitative tools and their applications in economics.

4. Develop analytical ability and other cognitive skills.

5. Understand the relation/ conflict between economic growth &environment problems as well as social inequality. In addition to the above, student develop interest in taking up higher studies in economics, including research.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On the completion of the programme the undergraduate will be able to.

1. Understand, define, explain and analyse the concepts, principles, doctrine, and theories in economics.

2. Gives deep knowledge of economics demonstrates and interpret the applications of various economics programmes and policies. This enable the students to gain knowledge in overall subject.

3. Obtain and develop basic skills through quantitative techniques and advanced tools in Research and Development of economic theories for social development in modern era.

4. Analyse and experiment the knowledge of the subject in managerial efficiency, innovative ideas, entrepreneurial skills and alternative solution to attain ethical value for present socio economic problems.

5. Create awareness, compare and contrast the changing various macroeconomic policies, theories and financial relations of domestic with international competitiveness.

BHARATHIDASAN UNIVERSITY TIRUCHIRAPPALLI-620024

B.A. ECONOMICS (UG)

CHOICE BASED CREDIT SYSTEM–LEARNING OUTCOMES BASED CURRICULUM FRAME WORK (CBCS - LOCF)

(Applicable to the candidates admitted from the academic year 2026-2027 onwards)

Sem.	Part	Name of the Courses	Title of Course	Ins.Hrs	Credits	Exam. Hours	MaximumMarks		
							Int.	Ext.	Total
I	I	Ability Enhancement Course – I (AEC - I)	(Tamil$ / Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course –II (AEC - II)	English Course - I	6	3	3	30	70	100
	III	CoreCourse–1 (CC-1)	Micro Economics -I	4	4	3	30	70	100
		CoreCourse-2 (CC-2)	Tamil Nadu Economy	4	4	3	30	70	100
		Allied Course–1 (AC - 1)	Principles of Commerce /Business Organization	3	3	3	30	70	100
		Allied Course–2 (AC - 2)	Marketing/ Capital Market	3	3	3	30	70	100
	IV	Value Education		2	2	3	30	70	100
		Interdisciplinary Course – 1 (IDC - 1) #	One Course from Outside Department	2	2	3	30	70	100
		Total		**30**	**24**				**800**
II	I	Ability Enhancement Course –III (AEC - III)	(Tamil$/Other Languages+,#)	6	3	3	30	70	100
	II	Ability Enhancement Course –IV (AEC - IV)	English Course - II	6	3	3	30	70	100
	III	CoreCourse–3 (CC-3)	Micro Economics- II	4	4	3	30	70	100
		Core Course- 4(CC-4)	Indian Economic Development	4	4	3	30	70	100
		Allied Course– 3 (AC -3)	Economic Statistics/ Economics for Investors	3	3	3	30	70	100
		Allied Course– 4 (AC -4)	Principles of Management/ MarketingManagement	3	3	3	30	70	100
		Skill Enhancement Course -1 (SEC-1) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Interdisciplinary Course – 2 (IDC - 2) #	One Course from Outside Department	2	2	3	30	70	100
			Total	**30**	**24**				**800**

III	I	Ability Enhancement Course –V(AEC - V)	(Tamil$/Other Languages+,#)	6	3	3	30	70	100
	II	Ability Enhancement Course –VI (AEC - VI)	English Course - III	6	3	3	30	70	100
	III	CoreCourse–5(CC-5)	Macro Economics –I	4	4	3	30	70	100
		Core Course-6(CC-6)	Monetary Economics-I	4	4	3	30	70	100
		Allied Course–5(AC- 5)	Statistical Methods/Digital Economy	3	3	3	30	70	100
		Allied Course–6(AC - 6)	Managerial Economics/Economics of Tourism	3	3	3	30	70	100
	IV	Skill Enhancement Course-2 (SEC- 2) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Interdisciplinary Course – 3 (IDC - 3) $$	One Course from Outside Department	2	2	3	30	70	100
		Health & Wellness @		--	1	--			100
			Total	**30**	**25**				**900**
IV	I	Ability Enhancement Course –VII (AEC - VII)	(Tamil$/Other Languages+,#)	6	3	3	30	70	100
	II	Ability Enhancement Course –VIII (AEC- VIII)	English Course - IV	6	3	3	30	70	100
	III	Core Course–-7(CC-7)	Macro Economics –II	4	4	3	30	70	100
		Core Course-8(CC-8)	Monetary Economics-II	4	4	3	30	70	100
		Allied Course–7(AC - 7)	Mathematical Economics/Health Economics	3	3	3	30	70	100
		Allied Course–8(AC - 8)	Human Resource Management/ Industrial Economics	3	3	3	30	70	100
	IV	Skill Enhancement Course -3 (SEC- 3)##	Naan Mudhalvan Course	2	2	3	30	70	100
		Interdisciplinary Course – 4 (IDC - 4) $$	One Course from Outside Department	2	2	3	30	70	100
			Total	**30**	**24**				**800**
Summer Internship / Industrial Activity during the Summer Vacation after II Year									

V	**III**	CoreCourse-9(CC-9)	Public Finance	5	4	3	30	70	100
		Core Course--10(CC-10)	Economics of Growth and Development	5	4	3	30	70	100
		CoreCourse-11(CC-11)	International Economics	5	4	3	30	70	100
		CoreCourse-12(CC-12)	History of Economics Thought	5	4	3	30	70	100
		CoreCourse-13(CC-13)	Fundamentals of Research in Economics	5	4	3	30	70	100
	IV	Skill Enhancement Course -4 (SEC-4) ##	Fundamentals of Computer/Business Communication	2	2	3	30	70	100
		Skill Enhancement Course -5 (SEC-5) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Introduction to Disaster Management		2	2	3	30	70	100
		Summer Internship / Industrial Activity@@	(with Viva-Voce)	--	2	--	20	80	100
			Total	**30**	**28**				**900**
VI	III	CoreCourse-14(CC-14)	Agricultural Economics	6	4	3	30	70	100
		Core Course15(CC-15)	Entrepreneurial Development	6	4	3	30	70	100
		Core Course16(CC-16)	Environmental Economics	6	4	3	30	70	100
		Core Project Work - 17(CPW-17) @@	Project (with viva voce)	6	3	4	20	80	100
	IV	Value Added Course	General Studies for Competitive Examinations	2	2	3	30	70	100
		Skill Enhancement Course- 6 (SEC-6) ##	Personality Development/Introduction to E-Commerce	2	2	3	30	70	100
		Skill Enhancement Course- 7 (SEC-7) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Environmental Science		2	2	3	30	70	100
		Gender Studies		2	1	3	30	70	100
		Extension Activities *		--	1	--	--	--	--
			Total	**30**	**25**				**900**
			GrandTotal	**180**	**150**				**5100**

SKILL ENHANCEMENT COURSE			
Sl. No.	**Title of Courses**	**Sl. No.**	**MANDATORY Naan Mudhalvan Course ##**
1.	Digital Marketing	1.	2nd Semester:
2.	Microsoft J65		
3.	Employability skills	2.	3rd Semester:
4.	Artificial Intelligence		
5.	Stock Market	3.	4th Semester:
6.	Insurance		
7.	Business Communication	4.	5th Semester:
	--	5.	6th Semester:

INTERDISCIPLINARY COURSE (IDC) FOR WHO HAVE OPT TAMIL AS PART - I	
1st Semester	Economics of Insurance
2nd Semester	Demography
3rd Semester	Economics of Transport
4th Semester	Economic of Infrastructure

INTERDISCIPLINARYCOURSE (IDC) # FOR WHO HAVE NOT OPT TAMIL AS PART - I		
Those who have studiedTamilupto10th+2butoptforotl Language sin degree	1st Semester	Special Tamil - I
	2nd Semester	Special Tamil - II
Those who have not studied Tamil in school level	1st Semester	Basic Tamil - I
	2nd Semester	Basic Tamil – II
Those students who opt for either special Tamil (or) Basic Tamil as IDCs, have to choose 2 more IDCs courses in their 3rd and 4th Semester from Outside his / her department.		

INTERDISCIPLINARY COURSE (IDC) $$ FOR NCCCADETS ONLY	
NCC Course is a Compulsory Course for the NCC Cadets in the 3rd Semester:	**NCC Course is a Compulsory Course for the NCC Cadets in the 4th Semester:**
Introduction to NCC (Existing Syllabus)	1. Special Subject Army **(or)** 2. Special Subject Navy **(or)** 3. Special Subject Air force
Those students who opt for NCC Course as IDCs, have to choose 2 more IDCs courses in their 1st and 2nd Semester from Outside his / her department	

SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMMES - ARTS/HUMANITIES

Sl. No.	Part	Types of the Courses	No.of Courses	Credits for Each Course	Total Credits	Marks
1.	I	Ability Enhancement Course	4	3	12	400
2.	II	Ability Enhancement Course	4	3	12	400
3.	III	Core Courses	16	4	64	1600
4.		Allied Course (AC)	8	3	24	800
5.		Core Project Work (CPW)	1	3	03	100
6.	IV	Skill Enhancement Courses (SEC)	7	2	14	700
7.		Interdisciplinary Course (IDC)	4	2	08	400
8.		Value Education	1	2	02	100
9.		Health and Wellness	1	1	01	100
10.		Introduction to Disaster Management	1	2	02	100
11.		Summer Internship/ Industrial Activity	1	2	02	100
12.		Value Added Course	1	2	02	100
13.		Environmental Studies	1	2	02	100
14.		Gender Studies	1	1	01	100
15.		Extension Activities (NCC/NSS/SPORTS/ANTI DRUG CELL/YRC& Any Other Activities	--	1	01	--
		Total	**51**		**150**	**5100**

$	For those who have studied Tamilupto10th+2 (Regular Stream)
+	Syllabus for other Languages should be on par with Tamil at degree level
#	Those who have studied Tamil upto10th+2 but opt for other language sin degree level under Part – I should study special Tamil and those who have not studied Tamil in the school level should study Basic Tamil in Part– IV under the Ability Enhancement Course.
##	Naan Mudhalvan Scheme: As per the Naan Mudhalvan Scheme instructions 5 courses from 2nd to 6th semester should be studied under Skill Enhancement Course.
$$	NCC Course is one of the Choices in the Ability Enhancement Course. Only the NCC Cadets are eligible to choose this course. However, NCC Course is a Compulsory Course for the NCC Cadets.
@	**Health and Wellness: Assessments:** • Use self-reflective worksheets to assess their understanding • submit the worksheets to internal audit / external audit • Every student's activity report should be documented and the same have to be assessed by the Physical Director with Mentor. The evaluation should be for 100 marks. No examination is required. **Scheme of Evaluation:** (see table below)
@@	**Summer Internship / Industrial Activity** Summer Internship will be carried out during the summer vacation after the second year. Viva Voce will be conducted by the college and Marks shall be sent to the University and the same will be included in the 5th semester Mark Statement. **Summer Internship / Industrial Activity & Project** **Scheme of Evaluation:** (see table below)
*	Extension Activities shall be outside instruction hours.

Scheme of Evaluation (@):

Part	Description	Marks
A	Report	40
B	Attendance	20
C	Activities (Observation During Practice)	40
	Total	100

Scheme of Evaluation (@@):

Description	Marks
Report	**80**
Viva-Voce	**20**
Total	**100**

FIRST YEAR	CORE COURSE – I MICRO ECONOMICS -I	SEMESTER : I
CODE	(THEORY)	CREDITS : 4

OBJECTIVES:

- To understand the scope of Micro Economics.
- To understand the laws related to consumer behavior theory.
- To gain knowledge about the theory of production.
- To familiarize students with concepts related to cost and revenue.
- To know the importance of welfare of the people in the study of Economics.
- To be cognizant of the contemporary the oretical developments in Micro Economics.

UNIT – I INTRODUCTIONTOMICROECONOMICS:

Definition – Nature and Scope of Micro Economics – Methodology in Economics: Positive and Normative Economics – Static and Dynamic analysis –Deductive and Inductive methods – Choice asan economic problem – Basic postulates of Micro Economics.

UNIT – II CONSUMERBEHAVIOURTHEORY:

Law of demand – Elasticity of demand - Utility – Cardinal and Ordinal approaches – Law of Diminishing Marginal Utility – Law of Equi-marginal utility – Indifference curve analysis – Income, Substitution and Price effects – Consumer's equilibrium under IC analysis – Consumer's surplus.

UNIT – III THEORYOFPRODUCTION:

Production: Meaning and features – Production function – Production decisions – Law of Variable Proportions – I soquants - Producer's equilibrium- Factors substitution – Returns to scale and Economies of scale.

UNIT – IV COSTANDREVENUEANALYSIS:

Cost concepts – Opportunity cost – Money Cost – Real Cost – Social Cost – Cost Function – Short - run and Long - run costs - Theories of costs –Total, fixed, variable and marginal costs – Relationship between AC and MC – AR and MR – Relationship between cost and revenue curves.

UNIT – V WELFAREECONOMICS:

Welfare Economics: Meaning and features–Classical Welfare Economics – Concept of Value judgement – Pigou's Double criterion – Problems in measuring welfare - Concept of Social Welfare function – Pareto's Optimality conditions.

UNIT – VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Latest Developments in Micro Economics

REFERENCES

1. Mansfield, E(1997),"Micro Economics", W.W. Norton and Company New York.
2. Lipsey,R,G,andK.A.Chrystal(1999),"PrinciplesofEconomics",OxfordUniversity Press, Oxford.
3. Samuelson,P.A.andW.D.Nordhaus(1998),"Economics",TataMcGrawHill,NewDelhi.
4. Varian,H.R.(2000),"IntermediateMicroEconomics:AModernApproach",EastWest Press, New Delhi.
5. GeoffreyA.JehleandPhilipJ.Reny(2001),"AdvancedMicroeconomicTheory", DolingKindersley(India) Pvt. Ltd., Noida.
6. Sankaran,S.(2000),Micro Economics, Margham Publications, Chennai.
7. Dutt&Sundaram(1990),MicroEconomics,S.Chand&CoLtd,NewDelhi.
8. Agarwal&Verma,M.M.(1987),MicroEconomics,ForwardedBookDepot-NewDelhi.
9. Cauvery,R.,Sudhanayak,U.K.Girija,M.,KruparaniN.,andMeenakshi,R.(1998), MicroEconomic Theory, S. Chand & Co. Ltd, New Delhi.
10. AgarwalS.K.(2007),GeneralEconomics-S.Chand&CompanyLtd.NewDelhi.

COURSE OUT COMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K – Levels)
CO–1	Understandandanalysethetraditionalandmoderndefinitionsof MicroEconomics	**K1**
CO–2	Analyse the impact of economic event son markets.	**K2**
CO–3	Inspect the behavior of consumers in terms of the demand for products.	**K3**
CO–4	Examine the performance of firms under different market situations.	**K4**
CO–5	Evaluate the elements affecting production and costs.	**K5**

RELATIONSHIP MATRIX

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	1	1	2	3	2	3	2.3
CO–2	3	2	2	3	1	1	3	3	2	2	2.2
CO–3	3	3	3	3	2	1	2	3	2	1	2.3
CO–4	3	3	2	3	1	3	3	2	2	1	2.3
CO–5	3	3	2	2	1	2	3	2	3	3	2.4
Mean overall Score											2.3
Correlation											(High)

FIRST YEAR	CORE COURSE-II TAMIL NADU ECONOMY	SEMESTER : I
CODE	(THEORY)	CREDITS : 4

OBJECTIVES:

- To expose students to the basics of Tamil Nadu economy.
- To provide knowledge of the demographic and economic features of Tamil Nadu.
- To educate students about the agricultural and industrial development of Tamil Nadu.
- To enable students to assess the performance of Tamil Nadu economy.
- To make students understand the State Finances Development Policies of Tamil Nadu.
- To familiarize the students with the contemporary developments in the Tamil Nadu economy and Economic policy.

UNIT–I APRO FILE OF THE TAMIL NADU ECONOMY:

TamilNadu–SalientFeatures-LandArea–Distributionofoccupationalstructurein Tamil Nadu – population of Tamil Nadu – Land use – Livestock – Forest resources –Human Resources – Infrastructure: Rural – Urban Education, Health, Banking, Power, Transport and Communication.

UNIT-II AGRICULTURAL DEVELOPMENT:

Agriculture – Land use – Cropping pattern – Principal Commodities – Irrigation – Green Revolution, Blue and White Revolution – Agricultural Marketing – Defects, remedial measures – Animal husbandry and fisheries – Agricultural Finance – Agencies –Government role – Self Help Groups and Microfinance.

UNIT-III INDUSTRIAL DEVELOPMENT:

Major Industries – Automobile, leather, cotton, sugar, cement, software – MSME, Cottage industries–Ancillaryindustries–Handloomindustries–TamilNaduGovernment'srole in industrial development – Industrial Financial Institutions – TIIC, SIDCO, SIPCOT, Industrial Estate, DIC, EPZ, SPZ, SEZ (Export Processing Zone, Special Processing Zone, Special Economic Zone).

UNIT-IV CURRENTISSUESANDWELFARESCHEMESINTAMILNADU:

State Finance – Revenue and Expenditure of the State – Tamil Nadu's Recent Budget – Poverty Alleviation Programmes in Tamil Nadu – Healthcare and other Government Schemes – Unemployment Problem – Women Development Programmes.

UNIT-V GENERALPERFORMANCEOFTHESTATEECONOMY:

Tourism Development inTamil Nadu–Ports–Trade–Commerce– Role of Local bodies – Industrial sector and its role – Science & Technology – Environmental Protective measures in Tamil Nadu.

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent developments in Tamil Nadu economy and economy policy.

REFERENCES

1. Leonard(2006),Tamil Nadu Economy, Macmillian, NewDelhi.
2. Rajalakshmi,N.(1999),TamilNadu Economy, Business Publishers,Mumbai.
3. Perumalsamy,S.(1990),EconomicDevelopmentofTamilNadu,S.Chand&Co.Ltd, New Delhi.

COURSE OUT COMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Recall the demographic features of Tamil Nadu.	**K1**
CO–2	Outline the agricultural and rural development situation and policies of Tamil Nadu.	**K2**
CO–3	Elucidate the industrial development situation of Tamil Nadu.	**K3**
CO–4	Analyse the role of State Finance and Development Programmes in the Growth of Tamil Nadu.	**K4**
CO–5	Evaluate the General Performance of Tamil Nadu economy.	**K5**

Course Outcomes ↓	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	2	2.5
CO2	3	3	2	2	2	3	3	2	3	3	2.6
CO3	3	1	2	3	2	2	3	2	2	2	2.2
CO4	3	2	2	2	1	3	3	2	2	2	2.2
CO5	3	3	3	3	2	3	3	2	2	3	2.7
										Mean Overall Score	2.44
										Correlation	High

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FIRST YEAR	ALLIED COURSE-I PRINCIPLES OF COMMERCE	SEMESTER : I
CODE	(THEORY)	CREDITS : 3

OBJECTIVES:

- To explain the basic principles of commerce to the students.
- To enable the students to know the fundamentals of banking and insurance.
- To impart knowledge about the importance of advertisement and media.
- To provide knowledge about the types of financial sources.
- To familiarize students with the Principles of Management.
- To familiarize the students with the contemporary developments in the Principles of Commerce.

