# MANONMANIAM SUNDARANAR UNIVERSITY

## TIRUNELVELI

## UG COURSES – AFFILIATED COLLEGES

## B.A. Economics

## (Choice Based Credit System)

## (With effect from the academic year 2024-2025 onwards)

### VISION OF THE UNIVERSITY

To provide quality education to reach the un-reached

### MISSION OF THE UNIVERSITY

• To conduct research, teaching and outreach programmes to improve conditions of human living.

• To create an academic environment that honours women and men of all races, caste, creed, cultures and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity.

• To offer a wide variety of off-campus educational and training programs, including the use of Information Technology to individuals and groups.

• To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development.

• To provide quality/ inclusive education, especially for the rural and unreached segments of economically downtrodden students including socially oppressed and differently abled.

### PREAMBLE

The Learning Outcomes-based Curriculum Framework (LOCF) approach has been adopted in B.A., Economics Programme to provide a focussed, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The aim of B.A., Economics programme is to create a strong foundation in the field of economics at the undergraduate level and prepare the students to be upright and productive citizens and inculcate the skills for employability at the point of graduation.

# B.A., ECONOMICS

## SYLLABUS

## 2024-2025

**TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION, CHENNAI - 600 005**

| CHOICE BASED CREDIT SYSTEM AND LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK BASEDB.A. ECONOMICS SYLLABUS | |
|---|---|
| **Programme:** | **B.A. Economics** |
| **Programme Code:** | |
| **Duration:** | **3 Years(UG)** |
| **Programme Outcomes:** | **PO1: Knowledge of Economics:** Ability to understand Economic Theories and functioning of Economic Models. To develop an adequate competency in the Economic Theory and Methods.<br><br>**PO2: Analytical Reasoning and Critical Thinking:** Critically Analyze and assess the way in which economists examine the real world to understand the current events and evaluate specific proposals.<br><br>**PO3: Logical Reasoning and Quantitative Ability:** Ability to understand how to collect and analyse data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.<br><br>**PO4: Communication and Research Skills:** Developing a sense of capability for relevant/appropriate inquiry and asking questions, synthesising and articulating and reporting results and to efficiently communicate thoughts and ideas in a clear and concise manner.<br><br>**PO5: Gender, Environment and Sustainability:** Comprehend the Environmental issues and Sustainable Development and strive to achieving economic and social equity for women and be Gender Sensitive.<br><br>**PO6: Employability and Leadership Skills:** Become empowered individuals to be employed in various positions in industry, academia and research and have the potential to become Entrepreneurs and take leadership roles in their chosen occupations and communities.<br><br>**PO7**: **Social Interaction**: Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.<br><br>**PO8: Digital Literacy and Lifelong Learning:** Capability to use ICT tools in a variety of learning situation and use appropriate software for analysis of data - Ability to acquire Knowledge situations and skills for life through self- |

| | | |
|---|---|---|
| | directed learning and adapt to different learning environments. | |
| **Programme Specific Outcomes:** | **PSO1**: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.<br><br>**PSO 2**: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.<br><br>**PSO 3**: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.<br><br>**PSO 4**: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.<br><br>**PSO 5:** Enhance skills of analytical and critical thinking to analyseeffectiveness of economic policies. | |

| | **PO 1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
|---|---|---|---|---|---|---|---|---|
| **PSO 1** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO 2** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO3** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO 4** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO 5** | Y | Y | Y | Y | Y | Y | Y | Y |

**3 – Strong, 2- Medium, 1- Low**

## Credit Distribution for UG Programmes

| Sem I | Cre dit | H | Sem II | Cre dit | H | Sem III | Cre dit | H | Sem IV | Cre dit | H | Sem V | Cre dit | H | Sem VI | Cre dit | H |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Part 1. Language - Tamil | 3 | 6 | Part.1. Language – Tamil | 3 | 6 | Part.1. Language – Tamil | 3 | 6 | Part.1. Language – Tamil | 3 | 6 | 5.1 Core Course –\CC IX | 4 | 5 | 6.1 Core Course – CC XIII | 5 | 6 |
| Part.2 English | 3 | 6 | Part.2 English | 3 | 4 | Part.2 English | 3 | 6 | Part.2 English | 3 | 6 | 5.2 Core Course – CC X | 4 | 5 | 6.2 Core Course – CC XIV | 5 | 6 |
| 1.3 Core Course – CC I | 5 | 5 | 2..3 CoreCourse – CC III | 5 | 5 | 3.3 Core Course – CC V | 4 | 4 | 4.3 Core Course – CC VII Core Industry Module | 4 | 5 | 5.3Core Course CC -XI | 4 | 5 | 6.3 Core Course – CC XV | 5 | 6 |
| 1.4 Core Course – CC II | 5 | 5 | 2.4 CoreCourse – CC IV | 5 | 5 | 3.4 Core Course – CC VI | 5 | 5 | 4.4 Core Course – CC VIII | 4 | 4 | 5.4Core Course / Project with viva- voce CC -XII | 3 | 5 | 6.4 Elective -VII Generic/ Discipline Specific | 3 | 5 |
| 1.5 Elective I Generic/ Discipline Specific | 3 | 4 | 2.5 Elective II Generic/ Discipline Specific | 3 | 4 | 3.5 Elective III Generic/ Discipline Specific | 3 | 3 | 4.5 Elective IV Generic/ Discipline Specific | 3 | 3 | 5.5 Elective V Generic/ Discipline Specific | 3 | 4 | 6.5 Elective VIII Generic/ Discipline Specific | 3 | 5 |
| 1.6 Skill Enhancement Course SEC-1 | 2 | 2 | 2.6 Skill Enhancement Course SEC-2 | 1 | 2 | 3.6 Skill Enhancement Course SEC-4 | 1 | 2 | 4.6 Skill Enhancement Course SEC-5 | 1 | 2 | 5.6 Elective VI Generic/ Discipline Specific | 3 | 4 | 6.6 Naan Mudhalvan / SEC* | 2 | 2 |
| 1.7 Skill Enhancement (Foundation Course) | 2 | 2 | 2.7 Skill Enhancement Course –SEC-3 | 1 | 2 | 3.7 Naan Mudhalvan/ SEC* | 2 | 2 | 4.7 Naan Mudhalvan / SEC* | 2 | 2 | 5.7 Naan Mudhalvan/ SEC* | 2 | 2 | 6.7 NSS/NCC/YRC/RRC/Ga mes & Sports/ Youth Welfare Activities/Outreach Programmes/Migration Awareness in the Tamil Nadu Education System. | 1 | - |
| | | | 2.8 Naan Mudhalvan/ SEC* | 2 | 2 | 3.8 E.V.S. | 2 | 2 | 4.8 Value Education | 2 | 2 | 5.8 Internship /Field Visit/Industrial Visit/Research Knowledge Updating Activity | 2 | - | | | |
| | 23 | 30 | | 23 | 30 | | 23 | 30 | | 22 | 30 | | 25 | 30 | | 24 | 30 |
| Total – 140 Credits ||||||||||||||||||

# Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

## First Year – Semester-I

| Part | List of Courses | Credit | No. of Hrs. |
|------|-----------------|--------|-------------|
| Part-1 | Language – Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course -SEC-1 | 2 | 2 |
| | Foundation Course | 2 | 2 |
| | | **23** | **30** |

## Semester-II

| Part | List of Courses | Credit | No. of Hrs. |
|------|-----------------|--------|-------------|
| Part-1 | Language – Tamil | 3 | 6 |
| Part-2 | English | 3 | 4 |
| Part-3 | CoreCourses & Elective Courses including laboratory [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course -SEC-2 | 1 | 2 |
| | Skill Enhancement Course -SEC-3 | 1 | 2 |
| | Naan Mudhalvan Course – 1/ SEC* (Subject-specific substitute) | 2 | 2 |
| | | **23** | **30** |

## Second Year – Semester-III

| Part | List of Courses | Credit | No. of Hrs. |
|------|-----------------|--------|-------------|
| Part-1 | Language – Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 12 | 12 |
| Part-4 | Skill Enhancement Course -SEC-4 (Entrepreneurial Based) | 1 | 2 |
| | Naan Mudhalvan Course – 2/ SEC* (Subject-specific substitute) | 2 | 2 |
| | E.V.S | 2 | 2 |
| | | **23** | **30** |

## Semester-IV

| Part | List of Courses | Credit | No. of Hrs. |
|------|-----------------|--------|-------------|
| Part-1 | Language – Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 11 | 12 |
| Part-4 | Skill Enhancement Course -SEC-5 | 1 | 2 |
| | Naan Mudhalvan Course – 3/ SEC* (Subject-specific substitute) | 2 | 2 |
| | Value Education | 2 | 2 |
| | | **22** | **30** |

## Third Year
## Semester-V

| Part | List of Courses | Credit | No. of Hours |
|------|-----------------|--------|--------------|
| Part-3 | Core Courses including Project / Elective Based | 21 | 28 |
| Part-4 | Naan Mudhalvan Course – 4/ SEC* (Subject-specific substitute) | 2 | 2 |
| | Internship / Field Visit/ Industrial Visit /Research Knowledge Updating Activity | 2 | - |
| | | 25 | 30 |

**Semester-VI**

| Part | List of Courses | Credit | No. of Hours |
|------|-----------------|--------|--------------|
| Part-3 | Core Courses including Project / Elective Based & LAB | 21 | 28 |
| Part-4 | Naan Mudhalvan Course – 5/ SEC* (Subject-specific substitute) | 2 | 2 |
| Part-5 | NSS/NCC/YRC/RRC/Sports/Youth welfare/Outreach Programmes/Migration awareness in Tamil Nadu Education system | 1 | - |
| | | 24 | 30 |

**Consolidated Semester wise and Component wise Credit distribution**

| Parts | Sem I | Sem II | Sem III | Sem IV | Sem V | Sem VI | Total Credits |
|-------|-------|--------|---------|--------|-------|--------|---------------|
| Part I | 3 | 3 | 3 | 3 | - | - | 12 |
| Part II | 3 | 3 | 3 | 3 | - | - | 12 |
| Part III | 13 | 13 | 12 | 11 | 21 | 21 | 91 |
| Part IV | 4 | 4 | 5 | 5 | 4 | 2 | 24 |
| Part V | - | - | - | - | - | 1 | 1 |
| Total | 23 | 23 | 23 | 22 | 25 | 24 | **140** |

**\*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

| MethodsofEvaluation | | |
|---|---|---|
| **Internal Evaluation** | ContinuousInternalAssessmentTest | 25 Marks |
| | Assignments | |
| | Seminars | |
| | AttendanceandClassParticipation | |
| **External Evaluation** | EndSemesterExamination | 75 Marks |
| | Total | 100 Marks |
| **MethodsofAssessment** | | |
| **Recall(K1)** | Simpledefinitions,MCQ,Recallsteps,Conceptdefinitions | |
| **Understand/Comprehend(K2)** | MCQ,True/False,Shortessays,Conceptexplanations,Shortsummaryor overview | |
| **Application (K3)** | Suggestidea/conceptwithexamples,Suggestformulae, Solveproblems, Observe,Explain | |
| **Analyze(K4)** | Problem-solvingquestions,Finishaprocedureinmanysteps,Differentiate betweenvariousideas,Mapknowledge | |
| **Evaluate(K5)** | Longer essay/Evaluationessay,Critiqueorjustifywithprosandcons | |
| **Create(K6)** | Checkknowledgeinspecificoroffbeatsituations,Discussion,Debatingor Presentations | |

# B.A., ECONOMICS CREDIT DISTRIBUTION

| First Year – Semester – I | | | |
|---|---|---|---|
| **Part** | **List of courses** | **Credits** | **No. of Hrs.** |
| **Part I** | Language – Tamil | 3 | 6 |
| **Part II** | English | 3 | 6 |
| **Part-III** | **Core Course- I**Microeconomics-I | 5 | 5 |
| | **Core Course – II**Statistics for Economics-I | 5 | 5 |
| | **Major Elective I**<br>1.Fundamentals of Management (**OR**)<br>2. Introduction to Sociology | 3 | 4 |
| **Part-IV** | **Skill Enhancement Course SEC-I**<br>Demography | 2 | 2 |
| | **Skill Enhancement Foundation Course**<br>Business Communication | 2 | 2 |
| **TOTAL** | | **23** | **30** |
| First Year – Semester – II | | | |
| **Part** | **List of courses** | **Credits** | **No. of Hrs.** |
| **Part I** | Language – Tamil | 3 | 6 |
| **Part II** | English | 3 | 4 |
| **Part III** | **Core Course III** -Microeconomics-II | 5 | 5 |
| | **Core Course IV** -Statistics for Economics-II | 5 | 5 |
| | **Major Elective II**<br>1. History of Economic Thought(**OR**)<br>2.Introduction toE -Commerce | 3 | 4 |
| **Part IV** | **Skill Enhancement Course SEC-2**<br>Economics for Investors | 1 | 2 |
| | **Skill Enhancement Course SEC-3**<br>Computer Applications in Economics | 1 | 2 |
| | **Naan-MudhalvanCourse**/Event Management* | 2 | 2 |
| **TOTAL** | | **23** | **30** |

| **Second Year – Semester – III** |
|---|---|---|---|
| **Part** | **List of Courses** | **Credits** | **No. of Hrs** |
| **Part I** | Language – Tamil | 3 | 6 |
| **Part II** | English | 3 | 6 |
| **Part III** | **Core Course –V**Macroeconomics-I | 4 | 4 |
| | **Core Course –VI**Mathematics for Economics | 5 | 5 |
| | **Major**Elective III<br><br>**1.** Principles of Marketing **(OR)**<br><br>2.Economics of Tourism | 3 | 3 |
| **Part IV** | **Skill Enhancement Course SEC 4**<br><br>Entrepreneurial Economics | 1 | 2 |
| | **Naan Mudhalvan Course**/<br><br>Economics of Transportation **\*** | 2 | 2 |
| | EVS | 2 | 2 |
| **TOTAL** | | **23** | **30** |
| **Second Year – Semester – IV** |
| **Part** | **List of Courses** | **Credits** | **No. of Hrs** |
| **Part I** | Language – Tamil | 3 | 6 |
| **Part II** | English | 3 | 6 |
| **Part III** | **Core Course –VII** Macroeconomics-II | 4 | 5 |
| | **Core Course –VIII**Indian Economy | 4 | 4 |
| | **Major**Elective IV<br><br>**1.**Research Methods in Economics**(OR)**<br><br>2. Health Economics | 3 | 3 |
| **Part IV** | **Skill Enhancement Course SEC 5**<br><br>Modern Banking and Insurance | 1 | 2 |
| | **Naan Mudhalvan Course**/Rural Economics **\*** | 2 | 2 |
| | Value Education | 2 | 2 |
| **TOTAL** | | **22** | **30** |

\*Reappearance for the Naan Mudhalvan Course (External Examination)

| Third Year – Semester – V | | | |
|---|---|---|---|
| Part | List of Courses | Credits | No.of Hours |
| **Part III** | **Core Course IX** Monetary Economics | 4 | 5 |
| | **Core Course X** Fiscal Economics | 4 | 5 |
| | **Core Course XI** Industrial Economics | 4 | 5 |
| | **Core Course / Project with Viva Voce CC- XII** **1.** Environmental Economics**(OR)** 2. Project (Group) | 3 | 5 |
| | **Major Elective- V** **1.** Tamil Nadu Economy **(OR)** 2. Managerial Economics | 3 | 4 |
| | **MajorElective- VI** **1.** Operations Research**(OR)** 2. Gender Economics | 3 | 4 |
| **Part IV** | **Naan Mudhalvan Course**/ Advertising* | 2 | 2 |
| | Internship /Field Visit/Industrial Visit/Research Knowledge Updating Activity | 2 | - |
| **TOTAL** | | **25** | **30** |
| Third Year – Semester – VI | | | |
| Part | List of Courses | Credits | No. of Hrs |
| **Part III** | **Core Course XIII** International Economics | 5 | 6 |
| | **Core Course XIV** Development Economics | 5 | 6 |
| | **Core Course XV** Agricultural Economics | 5 | 6 |
| | **Major Elective – VII** 1. Basic Econometrics**(OR)** 2. Behavioural Economics | 3 | 5 |
| | **Major Elective -VIII** 1.Financial Markets and Institutions**(OR)** 2.Urban Economics | 3 | 5 |
| **Part IV** | **Naan Mudhalvan Course**/ Salesmanship* | 2 | 2 |
| **Part V** | NSS/NCC/YRC/RRC/ Games & Sports/ Youth Welfare Activities/ Outreach Programmes/ Migration Awareness in the Tamil Nadu Education System | 1 | - |
| **TOTAL** | . | **24** | **30** |
| | **TOTAL** | **140** | |

*Reappearance for the Naan Mudhalvan Course (External Examination for 100 marks)

**PROJECT VIVA-VOCE EXAMINATION**

Internal: 50 marks, External: 50 marks

**INTERNSHIP**

Internal: 50 marks, External: 50 marks

Internship students should submit the report along with the certificate of attendance from the industry. The report should be evaluated by the external examiner.

# FIRST YEAR –SEMESTER- I

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | CIA | External | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | Marks | | |
| EMEC11 | **MICROECONOMICS-I** | Core -I | 5 | | | | 5 | 5 | 25 | 75 | 100 |

| **Learning Objectives** ||
|---|---|
| C1 | To equip the economic behaviours of individual units of the Society. |
| C2 | To describes the Consumer behaviour and Utility analysis |
| C3 | To impart knowledge on Demand and Supply concepts |
| C4 | To identify the relevance of Production and returns to scale of Production |
| C5 | To know the costs and Profit maximisation |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Basic Concepts** <br> Definitions of Economics– Nature and Scope of Microeconomics – Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making– Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems -Market Mechanism and Resource Allocation. | 15 |
| II | **Utility Analysis** <br> Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves–Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects-Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks' Approach. | 18 |
| III | **Demand and Supply Analysis** <br> Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect. Elasticity of Demand: Types - Engel's Law. Supply – Law of Supply – Determinants –Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus | 15 |
| IV | **Production Analysis** <br> Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quants-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution (CES) Production Function –Economies and Diseconomies of Scale | 15 |
| V | **Cost and Revenue Concepts** <br> Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue –Relationship between AR, MR and Elasticity of Demand- Profit Maximization Rule. | 12 |
| | **Total** | **75** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1. | Understand the meaning of basic concepts and the need for the study of Microeconomics. | PO1,PO2 |
| 2. | Evaluate the Types of Utility and Consumer Behaviour. | PO2,PO3 |
| 3. | Acquire knowledge on various market equilibrium, Demand and Supply Functions | PO1,PO2 |
| 4. | To understand the meaning of Production Functions | PO1 |
| 5. | To understand the theory of firms, Cost and Revenue | PO1 |

**Textbooks**

| | |
|---|---|
| 1. | Robert Pindyck and Daniel L.Rubinfield,(2001) Micro Economics, Macmillan |
| 2. | Hal R. Varian (2004), Intermediate Micro Economics (East-West Press: New Delhi) |
| 3. | Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020. |
| 4. | Ahuja H.L (2016) Principles of Microeconomics, S.Chand |
| 5. | Timothy Taylor,Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services. |

**Reference Books**

| | |
|---|---|
| 1. | Koutsoyiannis (2003), Modern Microeconomics Palgrave Macmillan (UK) 2nd Edition. |
| 2. | Gregory Mankiw (2012), Principlesof Microeconomics Cengage India. |
| 3. | Dwivedi, D.N(2002), Microeconomics: Theory and Applications, 2nd ed., Pearson |
| 4. | Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A) |
| 5. | Karl E.Case and Ray C Fair (2007), Principles of Economics, Pearson Prentice Hall Inc Singapore South Asia |

**Web Resources**

| | |
|---|---|
| 1. | http://www.econlib.org/library/enc/microeconomics.html |
| 2. | https://www.tutor2u.net/economics |
| 3. | https://www.economicsnetwork.ac.uk/ |
| 4. | https://www.cliffsnotes.com/study-guides/economics/introduction/microeconomics |
| 5. | http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| **CO 5** | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 |
| Weightage | 14 | 14 | 14 | 14 | 13 | 15 | 13 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 2.8 | 2.8 | 2.6 | 3.00 | 2.6 | 3.00 |

**S-Strong-3   M-Medium-2   L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 2 | 2 |
| **CO2** | 3 | 3 | 2 | 2 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 2 | 2 |
| **CO5** | 3 | 3 | 3 | 2 | 2 |
| **Weightage** | 15 | 15 | 14 | 11 | 11 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 2.8 | 2.2 | 2.2 |

# FIRST YEAR –SEMESTER- I

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| EMEC12 | **STATISTICS FOR ECONOMICS –I** | Core-II | 5 | | | | 5 | 5 | 25 | 75 | 100 |

| **Learning Objectives** | |
|---|---|
| C1 | To know the nature and scope of Statistics and its applications |
| C2 | To teach students Collection, Classification, Analyzing and Presentation of data. |
| C3 | To apply the measures of Central Tendency |
| C4 | To draw measurement of Dispersion and its applications |
| C5 | To analyse Correlation and Regression and its applications |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction and Collection of Data**<br>Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data. | 15 |
| II | **Classification and Presentation of Data**<br>Classification and Tabulation of Data– Types - Frequency Distribution – – Cumulative Frequency Distribution- Class Interval. Diagrams – Types- Graphical Representation– Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve. | 15 |
| III | **Measures of Central Tendency**<br>Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits. | 15 |
| IV | **Measures of Dispersion**<br>Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation –-Skewness and Kurtosis. | 15 |
| V | **Correlation and Regression**<br>Correlation – Types of Correlation – Methods -Karl Pearson's Co-efficient of Correlation –- Spearman's Rank Correlation – Regression Equations – Distinction between Correlation and Regression Analysis. | 15 |
| | **Total** | **75** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the overview of statistics and basic knowledge of statistical tools. | PO1, PO3,PO8 |
| 2 | Differentiate Types of Data and its Classification | PO1,PO2, PO3,PO8 |
| 3 | Explain the concept of Averages and its application | PO1, PO2,PO3 |
| 4 | Know the concept of Dispersion and its application | PO1, PO2,PO3 |
| 5 | Calculate Correlation and estimate values using Regression | PO3,PO7,PO8 |

**Textbooks**

| | |
|---|---|
| 1 | Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi. |
| 2 | Sancheti. D.C and Kapoor V.K(2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi. |
| 3 | Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020. |
| 4 | Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications. |
| 5 | Dominick Salvatore and Derrick Reagle, Theory and problems of statistics and Econometrics, Mc Graw Hill, (2002) |

**Reference Books**

| | |
|---|---|
| 1. | Saxena H.C , (2016) Elementary Statistics, S Chand and Company New Delhi. |
| 2. | Elhance D.N, (2004), Fundamentals of Statistics Kitab Mahal, New Delhi |
| 3. | Manoharan M (2010), "Statistical Methods", Palani Paramount Publications, Palani. |
| 4. | R.S.N.Pillai and V. Bagavathi(2010), Statistics, Sultan Chand and Sons, New Delhi |
| 5. | Dr.S.Sachdeva ( 2014) Statistics -Lakshmi Narain Agarwal. |

