

DEPARTMENT OF ECONOMICS

UG

SYLLABUS

2023-2024



KUNTHAVAI NAACCHIYAAR GOVERNMENT ARTS COLLEGE FOR WOMEN

An Autonomous College Affiliated to Bharathidasan University
Re-Accredited by NAAC with 'B' Grade
Thanjavur -613 007, Tamil Nadu, India.



TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION

Scheme of Instruction and Syllabus for
ECONOMICS

(I to VI Semester)

Effective from 2023 - 2024 and onwards

DEPARTMENT OF ECONOMICS
THREE YEARS UNDERGRADUATE PROGRAMME

KUNTHAVAI NAACCHIYAAR GOVERNMENT ARTS COLLEGE
FOR WOMEN(A),
THANJAVUR.



I VISION

Develop uniqueness from this course through unbiased approach to ideologies and realms of Knowledge

II MISSION

To achive excellence in economics through teaching research and service.



CHOICE BASED CREDIT SYSTEM AND LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK BASED B.A. ECONOMICS SYLLABUS	
Programme:	B.A. Economics
Programme Code:	
Duration:	3 Years(UG)
Programme Outcomes:	<p>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.</p> <p>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.</p> <p>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.</p> <p>PO4: Communication and Research Skills: Communication and Research related 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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>
Programme Specific Outcomes:	<p>PSO 1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

	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	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	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	4	6
Part 2. English	3	6	Part 2. English	3	6	Part 2. English	3	6	Part 2. English	3	6	5.2 Core Course - CC X	4	5	6.2 Core Course - CC XIV	4	6
1.3 Core Course - CC I	5	5	2.3 Core Course - CC III	5	5	3.3 Core Course - CC V	5	5	4.3 Core Course - CC VII Core-Industry Module	5	5	5.3 Core Course - CC XI	4	5	6.3 Core Course - CC XV	4	6
1.4 Core Course - CC II	5	5	2.4 Core Course - CC IV	5	5	3.4 Core Course - CC VI	5	5	4.4 Core Course - CC VIII	5	5	5.4 Core Course - Project with viva-voce - CC XII	4	5	6.4 Elective - VII General/Discipline Specific	3	5
1.5 Elective I General/Discipline Specific	3	4	2.5 Elective II General/Discipline Specific	3	4	3.5 Elective III General/Discipline Specific	3	4	4.5 Elective IV General/Discipline Specific	3	3	5.5 Elective V General/Discipline Specific	3	4	6.5 Elective VIII General/Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	2	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI General/Discipline Specific	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement - (Foundation Course)	2	2	2.7 Skill Enhancement Course - SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
						3.8 E.V.S.	-	1	4.8 E.V.S.	2	1	5.8 Summer Internship/Industrial Training	2				
	23	30		23	30		22	30		25	30		26	30		31	30
Total - 140 Credits																	



COURSE STRUCTURE

NTHAVAI NAACHIYAAR GOVT ARTS COLLEGE FOR WOMEN (AUTONOMOUS)
B.A ECONOMICS COURSE STRUCTURE UNDER
TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION



(FOR THE CANDIDATES ADMITTED FROM THE ACADAMIC YEAR 2023-2024)

Part	Course Type	Subject Code	Title of the Paper	Hours	Credit	Exam Duration	Max Marks		Total Hours
							CIA	EXT	
I	LC1	23K1T1	Tamil	6	3	3	25	75	100
II	ELEC1	23K1E1	English	6	3	3	25	75	100
III	CC I	23K1EC01	MicroEconomics-I	5	5	3	25	75	100
	CC II	23K1EC02	StatisticsforEconomics - I	5	5	3	25	75	100
	EC I	23K1ECECEC1:1	Fundamentals of managements	4	3	3	25	75	100
23K1ECECEC1:2		Introduction to Sociology							
IV	SEC1	23K1ECSEC1	Demography	2	2	3	25	75	100
	SEFC	23K1ECFC	Business Communication	2	2	3	25	75	100
Total				30	23	-	-	-	700
I	LC2	23K2T2	Tamil	6	3	3	25	75	100
II	ELEC2	23K2E2	English	6	3	3	25	75	100
III	CC III	23K2EC03	MicroEconomics-II	5	5	3	25	75	100
	CC IV	23K2EC04	StatisticsforEconomics - II	5	5	3	25	75	100
	ECII	23K2ECECEC2:1	History of Economic Thought	4	3	3	25	75	100
23K2ECECEC2:2		Introduction of E- Commerce							
IV	SEC 2	23K2ECSEC2	Economics for Investor	2	2	3	25	75	100
	SEC 3	23K2ECSEC3	Computer Application in Economics	2	2	3	25	75	100
Total				30	23	-	-	-	700
I	LC3	23K3T3	Tamil	6	3	3	25	75	100
II	ELEC3	23K3E3	English	6	3	3	25	75	100
III	CC V	23K3EC05	Macroeconomics-I	5	5	3	25	75	100
	CC VI	23K3EC06	Mathematics for Economics	5	5	3	25	75	100
	EC III	23K3ECECEC3:1	Principles of Marketing	4	3	3	25	75	100
23K3ECECEC3:2		Economics of Tourism							
IV	SEC 4	23K3ECSEC4	Event management (Entrepreneurial skills)	1	1	3	25	75	100
	SEC 5	23K3ECSEC5	Entrepreneurial Development	2	2	3	25	75	100
	EVS		Environmental Studies	1	-	-	-	-	-
	ECC1	23K3ECECC1:1	Self study	-	3	-	-	100	100
		23K3ECECC1:2	Mooc	-	-	-	-	-	-
ECC 2	23K3ECECC2	Add on course	-	4	-	-	-	-	
Total				30	22	-	-	-	700

I	LC4	23K4T4	Tamil	6	3	3	25	75	100
II	ELEC4	23K4E4	English	6	3	3	25	75	100
III	CC VII	23K4EC07	MacroEconomics-II	5	5	3	25	75	100
	CC VIII	23K4EC08	Indian Economy	5	5	3	25	75	100
	EC IV	23K4ECECEC4:1	Research Methods in Economics	3	3	3	25	75	100
		23K4ECECEC4:2	Health Economics						
IV	SEC 6	23K4ECSEC6	Basic Accountancy	2	2	3	25	75	100
	SEC 7	23K4ECSEC7	Modern Banking and Insurance	2	2	3	25	75	100
	ES	23K4EVS	Environmental Studies	1	2	3	25	75	100
	ECC 3	23K4ECECC3:1	Self study	-	3	3	-	100	100
		23K4ECECC3:2	Mooc	-		-	-	-	
Total				30	25				800
III	CC IX	23K5EC09	Monetary Economics	5	4	3	25	75	100
	CC X	23K5EC10	Fiscal Economics	5	4	3	25	75	100
	CC XI	23K5EC11	Industrial Economics	5	4	3	25	75	100
	CC XII	23K5EC12	Environmental Economics	5	4	3	25	75	100
	EC V	23K5ECECEC5:1	1. Tamil Nadu Economy	4	3	3	25	75	100
		23K5ECECEC5:2	2. Managerial Economics						
	EC VI	23K5ECECEC6:1	1. Operations Research	4	3	3	25	75	100
23K5ECECEC6:2		2. Gender Economics							
IV	VE	23K5VE	Value Education	2	2	3	25	75	100
		23K5I	Summer Internship/Industry Training	-	2	-	-	-	-
Total				30	26				700
III	CC XIII	23K6EC13	International Economics	6	4	3	25	75	100
	CC XIV	23K6EC14	Development Economics	6	4	3	25	75	100
	CC XV	23K6EC15	Agricultural Economics	6	4	3	25	75	100
	EC VII	23K6ECECEC7:1	Basic Econometrics	5	3	3	25	75	100
		23K6ECECEC7:2	Behavioural Economics						
	EC VII	23K6ECECEC8:1	Financial Markets and Institutions	5	3	3	25	75	100
23K6ECECEC8:2		Urban Economics							
IV	PCS	23K6ECSEC8	General Studies for Competitive Examinations	2	2	3	25	75	100
		23K6EA	Extension Activity	-	1				
Total				30	21				600
TOTAL 140 CREDIT + Extra Credit Maximum 10				180	140				4200



V. ELECTIVES

Economics - List of Elective Courses 2023-2024

<i>Semester I</i>	Generic Elective I	Code	<i>Semester V</i>	Discipline Specific Elective V	Code
EC I	Fundamentals of Management	23K1ECECEC1:1	EC V	Tamil Nadu Economy	23K5ECECEC5:1
	Introduction to Sociology	23K1ECECEC1:2		Managerial Economics	23K5ECECEC5:2
<i>Semester II</i>	Generic Elective II	Code	EC VI	Operation Research	23K5ECELEC6:1
EC II	History of Economic Thought	23K2ECECEC2:1		Gender Economics	23K5ECELEC6:2
	Introduction of E-commerce	23K2ECECEC2:2	VE	Value Education	23KSVE
<i>Semester III</i>	Generic Elective I	Code	<i>Semester VI</i>	Discipline Specific Elective VII	Code
EC III	Principles of Marketing	23K3ECECEC3:1	EC VII	Basic Econometrics	23K6ECECEC7:1
	Economics of Tourism	23K3ECECEC3:2		Behavioural Economics	23K6ECECEC7:2
<i>Semester IV</i>	Generic Elective IV	Code	EC VIII	Financial Markets and Institution	23K6ECECEC 8:1
EC IV	Research Methods in Economics	23K4ECECEC4:1		Urban Economics	23K6ECECEC 8:2
	Health Economics	23K4ECECEC4:2	<i>Semester VI</i>	Discipline Specific Elective VII	
				Extension Activity	23K6EA



VI. SKILL COURSE

Economics - List of Skill Enhancement Course & Skill Enhancement Foundation Course 2023-2024

<i>Semester I</i>	Skill Enhancement Course (NME) I	Code	<i>Semester I</i>	Skill Enhancement Foundation Course	Code
SEC 1	Demography	23K1ECSEC1	SEFC	Business Communication	23K1ECFC
<i>Semester II</i>	Skill Enhancement Course (NME) II		<i>Semester III</i>	Skill Enhancement Course	
SEC 2	Economics for Investor	23K2ECSEC2	EVS	Environmental Studies	23K3ES
SEC 3	Computer Application in Economics	23K2ECSEC3	<i>Semester IV</i>	Skill Enhancement Course	
<i>Semester III</i>	Skill Enhancement Course		EVS	Environmental Studies	23K4ES
SEC 4	Event Management (Entrepreneurial Skill)	23K3ECSEC4	<i>Semester VI</i>	Professional Competency Skill	
SEC 5	Entrepreneurial Development	23K3ECSEC5	PCS	General Studies for Competitive Examinations	23K6ECSECS
<i>Semester IV</i>	Skill Enhancement Course				
SEC 6	Basic Accountancy	23K4ECSEC6			
SEC 7	Modern Banking and Insurance	23K4ECSEC7			