UNIT-I FUNDAMENTALSOFCOMMERCE:

Fundamentals of Commerce – Forms of Business Organizations: Sole Proprietorship, partnership, company, cooperative, public and joint enterprises – Business combinations: Types – Causes and control of Monopoly Concentration.

UNIT-II BANKINGANDINSURANCE:

Banks –Kinds –RBI –Structure– Objectives – functions – management –evaluation –SBI–functions– CooperativeBanks–CommercialBanks–OtherBanks–LifeInsurance– Fire – Marine – Deposit Insurance – Insurance against theft and loss.

UNIT-III ADVERTISEMENT:

Advertisement – importance – Media – Merits and demerits of media – wholesale and retail business – General and Special shops – Chain Stores – Multiple shops – Mail Order sales – Departmental Stores – super market – A to Z shops.

UNIT-IV FINANCE:

Finance – Working Capital and Fixed Capital – Shares and Debentures – Public Deposits – Ploughing back to profits – location of industries – balanced regional development.

UNIT-V PRINCIPLESOFMANAGEMENT:

Scientific management – Management Process – Planning – Organization – Staffing – direction – coordination – control –professionalization of management in India.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Recent Developments in the Principles of Commerce and Management

REFERENCES:

1. Sivayya, K.V. and Das, V.B.M.(1990),Indian Industrial Economy, Sultan Chand & Company Ltd, New Delhi.
2. Bhushan, Y.K. (2010), Fundamentals of Business Combinations and Management, Sultan Chand & Sons, New Delhi.
3. Shukla, M.C.(2006), Business Organisation and Management, Sultan Chand & Company Ltd, New Delhi.
4. Gupta, C.B. (2012), Business Organisation and Management, Sultan Chand & Sons, New Delhi.
5. Yogendra PrasadVerma,(2008),Elements and Organisation of Commerce,Sultan Chand& Company Ltd, New Delhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	State the fundamentals of Commerce.	**K1**
CO–2	Discuss the fundamentals of banking and insurance.	**K2**
CO–3	Examine the role of advertisement and media.	**K3**
CO–4	Analyse the role of finance in balanced regional development.	**K4**
CO–5	Assess the principles of management	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	3	1	3	2	1	1.9
CO–2	2	1	3	2	1	2	3	3	2	3	2.2
CO–3	2	2	3	2	2	3	3	3	3	2	2.5
CO–4	3	3	2	2	3	2	2	2	2	3	2.4
CO–5	2	2	2	2	2	2	2	3	2	2	2.1
Mean overall Score											2.22
Correlation											(High)

FIRST YEAR	ALLIED COURSE-I BUSINESS ORGANIZATION	SEMESTER : I
CODE	(THEORY)	CREDITS : 3

OBJECTIVES:

- To understand nature and scope of business organization.
- To gain knowledge about the theories of management.
- To help the students to understand the various philosopher of management
- To motivate the students about management and administration
- To assess the recent policies regarding business organization

Business Organisation

Unit-I:- Evolution of business-Nature and scope of business- Forms of businessorganization-Soletradership-Partnership-Jointstockcompany-Co- operatives-Public enterprises-

Unit-II:-Sizeofthebusinessunit-Plantlocation-factors-Weber'stheoryof location-Plantlayoutandproductlayout-Meritsandlimitations-IndustrialEstates- Trade Associations and chambers of commerce

Unit-III:-Management-Definition-nature-functions-levels-ManagementVs Administration-Schools of Management thought-contributions by F.W.Taylor-Henry Fayol-Elton Mayo-Peter Drucker and other important philosophers-

Unit-IV:-Planning-nature-planning process-steps-planning premises- importance-limitations- MBO-Organizing-Line, staff and functional- Departmentation-bases-
Delegation-centralization and decentralization-

Unit-V:-Motivation-theories-importance-Leadership-theories-styles-Control-importance-Traditional and modern techniques-

Reference:-

1. Business organization and Mgt-M,C.Shukla-S.Chand&Co,New Delhi.
2. Business organization and Mgt-Reddy and Gulshan-S.Chand & Co, NewDelhi.
3. Business Management-L.N.Prasad-SultanChandCo.NewDelhi.
4. Business organization and Mgt-Y.K.Bhushan-SultanChand&Co.NewDelhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Get a detailed understanding of business organization.	**K1**
CO–2	Analyze the functions and performance of various business	**K2**
CO–3	Develop research skill in the field of business organization	**K3**
CO–4	Learn various theories given by managerial scientist	**K4**
CO–5	Explore the contemporary development polices of business organization	**K5**

Course Outcomes ↓	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	2	2.5
CO2	3	3	2	2	2	3	3	2	3	3	2.6
CO3	3	1	2	3	2	2	3	2	2	2	2.2
CO4	3	2	2	2	1	3	3	2	2	2	2.2
CO5	3	3	3	3	2	3	3	2	2	3	2.7
										Mean Overall Score	2.44
										Correlation	# High

FIRST YEAR	ALLIED COURSE- II MARKETING	SEMESTER : I
CODE	(THEORY)	CREDITS : 3

LEARNINGOBJECTIVES:

- To know the basic concepts and functions of marketing
- To learn about the buyer behavior and new product development
- To understand the pricing methods and services rendered by the middlemen
- To gain knowledge on various promotional methods
- To have an idea on marketing research and recent trends in marketing

UNIT-I INTRODUCTION TO MARKETING:

Marketing - Evolution – Definition- Classification- Objectives- Selling Vs.Marketing– Marketing A Science Or Art? - Modern Concept Of Marketing –Role Of Marketing In Economic Development - Functions – Buying- Selling - Transportation – Warehousing – Standardization – Grading –Packaging- ISO Series And AGMARK - ISI.

UNIT-II PRODUCT:

Buyer's behaviour – Buying motive– Market segmentation - Product- Features -Classification - New Product Planning and Development - Product Mix - Product Life Cycle - Branding - Brand Loyalty and Equity.

UNIT-III PRICING:

Pricing - Objectives - Factors - Methods and strategies. Channels of Distribution – Wholesaler and Retailer – Services rendered by them.

UNIT-IV SALESPROMOTION:

Sales Promotion–types-Need–Sales Promotion mix–Advertising –Publicity-Personal selling - Advantages - Limitations.

UNIT-V MARKETINGINFORMATIONSYSTEM:

Marketing Information System - Marketing Research - Features –Direct marketing –Online Marketing -E Business – Telemarketing - Mail order business .

UNIT-VI CURRENTCONTOURS: (For Continuous Internal Assessment Only):

Recent Trends, assignments and Seminars.

TEXT AND REFERENCE BOOKS:(Latest Revised Edition Only)

1. R.S.N. Pillai & Bagavathi,“Modern Marketing,”S.Chand&Co.,NewDelhi.
2. RajanNair.N.,SanjithR.Nair,”Marketing,”SultanChand&Sons,NewDelhi.
3. KotlerPhilip,“MarketingManagement,”PrenticeHallofIndia(Pvt)Ltd.,NewDelhi.
4. Monga & Shalini Anand,“Marketing Management,”Deep & Deep Publications, New Delhi.
5. Dr.L.Natarajan,“Marketing,”Margham Publications, Chennai.
6. Grewal,“Marketing,”TataMc Graw Hill management, New Delhi.
7. B.S.Raman,“Marketing,”United Publishers, Mangalore.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Familiar with the basic concepts and functions of marketing	**K1**
CO–2	Effective understanding of buyer behavior and new product development	**K2**
CO–3	Communicate the pricing methods and services rendered b y the middlemen	**K3**
CO–4	Demonstrate analytical skills in selling the product in the market	**K4**
CO–5	Develop knowledge in marketing research and recent trends in marketing	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	3	1	3	2	1	1.9
CO–2	2	1	3	2	1	2	3	3	2	3	2.2
CO–3	2	2	3	2	2	3	3	3	3	2	2.5
CO–4	3	3	2	2	3	2	2	2	2	3	2.4
CO–5	2	2	2	2	2	2	2	3	2	2	2.1
Mean overall Score											**2.22**
Correlation											**(High)**

FIRST YEAR	ALLIED COURSE- II CAPITAL MARKET	SEMESTER : I
CODE	(THEORY)	CREDITS : 3

OBJECTIVES:

- To know about Capital Market and its growth.
- To understand various sources of Industrial Finance.
- Topromotetheideasofcorporatesecuritieslikeequityshares,preferenceshares.
- To gain knowledge about stock market.
- To cultivate the ability to understand types of shares and its markets.
- To understand the contemporary developments in theory and practice of Capital Market.

UNIT – I DEFINITIONANDGROWTHOFCAPITALMARKET:

Capital Market: Definition–Growth-Concepts-Functions-Structure.

UNIT – II SOURCESOFFINANCE:

Long Term Finance: Sources- Financial Institutions- LIC- UTI- IDBI- ICICI- Public Deposit- Mutual Funds.

UNIT – III CORPORATESECURITIES:

Corporate Securities-Equity Shares-Preference Shares–Debentures and Bonds- Convertible and Non-Convertible debentures-Full and Partly Convertible debentures- Global Depositary Receipts.

UNIT - IV STOCKEXCHANGE:

Stock Exchange – Functions- Listing of Certificate- Dealers in Stock Exchanges – Role of Securities and Stock Exchange Board of India(SEBI) in the Regulation of share market.

UNIT – V PUBLICISSUESOFSHARES:

Public Issues of Shares – Primary Market – Secondary Market- Issues of shares at par and at premium-Right issues of shares – Issues of Bonus shares – Underwriting of shares- Merchant Banks- Foreign Institutional Investors.

UNIT - VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments in theory and practice of capital market

REFERENCES:

1. Avadhani, V.A.(2001), Capital Market Management, Himalaya Publishing House, Mumbai.
2. Gopalsamy,N.(2009),CapitalMarket,MacmillanPublishersIndiaLtd,Delhi.
3. Satya Prasad, B.G., Satish Bhat Udaya Chandra(2000), Industrial Finance, Himalaya Publishing House, Mumbai.

COURSE OUT COMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Understand capital market and its origin.	**K1**
CO–2	Understand the various sources of finance.	**K2**
CO–3	Gain the knowledge importance corporate securities.	**K3**
CO–4	Understand the importance of stock exchange market.	**K4**
CO–5	Gain the knowledge about public issues of shares.	**K5**

RELATIONSHIP MATRIX

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	3	1	3	2	1	1.9
CO–2	2	1	3	2	1	2	3	3	2	3	2.2
CO–3	2	2	3	2	2	3	3	3	3	2	2.5
CO–4	3	3	2	2	3	2	2	2	2	3	2.4
CO–5	2	2	2	2	2	2	2	3	2	2	2.1
CO-6	2	3	2	2	2	3	2	2	3	3	2.3
Mean overall Score											2.22
Correlation											(High)

FIRST YEAR	INTERDISCIPLINARY C O U R S E - I ECONOMICS OF INSURANCE	SEMESTER : I
CODE	(THEORY)	CREDITS : 2

OBJECTIVES:

- To give a fairly comprehensive view of the insurance to the undergraduate students in Economics.
- To familiarize the students with the latest development to life insurance in India.
- To provide knowledge of the prospects of insurance and the possibilities of managing the insurance sector.
- To give knowledge about the legal dimensions of insurance in India.
- To understand the importance of Insurance in Indian context.
- To explore the contemporary developments in Economics of Insurance.

UNIT–I INTRODUCTIONTOINSURANCE:

Meaning and Definition of Insurance- Features of Insurance-Functions of insurance –Types of Insurance – Fundamental Principles of Insurance-Importance of Insurance - Profile of Insurance Companies in India – General Insurance - Classification of General Insurance - Insurance and Economic Development.

UNIT-II LIFEINSURANCEANDHEALTHINSURANCE:

Meaning and Definition of Life insurance and Health Insurance- Types of Health Insurance Policies– HealthInsuranceschemesinIndia-FeaturesofLifeInsurance–Advantagesof Life Insurance- Fundamental Principles of Life Insurance-Procedure for effecting Life Insurance –Plans of Life Insurance -Individual plans - Group Insurance plans-Pension plans- Premium and its computation -Valuation and Distribution of surplus.

UNIT-III INTRODUCTIONTORISKMANAGEMENT:

Definition of Risk –Selection of Risk or Underwriting of Risk – Classification of risk -Tools of the Risk - Risk Management Process- Determination of OBJECTIVES - Identifying Risk exposures - Evaluating Risks - Consideration of Alternatives and Selection of the Risk Treatment Device.

UNIT –IV LEGAL DIMENSIONS OF INSURANCE AND GROWTH OF INSURANCE BUSINESS ININDIA:

Introduction- The Insurance Act, 1938 – Life Insurance Corporation Act, 1956 – General Insurance Business (Nationalisation) Act,1972 – Consumer Protection Act,1986 –Insurance Regulation and Development Authority(IRDA) - Growth of General Insurance after Nationalisation -Issues concerning Growth of Insurance - Future Potential.

UNIT-V INSURANCEMARKETING:

Introduction - Concept of Insurance Market - Concept of Insurance Marketing- Marketing StrategiesofInsuranceCompanies-BenefitsofBankAssurance–BenefitsofBank Assurance – Steps in Personal Selling or Selling Process.

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Contemporary developments in Economics of Insurance

REFERENCES

1. Periyasamy, P. (2005), Principles and Practice of Insurance, Himalaya Publishing House, Mumbai.
2. Bodla,B.S.,Garg,M.C.andSinghK.R.(2004),Insurance,Fundamentals,Environment, Procedures , Deep and Deep Publications Pvt Limited, New Delhi.
3. Muthy,A(2006),Elements of Insurance, Margham Publications,Chennai.
4. JyotsnaSethiandNishwanBhatia,(2008),ElementsofBankingandInsurance,PHI Learning Pvt Limited, New Delhi.
5. KanikaMishra,(2010),FundamentalofLifeInsuranceTheoriesandApplications,PHI Learning Pvt Limited, New Delhi.
6. EmmettJ.VaughanandThereseVaughan,(2007),FundamentalsofRiskandInsurance, Pasupathi Printers P.Ltd, New Delhi.
7. Dharmaraj,E.(2009),Elements of Insurance, SIMRES Publishers, Chennai.
8. MadhukarPawar,R.(2012),FundamentalsofInsurance,ChandralokPrakashan,Kanpur.

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Recall the meaning, nature and importance of insurance.	**K1**
CO–2	Understand the meaning of risk and its management.	**K2**
CO–3	Discuss the features of life and health insurance.	**K3**
CO–4	Trace the growth of insurance business in India.	**K4**
CO–5	Analyze the strategies of insurance marketing.	**K5**

COURSE OUT COMES:(WITH MAPPING) Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	2	2	2	2	2	2	2.4
CO–2	3	2	2	1	1	3	2	3	1	2	2.0
CO–3	3	2	2	2	2	3	1	2	2	1	2.0
CO–4	3	1	1	2	1	3	2	1	2	1	1.7
CO–5	3	2	2	3	1	3	3	3	2	2	2.4
Mean overall Score											2.1
Correlation											(High)

FIRST YEAR	INTERDISCIPLINARY C O U R S E - I REGIONALECONOMICS	SEMESTER : I
CODE	(THEORY)	CREDITS : 2

Objective

The main objective of the Regional Economics course is to provide students with an understanding of the economic processes and policies that influence the development of regions.

Specific Course Objectives of learning

1. To explore the theories and concepts related to regional development and disparities.
2. To analyze the factors in fluencing regional economic growth and development.
3. To evaluate the impact to government policieson regional economies.
4. To apply spatial analysis techniques to study regional economic issues.
5. Tocompareregionaldevelopmentstrategiesacrossdifferentcountriesandregions.

UNIT-I:INTRODUCTION TO REGIONAL ECONOMICS:

Need for study of Regional Economics, Definition of a region, Different types of regions, Definition and scope of regional economics-Importance of studying regional economics-Differences between region and a nation, Regional income, Problems of estimation, Indicators of regional development, A City Model, Systems of Cities, Mono centric city model, Suburbanization, Hotelling's model.

UNIT-II:MODELSOFREGIONAL GROWTH

Export Base Models, Central place theory (Christaller), Cumulative Causation Models (Perroux, Myrdal, Hirschman),Sector theory (Colin-Kuznets), Multi sector Models and Regional Development Planning, Elements in a Spatial Growth Theory, Locational constants (Weber), Measurements of Agglomeration economies, and Location Preferences, Social and Political factors in regional growth, New economic geography, Rank-size rule.

UNIT-III: FACTOR MOBILITY IN REGIONAL ECONOMY

Inter-regional Migration, Mobility of Capital, Spatial diffusion of innovation and technical progress, Inter-RegionalTrade,Thebasisofinterregionaltrade,Regionaltradeand factor price equalization, Regional trade and factor migration, Regional balance of payments problems.

UNIT-IV:THEORIESOFSPATIAL DEVELOPMENT

Integration of Regional and Urban Economics, Regional dispersions of National growth, Intra regional concentration, Urban Decentralization, Housing market, Urban transportation, Role of migration.

UNIT-V:URBAN AND REGIONAL ECONOMIC POLICY ANALYSIS

Location and Economic activity. Urban Policy, Regional Policy, Intra-regional concentration, Urban Decentralization, Regional trade and factor migration, Interregional Economics at the International Level.

Text Books

- Armstrong, H., & Taylor, J. (2000). Regional Economics and Policy. Economic theory and Underdeveloped Regions, Vora, New Delhi.
- Hoover and Giarratani,Regional Economics, Online Edition Myrdal G(1968)
- HarryWRichardson(1969),RegionalEconomicsLocationTheory,urbanstructureandregionalchange,
- MacmillanHarryWRichardson-ElementsofRegionalEconomics,PenguinModernEconomic
- Mccann(2013),UrbanandRegionalEconomics,secondedition,Oxford98UniversityPress.
- McCann,P.(2013).Modern Urban and Regional Economics.