**Web Resources**

| | |
|---|---|
| 1. | https://www.cuemath.com/data/statistics/ |
| 2. | https://stattrek.com/statistics/resources |
| 3. | https://testbook.com/learn/maths-mean-median-mode/ |
| 4. | https://www.statistics.com/ |
| 5. | https://thisisstatistics.org/students/ |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| **CO 5** | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| Weightage | 15 | 14 | 14 | 14 | 14 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.00 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 3 | 3 | 3 |

**Strong-3    M-Medium-2 L-Low-1**

# FIRST YEAR –SEMESTER- I

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| EEEC11 | FUNDAMENTALS OF MANAGEMENT | Major Elective-I | 4 | | | | 3 | 4 | 25 | 75 | 100 |

| | Learning Objectives | |
|---|---|---|
| C1 | To provide students with the basic concepts of Management. | |
| C2 | To probe the Planning concepts and its objectives | |
| C3 | To analyze the Organizational Levels in an Organization | |
| C4 | To describes the Motivation and Satisfaction and its elements | |
| C5 | To know the importance of Quality Checks. | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br><br>Management – Definition- Scope – Schools of Thought in Management- Levels of Management-Role and Functions of a Manager | 11 |
| II | **Planning**<br><br>Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making. | 12 |
| III | **Organisational Levels**<br><br>Types of Business Organizations – Structure- Span of Control – Departmentalisation-Selection, Training and Development, Performance Management, Career Planning,and Management | 12 |
| IV | **Directing**<br><br>Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity. | 12 |
| V | **Controlling**<br><br>Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations. | 13 |
| | **Total** | **60** |

| | Course Outcomes | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the foundations and importance of Management. | PO1 |
| 2 | Demonstrate an understanding of Planning | PO2,PO3 |
| 3 | Analyze the organisational levels and Process of selection | PO1, PO2,PO3 |
| 4 | Discuss the relevance of Organizational Culture | PO1,PO2, |
| 5 | Examine the importance of quality control | PO4 |

| | **Textbooks** |
|---|---|
| 1. | Stephen A. Robbins & David A. Decenzo & Mary Coulter,(2011) "Fundamentals of Management" 7th Edition, Pearson Education |
| 2. | Tripathy PC & Reddy PN,(1999) "Principles of Management", Tata McGraw Hill. |
| 3. | Pillai R.S.N and Kala .S (2013) Principles And Practice Of Management S.Chand& Co andCompany. |
| 4. | Ricky Griffin, "Fundamentals of Management", Cengage Learning, (2016) |
| 5. | Pardeep Kumar and Amanjot Sachdeva, "Fundamentals of Management",S. Chand Publishing, (2012) |

| | **Reference Books** |
|---|---|
| 1. | Dr. C.B. Gupta and Dr. Shruti Mathur (2022) Management Principles andApplications ,Scholar Tech Press |
| 2. | Neeru Vasisth and Vibhuti Vasishth(2019)Principles of Management Text & Cases ,Taxman Publication |
| 3 | R.C Bhatiya, "Fundamentals of Management", S.K Kataria &Sons, 2013 |
| 4 | L.M Prasad, "Principles and Practice of Management,2021 |
| 5 | Dr.N.Mishra and Dr.O.P.Gupta, "Fundamentals of Management", SBPD Publishing House, 2022 |

| | **Web Resources** |
|---|---|
| 1. | http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf |
| 2. | https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-of-management-introduction-and-concepts/ |
| 3. | https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf |
| 4. | https://in.sagepub.com/en-in/sas/journal-of-management/journal201724 |
| 5. | https://www.managementstudyhq.com/evolution-management-thought-theories.html |

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**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 5** | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 |
| Weightage | 15 | 14 | 15 | 14 | 14 | 14 | 15 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 3.0 | 2.8 | 2.8 | 2.8 | 3.0 | 3.00 |

**S-Strong-3    M-Medium-2    L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 2 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 3 |
| **CO3** | 3 | 3 | 3 | 2 | 3 |
| **CO4** | 3 | 3 | 2 | 2 | 2 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 14 | 11 | 13 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 2.8 | 2.2 | 2.6 |

**Strong-3        M-Medium-2 L-Low-1**

# FIRST YEAR –SEMESTER- I

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| EEEC12 | **INTRODUCTION TO SOCIOLOGY** | **Major Elective- I** | 4 | | | | 3 | 4 | 25 | 75 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To understand the nature and scope of Sociology and its development |
| C2 | To identify the origin and development of Sociology and its basic concepts |
| C3 | To evaluate stages and agencies of socialization |
| C4 | To understand social stratification and its determinants |
| C5 | To know the social change, evolution and revolution |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Definition – Nature and Scope of Sociology –Origins and development of Sociology – Founding fathers and their contributions: Auguste Comte, Herbert Spencer, Karl Marx, Emile Durkheim and Max Weber – Sociology and other social sciences | 13 |
| II | **Basic Concepts of Sociology**<br>Society, Community, Institutions, Association, Social Structure, Status – Role, Norms, and Values; Folkways and Mores, Associative and Dissociative processes – Cooperation- Assimilation-Accommodation-Competition and Conflict | 12 |
| III | **Individual and Society**<br>Individual and Society- Socialization- Stages and Agencies of Socialization- Types of Groups – Primary and Secondary Groups, In-Group and Out-group, Reference Group. | 12 |
| IV | **Social Stratification**<br>Social Stratification: Meaning, Definition and Dimensions –Social mobility and its determinants. | 11 |
| V | **Social Change**<br>Meaning and Types: Evolution and Revolution, Progress and Development — Factors of Social Change-Culture and Civilization | 12 |
| | **Total** | **60** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the contributions of sociologists in the field of sociology | PO1,PO2 |
| 2 | Understand the basic aspects of Sociology | PO1,PO2 |
| 3 | Examine the impact of individuals, groups and society | PO1, PO5,PO7 |
| 4 | Understand the dimensions of social stratification | PO2,PO7 |
| 5 | Analyze and design Policy for social change | PO2,PO3,PO7 |
| **Textbooks** | | |
| 1 | Bottomore, T.B. (1972). Sociology: A guide to problems and literature. Bombay. | |
| 2 | Jayaram, N. (1988). Introductory sociology. Madras: Macmillan India. | |
| 3 | Sachdeva Vidya Bhushan D.R(2020), An Introduction to Sociology, Kitab Mahal | |
| 4. | John.J. Macionis, "Sociology", Pearson, 17th edition, 2018 | |
| 5. | C.N Shankar Rao, "Sociology: Principles of Sociology with an Introduction to Sociology Thought", S.Chand Publication, 2019 | |
| **Reference Books** | | |
| 1. | George Allen and Unwin (India). Harlambos, M. (1998). Sociology: Themes and perspectives. New Delhi: Oxford University Press. | |
| 2. | Inkeles, Alex. (1987). What is sociology? New Delhi: Prentice-Hall of India. | |
| 3. | Johnson, Harry M. (1995). Sociology: A systematic introduction. New Delhi: Allied Publishers. | |
| 4. | Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay. | |
| 5. | Bogue, D.J. (1969), Principles of Demography, John Wiley, New York | |
| **Web Resources** | | |
| 1. | https://data.worldbank.org/indicator/SP.POP.TOTL | |
| 2. | https://www.iom.int/ | |
| 3. | https:/libguides.humdolt.edu | |
| 4. | https://openstax.org/books/introduction-sociology-3e/ | |
| 5. | https://www.sociologygroup.com/important-books-free-notes-sociology-optional/ | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| **CO 5** | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 |
| Weightage | 14 | 14 | 14 | 14 | 14 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 3.00 | 3.00 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3 M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 3 | 3 | 3 | 3 | 2 |
| **CO3** | 2 | 3 | 3 | 3 | 2 |
| **CO4** | 3 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 2 |
| **Weightage** | 15 | 15 | 14 | 15 | 11 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 2.8 | 3 | 2.2 |

**Strong-3      M-Medium-2 L-Low-1**

# FIRST YEAR –SEMESTER- I

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| ESEC11 | **DEMOGRAPHY** | **SEC-I** | 2 | | | | 2 | 2 | 25 | 75 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To understand the meaning and scope of Demography |
| C2 | To discuss the basic concepts of demographic measurements. |
| C3 | To describes the concepts of Urbanisation and Migration |
| C4 | To evaluate the international aspects of Population growth and tis environment |
| C5 | To analyse the trends in Population policy in India |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Meaning - Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition. | 6 |
| II | **Birth Rate, Death Rate and Fertility**<br>Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate- Age Specific Birth and Death Rates – Standardized Birth and Death Rates –Fertility – Total Fertility Rate – Gross Reproduction Rate – Net Reproduction Rate | 6 |
| III | **Migration and Urbanisation**<br>Migration and Urbanisation – Concept  - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration. | 6 |
| IV | **Population Trends**<br>Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections. | 6 |
| V | **Population Policy in India**<br>Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups – National Population Commission – Demographic Dividend – National Youth Policy. | 6 |
| | **Total** | **30** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Describe the various theories of Population Growth | PO1, PO7 |
| 2 | Understand Demographic Indicators | PO2, PO3 |
| 3 | Assess the causes and impact of Migration on rural-urban population distribution | PO2,PO7 |
| 4 | Analyse the major demographic trends and their determinants | PO1,PO2 |
| 5 | Evaluate Population Policy of India and analyse recent trends. | PO1,PO2,PO3 |

| Textbooks | |
|---|---|
| 1 | Jhingan, M. L, B.K. Bhatt, J.N. Desan (2003) Demography, Vrinda Publications, New Delhi |
| 2 | Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd. |
| 3. | Jennifer Hickes Lundquist, Douglas L. Anderton and David Yaukey, "Demography: The Study of Human Population", Waveland Press Inc, 2015 |
| 4. | Dudley L. Poston, Jr. and Leon F. Bouvier, "Population and Society: An Introduction to Demography", Cambridge University Press, 2015 |
| 5. | Richard.K Thomas, "Concepts, Methods and Practical Applications in Applied Demography", Springer,2018 |

| Reference Books | |
|---|---|
| 1. | Agarwala S.N. (1985), India's Population Problem, Tata McGraw-Hill, Bombay. |
| 2. | Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay. |
| 3. | Bogue, D.J. (1969), Principles of Demography, John Wiley, New York |
| 4. | Sarah Harper (2018), Demography: A Very Short Introduction, Oxford Press 2018. |
| 5. | Peter R. Cox, Demography- 5th Edition, Cambridge University Press. |

| Web Resources | |
|---|---|
| 1. | https://data.worldbank.org/indicator/SP.POP.TOTL |
| 2. | https://www.iom.int/ |
| 3. | https://censusindia.gov.in |
| 4. | https://www.nationalgeographic.org/encyclopedia/demography/ |
| 5. | https://www.nature.com/scitable/knowledge/library/introduction-to-population-demographics-83032908/ |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| **CO 5** | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 |
| Weightage | 15 | 14 | 15 | 14 | 14 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.00 | 3.00 | 2.8 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 2 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 2 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 14 | 14 | 13 | 13 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 2.8 | 2.8 | 2.6 | 2.6 |

**Strong-3        M-Medium-2 L-Low-1**

# FIRST YEAR-SEMESTER - I - SKILL ENHANCEMENT FOUNDATION COURSE

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| EFEC11 | **BUSINESS COMMUNICATION** | Skill Enhancement Foundation Course | 2 | | | | 2 | 2 | 25 | 75 | 100 |

| **Learning Objectives** | |
|---|---|
| C1 | To know the meaning, objectives and role of Communication and Media |
| C2 | To understand the need and importance of Communication in Management |
| C3 | To acquire knowledge on Business letter |
| C4 | To study the business correspondence with Insurance and other Organisation |
| C5 | To understand the meaning and importance of Report Writing |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Communication**<br>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 | 7 |
| II | **Communication in Management**<br>Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization. | 6 |
| III | **Business Letters**<br>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. | 6 |
| IV | **Correspondence**<br>Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence | 5 |
| V | **Report Writing**<br>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. | 6 |
| | **Total** | **30** |
| | **Course Outcomes** | **Programme** |

| | | Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1. | Understand the basics of Communication and its process, elements, and its importance. | PO1,PO2 |
| 2. | Acquire Communication skills. | PO1,PO4 |
| 3. | Apply the art of writing Business Letters | PO2,PO6 |
| 4. | Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern. | PO5,PO6, PO8 |
| 5. | Employ the art of report preparation | PO4,PO6,PO7 |

**Textbooks**

| 1. | Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi. |
|---|---|
| 2. | Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited. |
| 3. | Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business Mc Graw Hill Education |
| 4. | Scott Mclean, "Business Communication for Success", Flat World Knowlegde, 2010 |
| 5. | Virander K. Jain, "Business Communication", S. Chand Limited, 2008 |

**Reference Books**

| 1. | Kumar, R. (2010). Basic Business Communication. Excel Books India. |
|---|---|
| 2. | Bovee, C. L. (2008). Business Communication today. Pearson Education India. |
| 3. | Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing. |
| 4. | Mary Ellen Guffy and Dana Loewy (2012) Essentials of Business Communication Cengage Learning |
| 5. | C.B.Gupta(2019), Essentials of Business Communication Cengage Learning India Pvt. Ltd |

**Web Resources**

| 1. | https://www.managementstudyguide.com/business_communication.htm |
|---|---|
| 2. | https://studiousguy.com/business-communication/ |
| 3. | https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills |
| 4. | https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php |
| 5. | https://www.mindtools.com/page8.html |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| **CO 5** | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 |
| Weightage | 15 | 14 | 15 | 14 | 14 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.00 | 3.00 | 2.8 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3     M-Medium-2 L-Low-1Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 2 | 3 | 2 | 3 | 3 |
| **CO2** | 2 | 2 | 3 | 3 | 3 |
| **CO3** | 3 | 2 | 2 | 3 | 3 |
| **CO4** | 2 | 2 | 3 | 2 | 2 |
| **CO5** | 2 | 2 | 3 | 3 | 3 |
| **Weightage** | 11 | 11 | 13 | 14 | 14 |
| **Weighted percentage of Course Contribution to PSOs** | 2.2 | 2.2 | 2.6 | 2.8 | 2.8 |

**Strong-3      M-Medium-2  L-Low-1**

# FIRST YEAR - SEMESTER II

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| EMEC21 | **MICROECONOMICS-II** | Core-III | 5 | | | | 5 | 5 | 25 | 75 | 100 |

| | Learning Objectives | |
|---|---|---|
| C1 | To equip the students to gain knowledge on the Market Structures | |
| C2 | To analyse the Monopoly and price discrimination in the market | |
| C3 | To probe the Monopolistic and Oligopoly competitions and its operation | |
| C4 | To enrich the students about the theories of Distribution | |
| C5 | To understand the concepts of Welfare Economics | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Perfect Competition**<br>Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis. | 14 |
| II | **Monopoly and Price Discrimination**<br>Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– Dead Weight Loss -Policies to Control Monopoly – Price Discrimination–First Degree, Second Degree and Third-Degree Price Discrimination – Dumping. | 15 |
| III | **Monopolistic and Oligopoly Competition**<br>Monopolistic Competition–Features– Product Differentiation–Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity. Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership – Game Theory – Minimax – Maximin – Nash Equilibrium. | 16 |
| IV | **Distribution Theory**<br>Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP. | 14 |
| V | **Welfare Economics and General Equilibrium**<br>Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution. | 16 |
| | **Total** | **75** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the equilibrium conditions in Perfect Competition. | PO1, PO2 |
| 2 | Analyze the equilibrium conditions under Monopoly Market Structure. | PO1,PO2 |
| 3 | Describe the Market Equilibrium under Monopolistic and Oligopoly Market. | PO1,PO2 |
| 4 | Know the importance of theories of Distribution. | PO1,PO2 |
| 5 | Evaluate the aspects of Welfare Economics and General Equilibrium. | PO2,PO3,PO7 |

### Textbooks

| | |
|---|---|
| 1. | Robert Pindyck and Daniel L.Rubinfield,(2001) Micro Economics,Macmillan. |
| 2. | Hal R. Varian (2004), Intermediate Micro Economics East-West Press: New Delhi. |
| 3. | Walter Nicholson and Christopher Snyder, Micro Economic Theory - Basic Principles and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016. |
| 4. | Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020. |
| 5. | Timothy Taylor,Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services. |

### Reference Books

| | |
|---|---|
| 1. | Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2nd Edition. |
| 2. | Gregory Mankiw (2012), Principles of Microeconomics Cengage India. |
| 3. | Case & Fair, Principles of Economics Myeconlab series 8thEdn. |
| 4. | Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition |
| 5. | Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A) |

### Web Resources

| | |
|---|---|
| 1. | https://open.umn.edu/opentextbooks/subjects/economics |
| 2. | https://global.oup.com |
| 3. | https://www.economicsnetwork.ac.uk |
| 4. | https://edge.sagepub.com/sextonmicro8e |
| 5. | https://www.aeaweb.org/resources/students |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| **CO 5** | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 |
| Weightage | 14 | 15 | 14 | 15 | 14 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 3.00 | 2.8 | 3.00 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3      M-Medium-2      L-Low-1Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 3 | 3 | 2 | 3 |
| **CO4** | 3 | 3 | 3 | 2 | 2 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 12 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 3 | 2.4 | 2.4 |

**Strong-3        M-Medium-2 L-Low-1**

# FIRST YEAR - SEMESTER II

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| EMEC22 | **STATISTICS FOR ECONOMICS-II** | Core-IV | 5 | | | | 5 | 5 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | |
| C1 | To understand the various methods of Index numbers and its applications | | | | | | | | | | |
| C2 | To analyse the components and measurement of Time Series data | | | | | | | | | | |
| C3 | To know the theories of Probability and its applications | | | | | | | | | | |
| C4 | To probe the Research design and Sampling methods | | | | | | | | | | |
| C5 | To acquire knowledge on the application of test of Hypotheses in Research | | | | | | | | | | |
| UNIT | **Contents** | | | | | | | | | | No. of Hours |
| I | **Index Numbers**<br>Index Numbers – Methods – Unweighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed based Index Numbers – Test of Adequacy of Index Numbers – Wholesale Price Index – Consumer Price Index – Cost of Living Index. | | | | | | | | | | 15 |
| II | **Time Series Analysis**<br>Definition– Components and Measurement– Graphic Method - Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis. | | | | | | | | | | 15 |
| III | **Theory of Probability**<br>key Concepts of Probability – Importance – Theorems of Probability: Addition, Multiplication and Bayes' Theorem - Discrete and Continuous Random Variables – Theoretical Distributions – Binomial, Poisson and Normal – Properties- Uses and Applications. | | | | | | | | | | 15 |
| IV | **Sampling**<br>Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non –Random Sampling - Size of Sample – Merits and Limitations of Sampling – Sampling and Non- Sampling Errors. | | | | | | | | | | 15 |
| V | **Testing of Hypothesis**<br>Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis – Test: Null and Alternative Hypothesis – Type – I and Type – II Errors– 't' Test – Paired 't'-test – Chi –Square test, 'F' test – Analysis of Variance - One way and Two-way ANOVA. | | | | | | | | | | 15 |
| | **Total** | | | | | | | | | | 75 |

| | Course Outcomes | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Gain Knowledge on the Index Numbers | PO1, PO2,PO3 |
| 2 | Analyze the importance of Time Series Data and its measurement | PO1,PO2,PO3 |
| 3 | Understand the concept of Probability | PO2 |
| 4 | Identify the various Sampling Methods | PO1, PO2 |
| 5 | Acquire Knowledge on Hypothesis Testing | PO2,PO3,PO7,PO8 |

**Textbooks**

| | |
|---|---|
| 1 | S.P Gupta, (2017) "Statistical Methods", Sultan Chand & Sons. |
| 2 | Anderson, Sweeney and Williams(2012), "Statistics for Business and Economics Cengage,2012. |
| 3 | Pillai R.S.N. &BagavathiV (2012), "Statistics:Theory and Practice" S.Chand&CompanyLtd. New Delhi. |
| 4. | Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020. |
| 5. | Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications. |

**Reference Books**

| | |
|---|---|
| 1. | Anderson, David Ray, "Statistics for Business and Economics", South-Western Pub,2001. |
| 2. | Sancheti and Kapoor, Statistics, (2015) Sultan & Sons New Delhi. |
| 3. | Gupta S.C. Statistical Methods (2015) Sultan & sons New Delhi. |
| 4. | Monga G.S. "Mathematics and Statistics for Economics" (2001), Vikas Publishing House Pvt.Ltd New Delhi. |
| 5. | Dominick Salvatore and Derrick Reagle, Theory and problems of statistics and Econometrics, Mc Graw Hill, (2002) |

**Web Resources**

| | |
|---|---|
| 1. | https://stattrek.com/statistics/resources |
| 2. | https://www.cuemath.com/data/f-test/ |
| 3. | https://www.statistics.com/ |
| 4. | https://thisisstatistics.org/students/ |
| 5. | https://oli.cmu.edu/courses/probability-statistics-open-free/ |

**Mapping with Programme Outcomes:**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| **CO 5** | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 |
| Weightage | 15 | 14 | 14 | 14 | 14 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.00 | 2.8 | 2.8 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3 M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 3 | 3 | 3 |

**Strong-3        M-Medium-2 L-Low-1**

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| EEEC21 | **HISTORY OF ECONOMIC THOUGHT** | **Major Elective-II** | 4 | | | | 3 | 4 | 25 | 75 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To explain the nature and scope of economic thought and its principles |
| C2 | To understand the classical Economists ideology and theory of Marx |
| C3 | To know the Keynesian revolution and its analysis |
| C4 | To build the Marginalism Revolution and its operations |
| C5 | To describes the thoughts of various Nobel Laureates in Economics |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Pre-Classical Thought** Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism- Main Principles – Important Mercantilists-Physiocracy - Main concepts - Important Physiocrats | 11 |
| II | **Classical Economists and Karl Marx** Adam Smith- Division of Labour- Theory of Value- Laissez Faire-Canons of Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of Trade- Malthus-Theory of Population – Theory of Gluts –Karl Marx-Theory of Surplus Value -Breakdown of the Capitalist System | 12 |
| III | **Neo-Classical and Institutionalist Thought** The Marginalist Revolution- Marshall: Value and Role of Time – Marginal Utility and Consumer's Surplus – Distribution – Marshallian Concepts – Representative Firm, Economies of Scale, Quasi-Rent- Institutional Economics – Veblen – Mitchell – J.R.Commons. | 12 |
| IV | **Keynesian Revolution and Modern Thought** Keynes – Psychological law of Consumption- Effective Demand- Theory of Employment- Schumpeter's Theory of Innovation - Hicks Theory of Trade Cycle- New Keynesian Economics- New Classical Economics –Rational Expectation Hypothesis. | 12 |
| V | **Nobel Laureates in Economics and Indian Economic Thought** Nobel Laureates in Economics – Paul A Samuelson – Kuznets – Hicks – Myrdal – Milton Friedman – Recent Nobel Laureates (Last Three Years)- Indian Economic Thought – DadabhaiNaoroji-Mahatma Gandhi-B.R.Ambedkar – Amartya Sen – Sen's Capability Approach –Poverty and Inequality. | 13 |
| | **Total** | **60** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Acquire knowledge on the subject matter of History of Economic Thought. | PO1 |
| 2 | Understand the contributions of the Classical ideas of Economics. | PO1,PO2 |
| 3 | Describe Neo Classical and Institutional Economic ideas | PO1,PO2 |
| 4 | Examine the Keynesian School and Modern Economic ideas | PO1,PO2 |
| 5 | Understand the contribution of Nobel Laureates and Indian Economic ideas | PO1,PO2,PO8 |
| **Textbooks** | | |
| 1 | Lokanathan, V, History of Economic Thought, S Chand & Co Ltd. | |
| 2 | Bhatia, H.L. (2018), History of Economic Thought, S Chand & Co Ltd. | |
| 3 | SrivastavaS.K (2002) History of Economic Thought, S.Chand Publication. | |
| 4 | M.L Jhingan,M.Girija , L.Sasikala "History of Economic Thought" 3rd Edition, Virnda Publication 2014. | |
| 5 | R.R.Paul "History of Economic Thought" ,Kalyani Publisher,2018. | |
| **Reference Books** | | |
| 1. | Amartya Sen (1982), Welfare and Measurement, Oxford University Press, New Delhi. | |
| 2. | Gandhi, M.K. (1938), Economics of Village Industries, Navjivan Publishers, New Delhi. | |
| 3. | T.N.Hajela, (2015), History of Economic Thought Ane Students Edition 18th Edition. | |
| 4. | Gide and Rist,(2014), A History of Economic Doctrines, Nabu Press. | |
| 5. | V.Lokanathan (2009) "A History of Economic Thought: S.Chand& Co Limited. | |
| **Web Resources** | | |
| 1. | https://www.hetwebsite.net/het/ | |
| 2. | https://thoughteconomics.com/ | |
| 3. | https://www.nobelprize/economic-sciences/ | |
| 4. | https://www.aeaweb.org/resources/students | |
| 5. | https://sites.google.com/site/maeconomicsku/home | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 5** | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 |
| Weightage | 14 | 14 | 14 | 14 | 14 | 14 | 15 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 | 3.00 |