CREDITS

Course	Course Title	No. of Courses	Instruction Hours	Credits
Part I	Tamil	4	24	12
Part II	English	4	24	12
Part III	Core Course	15	78	68
	EC	8	33	24
	SEFC	1	2	2
	SEC	7	13	13
	EVS	1	2	2
	Value Education	1	2	2
	Extension Activities	1	0	1
	Internship	1	0	2
	Gender studies for Competitive Examination	1	2	2
	Total	44	180	140



VII. SEMESTER - WISE COURSE STRUCTURE

Semester	Course	Total Courses	Ins. Hr/ week	Credit
I	LC1, ELC1, CC1, CC2, EC I, SEC1, SEFC	7	30	21
II	LC2, ELC2, CC3, CC4, ECII, SEC 2, SEC 3	7	30	21
III	LC3, ELEC3, CC5, CC6, EC III, SEC4, SEC5, ES	7	30	21
IV	LC4, ELEC4, CC7, CC8, EC IV, SEC6, SEC7, ES	8	30	22
V	CC9, CC10, CC11, CC12, EC V, EC VI, VE ,+ INTENSHIP	8	30	30
VI	CC13, CC14, CC15, ECVII, ECVIII, PCS + Ext Act	7	30	25
	TOTAL	44	180	140



VIII. CONTINUOUS INTERNAL ASSESSMENT SYSTEM

	Maximum	Components			Passing Minimum
		Attendance	CIA	Seminar/Assignment	
Theory	25	05	15	05	10

* Department specific

IX. QUESTION PATTERN

	Part A	Part B	Part C
Semester Exam: Theory (75)	20X1=20 (Answer All)	5 X5=25 (Internal choice)	3X10=30 (Open choice)
Semester Exam: SBCTheory (75)	5X5=25 (Internal choice)	5X10=50 (Open choice)	-
CIA Exam: Theory (50)	10X1=10 (Answer All)	4 X5=20 (Internal choice)	2X10=20 (Open choice)
CIA SBCTheory (50)	4 x5=20 (Internal choice)	3X10=30 (Open choice)	-
Model Exam Theory (75)	20X1=20 (Answer All)	5 X5=25 (Internal choice)	3X10=30 (Open choice)

* Department specific



BLOOMLEVE L	No.OfQuestions(Sections)			Total Marks	%ofMarks
	A	B	C		
I.Remembering	12			12	50
II.Understanding	08	4	2	48	
III.Applying	-		2	20	33
IV.Analyzing	-	4		20	
V.Evaluating	-		1	10	17
VI. Creating	-	2		10	
TotalQuestions	20	10	5	120	100



**X. QUESTION ALLOCATION AND BLOOMS TAXONOMY FOR
(DIRECT) ASSESSMENT**

Unit	Section & Marks	Question Number	Blooms Level	Action Verbs
I	A(1mark)	1-4	I/ II	<p><i>Level I: Choose, Define, Find, How, Label, List, Match, Name, Select, Show, Tell, What, When, Where, Which, Who, Why</i></p> <p><i>Level II: Classify, Compare, Contrast, Demonstrate, Explain, Extend, Illustrate, Infer, Interpret, Outline, Relate, Show, Summarize, Translate</i></p> <p><i>Level III: Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize</i></p> <p><i>Level IV: Analyze, Assume, Categorize, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme</i></p> <p><i>Level V: Agree, Appraise, Assess, Award, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value</i></p> <p><i>Level VI: Adapt, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, Makeup, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory</i></p>
	B(5mark)	21(a) and (b)	I/ II	
	C(10mark)	26	I/ II	
II	A(1mark)	5-8	I/ II	<p><i>Level III: Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize</i></p> <p><i>Level IV: Analyze, Assume, Categorize, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme</i></p> <p><i>Level V: Agree, Appraise, Assess, Award, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value</i></p> <p><i>Level VI: Adapt, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, Makeup, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory</i></p>
	B(5mark)	22(a) and (b)	I/ II	
	C(10mark)	27	I/ II	
III	A(1mark)	9-12	I/ II	<p><i>Level III: Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize</i></p> <p><i>Level IV: Analyze, Assume, Categorize, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme</i></p> <p><i>Level V: Agree, Appraise, Assess, Award, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value</i></p> <p><i>Level VI: Adapt, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, Makeup, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory</i></p>
	B(5mark)	23(a) and (b)	III/IV	
	C(10mark)	28	III/IV	
IV	A(1mark)	13-16	I/ II	<p><i>Level III: Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize</i></p> <p><i>Level IV: Analyze, Assume, Categorize, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme</i></p> <p><i>Level V: Agree, Appraise, Assess, Award, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value</i></p> <p><i>Level VI: Adapt, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, Makeup, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory</i></p>
	B(5mark)	24(a) and (b)	III/IV	
	C(10mark)	29	V/ VI	
V	A(1mark)	17-20	I/ II	<p><i>Level III: Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize</i></p> <p><i>Level IV: Analyze, Assume, Categorize, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme</i></p> <p><i>Level V: Agree, Appraise, Assess, Award, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value</i></p> <p><i>Level VI: Adapt, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, Makeup, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory</i></p>
	B(5mark)	25(a) and (b)	V/ VI	
	C(10mark)	30	V/ VI	



XI. TEACHING METHODOLOGY ADOPTED: **(DEPARTMENT SPECIFIC)**

Department may adopted at least a 20 % of ICT enabled classes out of total hours of each course work and proper documents (*Date, Hour, Course and unit, name of the faculty and sign of the representative student*) to be maintained for the same

XII. OUTLINE OF LEARNING OUTCOMES- BASED CURRICULUM FRAMEWORK (LOCF)

(All the following categories of courses will be given with definition, procedure and system of implementation)

1. **LC** : Language Course (Part I)
2. **ELC** : English Language Course (Part II)
3. **CC** : Core Course
4. **EC** : Elective Course
5. **SEFC** : Skill Enhancement Foundation Course
6. **SEC** : Skill Enhancement Course
7. **ES** : Environmental Studies
8. **VE** : Value Education
9. **EA** : Extension activities
10. **I** : Internship
11. **PCS** : Gender Studies for Competitive Examination





(A) Addon Course:

- Add-on Certificate Courses with 10-30 contact hours conducting by Course Coordinator of the department/College

External or Internal Internship: 2 weeks During Month of March-April Executed by Internship Coordinator through Internal guide

OR

Field work: Can be a field study / industrial visit During Month of March - April Executed by Internship Coordinator through internal guide with submitting a 10 to 15 page report.

QUESTION BLUEPRINT (75 Marks)

Q.No	Unit	Blooms Level
<i>Part A</i>		
1	1	Remembering I / Understanding II
2	1	Remembering I / Understanding II
3	1	Remembering I / Understanding II
4	1	Remembering I / Understanding II
5	II	Remembering I / Understanding II
6	II	Remembering I / Understanding II
7	II	Remembering I / Understanding II
8	II	Remembering I / Understanding II
9	III	Remembering I / Understanding II
10	III	Remembering I / Understanding II
11	III	Remembering I / Understanding II
12	III	Remembering I / Understanding II
13	IV	Remembering I / Understanding II



14	IV	RememberingI /UnderstandingII
15	IV	RememberingI /UnderstandingII
16	IV	RememberingI /UnderstandingII
17	V	RememberingI /UnderstandingII
18	V	RememberingI /UnderstandingII
19	V	RememberingI /UnderstandingII
20	V	RememberingI /UnderstandingII
Part B		
21(a)	I	RememberingI /UnderstandingII
(b)	I	RememberingI /UnderstandingII
22(a)	II	RememberingI /UnderstandingII
(b)	II	RememberingI /UnderstandingII
23(a)	III	ApplyingIII /AnalyzingIV
(b)	III	ApplyingIII /AnalyzingIV
24(a)	IV	ApplyingIII /AnalyzingIV
(b)	IV	ApplyingIII /AnalyzingIV
25(a)	V	CreatingV /EvaluatingVI
(b)	V	CreatingV /EvaluatingVI
Part C		
26	I	RememberingI /UnderstandingII
27	II	RememberingI /UnderstandingII
28	III	ApplyingIII /AnalyzingIV
29	IV	ApplyingIII /AnalyzingIV
30	V	CreatingV /EvaluatingVI

MICRO ECONOMICS –I

COURSE CODE:23K1EC01

Credit: 5

Hours/Week: 5

Medium of Instruction: Tamil / English

Course Objectives

- Equip the economic behaviours of individual units of the society.
- To describes the consumer behaviour and utility analysis.
- To impart knowledge on demand and supply concepts
- To identify the relevance of Production and returns to scale of Production
- To know the costs and profit maximisation



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the meaning of basic concepts and the need for the study of Microeconomics	PO1,PO2
CO2	Evaluate the Types of Utility and Consumer Behaviour.	PO2,PO3
CO3	Acquire knowledge on various market equilibrium, Demand and Supply Functions.	PO1,PO2
CO4	To understand the meaning of Production Functions	PO1
CO5	To understand the theory of firms, Cost and Revenue	PO1

UNIT I Basic Concepts

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.

UNIT II Utility Analysis

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

UNIT III Demand and Supply Analysis

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

UNIT IV Production Analysis

Production Function – Law of Variable Proportions – Laws of Returns to Scale – Iso-quant's – Types of Production Function – Cobb – Douglas and Constant Elasticity of Substitution (CES) – Production Function – Economies and Diseconomies of Scale

UNIT V Cost and Revenue Concepts

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.

Textbooks

1. Robert Pindyck and Daniel L. Rubinfeld, (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), Principles of 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. <https://www.tutor2u.net/economics>
2. <https://www.economicnetwork.ac.uk/>
3. <https://www.cliffsnotes.com/study-guides/economics/introduction/microeconomics>
4. <http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf>

PO-CO Mapping:

Mapping with Programme Outcomes:

PO / CO	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	2.6	3

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



STATISTICS FOR ECONOMICS – I

COURSE CODE : 23K1EC02

Credit : 5

Hours/Week: 5

Medium of Instruction: Tamil / English



Course Objectives

- To know the nature and scope of statistics and its applications.
- To teach students Collection, Classification, Analyzing and Presentation of data.
- To apply the measures of central tendency
- To draw measurement of dispersion and its applications
- To analyse correlation and regression and its applications

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the overview of statistics and basic knowledge of statistical tools	PO1, PO3, PO8
CO2	Differentiate Types of Data and its Classification	PO1, PO2, PO3, PO8
CO3	Explain the concept of Averages and its application	PO1, PO2, PO3
CO4	Know the concept of Dispersion and its application	PO1, PO2, PO3
CO5	Calculate Correlation and estimate values using Regression	PO3, PO7, PO8

UNIT I : Introduction and Collection of Data

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.