References

- Jagdish Bhagwati and Arvind Panagariya (2014), Why Growth Matters: How Economic Growth in India reduced Povertyand the Lessons for other Developing Countries, first edition, Public Affairs, U.S. T
- Joseph Stiglitz (2013), The Price of Inequality, Penguin UK. Misra R.P (1974), Regional Development Planning in India,Vikas, New Delhi.
- O'Sullivan,UrbanEconomics,SixthEdition,McGraw-Hill2006[ISBN(0072984767)]
- Pike,A.,Rodríguez-Pose,A.,&Tomaney,J.(2017).LocalandRegionalDevelopment.
- RakheeBhattacharya(2015),RegionalDevelopmentandPublicPolicyChallengesinIndia,firstedition,Springer.
- TextHarveyArmstrongandJimTaylor(1978),RegionalEconomicPolicyanditsAnalysis,FirstEdition,PhilipAllanPublishers Limited, Oxford OX5 4SE
- ThomasPiketty(2014),CapitalintheTwentyFirstCentury,HarvardBusinessSchoolPressIndia Ltd.
- ThomasPiketty(2015),TheEconomicsofInequality,Traedition,HarvardUniversityPress.
- WeidenfeldandNicolson,5WinsleyStreetLondonHarryWRichardson(1973),RegionalGrowth Theory,

COURSE OUT COMES: (WITH MAPPING)

CO.NO	CO–Statements	Cognitive levels (K-levels
CO-1	Demonstrate a thorough understanding of the key theories and concepts in regional economics.	**K1**
CO-2	Critically evaluate the effectiveness of regional development policies.	**K2**
CO-3	Conduct spatial analysis to identify and assess regional economic trends.	**K3**
CO-4	Apply theoretical knowledge to real-world regional economic issues.	**K4**
CO-5	Effectively communicate regional economic concepts and analysis in written and oral forms.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	**2**	**2**	**2**	**1**	**2**	**3**	**1**	**3**	**2**	**1**	**1.9**
CO–2	**2**	**1**	**3**	**2**	**1**	**2**	**3**	**3**	**2**	**3**	**2.2**
CO–3	**2**	**2**	**3**	**2**	**2**	**3**	**3**	**3**	**3**	**2**	**2.5**
CO–4	**3**	**3**	**2**	**2**	**3**	**2**	**2**	**2**	**2**	**3**	**2.4**
CO–5	**2**	**2**	**2**	**2**	**2**	**2**	**2**	**3**	**2**	**2**	**2.1**
Mean overall Score											**2.22**
Correlation											**(High)**

FIRST YEAR	CORE COURSE- III MICRO ECONOMICS II	SEMESTER : I
CODE	(THEORY)	CREDITS : 2

OBJECTIVES:

- Tohelpthestudentsunderstandthedeterminationofpricesofgoodsandservicesunder different market structures.
- Toeducatethestudentsaboutthepriceandoutputdeterminationinmonopoly.
- To aid the students in distinguishing the price and output determinations in imperfect competition with more than one seller.
- To familiarize students with the theories of rent and wages.
- To make the students understand the postulates of interest and profit.
- To familiarize the students with the contemporary developments in the Micro economic theory and policy.

UNIT–I PRICE DETERMINATION UNDERPERFECT COMPETITION:

Market Structure – Classification of Markets - Perfect Competition – Meaning- Features -Short run & Longrun - Price and Output Determination under Perfect Competition

UNIT-II PRICEDETERMINATION UNDERMONOPOLY:

Meaning – Features of Monopoly – Price and Output Determination under Monopoly - Price Discrimination -Meaning – Price Discrimination under Monopoly.

UNIT-III MONOPOLISTIC COMPETITION:

Monopolistic Competition – Features – Price and Output Determination under Monopolistic Competition - Selling Cost and Excess Capacity – Oligopoly – Meaning- Features- Kinked Demand Curve– Monopolistic Competitionvs Joan Robinson’s Imperfect Competition.

UNIT-IV THE ORIE SOFRENT AND WAGES:

TheoriesofRent–RicardiantheoryofRent-ModernTheoryofRent–Quasi–rent– Theories of Wages – The Subsistence Theory of Wages – Wage Fund Theory- Marginal Productivity Theory of Wages.

UNIT-V THE ORIESOFINTERESTANDPROFIT:

TheoriesofInterest–ClassicalTheoryofInterest–Neo-Classicals’LoanableFundsTheory –Modern Theory of Interest-Theories of Profit–Schumpeter’s Innovation Theory- Knight’s Uncertainty Bearing Theory.

UNIT-VI CURRENTCONTOURS(ForContinuousInternalAssessmentOnly):

Recent developments in Micro economic the oryand practice

REFERENCES:

1. AhujaH.L.(2003),Advanced Economic Theory,S.Chand & Co. Ltd,New Delhi.
2. Seth,M.L.(2001),Principles of Economics, Lakshmi Narain Agarwal, Agra.
3. Sankaran,S.(2000),MicroEconomics,MarghamPublications,Chennai.
4. Dutt & Sundaram (1990),Micro Economics, S. Chand & Co Ltd,NewDelhi.
5. Agarwal&Verma,M.M.(1987),MicroEconomicsForwardedBookdepot-NewDelhi.
6. Cauvery, R.,Sudhanayak,U.K.Girija,M.,KruparaniN.,andMeenakshi,R. (1998), Micro Economic Theory, S. Chand & Co . Ltd, New Delhi.
7. AgarwalS.K.(2007),General Economics-S.Chand&CompanyLtd.NewDelhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Understand the factors involved in price determination under perfect competition.	**K1**
CO–2	Asses the price determination factors in monopoly.	**K2**
CO–3	Evaluate the methods of fixing prices under imperfect competition.	**K3**
CO–4	Analyse the impact of rent and wages with the ories.	**K4**
CO–5	Understand the interpretations of the various postulates of profit and interests.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	3	2	3	3	2	2	3	2.6
CO–2	3	3	1	3	3	3	3	3	3	2	2.7
CO–3	3	3	2	2	3	3	3	3	3	2	2.7
CO–4	3	3	2	3	2	3	2	2	2	2	2.4
CO–5	3	2	2	1	3	3	3	2	2	1	2.2
Mean overall Score											2.52
Correlation											(High)

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FIRST YEAR	CORE COURSE- IV INDIANECONOMICDEVELOPMENT	SEMESTER : II
CODE	(THEORY)	CREDITS : 4

OBJECTIVES:

- To make the students understand the nature and structure of Indian economy.
- ToanalyzetheproblemofpovertyinIndiaandthevariousgovernmentschemes for eradication of poverty.
- To identify the various farming methods used in Indian Agriculture.
- To familiarize the features of Indian industrial sector to the students.
- To elucidate the importance of transport and labour in economic development and the various challenges faced.
- To make the students aware of the various contemporary developments in Indian economy an Indian Economic Policy.

UNIT-I ECONOMIC DEVELOPMENT AND NATIONAL INCOME:

Economicgrowthanddevelopment–Determinantsofeconomicgrowth–Featuresof Indian Economy–Economic and Non-economic factors–Barriers to economic development -Covid-19issues–NationalIncome:Methods of measuring National Product – Trends – Difficulties in measuring National Income – Social Accounting.

UNIT-II POPULATION, POVERTY AND UNEMPLOYMENT:

Population Growth – Age composition – Occupational distribution – Demographic theory: Causes,effectsandremedialmeasures–Populationpolicy–Poverty:Ruralandurban poverty – Causes – Poverty alleviation Programmes – Unemployment: Types, Causes and effects – Employment generation programmes.

UNIT-III AGRICULTURE:

Agriculture and its role – Productivity – Causes for Low productivity in Agriculture – Land reforms – Government measures – Agricultural development under Five Year Plans.

UNIT-IV INDUSTRIES:

Role of Cottage MSMEs and Large scale industries – Industrial policies of 1948, 1956, 1991 and recent changes – Problems of rural industries – Government remedial measures to solve the problems – Industrial development under Five Year Plans – Liber alisation, Privatisation and Globalisation.

UNIT-V ROLE OF TRANSPORT AND LABOUR IN ECONOMIC DEVELOPMENT:

Role of Transport in Economic Development – Transport coordination – Labour: Causes for low productivity – Labour unrest – Trade unionism – Labour problems – Government measures – Wage policy – Social security measures – Recent trends in Labour and Labour policy in India.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Recent Developments in Indian Economic Development.

REFERENCES:

1. Agarwal.A.N.(2004)Indian Economy,Wishwa Prakashan, NewDelhi.
2. Ahulwalia.I.J.andI.M.D.Little(eds.)(1999),India'sEconomicReformsand Development (essays in honour of Manmohan /Singh), Oxford University Press, NewDelhi.
3. Pantwala.S (1987), Dilemmas of Growth: Indian Experience, Sage Publications, NewDelhi.
4. Dhingra.C(2003),The Indian Economy,Sultan & Chand,NewDelhi.
5. Jalan.B(1992),TheIndianEconomyProblemsandProspects,Viking,NewDelhi.
6. Datt,RudderandK.P.M.Sundharam(2015).IndianEconomy,S.Chand&Co.,New Delhi.
7. Alagh.Y.K.(1995),IndianDevelopmentPlanningandPolicy,Vikas,NewDelhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Analysethebasicissuesingrowthanddevelopmentwithahistoricalandgeneral perspective.	**K1**
CO–2	GainacomparativePerspectiveonkeyIssuesrelatedtoPoverty,Inequality,	**K2**
CO–3	Education, Health and Gender.	**K3**
CO–4	Evaluate the Policies and Performance of Agriculture and Industry.	**K4**
CO–5	Identify various Economic Reforms related to the primary and secondary Sectors.	**K5**

Course Outcomes ↓	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	2	2.5
CO2	3	3	2	2	2	3	3	2	3	3	2.6
CO3	3	1	2	3	2	2	3	2	2	2	2.2
CO4	3	2	2	2	1	3	3	2	2	2	2.2
CO5	3	3	3	3	2	3	3	2	2	3	2.7
Mean Overall Score											2.44
Correlation											High

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FIRST YEAR	ALLIED COURSE- III ECONOMIC STATISTICS	SEMESTER : II
F CODE	(THEORY) i	CREDITS : 3

OBJECTIVES:

- To give a basic understanding about statistics and sampling.
- To inculcate knowledge of tabular and diagrammatic representation of data.
- To familiarize the concept of central tendency and the various measures and methods of calculating central tendency.
- To elucidate the concept of dispersion and skewness and the various measures and methods of calculating dispersion and skewness.
- To provide an overview of the history and operation of Indian Statistics.
- Togainanunderstandingoftherecentdevelopmentsin EconomicStatistics.

UNIT-I NATURE, SCOPE OF STATISTICS AND SAMPLING:

Meaning-Nature and Scope of Statistics-Functions-Limitations-Collection of Data- Primary and Secondary sources – Methods of Sampling.

UNIT- II CLASSIFICATION, TABULATION ANDDIAGRAMMATIC REPRESENTATION:

Classification–Meaning- Characteristics of classification–Types of classification- Tabulation of Data-Meaning- Objects, Difference Between classification andTabulation-PartsofTabulation-TypesofTables–DiagrammaticandGraphicRepresentation- Advantages of Diagrammatic and Graphic Representation-Types of Diagram- Graphs- Histogram – Frequency Polygon – Limitations of diagrams and graphs.

UNIT-III MEASURES OF CENTRALTENDENCY:

Characteristics of a Good Average-Arithmetic mean- Median- Mode- Harmonic Mean- Geometric Mean-Simple problems.

UNIT-IV MEASURESOFDISPERSION:

Meaning of Dispersion – Range - Quartile Deviation- Mean Deviation- Standard Deviation- Coefficient of Variation- Simple problems- Lorenz curve.

UNIT-V SKEWNESSANDINDIANSTATISTICS:

Skewness – Meaning- Karl Pearson, Bowley and Kelly's Measures of Skewness- Simple Problems-Growthand Origin of Indian Statistics – National Sample Survey Organisation (NSSO) – Central Statistical Organisation (CSO) - Industrial Statistics – Census of Manufacturing Industries (CMI) – Sample Survey of Manufacturing Industries (SSMI) – Annual Survey of Industry (ASI) - Population Statistics.

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent Developments in Economic Statistics

REFERENCES:

1. Pillai R.S. N. & Bagavathi (2007) Statistics-Theory and Practice, S.Chand & Company Ltd, New Delhi -110055.
2. Gupta,S.P.(2002),Statistical Methods,SultanChandSons&Co,NewDelhi.
3. Arora, P.N. SumeetArora and Amit Arora (2009), Elements of Statistical Methods, Sultan Chand Sons && Company Limited, Ram Nagar, New Delhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Examine the nature and scope of statistics.	**K1**
CO–2	Summarize the Difference Between classification and Tabulation	**K2**
CO–3	Solve problems related to Arithmetic mean, Median and Mode	**K3**
CO–4	Solve problems related to various measures of dispersion.	**K4**
CO–5	LearntoevaluatetheKarlPearson,BowleyandKelly'sMeasuresofSkewness	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	1	1	2	3	2	3	2.3
CO–2	3	2	2	3	1	1	3	3	2	2	2.2
CO–3	3	3	3	3	2	1	2	3	2	1	2.3
CO–4	3	3	2	3	1	3	3	2	2	1	2.3
CO–5	3	3	2	2	1	2	3	2	3	3	2.4
Mean overall Score											2.3
Correlation											(High)

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FIRST YEAR	ALLIED COURSE- III ECONOMIC STATISTICS	SEMESTER : II
CODE	(THEORY)	CREDITS : 3

OBJECTIVES:

- To understand concepts of saving and investments
- To probe the various investment avenue and its practice applications
- To enables various investment marker sand its features
- To Know the economic fund a mentals and the Business Environment
- To understand various investment methods and its strategies

UNIT-I INTRODUCTION:

Saving and Investments – Meaning – Types -Importance– Role of Savings and InvestmentonthedevelopmentofIndividuals-DistributionalRoleofInvestment–IncomeandWealth – Equitable Distributional Role

UNIT-II INVESTMENTAVENUES:

Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds.

UNIT-III INVESTMENTMARKETS:

Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options.

UNIT-IV ECONOMICFUNDAMENTALSFORINVESTORS:

Domestic Economy: Growth and Development – National Income – Per Capita Income, Unemployment– Taxes,TradeCycle–Infrastructure–PhysicalandEconomic.Political and Social Environment - International Economy: Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – International Conflicts.

UNIT-V INVESTMENTMET HODS AND STRATEGIES

Cash Flow – Capital Gain – Risk Reward – Asset Accumulation - Risk Distribution – Asset Management.

UNIT–VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent Developments in National and International Markets.

REFERENCES:

1. KenMcElroy,(2004)TheABCsofRealEstateInvesting,HachetteBookGroupUSA
2. EsmeFaerber(2013),AllaboutStocks,TataMGrawHill,NewDelhi
3. Christopher D. Piros, Jerald E. Pinto(2013), "Economics for Investment Decision Makers: Micro, Macro, and International Economics, Workbook", Wiley, 2013
4. JohnCalverley,"TheInvestor'sGuidetoEconomicFundamentals",Wiley,2003
5. Howards Marks, Mastering The Market Cycle:Getting the Odds on Your Side", John Murray Press, 2018
6. RobertT.Kyosaki,(2014)GuideToInvestingBusinessPlusISBN:9780446589161
7. Benjamine Graham(1949),The Intelligent Investor, Harper & Brothers
8. MaryBuffettandDavidClark(2002),TheNewBuffettology(SimonandSchuster)
9. John CBogle(2017)The Little Book of Common Sense Investing: The Only Wayto Guarantee Your Fair Share of Stock Market Returns, Wiley Publications
10. William J.O'Neil(2009)How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition McGraw Hill Education

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Describe the types and importance of savings and investments.	**K1**
CO–2	Explaintheavailableforinvestmentavenues	**K2**
CO–3	Understandtheoperationsofdifferenttypesofinvestmentmarkets.	**K3**
CO–4	Evaluatetheeconomicfundamentalsandinformation.	**K4**
CO–5	Construct objective enabling investment plans, strategy, evaluate and restructure if required.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	3	1	3	2	1	1.9
CO–2	2	1	3	2	1	2	3	3	2	3	2.2
CO–3	2	2	3	2	2	3	3	3	3	2	2.5
CO–4	3	3	2	2	3	2	2	2	2	3	2.4
CO–5	2	2	2	2	2	2	2	3	2	2	2.1
Mean overall Score											2.22
Correlation											(High)

FIRST YEAR	ALLIED COURSE- IV PRINCIPLESOFMANAGEMENT	SEMESTER : II
CODE	(THEORY)	CREDITS : 3

OBJECTIVES:

- To understand concepts of principles of management
- To know about various planning
- To find out various structure of organization
- To analyse various theories of management
- To know about various quality management and contemporary policies

Major Paper-I Principles of Management

Unit I: Introduction – Essence of Management Genetic Functions of Management, Levels of Management, Management Thought – Major Schools of Management Theory, Classical, Behavioural, Quantitative Systems, Contingency and Contemporary approaches

Unit II: Planning – Types and Levels of Planning SWOT Analysis, Management by Objectives (MBO), Management Information Systems (MIS)

Unit III: Organizational Structure – Principles of Organization Centralization and Decentralization SPAN of Management Organizational Effectiveness

Unit IV:General Aspects of Staffing Motivation definition and theories of Maslow's need hierarchy, MC Gregor's Theory X and Y, Conflict management, Leadership Traits. Stress Management – Understanding Stress

Unit V: Total Quality Management, Six Sigma, Globalisation Policy Privatisation Policy International Management – Multinational Corporation Managerial Functions.

Recommended Text Books

1. ManagementPrinciples,ProgressandPracticesAnilBhat&Aryakumar–Oxford University Press – www.oup.com.
2. Principles of Management–R.N.Gupta–S.Chand&Co.– http:/www.schandgroup.com.
3. Principles and Practice of Management Dr.LM.Prasad Sultan Chand&Sons

Reference: Books:

Management: The Basics–Morgen Witzel–Foundation Books–Marketed by Cambridge University Press India.

www.cambridgeindia.org.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Learn the concepts of principles of management	**K1**
CO–2	Understand about various planning	**K2**
CO–3	Knowing the various structure of organization	**K3**
CO–4	Explore the various theories of management	**K4**
CO–5	Learn the quality management and contemporary policies	**K5**

Course Outcomes ↓	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	2	2.5
CO2	3	3	2	2	2	3	3	2	3	3	2.6
CO3	3	1	2	3	2	2	3	2	2	2	2.2
CO4	3	2	2	2	1	3	3	2	2	2	2.2
CO5	3	3	3	3	2	3	3	2	2	3	2.7
Mean Overall Score											2.44
Correlation											# High

FIRST YEAR	ALLIED COURSE- IV MARKETING MANAGEMENT	SEMESTER : II
CODE	(THEORY)	CREDITS : 3

OBJECTIVES:

- To help the students know role of marketing management
- To study about various marketing mix
- To make the students able to identify and evaluate various product
- To help the students to understand marketing promotion
- To know about various marketing research

Major Paper III–Marketing Management

Unit I: Introduction to Marketing – definitions, Marketing Concepts, Marketing Environment – Marketing Management- Socially responsible marketing.

Unit II: Marketing Mix – Buyer Behaviour, Buying Situations, Buying Process – Market Segmentation – Consumerism.

Unit III: Product- Product Mix – Product Line – Product Life Cycle – Product Positioning – New Product, Branding Packaging – Pricing Decisions, pricing Methods.

Unit IV: Promotion Mix – meaning and Definition of Market Promotion, Advertising – Advertising media, Advertising Budget, Advertising message and Evaluation of advertising effectiveness. Channels of Distribution.

Unit V: Marketing Research – Marketing Information System – Rural Marketing, Global Marketing – Special difficulties related to International marketing – Marketing of Service Online Marketing.

Recommended Text Books

1. Basics of Marketing Management Dr. R.B. Rudani – S.Chand and Co. http://www.schandgroup.com.
2. IntroductiontoMarketing2nd EditionAdrianPalmer:OxfordUniversityPress www.oup.com.
3. Marketing Management – Mr.RajanNair & Dr.C.B.Gupta, Sultan Chand &Sons.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Learn the students know role of marketing management	**K1**
CO–2	Understand study about various marketing mix	**K2**
CO–3	Gain make the students able to identify and evaluate various product	**K3**
CO–4	understand students to understand marketing promotion	**K4**
CO–5	Know about various marketing research	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	2	2	2	2	2	2	2.4
CO–2	3	2	2	1	1	3	2	3	1	2	2.0
CO–3	3	2	2	2	2	3	1	2	2	1	2.0
CO–4	3	1	1	2	1	3	2	1	2	1	1.7
CO–5	3	2	2	3	1	3	3	3	2	2	2.4
Mean overall Score											2.1
Correlation											(High)

FIRST YEAR	INTERDISCPLINARY COURSE-II **DEMOGRAPHY**	SEMESTER : II
CODE	**(THEORY)**	**CREDITS : 2**

OBJECTIVES:

- To understand the nature and scope of demography
- To study about various theories of population
- To find out composition of population
- To assess the growth of population in India
- To identify various contemporary policy of population

DEMOGRAPHY

UNIT–I

Definition – nature – importance and scope of the study – relations with other social sciences – Basic demographic concepts – birth and death rates – fertility rates–fecundity rates–in fantortality rate.