**S-Strong-3        M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 2 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 2 | 2 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 14 | 12 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 2.8 | 2.6 | 2.6 |

**Strong-3        M-Medium-2  L-Low-1**

# FIRST YEAR - SEMESTER II

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| EEEC22 | **INTRODUCTION TO E COMMERCE** | **Major Elective -II** | 4 | | | | 3 | 4 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | |
| C1 | To learn the nature and concepts of E-commerce in India | | | | | | | | | | |
| C2 | To understand the various business models for E-Commerce and its uses | | | | | | | | | | |
| C3 | To analyse the Various online business transactions and its applications | | | | | | | | | | |
| C4 | To explain the E-Promotion and consumer protection and its latest amendments | | | | | | | | | | |
| C5 | To update the students on various methods of E-payment systems and its risks. | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | **No. of Hours** |
| I | **Introduction** <br> Meaning – Nature – Concepts – Advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E-Commerce in India. | | | | | | | | | | 10 |
| II | **Business Models for E-commerce** <br> 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. | | | | | | | | | | 12 |
| III | **Online Business Transactions** <br> 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 | | | | | | | | | | 12 |
| IV | **E-Promotion and Consumer Protection** <br> 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 | | | | | | | | | | 13 |
| V | **E- Payment System** <br> 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. | | | | | | | | | | 13 |
| | **Total** | | | | | | | | | | **60** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | | |
| 1 | Understand the pros & cons of E-commerce. | PO1,PO2 |
| 2 | Analyze the various models of E-commerce. | PO1,PO2 |
| 3 | Understand the online business transaction and their impact on related service providers. | PO2,PO3 |
| 4 | Understand the e-marketing mix and be familiar with consumer protection. | PO3.PO4 |
| 5 | Know the mechanism of E- payment and its operations. | PO2,PO3, PO8 |
| **Textbooks** | | |
| 1 | Bajaj K.K and Debjani Nag ( 2017 ), E-commerce, McGraw Hill Educatio | |
| 2 | Chhabra T.N , Suri and Sanjiv Varma ( 2005) E-Commerce, Dhanpat Rai & Co | |
| 3 | Dr.K. Abirami Devi and Dr.M. Alagammal, "E- Commerce", Margaham Publication, | |
| 4 | Amir Manzoor, "E- Commerce: An Introduction", Lambert Academic Pubishing,2010 | |
| 5 | Dr. Shivani Arora, "E-Commerce", Taxmann Publishing, 2017 | |
| **Reference Books** | | |
| 1. | Pandey ( 2013 ) Ecommerce and its Applications , S.K. Kataria& Sons | |
| 2. | Kenneth C. Laudon and Carlo Guercio Traver(2020 ) , E-Commerce, Pearson Education. | |
| 3. | Pralok Gupta (2020) E-commerce in India: Economic and Legal Perspectives, SAGE Publications India Pvt Ltd | |
| 4. | David Whitley (2017) E - Commerce: Strategy, Technologies and Applications, | |
| 5. | Joseph P.T ., S.J (2019) "E-Commerce : An Indian Perspective" PHI Learning Pvt. Ltd. | |
| **Web Resources** | | |
| 1. | https://ecommerce-platforms.com/resources | |
| 2. | https://ecommerceguide.com | |
| 3. | https://www.bigcommerce.com/resources/ | |
| 4. | https://www.cloudways.com/blog/top-ecommerce-websites/ | |
| 5. | https://www.indiafilings.com/learn/how-to-start-an-ecommerce-business-in-india/ | |

**Mapping with Programme Outcomes:**

|        | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 5** | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| Weightage | 14 | 14 | 15 | 15 | 14 | 14 | 15 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 3.0 | 3.0 | 2.8 | 2.8 | 3.0 | 3.00 |

**S-Strong-3 M-Medium-2  L-Low-1**

## Level of Correlation between PSO's and CO's

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|--------|------|------|------|------|------|
| **CO1** | 3 | 3 | 3 | 2 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 2 | 2 | 3 | 3 |
| **CO4** | 3 | 2 | 2 | 3 | 3 |
| **CO5** | 3 | 2 | 2 | 3 | 3 |
| **Weightage** | 15 | 12 | 12 | 14 | 14 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 2.6 | 2.6 | 2.8 | 2.8 |

**Strong-3        M-Medium-2 L-Low-1**

# FIRST YEAR - SEMESTER II

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| ESEC21 | **ECONOMICS FOR INVESTORS** | SEC-2 | 2 | | | | 1 | 2 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| C1 | To understand concepts of Saving and Investments | | | | | | | | | | |
| C2 | To probe the various Investment avenues and its applications | | | | | | | | | | |
| C3 | To acquire knowledge on various investment markets and its features | | | | | | | | | | |
| C4 | To know the economic fundamentals and the Business Environment | | | | | | | | | | |
| C5 | To understand various investment methods and its strategies | | | | | | | | | | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role | 6 |
| II | **Investment Avenues**<br>Traditional Investment – Cash, Deposits, Gold, Silver, Commodities and Real Estates. Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds. | 6 |
| III | **Investment Markets**<br>Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options | 6 |
| IV | **Economic fundamentals for Investors**<br>Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic, Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries | 6 |
| V | **Investment Methods and Strategies.**<br>Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management. | 6 |
| **Total** | | **30** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Describe the types and importance of savings and investments. | PO1 |
| 2 | Explain the available investment avenues | PO2 |
| 3 | Understand the operations of different types of investment markets. | PO1,PO2 |
| 4 | Evaluate the economic fundamentals and information. | PO1,PO3 |
| 5 | Construct objective enabling investment plans, strategy, evaluate and restructure if required. | PO2,PO3,PO4 |
| | **Textbooks** | |
| 1 | Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA | |
| 2 | Esme Faerber (2013), All about Stocks,TataMGraw Hill, New Delhi | |
| 3 | Christopher D. Piros, Jerald E. Pinto(2013), "Economics for Investment Decision Makers:Micro, Macro, and International Economics, Workbook", Wiley, 2013 | |
| 4. | John Calverley, "The Investor's Guide to Economic Fundamentals", Wiley, 2003 | |
| 5 | Howards Marks, Mastering the Market Cycle:Getting the Odds on Your Side", John Murray Press, 2018 | |

| **Reference Books** |
|---|
| |
| 1. Robert T. Kyosaki,(2014) Guide to Investing Business Plus ISBN: 9780446589161 |
| |
| 2. BenjamineGraham (1949), The Intelligent Investor, Harper&Brothers |
| 3. Mary Buffett and David Clark(2002), The New Buffettology (Simon and Schuster) |
| |
| 4. John C Bogle(2017) The Little Book of Common Sense Investing:The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications |
| 5. William J. O' Neil (2009) How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition McGraw Hill Education |
| **Web Resources** |
| 1. https://www.capitalmarket.com/ |
| 2. https://www.icmagroup.org/ |
| 3. https://www.nseindia.com |
| 4. https://www.stockbrokers.com/guides/beginner-investors |
| 5. https://www.nasdaq.com/articles/10-best-stock-trading-websites-for-beginners |

**Mapping with Programme Outcomes:**

|         | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---------|------|------|------|------|------|------|------|------|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 5** | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| Weightage | 14 | 14 | 15 | 15 | 14 | 14 | 15 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 3.0 | 3.0 | 2.8 | 2.8 | 3.0 | 3.00 |

**S-Strong-3   M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|--------|------|------|------|------|------|
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 2 | 2 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 2 | 2 |
| **CO5** | 2 | 2 | 3 | 3 | 3 |
| **Weightage** | 13 | 13 | 14 | 13 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 2.6 | 2.6 | 2.8 | 2.6 | 2.4 |

**Strong-3       M-Medium-2 L-Low-1**

# FIRST YEAR - SEMESTER II

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| ESEC22 | **COMPUTER APPLICATIONS IN ECONOMICS** | **SEC-3** | 2 | | | | 1 | 2 | 25 | 75 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To know the basic concepts of Computer Applications |
| C2 | To apply the MS office and its basic operations |
| C3 | To describes the data processing techniques using various MS office operations |
| C4 | To gain knowledge on application of MS Excel |
| C5 | To know mathematical and statistical functions for Economic Analysis |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction to Computers** <br> Computer and Peripherals: Meaning, Types, Features and Limitations– Basic Components – Input and Output Devices – Primary Memory and Secondary Storage – Computer Software– Types – Malicious Software –Operating Systems: Functions and Types. | 5 |
| II | **MS Office** <br> 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 - MS Excel: Work Sheet and Work Book- Opening and Formatting. | 6 |
| III | **Data Processing** <br> Data Processing Techniques using MS Excel: Concept of Data – Record and File – Types of Data – Data Entry – File Handling and Operations–Opening, Appending and Cascading – Closing and Attribute Controls – Data Storage and Retrieval. | 6 |
| IV | **Introduction to MS Excel** <br> Calculation Operators: Arithmetic Operators – Comparison Operators – Logical Operations- Excel Tool Bars- Formatting of Text, Tables and Graphs. | 5 |
| V | **Application of MS Excel in Statistics and Economics** <br> Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance- Index Numbers and Growth Rates - Demand Function - Supply Function, Production Function and Consumption Function - Demand for and Supply of Money- Correlation – Regression. | 8 |
| | **Total** | **30** |

| | Course Outcomes | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand basic components of Computer and its functions. | PO1, PO3,PO8 |
| 2 | Gain knowledge of MS Office. | PO3,PO8 |
| 3 | Outline data processing techniques of MS Excel. | PO2,PO3,PO8 |
| 4 | Understand basic operation in MS Excel. | PO1,PO2,PO8 |
| 5 | Apply MS Excel in Statistics and Economics. | PO2,PO3,PO8 |

**Textbooks**

| | |
|---|---|
| 1 | Hem Chand Jain and H.N.Tiwari (2019), Computer Applications In Business ,5<sup>th</sup>Edition Taxmann Publication. |
| 2 | Dhanasekaran.K(2010) Computer Applications in Economics Vrinda Publications. |
| 3 | Asthana and Braj Bhushan (2007), Statistics for Social Sciences (with SPSS Applications). |
| 4. | Dan Kookin, "Word for Dummies", Wiley, 2021 |
| 5. | Joseph Muller, "Statistical Analysis with Excel for Dummies", Wiley, 2008 |

**Reference Books**

| | |
|---|---|
| 1. | Oscar Afonso, Paulo B. Vasconcelos, Computational Economics: A Concise Introduction, Routledge; 1<sup>st</sup>Edition |
| 2. | Alexis Leon and Mathews Leon; (2001), Introduction to Computers with Ms-Office 2000.McGraw Hill Education |
| 3. | Greg Harvey, PhD, (2007) Microsoft Office Excel 2007 For Dummies, Wiley Publishing. |
| 4. | Kerns (1992) Essentials of Microsoft Windows, Word and Excel, Prentice Hall |
| 5. | Kavindra Kumar Singh (2014) Computer Applications in ManagementDreamTech |

**Web Resources**

| | |
|---|---|
| 1. | https://www.excel-easy.com/basics.html |
| 2. | https://excelchamps.com/excel-basics/ |
| 3. | https://edu.gcfglobal.or/en/topics/excel/ |
| 4. | https://trumpexcel.com/learn-excel/ |
| 5. | https://www.simplilearn.com/learn-ms-excel-free-training-course-skillup |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 5** | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| Weightage | 15 | 14 | 14 | 15 | 14 | 15 | 15 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 2.8 | 3.0 | 2.8 | 3.0 | 3.0 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 2 | 2 | 2 | 3 | 3 |
| **CO2** | 2 | 2 | 2 | 3 | 3 |
| **CO3** | 2 | 2 | 2 | 3 | 3 |
| **CO4** | 2 | 2 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 11 | 11 | 11 | 15 | 15 |
| **Weighted percentage of Course Contribution to PSOs** | 2.2 | 2.2 | 2.2 | 3 | 3 |

**Strong-3        M-Medium-2  L-Low-1**

# FIRST YEAR-SEMESTER - II

| | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **EVENT MANAGEMENT** | SEC | | | | | 2 | | - | 100 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| C1 | To equip students on the various facets of Event Management. | | | | | | | | | | |
| C2 | To provide students event management as a career option. | | | | | | | | | | |
| C3 | To understand the committees in managing events and its safety | | | | | | | | | | |
| C4 | To learn about celebrity management | | | | | | | | | | |
| C5 | To know the event management in India and its operations | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | |
| **I** | **Introduction** Event Management – Definition –objectives –Classification and Types of Events- Career Options | | | | | | | | | 6 | |
| II | **Event Management Strategy** **Process -**Target Audience –Creativity - Purpose – Costs -Event Budget-Network with Suppliers- Creation of Social Media Accounts | | | | | | | | | 6 | |
| III | **Committees in Managing Events** Organising Committee- Event Scheduling -Venue Selection- Recruitment of Event Staff-Event Safety-Emergency Planning and Checklist | | | | | | | | | 6 | |
| IV | **Celebrity Management** Issues and Challenges -Cost Management and Budget – Confidentiality- Crowd Management | | | | | | | | | 6 | |
| V | **Event ManagementIndustry** Event ManagementIndustryin India- Leading Event Management Companies | | | | | | | | | 6 | |
| | **Total** | | | | | | | | | **30** | |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On Completion of the course,students will | |
| 1 | Understand the growing importance of event industry | PO1, P02 |
| 2 | Analyse the process involved in the event management industry and career Options | PO2, PO3 |
| 3 | Gain Knowledge on the various Committees involved | PO1,PO2,PO3 |
| 4 | Review how to manage celebrities | PO2, PO6 |
| 5 | Examine the Growth process of event Management industry in India | PO1, P02, PO6 |

| | Textbooks |
|---|---|
| 1 | Lynn Van Der Wagen & Brenda R Carlos Event Management |
| 2 | Bhavana Chaudhari Dr. Hoshi Bhiwandiwalla(2019) A book of Event Management Kindle Edition,Nirali Prakashan Publishers |
| 3 | Alex Genadinik Event planning -management & marketing for successful events, Alex Genadinik publisher 2015 |
| 4 | Charles Bladen, James Kennell, Emma Abson and Nick Wilde, "Events Management: An Introduction",Talyor and Francis, 2017 |
| 5 | Bernadette Quinn, "Key Concepts in Event Management", Sage Publication, 2013 |

| | Reference Books |
|---|---|
| 1. | Abhijeeth Bhattacharje(2020) Event Management:A zero Investment Startup Business Kindle Edition |
| 2. | William O'Toole(2021)Events Feasibility and Development From Strategy to Operations Routledge |
| 3. | Julia Rutherford Silvers, William O'Toole(2020)Risk Management for Events, Routledge |
| 4. | Anukrati Sharma, Shruti Arora(2018)Event Management and Marketing: Theory, Practical Approaches and Planning,Bharti Publications |
| 5. | Allen, J. et al., 2011. Festival & Special event management. 5th edition. John Wiley & Sons: Brisbane |

| | Web Resources |
|---|---|
| 1. | https://www.careerlauncher.com/rbi-grade-b/wto/ |
| 2. | https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf |
| 3. | https://www.bizzabo.com/blog/event-planning-websites/ |
| 4. | https://www.tantraa.net/ |
| 5. | https://eventplanningblueprint.com/ |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| **CO 5** | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 14 | 13 | 15 | 15 | 14 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.6 | 3.0 | 3.0 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 2 | 2 | 2 | 2 | 2 |
| **CO2** | 2 | 2 | 2 | 2 | 2 |
| **CO3** | 2 | 2 | 2 | 2 | 2 |
| **CO4** | 1 | 1 | 1 | 1 | 2 |
| **CO5** | 2 | 2 | 2 | 2 | 2 |
| **Weightage** | 9 | 9 | 9 | 9 | 10 |
| **Weighted percentage of Course Contribution to PSOs** | 1.8 | 1.8 | 1.8 | 1.8 | 2 |

**Strong-3    M-Medium-2  L-Low-1**

# SECOND YEAR-SEMESTER - III

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | CIA | External | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | **Marks** | | |
| | **MACRO ECONOMICS-I** | Core -V | 4 | | | | 4 | 4 | 25 | 75 | 100 |

| | Learning Objectives | |
|---|---|---|
| C1 | To understand the national income and its related concepts | |
| C2 | To analyse the classical theory of full employment and its advantages | |
| C3 | To illustrate the Keynesian under employment theory and its applications | |
| C4 | To evaluate the theories of Consumption and its types | |
| C5 | To acquire knowledge on inflation and its types | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **National Income**<br>National Income: Definition –Concepts: GDP,GNP and Per Capita Income- National Income Measurement: Expenditure, Income and ValueAdded Approaches- Real and Nominal GDP – National Income Accounting - GDP Deflator – Green GDP – Happiness Index - Circular Flow of Income and Expenditure | 13 |
| II | **Full Employment: Classical Theory**<br>Introduction - Aggregate Demand and Aggregate Supply – Assumptions of Classical Theory – Say's Law – Wage and Price Flexibility - Employment and Output determination in Classical Model -Three Ranges in Aggregate Supply (AS)Curve | 12 |
| III | **Under Employment: Keynesian Theory**<br>Keynes's Critique of Classical Theory – Involuntary Unemployment – Underemployment Equilibrium- Effective Demand – Components - Wage Rigidity – Liquidity Preference - Consumption Function: Meaning and Attributes. | 12 |
| IV | **Theories of Consumption**<br>Keynesian Absolute Income Hypothesis – Duesenberry's Relative Income Hypothesis – Friedman's Permanent Income Hypothesis. | 12 |
| V | **Investment Function**<br>Meaning – Autonomous Investment – Induced Investment- MEC – MEI – Theory of Multiplier – Super Multiplier - Principle of Accelerator. | 11 |
| | **Total** | **60** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the structure of Macroeconomics and the Concept of GDP | PO1,PO2,PO3 |
| 2 | Outline the concepts in Classical Theory of Employment | PO1,PO2 |
| 3 | Analyse the Keynesian Underemployment Theory | PO1,PO2 |
| 4 | Examine the theories of Consumption Function | PO1,PO2, PO3 |
| 5 | Evaluate the impact of Inflation on Economies | PO2,PO3,PO8 |

**Textbooks**

| | |
|---|---|
| 1 | Mankiw. N Gregory (2000), Macroeconomics, Worth Publishers, New York |
| 2 | VaishM.C.(2003) Macro Economic Theory, S.Chand & Company Ltd New Delhi |
| 3 | Paul Krugman and Robin Wells(2015) Macroeconomics Worth Publisher |
| 4 | H.L. Ahuja, Macro Economics: Theory and Policy S.Chand, 2016 |
| 5 | Andrew B. Abel and Ben S.Bernanke, Macro Econmics, Pearson Education, Inc., 7th Edition, 2011. |

**Reference Books**

| | |
|---|---|
| 1. | RudigerDornbusch , Stanley Fischer, and Richard Startz (2000), Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi. |
| 2. | Parkin, M., 2014. Macro Economics. 11th Edition. Essex: Pearson |
| 3. | Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson. |
| 4. | Mueller, M.G. (Ed.) (1978), Readingsin Macroeconomics, Surjeet Publications, New Delhi |
| 5. | Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt Ltd., Singapore. |

**Web Resources**

| | |
|---|---|
| 1. | http://www2.econ.iastate.edu/tesfatsi/sources.htm |
| 2. | https://www.khanacademy.org/economics-finance-domain/macroeconomics |
| 3. | https://www.econlib.org |
| 4. | https://economics.mit.edu/ |
| 5. | https://hbswk.hbs.edu/ |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 5** | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| Weightage | 14 | 15 | 14 | 15 | 14 | 15 | 15 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 3.0 | 2.8 | 3.0 | 2.8 | 3.0 | 3.0 | 3.00 |

 **S-Strong-3    M-Medium-2 L-Low-1**

 **Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 3 | 3 | 2 | 2 |
| **CO4** | 3 | 3 | 2 | 2 | 2 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 14 | 12 | 11 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 2.8 | 2.6 | 2.2 |