UNIT II : Classification and Presentation of Data

Classification and Tabulation of Data – Types - Frequency Distribution – Cumulative Frequency Distribution - Class Interval – Diagrams – Types - Graphical Representation – Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve.

UNIT III: Measures of Central Tendency

Measures of Central Tendency - Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.

UNIT IV : Measures of Dispersion

Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation – Skewness and Kurtosis.

UNIT V : Correlation and Regression

Correlation – Types of Correlation – Methods - Karl Pearson's Co-efficient of Correlation – Spearman's Rank Correlation – Regression Equations – Distinction between Correlation and Regression Analysis.

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, McGraw 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/>

PO-CO Mapping:

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	2.8	2.8	2.8	2.8	3	2.8	3

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



FUNDAMENTALS OF MANAGERIAL ECONOMICS

COURSE CODE : 23K1ECECECE1:1

Credit: 3

Hours/Week: 4

Medium of Instruction: Tamil / English

Course Objectives

- To provide students with the basic concepts of Management.
- To probe the planning concepts and its objectives
- To analyze the Organizational Levels in an Organization
- To describes the motivation and satisfaction and its elements
- To know the importance of Quality Checks.



Course Learning Outcomes

	On completion of this course, students will	Programme Out comes
CO1	Understand the foundations and importance of Management	PO1
CO2	Demonstrate an understanding of Planning	PO2,PO3
CO3	Analyze the organisational levels and Process of selection	PO1,PO2,PO3
CO4	Discuss the relevance of Organizational Culture	PO1,PO2,
CO5	Examine the importance of quality control	PO4

UNIT I : Introduction

Management – Definition-scope – Schools of Thought in Management-Levels of Management- Role and Functions of a Manager

UNIT II : Planning

Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

UNIT III : Organization Level

Types of Business Organizations – Structure- Span of Control – Departmentalisation-Selection, Training and Development, Performance Management, Career Planning ,and Management

UNIT IV : Directing

Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.

UNIT V : Controlling

Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations

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 and Applications, Scholar Tech Press
2. Neeru Vasishth and Vibhuti Vasishth (2019) Principles of Management Text & Cases, Taxman Publication
3. R.C Bhatiya, "Fundamentals of Management", S.K Katarin & 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-ul-topic-1-fundamentals-of-management-introduction-and-concepts/>
3. <https://ecemindore.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>

PO-CO Mapping:

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	2.8	3	2.8	2.8	2.8	3	3

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



INTRODUCTION TO SOCIOLOGY

COURSE CODE : 23K1ECECEEC1:2

Credit: 3

Hours/Week: 4

Medium of Instruction: Tamil / English



Course Objectives

- To understand the nature and scope of sociology and its development
- To identify the origin and development of sociology and its basic concepts
- To evaluate stages and agencies of socialization
- To understand social stratification and its determinants
- To know the social change, evolution and revolution.

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the contributions of sociologists in the field of sociology	PO1,PO2
CO2	Understand the basic aspects of Sociology	PO1,PO2
CO3	Examine the impact of individuals, groups and society	PO1, PO5,PO7
CO4	Understand the dimensions of social stratification	PO2,PO7
CO5	Analyze and design Policy for social change	PO2,PO3,PO7

UNIT I : Introduction

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

UNIT II : Basic Concepts of Sociology

Society, Community, Institutions, Association, Social Structure, Status – Role, Norms, and Values; Folkways and Mores, Associative and Dissociative processes – Cooperation- Assimilation- Accommodation- Competition and Conflict

UNIT III : Individual and Society

Individual and Society- Socialization- Stages and Agencies of Socialization- Types of Groups – Primary and Secondary Groups, In-Group and Out-group, Reference Group.

UNIT IV : Social Stratification

Social Stratification: Meaning, Definition and Dimensions –Social mobility and its determinants

UNIT V : Social Change

Meaning and Types: Evolution and Revolution, Progress and Development — Factors of Social Change-Culture and Civilization

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 VidyaBhushan D.R(2020) An Introduction to Sociology, KitabMahal
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/>
- 6.

PO-CO Mapping:

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	3	2.8	2.8	2.8	2.8	3

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



DEMOGRAPHY

COURSE CODE : 23K1ECSEC1

Credit: 2

Hours/Week: 2

Medium of Instruction: Tamil / English

Course Objectives

- To understand the meaning and scope of demography
- To discuss the basic concepts of demographic measurements
- To describes the concepts of urbanisation and migration
- To evaluate the international aspects of population growth and its environment
- To analyse the trends in population policy in India

Course Learning Outcomes

On completion of this course, students will		Programme Out-comes
CO1	Describe the various theories of Population Growth	PO1, PO7
CO2	Understand Demographic Indicators	PO2, PO3
CO3	Assess the causes and impact of Migration on rural-urban population distribution	PO2,PO7
CO4	Analyse the major demographic trends and their determinants	PO1,PO2
CO5	Evaluate Population Policy of India and analyse recent trends	PO1,PO2,PO3

UNIT I : Introduction

Meaning Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.

UNIT II : Birth Rate, Death Rate and Fertility

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

UNIT III : Migration and Urbanisation

Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration

UNIT IV : Population Trends

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.

UNIT V : Population Policy in India

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.



1. Jhingan, M. L., B.K. Bhatt, J.N. Desai (2003) Demography, Vrinda Publications, New Delhi
2. Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd
3. Jennifer Hickey Lundquist, Douglas L. Anderson 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 University Press, 2018.
5. Peter R. Cox, Demography- 5th Edition, Cambridge University Press, 2018.

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	3	2.8	2.8	2.8	2.8	2.8	3

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

BUSINESS COMMUNICATION

COURSE CODE : 23K1ECFC

Credit: 2

Hours/Week: 2

Medium of Instruction: Tamil / English



Course Objectives

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

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the basics of communication and its Process, Elements, and its importance.	PO1,PO2
CO2	Acquire communication skills.	PO1,PO4
CO3	Employ the art of report preparation and writing Business Letters	PO2,PO6
CO4	Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.	PO5,PO6, PO8
CO5	Employ the art of report preparation	PO4,PO6,PO7

UNIT I : Communication

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

UNIT II : Communication in Management

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

UNIT III : Business Letters

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

UNIT IV : Correspondence

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

UNIT V : Report Writing

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

Textbooks

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.
- Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business McGraw Hill Education
 - Scott Mclean, "Business Communication for Success", Flat World Knowledge, 2010
 - Virander K. Jain, "Business Communication", S. Chand Limited, 2008

Reference Books

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

Web Resources

- https://www.managementstudyguide.com/business_communication.htm
- <https://studiousguy.com/business-communication/>
- <https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills>
- <https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php>
- <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	3	2.8	2.8	2.8	2.8	2.8	3

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	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



MICROECONOMICS-II

COURSE CODE : 23K2EC03

Credit: 5

Hours/Week: 5

Medium of Instruction: Tamil / English



Course Objectives

- To equip the students to gain knowledge on the market structures
- To analyse the monopoly and price discrimination in the market
- To probe the monopolistic and oligopoly competitions and its operation
- To enrich the students about the Theories of Distribution
- To understand the concepts of Welfare Economics

Course Learning Outcomes

On completion of this course, students will		Programme Outcomes
CO1	Understand the equilibrium conditions in Perfect Competition	PO1, PO2
CO2	Analyze the equilibrium conditions under Monopoly Market Structure	PO1, PO2
CO3	Describe the Market Equilibrium under Monopolistic and Oligopoly Market	PO1, PO2
CO4	Know the importance of theories of Distribution.	PO1, PO2
CO5	Evaluate the aspects of Welfare Economics and General Equilibrium	PO2, PO3, PO7

UNIT I : Perfect Competition

Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis

UNIT II : Monopoly and Price Discrimination

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.

UNIT III: Monopolistic and Oligopoly Competition

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.

UNIT IV :Distribution Theory

Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.

UNIT V : Welfare Economics and General Equilibrium

Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution.

Textbooks

1. Robert Pindyck and Daniel L. Rubinfeld, (2001) Micro Economics, Macmillan.
2. Hal R. Varian (2004), Intermediate Micro Economics East-West Press: New Delhi
3. Walter and 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 8th Edn
4. Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4thed, 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/sixtonmicro8e>
5. <https://www.acaweb.org/resources/students>
- 6.

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	2.8	3	2.8	2.8	2.8	3

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	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



STATISTICS FOR ECONOMICS – II

COURSE CODE:23K2EC04

Credit: 5

Hours/Week: 5

Medium of Instruction: Tamil / English



Course Objectives

- To understand the various methods of index numbers and its applications
- To analyse the components and measurement of time series data
- To know the theories of probability and its applications
- To probe the research design and sampling methods
- To acquire knowledge on the application of test of Hypotheses in Research

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Gain Knowledge on the Index Numbers	PO1, PO2,PO3
CO2	Analyze the importance of Time Series Data and its measurement	PO1,PO2,PO3
CO3	Understand the concept of Probability	PO2
CO4	Identify the various Sampling Methods.	PO1, PO2
CO5	Acquire Knowledge on Hypothesis Testing	PO2,PO3,PO7,PO8

UNIT I : Index Numbers

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.

UNIT II : Time Series Analysis

Definition– Components and Measurement– Graphic Method - Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis.

UNIT III : Theory of Probability

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

UNIT IV : Sampling

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.

UNIT V : Testing of Hypothesis

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.

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.Ranganatham, Dr.M.V.S.S.N Prasad,
5. Probability and Statistics, S.Chand and Co, 2020.
6. 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. Statistics Dominick Salvatore and Derrick Reagle,theory and problems of deconometrics, McGraw 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	2.8	2.8	2.8	2.8	2.8	2.8	3

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

HISTORY OF ECONOMIC THOUGHT

COURSE CODE : 23K2ECECEC2:1

Credits:3

Hours/Week: 4

Medium of Instruction: Tamil / English

Course Objectives

- To explain the nature and scope of economic thought and its principles
- To understand the classical economists ideology and theory of Marx
- To know the Keynesian revolution and its analysis
- To build the Marginalism Revolution and its operations
- To describes the thoughts of various Nobel laureates in economics



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	On completion of this course, students will	PO1
CO2	Acquire knowledge on the subject matter of History of Economic Thought.	PO1,PO2
CO3	Understand the contributions of the Classical Ideas of Economics.	PO1,PO2
CO4	Describe Neo Classical and Institutional Economic Ideas.	PO1,PO2
CO5	Examine the Keynesian School and Modern Economic Ideas	PO1,PO2,PO8

UNIT I : Pre-Classical Thought

Nature and Scope of Economic Thought-Mercantilism; Growth of Mercantilism- Main Principles - Important Mercantilists- Physiocracy - Main concepts - Important Physiocrats.