UNIT–II

Theories of Population – Malthusin theory – Optimum theory – Modern socio – economic theories.

UNIT–III

Composition of populations : Rural Urban composition – sex composition – age composition–agecomposition–religiouscomposition–Classcomposition.

UNIT–IV

Population Growth in India–Contemporary trendin population growth– causes for population growth – How does population affect economic development?

UNIT–V

PopulationPolicyandControlinIndia–PopulationPolicyofIndia–various stages of Family Planning Programmes inIndia–Measures of Population control.

Study Materials:

Agarwal SN–India's Population Problems
Raj, Huns – Population Studies
Krishna ReddyMM- Population and Society in India
SinghPramBhatia–PopulationTransition in India Vol-I & II UNDP Reports.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Understand the nature and scope of demography	**K1**
CO–2	Learn about various the ories of population	**K2**
CO–3	Find out composition of population	**K3**
CO–4	Assess the growth of population in India	**K4**
CO–5	Identify various contemporary policy of population	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	2	2	2	2	2	2	2.4
CO–2	3	2	2	1	1	3	2	3	1	2	2.0
CO–3	3	2	2	2	2	3	1	2	2	1	2.0
CO–4	3	1	1	2	1	3	2	1	2	1	1.7
CO–5	3	2	2	3	1	3	3	3	2	2	2.4
Mean overall Score											2.1
Correlation											(High)

FIRST YEAR	INTERDISCPLINARY COURSE-II PRINCIPLES OF ECONOMICS	SEMESTER : II
CODE	(THEORY)	CREDITS : 2

OBJECTIVES:

- To understand the nature and scope of economics
- To study about various concept of demand and forecasting
- To understand the production function and cost analysis
- To assess the pricing techniques
- To identify national income and its related polices

Unit-I Nature and Scope of Economics

Meaning and definitions of Economics –Basic concepts in Economics: Production, consumption and distribution - Nature, scope and importance of Economics - Limitations of Economics.

Unit-II Demand Analysis

Meaning of demand and supply and their determinants; Demand, Supply and Market Equilibrium; Demand elasticity and its types; Demand forecasting- Need for demand forecasting – methods of forecasting – criteria for good forecasting.

Unit-III The Production Process and the Cost of Production

Meaning of production – definition and the importance of production function; Laws of Production – Variable proportions (short run) – Returns to Scale (long run); Cost concepts – Cost-output Relationship; Economies and diseconomies of scale.

Unit-IV Pricing Techniques

Full cost pricing– Marginal pricing – Target pricing – Peak load pricing – Going rate pricing – Cyclical pricing – Customary pricing – Product line pricing –Skimming pricing –Penetrating pricing.

Unit-V National Income and Economic Policies

National income – components; Methods and Difficulties in the calculation of National income; Monetary policy – Fiscal policy.

Textbooks

1. S. Sankaran (2012), Micro Economics, 7th Edition, Margham Publications, Chennai.
2. L. Ahuja (2019), Principles of Micro Economics – A New look at Economic Theory, S Chand, New Delhi.

References

1. Kennedy, Maria John M, (1999), Advanced Micro Economic Theory (2nd Edition), Himalaya Publishing House, New Delhi.
2. Stigler, G, (1996), Theory of Price (4th Edition), Prentice Hall of India, New Delhi.

3. Jhingan M. L, (2014), Principles of Economics, (4th Edition), Vrinda Publications P. Ltd, New Delhi.
4. N. Mankiw, (2017), Principles of Economics, 9th Edition, CENGAGE Learning Custom Publishing.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Describe the basic concepts, principles, motives and behavior of an individual and firm.	**K1**
CO–2	Explain the scope and methodology of Microeconomics.	**K2**
CO–3	Calculate National Income.	**K3**
CO–4	Analyze Producer's Equilibrium, Production function and Returns to scale.	**K4**
CO–5	Explain Cost functions, Revenue functions and Profit estimation.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	1	1	2	3	2	3	2.3
CO–2	3	2	2	3	1	1	3	3	2	2	2.2
CO–3	3	3	3	3	2	1	2	3	2	1	2.3
CO–4	3	3	2	3	1	3	3	2	2	1	2.3
CO–5	3	3	2	2	1	2	3	2	3	3	2.4
Mean overall Score											2.3
Correlation											(High)

FIRST YEAR	CORECOURSE-V MACRO ECONOMICS -I	SEMESTER : III
CODE	(THEORY)	CREDITS : 4

OBJECTIVES:

- To know the scope of Macro Economics.
- To understand the measurement of National Income.
- To gain knowledge about the classical theory of employment.
- To learn about the determination of effective demand.
- To make the students understand the theories of consumption.
- To becomecognizantoftheContemporaryDevelopmentsinMacroeconomictheory.

UNIT-I THENATUREANDSCOPEOFMACROECONOMICS:

Introduction - Nature and Scope of Macro Economics- Limitations- Macro Statics – Macro Dynamics – Comparative Statics - Stock and Flow Concepts.

UNIT-II NATIONALINCOMEACCOUNTING:

National Income – Concepts- Meaning –Measurement –Importance –Limitations – Circular Flow of Income and Expenditure – Social Accounting.

UNIT–III THECLASSICALTHEORYEMPLOYMENT:

Introduction–ClassicalTheoryofEmployment–Keynes'criticismofClassicalTheory- Say's Law of Markets- Meaning, Propositions and Implications of the Law – Criticism.

UNIT–IV THEPRINCIPLESOFEFFECTIVEDEMAND:

Effective Demand –Meaning – Aggregate Demand Price – Aggregate Supply Price – DeterminationofEffectiveDemand–ImportanceofEffectiveDemand–KeynesianTheory of Employment.

UNIT–V CONSUMPTIONFUNCTION:

Meaning-SignificanceofMPC,Keynes'PsychologicalLawofConsumption-Determinants of Consumption Function – Theories of Consumption Function- The Absolute Income Hypothesis – The Relative Income Hypothesis – Permanent Income Hypothesis.

UNITVI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments in Macro economic theory

REFERENCES:

1. M.L.Jhingan(2005),MacroEconomicTheory,VrindaPublications(P)Ltd,NewDelhi.
2. Deepashree,VanitaAgarwal,(2007),MacroEconomics,TataMcGraw–HillPublishing Company Ltd, New Delhi.
3. Sankaran,S.(2006),Macro Economics, Margham Publications Chennai.
4. Ahuja, H.L. (2007), Macro Economics Theory and Policy – Advanced Analysis, S. Chand & Company Ltd,New Delhi.
5. Gupta, K.R., Mandal, R.K. and Anitha Gupta (2008), Macro Economics, AtlanticPublishers, New Delhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Analyse the characteristics of Macro Economics	**K1**
CO–2	Evaluate the measures of National Income	**K2**
CO–3	Appreciate the implications of Classical theory of employment.	**K3**
CO–4	Understand the importance of effective demand.	**K4**
CO–5	Learn the applicability of consumption the ories in reallife situations.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	3	2	3	3	2	2	3	2.6
CO–2	3	3	1	3	3	3	3	3	3	2	2.7
CO–3	3	3	2	2	3	3	3	3	3	2	2.7
CO–4	3	3	2	3	2	3	2	2	2	2	2.4
CO–5	3	2	2	1	3	3	3	2	2	1	2.2
Mean overall Score											2.52
Correlation											(High)

6.

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FIRST YEAR	CORECOURSE-VI MONETARY ECONOMICS -I	SEMESTER : III
CODE	(THEORY)	CREDITS : 4

OBJECTIVES:

- To enable the students to understand principles of note issue system.
- To gain knowledge about money market.
- To understand the system of banking.
- To understand the role and importance of State Bank of India and Lead banks.
- To know the impact of advancements in banking on the economy.
- To become cognizant of the various contemporary theoretical and empirical developments in Money and Banking.

UNIT–I DEFINITION OF MONEY AND MONETARYST AND ARDS:

Definition and Meaning of Money–Characteristics of Money–Significance of Money- Evils of Money - Meaning of Monetary Standard- Forms of Monetary Standard- Principles of Note Issue Systems – Qualities of a Good Monetary Standard.

UNIT–II MONEY MARKET:

Meaning and Definitions of Money Market – Functions of Money Market –Instruments of Money Market – Characteristics of a Good Money Market – Importance of Money Market – Indian Money Market – Structure and Defects of Indian Money Market- Suggestions for the Improvement of Indian Money Market.

UNIT–III INTRODUCTION TO BANKING:

Origin of Banks -Meaning and Definition of a Bank - Characteristic Features of a Bank – Structure of Banking – Systems of Banking – Types of Banks - Social Responsibilities ofBanks – Economic and Monetary Implications Banking.

UNIT–IV BANKING AND NON-BANKING FINANCIAL INSTITUTIONS:

SBI, Lead Bank Scheme - State Bank of India – Origin – Functions and its Role - Lead Bank Scheme - Origin of Lead Bank Scheme – OBJECTIVES- Functions- Working of Lead Bank Scheme- Criticisms.

UNIT–V ADVANCEMENTS IN BANKING:

Real Time Grose settlement (RTGS) – Know Your Costumers(KYC) - Costumer IdentificationProcedure–E-CapitalBankinganditsimportance,ElectronicDelivery channels – National Electronic Fund Transfer (NEFT) - Automatic Teller Machine (ATM) - ATM Cards – Mobile banking – Internet Banking – Impact of information technology on banking.

UNIT -VI CURRENT CONTOURS (For Continuous Internal Assessment Only) : Contemporary theoretical and empirical developments in Money and Banking

REFERENCES:

1. Mithani,D.M(2006),Money,Banking,InternationalTradeandPublicFinance, Himalaya Publishing House, Mumbai.
2. Dharmaraj, E.(2005), Banking Theory Law and Practice, Scitech Publications (India) Pvt Ltd, Chennai.
3. Rajesh.R.Sivagnanathi,(2009),BankingTheoryLawandPractice,TataMcGraw–Hill Publishing Company Ltd, New Delhi.
4. Shekhar,K.S.LekshmyShekhar(2005),Banking Theory andPractice,VikasPublishing House Pvt Ltd, New Delhi.
5. Jhingan,M.L.(2012),MoneyBanking,InternationalTradeandPublicFinance,Vrinda Publications (P) Ltd, Delhi.

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Understandtheprimefactorsandconceptsofmonetaryeconomicsandbankingtheory.	**K1**
CO–2	Appreciatesimplearticlesrelatedtomonetaryeconomicsandbankingtheory.	**K2**
CO–3	Understandcurrenteventsandconceptsrelatedtomonetaryeconomicsandbankingtheory.	**K3**
CO–4	Acknowledge the importance of monetary phenomenonin the economy.	**K4**
CO–5	Understand the role and function of RBI.	**K5**

Course Outcomes ↓	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	2	2.5
CO2	3	3	2	2	2	3	3	2	3	3	2.6
CO3	3	1	2	3	2	2	3	2	2	2	2.2
CO4	3	2	2	2	1	3	3	2	2	2	2.2
CO5	3	3	3	3	2	3	3	2	2	3	2.7
										Mean Overall Score	2.44
										Correlation	# High

SECONDYEAR	ALLIEDCOURSE-V STATISTICALMETHODS	SEMESTER : III
CODE	(THEORY)	CREDITS : 3

OBJECTIVES:

- To equip the students with the knowledge of statistical tools needed for research hand analysis.
- To impart knowledge on correlation and regression analysis.
- To inculcate skills to carry out Time Series analysis.
- To understand various methods of measuring Association of Attributes.
- To equip the students with the knowledge of testing of hypothesis.
- To make students aware of the various recent developments in Statistical Methods

UNIT–I CORRELATION AND REGRESSION:

Correlation - Meaning – Types of correlation –Methods of measuring correlation – Uses- Regression– Meaning -Difference between correlation and regression – Two regression lines- Regression Equations – Simple problems.

UNIT–II ANALYSIS OF TIME SERIES:

Meaning–ComponentsofTimeSeriesAnalysis–Graphicmethod-SemiAveragesMethod - Moving Average Method – Merits and Demerits - Measurement of Cyclical and Irregular variations - Problems.

UNIT-III ASSOCIATION OF ATTRIBUTES:

Association of Attributes - Meaning – Methods of measuring Association of Attributes- problems.

UNIT–IV TESTING OF HYPOTHESIS:

TestingofHypothesis–SignificanceofformulatingHypothesis-Stepsinvolvedintesting of a Hypothesis – Concepts involved in formulation of Hypothesis – ‘t’ distribution and its properties – Uses (concepts only).

UNIT–V CHI-SQUARETEST:

Chi-Squaretest–Meaning–PropertiesofChi-squaretest–Uses(conceptsonly).

UNIT–VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent Developments in Statistical Methods

REFERENCES:

1. PillaiR.S.N.&Bagavathi(2007)Statistics-TheoryandPractice,S.Chand&Company Ltd, New Delhi - 110055.
2. Gupta,S.P.(2002),Statistical Methods,Sultan Chand Sons & Co, NewDelhi.
3. Arora,P.N.,SumeetAroraandAmitArora(2009),ElementsofStatisticalMethods,Sultan Chand Sons && Company Limited, Ram Nagar, New Delhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Obtainknowledgeonthestatisticalconcepts,methods&techniquesrelatedto Economics.	**K1**
CO–2	UnderstandthesignificanceandapplicabilityofstatisticalanalysisinEconomics.	**K2**
CO–3	Gain knowledge on statistical analysis and hypothesis testing.	**K3**
CO–4	Identify the type of statistical situation to which different distributions and statistical tools can be applied.	**K4**
CO–5	Develop skill stocarry out statistical analysis works.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	1	1	2	3	2	3	2.3
CO–2	3	2	2	3	1	1	3	3	2	2	2.2
CO–3	3	3	3	3	2	1	2	3	2	1	2.3
CO–4	3	3	2	3	1	3	3	2	2	1	2.3
CO–5	3	3	2	2	1	2	3	2	3	3	2.4
Mean overall Score											2.3
Correlation											(High)

SECOND YEAR	ALLIED COURSE-V DIGITALECONOMY	SEMESTER-III
CODE	**(THEORY)**	**CREDITS : 3**

OBJECTIVES:

- Elucidate the basic concepts of the digital economy.
- MakestudentsunderstandthescopeofapplicationsofEconomicsindifferentdigital sectors.
- Createawarenessabouttheeconomicsofinnovationandintellectualproperty.
- CreateabilitytoevaluatevariouschallengestoPropertyRightsthatariseduetothe globalization of digital economy.
- Understandthelikelyglobalimplicationsofdevelopmentofdigitaleconomyinfuture.
- Makestudentscognizantaboutthevariouscontemporarytheoreticalandempirical developments in Digital economy.

UNIT–I INTRODUCTION:

Definition of digital economy – Nature and Scope – Importance – Characteristics – Benefits Problems – Challenges – Environment and digital economy.

UNIT–II FUNDAMENTALS OF DIGITAL ECONOMY:

Digital goods and services – Public goods and Digital services – Production and digital services – Consumption and digital services – Crowd sourcing – Open sources software –Multi-sided platforms.

UNIT–III DIGITAL MARKET:

Definition – Role of Stockholders in digital market – Types of e-commerce markets – Market Information System (MIS) – E-banking – E-Governance – E-services – Data protection and Cyber security.

UNIT–IV DIGITAL IN NOVATION:

Meaning of digital innovation – Types – Product Life Cycle (PLC) Online Classes – Massive Open Online Courses (MOOC) – Problems of online courses – Digital innovation andeconomic growth – Bit coin and Crypto currencies.

UNIT–V DIGITAL DIVIDE:

Meaning – Importance – Causes – Challenges – Effects – Internet and social inequality – Can the Digital Divide be bridged?

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

ContemporarytheoreticalandempiricaldevelopmentsregardingDigitaleconomy

REFERENCE:

1. H. Overby and J. A. Audestad, Introduction to Digital Economics - Foundations, Business Models and Case Studies, Springer Publications
2. Brousseau,E.,&Curien,N.(Eds.).(2007). Internet and digital economics: principles, methods and applications. Cambridge University Press.
3. Brynjolfsson,E.,&Kahin,B.(Eds.).(2002).Understandingthedigitaleconomy:data, tools, and research. MIT press.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Understand interlinks between Environment and Digital Economy.	**K1**
CO–2	Understand the importance of digital goods and services.	**K2**
CO–3	GainknowledgeaboutthetypesofE-commercemarketsandManagementInformation Systems (MIS).	**K3**
CO–4	Understand the Digital innovations such as PLC,MOOC.	**K4**
CO–5	Understand interlinks between Environment and Digital Economy.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	3	1	3	2	1	1.9
CO–2	2	1	3	2	1	2	3	3	2	3	2.2
CO–3	2	2	3	2	2	3	3	3	3	2	2.5
CO–4	3	3	2	2	3	2	2	2	2	3	2.4
CO–5	2	2	2	2	2	2	2	3	2	2	2.1
Mean overall Score											2.22
Correlation											(High)

SECOND YEAR	ALLIED COURSE-V MANAGERIAL ECONOMICS	SEMESTER-III
CODE:	(THEORY)	CREDITS:3

OBJECTIVES:

- To elucidate the basic concepts of the managerial economics.
- To make students understand the demand analysis
- To study about the production function.
- To assess the pricing techniques
- To Understand the profit management

Unit-I NATURE AND SCOPE OF MANAGERIAL ECONOMICS

Definitions of Economics and Managerial Economics - Nature, Scope and Functions of Managerial Economics – Uses and Limitations of Managerial Economics.

Unit-II DEMAND ANALYSIS

Meaning - Demand and its determinants- Factors involved in Demand forecasting - Methods of Demand forecasting.

Unit-III PRODUCTION ANALYSIS

Meaning – Production and Production function- Law of variable proportions — Cost: Total, Average and Marginal cost – Revenue: Total, Average and Marginal revenue - Breakeven Point and the margin of safety.

Unit-IV PRICING TECHNIQUES

Full cost pricing - marginal pricing - skimming pricing - penetrating pricing - target pricing - peak load pricing - going rate pricing – cyclical pricing - customary pricing - product-line pricing - pricing of joint product, new product.

Unit-V Profit & Profit Management

Meaning of Profit and Nature of Profit- Accounting profit and Economic profit -Theories of Profit: Risk theory of profit Uncertainty bearing theory of profit, Dynamic theory of Profit, Innovation theory of profit and Marginal Productivity theory of profit.