 **Strong-3    M-Medium-2 L-Low-1**

# SECOND YEAR-SEMESTER - III

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | CIA | External | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | **Marks** | | |
| | **MATHEMATICS FOR ECONOMICS** | Core -VI | 5 | | | | 5 | 5 | 25 | 75 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To integrate the concepts of Economics with Mathematical tools. |
| C2 | To use Matrices to find solutions in Economics. |
| C3 | To describe the applications of Matrix algebra and its uses |
| C4 | To know the differentiation and its function |
| C5 | To understand the second order derivatives and its maxi mini function |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Variables, Constants, Equations and its types – Uses and limitations of Mathematics in Economics- Functions of one or more variables – Linear function, Parabola, Rectangular Hyperbola- Exponential, Logarithmic, Power function and Homogenous Function – Applications in Economics | 12 |
| II | **Matrix Algebra and Determinants**<br>Types of Matrices- Matrix Operations – Addition – Subtraction- Matrix Multiplication – Transpose –Determinants, Inverse and Properties (Problems). | 15 |
| III | **Applications of Matrix Algebra**<br>Solving a system of Linear Equations – Cramer's Rule and Matrix Inverse Method- Leontief's Input-Output Model – Open and Closed Model- Components, Uses, and Limitations- Hawkins – Simon Conditions for Viability of Input and Output Model (Problems). | 18 |
| IV | **Differentiation**<br>Differentiability of a Function – Slope of a Curve – Increasing and Decreasing Functions – Rules- Exponential and Logarithmic Functions-Implicit Differentiation– Economic Applications: Marginal and Elasticity Concepts – Relationship between AR, MR, and Price Elasticity of Demand – Relationship Between Average and Marginal Cost. | 15 |
| V | **Optimization (Single Variable)**<br>Second Order Derivatives–Maximization and Minimization of a Function– Economic Applications – Output and Revenue Maximization -Cost Minimization – Profit Maximization under Perfect Competition, Monopoly, Discriminating Monopoly (Problems). | 15 |
| | **Total** | **75** |
| | **Course Outcomes** | **Programme** |

|  | | **Outcomes** |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand Basic Concepts of Mathematics and its application in Economics. | PO1,PO3 |
| 2 | Analyze the relevance of the Types of Matrices | PO1,PO2 |
| 3 | Calculate optimal values in the system of Equations the analyse the importance of Input-Output Analysis | PO2,PO3 |
| 4 | Gain knowledge of the rules of Differentiation and its economic applications | PO1,PO2, PO3 |
| 5 | To optimize single variable functions in Economics | PO1,PO3 |

| | **Textbooks** |
|---|---|
| 1 | Mehta and Madnani (2019) Mathematics for Economists Sultan Chand and Sons |
| 2 | Edward T. Dowling,(2002) "Mathematical Methods for Business and Economics", Schaum's Outline Series, 3$^{rd}$ Edition, Mc Graw Hill |
| 3 | Renshaw Geoff, (2005) Maths for Economics, 3$^{rd}$ Edition Oxford University Press, Oxford |
| 4 | Carl P Simon & Lawrence E. Blume,"Mathematics for Economists", Published by W. W. Norton & Company,2010 |
| 5 | Ian Jacques, "Mathematics for Economics and Business", Pearson, 2018 |

| | **Reference Books** |
|---|---|
| 1. | Chiang, A. C., Fundamental Methods of Mathematical Economics, McGraw-Hill, 1984 |
| 2. | G. Hadley, Linear Algebra Addison – Wesley Publishing Company, 1977. |
| 3. | K. Sydsaeter and P Hammond, Mathematics for Economic Analysis, Pearson Educational Asia, Delhi 2002 |
| 4. | Mabett. Alan J Workout for Mathematics for Economist McMillan 1986. |
| 5. | R.G.D. Allen, Mathematical Analysis for Economists Macmillan and Co.Ltd.,2008 |

| | **Web Resources** |
|---|---|
| 1. | https://www.coursera.org/learn/mathematics-for-economists |
| 2. | https://mitpress.mit.edu/9780262294805/mathematics-for-economics/ |
| 3. | https://hummedia.manchester.ac.uk/school/soss/economics/pg/psmaths/pre-sessionmathbook.pdf |
| 4. | https://mitpress.mit.edu/9780262046626/mathematics-for-economics/ |
| 5. | |

**Mapping with Programme Outcomes:**

|        | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 5** | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| Weightage | 15 | 14 | 15 | 15 | 14 | 15 | 15 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 3.0 | 3.0 | 2.8 | 3.0 | 3.0 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|--------|------|------|------|------|------|
| **CO1** | 3 | 3 | 2 | 2 | 2 |
| **CO2** | 3 | 3 | 2 | 2 | 2 |
| **CO3** | 3 | 3 | 2 | 2 | 2 |
| **CO4** | 3 | 3 | 3 | 2 | 3 |
| **CO5** | 2 | 2 | 3 | 3 | 3 |
| **Weightage** | 14 | 14 | 12 | 11 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 2.8 | 2.8 | 2.6 | 2.2 | 2.6 |

**Strong-3        M-Medium-2 L-Low-1**

# SECOND YEAR-SEMESTER - III

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | CIA | External | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | Marks | | |
| | **PRINCIPLES OF MARKETING** | **Major Elective - III** | 3 | | | | 3 | 3 | 25 | 75 | 100 |

| | Learning Objectives |
|---|---|
| C1 | To understand the nature and scope of marketing and its functions |
| C2 | To acquire knowledge on buying behavior, market segmentation andConsumer Protection Act |
| C3 | To know the product, pricing decisions and pricing of new products |
| C4 | To gain knowledge on promotional methods, advertising mediums and sales promotion. |
| C5 | To analyse the marketing techniques and marketing services |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Marketing: Definition, Nature and Scope – Marketing Functions– Modern Concept of Marketing– Classification of Markets – Buying – Transportation – Warehousing – Standardization – Grading. | 9 |
| II | **Buying Behaviour and Market Segmentation**<br>Buying Behaviour– Classification - Buying Decision Process– Buying Motives – Consumer Protection Act 1986 and Latest Amendments-Market Segmentation: Concept and Methods - Product Differentiation Vs. Market Segmentation - Marketing Mix | 8 |
| III | **Product and Pricing Decisions**<br>Product: Meaning and Classification - Product Mix –Branding- Brand Decisions – Packaging and Labelling – Product Support - Product Life Cycle - New Product Development -Pricing Objectives - Pricing Policies and Strategies – Pricing of New Products | 10 |
| IV | **Distribution and Promotion Decisions**<br>Channels of Distribution: Meaning and Importance - Wholesaling and Retailing – Promotional Methods – Promotion Mix – Advertising: Objectives, Characteristics and Types of Advertising Mediums - Publicity – Personal Selling: Importance and Process - Sales Promotion and Distinctive Characteristics. | 10 |
| V | **Modern Marketing Techniques**<br>Modern Marketing-– Direct Marketing– Social Marketing-Relationship Marketing– E- Marketing - Green Marketing – Marketing of Industrial and Consumer Products –Marketing of Services – Marketing of Agricultural Products –Market Information System (MIS). | 8 |
| | **Total** | **45** |

| | Course Outcomes | Programme Outcome |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Classify the Markets and describe the Marketing Functions | PO1,PO2 |
| 2 | Analyze the buying behaviour, Buying Decision Process, Product Differentiation and Marketing Mix. | PO2,PO3 |
| 3 | Understand the concept of Product Mix, Product life cycle, and evaluate Pricing Policies. | PO1,PO2 |
| 4 | Describe the Channel of Distribution, Wholesaling, Retailing, Sales promotion and their distinctive characteristics. | PO1,PO2 |
| 5 | Evaluate the concepts of Modern Marketing and Elements. | PO1, PO2,PO3 |

### Textbooks

| | |
|---|---|
| 1 | Dr.Rajan Nair(2020),Marketing, Sultan Chand and Sons. |
| 2 | Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited |
| 3 | Karunakaran K (2011) Marketing Management (Text and Cases in Indian Context), Himalaya Publishing House Mumbai |
| 4. | Seema Gupta (2022) Digital Marketing 3$^{rd}$ Edition McGraw Hill |
| 5. | Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, "Principles of Marketing", Pearson, 2017 |

### Reference Books

| | |
|---|---|
| 1. | Pillai, R.S.N and Bhagvathi (2010), Modern Marketing Principles and Practices. S Chand &CoLtd., |
| 2. | Dr.C. B.Gupta,Dr.N.Rajan Nair(2020), Marketing Management ,Sultan Chand &Sons. |
| 3. | Varshney,R.Land B. Bhattacharyya(2022), International Marketing Management, Sultan Chand and Sons. |
| 4. | Dr.C.B.Mamoria, Pradeep Jain, Priti Mitra,(2013), Theory and Practice of Marketing,KitabMahal |
| 5. | Sheena Iyengar(2011) The Art of Choosing,Little Brown Book Group |

### Web Resources

| | |
|---|---|
| 1. | https://marketingland.com |
| 2. | https://www.worldsupporter.org/en/chapter/41634-summary-principles-marketing-kotler |
| 3. | https://mailchimp.com/marketing-glossary/marketing-mix-7ps/ |
| 4. | https://www.linkedin.com/learning/paths/become-an-online-marketing-manager |
| 5. | https://www.wordstream.com/learn |

**Mapping with Programme Outcomes:**

|       | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------|------|------|------|------|------|------|------|------|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 15 | 14 | 15 | 14 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 3.0 | 2.8 | 3.0 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|--------|------|------|------|------|------|
| **CO1** | 3 | 2 | 3 | 2 | 2 |
| **CO2** | 3 | 2 | 3 | 3 | 2 |
| **CO3** | 3 | 3 | 3 | 2 | 3 |
| **CO4** | 3 | 2 | 3 | 2 | 3 |
| **CO5** | 3 | 3 | 2 | 2 | 2 |
| **Weightage** | 15 | 12 | 14 | 11 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 2.6 | 2.8 | 2.2 | 2.4 |

**Strong-3        M-Medium-2 L-Low-1**

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **ECONOMICS OF TOURISM** | **Major Elective–III** | 3 | | | | 3 | 3 | 25 | 75 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To familiarise students with the basic concepts of Tourism. |
| C2 | To probe the tourism demand forecasting and its methods |
| C3 | To analyse the impact of tourism and its related aspects |
| C4 | To understand the contribution of the Tourism Industry |
| C5 | To examine the various international organisations in Tourism. |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Introduction – Economics and Tourism - Tourism Demand - Theoretical background - Types of Tourism Demand - Determinants of Tourism Demand | 10 |
| II | **Tourism Demand Forecasting**<br>Tourism Demand Forecasting - Methods of Forecasting – Public and Private Sectors in Tourism - Need for Public and Private Sector Co-operation in Tourism – Growth of Tourism Demand in India. | 9 |
| III | **Tourism Impacts**<br>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 | 8 |
| IV | **Tourism in India**<br>Major tourism circuits of India: Inter-State and Intra-State – Heritage Tourism – Wild life Tourism and Eco Tourism – Tourism in Tamil Nadu. | 8 |
| V | **Tourism Organizations**<br>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. | 10 |
| | **Total** | **45** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Describe the importance of Tourism | PO1,PO2 |
| 2 | Understand various methods to calculate demand for tourism | PO1, PO3,PO4 |
| 3 | Analyse the impact of Tourism | PO1,PO2 |
| 4 | Know the various Tourist circuits in India | PO6, PO8 |
| 5 | Learn the role of Organisations in tourism development | PO1,PO2,PO8 |

| Textbooks | |
|---|---|
| 1 | Stephen Ball (2007), Encyclopaedia of Tourism Resources in India,B/H. |
| 2 | Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow |
| 3 | Vanhove and Norber, "The Economics of Tourism Destinations", T & F India, 2010 |
| 4 | Mike J. Stabler, Andreas Papatheodorou, M. Thea Sinclair, " Economics of Tourism", Talyor & Francis, 2009 |
| 5 | Yong Chen, "Economics of Tourism and Hospitality:A Micro Approach", Talyor & Francis, 2021 |

| Reference Books | |
|---|---|
| 1. | Bhatia A.K (2020), Tourism Development: Principles and Practices Sterling Publishers Private Limited |
| 2. | Mishra P.K (2018) Tourism in India: Potential, Problems and Prospects(2018) New Century Publications |
| 3. | Prasanna Kumar (2017) Marketing for Hospitality and Tourism Mc Graw Hill Education |
| 4. | Sneha Pathak and RiteshMishra(2019) Medical Tourism in India 93-88797-49-8 |
| 5. | Geetanjali (2010), Tourism Management ABD Publishers |

| Web Resources | |
|---|---|
| 1. | https://www.unwto.org/ |
| 2. | https://itdc.co.in/ |
| 3. | https://tourism.gov.in/ |
| 4. | https://www.traveldailymedia.com/importance-of-travel-website-for-the-travel-company/ |
| 5. | https://www.oecd.org/cfe/tourism/ |

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | CIA | External | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | Marks | | |
| | **ENTREPRENEURIAL ECONOMICS** | **SEC-4** | 2 | | | | 1 | 2 | 25 | 75 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To describes the factors influencing entrepreneurship |
| C2 | To know the various theories of motivation and its advantages |
| C3 | To Identify the opportunities to create value for others |
| C4 | To evaluate the creativity and entrepreneurship. |
| C5 | To analyse the sources of finance for business. |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Entrepreneurship: Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental - Characteristics of an Entrepreneur - Types of Entrepreneurs- New Generations of entrepreneurship - Barriers to entrepreneurship | 6 |
| II | **Entrepreneurial Motivation**<br>Motivation: meaning and Definition – Theories of Motivation: Maslow's, Herzberg's, McGregor's and Achievement Theory - Culture & Society - Values / Ethics – Risk-taking behaviour | 6 |
| III | **Creativity and Entrepreneurship**<br>Creativity and entrepreneurship - Steps in Creativity - Innovation and inventions - Legal Protection of innovation - Skills of an Entrepreneur - Decision making and Problem Solving (Steps in Decision Making) | 6 |
| IV | **Sources of Finance**<br>Sources of Finance: Long term Sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO-SEBI- FDI- Institutional Finance - Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFCs in India - Merchant Banks in India - NBFCs in India | |
| V | **Rules and Legislation**<br>Industrial Disputes Act 1947 - Factories Act 1948 - The Sale of Goods Act, 1950 - Industries Development (Regulations) Act, 1951 - The Industrial Employment (Standing Orders) Act- Environment (Protection) Act, 1986 | 6 |
| | **Total** | **30** |
| | **Course Outcomes** | **Programme Outcomes** |

| CO | On completion of this course, students will | |
|---|---|---|
| 1 | Explain the importance and factors influencing entrepreneurship | PO1,PO2 |
| 2 | Understand and apply entrepreneurial theory using lean start-up principles. | PO1,PO2 |
| 3 | Recognize and evaluate Creativity and entrepreneurship | PO1, PO4 |
| 4 | Understand the Various sources of Finance available for entrepreneur | PO1 |
| 5 | Know the Applicability of Legislation and Rules | PO6 |

### Textbooks

| | |
|---|---|
| 1 | Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House. |
| 2 | Srinivasan, N. P., & Gupta, G. P. (2001). Entrepreneurial Development". *Sultan* Chand and Sons, New Delhi |
| 3 | Simon. C Parker, "The Economics of Entrepreneurship", Cambridge University Press, 2009 |
| 4 | K. Glancey, R. McQuaidand Jo Campling,"Entrepreneurial economics", PalgraveMacmillan UK, 2000 |
| 5 | Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University Press, 2002 |

### Reference Books

| | |
|---|---|
| 1. | Glancey, K., McQuaid, R., &Campling, J. (2000), Entrepreneurial Economics. London: Macmillan. |
| 2. | Casson, M., & Buckley, P. J. (2010). Entrepreneurship, Edward Elgar Publishing. |
| 3. | Parker, S. C. (2018). The Economics of Entrepreneurship. Cambridge University Press. |
| 4. | Harper, D. A. (2003). Foundations of Entrepreneurship and Economic Development. Routledge |
| 5. | Khanka, S. S. (2006). Entrepreneurial Development. S. Chand Publishing. |

### Web Resources

| | |
|---|---|
| 1. | https://www.startupindia.gov.in/ |
| 2. | https://www.ediindia.org/ |
| 3. | https://skillindia.gov.in/ |
| 4. | https://www.startupindia.gov.in/ |
| 5. | https://indianstartups.com/ |

**Mapping with Programme Outcomes:**

|        | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 14 | 14 | 15 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 2.8 | 3.0 | 3.0 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|--------|------|------|------|------|------|
| **CO1** | 2 | 2 | 3 | 2 | 2 |
| **CO2** | 2 | 2 | 3 | 3 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 2 |
| **CO4** | 2 | 2 | 2 | 2 | 2 |
| **CO5** | 2 | 2 | 3 | 2 | 3 |
| **Weightage** | 11 | 11 | 14 | 12 | 11 |
| **Weighted percentage of Course Contribution to PSOs** | 2.2 | 2.2 | 2.8 | 2.6 | 2.2 |

**Strong-3        M-Medium-2 L-Low-1**

# SECONDYEAR-SEMESTER - III

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **ECONOMICS OF TRANSPORTATION** | SEC | | | | | 2 | | - | 100 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| C1 | To understand the importance of Transportation. | | | | | | | | | | |
| C2 | To learn about the different modes of Transportation. | | | | | | | | | | |
| C3 | To describe the characteristics of road transport | | | | | | | | | | |
| C4 | To know the importance of water transport in economic development | | | | | | | | | | |
| C5 | To examine the drawbacks of transportation. | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | |
| I | **Transport**<br><br>Meaning - Classification of Transport: Land –Water- Air - Importance of Transport - Limitations. | | | | | | | | | 6 | |
| II | **Road Transport**<br><br>Characteristics of road transportation - Types of Roads based on Location and Traffic Type – Importance of Road Transport – Problems. | | | | | | | | | 6 | |
| III | **Rail Transport**<br><br>Characteristics of rail transport- Types – Importance of rail Transport - Drawbacks | | | | | | | | | 6 | |
| IV | **Water Transport**<br><br>Characteristics of Water Transport- Types – Significance of water transport- Limitations | | | | | | | | | 6 | |
| V | **Air Transport**<br><br>Characteristics – Types of air transport - Advantages of air transport - Disadvantages. | | | | | | | | | 6 | |
| **Total** | | | | | | | | | | **30** | |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the Basic Concepts of Transportation. | PO1, PO3 |
| 2 | Gain knowledge on different modes of transportation | PO1, PO3 |
| 3 | Explain the features of all modes of transport. | PO1, PO2, PO3 |
| 4 | Discuss the significance of transport in the growth of an economy. | PO2, PO3 |
| 5 | Analyse the limitations of transport system in India. | PO3, PO8 |
| **Reference books** | | |
| 1 | Puri. V.K & S.K. Misra (2022) Indian Economy | |
| 2 | K. R. Gupta, J. R. Gupta, " Indian Economy", Altanic, 2008 | |
| 3 | Sankaran, S., Indian Economy, Margham Publications, Chennai, 2015 | |
| 4 | Ramesh Singh, "Indian Economy", Mc Graw Hill, 2022 | |
| **Web Resources** | | |
| 1. | https://www.yourarticlelibrary.com/transport | |
| 2. | https://en.wikipedia.org/wiki/Transport_in_India | |
| 3. | https://navata.com/cms/5-key-features-of-road-transportation/ | |
| 4. | https://www.euston96.com/en/rail-transport/ | |
| 5. | https://www.aplustopper.com/water-transportation-advantages-and-disadvantages/ | |
| 6. | https://thediplomaticinsight.com/air-transport-characteristics-advantages-disadvantages/ | |

**Mapping with Programme Outcomes:**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 |
| **Weightage** | 15 | 14 | 14 | 13 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 2.8 | 2.6 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| CO1 | 2 | 2 | 3 | 2 | 2 |
| CO2 | 2 | 3 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 3 | 2 | 3 |
| CO4 | 2 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 2 |
| Weightage | 11 | 13 | 14 | 12 | 12 |
| Weighted percentage of Course Contribution to PSOs | 2.2 | 2.6 | 2.8 | 2.4 | 2.4 |

**S-Strong-3     M-Medium-2  L-Low-1**

## SECOND YEAR- SEMESTER - IV

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **MACRO ECONOMICS –II** | Core -VII | 5 | | | | 4 | 5 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| C1 | To analyse the IS-LM model and its shifts | | | | | | | | | | |
| C2 | To probe the macroeconomic variables and business cycle | | | | | | | | | | |
| C3 | To trace the macroeconomic theories and analyze the macroeconomic policies. | | | | | | | | | | |
| C4 | To understand the monetary policy and its instruments. | | | | | | | | | | |
| C5 | To know the fiscal policy and its instruments. | | | | | | | | | | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **IS-LM Model** <br> Investment and Interest Rate – Money Demand, Money Supply and the interest rate – Derivation of IS and LM Curve – Shifts in IS Curve and Shifts in LM Curve. | 15 |
| II | **Business Cycles** <br> Phases of Business Cycles – Macroeconomic Variables and Business Cycles – Classical Theory and Business Cycles – Hawtrey, Von Hayek, Schumpeter Hicks, Kaldor and Samuelson Models – Keynesian theory of Business Cycles | 15 |
| III | **Monetary Policy** <br> Money - Functions of Money - Money Supply and Money Demand – Classical Dichotomy – Keynesian theory of Money Demand –Instruments of Monetary Policy-IS-LM Model and Monetary Policy | 15 |
| IV | **Fiscal Policy** <br> Fiscal Policy -Instruments- Classical and Keynesian Theory of Fiscal Policy– Fiscal Expansion – IS-LM Model and Fiscal Policy – Critique of Fiscal Policy –Three Ranges in LM Curve. | 15 |
| V | **Supply Side Economics** <br> Rational Expectation Hypothesis – New Classical School – Contribution of Robert Lucas – New Keynesian School. | 15 |
| | **Total** | **75** |

| Course Outcomes | | Programme Outcome |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the IS-LM Model. | PO1,PO2 |
| 2 | Describe the operation of theories of Business Cycles. | PO2,PO3 |
| 3 | Analyze the components of Money Supply and Demand. | PO3,PO4 |
| 4 | Evaluate the effectiveness of Fiscal Policy. | PO3,PO4 |
| 5 | Examine Supply Side Economics. | PO1,PO2 |

## Textbooks

| | |
|---|---|
| 1 | Mankiw Gregory (2017) Principles of Macroeconomics with coursemate, Books Express Publications. |
| 2 | Rudiger Dornbusch, FischerStanely, and Richard Startz (2000), Macro Economics, tata McGraw-Hill publishing company, New Delhi |
| 3 | Andrew B. Abel and Ben S.Bernanke, Macro Econmics, Pearson Education, Inc., 7th Edition, 2011. |
| 4 | Vaish M.C.(2003) Macro Economic Theory , S.Chand & Company Ltd New Delhi |
| 5 | Paul Krugman and Robin Wells(2015) Macroeconomics Worth Publisher |

## Reference Books

| | |
|---|---|
| 1. | Ahuja H.L, (2016) Macroeconomics: Theory and Policy. S. Chand |
| 2. | Mueller, M.G. (Ed.)(1978), Readings in Macro Economics, Surjeet Publications, New Delhi |
| 3. | Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt. Ltd., Singapore |
| 4. | Parkin, M., 2014. Macroeconomics 11th Edition Essex: Pearson Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson. |
| 5. | Soumen Sikdar,"Principles of Macroeconomics", OUP India, 2020 |

## Web Resources

| | |
|---|---|
| 1. | https://tradingeconomics.com |
| 2. | https://www.bu.edu/econ/files/2014/08/DLS1.pdf |
| 3. | https://www.imf.org |
| 4. | https://www.aeaweb.org/resources/students |
| 5. | https://www.worldbank.org/en/topic/macroeconomics |

**Mapping with Programme Outcomes:**

|        | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 15 | 14 | 15 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 3.0 | 2.8 | 3.0 | 2.8 | 3.0 | 2.8 | 3.00 |

S-Strong-3    M-Medium-2  L-Low-


**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|--------|------|------|------|------|------|
| **CO1** | 3 | 3 | 2 | 2 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 2 |
| **CO4** | 3 | 2 | 3 | 2 | 3 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 15 | 14 | 13 | 12 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 2.8 | 2.6 | 2.4 | 2.4 |