UNIT 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

UNIT III : Neo-Classical and Institutional 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.

UNIT 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

UNIT 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 - AmartyaSen - Sen's Capability Approach -Poverty and Inequality

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.Srivastava S.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.AmartyaSen (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

- <https://www.hetwebsite.net/het/>
<https://thoughteconomics.com/>
<https://www.nobelprize/economic-sciences/>
<https://www.acaweb.org/resources/students>
<https://sites.google.com/site/maeconomicsku/home>

PO-CO Mapping:

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



INTRODUCTION TO E - COMMERCE

COURSE CODE:23K2ECECEC2:2

Credit: 3

Hours/Week: 4

Medium of Instruction: Tamil / English

Course Objectives

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

Course Learning Outcomes

On completion of this course, students will		Programme Outcomes
CO1	Understand the pros & cons of E-commerce	PO1,PO2
CO2	Analyze the various models of E-commerce	PO1,PO2
CO3	Understand the online business transaction and their impact on related service providers	PO2,PO3
CO4	Understand the e-marketing mix and be familiar with consumer protection	PO3,PO4
CO5	Know the mechanism of E- payment and its operations	PO2,PO3,PO8

UNIT I : Introduction

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

UNIT II : Business Models for E-commerce

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

UNIT III : Online Business Transactions

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

UNIT IV : E-Promotion and Consumer Protection

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

UNIT V : E- Payment System

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



Textbooks

1. Bajaj K.K and Debjani Nag (2017), E-commerce, McGraw Hill Education
2. Chhabra T.N , Suri and SanjivVarma (2005) E-Commerce, DhanpatRai& Co
3. Dr.K. Abirami Devi and Dr.M. Alngammal, "E- Commerce", Margaham Publication
4. Amir Manzoor, "E- Commerce: An Introduction", Lambert Academic Publishing,2010
5. Dr. ShivaniArora, "E-Commerce", Taxmann Publishing, 2017

Reference Books

1. Pandey (2013) Ecommerce and its Applications , S.K. Kataria& Sons
2. Kenneth C. Laudon and Carlo GuercioTraver(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	3	2.8	2.8	3	3

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

ECONOMICS FOR INVESTOR

COURSE CODE: 23K2ECSEC2

Credit: 2

Hours/Week: 2

Medium of Instruction: Tamil / English

Course Objectives

- To understand concepts of saving and investments
- To probe the various investment avenue and its practice applications
- To enables various investment markers and its features
- To Know the economic fundamentals and the Business Environment
- To understand various investment methods and its strategies.



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Describe the types and importance of savings and investments	PO1
CO2	Explain the available for investment avenues	PO2
CO3	Understand the operations of different types of investment markets	PO1,PO2
CO4	Evaluate the economic fundamentals and information	PO1,PO3
CO5	Construct objective enabling investment plans, strategy, evaluate and restructure if required	PO2,PO3,PO4

UNIT I : Introduction

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.

UNIT II : Investment Avenues

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

UNIT III : Investment Markets

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

UNIT IV : Economic fundamentals for Investors

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

UNIT V : Investment Methods and Strategies

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

Textbooks

1. Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA
2. EsmeFaerber (2013), All about Stocks ,TataMGrav 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. Benjamine Graham (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	3	2.8	2.8	3	3

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

COMPUTER APPLICATIONS IN ECONOMICS

COURSE CODE:23K2ECSEC3

Credit:2

Hours/Week:2

Medium of Instruction: Tamil / English

Course Objectives

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

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand basic components of Computer and its functions	PO1, PO3,PO8
CO2	Gain Knowledge of MS Office.	PO3,PO8
CO3	Outline data processing techniques of MS Excel	PO2,PO3,PO8
CO4	Understand basic Operation in MS Excel.	PO1,PO2,PO8
CO5	Apply MS Excel in Statistics and Economics	PO2,PO3,PO8

UNIT I : Introduction to Computers

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.

UNIT II : MS Office

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

UNIT III : Data Processing

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

UNIT IV : Introduction to MS Excel

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

UNIT V : Application of MS Excel In Statistics and Economics

Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance- Index Numbers and Growth Rates - Demand Function - Supply Function, Production Function and Consumption Function - Demand for and Supply of Money- Correlation – Regression.



Textbooks

1. Hem Chand Jain and H.N.Tiwari (2019) Computer Applications In Business ,5th Edition Taxmann Publication.
2. Dhanasekaran, K(2010) Computer Applications In Economics Vrinda Publications.
3. Asthana and Brajbhushan (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; 1st 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 Management DreamTech

Web Resources

1. <https://www.excel-easy.com/basics.html>
2. <https://excelchamps.com/excel-basics/>
3. <https://edu.gcfglobal.org/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	2.8	2.8	3	2.8	3	3	3

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



MACRO ECONOMICS-I

COURSE CODE :23K3EC05

Credit: 5

Hours/Week: 5

Medium of Instruction: Tamil / English

Course Objectives

- To understand the national income and its related concepts
- To analyse the classical theory of full employment and its advantages
- To illustrate the Keynesian under employment theory and its applications
- To evaluate the theories of Consumption and its types
- To impart students to understand inflation and its types



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the structure of Macroeconomics and the Concept of GDP	PO1,PO2,PO3
CO2	Outline the concepts in Classical Theory of Employment.	PO1,PO2
CO3	Analyse the Keynesian Underemployment Theory	PO1,PO2
CO4	Examine the theories of Consumption Function.	PO1,PO2, PO3
CO5	Understand the types and the impact of Inflation on Economies	PO2,PO3,PO8

UNIT I : National Income

National Income: Definition –Concepts: GDP,GNP and Per Capita Income- National Income Measurement: Expenditure, Income and Value Added Approaches- Real and Nominal GDP – National Income Accounting - GDP Deflator – Green GDP – Happiness Index - Circular Flow of Income and Expenditure

UNIT II : Full Employment: Classical Theory

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

UNIT III : Under Employment: Keynesian Theory

Keynes's Critique of Classical Theory – Involuntary Unemployment – Underemployment Equilibrium- Effective Demand – Components - Wage Rigidity – Liquidity Preference - Consumption Function: Meaning and Attributes - Investment – Marginal Efficiency of Capital-Multiplier.

UNIT IV : Theories of Consumption

Keynesian Absolute Income Hypothesis – Duesenberry's Relative Income Hypothesis – Friedman's Permanent Income Hypothesis – Modigliani's Life Cycle Hypothesis.

UNIT V : Inflation

Inflation: Definition and Types -Demand Pull -Cost Push and Mark-up Inflation- Consumer Price Index – Wholesale Price Index – Producer Price Index – Headline and Core Inflation- Phillips Curve.

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 Economics, Pearson Education, Inc., 7th Edition, 2011

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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), Readings in 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	2.8	3	2.8	3	3	3

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



MATHEMATICS FOR ECONOMICS

COURSE CODE: 23K3EC06

Credit: 5

Hours/Week: 5

Medium of Instruction: Tamil / English

Course Objectives

- To integrate the concepts of Economics with Mathematical tools
- To use Matrices to find solutions in Economics.
- To apply the applications of Matrix algebra and its uses
- To know the differentiation and its function
- To understand the second order derivatives and its maxi mini function



Course Learning Outcomes

On completion of this course, students will		Programme Outcomes
CO1	Understand Basic Concepts of Mathematics and its application in Economics	PO1,PO3
CO2	Analyze the relevance of the Types of Matrices.	PO1,PO2
CO3	Calculate optimal values in the system of Equations and the importance of Input-Output Analysis	PO2,PO3
CO4	Gain knowledge of the rules of Differentiation and its Economic Applications	PO1,PO2, PO3
CO5	To optimize single variable functions in Economics	PO1,PO3

UNIT I : Introduction

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

UNIT II : Matrix Algebra and Determinants

Types of Matrices- Matrix Operations – Addition – Subtraction- Matrix Multiplication – Transpose –Determinants, Inverse and Properties (Problems).

UNIT III: Applications of Matrix Algebra

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).

UNIT IV : Differentiation

Limits and Continuity –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..

UNIT V : Optimization (Single Variable)

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)..

Textbooks

1. Mehta and Madhani (2019) Mathematics for Economists Sultan Chand and Sons
2. Edward T. Dowling,(2002) "Mathematical Methods for Business and Economics", Schaum's Outline Series, 3rd Edition, McGraw Hill
3. Renshaw Geoff, (2005) Maths for Economics, 3rd 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/soas/economics/pg/psmaths/pre-sessionmathbook.pdf>
4. <https://mitpress.mit.edu/9780262046626/mathematics-for-economics/>

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	2.8	3	3	2.8	3	3	3

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



PRINCIPLES OF MARKETING

COURSE CODE:23KJECCECEC3:1

Credit: 3

Hours/Week: 4

Medium of Instruction: Tamil / English



Course Objectives

- To assess the nature and scope of marketing and its functions
- To understand the buying behavior and market segmentation with consumer protection act
- To know the product, pricing decisions and pricing of new products
- To reveals the distribution and promotions decisions its types and methods
- To analyse the marketing technique and marketing services

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the Classification of Markets and Marketing Functions	PO1,PO2
CO2	Analyze the buying behaviour, Buying Decision Process and Understand Basic Theories, Consumer Protection Act, Product Differentiation and Marketing Mix.	PO2,PO3
CO3	Understand the concept of Product Mix, Product life cycle, Pricing Policies and Pricing of New Products	PO1,PO2
CO4	Describe the Channel of Distribution, Wholesaling, Retailing, Sales promotion and their distinctive characteristics	PO1,PO2
CO5	Evaluate the concepts of Modern Marketing and Elements.	PO1, PO2,PO3

UNIT I : Introduction

Marketing: Definition, Nature and Scope – Marketing Functions– Modern Concept of Marketing– Classification of Markets – Buying – Transportation – Warehousing – Standardization – Grading.

UNIT II : Buying Behaviour and Market Segmentation

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

UNIT III : Product and Pricing Decisions

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

UNIT IV : Distribution and Promotion Decisions

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:

UNIT V : Modern Marketing Techniques

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).