Textbook

1. S. Sankaran – Managerial Economics, Margham Publications, Madras, 2013.

References

1. Ahuja H.L. (2008) - Principles of Micro Economics (21st Revised Edition), A New look at Economic Theory, S.Chand, New Delhi.
2. P .L.Mehta: Managerial Economics - Analysis, problems and causes. Sultan Chand & Sons, 1992.
3. R.L. Varshney and K.L.Maheswari: Managerial Economics. Sultan Chand & Sons, 1987.
4. Joel Dean: Managerial Economics. Prentice Hall of India, 1987.
5. Mote, Paul and Gupta: Managerial Economics Concepts and cases, 1979.

Course Outcomes:

On the successful completion of Post Graduate Course in Economics,the students will be able to

- Remember the basic concepts of Managerial Economics.
- Understand the importance of Managerial skills in the real business world.
- Apply the knowledge of Managerial skills in business to resolve the real business problems faced by the entrepreneurs.
- Analyse the psychology of the consumers at the time of consumption.
- Create new ideas in the field of marketing using pricing techniques

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	Remember the basic concepts of Managerial Economics.	
CO–1	Understand the importance of Managerial skills in the real business world.	**K1**
CO–2	Apply the knowledge of Managerial skills in business to resolve the real business problems faced by the entrepreneurs.	**K2**
CO–3	Analyse the psychology of the consumers at the time of consumption.	**K3**
CO–4	Create new ideas in the field of marketing using pricing techniques	**K4**
CO–5	Remember the basic concepts of Managerial Economics.	**K5**

Course Outcomes ↓	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	2	2.5
CO2	3	3	2	2	2	3	3	2	3	3	2.6
CO3	3	1	2	3	2	2	3	2	2	2	2.2
CO4	3	2	2	2	1	3	3	2	2	2	2.2
CO5	3	3	3	3	2	3	3	2	2	3	2.7
										Mean Overall Score	2.44
										Correlation	# High

SECOND YEAR	ALLIED COURSE-VI ECONOMICS OF TOURISM	SEMESTER-III
CODE:	(THEORY)	CREDITS:3

OBJECTIVES:

- To familiarise students with the basic concepts of Tourism.
- To probe the tourism demand forecasting and its methods
- To analyse the impact of tourism and its related aspects
- To understand the contribution of the Tourism Industry
- To examine the various international organisations in Tourism.

UNIT Contents

I **Introduction**

Introduction – Economics, and Tourism - Tourism Demand - Theoretical background - Types of Tourism Demand - Determinants of Tourism Demand

II **Tourism Demand**
Tourism Demand Forecasting - Methods of Forecasting – Public and Private Sectors in Tourism - the Need for Public and Private Sector Co-operation in Tourism – Growth of Tourism Demand in India.

III **Tourism Impacts**
Impact of Tourism - Economic Aspects - the Multiplier Effect - Displacement Effect and Tourism - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Aspects – Contingency Valuation Method

IV **Tourism in India**
Major tourism circuits of India: Inter-State and Intra-State – Heritage Tourism – Wild life Tourism and Eco Tourism – Tourism in Tamil Nadu.

V Tourism Organizations
Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Government of Tamil Nadu TTDC – IHA-IATA- TAAI- IATO.

Textbooks

Stephen Ball (2007), Encyclopaedia of Tourism Resources in India,B/H.
Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow
Vanhove and Norber, "The Economics of Tourism Destinations", T & F India, 2010
Mike J. Stabler, Andreas Papatheodorou, M. Thea Sinclair, " Economics of Tourism", Talyor & Francis, 2009
Yong Chen, "Economics of Tourism and Hospitality:A Micro Approach", Talyor & Francis, 2021

Reference Books

- Bhatia A.K (2020)Tourism Development : Principles and Practices Sterling Publishers Private Limited
- Mishra P.K (2018) Tourism in India: Potential, Problems and Prospects(2018) New Century Publications
- Prasanna Kumar (2017) Marketing for Hospitality and Tourism Mc Graw Hill Education
- SnehaPathak and RiteshMishra(2019) Medical Tourism in India 93-88797-49-8
- Geetanjali (2010)Tourism Management ABD Publishers

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	On completion of this course, students will	**K1**
CO–2	Describe the importance of Tourism	**K2**
CO–3	Understand various methods to calculate demand for tourism	**K3**
CO–4	Analyse the impact of Tourism	**K4**
CO–5	Know the various Tourist circuits in India	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	2	2	2	2	2	2	2.4
CO–2	3	2	2	1	1	3	2	3	1	2	2.0
CO–3	3	2	2	2	2	3	1	2	2	1	2.0
CO–4	3	1	1	2	1	3	2	1	2	1	1.7
CO–5	3	2	2	3	1	3	3	3	2	2	2.4

SECOND YEAR	INTERDISCPILINARY COURSE-III ECONOMICS OF TRANSPORTATION	SEMESTER-III
CODE:	(THEORY)	CREDITS:2

OBJECTIVES:

- To understand various types of transport.
- To know the role and important of railways
- To study nature of the road transport.
- To acquire knowledge about water transport
- To cultivate the ability to understand air transport

ECONOMICSOFTRANSPORTATION

Objective: To make the students understand the modes of Transport.

ModuleI: Meaning and Classification of Transport

Meaning and Classification of Transport - Land –Water- Air and other modes of transports - Economic, Political, Social, Cultural Significances and drawbacks.

ModuleII:Railways

Railways – Features- Monopoly- Public Utility-Large Scale Operation- Railway Development in Five Year Plans-Route Length –Goods Traffic–Productivity– Railway Finance- Administration- Railway Research – Training of Staff-Consultancy- Rates and Fares- Administrative Control – Problems of railways.

ModuleIII :Road Transport

Road Transport- Roads – Vehicles – Significance- Characteristics- Competition – Monopoly – Nationalisation- Road Development during Plans- Road Finance – Regulation – Taxation – Current problems of motor transport.

ModuleIV:WaterTransport

Water Transport- Advantages- Limitations- Problems and Prospects – Features of Shipping policy-Competition- Ports and Harbors- Current Problems- Inland water transport.

Module V: Air Transportation

Air Transportation - Nature and Significance- Revenue and Expenditure- Rates andFares-CompetitionandMonopoly-StateRegulation-Recentdevelopments –Transport Policy-Transport competition and Coordination-Methods of Coordination- Coordination in India.

Reference:

1.Sankaran,S.(2010),Indian Economy, Margham Publications,Chennai.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Understand pattern and structure of transport	**K1**
CO–2	Gain the knowledge about rail transport	**K2**
CO–3	Learn the knowledge about the road transport.	**K3**
CO–4	Acquire knowledge about water transport	**K4**
CO–5	Cultivate the ability to understand air transport	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	3	1	3	2	1	1.9
CO–2	2	1	3	2	1	2	3	3	2	3	2.2
CO–3	2	2	3	2	2	3	3	3	3	2	2.5
CO–4	3	3	2	2	3	2	2	2	2	3	2.4
CO–5	2	2	2	2	2	2	2	3	2	2	2.1
Mean overall Score											2.22
Correlation											(High)

Second Year	INTERDISCPILINARY COURSE-III URBAN ECONOMICS	Semester-III
Code:	(Theory)	Credits:2

OBJECTIVES:

- To know the role of Urban Economics and its growth structure
- To understand the basic economic principles in Urban Economics.
- To describes the various urban infrastructures and its functions
- To provide understanding about urbanization and its aspects.
- To familiarize the students about migration and its relevance in urban development.

UNIT Contents **Introduction**

Definition of Urban Economics- Nature and Scope of Urban Economics - Density, Urbanization - Definition of a City and Metropolitan area - Urban structure and Urban growth .

II **Concept, Causes and Problems of Urbanisation**

Urbanization – Concept– Urban Morphology - Causes and Issues of Urbanization- Sustainable Urbanization.

III **Urban Infrastructure**

Urban Infrastructure- Transportation – Electricity - Water Supply - Slums, Housing and Urban Renewal -Public Health.

IV **Migration Theories**

Theories of Rural Urban Migration –Ravenstein's Law of Migration- Stouffer's theory of Mobility- Lee's theory- Reasons for Migration: Push and Pull factors.

V **Policies for Urban Development**

Policies and Programmes for Urban development - Measures to Control Urban Growth - Integrated Development of Small and Medium Towns- Smart Cities in India

Textbooks

1. Ahluwahalia, I.J., Kanbur, R., & Mohanty, P.K. Urbanization in India, Sage Publications, New Delhi. (2014)
2. Hartwick, John M,(2015) Urban Economics, Routledge.
3. Arthur O' Sullivan, Urban Economics, Tata McGraw Hill, 2009.
4. Douglas.M. Brown, " Introduction to Urban Economics", 2013
5. John F. McDonald, Daniel P. McMillen, "Urban Economics and Real Estate:Theory and Policy", Wiley, 2011

Reference Books

1. Briance A and Ravinder Singh, (edited) (1995), Housing the Urban Poor, Policy and Practice in Developing Countries, (Sage Publications, New Delhi).
2. Fred Durr (1971),The Urban Economy (London, Index Educational Publishers).
3. Harris Tondon (1973), Introduction to Urban Economic Analysis and Policy New York.
4. Lolyd R Dowin and Associates (1969), Planning Urban Growth and Regional Development (London :MT.Press).
5. Mark Garrett(1996), Transportation Planning (Sage Publications, New Delhi).

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	On completion of this course, students will	**K1**
CO–2	Acquire knowledge on the subject matter of Urban Economics	**K2**
CO–3	Gain Knowledge on Urbanization and its Impact	**K3**
CO–4	Understand and analyse the Urban Infrastructure	**K4**
CO–5	Analyze the impact of Migration	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)				Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	1	1	2	3	2	3	2.3
CO–2	3	2	2	3	1	1	3	3	2	2	2.2
CO–3	3	3	3	3	2	1	2	3	2	1	2.3
CO–4	3	3	2	3	1	3	3	2	2	1	2.3
CO–5	3	3	2	2	1	2	3	2	3	3	2.4
Mean overall Score											2.3
Correlation											(High)

SECOND YEAR	**CORECOURSE-VII MACROECONOMICS-II**	**SEMESTER-IV**
CODE:	**(Theory)**	**CREDITS:4**

OBJECTIVES:

- To make the students understand the Macro economic concepts.
- To understand the Macro economic relevance to the economy.
- To understand and to examine how the Macro economic concepts are used in policy framework.
- To make the student acquire the skill of calculating various cost and revenues in the process of production.
- To make students capable of analyzing individual rationality insituation of scarcity and choice.
- To familiarize students with the various contemporary developments in Macroeconomic theory and practice.

UNIT–I THE INVESTMENT FUNCTION:

Meaning of Capital and Investment – Types of Investment (Induced vs Autonomous), Determinants of Investment – Marginal Efficiency of Capital (MEC)- Relation between MEC and MEI – Factors other than the interest rate affecting inducement to invest.

UNIT–II THE CONCEPT OF MULTIPLIER:

TheInvestmentMultiplier–WorkingoftheMultiplier–AssumptionstoMultiplier- Leakages of Multiplier – Criticism of Multiplier – The Dynamic Multiplier- The Employment Multiplier.

UNIT –III BALANCED BUDGET MULTIPLIER AND FOREIGN TRADE MULTIPLIER:

Balanced Budget Multiplier – its Assumptions, its Criticism- Foreign Trade Multiplier- Criticism of the Foreign Trade Multiplier.

UNIT–IV THE PRINCIPLES OF ACCELERATION AND SUPERMULTIPLIER:

Acceleration – Meaning- The principles of Acceleration – Operation of the Acceleration principle – Assumptions-Criticism- The Super Multiplier or the Multiplier and Accelerator Interaction – Use of Multiplier and Acceleration interaction in Business Cycles.

UNIT–V GENERALEQUILIBRIUM:

GeneralEquilibrium:Hicks-HansenAnalysis–DerivationofIS-LMCurves-Keynes effect and Pigou effect – IS-LM Equilibrium –OBJECTIVES of Macro Economic Policy – Monetary and Fiscal Policy Measures.

UNIT -VI CURRENT CONTOURS (For Continuous Internal Assessment Only): Contemporary theoretical and empirical developments in Macro Economics

REFERENCES:

1. M.L. Jhingan (2005), Macro Economic Theory, Vrinda Publications (P) Ltd, New Delhi-110091.
2. Dwivedi, D.N., (2005), Macro Economics: Theory and Policy, Tata McGraw Hill Publishing Company Ltd., New Delhi.
3. Sankaran,S.(2006),Macro Economics, Margham Publications Chennai.
4. Ahuja,H.L.(2007),Macro Economics Theory and Policy–AdvancedAnalysis, S.Chand&CompanyLtd,NewDelhi.
5. Gupta, K.R., Mandal, R.K. and Anitha Gupta(2008), Macro Economics, Atlantic Publishers, New Delhi.

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COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K – Levels)
CO–1	EvaluatetherelationshipbetweenGNPandthestandardoflivingofanation.	**K1**
CO–2	Learn about the rationale for the study of national income accounts.	**K2**
CO–3	UnderstandthevarioustheoriesofClassicalandKeynesianschoolofthought.	**K3**
CO–4	Becomefamiliarwiththepsychologyofconsumerswithrespecttoconsumptionpattern	**K4**
CO–5	BecomeawareoffiscalandmonetarypoliciesandtheirrelevancetoIndianeconomy.	**K5**

Course Outcomes ↓	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	2	2.5
CO2	3	3	2	2	2	3	3	2	3	3	2.6
CO3	3	1	2	3	2	2	3	2	2	2	2.2
CO4	3	2	2	2	1	3	3	2	2	2	2.2
CO5	3	3	3	3	2	3	3	2	2	3	2.7
Mean Overall Score											2.44
Correlation											High

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SECOND YEAR	CORECOURSE-VIII MONETARYECONOMICS-II	SEMESTER-IV
CODE:	(Theory)	CREDITS:4

OBJECTIVES:

- TofamiliarizetheconceptsrelatedtoMonetaryEconomicsandtheirpractical applicability.
- To introduce the Post Keynesian monetary policy model, its goals, tools, andchannels.
- To understand the ways of efficient operation of the economic system or set of specific OBJECTIVES through its influence on the supply, cost and availability of money.
- TolearntheconceptsrelatingtoMonetaryEconomicsandtheirpracticalapplicability.
- To understand the ways of efficient operation of the economic system or set of specific OBJECTIVES through its influence on the supply, cost and availability of money.
- To introduce the contemporary theoretical and empirical developments in Monetary Economics.

UNIT-I EVOLUTION OF MONEY:

Evolution and Functions of Money – Forms of Money – Money and Near Money – Supply of Money (M1, M2, M3 and M4) – Value of Money – Quantity Theory of Money – Fisher's version – Cambridge version.

UNIT–II DEMAND FORMONEY:

DemandforMoney–Keynes'stheoryofDemandformoney–Friedman'sRestatementof the quantity theory of money – Patinkin's Real Balance Effect – Tobin's portfolio balance theory.

UNIT-III BANKING:

RBI – Origin - Functions – Repo rate, Reverse rate, Cash Reserve Ratio, SLR, Commercial Banking Functions – Balance Sheet – Credit Creation – Nationalisation of Banking – Performance of Public sector Banks in India – Open market operations – Quantitative measures.

UNIT–IV TRADECYCLE:

Trade Cycle – Causes and control - Phases of Trade Cycle – Theories of Trade Cycle – Schumpeter – Hawtrey – Hicks and Samuelson.

UNIT–V INFLATION:

Economics of Inflation – Meaning – Types – Causes and Measures – Theories: Demand Pull, Cost-Push and Structural Inflation – Phillips Curve – Stagflation.

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

ContemporarytheoreticalandempiricaldevelopmentsinMonetaryEconomics

REFERENCES:

1. Mithani, D.M. (1997), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, New Delhi.
2. Seth,M.L.(2001),Monetary Economics, Lakshmi Varain Agarwal–Agra.
3. Jhingan,M.L.(2003),MonetaryEconomics,VirndaPublications(P)Ltd,Delhi.
4. Dwivedi, D.N. (2005), Macro Economics: Theory and Policy, Tata McGraw Hill Publishing Company Ltd, New Delhi.

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COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K – Levels)
CO–1	Understand how value of money is determined.	**K1**
CO–2	GainknowledgeaboutthederivationofPhilipscurvefromaggregatesupplycurve.	**K2**
CO–3	Understand the the ories of demand for money.	**K3**
CO–4	Understand the importance of exchange rate.	**K4**
CO–5	Gain knowledge about Financial Market.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	3	2	3	3	2	2	3	2.6
CO–2	3	3	1	3	3	3	3	3	3	2	2.7
CO–3	3	3	2	2	3	3	3	3	3	2	2.7
CO–4	3	3	2	3	2	3	2	2	2	2	2.4
CO–5	3	2	2	1	3	3	3	2	2	1	2.2
Mean overall Score											2.52
Correlation											(High)

SECONDYEAR	ALLIEDCOURSE-VII MATHEMATICAL ECONOMICS	SEMESTER-IV
CODE:	(THEORY)	CREDITS :3

OBJECTIVES

- To integrate the concepts of Economics with Mathematical tools.
- To help students with the uses of Matricest of ind solutions in Economics.
- To know the differentiation rules and its applications in Economic functions.
- To familiarize students for optimizing single variable functions.
- To equip the students with the knowledge of production function, linear programming and input-output analysis.
- Tomakestudentsfamiliartocontemporarydevelopmentsin Mathematicsfor Economics.

UNIT-I INTRODUCTION:
UsesandElementsofAlgebra,GeometryandCalculus-QuadraticEquations-BasicRules – Variables,Constants-AlgebraicFunctionsinEconomics-Exponential,Logarithmic,Power Functions–Geometry:TwoandThreeDimensionalGraphsandEquations–LinearFunction, Parabola,RectangularHyperbola–ApplicationsinEconomics-Calculus:Differentiationand Integration.

UNIT-II MATRIXALGEBRA AND DETERMINANTS:

Types of Matrices – Matrix Operations: Addition, Subtraction, Matrix Multiplication – Transpose – Determinants, Inverse and Properties – Solving a System of Linear Equations: Cramer's Rule and Inverse Method.

UNIT–III DIFFERENTIATION:
Differentiation – Rules of Differentiation – I Order and II Order Differentiation – Economic Applications: Marginal Product, Marginal Cost, Marginal Revenue, Marginal Utility – Price Elasticity.

UNIT–IV OPTIMIZATION (SINGLE VARIABLE):
Second Order Derivatives – Maximization and Minimization of a Function – Economic Applications: Output, Revenue and Profit Maximization – Cost Minimization.

UNIT–V PRODUCTIONFUNCTIONANDLINEARPROGRAMMING:
Production Function – Homogeneous and Non-homogeneous – Degree of Homogeneity and Returns to Scale – Properties of Cobb-Douglas Production Function – Linear Programming: Graphic Solution.

UNIT–VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments in Mathematical Methods for Economic Analysis.