Strong-3        M-Medium-2 L-Low-1

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **INDIAN ECONOMY** | Core-VIII | 4 | | | | 4 | 4 | 25 | 75 | 100 |

| | Learning Objectives | |
|---|---|---|
| C1 | To understand the features and issues of Indian economy and new economic policy | |
| C2 | To analyse the national income, poverty, inequality and human development index | |
| C3 | To equipconceptual foundations and macroeconomic concepts of Indian Economy | |
| C4 | To describe the Trends in Production and Productivity in Agriculture | |
| C5 | To know the importance of Foreign Trade for a Developing Economy | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction to Indian Economy**<br>Features and Issues of Indian Economy - Planned Economic Development in India - Achievements and Failures of Planning in India – Economic Crisis and Rationale behind Economic Reforms – New Economic Policy (LPG) 1991 – NITI Aayog | 12 |
| II | **National Income, Poverty and Human Development Index**<br>National Income – Sectoral Contributions and Economic Transition in India – Poverty and Inequality – Definition and Estimates, Gini Coefficient, Sen Index, Poverty Line - Income and Regional Inequalities: Causes and Measures, Unemployment: Nature and Extent, Measures – HDI – International Comparisons. | 13 |
| III | **Sectors of the Indian Economy**<br>Indian Agriculture – Trends in Production and Productivity – Land Reforms – Green Revolution - Agricultural Pricing - Agricultural Marketing – Food Security - Industrial Development – Trends and Problems, MSMEs – Industrial Policy 1991 and Recent Developments - Overview of Service and Financial Sectors in India – Importance – Expansion of Private Banks. | 12 |
| IV | **Foreign Trade**<br>Importance of Foreign Trade for a Developing Economy-Composition and Direction of India's Foreign Trade- Role of FDI and Foreign Institutional Investors- BOP Crisis - India's Trade Policy. | 12 |
| V | **Fiscal Federalism**<br>Principles of Federal Finance – Fiscal Federalism in India – Functions and Sources of Revenue – Vertical and Horizontal Imbalances – Finance Commission – Reports and its Recommendations. | 11 |
| | **Total** | **60** |

| Course Outcomes | | ProgrammeOutcome |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Outline the nature of the Indian Economy and highlight the changes | PO1,PO2 |
| 2 | Discuss the major issues of Poverty, Inequality, Unemployment, and Human Development in India in comparison to other countries | PO6, PO8 |
| 3 | Provide a qualitative and quantitative overview of different sectors of the Indian Economy | PO1,PO2,PO3 |
| 4 | Describe the components of Foreign Trade and analyze India's Balance of Payments | PO1,PO2,PO3 |
| 5 | Identify various components of fiscal federalism in India | PO1,PO2 |
| **Textbooks** | | |
| 1 | Gaurav Datt and Ashwani Mahajan "Datt and Sundaram's Indian Economy" S.Chand 72$^{nd}$ Edition. | |
| 2 | Kaushik Basu (Ed.) (2012), Oxford Companion to Indian Economy, 3$^{rd}$ Edition, OUP, New Delhi. | |
| 3 | Ramesh Singh, "Indian Economy", Mc Graw Hill, 2022 | |
| 4 | Sanjiv Verma, "The Indian Economy", Unique Publication, 2022 | |
| 5 | Dr. V.C Sinha,"Indian Economy Performance and Policies", SBPD Publications,2021 | |
| **Reference Books** | | |
| 1. | Puri. V.K & S.K. Misra (2022) Indian Economy | |
| 2. | Uma Kapila (Ed.) (2018) Indian Economy Since Independence | |
| 3. | Byres, T.J. (Ed.) (1997), The State, Development Planning and Liberalization in India, Oxford University Press, New Delhi | |
| 4. | Ashima Goyal(Ed.), The Oxford Handbook of the Indian Economy in the 21$^{st}$ Century: Understanding the Inherent Dynamism, Oxford University Press | |
| 5. | K. R. Gupta, J. R. Gupta, " Indian Economy", Altanic, 2008 | |
| **Web Resources** | | |
| 1. | http://www.niti.gov.in/ | |
| 2. | https://www.rbi.org.in/ | |
| 3. | https://hdr.undp.org/ | |
| 4. | https://www.india.gov.in/ | |
| 5. | https://www.cmie.com/ | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 14 | 14 | 15 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 2.8 | 3.0 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 2 | 3 | 2 | 3 | 1 |
| **CO2** | 3 | 3 | 2 | 3 | 2 |
| **CO3** | 2 | 3 | 2 | 3 | 3 |
| **CO4** | 2 | 3 | 3 | 3 | 3 |
| **CO5** | 1 | 3 | 3 | 3 | 2 |
| **Weightage** | 10 | 15 | 12 | 15 | 11 |
| **Weighted percentage of Course Contribution to PSOs** | 2 | 3 | 2.4 | 3 | 2.2 |

**Strong-3        M-Medium-2    L-Low-1**

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **RESEARCH METHODS IN ECONOMICS** | **Major Elective-IV** | 3 | | | | 3 | 3 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | |
| C1 | To understand the meaning, significance and characteristics of scientific research | | | | | | | | | | |
| C2 | To know the formulation, selection of research problem and collection of reviews | | | | | | | | | | |
| C3 | To apply the various research design in the social science research | | | | | | | | | | |
| C4 | To enumerate the data and sampling methods | | | | | | | | | | |
| C5 | To discuss the report writing techniques and its procedures | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | **No. of Hours** |
| 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. | | | | | | | | | | 9 |
| 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. | | | | | | | | | | 8 |
| III | **Research Design** Research Design: Concept and Importance in Research – Features of a Good Research Design – Exploratory Research Design – Descriptive Research Design – Experimental Design: Concept of Independent & Dependent variables. | | | | | | | | | | 8 |
| 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 | | | | | | | | | | 10 |
| V | **Hypothesis and Report Writing** Hypothesis: Types of Hypothesis- Null and Alternative Hypothesis - Parameter and Statistic - Type I and Type II Errors - Level of Significance and Critical Region - Report Writing - Types and Principles of writing the Research Report | | | | | | | | | | 10 |
| | **Total** | | | | | | | | | | **45** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the overview of Social Science Research. | PO1, PO2,PO4 |
| 2 | Analyze the Research Process | PO1, PO2,PO4 |
| 3 | Develop the Statistical Analysis to test Economic Theory and address Policy Issues | PO3,PO4 |
| 4 | Know the sampling methods in Research. | PO1,PO2 |
| 5 | Explain the hypothesis testing and Principles of Report Writing. | PO2,PO3, PO4 |
| **Textbooks** | | |
| 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 | Vinod Chandra, Anand Hareendran, "Research methodology", Pearson, 2017 | |
| 4 | R.Pannerselvam, "Research Methodology", PHI learning,2014 | |
| 5 | Ranjit Kumar, "Research Methodology", Sage Publication, 2010 | |
| **Reference Books** | | |
| 1. | Taylor, B., Sinha, G., &Ghoshal, T. (2006). Research methodology: A guide to for researchers in management and social sciences. PHI Learning Pvt. Ltd.. | |
| 2. | Bhandarkar, P. L., Wilkinson, T. S., &Laldas, D. K. (2010). Methodology & Techniques of Social Research. Himalaya Publishing House | |
| 3. | Kumar, A. (2002). Research methodology in social science. Sarup& Sons | |
| 4. | Daniel, P. S., & Sam, A. G. (2011). Research methodology. Gyan Publishing House | |
| 5. | Ethridge, D. (2004). Research methodology in applied economics: organizing, planning, and conducting economic research, Blackwell publishing | |
| **Web Resources** | | |
| 1. | http://ignou.ac.in | |
| 2. | http://egyankosh.ac.in | |
| 3. | https://www.educba.com | |
| 4. | https://research.com/research/how-to-write-research-methodology | |
| 5. | https://www.questionpro.com/blog/what-is-research/ | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 15 | 14 | 15 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 3.0 | 2.8 | 3.0 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 2 | 2 | 2 | 2 | 1 |
| **CO2** | 2 | 2 | 2 | 2 | 3 |
| **CO3** | 3 | 3 | 2 | 3 | 3 |
| **CO4** | 1 | 2 | 2 | 3 | 3 |
| **CO5** | 2 | 2 | 1 | 2 | 3 |
| **Weightage** | 10 | 11 | 9 | 12 | 13 |
| **Weighted percentage of Course Contribution to PSOs** | 2 | 2.2 | 1.8 | 2.4 | 2.6 |

**Strong-3        M-Medium-2 L-Low-1**

## SECOND YEAR-SEMESTER – IV

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **HEALTH ECONOMICS** | **Major Elective-IV** | 3 | | | | 3 | 3 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| C1 | To understand the importance of health sector in economic development | | | | | | | | | | |
| C2 | To evaluate the components of demand and supply of health care | | | | | | | | | | |
| C3 | To understand the importance of Health Indicators. | | | | | | | | | | |
| C4 | To evaluate the components of Demand of Healthcare. | | | | | | | | | | |
| C5 | To examine the review the existing Health Infrastructure. | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | |
| I | **Introduction to Health Economics** Health and Economic Development - Determinants of Health - Health Indicators – Birth Rate – Fertility – Morbidity – Mortality – IMR – CMR – MMR – Disability Adjusted Life Year (DALY) – Sex Ratio-Quality Adjusted Life Year (QALY) - Amartya Sen's Capability Approach. | | | | | | | | | 9 | |
| II | **Demand for Health Care** Demand for Health Care Services – Preference for Health Care using Indifference Curves – Budget Constraints – Income and Price Effects for Health Care – Elasticity of Demand for Medical Care. | | | | | | | | | 10 | |
| III | **Supply of Health Care** Supply of Health Care Services – Physicians and Medical Personnel as Health Care Providers – Non-Labour Inputs – Hospitals – Interaction of Demand and Supply of Health Care. | | | | | | | | | 8 | |
| IV | **Health Infrastructure** Health Infrastructure – Rural – Urban –Government Programmes - Preventive, Promotive and Curative Health Care Services - Health Allocation in Budget | | | | | | | | | 8 | |
| V | **Health Services and Medical Insurance** Health Insurance -Types of Insurance Policies in India-Medical Ethics -Medical Tourism. | | | | | | | | | 10 | |
| | **Total** | | | | | | | | | **45** | |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the importance of Health Indicators. | PO1,PO2 |
| 2 | Evaluate the components of Demand of Healthcare. | PO3,PO6,PO8 |
| 3 | Analyze the importance of Supply of Healthcare Services. | PO2,PO6, |
| 4 | Review the Existing Health Infrastructure and Budget Allocation. | PO1,PO2,PO8 |
| 5 | Trace the growth of Medical Tourism in India and understand the need for Health Insurance. | PO1,PO2, PO3,PO4 |
| | **Textbooks** | |
| 1 | Xamer Martinez Giralt (2010), "Principles of Health Economics", Routledge, 2010 | |
| 2 | Banerjee, D. (1975), social and Cultural Foundations of Health Service Systems of India, Inquiry, Supplement to Vol. XII, June1975 | |
| 3 | Jay Bhattacharya,Timothy Hyde and Peter Tu, "Health Economics", Palgrave Macmillian,2014 | |
| 4 | Peter Zweifel, Friedrich Breyer, Mathias Kifmann, "Health Economics, Springer Berlin Heidelberg,2009 | |
| 5 | Barbara McPake, Charles Normand, Charles E. M. Normand, " Health Economics: An International Perspective", Routlegde, 2008 | |

| Reference Books | |
|---|---|
| 1. | Himanshu Sekhar Rout and Prasant Kumar Panda(2010), Health Economics in India |
| 2. | Edwin G Dolan and John C Goodman |
| 3. | D. Amutha (2016) "A Textbook of Health Economics", Edition 1, Mangalam Publishers and Distributers, Chennai. |
| 4. | Charles E. Phelps, Health Economics", Routlegde,2017 |
| 5. | Jan Abel Olsen, "Principles in Health Economics and Policy", OUP Oxford, 2017 |
| **Web Resources** | |
| 1. | www.census.org |
| 2. | www.NFHS.org |
| 3. | www.NSSO.org |
| 4. | https://tnhealth.tn.gov.in/ |
| 5. | https://tnhealth.tn.gov.in/ |

**Mapping with Programme Outcomes:**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 14 | 14 | 15 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 2.8 | 3.0 | 3.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 1 | 3 | 1 |
| **CO2** | 2 | 2 | 2 | 2 | 2 |
| **CO3** | 2 | 3 | 2 | 3 | 2 |
| **CO4** | 3 | 3 | 3 | 3 | 2 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 13 | 14 | 10 | 14 | 10 |
| **Weighted percentage of Course Contribution to PSOs** | 2.6 | 2.8 | 2 | 2.8 | 2 |

**Strong-3        M-Medium-2 L-Low-1**

## SECOND YEAR-SEMESTER - IV

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **Modern Banking and Insurance** | SEC-5 | 2 | | | | 1 | 2 | 25 | 75 | 100 |

| | Learning Objectives |
|---|---|
| C1 | To discern the modern banking and insurance course |
| C2 | To enable the Learners to understand new financial instruments and banking practices |
| C3 | To know the role of insurance in economic development |
| C4 | To understand the insurance contract and risk management |
| C5 | To know the major Insurance Legislation in India and the growth of insurance industry. |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Banking**<br>Commercial Banks- Functions of Commercial Banks- Private and Public Sector Banks- Credit Creation - Commercial Banks's role- Payment Banks- functions- Digital Banking-Tools – Methods | 7 |
| II | **Central Banks**<br>Functions of a Central Bank – Objectives of Monetary Policy – Effects and Limitations – Narasimhan Committee Report. | 5 |
| III | **Introduction to Insurance**<br>Insurance: Meaning and Types- Role of Insurance in Economic Development -Saving and Investment Aspects – Social Vs Private Insurance: Life Vs Non-Life Insurance. Classification of Life, Health and General Insurance Policies. | 5 |
| IV | **Insurance Contract and Risk Management**<br>Meaning of contract- Insurable Interest- Utmost good faith- Principle of Indemnity and other Principles-Risk Management: Definition and Types- Management of Risk through Identification Analysis and Control. | 7 |
| V | **Insurance Business in India**<br>Major Insurance Legislation- Growth of Industry- Agricultural Insurance- Health Insurance- Reinsurance- Entry of Private Insurance Companies- Insurance Act. LIC Act, GIC Act. IRDA Act. | 6 |
| | **Total** | **30** |

| | Course Outcomes | Programme Outcome |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Recollect the financial tools and methods of banking operations | PO1,PO2 |
| 2 | Understand and describe the central banking operations. | PO1,PO2 |
| 3 | Explain various types of insurances in Practice | PO1, PO4 |
| 4 | Evaluate the insurance policies and recommend the right policies for use. | PO1, PO2,PO4,PO7 |
| 5 | Evaluate the macro level implications of the various insurances. | PO1,PO3,PO8 |

| | Textbooks |
|---|---|
| 1 | Srivastava P.K. (2013), Banking Theory and Practice, Himalaya Publishing House, New Delhi |
| 2 | Heffernan, S. (2005). Modern Banking. John Wiley & Sons |
| 3 | Tyagi, C. L., & Tyagi, M. (2007). Insurance Law and Practice. Atlantic Publishers & Dist. |
| 4 | J. N. Jain, "Modern Banking and Insurance: Principles and Techniques", Regal publications, 2008 |
| 5 | Prasada & Radhika Rao, "Trends of Modern Banking", BSP Publication, 2016 |

| | Reference Books |
|---|---|
| 1. | Finsinger J. and M.V. Pauly (Eds.) (1986), The Economics of Insurance Regulation: A Cross National Study, Macmillan London. |
| 2. | Sethi, J., & Bhatia, N. (2012). Elements of Banking and Insurance. PHI Learning Pvt. Ltd.. |
| 3. | Lewis, M. K. (1992). Modern Banking in Theory and Practice. Revue Economique, 203-227. |
| 4. | Tripathy, N. P., & Pal, P. (2005). Insurance: Theory and practice. PHI Learning Pvt. Ltd. |
| 5. | Muraleedharan, D. (2014). Modern Banking: Theory and Practice. PHI Learning Pvt. Ltd.. |

| | Web Resources |
|---|---|
| 1. | https://www.irdai.gov.in |
| 2. | https://rbi.org.in |
| 3. | https://www.studocu.com |
| 4. | https://www.indiapost.gov.in/Financial/Pages/Content/pli.aspx |
| 5. | https://licindia.in/ |

**Mapping with Programme Outcomes:**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 15 | 14 | 14 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 3.0 | 2.8 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3   M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 2 | 2 | 3 | 3 | 2 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 2 | 2 |
| **Weightage** | 14 | 14 | 15 | 13 | 11 |
| **Weighted percentage of Course Contribution to PSOs** | 2.8 | 2.8 | 3 | 2.6 | 2.2 |

**S-Strong-3    M-Medium-2  L-Low-1**

# SECONDYEAR-SEMESTER - IV

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | CIA | External | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | **RURAL ECONOMICS** | SEC | | | | | 2 | | - | 100 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To understand the concept of rural economy |
| C2 | To identify the different types of rural unemployment. |
| C3 | To examine the causes and consequences of poverty |
| C4 | To describe the sources of rural credit |
| C5 | To understand the role of rural economy in economic development of India. |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br><br>Concept of Rural Economy - Indicators of rural Economy - Scope and Importance - Characteristics of rural economy -Problems in Rural economy. | 6 |
| II | **Rural Unemployment**<br><br>Types of unemployment - Agricultural Labour - Marginal Productivity - Agricultural Wages - Minimum Wages Act - Rural Employment programmes: MGNREGA. | 6 |
| III | **Rural Poverty**<br><br>Nature – Trends - Causes and Consequences of poverty - Poverty Alleviation Programmes of Government: NRLM- Antyodaya Anna Yojana (AAY) | 6 |
| IV | **Rural Credit**<br><br>Need for credit -Causes of rural indebtedness - Sources of rural credit; Unorganized: Money lenders, Indigenous Bankers, Organized: Co-Operatives, Commercial Banks, Regional Rural Banks - NABARD. | 6 |
| V | **Rural Development**<br><br>Importance of rural development in India – Role of Panchayat Raj Institution in rural development - Rural Marketing – Co-operative Marketing - Role of Self-Help Groups. | 6 |
| | **Total** | **30** |

| Course Outcomes | | ProgrammeOutcome |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Discuss the indicators of rural economy. | PO1,PO2 |
| 2 | Analyse the unemployment problems in rural India. | PO6, PO8 |
| 3 | Describe the rural poverty alleviation programmes of government. | PO1, PO2, PO3 |
| 4 | Examine the reasons behind rural indebtedness and discuss the functions of organized sources of rural finance | PO1, PO2, PO3 |
| 5 | Evaluate the major issues relating to rural development in India. | PO1, PO2 |
| **Textbooks** | | |
| 1 | Venkata Reddy, "Agriculture and Rural Development", Himalaya Publishing House, 2012 | |
| 2 | Vasant Desai, Rural Development in India, Himalaya Publishing House, 2020 | |
| 3 | Puri. V.K & S.K. Misra (2022) Indian Economy | |
| 4 | Dr.B.P.Tyagi, "Agricultural Economics & Rural Development", Jai Prakashnath& Co., 2017. | |
| 5 | Agarwal, A.N., KundanLal, Rural Economy of India, Vikas, Delhi, 1990. | |
| **Reference Books** | | |
| 1. | Lekhi R.K. and Joginder Singh, (2015), Agricultural Economics: An Indian Perspective, Kalyani Publishers, Ludhiana. | |
| 2. | Janardhana Rao. N, (2005), Indian Agriculture: Issues and Perspectives, ICFAI University Press, Hyderabad. | |
| 3. | Gray, L. C. (2013). Introduction to Agricultural Economics. Read Books Ltd. | |
| 4. | Ashima Goyal (Ed.), The Oxford Handbook of the Indian Economy in the 21st Century: Understanding the Inherent Dynamism, Oxford University Press | |
| 5. | K. R. Gupta, J. R. Gupta, " Indian Economy", Altanic, 2008 | |
| **Web Resources** | | |
| 1. | http://www.niti.gov.in/ | |
| 2. | https://www.yourarticlelibrary.com/economy/rural-economy-in-india-meaning-and-features-of-rural-economy/ | |
| 3. | https://outreach-international.org/blog/poverty-in-india/ | |
| 4. | https://www.india.gov.in/ | |
| 5. | https://homeoflearning.in/rural-unemployment/ | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| **CO 3** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 5** | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 |
| **Weightage** | 13 | 15 | 14 | 15 | 12 | 15 | 14 | 13 |
| Weighted percentage of course contribution to POS | 2.6 | 3.0 | 2.8 | 3.0 | 2.4 | 3.0 | 2.8 | 2.6 |

**S-Strong-3     M-Medium-2  L-Low-1**

## Level of Correlation between PSO's and CO's

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 2 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 2 |
| **Weightage** | 14 | 15 | 15 | 14 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 2.8 | 3.0 | 3.0 | 2.8 | 2.4 |

**S-Strong-3     M-Medium-2  L-Low-1**

## THIRD YEAR - SEMESTER-V

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **MONETARY ECONOMICS** | **CoreIX** | 5 | | | | 4 | 5 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| C1 | To understand the different forms of money. | | | | | | | | | | |
| C2 | To explain the working of the Monetary System and its uses | | | | | | | | | | |
| C3 | To know the Role of Commercial Banks after Nationalisation and its operations | | | | | | | | | | |
| C4 | To compare the monetarism and Keynesianism | | | | | | | | | | |
| C5 | To identify the role of central banks and its operations | | | | | | | | | | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Money**<br>Definition, functions, Importance-Forms of Money- Supply of Money (M1, M2, M3, M4)-Crypto Currencies. | 15 |
| II | **Demand for Money**<br>Demand for Money: Classical, Keynesian and Baumol's Inventory theoretic Approach- James Tobin's Portfolio Approach - Milton Friedman's Reformulated Quantity Theory. | 15 |
| III | **Monetarism Vs Keynesianism**<br>Monetarism Vs Keynesianism- Comparison- Determinants of Money Supply – Money Multiplier. Supply Side Policies of Inflation. | 15 |
| IV | **Commercial Banks**<br>Commercial Banks - Credit Creation – Role of Commercial Banks after Nationalisation- RBI's role in Commercial Banks - Narasimhan Committee Report. | 15 |
| V | **Monetary Stability and Central Bank**<br>Inflation and Deflation: Definition, Types, Causes and Effects-Demand-Pull and Cost-Push Inflation- Central Bank Functions - Reserve Bank of India (RBI) -Monetary Policy and its Operations in India. | 15 |
| **Total** | | **75** |

| | Course Outcomes | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Acquire knowledge of Money and its Functions. | PO1,PO2 |
| 2 | Understand the Demand for Money and its Determinants. | PO1,PO2 |
| 3 | Acquire information on Supply of Money and its Determinants. | PO1,PO2 |
| 4 | Understand operations of Commercial Banks and Money Multiplier. | PO1,PO2,PO3 |
| 5 | Identify the Monetary Policy Implications | PO1,PO2,PO8 |
| **Textbooks** | | |
| 1 | Gupta R.D. (1995), Keynes and Post Keynesian Economics, Kalyani Publishers, New Delhi. | |
| 2 | Jhingan M. L. (2004), Monetary Economics, Konark Publication, New Delhi. | |
| 3 | Jagdish Handa, "Monetary Economics", Talyor & Francis, 2008 | |
| 4 | L. Blume, Steven Durlauf, "Monetary Economics", Palgrave Macmillan, 2016 | |
| 5 | Keith Bain, Peter Howells, "Monetary Economics:Policy and Its Theoretical Basis"", Macmillan, 2009 | |
| **Reference Books** | | |
| 1. | Vaish M.C. (2004), Money, Banking and International Trade, New Age International (P) Ltd, New Delhi. | |
| 2. | Sundaram K.P.M. (1996), Money, banking and International Trade, Vikas, New Delhi. | |
| 3. | Basil J. Moore (1965), An Introduction to the theory of Finance, Oxford University Press. | |
| 4. | Sethi, T.T. (2003). Monetary Economics: S. Chand and Co., New Delhi | |
| 5. | Ghosh, B.N. and Rama Ghosh. (1989). Fundamentals of Monetary Economics, Himalaya Publishing House, Mumbai | |
| **Web Resources** | | |
| 1. | www.rbi.org.in | |
| 2. | https://www.imf.org | |
| 3. | https://www.oecd.org | |
| 4. | https://www.bis.org/publ/work437.pdf | |
| 5. | https://www.worldbank.org/ | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 15 | 14 | 14 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 3.0 | 3.0 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 3 | 2 | 3 | 2 | 2 |
| **CO3** | 3 | 2 | 3 | 2 | 2 |
| **CO4** | 3 | 2 | 3 | 2 | 2 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 12 | 15 | 12 | 11 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 2.4 | 3 | 2.4 | 2.2 |