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 3rd 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 &Col.,td.,
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, PritiMitra,(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	2.8	3	2.8	2.8	2.8	3

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



ECONOMICS OF TOURISM

COURSE CODE: 23K3ECECEC3:2

Credit: 3

Hours/Week: 4

Medium of Instruction: Tamil / English

Course Objectives

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



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Describe the importance of Tourism	PO1,PO2
CO2	Understand various methods to calculate demand for tourism	PO1, PO3,PO4
CO3	Analyse the impact of Tourism	PO1,PO2
CO4	Know the various Tourist circuits in India	PO6, PO8
CO5	Learn the role of Organisations in tourism development	PO1,PO2,PO8

UNIT I : Introduction

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

UNIT II : Tourism Demand

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

UNIT III : Tourism Impacts

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

UNIT IV : Tourism in India

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

UNIT V : Tourism Organizations

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

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", Taylor & Francis, 2009

5. Yong Chen, "Economics of Tourism and Hospitality: A Micro Approach", Taylor & 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 McGraw Hill Education
4. Sneha Pathak and Ritesh Mishra(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/>

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	2.8	2.8	3	3	2.8	2.8	3

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



EVENT MANAGEMENT (ENPRENEURIAL SKILLS)

COURSE CODE: 23K3ECSEC4

Credit:1

Hours/Week: 1

Medium of Instruction: Tamil / English

Course Objectives

- To equip students on the various facets of Event Management
- To provide students event management as a career option
- To understand the committees in managing events and its safety
- To learn about celebrity management
- To know the event management in India and its operations



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the growing importance of event industry	PO1, PO2
CO2	Analyse the process involved in the event management industry and career Options	PO2, PO3
CO3	Gain Knowledge on the various Committees involved	PO1, PO2, PO3
CO4	Review how to manage celebrities	PO2, PO6
CO5	Examine the Growth process of event Management industry in India	PO1, PO2, PO6

UNIT I : Introduction

Event Management – Definition –objectives –Classification and Types of Events- Career Options

UNIT II : Event Management Strategy

Process -Target Audience –Creativity - Purpose – Costs -Event Budget-Network with Suppliers- Creation of Social Media Accounts

UNIT III : Committees in Managing Events

Organising Committee- Event Scheduling -Venue Selection-Recruitment of Event Staff-Event Safety-Emergency Planning and Checklist

UNIT IV : Celebrity Management

Issues and Challenges -Cost Management and Budget – Confidentiality- Crowd Management

UNIT V : Event Management Industry in India- Leading Event Management Companies

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

- Bernadette Quinn, " Key Concepts in Event Management", Sage Publication, 2013

Reference Books

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

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	3	2.8	2.8	2.8	3

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



ENTREPRENEURIAL ECONOMICS

COURSE CODE:23K3ECSEC5

Credit: 2

Hours/Week: 2

Medium of Instruction: Tamil / English

Course Objectives

- To describes the factors influencing entrepreneurship
- To know the various theories of motivation and its advantages
- To Identify the opportunities to create value for others
- To evaluate the creativity and entrepreneurship
- To analyse the sources of finance for business



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Explain the importance and factors influencing entrepreneurship	PO1,PO2
CO2	Understand and apply entrepreneurial theory using lean start-up principles	PO1,PO2
CO3	Recognize and evaluate Creativity and entrepreneurship	PO1, PO4
CO4	Understand the Various sources of Finance available for entrepreneur	PO1
CO5	Know the Applicability of Legislation and Rules	PO6

UNIT I : Introduction

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

UNIT II : Entrepreneurial Motivation

Motivation: meaning and Definition - Theories of Motivation: Maslow's, Herzberg's, McGregor's and Achievement Theory - Culture & Society - Values / Ethics - Risk-taking behaviour

UNIT III : Creativity and entrepreneurship

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)

UNIT IV : Sources of Finance

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

UNIT V : Rules and Legislation

Industries Development (Regulations) Act, 1951 - Factories Act 1948 - The Industrial Employment (Standing Orders) Act - Environment (Protection) Act, 1986 - The Sale of Goods Ac, 1950 - Industrial Disputes Act 1947

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.McQuaidandJoCampling, "Entrepreneurialeconomics", *PalgraveMacmillan UK*, 2000
5. Akland Alexander Tabarok, "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	2	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	14	15	14	15	15	14	14	15
Weighted percentage of course contribution to POS	2.8	3	2.8	3	2.8	2.8	2.8	3

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	2	3	2
CO3	3	2	2	3	3
CO4	3	3	3	3	2
CO5	2	2	2	2	2
Weightage	14	13	12	14	11
Weighted percentage of Course Contribution to PSOs	2.8	2.6	2.2	2.8	2.2

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



3. Andrew B. Abel and Ben S. Bernanke, Macro Economics, 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
5. Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson.
6. 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	3	2.8	3	2.8	3	2.8	3

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

MACRO ECONOMICS –II

COURSE CODE: 23K4EC07

Credit: 5

Hours/Week: 5

Medium of Instruction: Tamil / English



Course Objectives

- To analyse the IS-LM model and its shifts
- To probe the macro economic variables and business cycle
- To trace the macroeconomic theories and analyze the macroeconomic policies
- To understand the monetary policy and its instruments
- To know the fiscal policy and its instruments

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the IS-LM Model	PO1,PO2
CO2	Learn the operation of theories of Business Cycles.	PO2,PO3
CO3	Analyze the components of Money Supply and Demand	PO3,PO4
CO4	Evaluate the effectiveness of Fiscal Policy.	PO3,PO4
CO5	Understand Supply Side Economics	PO1,PO2

UNIT I : IS-LM Model

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.

UNIT II : Business Cycles

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

UNIT III : Monetary Policy

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

UNIT IV : Fiscal Policy

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.

UNIT V : Supply Side Economics

Rational Expectation Hypothesis – New Classical School – Contribution of Robert Lucas – New Keynesian School

Textbooks

1. Mankiw Gregory (2017) Principles of Macroeconomics with coursemate, Books Express Publications.
2. Rudiger Dornbusch, Fischer Stanely, and Richard Startz (2000), Macro Economics, tata McGraw-Hill publishing company, New Delhi

INDIAN ECONOMY

COURSE CODE: 23K4EC08

Credit: 5

Hours/Week: 5

Medium of Instruction: Tamil / English



Course Objectives

- To understand the features and issues of Indian economy and new economic policy
- To analyse the national income, poverty and human development and its method
- To equip conceptual foundations and macroeconomic concepts of Indian Economy
- To describe the Trends in Production and Productivity in Agriculture
- To know the importance of Foreign Trade for a Developing Economy

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Outline the nature of the Indian Economy and highlight the changes	PO1,PO2
CO2	Discuss the major issues of Poverty, Inequality, Unemployment, and Human Development in India in comparison to other countries.	PO6, PO8
CO3	Provide a qualitative and quantitative overview of different sectors of the Indian Economy	PO1,PO2,PO3
CO4	Describe the components of Foreign Trade and analyze India's Balance of Payments.	PO1,PO2,PO3
CO5	Identify various components of fiscal federalism in India	PO1,PO2

UNIT I : Introduction to Indian Economy

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

UNIT II : National Income, Poverty and Human Development Index

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.

UNIT III : Sectors of the Indian Economy

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.

UNIT IV : Foreign Trade

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.

UNIT V : Fiscal Federalism

Principles of Federal Finance - Fiscal Federalism in India - Functions and Sources of Revenue - Vertical and Horizontal Imbalances - Finance Commission - Reports and its Recommendations.

Textbooks

1. Gaurav Datt and Ashwani Mahajan "Datt and Sundaram's Indian Economy" S.Chand 72nd Edition.
2. Kaushik Basu (Ed.) (2012). Oxford Companion to Indian Economy, 3rd Edition, OUP, New Delhi.
3. Ramesh Singh, "Indian Economy", McGraw 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. Pari, 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 21st Century: Understanding the Inherent Dynamism, Oxford University Press
5. K. R. Gupta, J. R. Gupta, " Indian Economy", Atlantic, 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.emie.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	2.8	2.8	3	2.8	2.8	2.8	3

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



RESEARCH METHODS IN ECONOMICS

COURSE CODE: 23K4ECECEC4:1

Credit: 3

Hours/Week: 3

Medium of Instruction: Tamil / English



Course Objectives

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

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the overview of Social Science Research.	PO1, PO2, PO4
CO2	Analyze the Research Process	PO1, PO2, PO4
CO3	Develop the Statistical Analysis to test Economic Theory and address Policy Issues	PO3, PO4
CO4	Know the sampling methods in Research	PO1, PO2
CO5	Explain the hypothesis testing and Principles of Report Writing	PO2, PO3, PO4

UNIT I : Introduction

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

UNIT II : Research Problem and Review of Literature

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

UNIT III : Research Design

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

UNIT IV : Data and Sampling Methods

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

UNIT V : Hypothesis and Report Writing

Hypothesis: Types of Hypothesis - Null and 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

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, AnandHarcendran, "Research methodology", Pearson, 2017
4. R.Pannarselvam, "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://egvankosh.ac.in>
3. <https://www.educha.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	3	2.8	3	2.8	2.8	2.8	3

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



HEALTH ECONOMICS

COURSE CODE: 23K4ECECEC4:2

Credit: 3

Hours/Week: 3

Medium of Instruction: Tamil / English

Course Objectives

- To understand the importance of health sector in economic development
- To evaluate the components of demand and supply of health care
- To Understand the importance of Health Indicators
- To evaluate the components of Demand of Healthcare
- To examine the review the existing Health Infrastructure

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the importance of Health Indicators	PO1,PO2
CO2	Evaluate the components of Demand of Healthcare.	PO3,PO6,PO8
CO3	Analyze the importance of Supply of Healthcare Services	PO2,PO6,
CO4	Review the Existing Health Infrastructure and Budget Allocation	PO1,PO2,PO8
CO5	Trace the growth of Medical Tourism in India and understand the need for Health Insurance.	PO1,PO2, PO3,PO4

UNIT 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) - AmartyaSen's Capability Approach.

UNIT 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

UNIT 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.

UNIT IV : Health Infrastructure

Health Infrastructure – Rural – Urban –Government Programmes - Preventive, Promotive and Curative Health Care Services - Health Allocation in Budget

UNIT V : Health Services and Medical Insurance

Health Insurance -Types of Insurance Policies in India- Medical Ethics -Medical Tourism.



Textbooks

1. Xamer Martinez Giral (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, June 1975
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", Routledge, 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 Distributors, Chennai.
4. Charles E. Phelps, Health Economics", Routledge, 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/>



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	2.8	2.8	3	3.8	2.8	2.8	3

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

BASIC ACCOUNTANCY

COURSE CODE:23K4ECSEC6

Credit: 2

Hours/Week: 2

Medium of Instruction: Tamil / English

Course Objectives

- To provide an understanding on the basic concepts in Financial Accounting
- To equipped with basic knowledge about Tally
- To describe the Final Accounts and Balance Sheet Adjustment
- To understand the bank Reconciliation Statement and its uses
- To use the Tally Software and its applications



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the Basic Concepts of Accounting and prepare Book keeping	PO1,PO3
CO2	Make Journal and Ledger and Categorize the various subsidiary books of accounts and identify & rectify errors.	PO1,PO3
CO3	Prepare Profit and loss account and Balance Sheet	PO1, PO2,PO3
CO4	Tabulate Bank Reconciliation Statement.	PO2,PO3
CO5	Apply Tally Software Package in Accounting	PO3,PO8

UNIT I : Introduction to Accounting

Definition – Objectives – Functions- Advantages and Disadvantages- Single Entry Book Keeping and Double - Entry Book Keeping.