REFERENCES:

1. Mehta and Madnani (2019)Mathematics for Economists Sultan Chand and Sons.
2. EdwardT.Dowling,(2002)“MathematicalMethodsforBusinessandEconomics”,Schaum’s Outline Series, 3rd Edition, Mc Graw Hill.
3. RenshawGeoff,(2005)MathsforEconomics,3rdEditionOxfordUniversityPress,Oxford.
4. CarlPSimon&LawrenceE.Blume,“MathematicsforEconomists”,PublishedbyW.W.Norton & Company,2010.
5. IanJacques,“MathematicsforEconomicsandBusiness”,Pearson,2018.
6. Chiang,A.C.,FundamentalMethodsofMathematicalEconomics,McGraw-Hill,1984
7. G.Hadley, Linear Algebra Addison –WesleyPublishingCompany,1977.
8. K.Sydsaeter and PHammond, Mathematics for Economic Analysis, Pearson EducationalAsia, Delhi 2002.
9. Mabett. AlanJWorkoutforMathematicsforEconomistMcMillan1986.
10. R.G.D.Allen, Mathematical Analysis for Economists Macmillan and Co.Ltd.,2008.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K – Levels)
CO–1	Understand basic concepts of mathematics and its application in economics.	**K1**
CO–2	Analyzetherelevanceofthetypesofmatricesanditsuseinsolvingsimultaneousequations.	**K2**
CO–3	Gain knowledge of the rules of differentiation and its economic applications.	**K3**
CO–4	Optimize the single variable functions in Economics.	**K4**
CO–5	Gain knowledge of the production functions, linear programming and input output analysis.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	3	1	3	2	1	1.9
CO–2	2	1	3	2	1	2	3	3	2	3	2.2
CO–3	2	2	3	2	2	3	3	3	3	2	2.5
CO–4	3	3	2	2	3	2	2	2	2	3	2.4
CO–5	2	2	2	2	2	2	2	3	2	2	2.1
Mean overall Score											2.22
Correlation											(High)

Second Year	ALLIED COURSE-VII HEALTHECONOMICS	Semester-IV
Code:	**(Theory)**	**Credits:3**

OBJECTIVES:

- To assess the interlinks between health and economic development.
- To enable the understanding factors that can determine health.
- To elucidate the importance of various types of Health Policies.
- To enable understanding of the Micro economic view of Demand and supply in health care markets.
- To cultivatetheabilitytounderstandhealthandeconomicstatusindevelopingcountries.
- To understand the various contemporary developments in Health Economics.

UNIT–I HEALTH ECONOMICS – BASIC CONCEPTS:

Definition and Dimensions of Health (WTO Definition) Meaning and importance of Health Economics – Determinants of Health – input and output indicators of Health

UNIT–II HEALTH AND DEVELOPMENT:

Income and Health linkages – Concept of Well-being – PQLI and HDI – Poverty and health – OccupationalHealthHazards–Fertility–Morbidity–MortalityandLifeExpectancy Nutrition and Health – Malnutrition – Under Nutrition

UNIT–III HEALTH INVESTMENT, HEALTH PLANNING AND POLICY:

Economics of Public Health – Education and Health – Concept of Health Education – Capital Formation in Health care – Health Planning – Need – Approaches Planning cycle; Health Policy – Dimensions – Need.

UNIT–IV MICRO ECONOMICS OF HEALTH SERVICES:

Demandforhealthservices–PreferenceforHealthandHealthcare–IncomeandPrice effects – Physician as a price discriminating monopolist – Health Production Function with illustration

UNIT–V HEALTH IN DEVELOPING COUNTRIES:

SignificanceofHealthinLDCs–MeasuringtheBurdenofDisease–TheconceptsDALY and QALYs – Challenges for the future

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Contemporary developments in Health Economics

REFERENCE:

1. Alistair Mc Guire, John Henderson and Gavin Mooney (1998), The Economics of HealthCare: An Introductory Text.(Routeldge and KeganPaul London and New York.PP 9-30)
2. AshaA.BhendeandTaraKanitkar(2001),PrinciplesofPopulationStudies(Himalaya Publishing House, New Delhi).
3. Park.K,(2000) Park's TextBookofPreventiveand SocialMedicine.16th edition.(M/S. BanarsidasBhanot Publishers, Jalalpur).
4. WilliamJack(1999),PrincipalsofHealthEconomicsforDevelopingCountries,WBI Development Studies (The World Bank, Washington. D.C.)
5. Government of India(1983),NationalHealthPolicy,NewDelhi.
6. IndianCouncilofSocialScience,ResearchandIndianCouncilofMedicalResearch(1981), Health for All 2002 A.D. (ISSR, Delhi).
7. JeanDrezeandAmartyasen(1998),IndianEconomicDevelopmentandSocialOpportUNITy (Oxford University Press.)
8. Michall H. Cooper and Antony J. Culyer (1973), Health Economics (Balsimore.Penguin Books Inc.).

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Make students understand the interlink between health and economics.	**K1**
CO–2	Make students understand the concept of wellbeing PQLI and HDI.	**K2**
CO–3	Make students understand the micro level of health services.	**K3**
CO–4	Make students gain knowledge about health policies and planning.	**K4**
CO–5	Make students gain knowledge about health status in developing countries.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	2	2	2	2	2	2	2.4
CO–2	3	2	2	1	1	3	2	3	1	2	2.0
CO–3	3	2	2	2	2	3	1	2	2	1	2.0
CO–4	3	1	1	2	1	3	2	1	2	1	1.7
CO–5	3	2	2	3	1	3	3	3	2	2	2.4
Mean overall Score											2.1
Correlation											(High)

Second Year	ALLIED COURSE-VIII HUMANRESOURCEMANAGEMENT	Semester-IV
Code:	(Theory)	Credits:3

OBJECTIVES:

- Understand the concept of Human capital.
- Study the methods of Human capital formation
- Acquire knowledge about Human resource planning.
- Examine the various gender issues.
- Gain knowledge about the human development index in India.
- Give an idea about the recent developments in Human Resource Management.

UNIT–I APPROACHES TO HUMAN CAPITAL:

Evolution of the Concept of Human Capital-Meaning-Nature–Significance–Schultz's Approach- Becker's Theory.

UNIT–II METHODS OF HUMAN CAPITAL FORMATION:

Education and Economic Growth-Health and Nutrition–Information about Job Market– Elimination of Social Discrimination- Brain Drain Development Indicators.

UNIT–III HUMANRESOURCEPLANNING:

Meaning-OBJECTIVES-Need-Process-Benefits-Problems.

UNIT–IV GENDERISSUES:

Role of Women in Economic Development-Gender and Inequality–Gender Disparities in Education, Occupation and Earnings- Development of Women Entrepreneurship in India.

UNIT–V POPULATION AND DEVELOPMENT:

Work Participation Rate–Male & FemaleWorkParticipationRate–DecadalVariations– Human Development Index in India.

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent Developments in Human Resource Management

REFERENCES:

1. Memoria,C.B.,GankarS.V.(2001),PersonnelManagement,Text&Cases.Himalaya Publishing House, Mumbai.
2. Mira,S. & Saiyandain(2009),Human Resources Management, McGraw–HillEducation Pvt Ltd, New Delhi.
3. Gupta,C.B.(2013),HumanResourceManagement,SultanChand&Sons,NewDelhi.
4. Jaysankar,J.(2013),HumanResourceManagement,MarghamPublications,Chennai.
5. Aswathappa,K.(2009), Human Resource Management, Tata McGraw –Hill Publishing Company Ltd, New Delhi.
6. RuddarDatt,K.P.M.Sundharam.(2004),IndianEconomy,ShultanChand&Company Ltd, New Delhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Find evolution, nature and significance of human capital.	**K1**
CO–2	Demonstrate the methods of human capital for economic growth and elimination of social discrimination.	**K2**
CO–3	Identify the OBJECTIVES, need and problems in planning.	**K3**
CO–4	Examine the role of women in economic development.	**K4**
CO–5	Assess the work participation rate of male and female.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	1	1	2	3	2	3	2.3
CO–2	3	2	2	3	1	1	3	3	2	2	2.2
CO–3	3	3	3	3	2	1	2	3	2	1	2.3
CO–4	3	3	2	3	1	3	3	2	2	1	2.3
CO–5	3	3	2	2	1	2	3	2	3	3	2.4
Mean overall Score											2.3
Correlation											(High)

SECOND YEAR	ALLIED COURSE-VIII INDUSTRIAL ECONOMICS	SEMESTER-IV
CODE:	(THEORY)	CREDITS:3

OBJECTIVES:

- To discuss the Features, Performance and development issues of the Indian Economy
- To analyse the various theories of Industrial Location.
- To know the licensing policies and industrial sickness
- To describe the growth Patterns in Indian Industrial Sector.
- To observe the trends and prospects of industrial growth in India

UNIT **Contents**

I Introduction

Nature and scope of Industrial Economics - History of Industrial Revolution -Digital Revolution -Classification of Industries: Public Sector, Private Sector and Public Private Partnerships- Large, MSMEs, Cottage Industries- Concept of Plant, Firm and Industry.

II Theories of Location

Theories of Industrial Location - Weber - Sargant Florence - Factors Affecting Location- Localization -Glocalization of Industries – Decentralization of Industries-Industrial Efficiency and Economic Efficiency- Measures of Concentration - Concentration ratio - Hirschman – Her findahl Index.

III Industrial Licensing and Policies

Industrial Licensing – MRTP Act – Industrial Policies -Industrial Productivity -Capacity Utilization - Industrial Sickness- Mergers and Acquisitions – Profitability and Efficiency.

IV Industrial Regions of the World and India -Industrial Clusters in India- Sunrise Sector- Regional Backwardness- Government Initiatives.

V Growth Trends in India

Industrial Growth in India: Trends and Prospects – Incentives to Promote Industrialization – Ease of Doing Business Ranking - MNCs in India -Special Economic Zones- FDI Policy- Make in India Initiative- National Manufacturing Policy.

Textbooks

1. Ranjana Seth . (2010) Industrial Economics Ane's Student Edition.
2. Barthwal R.R (2007) Industrial Economics An Introductory Textbook, New Age International Publishers
3. Dennis W.Carlton and Jeffrey M.Perloff, Modern Industrial Organisation, Cambridge University Press,2015
4. Rajesh Kumar R(2021) Industrial Economics and Foreign Trade Jyothis Publishers
5. Louis Philips, "Applied Industrial Economics", Cambridge University Press, 1998

Reference Books:

1. John Weiss (2011) The Economics of Industrial Development, Routledge
2. Kuchhal, S. C. Industrial Economy of India, Chaitanya Publishing House, Allahabad (1980)
3. Dhingra I.C and Nitin Dhingra (2013) Industrial Economics Book Age Publications
4. Martin, S., (2001)Advanced Industrial Economics, 2nd Edition, Wiley-Blackwell
5. Paul Belleflameet.l"The theory of Industrial Organisation- Markets and Strategies", Cambridge University Press, 2012

COURSE OUTCOMES:(WITH MAPPING)

CO No.	**CO–Statements**	**Cognitive Levels (K –Levels)**
CO–1	Understand the importance of Industrial Economics	**K1**
CO–2	Examine theories of industrial Location	**K2**
CO–3	Review the relevance of Industrial Policies	**K3**
CO–4	Describe the Industrial belts of the World and India	**K4**
CO–5	Analyse the Industrial Trends in the Indian Economy.	**K5**

Relationship matrix

Course Outcomes (Cos)	**Programme Outcomes (Pos)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of Cos**
	PO–1	**PO–2**	**PO–3**	**PO–4**	**PO–5**	**PSO–1**	**PSO–2**	**PSO–3**	**PSO–4**	**PSO–5**	
CO–1	**2**	**2**	**2**	**1**	**2**	**3**	**1**	**3**	**2**	**1**	**1.9**
CO–2	**2**	**1**	**3**	**2**	**1**	**2**	**3**	**3**	**2**	**3**	**2.2**
CO–3	**2**	**2**	**3**	**2**	**2**	**3**	**3**	**3**	**3**	**2**	**2.5**
CO–4	**3**	**3**	**2**	**2**	**3**	**2**	**2**	**2**	**2**	**3**	**2.4**
CO–5	**2**	**2**	**2**	**2**	**2**	**2**	**2**	**3**	**2**	**2**	**2.1**
Mean overall Score											**2.22**
Correlation											**(High)**

SECOND YEAR	INDERDISCPILINARY COURSE- IV ECONOMICS OF INFRASTRUCTURE	Semester-IV
CODE:	(Theory)	Credits:2

OBJECTIVES:

- To enable the students to peruse their interest in infrastructure of economy
- To enhance student's knowledge about education and communication
- To educate regarding various sources of energy
- To instruct the students to find important of health and education
- To identify the contemporary policy regarding development of health and education

Economics of Infrastructure

Unit-I:Introduction

Infrastructure and economic development – Infrastructure as a public good; Social and physical infrastructure; Special characteristics of public utilities. The peak-load, Off-Load Problem, Dual Principle Controversy; Economies of scale of Joint supply; Marginal Cost Pricing vs. other methods of pricing in public utilities; Cross-subsidization – free prices, equity and efficiency.

Unit-II:Transport and Communication

Transport costs and Location of economic activities. Demand for transport – cost functions in the transport sector – principle of pricing – special problemsof individuals modes of transport – Indian situation. Rate making in telephone utilities – principles of decreasing costs in telephone industry – Characteristics of postal services – Criteria for fixation of postal rates – Measurement of standards of services in telephone and postal utilities.

Unit-III:Energy

Energy and economic development–determinants of demand for energy– effects of energy shortages – energy conservation – sources of energy – optimal energy policy in the Indian context.

Pricing of electricity – Relative economics of Thermal, Hydel and Nuclear power plants–the case for a National Power Grid–Exploitation of Natural Gas– Pricing problem.

Unit-IV:Education

Education and Economic Growth. Approaches to Educational Planning. Social Demand.Rate of Return and Manpower Balance Approaches. The Case for Universal, Free, Primary Education; Structure of higher education andproblems of its financing in India; Human Resources and Human Capital Development. The issues in education policy.

Unit-V:Health

Health dimensions of development; Determinants of Health – poverty, malnutrition, illiteracy and lack of information; Economic dimensions of healthcare– Demandandsupplyofhealthcare;Financingofhealthcareandresource constraints; Inequalities in health – class and gender perspectives; Institutional issues in health care delivery

Basic Reading List

1. Crew, M.A. and P.R. Kleindorfer (1979), Public Utility Economics, Macmillan, London.
2. National Council of Applied Economic Research (NCAER) (1996), India Infrastructure Report : Policy Implications for Growth and Welfare, NCAER, New Delhi.
3. Parikh, K.S. (Ed.) (1999), India Development Report – 1999-2000, Oxford, New Delhi.
4. Munby, D. (ed.) (1968), Transport: Selected Readings, Penguin, Harmondsworth.
5. Government of India (1968), Interim Report of P & T Enquiry Committee, Government of India, New Delhi.
6. Jha, R., M.N. Murthy and S. Paul (1990), On Fixing Prices for PostalServices in India, National Institute of Public Finance and Policy, New Delhi.
7. Parikh, J.(Ed.) (1997), Energy Models for 2000 and Beyond, Tata McGraw-Hill, New Delhi.
8. Becker, G.S. (1974), Human Capital (2ndEdition), National Bureau of Economic Research, New York.
9. Panchamukhi, P.R. (1980), Economics of Health: A Trend Report in ICSSR,A Survey of Research in Economics, Vol.VI, Infrastructure, Allied, Delhi.
10. World Bank (1993), The World Development Report, 1993 : Investing in Health, Oxford University Press, NewYork.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Understand role and important of infrastructure	**K1**
CO–2	Enhance student's knowledge about education and communication	**K2**
CO–3	Analyze educate regarding various sources of energy	**K3**
CO–4	Summarize the students to find importants of health and education	**K4**
CO–5	Suggest contemporary policy regarding development of health and education	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	3	1	3	2	1	1.9
CO–2	2	1	3	2	1	2	3	3	2	3	2.2
CO–3	2	2	3	2	2	3	3	3	3	2	2.5
CO–4	3	3	2	2	3	2	2	2	2	3	2.4
CO–5	2	2	2	2	2	2	2	3	2	2	2.1
Mean overall Score											2.22
Correlation											(High)

Second Year	INDERDISCPILINARY COURSE- IV ECONOMICSFORCOMPETITIVE EXAMINATIONS	Semester-IV
Code:	(Theory)	Credits:2

OBJECTIVES:

- To understand the basic Economic Growth Concepts.
- To explore the Development of Indian Economy over the years.
- To understand the concepts of Income Classification, Poverty and Employment.
- To understand the Tax Structure and Fiscal Federalism in India.
- To understand the Banking and Trade aspects of India.

UNIT–I ECONOMIC CONCEPTS:

Economic Growth and Development – Measurement - GDP, GNP, NDP, NNP, PCI, HDI –Current Trends.

UNIT–II NATURE OF INDIAN ECONOMY:

Agricultural,IndustrialandServiceSectors–FiveYearPlansbeforeandafter Liberalisation – NITI AYOG and Recent Developments.

UNIT–III INCOME AND EMPLOYMENT:

Income Classifications(NSS) -Poverty and Poverty Line- Anti-Poverty and Employment Generation Programmes - MGNREGP.

UNIT–IV PUBLIC FINANCE:

Direct and Indirect Taxes - Personal IT, Corporate IT, Sales Tax, VAT, GST, Excise Duty, Customs Duty, Local Taxes - Fiscal Federalism and Finance Commissions.

UNIT–V MONEY, BANKING AND TRADE:

Money Supply – M1, M2, M3 & M4 – Inflation – RBI – Functions and Role – Commercial BanksandNBFCs–ExportandImport–MajorCommodities–BalanceofPayments– IMF and World Bank – Role.

UNITVI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent Developments in Indian Economy.

REFERENCES:

1. A V Balakrishnan, (2022, 3rd Ed., Economic Development in India (Policies, Reforms and Liberalisation), GK Publications, G.K. Publications Pvt Ltd.
2. EconomicSurvey,GovernmentofIndia,2022.
3. Mishra, Puri, Garg (2022, 40th Ed.), Indian Economy, Himalaya Publishing House, NewDelhi.
4. RameshChand,PramodJoshi(2022,1stEd.)IndianAgricultureTowards2030:Pathways for Enhancing Farmers' Income, Nutritional Security and Sustainable Food and Farm Systems. Springer Verlag, Singapore.
5. Reserve Bank of India, Report of Currency and Finance,(Annual).
6. SanjayKaul(2022,1stEd.),AnAlternativeDevelopmentAgendaforIndia,Taylor&Francis Ltd.
7. UmaKapila(2022,23rdEd.),IndianEconomy:PerformanceandPolicies,Academic Foundation.
8. UmaKapila(2022,33rdEd.),IndianEconomysinceIndependence,AcademicFoundation.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Explain the basic Economic Growth Concepts with data.	**K1**
CO–2	Examine the various development aspects of the Indian Economy over the years.	**K2**
CO–3	Analyze the income structure and poverty issues in India.	**K3**
CO–4	Explain the Tax Structure and Fiscal Federalism in India.	**K4**
CO–5	Examine the Banking and Trade aspects of India.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	2	2	2	2	2	2	2.4
CO–2	3	2	2	1	1	3	2	3	1	2	2.0
CO–3	3	2	2	2	2	3	1	2	2	1	2.0
CO–4	3	1	1	2	1	3	2	1	2	1	1.7
CO–5	3	2	2	3	1	3	3	3	2	2	2.4
Mean overall Score											2.1
Correlation											(High)

THIRD YEAR	CORECOURSE-IX PUBLICFINANCE	SEMESTER-V
CODE:	(THEORY)	CREDITS:4

OBJECTIVES:

- To identify and discuss the role and importance of public finance.
- To know the various sources of public revenue and avenues of public expenditure.
- To understand the different kinds of taxation in India.
- To study the causes and effects of public debt.
- To impart awareness regarding the recent Finance Commission and its report.
- To familiarize students with the recent developments in Public Finance.