**S-Strong-3    M-Medium-2  L-Low-1**

# THIRD YEAR - SEMESTER-V

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | CIA | External | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | **Marks** | | |
| | **FISCALECONOMICS** | Core -X | 5 | | | | 4 | 5 | 25 | 75 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To enable students to acquire Knowledge on the various facets of Fiscal Economics. |
| C2 | To illustrates various theories of fiscal economics and its applications |
| C3 | To describes the budget process and features of a good tax system |
| C4 | To analyse the trends in public expenditure and debt management |
| C5 | To evaluate the Budget of the Government of India, Centre and State relations |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction** <br> Fiscal Economics: Nature, Scope, Objectives and Instruments -Major Fiscal Functions - Market Failure: Public Goods and Private Goods, Externalities, Efficiency Versus Equity- Principles of Functional Finance. | 15 |
| II | **Theories of Fiscal Economics and Policy** <br> Principle of Maximum Social Advantage -The Benefit Approach- The Ability-to- Pay Approach-Equal Sacrifice Principle- Fiscal Policy and its Instruments. | 14 |
| III | **Budget and Taxation** <br> Role of Government in a Modern Economy- Public Budget: Types and Structure - Taxation -Features of a Good Tax System- Direct and Indirect Taxes -Concept of Impact- Incidence and Shifting of Taxation-Elasticity and Determination of Tax Burden - Optimal Taxation. | 16 |
| IV | **Public Expenditure and Debt** <br> Public Expenditure: Canons and Classification -Wagner's Law of Public Expenditure- Public Debt: Meaning and Types, Burden of Public Debt-Principles of Public Debt Management– Deficit Financing. | 15 |
| V | **Indian Public Finance** <br> Budget of the Government of India (Previous Financial Year)-Sources of Public Receipts (Tax and Non-Tax, GST and its Impacts)-Components of Public Expenditure-Sources of Public Borrowing and Debt Liabilities-Deficits-Appraisal of FRBM Act 2004- Fiscal Federalism: Centre and State Relations - Recommendations of Last 3 Finance Commissions. | 15 |
| | **Total** | **75** |

| Course Outcomes | | Programme Outcome |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the importance and Instruments of Fiscal Economics. | PO1,PO2 |
| 2 | Evaluate the Principles and theories of Public Finance. | PO2 |
| 3 | Analyze the Budget, Indian Tax System and Policy. | PO2,PO3 |
| 4 | Describe Classification, Laws of Public Expenditure and Public Debt. | PO1,PO2 |
| 5 | Know the Indian Public Finance System and Policy Recommendations. | PO1,PO3,PO7 |
| **Textbooks** | | |
| 1 | Bhatia H.L., (2012), Public Finance, Vikas Publications. | |
| 2 | Tyagi B.P and H.P.Singh(2018) " Public Finance" Jai Prakash Nath & Co ,Meerut | |
| 3 | Dr. S.K Singh, "Public Finance in theory and Practice", S. Chand Publishing, 2008 | |
| 4 | Lekhi,"Public Finance", Kalyani Publishers, 2015. | |
| 5 | Richard. A. Musgrave & Peggy B. Musgrave, "Public Finance in Theory and Practices", McGraw Hill International Edition, New York,2006. | |
| **Reference Books** | | |
| 1. | Harvey Rosen, (2005), Public Finance, Seventh Edition, McGraw Hill Publications. | |
| 2. | Kaushik Basu and Maertens (Ed), (2013), The New Oxford Companion to Economics in India, Oxford University Press. | |
| 3. | Sury M.M., (1990), Government Budgeting in India, Commonwealth Publishers. | |
| 4. | Andley and Sundaram. (2004). Public Finance, Ratan Prakashan, Agra. | |
| 5. | Mu Raja J. Chelliah, "Fiscal Policy in Underdeveloped Countries", Allen and Moowbray Limited at the Alden Press Oxford, II Edition,2012. | |
| **Web Resources** | | |
| 1. | https://finmin.nic.in/ | |
| 2. | https://www.nipfp.org.in/ | |
| 3. | https://www.niti.gov.in/ | |
| 4. | https://www.gst.gov.in/ | |
| 5. | https://www.indiabudget.gov.in/ | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 14 | 14 | 14 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 3.0 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3      M-Medium-2 L-Low-1**

### Level of Correlation between PSO's and CO's

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 2 | 2 | 3 | 3 | 2 |
| **CO3** | 3 | 3 | 3 | 2 | 3 |
| **CO4** | 2 | 2 | 2 | 2 | 1 |
| **CO5** | 3 | 3 | 2 | 3 | 2 |
| **Weightage** | 13 | 13 | 13 | 13 | 10 |
| **Weighted percentage of Course Contribution to PSOs** | 2.6 | 2.6 | 2.6 | 2.6 | 2 |

**S-Strong-3      M-Medium-2  L-Low-1**

# THIRD YEAR - SEMESTER-V

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **INDUSTRIAL ECONOMICS** | **Core-XI** | 5 | | | | 4 | 5 | 25 | 75 | 100 |
| | **Learning Objectives** | | | | | | | | | | |
| C1 | To discuss the Features, Performance and development issues of the Indian Economy | | | | | | | | | | |
| C2 | To analyse the various theories of Industrial Location. | | | | | | | | | | |
| C3 | To know the licensing policies and industrial sickness | | | | | | | | | | |
| C4 | To describe the growth Patterns in Indian Industrial Sector. | | | | | | | | | | |
| C5 | To observe the trends and prospects of industrial growth in India | | | | | | | | | | |
| UNIT | Contents | | | | | | | | | | No. of Hours |
| I | **Introduction** <br> 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. | | | | | | | | | | 15 |
| II | **Theories of Location** <br> 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 - Herfindahl Index. | | | | | | | | | | 16 |
| III | **Industrial Licensing and Policies** <br> Industrial Licensing – MRTP Act – Industrial Policies - Industrial Productivity -Capacity Utilization - Industrial Sickness- Mergers and Acquisitions – Profitability and Efficiency. | | | | | | | | | | 14 |
| IV | **Industrial Regions of the World and India** <br> Industrial Clusters in India- Sunrise Sector- Regional Backwardness- Government Initiativesin india | | | | | | | | | | 15 |
| V | **Growth Trends in India** <br> 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. | | | | | | | | | | 15 |
| | **Total** | | | | | | | | | | **75** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1. | Understand the importance of Industrial Economics | PO1,PO2 |
| 2. | Examine theories of industrial Location | PO2,PO3 |
| 3. | Review the relevance of Industrial Policies | PO1,PO2,PO3 |
| 4. | Describe the Industrial belts of the World and India | PO2,PO2 |
| 5. | Analyse the Industrial Trends in the Indian Economy. | PO2,PO3 |
| **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 | |
| **Web Resources** | | |
| 1. | https://www.india.gov.in/topics/industries | |
| 2. | https://business.mapsofindia.com/india-industry | |
| 3. | https://dpiit.gov.in/ | |
| 4. | https://dri.nic.in/ | |
| 5. | https://msme.gov.in/ | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 14 | 15 | 15 | 15 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 3.0 | 3.0 | 2.8 | 3.0 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 2 | 2 | 3 |
| **CO2** | 3 | 3 | 2 | 2 | 3 |
| **CO3** | 3 | 3 | 2 | 3 | 3 |
| **CO4** | 2 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 14 | 15 | 10 | 13 | 15 |
| **Weighted percentage of Course Contribution to PSOs** | 2.8 | 3 | 2 | 2.6 | 3 |

**S-Strong-3    M-Medium-2  L-Low-1**

## THIRD YEAR - SEMESTER-V

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | CIA | External | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | Marks | | |
| | **ENVIRONMENTAL ECONOMICS** | **Core -XII** | 5 | | | | 3 | 5 | 25 | 75 | 100 |

| | Learning Objectives |
|---|---|
| C1 | To understand the theoretical basis of Environmental Economics |
| C2 | To choose the relevant economic tools to improve Environmental Quality |
| C3 | To describe the environment as a Public Good and market failure theories |
| C4 | To doctrine the various methods of environmental valuation and its uses |
| C5 | To know the regulation of Pollution through Economic Instruments |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Fundamentals of Environmental Economics**<br>Definition, Scope and Significance - Environment – Economy Linkages – Material Balance Approach - Malthusian and Neoclassical perspective of Environment - Sustainable Development - Environment Kuznets Curve. | 15 |
| II | **Economics of Natural Resources**<br>Classification of Natural Resources - Scarcity and Measurement - Economics of Exhaustible Resources - Economics of Renewable Resources. | 15 |
| III | **Market Failure**<br>Environment as a Public Good **-** Tragedy of Commons-Externalities **-** Pigouvian Fee and Coase theorem on Property Rights. | 12 |
| IV | **Valuation of Environment**<br>Total Economic Value - Contingent Valuation Method – Stated Preference - Travel Cost Model - Hedonic Pricing - Economics of Sustainable Development - Green Accounting – Ecological Footprint, Carbon Footprint, Ecological Shadow. | 18 |
| V | **Economics of Pollution Control**<br>Optimal level of Pollution - Regulation of Pollution through Economic Instruments - Command and Control Approach. | 15 |
| | **Total** | **75** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Have a better understanding of Environment-Economy Linkages. | PO1, PO2,PO5 |
| 2 | Apply environmental concepts to Economic Theories. | PO2,PO3 |
| 3 | Create economic policies incorporating Environmental Issues. | PO5, PO7 |
| 4 | Analyse the methods to value Environment Pollution. | PO2,PO3 |
| 5 | Evaluate the need for reduction of Pollution. | PO2,PO7 |
| **Textbooks** | | |
| 1 | Karpagam. M, (2017), Environmental Economics–Third Edition, Sterling Publication Pvt. Ltd, Noida. | |
| 2 | Nick Hanley, Jason Shogren and Ben White, (2013), Introduction to Environmental Economics, Second Edition, Oxford University Press, Oxford. | |
| 3 | Eugine.T Environmental Economics, Oxford University Press, New Delhi. (2014), | |
| 4 | Hanley N, Shogren JF, White B "Environmental Economics in Theory and Practice", 2nd Edition. Palgrave Macmillan, 2007 | |
| 5 | Kolstad, Charles D, (2000), Environmental Economics, New York: Oxford University Press, | |
| **Reference Books** | | |
| 1. | Maureen L. Cropper and Wallace E. Oates, "Environmental Economics: A Survey", Journal of Economic Literature, Volume 30, 1992, | |
| 2. | Barry C. Field, (1994), Environmental Economics: An Introduction, Singapore, McGraw-Hill. | |
| 3. | Hussen, Ahmed.M.(1999), Principles of Environmental Economics: Economics, Ecology and Public Sector. London: Routledge. | |
| 4. | Dr.S.Sankaran(2012), Environmental Economics Margham Publications. | |
| 5. | Mark Maslin(2014), "Climate Change: A Very Short Introduction 3$^{rd}$ Edition Oxford University Press. | |
| **Web Resources** | | |
| 1. | https://unfccc.int/ | |
| 2. | https://www.undp.org/ | |
| 3. | http://moef.nic.in/ | |
| 4. | https://www.envis.nic.in | |
| 5. | https://www.unep.org | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 14 | 15 | 14 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 3.0 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 |

S-Strong-3   M-Medium-2  L-Low-1

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 2 | 2 | 3 |
| **CO2** | 3 | 3 | 2 | 2 | 3 |
| **CO3** | 3 | 3 | 2 | 3 | 3 |
| **CO4** | 2 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 14 | 15 | 10 | 13 | 15 |
| **Weighted percentage of Course Contribution to PSOs** | 2.8 | 3 | 2 | 2.6 | 3 |

S-Strong-3    M-Medium-2  L-Low-1

# THIRD YEAR - SEMESTER-V

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **TAMIL NADU ECONOMY** | **Major Elective -V** | 4 | | | | 3 | 4 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | |
| C1 | To discuss the Features, Performance and development issues of Tamil Nadu Economy | | | | | | | | | | |
| C2 | To analyse the agricultural and industrial scenario in Tamil Nadu | | | | | | | | | | |
| C3 | To understand the industrial scenario in Tamil nadu and its growth | | | | | | | | | | |
| C4 | To know the general performance of the Tamilnadu | | | | | | | | | | |
| C5 | To describe the state finances and its development initiatives | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | **No. of Hours** |
| I | **Introduction** <br> Tamil Nadu–Salient features–Geographical Features – Economic and Social Indicators –Human Development – Index Rank– Gender Disparity Index–Poverty Index –Work Participation Rate – Unemployment Rate – Literacy Rate– Life Expectancy – Demography and Occupational Patterns. | | | | | | | | | | 13 |
| II | **Agriculture** <br> Agriculture–Land Use Patterns– Cropping Pattern–Irrigation - Agricultural Marketing – Defects and Remedial measures – Agricultural Finance – Policy and Issues –Crop Insurance. | | | | | | | | | | 11 |
| III | **Industry** <br> Industrial Scenario in Tamil Nadu – Production Trends—Large Industries- MSMEs –Khadi and Village Industries – Export Contribution of top 5 Major Industries - Industrial Financial Institutions: TIIC, SIDCO, SIPCOT, Industrial Estates-DIC, EPZ, SPZ, SEZ. | | | | | | | | | | 12 |
| IV | **State Finances and Development Initiatives** <br> State Finance – Revenue and Expenditure of the State – Tamil Nadu's Recent Budget – Poverty Alleviation and Unemployment Programmes – Education and Health Care and State Welfare Programmes. | | | | | | | | | | 12 |
| V | **General Performance of the State** <br> Tourism and Medical Tourism – Women Empowerment Programme – Self Help Groups and Micro Finance- MahalirThittam - Environmental Protection Measures. | | | | | | | | | | 12 |
| | **Total** | | | | | | | | | | **60** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand salient features, Poverty, Unemployment of Tamil Nadu Economy | PO1,PO2 |
| 2 | Examine the Issues in Agriculture, Land Use Patterns, finance and Insurance | PO2,PO3 |
| 3 | Grasp the Industrial Scenario in Tamil Nadu | PO1,PO7,PO8 |
| 4 | Describe the status of State Finances and Development Programmes of Tamil Nadu | PO2,PO3 |
| 5 | Analyse the overall performance of Tamil Nadu Economy. | PO3,PO7,PO8 |
| **Textbooks** | | |
| 1 | Leonard A.G,S.J, (2006), Tamil Nadu Economy, Macmillan India Ltd, New Delhi | |
| 2 | Naganathan M (2002), Tamil Nadu Economy: Trends and Prospects,(ed.), University of Madras. | |
| 3 | Rajalakshmi N, (1999), Tamil Nadu Economy, Business Publishers, Bombay. | |
| 4 | Kuppusamy.K, "Socio-Economic Development of India, Sharadha Publications, 2014 | |
| 5 | S. Perumalsamy, "Economic Development of Tamil Nadu",S.Chand & Company,1985 | |
| **Reference Books** | | |
| 1. | Veeramani A.R., Tamil Nadu Agricultural Economy,Divyasre Publication,2015 | |
| 2. | Manickam.S, (2010), Tamil Nadu – An Economic Appraisal, Department of Evaluation and Applied Research, Panorama of Indian Economy. | |
| 3. | Madras Institute of Development Studies, (1988), Tamil Nadu Economy: Performance and Issues, Oxford and IBH Publishing Company Pvt. Ltd., New Delhi | |
| 4. | Kurien C.T and James Joseph (1979), "Economic Change in Tamil Nadu: A Regionally and Functionally Disaggregated Study", Allied Publishers Pvt. Ltd. New Delhi. | |
| 5. | | |
| **Web Resources** | | |
| 1. | www.tn.gov.in | |
| 2. | http://tnenvis.nic.in/ | |
| 3. | https://www.msmeonline.tn.gov.in/ | |
| 4. | https://ctd.tn.gov.in | |
| 5. | https://www.tamilnadutourism.tn.gov.in | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 14 | 14 | 14 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 3.0 | 2.8 | 2.8 | 3.0 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

## Level of Correlation between PSO's and CO's

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 2 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 2 |
| **CO4** | 3 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 15 | 15 | 11 | 15 | 14 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 2.2 | 3 | 2.8 |

**S-Strong-3    M-Medium-2  L-Low-1**

# THIRD YEAR - SEMESTER-V

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **MANAGERIAL ECONOMICS** | **Major Elective-V** | 4 | | | | 3 | 4 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | |
| C1 | To develop analytical and problem-solving skills among the students. | | | | | | | | | | |
| C2 | To gain knowledge on Capital Budgeting and appraisal methods | | | | | | | | | | |
| C3 | To understand the Cost-Volume-Profit Analysis and its uses | | | | | | | | | | |
| C4 | To know the demand for Durable and Non-Durable Products | | | | | | | | | | |
| C5 | To familiarize students with Pricing Policies and practices. | | | | | | | | | | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Nature and Scope of Managerial Economics - Meaning - Characteristics– Importance–Role and Responsibilities of Managerial Economist – Basic Economic Tools in Managerial Economics. | 10 |
| II | **Demand, Cost and Profit Analysis**<br>Demand for Durable and Non-Durable Products, Demand Forecasting Techniques -Statistical and Non-Statistical Techniques -Cost Estimation - Cost-Volume-Profit Analysis (Break Even Analysis)- Objectives and Assumptions; Determination of Break-Even Point, Limitations. | 13 |
| III | **Pricing Policies and Practices**<br>Objectives - Popular Pricing Methods and Strategies- Price Discounts and Differentials- Pricing by Manufacturers and Retailers- Price Forecasting. | 11 |
| IV | **Capital Budgeting**<br>Capital Budgeting: Need for capital budgeting- Different steps in Capital Budgeting- - Appraisal Methods – Payback Method, Accounting Rate of Return, Net Present Value method, Internal Rate of Return Method, Cost–Benefit Method - Capital Rationing. | 13 |
| V | **Cost of Capital**<br>Sources of Funds for Long Term Financing-Cost of Debt Capital -Cost of Preferred Stock -Cost of Equity Capital or Common Stock-Cost of Retained Earnings. | 13 |
| | **Total** | **60** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the Micro Economic Principles and applying it in Business Decision. | PO1,PO2 |
| 2 | Examine the concepts of Demand, Cost and Profit | PO1,PO2 |
| 3 | Determine and analyse the various Pricing Techniques. | PO2, PO3 |
| 4 | Appraise the Project Proposals | PO4,PO3 |
| 5 | Understand the sources of Finance for Business. | PO2, PO3 |
| **Textbooks** | | |
| 1 | Varshney R.L., and Maheshwari K.L. (1997), Managerial Economics, Sultan Chand, N Delhi | |
| 2 | Mehta P.L (1997), Managerial Economics, Sultan Chand, New Delhi. | |
| 3 | William F. Samuelson, Stephen G. Marks, "Managerial Economics", Wiley,2014 | |
| 4 | Michael R Baye, Managerial Economics & Business Strategy – Mc. Graw Hill, USA, 5th Edition 2006. | |
| 5 | Yogesh, Maheshwari, Managerial Economics, PHI Learning PvtLtd,2013 | |
| **Reference Books** | | |
| 1. | Dominic Salvatore, (1993), Managerial Economics, McGraw Hill Inc, New York | |
| 2. | Ahuja. H. L. (2004), Business Economics, S. Chand & Co, New Delhi. | |
| 3. | L. Trivedi (2002), Managerial Economics: Theory and Applications Tata McGraw Hill. | |
| 4. | Dwivedi D.N (2000), Managerial Economics, Vikas Publishing House Pvt Ltd | |
| 5. | Gregory Mankiw(2008,) Economics: Principles and Applications, New Delhi, Cengage Learning India. | |
| **Web Resources** | | |
| 1. | http://economics.about.com/od/pricing | |
| 2. | www.rbi.org | |
| 3. | https://nptel.ac.in/courses/110101005 | |
| 4. | https://www.managementstudyguide.com/managerial-economics | |
| 5. | https://hbr.org/1976/11/pricing-policies-for-new-products | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 14 | 15 | 14 | 15 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 3.0 | 2.8 | 2.8 | 3.0 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 2 | 2 | 3 | 3 |
| **CO2** | 3 | 2 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 2 |
| **Weightage** | 15 | 13 | 13 | 15 | 14 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 2.6 | 2.6 | 3 | 2.8 |