UNIT II : Accounting -Books and Records

Journal – Ledger- Subsidiary Book- Cash Book- Trial Balance – Meaning- Methods of Preparation – Errors- Classification of Errors- Rectification of Errors.

UNIT III : Final Accounts

Final Accounts- Preparation of Trading- Profit and Loss Account- Balance Sheet (Simple Adjustments).

UNIT IV : Bank Reconciliation Statement

Bank Reconciliation Statement – Need - Meaning- Method of Preparation of Bank Reconciliation Statement

UNIT V : Tally Software

Introduction to Accounting Package – Tally- Meaning, Features, Advantages, Data Entry, Formatting Data , Functional Keys and Simple Calculation- Tally: (Theory for Exam)

Textbooks

1. Reddy. T.S and Hari Prasad Reddy. Y(2013) Financial and Management Accounting Margham Publications Chennai
2. Reddy .T.S Murthy(2012) Financial Accounting Margham Publications Chennai
3. RajniSofat, PreetiHiro, "Basic Accounting", PHI Learning, 2010

4. NishatAzmat, Andy Lymer, "Basic Accounting", Mobius, 2016
5. John J. Wild, Barbara Chiappetta, Ken Shaw, "Fundamental Accounting Principles", McGraw Hill, 2016

Reference Books

1. MukeshMahajan, P.S.Gills, V.P.Sharma and H.S.Punia(2001), Fundamentals of Accountancy, Unistar Books, Chandigarh.
2. Sundeep Sharma (2004) Principles of Accounting, Shree Niwas Publication, Jaipur
3. Shukla M.C, T.S. Grawal and S.C. Gupta, (2018),Advanced Accounts,S.Chand and Company
4. Maheshwari S.N and Suneel.K.Maheshwari, (2018), Financial Accounting: Vikas Publishing House.
5. GoyalV.K andRuchiGoyal, (2012), Financial Accounting, Prentice Hall India Learning Private Limited

Web Resources

1. <https://www.accounting.com/resources/students/>
2. <https://icmai.in>.
3. <https://www.cipfa.org>
4. <https://www.accountingcoach.com/>
5. <https://www.youtube.com/watch?v=OfO9XwgHII>

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	3	3	3	2	3
Weightage	15	14	14	14	15	14	14	15
Weighted percentage of course contribution to POS	3	2.8	2.8	2.8	2.8	2.8	2.8	3

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	1
CO2	2	2	3	2	2
CO3	3	2	3	2	2
CO4	2	2	3	2	2
CO5	2	2	3	2	2
Weightage	11	10	15	10	9
Weighted percentage of Course Contribution to PSOs	2.2	2	3	2	1.8

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



MODERN BANKING AND INSURANCE

COURSE CODE:23K4ECSEC7

Credit: 2

Hours/Week: 2

Medium of Instruction: Tamil / English

Course Objectives

- To discern the modern banking and insurance course
- To enables the learners understand new financial instruments and banking practices
- To know the role of insurance in economic development
- To understand the insurance contract and risk management
- To know the Major Insurance Legislation in India and its growth



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the Basic Concepts of Accounting and prepare Book keeping	PO1,PO2
CO2	Understand and describe the central banking operations	PO1,PO2
CO3	Explain various types of insurances in Practice	PO1, PO4
CO4	Evaluate the insurance policies and recommend the right policies for use..	PO1, PO2,PO4,PO7
CO5	Evaluate the macro level implications of the various insurances.	PO1,PO3,PO8

UNIT I : Banking

Commercial Banks- Functions of Commercial Banks- Private and Public Sector Banks- Credit Creation - Commercial Banks's role- Payment Banks- functions- Digital Banking-Tools – Methods

UNIT II : Central Banks

Functions of a Central Bank – Objectives of Monetary Policy – Effects and Limitations – Narasimhan Committee Report.

UNIT III : Introduction to Insurance

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

UNIT IV : Insurance Contract and Risk Management

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.

UNIT V : Insurance Business in India

Major Insurance Legislation- Growth of Industry- Agricultural Insurance- Health Insurance- Reinsurance- Entry of Private Insurance Companies- Insurance Act, LIC Act, GIC Act, IRDA Act.

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. Prasad&RadhikaRao, "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	3	2.8	2.8	2.8	2.8	2.8	3

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



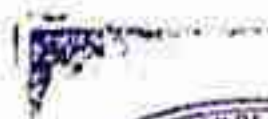
MONETARY ECONOMICS

COURSE CODE:23K5EC09

Credit: 4

Hours/Week: 5

Medium of Instruction: Tamil / English



Course Objectives

- To understand the theories that governs and its application
- To explain working of the Monetary System and its uses
- To know the Role of Commercial Banks after Nationalisation and its operations
- To compare the monetarism and Keynesianism
- To identify the role of central banks and its operations

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Acquire knowledge of Money and its Functions	PO1,PO2
CO2	Understand the Demand for Money and its Determinants.	PO1,PO2
CO3	Acquire information on Supply of Money and its Determinants	PO1,PO2
CO4	Understand operations of Commercial Banks and Money Multiplier...	PO1,PO2,PO3
CO5	Identify the Monetary Policy Implications.	PO1,PO2,PO8

UNIT I: Money

Definition, functions, Importance-Forms of Money- Supply of Money (M1, M2, M3, M4)-Crypto Currencies

UNIT II : Central Banks

Functions of a Central Bank – Objectives of Monetary Policy – Effects and Limitations – Narasimhan Committee Report.

UNIT III : Monetarism Vs Keynesianism

Monetarism Vs Keynesianism- Comparison- Determinants of Money Supply – Money Multiplier.Supply Side Policies of Inflation.

UNIT IV : Commercial Banks

Commercial Banks - Credit Creation – Role of Commercial Banks after Nationalisation- RBI's role in Commercial Banks -Narasimhan Committee Report.

UNIT V : Monetary Stability and Central Bank

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.

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 Indu, "Monetary Economics", Taylor & Francis, 2008
4. L. Blume, Steven Durlauf, " Monetary Economics", Palgrave Macmillan, 2016

- Keith Bain, Peter Howells, "Monetary Economics: Policy and Its Theoretical Basis", Macmillan, 2009

Reference Books

- Vaish M.C. (2004). Money, Banking and International Trade, New Age International (P) Ltd, New Delhi.
- Sundaram K.P.M. (1996), Money, banking and International Trade, Vikas, New Delhi.
- Basil J. Moore (1965), An Introduction to the theory of Finance, Oxford University Press.
- Sethi, T.T. (2003). Monetary Economics: S. Chand and Co., New Delhi
- Ghosh, B.N. and Rama Ghosh. (1989). Fundamentals of Monetary Economics, Himalaya Publishing House, Mumbai

Web Resources

- www.rbi.org.in
- <https://www.imf.org>
- <https://www.oecd.org>
- <https://www.bis.org/publ/work437.pdf>
- <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	3	2.8	2.8	2.8	2.8	3

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



FISCAL ECONOMICS

COURSE CODE:23K5EC10

Credit: 4

Hours/Week: 5

Medium of Instruction: Tamil / English

Course Objectives

- To enable students to acquire Knowledge on the various facets of Fiscal Economics.
- To illustrates various theories of fiscal economics and its applications
- To describes the budget process and features of a good tax system
- To analyse the trends in public expenditure and debt management
- To evaluate the Budget of the Government of India, central and state relation

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the importance and Instruments of Fiscal Economics	PO1,PO2
CO2	Evaluate the Principles and theories of Public Finance..	PO2
CO3	Analyze the Budget, Indian Tax System and Policy.	PO2,PO3
CO4	Describe Classification, Laws of Public Expenditure and Public Debt...	PO1,PO2
CO5	Know the Indian Public Finance System and Policy Recommendations.	PO1,PO3,PO7

UNIT I : Introduction

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.

UNIT II : Theories of Fiscal Economics and Policy

Principle of Maximum Social Advantage -The Benefit Approach- The Ability-to- Pay Approach- Equal Sacrifice Principle- Fiscal Policy and its Instruments.

UNIT III : Budget and Taxation

Role of Government in a Modern Economy- Public Budget: Typos 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.

UNIT IV : Public Expenditure and Debt

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.

UNIT V : Indian Public Finance

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 - Finance Commission Recommendations of Last 3 years.



Textbooks

1. Bhatia H.L., (2012), Public Finance, Vikas Publications.
2. Tyagi B.P and H.P.Singh(2018) " Public Finance" Jai PrakashNath& 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. KaushikBasu 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, RatanPrakashan, 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	2.8	3	2.8	2.8	2.8	2.8	3

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



INDUSTRIAL ECONOMICS

COURSE CODE:23K5EC11

Credit: 4

Hours/Week: 5

Medium of Instruction: Tamil / English

Course Objectives

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

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the importance of Industrial Economics	PO1,PO2
CO2	Examine theories of industrial Location..	PO2,PO3
CO3	Review the relevance of Industrial Policies.	PO1,PO2,PO3
CO4	Describe the Industrial belts of the World and India	PO2,PO2
CO5	Analyse the Industrial Trends in the Indian Economy.	PO2,PO3

UNIT I : Introduction

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

UNIT II : Theories of Location

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

UNIT III : Industrial Licensing and Policies

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

UNIT IV : Industrial Regions of the World and India

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

UNIT V : Growth Trends in India

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

Textbooks

1. RanjanaSeth . (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 NitinDhingra (2013) Industrial Economics Book Age Publications
4. Martin, S., (2001)Advanced Industrial Economics, 2nd Edition, Wiley-Blackwell
5. Paul Belleflameet.I" 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/>

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	2.8	3	3	2.8	3	2.8	3

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



ENVIRONMENTAL ECONOMICS

COURSE CODE: 23K5EC12

Credit: 4

Hours/Week: 5

Medium of Instruction: Tamil / English



Course Objectives

- To understand the theoretical basis of Environmental Economics.
- To choose the relevant economic tools to improve Environmental Quality.
- To describe the Environment as a Public Good and market failure theories.
- To doctrine the various methods of environmental valuation and its uses.
- To know the regulation of Pollution through Economic Instruments.

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Have a better understanding of Environment-Economy Linkages	PO1, PO2,PO5
CO2	Apply environmental concepts to Economic Theories..	PO2,PO3
CO3	Create economic policies incorporating Environmental Issues.	PO5, PO7
CO4	Analyse the methods to value Environment Pollution.	PO2,PO3
CO5	Evaluate the need for reduction of Pollution..	PO2,PO7

UNIT I : Fundamentals of Environmental Economics

Definition, Scope and Significance - Environment – Economy Linkages – Material Balance Approach - Malthusian and Neoclassical perspective of Environment - Sustainable Development - Environment Kuznets Curve

UNIT II : Economics of Natural Resources

Classification of Natural Resources - Scarcity and Measurement - Economics of Exhaustible Resources - Economics of Renewable Resources

UNIT III : Market Failure

Environment as a Public Good - Tragedy of Commons-Externalities - Pigouvian Fee and Coase theorem on Property Rights

UNIT IV : Valuation of Environment

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

UNIT V : Economics of Pollution Control

Optimal level of Pollution - Regulation of Pollution through Economic Instruments - Command and Control Approach.