UNIT–I PUBLICFINANCE:

Meaning and Scope – Uses and Role of Public Finance in the economy – Public finance and private finance – The principle of maximum social advantage.

UNIT–II PUBLICREVENUEANDPUBLICEXPENDITURE:

Sources of revenue of the centre and states – Recent trends – Tax Revenues – Non-tax Revenues – Role of Direct taxes – Income Tax – Corporate Tax - GST– Excise duty and customs duty – Wealth Tax – Capital gains Tax – gift Tax – Public Expenditure – general growth of public expenditure – causes, effects and control of expenditure.

UNIT-III TAXATION:

Principles of taxation – The cost of Service – The benefit – The ability to pay – The progressive and proportional Taxation – Direct and Indirect Taxes – Merits and demerits –VAT – shifting and incidence of taxation – effects of Taxation.

UNIT–IV PUBLICDEBT:

NeedforPublicdebt–Publicdebtandprivatedebt–causesandeffectsofpublicdebt– public debt redemption – recent trends – Public debt of the State Governments.

UNIT-V FEDERAL FINANCE AND BUDGET:

Evolution – Principles – Central – State Financial Relationship – Finance Commission – functions–TheRecentFinanceCommissionanditsreport–LocalFinance–Itstrendin India – Fiscal policy –OBJECTIVES, uses and limitations – Fiscal policy in India – Budget – basic structure.

UNIT–VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent developments in Public Finance

REFERENCES:

1. Dr.B.P.Tyagi (2003-04),PublicFinance-JaiPrakashNath&Company-Meerut
2. Dr.S.Sankaran (1985)Fiscal Economics-Shree Karthikeyan Publishing Company– Chennai
3. John Kennedy,(2012),Public Finance, PHIL earning Pvt Ltd, NewDelhi.
4. K.P.M.Sundharam & K.K.Andley(1998),Public Finance Theory & Practice, Sultan& Sons Company Ltd , New Delhi.

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COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Examine the role of public finance in the economy.	**K1**
CO–2	Distinguish between tax revenue and non-tax revenue.	**K2**
CO–3	Sketch out the shifting and incidence of taxation	**K3**
CO–4	Explain the causes and effects of public debt	**K4**
CO–5	Evaluate the Recent Finance Commission and its report	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	3	2	3	3	2	2	3	2.6
CO–2	3	3	1	3	3	3	3	3	3	2	2.7
CO–3	3	3	2	2	3	3	3	3	3	2	2.7
CO–4	3	3	2	3	2	3	2	2	2	2	2.4
CO–5	3	2	2	1	3	3	3	2	2	1	2.2
Mean overall Score											2.52
Correlation											(High)

THIRD YEAR	CORECOURSE-X ECONOMICS OF GROWTH AND DEVELOPMENT	SEMESTER-V
CODE:	(THEORY)	CREDITS:4

OBJECTIVES:

- To study the factors affecting economic growth and development.
- To understand the various models regarding growth and development.
- To know the social and institutional aspects of development.
- To understand the various the ories of development.
- To study the various approaches to development.
- To familiarize the contemporary approaches to growth and development.

UNIT-I ECONOMIC GROWTH AND DEVELOPMENT:

EconomicGrowthanddevelopment–Factorsaffectingeconomicgrowth-Capital,labour and technology growth models - Harrod and Domar, instability of equilibrium: Neo-classical growthmodels–SolowandMeade-Mrs.JoanRobinson'sgrowthmodel;Cambridge criticism of Neo-classical analysis of growth- The capital controversy.

UNIT-II TECHNOLOGICAL PROGRESS:

Technological progress - Embodied and disembodied technical progress: Hicks-Harrod - Learning by doing - Production function approach to Economic growth; Total factor productivity and growth accounting; Money in economic growth -Tobin, Levhari, Patinkin andJohnson,Endogenousgrowth-Intellectualcapital-Roleoflearningeducationand research - AK Model - Explanations of cross country differentials in economic growth.

UNIT-III SOCIAL AND INSTITUTIONALASPECTS OF DEVELOPMENT:

Developmentandunderdevelopment–Perpetuationofunderdevelopment;Poverty- Absolute and relative; Measuring development and development gap - Per Capita income, Inequality of Income; Human Development Index and other indices of development and quality of life, Food security, Education, Health and Nutrition.

UNIT-IV THE ORIES OF DEVELOPMENT:

ClassicalTheoryofDevelopment–ContributionsofAdamSmith,Ricardo,Malthusand James Mill; Karl Marx and development of Capitalistic economy; Theory of social change, surplus value and profit; Immutable laws of capitalist development; Crisis in capitalism: SchumpeterandCapitalisticdevelopment–Innovation;Roleofcredit,profitand degeneration of capitalism;Structural analysis of development; Imperfect market paradigm.

UNIT-V APPROACHES TO DEVELOPMENT:

Partial theories of growth and development; Vicious circle of poverty: Circular causation, unlimited supply of labour, big push; Balanced growth and unbalanced growth; Critical MinimumEffortThesis;Lowincomeequilibriumtrap;Dualism-technical,behaviouraland social;RanisandFeimodel;DixitandMarglinmodel;Kellyetc.alModel;Dependency theory of development; Structural view of development.

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Contemporary approaches to growth and development

REFERENCES:

1. Barrell,R.GMasonandM.OMahoney(2000)Productivity,InnovationandEconomic Perofrmance, Cambridge University Press Cambridge
2. Hayami,Y(1997)Development Economics, Oxford Univerity Press, New York
3. Sen,A.K(Ed)(1990)Growth Economnics, Penguin, Harmonds worth
4. MehrotaSandJ.Richard(1998)DevelopmentwithaHumanFace,OxfordUniversity press, New Delhi

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Examine the Neo-classical growth models.	**K1**
CO–2	Explain the various growth and development models.	**K2**
CO–3	Interpret the social and institutional aspects of development.	**K3**
CO–4	Explain the various the ories of development.	**K4**
CO–5	Becomecognizantofthecontemporaryapproachestogrowthanddevelopment.	**K5**

Course Outcomes ↓	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	2	2.5
CO2	3	3	2	2	2	3	3	2	3	3	2.6
CO3	3	1	2	3	2	2	3	2	2	2	2.2
CO4	3	2	2	2	1	3	3	2	2	2	2.2
CO5	3	3	3	3	2	3	3	2	2	3	2.7
										Mean Overall Score	2.44
										Correlation	# High

THIRD YEAR	CORE COURSE-XI INTERNATIONALECONOMICS	SEMESTER-V
CODE:	(THEORY)	CREDITS:4

OBJECTIVES:

- To study the theories of International Trade.
- To understand the differences between free trade and protection
- To learn about balance of payment.
- To impart the knowledge about foreign exchange.
- To gain an understanding about the International Economic system
- To be updated about the recent developments in International trade and Economics

UNIT–I THE ORIES OF INTERNATIONAL TRADE:

Meaning – Nature and Scope – Distinction between Internal and International trade; Classical Theory – Adam Smith's Absolute Cost Theory - David Ricardo's Comparative Cost Theory; Heberler's OpportUNITy Cost Theory; Hecksher–Ohlin Theorem.

UNIT–II FREE TRADEVERSUSPROTECTION:

Caseforandagainstfreetradeandprotection;Tariffs–Meaning–Types–Effects–Quotas – Meaning – Types – Effects; Dumping – Pre-conditions for Dumping – Effects – Anti- Dumping measures.

UNIT–III BALANCE OF PAYMENTS:

Concept – Importance – Structure – Distinction between Balance of Trade and Balance of Payments – Disequilibrium in the Balance of Payments – Short run and Long run – Causes – Measures for removal of disequilibrium.

UNIT–IV FOREIGNE XCHANGE:

Meaning – Importance – Demand for Foreign exchange – Supply of Foreign exchange; Equilibrium rate of Foreign exchange – Purchasing Power Parity Theory; Stable and Flexible Foreign Exchange Rate.

UNIT–V INTERNATIONAL CO-OPERATION AND MONETARY SYSTEMS:

India and WTO,SAARC,ASEAN,BRICS,G20,BIMSTEC,QUAD;Internationalliquidity – IMF – ADB

UNITVI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent Developments in International trade and economics

REFERENCES:

1. Jhingan,M.L.(2013),InternationalEconomics,VrindaPublications(P)Ltd,Delhi.
2. AbdualRaheem&Vagheesan(2006),InternationalEconomics,LearntechPress,Trichy.
3. Desai,S.S.&NirmalBhalerao,(2003),InternationalEconomics,HimalayaPublishingHouse, Mumbai.
4. Mithani,D.M.(2003),InternationalEconomics,HimalayaPublishingHouse,Mumbai.
5. Cherunilam(2006),InternationalEconomics,TataMcGraw,HillPublishingCompany, New Delhi.
6. H.L.Bhatia(2006),InternationalEconomics,VikasPublishingHousePvtLTD,NewDelhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Examine Classical and Neo-classical Theories of International trade.	**K1**
CO–2	Explain the various aspects of free trade and protection.	**K2**
CO–3	Distinguish between balance of trade and Balance of Payments.	**K3**
CO–4	Understand the system of foreign exchange and the ories associated withit.	**K4**
CO–5	Evaluate the functionsofvariousinternationaleconomicinstitutions.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	3	2	3	3	2	2	3	2.6
CO–2	3	3	1	3	3	3	3	3	3	2	2.7
CO–3	3	3	2	2	3	3	3	3	3	2	2.7
CO–4	3	3	2	3	2	3	2	2	2	2	2.4
CO–5	3	2	2	1	3	3	3	2	2	1	2.2
Mean overall Score											2.52
Correlation											(High)

THIRD YEAR	CORECOURSE-XII HISTORYOFECONOMICTHOUGHT	SEMESTER-V
CODE:	(THEORY)	CREDITS:4

OBJECTIVES:

- To trace the historical development of economic the ories.
- To understand institutional economic view of development.
- To know socialistic model of economic growth.
- To understand traditional and modern views of development.
- To understand important branches of Indian economic thought.
- To update students about the contemporary developments in Economic thought.

UNIT–I PRE-CLASSICAL AND CLASSICAL THOUGHT:

Mercantalism–Physiocracy–Classicalschool–AdamSmith,J.B.Say,Bentham,Ricardo, Malthus and J.S.Mill; Neo classical school – Alfred Marshall, J.R.Hicks and Allen.

UNIT–II AUSTRIAN AND INSTITUTIONAL SCHOOL:

Austrianschool–Marginalism–Gossen,Jevons,Walras,KarlMengerandVonVieser; Institutional school – Veblen, Commons, Mitchell.

UNIT–III SOCIALI STICTHOUGHT:

StateSocialism–SaintSimon–Sismondi–UtopianSocialism–RobertOwen;Scientific socialism – Karl Marx and Engels.

UNIT-IV HISTORICAL, KEYNESI AN AND WELFARE SCHOOLS:

Historical school–Roscher, Hildebr and Schomoller; Keynesian school–J.M.Keynes; Welfare School – Pigou, Hobson and Pareto.

UNIT–V INDIAN ECONOMIC THOUGHT:

Thiruvalluvar–Gokale–Naoroji–Ranade–JawaharlalNehru–MahatmaGandhi– E.V.Ramasamy – Amartya Sen.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Economic Thought

REFERENCES

1. Hagela,(2000)HistoryofEconomicThought,KonarkPublications,NewDelhi.
2. SankaranS.(2000),AHistoryofEconomicThought,MarghamPublications,Madras.
3. SrivastavaS.K.(2002),HistoryofEconomicThought,ShultanChand&Sons,NewDelhi.
4. HajelaT.N.(2008),HistoryofEconomicThought,AneBooksIndia,NewDelhi.
5. BhatiaH.L.(2006),HistoryofEconomicThought,VikasPublishingHousePvtLtd, New Delhi.
6. Gohosh,B.N.&RamaGhosh(2006),ConciseHistoryofEconomicThought-Himalaya Publishing House, Mumbai.
7. Bhatia,H.L.(2006),HistoryofEconomicThought,VikasPublishingHousePvtLtd, New Delhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Understand pre–classical, neo-classical schools of economic thought.	**K1**
CO–2	Understand Austrian and Institutional schools of economic thought.	**K2**
CO–3	Gain knowledge about socialistic school of thought.	**K3**
CO–4	Understand historical, Keynesian and welfare schools of economic thought.	**K4**
CO–5	Gain the knowledge about Indian economic thought.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	1	1	2	3	2	3	2.3
CO–2	3	2	2	3	1	1	3	3	2	2	2.2
CO–3	3	3	3	3	2	1	2	3	2	1	2.3
CO–4	3	3	2	3	1	3	3	2	2	1	2.3
CO–5	3	3	2	2	1	2	3	2	3	3	2.4
Mean overall Score											2.3
Correlation											(High)

THIRD YEAR	CORE COURSE-XIII FUNDAMENTALS OF RESEARCH IN ECONOMICS	SEMESTER-V
CODE:	(THEORY)	CREDITS:4

OBJECTIVES:

- To understand the meaning and significance characteristics of scientific research.
- To know the formulation, selection of research problem and collection of reviews.
- To apply the various research design in the social science research.
- To enumerate the data and sampling methods.
- To discuss the report writing techniques and its procedures.

UNIT–I INTRODUCTION:

Research: meaning and significance Characteristics of Scientific Research-Type of Research: Pure, Applied, Analytical, Exploratory, Descriptive, Surveys, Case-Study - Limitations of Social Science Research - Role of Computer Technology in Research.

UNIT–II RESEARCH PROBLEM AND REVIEW OF LITERATURE:

Research Problem: formulation and selection - necessity of defining the problem – Review of literature: Primary and Secondary Sources - importance of literature review in defining a problem - identifying gap areas from literature and research database.

UNIT–III RESEARCH DESIGN:

Research Design: Concept and Importance in Research–Features of a Good Research Design–Exploratory Research Design–DescriptiveResearchDesign–Experimental Design: Concept of Independent & Dependent variables.

UNIT-IV DATA AND SAMPLING METHODS:

Data types: Qualitative and Quantitative - Sources of Primary and secondary data - Census - Sampling Methods: Probability and Non-Probability Sampling Methods - Sampling and Non- Sampling Errors.

UNIT–V HYPOTHESIS AND REPORT WRITING:

Hypothesis: Types of Hypothesis-Null and AlternativeHypothesis-ParameterandStatistic
- Type I and Type II Errors - Level of Significance and Critical Region - Report Writing -Types and Principles of writing the Research Report.

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent Developments in Research Tools in Economics.

REFERENCES:

1. Krishnaswamy, O.R.(1993) Methodology of Research In Social Sciences, Himalaya publishing House.
2. Kothari,C.R.(2004). Research Methodology: Methods and techniques. New Age International
3. VinodChandra,AnandHareendran,"Researchmethodology",Pearson,2017
4. R.Pannerselvam,"ResearchMethodology",PHIlearning,2014
5. RanjitKumar,"ResearchMethodology",SagePublication,2010
6. Taylor, B., Sinha, G., &Ghoshal, T. (2006). Research methodology: A guide to for researchers in management and social sciences. PHI Learning Pvt. Ltd
7. Bhandarkar,P.L.,Wilkinson,T.S.,&Laldas,D.K.(2010). Methodology & Techniques of Social Research. Himalaya Publishing House
8. Kumar,A.(2002).Research methodology in social science. Sarup & Sons
9. Daniel,P.S.,&Sam,A.G.(2011).Researchmethodology.GyanPublishingHouse
10. Ethridge,D.(2004). Research methodology in applied economics: organizing, planning, and conducting economic research, Blackwell publishing

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COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Understand the overview of Social Science Research.	**K1**
CO–2	Analyze the Research Process.	**K2**
CO–3	Develop the Statistical Analysis to test Economic Theory and address Policy Issues.	**K3**
CO–4	Know the sampling methods in Research.	**K4**
CO–5	Explain the hypothesis testing and Principles of Report Writing.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	1	1	2	3	2	3	2.3
CO–2	3	2	2	3	1	1	3	3	2	2	2.2
CO–3	3	3	3	3	2	1	2	3	2	1	2.3
CO–4	3	3	2	3	1	3	3	2	2	1	2.3
CO–5	3	3	2	2	1	2	3	2	3	3	2.4
Mean overall Score											2.3
Correlation											(High)

THIRD YEAR	Skill Enhancement Course -IV **FUNDAMENTALS OF COMPUTER**	SEMESTER-V
CODE:	**(THEORY)**	**CREDITS:2**

OBJECTIVES:

- To know the basic concepts of Computer Applications
- To apply the MS office and its basic operations
- To describes the data processing techniques using various MS office operations
- To gain knowledge on application of MS Excel
- To know mathematical and statistical functions for Economic Analysis

UNIT Contents

I Introduction to Computers

Computer and Peripherals: Meaning, Types, Features and Limitations– Basic Components – Input and Output Devices – Primary Memory and Secondary Storage

II MS Office

Windows Explorer - MS Word: Basic Operations in Word – Editing– Formatting – Text Creation of Tables and Volumes - MS Power Point Presentation- Creating, Opening and Saving Slideshow and Animations

III Data Processing

Data Processing Techniques using MS Excel: Concept of Data – Record and File – Types of Data

IV Introduction to MS Excel

Calculation Operators: Arithmetic Operators – Comparison Operators – Logical Operations- Excel Tool Bars- Formatting of Text, Tables and Graphs.

V MS Excel in Statistics and Economics

Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance- Index Numbers and Growth Rates - Demand Function - Supply Function, Production

REFERNCES

Hem Chand Jain and H.N. Tiwari (2019) Computer Applications In Business ,5th EditionTaxmann Publication.
Dhanasekaran.K(2010) Computer Applications In Economics Vrinda Publications.
Asthana and Braj Bhushan (2007):Statistics for Social Sciences (with SPSS Applications).
Dan Kookin, "Word for Dummies", Wiley, 2021
Joseph Muller, "Statistical Analysis with Excel For Dummies", Wiley, 2008

Reference Books

Oscar Afonso , Paulo B. Vasconcelos, Computational Economics: A Concise Introduction, Routledge; 1st Edition
Alexis Leon and Mathews Leon; (2001), Introduction to Computers with Ms-Office 2000.McGraw Hill Education
Greg Harvey, PhD, (2007) Microsoft Office Excel 2007 For Dummies, Wiley Publishing.
Kerns (1992) Essentials of Microsoft Windows, Word and Excel, Prentice Hall
Kavindra Kumar Singh (2014) Computer Applications in Management DreamTech

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Understand basic components of Computer and its functions.	**K1**
CO–2	Gain Knowledge of MS Office.	**K2**
CO–3	Outline data processing techniques of MS Excel.	**K3**
CO–4	Understand basic Operation in MS Excel.	**K4**
CO–5	Apply MS Excel in Statistics and Economics.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	3	1	3	2	1	1.9
CO–2	2	1	3	2	1	2	3	3	2	3	2.2
CO–3	2	2	3	2	2	3	3	3	3	2	2.5
CO–4	3	3	2	2	3	2	2	2	2	3	2.4
CO–5	2	2	2	2	2	2	2	3	2	2	2.1
Mean overall Score											2.22
Correlation											(High)

THIRD YEAR	Skill Enhancement Course -IV BUSINESS COMMUNICATION	SEMESTER-V
CODE:	(THEORY)	CREDITS:2

OBJECTIVES:

- To know the meaning objectives and role of communication and media
- To understand the need and importance of communication in management
- To apply the need and function of business letter
- To study the business correspondents with insurance and other organisation
- To understand the meaning and importance of report writing

UNIT **Contents**

I Communication

Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics for Successful Communication

II Communication in Management

Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.