**S-Strong-3    M-Medium-2 L-Low-1**

# THIRD YEAR - SEMESTER-V

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **OPERATIONS RESEARCH** | **Major Elective-VI** | 4 | | | | 3 | 4 | 25 | 75 | 100 |

| | Learning Objectives |
|---|---|
| C1 | To enable students to understand the concept of operations research and the types of operations research models. |
| C2 | To understand the applicaions of Linear Programming problem. |
| C3 | To probe the Transportation and Assignment problem. |
| C4 | To provide understanding about making Rational Decisions in Practice. |
| C5 | To provide knowledge on acquiring Entrepreneurial Skills. |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction to Operations Research**<br>Operations Research – Definition–Methodology – Tools- Types of Operations Research Models- Operations Research and Decision Making - Limitations. | 10 |
| II | **Linear Programming Problem**<br>Definition –- Applications- Assumptions -Formulation- -Graphical solution – Maximization and Minimization- Simplex Method (2 Variable) | 12 |
| III | **Transportation and Assignment**<br>Introduction – Matrix Formulation of a Transportation Problem– North West Corner Entry Method –Vogel's Approximation Method- Initial Basic Feasible Solution (basic problems) - Assignment – Introduction – Balanced and Unbalanced Assignment Problem – Solution using Hungarian Assignment Method. | 13 |
| IV | **Decision Theory**<br>Decision Making under Risk and Uncertainty-Decision Tree Analysis-Network Analysis –Basic Concepts: CPM – PERT | 12 |
| V | **Queuing Theory**<br>Queuing Theory - Basic Concepts -Traffic Intensity– Idle Rate- Single Channel - Number of Customers in Line and System - Time Spent by the Customers in Line and System - Probability of Customers' Waiting. | 13 |
| | **Total** | **60** |

| Course Outcomes | | Programme Outcomes |
| --- | --- | --- |
| CO | On completion of this course, students will | |
| 1 | Understand the Characteristics and Methodology of Operations Research. | PO1,PO3 |
| 2 | Analyse constraints in optimization using LinearProgramming | PO2,PO3 |
| 3 | Examine the role of various Transportation Model and Optimum cost in Assignment | PO2,PO3 |
| 4 | Take appropriate decisions under conditions of risk and Uncertainty | PO3,PO4 |
| 5 | Evaluate the costs involved in Queuing | PO2,PO3 |
| **Textbooks** | | |
| 1 | Vittal P.R, ( 2019), Introduction to Operations Research, Margham Publications | |
| 2 | Gupta P.K and Manmohan, (2019), Operations Research Sultan Chand, New Delhi | |
| 3 | G. Srivivasan, "Operations Research: Principles and Application", Prentice Hall India Pvt., Limited, 2017 | |
| 4 | Ravindran, Phillips, Solberg, "OPERATIONS RESEARCH: PRINCIPLES AND PRACTICE", 2ND ED, Wiley, 2007 | |
| 5 | P. RamaMurthy, "Operations Research",New Age International, 2007 | |
| **Reference Books** | | |
| 1. | Chawla K.K,Vijay Gupta and Bhushan K.Sharma (2015) Introduction to Operations Research, Kalyani Publishers | |
| 2. | HamdyaTaha,(2017), Operations Research: An Introduction, 10$^{th}$ Edition, Pearson | |
| 3. | Kapoor V.K.(2017) Operations Research, Sultan Chand and Sons, New Delhi, | |
| 4. | Gupta P.K & Manmohan (2003) Problems in Operations Research (Methods and Solutions), Sultan Chand and Sons, NewDelhi | |
| 5. | Panneerselvam R. (2018) Operations Research, Prentice-Hall India, | |
| **Web Resources** | | |
| 1. | https://www.edx.org/course/operations-research-an-active-approach | |
| 2. | https://www.theorsociety.com/resource-centre/teaching-resources/ | |
| 3. | https://or.stackexchange.com/questions/4277/operations-research-self-study-resources-for-beginners | |
| 4. | https://www.notes4free.in/admin/postimages/OR%20NOTES.pdf | |
| 5. | https://youtu.be/x-Wx9KLRBpk | |

**Mapping with Programme Outcomes:**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 15 | 15 | 14 | 14 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 3.0 | 2.8 | 2.8 | 3.0 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 2 | 3 | 2 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 2 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 15 | 15 | 11 | 15 | 14 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 2.2 | 3 | 2.8 |

**S-Strong-3    M-Medium-2 L-Low-1**

## THIRD YEAR - SEMESTER-V

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **GENDER ECONOMICS** | **Major Elective-VI** | 4 | | | | 3 | 4 | 25 | 75 | 100 |
| | **Learning Objectives** | | | | | | | | | | |
| C1 | Students will be able to sensitize on issues that is related to gender | | | | | | | | | | |
| C2 | To understand the conceptual clarification of women and work | | | | | | | | | | |
| C3 | To know the participation of Women in Organized and Unorganized Sectors in an Economy | | | | | | | | | | |
| C4 | Identify the marginalization of women in economic theory and in the economy | | | | | | | | | | |
| C5 | Incorporate gender in mainstream policy making | | | | | | | | | | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction to Gender Analysis and Economics** <br> Definition - Gender - Gender Analysis: Purpose and Scope - Feminist Perspective in Economics - Classical and Neoclassical Economics- Post Keynesian Economics- Economic Measurements - Empirical Challenges. | 12 |
| II | **Development and Anti - Development** <br> Development Versus Anti-Development - Women in Development (WID)- Women and Development (WAD)- Gender And Development – Women And Empowerment- Women And Environment – Ecofeminism. | 12 |
| III | **Women and Work – A Conceptual Clarification** <br> Invisibility of Women – "Statistical Purdah" - A Critique of Methods, Concepts, Definitions Employed in Economic Theory- A Critique of The Data System in India (Application) - Measures to Rectify this Invisibility | 12 |
| IV | **Marginalization of Women** <br> Women Sidelined – Gender – Discrimination Theories - Women in The Labour Market – Sexual Division of Labour, Wage Differentials, Micro Credit - Women in The Organized and Unorganized Sectors of The Indian Economy (Application) - Feminization of Work and Feminization of Poverty | 12 |
| V | **Gender, The Economy and Related Issues** <br> Population – Demographic Features - Health and Education - Policy Measures – Government and NGOs– Gender Budgeting | 12 |
| | **Total** | **60** |

| | Course Outcomes | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Recognize needs for Gender Analysis | PO1,PO5 |
| 2 | Analyze the role of gender in development | PO1,PO2,PO5 |
| 3 | Identify the reasons behind the marginalization of women | PO2,PO5 |
| 4 | Formulate policies to include the excluded | PO5, PO7 |
| 5 | Integrate gender in Mainstream Economics | PO3, PO7 |
| **Textbooks** | | |
| 1 | Jaya Shrivatsava(2018), Gender Discrimination and Inequality in Contemporary India: Dimensionsand Voices of Protests, Kalpaz Publications. | |
| 2 | Caroline Criado Perez(2019) Invisible Women: Data Bias in a World Designed for Men, Harry N.Abrams. | |
| 3 | Mukesh Eswaran (2020), Why Gender Matters in Economics Princeton University Press | |
| 4 | K.R.Gupta, "Gender Problems and Policies", Atlantic, 2009. | |
| 5 | Joyce Jacobsen, "The Economics of Gender", Wiley – Blackwell Publisher 3rd Edition, 2007 | |

| **Reference Books** | |
|---|---|
| 1. | GOI (1987), Shram Shakti, Report on the National Commission on Self – employed Women and Women in the Informal Sector New Delhi. |
| 2. | Julie A Nelson (1996), Feminism, Objectivity and economics, Routledge, London. |
| 3. | Krishnaraj,Maithreyiand JoyP. Deshmukh(1991), Gender in Economics, Ajantha Publishers, New Delhi |
| 4. | Loutfi,MF(ed.)(2002),Women,Gender&Work,Rawat Publishers, New Delhi |
| 5. | Krishnaraj, M., and M.P.D. Joy. Gender in Economics. Ajantha, New Delhi, 1991 |
| **Web Resources** | |
| 1. | https://www.unwomen.org/en/how-we-work/intergovernmental-support/world-conferences-on-women |
| 2. | https://wcd.nic.in/ |
| 3. | https://www.tn.gov.in/department/30 |
| 4. | http://icds-wcd.nic.in/ |
| 5. | http://ncw.nic.in/ |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 14 | 15 | 14 | 15 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 3.0 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 2 | 3 | 3 |
| **CO3** | 2 | 3 | 2 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 14 | 15 | 10 | 15 | 15 |
| **Weighted percentage of Course Contribution to PSOs** | 2.8 | 3 | 2 | 3 | 3 |

**S-Strong-3    M-Medium-2  L-Low-1**

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **ADVERTISING** | SEC | | | | | 2 | | - | 100 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To understand the features and different types of Advertising. |
| C2 | To know the factors influencing the selection of advertising Media |
| C3 | To acquire knowledge on press advertising |
| C4 | To understand the concept of indoor and outdoor advertising |
| C5 | To describe the importance of electronic media |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br><br>Meaning- Definition - Features of advertising– Types of advertising - Importance | 6 |
| II | **Advertising media**<br><br>Meaning –Types – Advantages and Disadvantages - Selection - Factors influencing selection of media - Display advertising. | 6 |
| III | **Press advertising**<br><br>Meaning – Types:  Newspapers, Foreign papers, magazines, Trade Journals –  Significance of print advertising -Limitations. | 6 |
| IV | **Outdoor advertising**<br><br>Features - Forms of outdoor advertising - merits & Demerits - Indoor vs Outdoor | 6 |
| V | **Electronic media**<br><br>Radio Advertising - Television advertising - Film advertising - Internet - Audio - visual cassettes - Screen slides - Electronic signs | |
| | **Total** | **30** |

| **Course Outcomes** | **Programme Outcomes** |
|---|---|

| CO | On completion of this course, students will | |
|---|---|---|
| 1 | Understand the importance of advertising. | PO1,PO3 |
| 2 | Describe the factors influencing the selection of advertising media | PO1,PO3 |
| 3 | Analyse the pros and cons of different types of advertising media. | PO3,PO8 |
| 4 | Create an appropriate advertisement model for the business | PO2, PO3, PO7 |
| 5 | Use electronic media for advertisement. | PO2,PO3,PO8 |
| **Textbooks** | | |
| 1 | Gupta Ruchi, "Advertising Principles and Practice", S.Chand & Co. Ltd., | |
| 2 | Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited | |
| 3 | Monle Lee & Carla Johnson, Principles of Advertising, Routledge Publications. | |
| 4 | Seema Gupta (2022) Digital Marketing 3$^{rd}$ Edition McGraw Hill | |
| 5 | Harry Tipper, "The Principles of Advertising", Franklin Classics Trade Press, 2018 | |
| **Reference Books** | | |
| 1. | Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, "Principles of Marketing", Pearson, 2017 | |
| 2. | Pillai, R.S.N and Bhagvathi (2010), Modern Marketing Principles and Practices. S Chand &CoLtd., | |
| 3. | Dr.C. B.Gupta, Dr.N.Rajan Nair(2020), Marketing Management ,Sultan Chand &Sons. | |
| 4. | William D. Wells,, Sandra E. Moriarty , John Burnett,"Advertising Principles and Practice", Prentice Hall, 2002. | |
| 5. | Dr.C.B.Mamoria, Pradeep Jain, Priti Mitra,(2013), Theory and Practice of Marketing,KitabMahal | |
| **Web Resources** | | |
| 1. | https://www.themediaant.com/blog/what-is-advertising/ | |
| 2. | https://www.marketing91.com/advertising-media/ | |
| 3. | https://www.themediaant.com/blog/glossary/press-advertising/ | |
| 4. | https://www.marketing91.com/outdoor-advertising/ | |
| 5. | https://www.themediaant.com/blog/what-is-electronic-advertising/ | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| **CO 5** | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| Weightage | 15 | 14 | 13 | 14 | 14 | 15 | 14 | 13 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 2.6 | 2.8 | 2.8 | 3.0 | 2.8 | 2.6 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 2 | 3 | 3 |
| **CO3** | 3 | 3 | 2 | 3 | 2 |
| **CO4** | 3 | 2 | 2 | 3 | 2 |
| **CO5** | 2 | 2 | 3 | 2 | 2 |
| **Weightage** | 14 | 13 | 11 | 14 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 2.8 | 2.6 | 2.2 | 2.8 | 2.4 |

**S-Strong-3    M-Medium-2  L-Low-1**

# THIRD YEAR - SEMESTER -VI

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **INTERNATIONAL ECONOMICS** | Core-XIII | 6 | | | | 5 | 6 | 25 | 75 | 100 |
| | **Learning Objectives** | | | | | | | | | | |
| C1 | To evaluate critical overview of International Trade theories | | | | | | | | | | |
| C2 | To understand the Foreign Exchange Market and its operations | | | | | | | | | | |
| C3 | To know the BOP disequilibrium and International Trade Policy. | | | | | | | | | | |
| C4 | To impart knowledge on Foreign Exchange Market and its concepts | | | | | | | | | | |
| C5 | To familiarize students on Trade Policies | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | **No. of Hours** | | |
| I | **Introduction**<br>Nature and Scope of International Economics -The Globalization of the World Economy - International Trade and the Nation's Standard of Living - International Trade Policy - Current International Economic Problems and Challenges. | | | | | | | | 18 | | |
| II | **International Trade Theories**<br>Absolute Advantage: Adam Smith - Comparative Advantage: David Ricardo - Opportunity Cost: Haberler - Reciprocal Demand: Mill - Offer Curves: Marshall - Factor Endowments: Heckscher-Ohlin - Leontief Paradox - Economic Growth and International Trade. | | | | | | | | 18 | | |
| III | **Foreign Exchange Market**<br>Foreign Exchange Market: Function and structures - Exchange Rates: Fixed, Flexible, Floating, Pegged, Nominal and Real Exchange Rates - Theories of Exchange Rates: Mint Parity Theory, Purchasing Power Parity Theory, and Balance of Payments Theory. | | | | | | | | 18 | | |
| IV | **Balance of Payments**<br>The Balance of Payments Account - Equilibrium and Disequilibrium in BOP - Surplus and Deficit in BOP-Adjustment Mechanism: Direct and Indirect Mechanisms–Export Promotion and Import Substitution. | | | | | | | | 18 | | |
| V | **Terms of Trade and Trade Policy**<br>Terms of Trade: Concept and Determinants - Terms of trade and Economic Development - Tariff and Non-Tariff Barriers – Effects – Quotas - Import Quotas Vs Tariffs - Free Trade and Economic Development-Free Trade Vs Protection. | | | | | | | | 18 | | |
| | **Total** | | | | | | | | **90** | | |

| | Course Outcomes | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Develop ideas of the basic characteristics of Globalisation of the World Economy and its current international economic problems and challenges. | PO1 |
| 2 | Grasp the basic theories of International Trade and Economic Growth. | PO1 |
| 3 | Understand the functions, structure and theories of Foreign Exchange Market. | PO1,PO2,PO3 |
| 4 | Describe the BOP disequilibrium, Adjustment Mechanism, Export Promotion and Import Substitution. | PO2,PO3 |
| 5 | Outline the concepts of terms of trade and assess the Tariff, quotas, Free trade and economic development | PO1,PO2 |
| **Textbooks** | | |
| 1 | Mithani D.M (2002), Introduction to International Economics, Vora & Co Publishers, Bombay. | |
| 2 | Dwivedi, D. N. (2013). International Economics: Theory and Policy. Vikas Publishing House, New Delhi. | |
| 3 | Cherunilam, Francis (2006). International Economics, Tata McGraw-Hill Publishing Co. Ltd., New Delhi | |
| 4 | M.L Jhingan, "International Economics", Vrinda publications, 2016 | |
| 5 | K.R.Gupta, International Economics, Atlantic Publishers, 2017 | |
| **Reference Books** | | |
| 1. | Paul Krugman, Maurice Obstfeld, and Marc Melitz, (2012), International Economics: Theory and Policy, Addison-Wesley (Pearson Education Indian Edition), 9th edition. | |
| 2. | Kindleberger, C.P (1977). International Economics, D.B. Taraporevala Sons and Co. Pvt. Ltd., Bombay | |
| 3. | Leamer, E. E., & Stern, R. M. (2017). Quantitative International Economics. Routledge. | |
| 4. | Salvatore, D. (2016). International Economics.John Wiley & Sons. | |
| 5. | Jones, R. W., Grossman, G. M., Kenen, P. B., Rogoff, K., Gopinath, G., &Helpman, E. (Eds.). (1997). Handbook of International Economics (Vol. 3). Elsevier. | |
| **Web Resources** | | |
| 1. | https://www.imf.org | |
| 2. | https://www.forextime.com/education/forex-trading-for-beginners | |
| 3. | https://www.weforum.org/ | |
| 4. | https://www.wto.org/ | |
| 5. | https://policy.trade.ec.europa.eu/eu-trade-relationships-country-and-region/negotiations-and-agreements_en | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 15 | 14 | 14 | 15 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 3.0 | 2.8 | 2.8 | 2.8 | 2.8 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

## Level of Correlation between PSO's and CO's

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 2 | 3 | 2 |
| **CO3** | 3 | 3 | 2 | 3 | 2 |
| **CO4** | 3 | 3 | 3 | 2 | 2 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 15 | 15 | 12 | 14 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 2.4 | 2.8 | 2.4 |

**S-Strong-3    M-Medium-2 L-Low-1**

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# THIRD YEAR - SEMESTER -VI

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **DEVELOPMENT ECONOMICS** | Core -XIV | 6 | | | | 5 | 6 | 25 | 75 | 100 |

| | **Learning Objectives** |
|---|---|
| C1 | To understand the core values of development. |
| C2 | To describe the various approaches and theories of development. |
| C3 | To analyze the significance of Development Models in Economic Planning |
| C4 | To enable the students to know about Development and Growth Models. |
| C5 | To probe the role of Financial System in Economic Development |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Meaning and Nature of Development Economics – Core values of Development- Amartya Sen's Approach – Economic Growth Vs. Development – Progress and Economic Welfare – Comparative Economic Development. | 17 |
| II | **Theories of Economic Growth and Development – I**<br>Rostow's stages of Growth – Big Push Theory - Theory of Critical Minimum Effort - Utilisation of Surplus Manpower – Lewis Theory, Nurkse Theory - Rural Urban Migration – Harris-Todaro Model. | 19 |
| III | **Theories of Economic Growth and Development – II**<br>Harrod-Domar Model (Critical Expansion and Growth) - - Solow Model of Growth - Technical Progress and Growth - Human Capital and Growth - Myrdal Model (Cumulative Causation Thesis) - Kaldor Model (Model of Distribution). | 19 |
| IV | **Development Planning**<br>Development Planning – Concept and Rationale- Basic Models of Development Planning process – Government Failure and Market Economy – Role of NGOs in Economic Development – Trends in Governance and Reforms. | 17 |
| V | **Financing Economic Development**<br>Role of Financial System in Economic Development – Formal Versus Informal Finance – Micro Finance – Foreign Finance – Foreign Aid - Development Assistance Debate. | 18 |
| | **Total** | 90 |

| Course Outcomes | | Programme Outcomes |
| --- | --- | --- |
| CO | On completion of this course, students will | |
| 1 | Outline the central themes and approaches to Development. | PO1,PO2 |
| 2 | Compare and contrast the theories of Growth and Development | PO1,PO2,PO3 |
| 3 | Critically analyse various Models of Growth. | PO2,PO3,PO7 |
| 4 | Examine the welfare impact of Development Planning and proposed development interventions by different institutions | PO1, PO2,PO3,PO7 |
| 5 | Evaluate the source and significance of Finance in Economic Development | PO3,PO4 |
| **Textbooks** | | |
| 1 | Ahuja H.L. (2016), Development Economics, S. Chand and Company Ltd. | |
| 2 | Jhingan M.L. (2016), Economics of Development Planning, Himalaya Publication House, 41st Edition. | |
| 3 | Dutt, A. (2003). Development Economicsand Structuralist Macroeconomics. Edward Elgar Publishing. | |
| 4 | Debraj Ray, "Development Economics", Oxford IndianPaperbacks,1998 | |
| 5 | Alain de Janvry, Elisabeth Sadoulet,"Development Economics:Theory and Practice", Talyor & Francis, 2021 | |
| **Reference Books** | | |
| 1. | Todaro Michael and C Smith Stephen (2017) Economic Development, Pearson, 12thEdition | |
| 2. | Taneja & R. M. Myre M.L. (2017), Economics of Development and Planning, Vikas Publishing Co., 15thEdition | |
| 3. | Kulwant Rai Gupta (2006& 2009), Economics of Development & Planning (Vol. 1& Vol.2), Atlantic Publishers and Dist. | |
| 4. | Huq, M. M., Clunies-Ross, A., & Forsyth, D. (2009). Development Economics. McGraw Hill. | |
| 5. | Meier, G. M., & Stiglitz, J. E. (Eds.). (2001). Frontiers of Development Economics: the future in perspective. World Bank Publications. | |
| **Web Resources** | | |
| 1. | https://web.mit.edu/krugman/www/dishpan.html | |
| 2. | http://www.niti.gov.in/ | |
| 3. | https://ida.worldbank.org/en/what-is-ida | |
| 4. | https://www.trade.gov/ | |
| 5. | https://www.saarc-sec.org/ | |

**Mapping with Programme Outcomes:**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 14 | 14 | 14 | 15 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 2.8 | 2.8 | 3.0 | 2.8 | 2.8 | 3.00 |

**S-Strong-3  M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 2 | 3 | 2 | 3 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 14 | 15 | 13 | 15 | 13 |
| **Weighted percentage of Course Contribution to PSOs** | 2.8 | 3 | 2.6 | 3 | 2.6 |

**S-Strong-3     M-Medium-2  L-Low-1**

# THIRD YEAR - SEMESTER -VI

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **AGRICULTURAL ECONOMICS** | **Core -XV** | 6 | | | | 5 | 6 | 25 | 75 | 100 |
| | | **Learning Objectives** | | | | | | | | | |
| C1 | To probe into the various issues in agricultural Labour | | | | | | | | | | |
| C2 | To understand the marketing, Finance and Price Policy of Agriculture | | | | | | | | | | |
| C3 | To study the impact of Agriculture on Indian Economic Scenario. | | | | | | | | | | |
| C4 | To assess the sustainable agriculture Development In india | | | | | | | | | | |
| C5 | To familiarize students about the significance of Sustainable Agriculture. | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | **No. of Hours** |
| I | **Introduction**<br>Scope and significance of Agriculture- Role of Agriculture in India's Development- Inter-sectoral Linkages - Farm Management: Definition and Principles-Management of Risks in Agriculture. | | | | | | | | | | 16 |
| II | **Agricultural Labour**<br>Agricultural labour: Definition - Types – Supply of Labour – Problems - Rural Unemployment: Types, Consequences and Remedial Measures- Minimum Wages for Agricultural Workers– Recent Wage and Self-Employment Programmes | | | | | | | | | | 18 |
| III | **Agricultural Finance**<br>Agricultural Finance: Meaning, Nature, Types, Sources and Problems of Agricultural Finance- Cooperatives in Rural Finance- Role of Commercial Banks and NABARD – Farm Capital - Meaning, Types and Marginal Efficiency of Farm – Agricultural Capital Formation | | | | | | | | | | 19 |
| IV | **Agricultural Price Policy**<br>Objectives and need of Agricultural Price Policy – Stability and Trends in Agricultural Prices – Evaluation of Agricultural Price Policy in India – Agricultural Exports - Current Issues in Indian Agriculture. | | | | | | | | | | 19 |
| V | **Sustainable Agriculture and Food Security**<br>Development issues: Poverty, Inequality, Unemployment and Environmental Degradation - Green Revolution: Recent Developments– Methods and Issues - Population and Food Supply- Food Security and Public Distribution System in India. | | | | | | | | | | 18 |
| | **Total** | | | | | | | | | | **90** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the relevance of Agricultural Economics and Development | PO1,PO2 |
| 2 | Examine the importance of Agricultural Labour in Rural Development | PO1,PO2 |
| 3 | Identify the sources and importance of Agricultural Finance. | PO3, PO7 |
| 4 | Analyze the trends in Agricultural Prices | PO1, PO2,PO3 |
| 5 | Evaluate the Major issues pertaining to Agriculture. | PO3,PO4 |
| **Textbooks** | | |
| 1 | Lekhi R.K. and Joginder Singh, (2015), Agricultural Economics: An Indian Perspective, Kalyani Publishers, Ludhiana. | |
| 2 | Sadhu An, Singh Amarjit and Singh Jasbir, (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi | |
| 3 | Mridula Mishra, (2010), Agriculture and Food Economics, Serials Publication, New Delhi. | |
| 4 | John B.Penson,Jr, Oral Capps, Jr, C.ParrRosson III, Richard. T. Woodward, "Introduction to Agricultural Economics", Pearson Publications,2017. | |
| 5 | Dr.B.P.Tyagi,"Agricultural Economics & Rural Development", Jai Prakashnath& Co., 2017. | |
| **Reference Books** | | |
| 1. | Janardhana Rao. N, (2005), Indian Agriculture: Issues and Perspectives, ICFAI University Press, Hyderabad. | |
| 2. | Gray, L. C. (2013). Introduction to Agricultural Economics. Read Books Ltd. | |
| 3. | Barkley, A., & Barkley, P. W. (2016). Principles of Agricultural Economics. Routledge. | |
| 4. | Cramer, G. L., Jensen, C. W., & Southgate Jr, D. D. (2001). Agricultural Economics and Agribusiness (No. Ed. 8). John Wiley and Sons. | |
| 5. | Colman, D., & Young, T. (1989). Principles of Agricultural Economics: Markets And Prices In Less Developed Countries. Cambridge University Press. | |
| **Web Resources** | | |
| 1. | https://icar.org.in/ | |
| 2. | https://www.icrisat.org/ | |
| 3. | https://www.nabard.org/ | |
| 4. | https://www.fao.org | |
| 5. | https://farmer.gov.in/mspstatements.aspx | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 14 | 15 | 14 | 15 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 3.0 | 2.8 | 3.0 | 3.0 | 2.8 | 3.00 |