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. Eugene J 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

- Kolstad, Charles D. (2000), Environmental Economics, New York: Oxford University Press.

Reference Books

- Maureen L. Cropper and Wallace E. Oates, "Environmental Economics: A Survey", Journal of Economic Literature, Volume 30, 1992.
- Darryl C. Field, (1994) Environmental Economics: An Introduction, Singapore, McGraw-Hill.
- Hausen, Ahmed M. (1999), Principles of Environmental Economics: Economics, Ecology and Public Sector. London: Routledge.
- Dr.S.Sankaran(2012) Environmental Economics Margham Publications.
- Mark Maslin(2014) "Climate Change: A Very Short Introduction 3rd Edition Oxford University Press.

Web Resources

- <https://unfccc.int/>
- <https://www.undp.org/>
- <http://moef.nic.in/>
- <https://www.cmis.nic.in>
- <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	2.8	3	2.8	2.8	2.8	2.8	3

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	2.8	3

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



TAMIL NADU ECONOMY

COURSE CODE: 23K5ECECECS:1

Credit: 3

Hours/Week: 4

Medium of Instruction: Tamil / English

Course Objectives

- To discuss the Features, Performance and development issues of Tamil Nadu Economy.
- To analyse the agricultural and industrial scenario in Tamil Nadu.
- To understand the industrial scenario in tamilnadu and its growth
- To know the general performance of the tamilnadu
- To describe the state finances and its development initiatives

Course Learning Outcomes

On completion of this course, students will		Programme Out comes:
CO1	Understand salient features, Poverty, Unemployment of Tamil Nadu Economy	PO1,PO2
CO2	Examine the Issues in Indian Agriculture, Land Use Patterns, finance and Insurance..	PO2,PO3
CO3	Grasp the Industrial Scenario in Tamil Nadu.	PO1,PO7 ,PO8
CO4	Describe the status of State Finances and Development Programmes of Tamil Nadu.	PO2,PO3
CO5	Analyse the overall performance of Tamil Nadu Economy,...	PO3,PO7,PO8

UNIT I : Introduction

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.

UNIT II : Agriculture

Agriculture-Land Use Patterns- Cropping Pattern-Irrigation - Agricultural Marketing – Defects and Remedial measures – Agricultural Finance – Policy and Issues –Crop Insurance.

UNIT III : Industry

Industrial Scenario in Tamil Nadu – Production Trends—Large Industries- MSMEs –Khadi and Village Industries – Export Contribution of top 5 Major Industries - Industrial Financial Institutions: TIC, SIDCO, SIPCOT, Industrial Estates-DIC, EPZ, SPZ, SEZ.

UNIT IV : State Finances and Development Initiatives

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.

UNIT V : General Performance of the State

Tourism and Medical Tourism – Women Empowerment Programmes – Self Help Groups and Micro Finance-MahalirThittam - Environmental Protection Measures.



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. 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. Veeramani A.R., Tamil Nadu Agricultural Economy,Divyasre Publication,2015

Web Resources

1. www.tn.gov.in
2. <http://tnenvvis.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	2.8	2.8	3	2.8	3

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



MANAGERIAL ECONOMICS

COURSE CODE:23K5ECECEC5:2

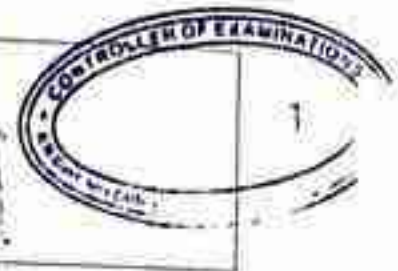
Credit: 4

Hours/Week: 3

Medium of Instruction: Tamil / English

Course Objectives

- To develop analytical and problem-solving skills among the students.,
- To enable students to Capital Budgeting and its concepts.
- To understand the cost controls measures and its uses
- To know the Demand for Durable and Non-Durable Products
- To familiarize students of Pricing Policies and its Practices.



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the Micro Economic Principles and applying it in Business Decision.	PO1,PO2
CO2	Examine the concepts of Demand, Cost and Profit	PO1,PO2
CO3	Determine and analyse the various Pricing Techniques.,	PO2, PO3
CO4	Appraise the Project Proposals	PO4,PO3
CO5	Understand the sources of Finance for Business	PO2, PO3

UNIT I : Introduction

Nature and Scope of Managerial Economics - Meaning - Characteristics- Importance-Role and Responsibilities of Managerial Economist – Basic Economic Tools in Managerial Economics.

UNIT II : Demand, Cost and Profit Analysis

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

UNIT III : Pricing Policies and Practices

Objectives - Popular Pricing Methods and Strategies- Price Discounts and Differentials- Pricing by Manufacturers and Retailers- Price Forecasting.

UNIT IV : Capital Budgeting

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

UNIT V : Cost of Capital

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.

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.managementstudvguide.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	2.8	3	2.8	2.8	3	2.8	3

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



OPERATIONS RESEARCH

COURSE CODE: 23K5ECECE6:1

Credit: 3

Hours/Week: 4

Medium of Instruction: Tamil / English

Course Objectives

- To enable students to understand the rational decision making in practice
- To understand use of key concepts such as Linear Programming and its applications
- To probe the Transportation Assignment CPM,PERT and Queuing
- To provide understanding about making Rational Decisions in Practice.
- To provide knowledge on acquiring Entrepreneurial Skills.

Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the Characteristics and Methodology of Operations Research.	PO1,PO3
CO2	Analyse constraints in optimization using Linear Programming.	PO2,PO3
CO3	Analyse constraints in optimization using Linear Programming.	PO2,PO3
CO4	Take appropriate decisions under conditions of risk and Uncertainty.	PO3,PO4
CO5	Evaluate the costs involved in Queuing.	PO2,PO3

UNIT I : Introduction to Operations Research

Operations Research – Definition–Methodology – Tools- Types of Operations Research Models- Operations Research and Decision Making - Limitations.

UNIT II : Linear Programming Problem

Definition – Applications- Assumptions -Formulation- Graphical solution – Maximization and Minimization- Simplex Method (2 Variable)

UNIT III : Transportation and Assignment

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

UNIT IV : Decision Theory

Decision Making under Risk and Uncertainty-Decision Tree Analysis-Network Analysis –Basic Concepts: CPM – PERT

UNIT V : Queuing Theory

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.

Textbooks

1. Vital P.R, (2019), Introduction to Operations Research, Margham Publication
2. Gupta P.K and Manmohan, (2019), Operations Research Sultan Chand, New Delhi



- G. Srivivasan, "Operations Research: Principles and Application", Prentice Hall India Pvt. Limited, 2017
- Ravindran, Phillips, Solberg, "OPERATIONS RESEARCH: PRINCIPLES AND PRACTICE", 2ND ED, Wiley, 2007
- P. RamaMurthy, "Operations Research", New Age International, 2007

Reference Books

- Chawla K.K, Vijay Gupta and BhushanK.Sharma (2015) Introduction to Operations Research, Kalyani Publishers
- HamdyTaha,(2017)Operations Research: An Introduction, 10th Edition, Pearson
- Kapoor V.K.(2017) Operations Research, Sultan Chand and Sons, New Delhi,
- Gupta P.K &Manmohan(2003) Problems in Operations Research (Methods and Solutions), Sultan Chand and Sons, NewDelhi
- Panneerselvam R.(2018) Operations Research, Prentice-Hall India,

Web Resources

- <https://www.edx.org/course/operations-research-an-active-approach>
- <https://www.theorsociety.com/resource-centre/teaching-resources/>
- <https://or.stackexchange.com/questions/4277/operations-research-self-study-resources-for-beginners>
- <https://www.notes4free.in/admin/postimages/OR%20NOTES.pdf>
- <https://youtu.be/x-Wx9KLRBpk>

Mapping with Programme Outcomes:

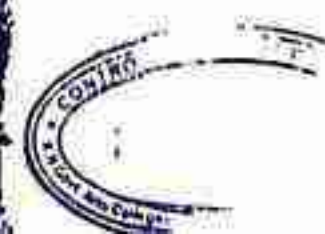
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	2	2	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	2	3
Weightage	15	15	15	14	14	15	14	15
Weighted percentage of course contribution to POS	3	2.8	3	2.8	2.8	3	2.8	3

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



GENDER ECONOMICS

COURSE CODE:23K5ECECEC6:2

Credit: 3

Hours/Week: 4

Medium of Instruction: Tamil / English

Course Objectives

- Students will be able to sensitize on issues that is related to gender
- To understand the conceptual clarification of women and work
- To analyse the Women in Organized and Unorganized Sectors in an Economy
- Identify the marginalization of women in economic theory and in the economy.
- Incorporate gender in mainstream policy making.



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Recognize needs for Gender Analysis	PO1,PO5
CO2	Analyze the role of gender in development	PO1,PO2,PO5
CO3	Identify the reasons behind the marginalization of women	PO2,PO5
CO4	Formulate policies to include the excluded	PO5, PO7
CO5	Integrate gender in Mainstream Economics	PO3, PO7

UNIT I : Introduction to Gender Analysis and Economics

Definition - Gender - Gender Analysis: Purpose and Scope - Feminist Perspective in Economics - Classical and Neoclassical Economics- Post Keynesian Economics-Economic Measurements - Empirical Challenges..

UNIT II : Development and Anti - Development

Development Versus Anti-Development - Women In Development (WID)- Women and Development (WAD)-Gender And Development - Women And Empowerment-Women And Environment - Ecofeminism.

UNIT III : Women and Work – A Conceptual Clarification

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

UNIT IV : Marginalization of Women

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

UNIT V : Gender, The Economy and Related Issues

Population – Demographic Features - Health and Education - Policy Measures – Government and NGOs– Gender Budgeting

Textbooks

1. JayaShrivatsava(2018) Gender Discrimination and Inequality in Contemporary India: Dimensions and Voices of Protests, Kalpaz Publications.
2. Caroline CriadoPerez(2019) Invisible Women: Data Bias in a World Designed for Men,

Harry N.Abrams.