III Business Letters

Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.

IV Correspondence

Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence

V Report Writing

Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.

Textbooks

- Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.
- Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.

- Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business Mc Graw Hill Education

- Scott Mclean,"Business Communication for Success", Flat World Knowlegde, 2010

- Virander K. Jain, "Business Communication", S. Chand Limited, 2008

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Understand the basics of communication and its Process, Elements, and its importance.	**K1**
CO–2	Acquire communication skills.	**K2**
CO–3	Employ the art of report preparation and writing Business Letters	**K3**
CO–4	Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.	**K4**
CO–5	Employ the art of report preparation	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	2	2	2	2	2	2	2.4
CO–2	3	2	2	1	1	3	2	3	1	2	2.0
CO–3	3	2	2	2	2	3	1	2	2	1	2.0
CO–4	3	1	1	2	1	3	2	1	2	1	1.7
CO–5	3	2	2	3	1	3	3	3	2	2	2.4
Mean overall Score											2.1
Correlation											(High)

THIRD YEAR	CORECOURSE-XIV AGRICULTURALECONOMICS	SEMESTER- VI
CODE:	(THEORY)	CREDITS:4

OBJECTIVES:

- Study the role of agricultural development in Indian Economy.
- Gain knowledge about the structural and institutional changes in agriculture.
- Understand the various sources of agricultural finance.
- Examine the role, functions of efficient marketing system and agricultural price policy.
- Make students understand the problems of agricultural labourers.
- MakestudentsinformedaboutthecontemporarydevelopmentsinAgricultural Economics.

UNIT–I AGRICULTURAL DEVELOPMENT:

Agricultural Development – Role of Agriculture in Indian Economy- Agricultural Development under Five Year Plans- Productivity in Agriculture – Causes for Low Productivity- Measures to improve Productivity.

UNIT –II STRUCTURAL AND INSTITUTIONAL CHANGES IN AGRICULTURE:

New Agricultural Strategy – New Economic Policy and Agriculture – Mechanisation – Advantages and Limitations- Farm Size and Efficiency – Land Reforms – Measures –Progress- Suggestions for improvement.

UNIT–III AGRICULTURALFINANCEANDAGENCIES:

Capital formation in Agriculture – Sources of Agricultural Finance- Rural Indebtedness – Causes- Debt relief activities – Role of Rural Credit Institutions.

UNIT–IV AGRICULTURALMARKETING:

Recent State of Agricultural Marketing- Role and Functions of efficient marketing system – Marketable surplus-AgriculturalPricePolicy-RegulatedMarkets-Co-operativeMarketing – Procurement and Public Distribution.

UNIT–V AGRICULTURALLABOUR:

Problem of Agricultural Labour –Causes for poor conditions of agricultural labour – Problem of Unemployment and Under - employment – Government measures.

UNIT–VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent Developments in Agricultural Economics

REFERENCES:

1. Memoria,C.B.,&BadriBishalTripathi(2003),AgriculturalProblemsofIndia,Kitab Mahal Agencies, Patna.
2. Sankaran,S.(2010),Indian Economy, Margham Publications, Chennai.
3. Deepa shree,(2011),Indian Economy, Ane Books Pvt Ltd, NewDelhi.
4. Sethuraman,K.(2000),AgriculturalMarketing,MarghamPublications,Chennai

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COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Find the role of agriculture in Indian Economy,causes for low productivity and measures to improve productivity.	**K1**
CO–2	Demonstrate the structural and institutional changes in agriculture.	**K2**
CO–3	Identify the sources of agricultural finance.	**K3**
CO–4	Analyze the recent state of agricultural marketing and price policy.	**K4**
CO–5	ExplaintheGovernmentmeasuresforunemploymentandagriculturallabourers.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	3	2	3	3	2	2	3	2.6
CO–2	3	3	1	3	3	3	3	3	3	2	2.7
CO–3	3	3	2	2	3	3	3	3	3	2	2.7
CO–4	3	3	2	3	2	3	2	2	2	2	2.4
CO–5	3	2	2	1	3	3	3	2	2	1	2.2
Mean overall Score											2.52
Correlation											(High)

THIRD YEAR	CORE COURSE-XV ENTREPRENEURIAL DEVELOPMENT	SEMESTER- VI
CODE:	(THEORY)	CREDITS:4

OBJECTIVES:

- ToprovidethoroughconceptualknowledgeaboutthescopeofEntrepreneurship.
- ToprovideanunderstandingaboutthesignificanceofMSMEsandthechallengesfaced by them.
- To provide an overview of the various promotional agencies and programmes in India for Entrepreneurship development.
- ToimbibeanunderstandingabouttheCostestimationandpricingmethodsfor entrepreneurs.
- Totrainstudentsregardingprojectpreparationandplanningwithregardto entrepreneurship activities.
- ToexploretherecentdevelopmentsinstudiesregardingEntrepreneurshipDevelopment.

UNIT-I DEFINITION AND SCOPE OF ENTREPRENEURSHIP:

Definition- Scope –Significance of Entrepreneurship- Functions of an Entrepreneur – Characteristics-Types- Theories of Entrepreneurship.

UNIT-II MICRO, SMALL, MEDIUM AND LARGE SCALE INDUSTRIES:

Micro, Small, Medium and Large Scale Industries and their Significance –Problems –Industrial Policy on Small Scale Industries- Women Entrepreneurship – Concept – Growth- Problems- Prospects and Development Scheme – SHGs and Micro Finance.

UNIT-III PROMOTION ALAGENCIES:

Promotional Agencies – NSIC, TIIC, SIDCO, SIPCOT, District Industrial Centres- Industrial Estates – Industrial Service Institute - Recent Development Schemes in India

UNIT-IV COST AND PRICE:

Cost and Price – Methods of Cost Estimation – Cost Control- Pricing Methods –Price Policy-Full Cost Pricing- Legislative Control over prices- Packed Commodities Regulation Act.

UNIT-V PROJECT PREPARATION AND EVALUATION:

Project Preparation and Evaluation- Break Even Analysis: Concept- Features-Assumptions- Graphical Analysis – Importance and Limitations.

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):
Recent Developments in studies regarding Entrepreneurship Development

REFERENCES:

1. Sangram Keshari Mohanty(2006), Fundamentals of Entrepreneurship, Prentice, Hall of India Pvt Ltd, New Delhi.
2. Khanaka, S.S. (2009), Entrepreneurial Development, Sultan Chand & Sons –New Delhi.
3. Jayshree Suresh, (2013), Entrepreneurial Development, Margham Publications, NewDelhi.
4. Vasanthagopal, R. & Santha, S. (2008), Women Entrepreneurship in India, New Century Publications, New Delhi.
5. Dr. C.B.Gupta& Dr. N.P.Srinivasan (2010),Entrepreneurial Development in India, Sultan Chand & Sons, New Delhi.
6. Bose, S.(2013), Self- Help Groups and Rural Development, MJP Publishers, Chennai.
7. Jasmer Singh Saini,(2009), Entrepreneurship Development, Deep and Deep Publications PvtLtd, New Delhi.
8. Anil Kumar., Poornima, S.C., Mani, K. Abraham and Jayashree,K.(2009), Entrepreneurship Development, New Age International Publishers, New Delhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Asses the opportunities of entre preneurship in India.	**K1**
CO–2	Outline the significance of MSME'S, women entrepreneurship.	**K2**
CO–3	Geta basic idea about the various promotional agencies.	**K3**
CO–4	Synthesize the policy regulations and estimations of cost and price.	**K4**
CO–5	Calculate and frame project proposals.	**K5**

Course Outcomes ↓	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	2	2.5
CO2	3	3	2	2	2	3	3	2	3	3	2.6
CO3	3	1	2	3	2	2	3	2	2	2	2.2
CO4	3	2	2	2	1	3	3	2	2	2	2.2
CO5	3	3	3	3	2	3	3	2	2	3	2.7
Mean Overall Score											2.44
Correlation											# High

THIRD YEAR	CORECOURSE-XVI ENVIRONMENTALECONOMICS	SEMESTER-VI
CODE:	(THEORY)	CREDITS: 4

OBJECTIVES:

- Study the concept and the ories of Environmental Economics.
- Gain knowledge about the welfare economics.
- Acquire knowledge about the environmental issues and laws.
- Understand the Cost benefit analysis.
- Examine the measures of pollution control.
- ProvideanoverviewabouttherecentdevelopmentsinEnvironmentalEconomics.

UNIT–I DEFINITION AND SCOPE OF ENVIRONMENTAL ECONOMICS:

Definition and Scope of Environmental Economics –Concepts and other Theories –Relationship with other sciences – Problems in Pollution – Approaches in Environomics- EnvironmentandEconomics- NaturalResources-ConservationofNaturalResources– Green House Effect – Ozone Depletion- Acid Rain- Tragedy of Commons.

UNIT–II WELFARE ECONOMICS AND ENVIRONOMICS:

Welfare Economics and Environmental Economics – Pareto Theory – Other effects- Environment quality as public good- Optimum Theory – Private and Social cost- Problem of Second cost- Population Menace and Degradation of Environment quality – Urbanisation-Land Use – Air and Water pollution- Noise Pollution.

UNIT–III ECONOMIC DEVELOPMENT AND QUALITY OF ENVIRONMENT:

Economic Development and Quality of Environment-Environmental Issues in Developed and Developing Countries – Uses of Resources – Environmental Protection Laws- Environmental Education in Curriculum.

UNIT–IV COST BE NEFITANALYSIS:

Cost Benefit Analysis – Environmental cost of Economic growth – Limits to growth – Pollutioncostdistribution-Effects-Plans–TotalandMarginalBenefitsofPollutionControl – Efficiency in Pollution- Pollution Control Boards.

UNIT–V MEASURES OF POLLUTION CONTROL:

Measures of Pollution Control – Fiscal and Direct control measures – Taxes and Subsidies- Pollution Control Methods – Government Investment Programmes- Pollution Permits- Global IssuesinEnvironmentalQuality-PoleofGovernmentVoluntaryandConsumerorganization – Treaties and Agreements at Global Level.

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Recent Developments in Environmental Economics

REFERENCES:

1. Sankaran,S.(2004),EnvironmentalEconomics,MarghamPublications,Chennai.
2. Karpagam,M.(2001),EnvironmentalEconomics,SterlingPublicationsPvtLtd,New Delhi.
3. Ganesamurthy, V.S.(2009), Environmental Economics in India, New Century Publications, New Delhi.
4. Eugine,T.(2004),EnvironmentalEconomics,VirndaPublications(P)Ltd,Delhi.
5. UlagnathanSankar.(2003),EnvironmentalEconomics,OxfordUniversityPress,NewDelhi.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Recall the concepts, theories , relationship with other sciences and conservation of natural resources.	**K1**
CO–2	Illustrate the Pareto Theory and environmental qualityasa public good.	**K2**
CO–3	Apply laws for environmental protection.	**K3**
CO–4	Analyze the pollution Cost and benefit of pollution control.	**K4**
CO–5	Explain the role of government and voluntary organizations in pollution control.	**K5**

Course Outcome s ↓	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	2	2.5
CO2	3	3	2	2	2	3	3	2	3	3	2.6
CO3	3	1	2	3	2	2	3	2	2	2	2.2
CO4	3	2	2	2	1	3	3	2	2	2	2.2
CO5	3	3	3	3	2	3	3	2	2	3	2.7
										Mean Overall Score	2.44
										Correlation	# High

THIRD YEAR	CORE PROJECT WORK -XVII	SEMESTER-VI
CODE:	(THEORY)	CREDITS: 4

The candidate shall be required to take up a Project Work by group *or individual* and submit it at the end of the final year. The Head of the Department shall assign the Guide who,inturn,willsuggesttheProjectWorktothestudentsinthebeginningofthefinalyear.A copy of the Project Report will be submitted to the University through the Head of the Department on or before the date fixed by the University.

TheProjectwillbeevaluatedbyaninternalandanexternalexaminernominatedby the University. The candidate concerned will have to defend his/her Project through a Viva- voce.

ASSESSMENT/EVALUATION/VIVAVOCE:

1. PROJECTREPORTEVALUATION (Both Internal & External)

I. Plan of theProject -20marks

II. Execution of the Plan/collection of Hypothesis, Testing etc and presentation of the report. -45marks Data / Organisation of Materials /

III. Individualinitiative -15marks

2. Viva-Voce/Internal & External - 20marks

TOTAL **-100marks**

PASSINGMINIMUM:

Project	Vivo-Voce20Marks 40%outof20Marks(i.e.8 Marks)	Dissertation80Marks 40%outof80marks(i.e.32marks)

A candidate who gets less than 40% in the Project must resubmit the Project Report. Such candidates need to defend the resubmitted Project at the Viva-voce within a month. A maximum of 2 chances will be given to the candidate.

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THIRD YEAR	SKILL ENHANCEMENT COURSE – VI PERSONALITY DEVELOPMENT	SEMESTER-VI
CODE:	(THEORY)	CREDITS: 2

OBJECTIVES:

- To Develop communicative competence among the Students.
- To enhancethelearner'ssoftskillsbygivingadequateexposureinLSRWandsubskills.
- To enable learners to put the life skills into practice with confidence.

UNIT-I KNOW THYSELF /UNDERSTANDING SELF:

IntroductiontoSoftSkills–Self-discovery–Developingpositiveattitude–ImprovingPerceptions– Forming values.

UNIT-II INTERPERSONAL SKILLS/UNDERSTANDING OTHERS:

Developing interpersonal relationship –Teambuilding– group dynamics – Networking– Improved work relationship

UNIT-III COMMUNICATION SKILLS/COMMUNICATION WITH OTHERS:

Art of listening–Art of reading–Art of speaking–Art of writing–Art of writinge-mails–e-mail etiquette.
UNIT-IV CORPORATE SKILLS/WORKING WITH OTHERS

Oral Presentation–Memos–Note taking- Note making and preparing Minutes–Reports, Proposals, Abstracts – Technical Writing.

UNIT-V SELLING SELF/JOB HUNTING

Writingresume/cv-interviewskills–Groupdiscussion–MockInterview–MockGD–Goal setting – Career planning

UNIT-VI CURRENTCONTOURS (For Continuous Internal Assessment Only):

Contemporary developments in Personality and Soft skills

REFERENCES:

1. N. Krishnasamy, Manju Dhariwel and Lalitha Krishnasamy(2015). Mastering Communication Skills and Soft Skills – Bloomburg.
2. Meena.K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills : A Road Map to Success), P.R. Publishers & Distributors,
3. MeeraBanerjeeandKrishnaMohan:DevelopingCommunicationSkills,TrinityPublishers–Lakshmi Publications.
4. Alex K.(2012)SoftSkills– Know Yourself &Know the World, S.Chand& Company LTD, Ram Nagar, New Delhi- 110 055.

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	Develop listening, speaking, reading and writing skills in English.	**K1**
CO–2	Develop interpersonal skills to maintain human relationship	**K2**
CO–3	Promotecommunicativeabilityinbothspokenandwrittenformofthelanguage	**K3**
CO–4	Enhancesoftskillsandengageinarangeofcommunicativetasksandactivities	**K4**
CO–5	Develop corporate skills to promote leadership qualities and team spirit.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	1	1	2	3	2	3	2.3
CO–2	3	2	2	3	1	1	3	3	2	2	2.2
CO–3	3	3	3	3	2	1	2	3	2	1	2.3
CO–4	3	3	2	3	1	3	3	2	2	1	2.3
CO–5	3	3	2	2	1	2	3	2	3	3	2.4
Mean overall Score											2.3
Correlation											(High)

THIRD YEAR	SKILL ENHANCEMENT COURSE –VI E COMMERCE	SEMESTER-VI
CODE:	(THEORY)	CREDITS: 2

Learning Objectives

- To learn the nature and concepts of E-commerce in India
- To understand the various business models for E-Commerce and its uses
- To analyse the Various on line business transactions and its applications
- To explain the E-Promotion and consumer protection and its latest amendments
- To update the students on various methods of E-payment systems and tis risks

UNIT **Contents**

I Introduction
Meaning – Nature – Concepts – advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E-Commerce in India.

II Business Models for E-commerce

E-commerce Models - Business-to-Business (B2B) – Business– to- Consumer (B2C) - Consumer-to-Consumer (C2C) - Consumer-to-Business (C2B) - Direct to Customer (D2C) – Peer-to-Peer (P2P) - Brokerage Model - Aggregator Model.

III Online Business Transactions

E-Commerce Applications in Various Industries- Banking, Insurance, Payment Of Utility Bills - Online Marketing /E-Tailing (Popularity, Benefits, Problems and Features) -Online Services (Financial, Travel and Career) /Auctions, Online Portal, Online Learning - Publishing and Entertainment - Online Shopping

IV E-Promotion and Consumer Protection
E-Advertising techniques: Banners, Sponsorships, Portals, and online coupons-Role of Influencers in Social Media- Marketing-Porters Value Chain Model-E- Commerce and consumers-Consumer Protection (E-Commerce) Rules 2020 and Latest Amendments

V E- Payment System

Models and Methods of e–Payments (Debit Card, Credit Card, Smart Cards, e-money) - Digital Signatures (procedure, working and legal position) - Payment Gateways - Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer - Automated Clearing House - Automated Ledger posting - Risks involved in e-payments.

Textbooks

- Bajaj K.K and Debjani Nag (2017), E-commerce, McGraw Hill Education
- Chhabra T.N , Suri and Sanjiv Varma (2005) E-Commerce, DhanpatRai& Co
- Dr.K. Abirami Devi and Dr.M. Alagammal, “E- Commerce”, Margaham Publication
- Dr. ShivaniArora, “E-Commerce”, Taxmann Publishing, 2017

COURSE OUTCOMES:(WITH MAPPING)

CO No.	CO–Statements	Cognitive Levels (K –Levels)
CO–1	Understand the pros & cons of E-commerce	**K1**
CO–2	Analyze the various models of E-commerce.	**K2**
CO–3	Understand the online business transaction and their impact on related service providers.	**K3**
CO–4	Understand the e-marketing mix and be familiar with consumer protection.	**K4**
CO–5	Know the mechanism of E- payment and its operations.	**K5**

Relationship matrix

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	2	1	2	3	1	3	2	1	1.9
CO–2	2	1	3	2	1	2	3	3	2	3	2.2
CO–3	2	2	3	2	2	3	3	3	3	2	2.5
CO–4	3	3	2	2	3	2	2	2	2	3	2.4
CO–5	2	2	2	2	2	2	2	3	2	2	2.1
Mean overall Score											2.22
Correlation											(High)