**S-Strong-3     M-Medium-2  L-Low-1**

## Level of Correlation between PSO's and CO's

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 2 | 3 | 2 | 3 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 14 | 15 | 13 | 15 | 13 |
| **Weighted percentage of Course Contribution to PSOs** | 2.8 | 3 | 2.6 | 3 | 2.6 |

**S-Strong-3     M-Medium-2  L-Low-1**

# THIRD YEAR - SEMESTER -VI

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **BASIC ECONOMETRICS** | **Major Elective- VII** | 5 | | | | 3 | 5 | 25 | 75 | 100 |

| | Learning Objectives | |
|---|---|---|
| C1 | To analyse the Economic Relationship mathematically. |
| C2 | To estimate testing hypotheses, forecasting which helps in Policy Decision Making |
| C3 | To understand the application of economic theories in real time situations |
| C4 | To evaluate the Violation of Assumptions in econometric applications |
| C5 | To understand and analyze various Econometric Models and its application. |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Definition – Scope – Divisions – Objectives – Use of Econometrics – Econometrics and Mathematical Economics – Econometrics and Statistics – Methodology of Econometrics - Basic ideas of Linear Regression Model–Two variable Model, Population regression Function (PRF), Sample Regression Function (SRF) – Error term U – Significance - Stochastic form of PRF and SRF. | 12 |
| II | **Estimation**<br>Classical Linear Regression Model – Assumptions – Method of Ordinary Least Squares (OLS) – Derivation of OLS Estimators - Derivation of variance and Standard error of OLS estimators (Simple Linear Regression) – Properties of OLS estimators- Gauss–Markov Theorem – Proof – Three Variable Model estimation (Basic Idea only) – Hypothesis Testing (t and F test)–Test of Goodness of Fit $R^2$ and Adjusted $R^2$. | 18 |
| III | **Violation of Assumptions**<br>Multi-collinearity: Nature, Consequences, detection and Remedial Measures- Heteroscedasticity: Nature-Consequences Detection and Remedial Measures- Autocorrelation: Nature, Consequences, Detection and Remedial Measures. | 15 |
| IV | **Functional Forms and Dummy Variables**<br>Regression through the origin - Double Log Model – Measurement of Elasticity – Semi log model – Measurement of Growth.<br>Dummy Variables – ANOVA and ANCOVA Models – Dummy Variable Trap – Uses – Interaction Effects – Structural Changes – Seasonal Variations – Piecewise Linear Regression.<br>Autoregressive and Distributed Lag Model – Ad Hoc Method of Estimation – Koyck Transformation – Mean and Median Lag. | 15 |

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| V | **Simultaneous Equation Model** <br> Simultaneous Equation Model:Definition and Examples – Simultaneous Equation Bias – Structural and Reduced Form Equations – Identification – Rank and Order Condition – Indirect Least Square Estimation – Two Stage Least Square Estimation. | 15 |
|---|---|---|
| | **Total** | **75** |

| | Course Outcomes | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the importance of Econometrics. | PO1,PO3 |
| 2 | Describe the estimation techniques of measuring relationship among economic variables. | PO1,PO3 |
| 3 | Develop the skill of interpretation. | PO3,PO8 |
| 4 | Construct models in the testing of theories. | PO2, PO3, PO7 |
| 5 | Apply real data for policy suggestions. | PO2,PO3,PO8 |
| | **Textbooks** | |
| 1 | Gujarathi, D. M. (2022). Gujarati: Basic Econometrics. McGraw-hill. | |
| 2 | Ramanathan, R. (1992). Introductory econometrics with applications. Dryden Press. | |
| 3 | MaddallaG.S.(2001) Introduction to Econometrics, Third Edition,Wiley India | |
| 4 | Koutsoyiannis. "A, Theory of Econometrics", Palgrave, Delhi. | |
| 5 | M.Wooldridge, "Introductory Econometrics: A Modern Approach", Jeffery 5th Edition 2013. | |
| | **Reference Books** | |
| 1. | Dominick Salvatore and Derrick Reagle, Statistics and Econometrics, Tata McGraw Hill (Schaum's Series). | |
| 2. | Damodar, N. (2009). Basic Econometrics Fifth Edition. McGraw-Hill. | |
| 3. | Moody, C. (2009). Basic econometrics with STATA. Economics Department. College of William and Mary. | |
| 4. | Johnson Jr, A. C., Johnson, M. B., & Buse, R. C. (1987). Econometrics: Basic and applied. New York. | |
| 5. | Hill, R. C., Griffiths, W. E., & Lim, G. C. (2018). Principles of econometrics. John Wiley & Sons. | |
| | **Web Resources** | |
| 1. | https://nptel.ac.in/courses/111104072 | |
| 2. | http://home.iitk.ac.in/~shalab/onlinecoursematerial | |
| 3. | https://nou.edu.ng/coursewarecontent/ECO%20355_0.pdf | |
| 4. | https://www.economtericssociety.org | |
| 5. | https://economicsnetwork.ac.uk | |

**Mapping with Programme Outcomes:**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 14 | 14 | 14 | 15 | 15 | 14 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 3.0 | 2.8 | 3.0 | 3.0 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 2 | 3 | 3 |
| **CO3** | 3 | 3 | 2 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 2 |
| **CO5** | 3 | 2 | 3 | 2 | 2 |
| **Weightage** | 15 | 14 | 11 | 14 | 13 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 2.8 | 2.2 | 2.8 | 2.6 |

**S-Strong-3    M-Medium-2  L-Low-1**

# THIRD YEAR - SEMESTER -VI

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **BEHAVIOURAL ECONOMICS** | **Major Elective-VII** | 5 | | | | 3 | 5 | 25 | 75 | 100 |

| | Learning Objectives |
|---|---|
| C1 | To provide an overview of Behavioural Economics |
| C2 | To apply behavioural approaches to economic Problems |
| C3 | To know the nature and components of mental accounting |
| C4 | To impart knowledge on how people's behaviour influence Decision Making. |
| C5 | To analyze the Behavioural Economic Models. |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>History and Evolution of Behavioural Economics - Neoclassical Concept and Criteria for Economic Rationality - Causes of irrationality – Herbert Simon -Bounded Rationality Methods used in Behavioural Economics | 15 |
| II | **Heuristics & Biases**<br>Advantages and Disadvantages of Heuristics -   Availability Heuristic - Anchoring Heuristic - Representative Heuristic - Self Evaluation Biases and Projection Bias | 14 |
| III | **Animal Spirits and its impact on Economic Decisions**<br>Confidence – Its feedback mechanism that amplifies disturbances - Fairness – Its influence in setting wages and prices - Corruption and Antisocial behaviour - Money Illusion – Improper interpretation of inflation and deflation | 15 |
| IV | **Prospect Theory**<br>Conventional approaches to modifying Expected Utility theory - Prospect theory and Endowment effect - Reference points and Loss Aversion - Shape of the utility function - Decision weighting | 16 |
| V | **Mental Accounting**<br>Nature and Components of mental accounting - Framing and Editing - Budgeting and Fungibility - Choice Bracketing and Dynamics | 15 |
| | **Total** | **75** |

| Course Outcomes | | Programme Outcome |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the flexibility and limitations of the economic approach to modelling behaviour and demonstrate knowledge of the evolution and methods used in behavioural economics | PO1,PO3 |
| 2 | Identify ways in which individuals are systematically irrational | PO1,PO2 |
| 3 | Know how to use existing behavioural models to understand new economic phenomena and analyse how deviations in rationality impact economic decisions. | PO2,PO3 |
| 4 | Apply Prospect Theory to understand how people make decisions when presented with alternatives that involve risk, probability and uncertainty. | PO3,PO4,PO7 |
| 5 | Understand and apply in policy the different aspects of the concept of mental accounting | PO3,PO7,PO8 |
| **Textbooks** | | |
| 1 | Phillip Corr and AnkePlagnolBehavioral Economics: The Basics 1st Edition, Kindle Edition, Routledge, 2018 | |
| 2 | Dan Ariely Predictably Irrational: The Hidden Forces That Shape Our Decisions, Harper Collins, 2009. | |
| 3 | David CorrellBehavioral Economics: Psychology, Neuroscience, and The Human Side of Economics (Hot Science) Icon Books Ltd, 2021 | |
| 4 | SanjitDhami,The Foundations of Behavioral Economic Analysis, Oxford University Press,2016 | |
| 5 | Brandon Lehr, "Behavioral Economics Evidence, Theory, and Welfare", Talyor & Francis, 2021 | |
| **Reference Books** | | |
| 1. | Nick Wilkinson and Matthias Klaes (2012) An Introduction to Behavioural Economics 2nd Edition, Palgrave Macmillan, London | |
| 2. | David R. Just(2014), Introduction to Behavioural Economics, Wiley Publication, New Jersey | |
| 3. | Colin F.Camerer, George Loewenstein and Matthew Rabin(2003) Advances in Behavioural | |
| 4. | Frank Robert H (2015), Microeconomics and Behaviour, McGraw Hill Education, New York, 2015 | |
| 5. | Thaler, Richard H (2016) The Making of Behavioural Economics - Misbehaving, WW Norton & Co, Penguin, London | |

| **Web Resources** | |
|---|---|
| 1. | www.behavioraleconomics.com/BEGuide2017.pdf |
| 2. | academic.oup.com/restud/pages/behavioral_economics |
| 3. | https://www.behavioraleconomics.com/ |
| 4. | https://www.exploring-economics.org/en/orientation/behavioral-economics/ |
| 5. | https://www.povertyactionlab.org/ |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Weightage | 14 | 15 | 14 | 14 | 15 | 15 | 15 | 15 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 3.0 | 2.8 | 3.0 | 3.0 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2 L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 2 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 3 | 3 | 2 | 2 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 15 | 15 | 14 | 12 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 2.8 | 2.4 | 2.4 |

**S-Strong-3    M-Medium-2  L-Low-1**

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **FINANCIAL MARKETSAND INSTITUTIONS** | **Major Elective-VIII** | 5 | | | | 3 | 5 | 25 | 75 | 100 |
| | | | | | | | | | | | |
| **Learning Objectives** | | | | | | | | | | | |
| C1 | To know the indicators of financial development. | | | | | | | | | | |
| C2 | To understand the various financial institutions and its operations in India | | | | | | | | | | |
| C3 | To probe the role of banks in the financial operations and its regulations | | | | | | | | | | |
| C4 | To analyse the Financial Institutions in India and its influence on Indian Economy. | | | | | | | | | | |
| C5 | To impart knowledge on Exchange Markets and its aspects. | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | **No. of Hours** |
| I | **Introduction**<br>Introduction to Financial System and Economic Development - Indicators of Financial Development, Concepts Related to Financial Markets and Institutions - Concept of Risk -Types of Return and Yield | | | | | | | | | | 15 |
| II | **Financial Institutions – I**<br>Commercial Banking - Role of Banks – NPAs - Risk Management in Banking– International Banking - Financial Regulations and Regulatory Institutions in India - RBI, SEBI, IRDA, PFRDA - Corporate Governance and SEBI. | | | | | | | | | | 15 |
| III | **Financial Institutions – II**<br>Financial Institutions – Provident Fund, Pension Fund, Insurance Companies - Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds.<br>Bond Market: Bond Features, Bond Price Volatility, Government Security Market, Corporate Bond Market, Public Sector Undertaking Bonds. | | | | | | | | | | 12 |
| IV | **Derivatives Market**<br>Classification of Stock Market and Securities – IPO, Stock Exchanges, Stock Market Indices, Derivatives Market - Types of Derivatives. | | | | | | | | | | 15 |
| V | **Exchange Market**<br>Foreign Exchange Market - Foreign Exchange Market Structure - Risk Management in Foreign Exchange Market - Exchange Rate Determination - Foreign Capital – FDI & FII, Central Bank Intervention in Foreign Exchange Market. | | | | | | | | | | 18 |
| **Total** | | | | | | | | | | | **75** |

| | Course Outcomes | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will be able to | |
| 1 | Understand the role and importance of the Indian Financial Market. | PO1 |
| 2 | Analyse the importance of Commercial Banks | PO1 |
| 3 | Understand and analyse the mechanics and regulation of financial instruments and determine how the value of stocks, bonds, and securities are calculated. | PO2,PO3 |
| 4 | Evaluate the performance of Derivative Market. | PO2,PO3 |
| 5 | Analyse the Foreign Exchange Market. | PO2,PO3 |
| **Textbooks** | | |
| 1 | Saunders, A., Cornett, M. M., &Erhemjamts, O. (2012). Financial Marketsand Institutions. McGraw-Hill/Irwin. | |
| 2 | Mishkin, F. S., & Eakins, S. G. (2006). Financial Marketsand Institutions. Pearson Education India. | |
| 3 | Frederic, S. (2000). Financial Markets and Institutions. Pearson Education India. | |
| 4 | Maureen Burton, Reynold F. Nesiba, Bruce Brown, "An Introduction to Financial Markets and Institutions",Talyor & Francis, 2015 | |
| 5 | Dr.F.C Sharma, " Financial Markets, Institutions and Services" SBPD Publications, 2021 | |
| **Reference Books** | | |
| 1. | Megginson, W. L. (2005). The Financial Economics of Privatization. Oxford University Press on Demand. | |
| 2. | Burton, M., Nesiba, R. F., & Brown, B. (2015). An introduction to FinancialMarkets and Institutions. Routledge. | |
| 3. | Jones, F. M. (2014). Foundations of Financial Markets and Institutions. Pearson Education. | |
| 4. | Bhole, L. M. (2004). Financial Institutions and Markets: Structure, Growth And Innovations, *4e*. Tata McGraw-Hill Education. | |
| 5. | Dr.Gurusamy.S (2018), Financial Markets and Institutions,Mc Graw Hill Education India. | |
| **Web Resources** | | |
| 1. | https://www.rbi.org.in | |
| 2. | https://www.nseindia.com | |
| 3. | https://www.sebi.gov.in | |
| 4. | https://dpiit.gov.in/foreign-direct-investment/foreign-direct-investment-policy | |
| 5. | https://fifp.gov.in/ | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Weightage | 15 | 15 | 14 | 14 | 15 | 15 | 15 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 3.0 | 3.0 | 2.8 | 3.0 | 3.0 | 2.8 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 3 | 2 | 2 |
| **CO2** | 3 | 3 | 3 | 2 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 13 | 14 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 3 | 3 | 2.6 | 2.8 |

**S-Strong-3    M-Medium-2  L-Low-1**

# THIRD YEAR - SEMESTER -VI

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **URBAN ECONOMICS** | **Major Elective - VIII** | 5 | | | | 3 | 5 | 25 | 75 | 100 |
| | | | | | | | | | | | |
| **Learning Objectives** | | | | | | | | | | |
| C1 | To know the scope of Urban Economics, urban structure and urban growth. | | | | | | | | | | |
| C2 | To understand the basic economic principles in Urban Economics. | | | | | | | | | | |
| C3 | To describe the various urban infrastructures and its functions | | | | | | | | | | |
| C4 | To provide understanding about urbanization and its aspects. | | | | | | | | | | |
| C5 | To familiarize the students about migration and its relevance in urban development. | | | | | | | | | | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br>Definition of Urban Economics- Nature and Scope of Urban Economics - Density, Urbanization - Definition of a City and Metropolitan area - Urban structure and Urban growth. | 15 |
| II | **Concept, Causes and Problems of Urbanisation**<br>Urbanization – Concept– Urban Morphology - Causes and Issues of Urbanization- Sustainable Urbanization. | 15 |
| III | **Urban Infrastructure**<br>Urban Infrastructure- Transportation – Electricity - Water Supply - Slums, Housing and Urban Renewal -Public Health. | 16 |
| IV | **Migration Theories**<br>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. | 14 |
| V | **Policies for Urban Development**<br>Policies and Programmes for Urban development - Measures to Control Urban Growth - Integrated Development of Small and Medium Towns- Smart Cities in India | 15 |
| | **Total** | **75** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Acquire knowledge on the subject matter of Urban Economics | PO1 |
| 2 | Gain Knowledge on Urbanization and its Impact | PO1,PO2 |
| 3 | Understand and analyse the Urban Infrastructure | PO1,PO2 |
| 4 | Analyze the impact of Migration | PO2,PO4 |
| 5 | Apply various ideas and policies in Urban Economics. | PO4 |
| **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). | |

| **Web Resources** | |
|---|---|
| 1. | https://smartcities.gov.in/ |
| 2. | http://www.moud.in/ |
| 3. | https://urbaneconomics.org/ |
| 4. | https://www.iom.int/ |
| 5. | https://refugeesmigrants.un.org/ |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Weightage | 15 | 14 | 14 | 14 | 15 | 15 | 15 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 3.0 | 3.0 | 2.8 | 3.0 | 3.0 | 3.0 | 3.00 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 2 | 3 | 2 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 3 |
| **CO3** | 3 | 3 | 2 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |
| **Weightage** | 15 | 14 | 2 | 13 | 15 |
| **Weighted percentage of Course Contribution to PSOs** | 3 | 2.8 | 2.4 | 2.6 | 3 |

**S-Strong-3     M-Medium-2  L-Low-1**

# THIRD YEAR - SEMESTER -VI

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | CIA | External | Total |
| | **SALESMANSHIP** | SEC | | | | | 2 | | - | 100 | 100 |

| | Learning Objectives | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| C1 | To understand the concept of salesmanship | | | | | | | | | | |
| C2 | To recognize the duties of sales manager. | | | | | | | | | | |
| C3 | To acquire knowledge on important personality traits. | | | | | | | | | | |
| C4 | To know the various methods of acquiring product knowledge. | | | | | | | | | | |
| C5 | To gain knowledge on effective presentation and demonstration of products. | | | | | | | | | | |

| UNIT | Contents | No. of Hours |
|---|---|---|
| I | **Introduction**<br><br>Salesmanship - Definition –Is salesmanship a Science, an Art or a Profession? - Creative Salesmanship and Competitive Salesmanship - Sales Organization – Organisation of Sales Department. | 6 |
| II | **Sales Manager**<br><br>Duties of sales manager – Sales supervision – Salesman's report - Selection and Training of Salesmen. | 6 |
| III | **Sales**<br><br>Sales territories – Sales Quotas – Sales personality - Important personality Traits. | 6 |
| IV | **Product Knowledge**<br><br>Knowledge of goods – Methods of acquiring product knowledge – Need for product knowledge - Important Buying motives. | 6 |
| V | **Effective sales**<br><br>Effective presentation - Demonstration- Overcoming the objections - Closing the sales. | |
| | **Total** | **30** |

| Course Outcomes | | Programme Outcomes |
|---|---|---|
| CO | On completion of this course, students will | |
| 1 | Understand the significance of Salesmanship in an organisation. | PO1,PO3 |
| 2 | Describe the duties and responsibilities of sales manager. | PO1,PO3 |
| 3 | Get better personality traits for success. | PO3,PO8 |
| 4 | Realize the need for product knowledge and apply different methods to acquire product knowledge. | PO2, PO3, PO7 |
| 5 | Know the technique of closing the sales successfully and apply it in real life. | PO2,PO3,PO8 |
| **Textbooks** | | |
| 1 | Dr.Rajan Nair(2020), Marketing, Sultan Chand and Sons. | |
| 2 | Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited | |
| 3 | Chandorkar Rajendra, Basic Salesmanship, Notion Press | |
| 4 | Brian Tracy, " Sales Management", Kindle Edition, 2018 | |
| 5 | Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, "Principles of Marketing", Pearson, 2017 | |
| **Reference Books** | | |
| 1. | P.K.Sahu & K.C.Raut, Salesmanship and Sales Management, Sangam Books Ltd., | |
| 2. | Pillai, R.S.N and Bhagvathi (2010), Modern Marketing Principles and Practices. S Chand &CoLtd., | |
| 3. | Dr.C. B.Gupta, Dr.N.Rajan Nair(2020), Marketing Management ,Sultan Chand &Sons. | |
| 4. | C.L. Tyagi, Arun Kumar, Sales Management, Atlantic Publishers & Dist, 2004 | |
| 5. | Dr.C.B. Mamoria, Pradeep Jain, Priti Mitra, (2013), Theory and Practice of Marketing, KitabMahal | |
| **Web Resources** | | |
| 1. | https://www.marketing91.com/salesmanship/ | |
| 2. | https://www.indeed.com/career-advice/career-development/qualities-sales-manager | |
| 3. | https://www.varicent.com/blog/what-is-sales-territory-and-quota-planning | |
| 4. | https://www.docebo.com/glossary/product-knowledge/ | |
| 5. | for https://blog.hubspot.com/sales/sales-closing-techniques-and-why-they-work | |

**Mapping with Programme Outcomes:**

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|---|---|---|---|---|---|---|---|
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| **CO 5** | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 14 | 15 | 14 | 14 | 12 | 14 | 13 |
| Weighted percentage of course contribution to POS | 2.8 | 2.8 | 3.0 | 2.8 | 2.8 | 2.4 | 2.8 | 2.6 |

**S-Strong-3    M-Medium-2  L-Low-1**

**Level of Correlation between PSO's and CO's**

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|
| **CO1** | 3 | 3 | 2 | 3 | 3 |
| **CO2** | 2 | 3 | 2 | 2 | 3 |
| **CO3** | 3 | 3 | 2 | 2 | 2 |
| **CO4** | 3 | 2 | 3 | 2 | 2 |
| **CO5** | 3 | 2 | 3 | 2 | 2 |
| **Weightage** | 14 | 13 | 12 | 11 | 12 |
| **Weighted percentage of Course Contribution to PSOs** | 2.8 | 2.6 | 2.4 | 2.2 | 2.4 |

**S-Strong-3    M-Medium-2  L-Low-1**