3. MukeshEswaran (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, Maithreyi and Joy P. 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://wed.nic.in/>
3. <https://www.tn.gov.in/department/30>
4. <http://icds-wed.nic.in/>
5. <http://new.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	2.8	2.8	2.8	2.8	3

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



INTERNATIONAL ECONOMICS

COURSE CODE: 23K6EC13

Credits: 4

Hours/Week: 6

Medium of Instruction: Tamil / English

Course Objectives

- To evaluate critical overview of International Trade theories
- To understand the Foreign Exchange Market and its operations
- To know the BOP disequilibrium and International Trade Policy
- To impart knowledge on Foreign Exchange Market and its concepts
- To familiarize students on Trade Policies.



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Develop ideas of the basic characteristics of Globalization of the World Economy and its current international economic problems and challenges.	PO1
CO2	Grasp the basic theories of International Trade and Economic Growth.	PO1
CO3	Understand the functions, structure and theories of Foreign Exchange Market	PO1,PO2,PO3
CO4	Describe the BOP disequilibrium, Adjustment Mechanism, Export Promotion and Import Substitution	PO2,PO3
CO5	Outline the concepts of terms of trade and assess the Tariff, quotas, Free trade and economic development	PO1,PO2

UNIT I : Introduction

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

UNIT II : International Trade Theories

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.

UNIT III : Foreign Exchange Market

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.

UNIT IV : Balance of Payments

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.

UNIT V : Terms of Trade and Trade Policy

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.

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	2.8	2.8	2.8	2.8	2.8	3

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



DEVELOPMENT ECONOMICS

COURSE CODE:23K6EC14

Credit: 4

Hours/Week: 6

Medium of Instruction: Tamil / English

Course Objectives

- To focus on themes that cut across core values in development economics
- To describe the various approaches and theories of development
- To analyze the significance of Development Models in Economic Planning
- To enable the students to know about Development and Growth Models
- To probe the role of Financial System in Economic Development



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Outline the central themes and approaches to Development..	PO1,PO2
CO2	Compare and contrast the theories of Growth and Development.	PO1,PO2,PO3
CO3	Critically analyse various Models of Growth.	PO2,PO3,PO7
CO4	Examine the welfare impact of Development Planning and proposed development interventions by different institutions	PO1, PO2,PO3,PO7.
CO5	Evaluate the source and significance of Finance in Economic Development	PO3,PO4

UNIT I : Introduction

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.

UNIT II : Theories of Economic Growth and Development – I

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.

UNIT III : Theories of Economic Growth and Development – II

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).

UNIT IV : Development Planning

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.

UNIT V : Financing Economic Development

Role of Financial System in Economic Development – Formal Versus Informal Finance – Micro Finance – Foreign Finance – Foreign Aid - Development Assistance Debate.

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 Economics and Structuralist Macroeconomics, Edward Elgar Publishing.
4. Debraj Ray, "Development Economics", Oxford Indian Paperbacks, 1998
5. Alain de Janvry, Elisabeth Sadoulet, "Development Economics: Theory and Practice", Taylor & Francis, 2021

Reference Books

1. Todaro Michael and C Smith Stephen (2017) Economic Development, Pearson, 12th Edition
2. Taneja & R. M. Myre M.L. (2017), Economics of Development and Planning, Vikas Publishing Co., 15th Edition
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.

1. Web Resources

2. <https://web.mit.edu/krugman/www/dishpan.html>
3. <http://www.niti.gov.in/>
4. <https://ida.worldbank.org/en/what-is-ida>
5. <https://www.trade.gov/>
6. <https://www.saarc-sec.org/>
- 7.

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	2.8	2.8	3

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



AGRICULTURAL ECONOMICS

COURSE CODE:23K6EC15

Credit: 4

Hours/Week: 6

Medium of Instruction: Tamil / English

Course Objectives

- To probe into the various issues in agricultural Labour
- To analyze the significance of Development Models in Economic Planning
- To study the impact of Agriculture on Indian Economic Scenario.
- To assess the Sustainable Agriculture Development In india
- To familiarize students about the significance of Sustainable Agriculture



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the relevance of Agricultural Economics and Development	PO1,PO2
CO2	Examine the importance of Agricultural Labour in Rural Development.	PO1,PO2
CO3	Identify the sources and importance of Agricultural Finance.	PO3, PO7
CO4	Analyze the trends in Agricultural Prices	PO1, PO2,PO3
CO5	Evaluate the Major issues pertaining to Agriculture	PO3,PO4

UNIT I : Introduction

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.

UNIT II : Agricultural Labour

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

UNIT III : Agricultural Finance

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

UNIT IV : Agricultural Price Policy

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

UNIT V : Sustainable Agriculture and Food Security

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.

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. Parr Rosson 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. Janardhan 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/msspstatements.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	2.8	3	3	2.8	3

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

BASIC ECONOMETRICS

COURSE CODE:23K6ECECEC7:1

Credit: 3

Hours/Week: 5

Medium of Instruction: Tamil / English



Course Objectives

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

Course Learning Outcomes

On completion of this course, students will	
CO1	Understanding the importance of Econometrics
CO2	Learning the estimation techniques of measuring relationship among economic variables
CO3	Developing skills of interpretation
CO4	Construct models in the testing of theories
CO5	Application of real data for policy suggestions

UNIT I : Introduction

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

UNIT II : Estimation

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 .

UNIT III : Violation of Assumptions

Multi-collinearity: Nature, Consequences, detection and Remedial Measures- Heteroscedasticity: Nature-Consequences Detection and Remedial Measures- Autocorrelation: Nature, Consequences, Detection and Remedial Measures

UNIT IV: Functional Forms and Dummy Variables

Regression through the origin - Double Log Model – Measurement of Elasticity – Semi log model – Measurement of Growth, Dummy Variables – ANOVA and ANCOVA Models – Dummy Variable Trap – Uses – Interaction Effects – Structural Changes – Seasonal Variations – Piecewise Linear Regression. Autoregressive and Distributed Lag Model – Ad Hoc Method of Estimation – Koyck Transformation – Mean and Median Lag

UNIT V : Simultaneous Equation Model

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

Textbooks

1. Gujarathi, D. M. (2022). Gujarati: Basic Econometrics, McGraw-hill.
2. Ramanathan, R. (1992). Introductory econometrics with applications, Dryden Press.
3. Maddalla G.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 Rengle, 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.econometricsociety.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	2.8	3	3	2.8	3

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

BEHAVIOURAL ECONOMICS

COURSE CODE:23K6ECECEC7:2

Credit: 3

Hours/Week: 5

Medium of Instruction: Tamil / English

Course Objectives

- To provide an overview of how Behavioural Principles in economics.
- To apply behavioural approaches to economic Problems
- To know the Nature and Components of mental accounting
- To impart knowledge on how people's behaviour influence Decision Making.
- To analyze the Behavioural Economic Models



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	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
CO2	Identify ways in which individuals are systematically irrational	PO1,PO2
CO3	Know how to use existing behavioural models to understand new economic phenomena and analyse how deviations in rationality impact economic decisions.	PO2,PO3
CO4	Apply Prospect Theory to understand how people make decisions when presented with alternatives that involve risk, probability and uncertainty.	PO3,PO4,PO7
CO5	Understand and apply in policy the different aspects of the concept of mental accounting	PO3,PO7,PO8

UNIT I : Introduction

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

UNIT II : Classical Linear Heuristics & Biases

Advantages and Disadvantages of Heuristics - Availability Heuristic - Anchoring Heuristic - Representative Heuristic - Self Evaluation Biases and Projection Bias

UNIT III : Animal Spirits and its impact on Economic Decisions

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

UNIT IV : Prospect Theory

Conventional approaches to modifying Expected Utility theory - Prospect theory and Endowment effect - Reference points and Loss Aversion - Shape of the utility function - Decision weighting Autoregressive and Distributed Lag Model - Ad Hoc Method of Estimation - Koyck Transformation - Mean and Median Lag

UNIT V : Mental Accounting

Nature and Components of mental accounting - Framing and Editing - Budgeting and Fungibility - Choice Bracketing and Dynamics

Textbooks

1. Phillip Corr and AnkePlagnol Behavioral 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 Correll Behavioral Economics: Psychology, Neuroscience, and The Human Side of Economics (Hot Science) Ikon Books Ltd, 2021
4. Sanjit Dhami., 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	2.8	3	3	2.8	3

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

FINANCIAL MARKETS AND INSTITUTIONS

COURSE CODE: 23K6ECECEC8:1

Credit: 3

Hours/Week: 5

Medium of Instruction: Tamil / English

Course Objectives

- To provide a comprehensive functions and operations of financial markets
- To understand the various financial institutions and its operations in India
- To probe the role of banks in the financial operations and its regulations
- To analyse the Financial Institutions in India and its influence on Indian Economy.
- To impart knowledge on Exchange Markets and its aspects.



Course Learning Outcomes

On completion of this course, students will		Programme Out comes
CO1	Understand the role and importance of the Indian Financial Market.	PO1
CO2	Analyse the importance of Commercial Banks	PO1
CO3	Understand and analyse the mechanics and regulation of financial instruments and determine how the value of stocks, bonds, and securities are calculated.	PO2,PO3
CO4	Evaluate the performance of Derivative Market.	PO2,PO3
CO5	Analyse the Foreign Exchange Market.	PO2,PO3

UNIT I : Introduction

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

UNIT II : Financial Institutions – I

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.

UNIT III : Financial Institutions – II

Financial Institutions – Provident Fund, Pension Fund, Insurance Companies - Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds. Bond Market: Bond Features, Bond Price Volatility, Government Security Market, Corporate Bond Market, Public Sector Undertaking Bonds.

UNIT IV : Derivatives Market

Classification of Stock Market and Securities – IPO, Stock Exchanges, Stock Market Indices, Derivatives Market - Types of Derivatives.

UNIT V : Exchange Market

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.

Textbooks

1. Saunders, A., Cornett, M. M., & Erhemjants, O. (2012). Financial Markets and Institutions. McGraw-Hill/Irwin.
2. Mishkin, F. S., & Eakins, S. G. (2006). Financial Markets and 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 Financial Markets 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, McGraw 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>



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	3	3	2.8	3	3	2.8	3

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

URBAN ECONOMICS

COURSE CODE: 23K6ECECEC8:2

Credit: 3

Hours/Week: 5

Medium of Instruction: Tamil / English



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

Course Learning Outcomes

	On completion of this course, students will	Programme Out comes
CO1	On completion of this course, students will	PO1
CO2	Acquire knowledge on the subject matter of Urban Economics	PO1,PO2
CO3	Gain Knowledge on Urbanization and its Impact	PO1,PO2
CO4	Understand and analyse the Urban Infrastructure	PO2,PO4
CO5	Analyze the impact of Migration	PO4

UNIT I : Introduction

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

UNIT II : Concept, Causes and Problems of Urbanisation

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

UNIT III : Urban Infrastructure

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

UNIT IV : Migration Theories

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

UNIT V : Policies for Urban Development

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

Textbooks

1. Ahluwalia, L.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 E. 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. Loyd R Downin 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.iam.int/>

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 PSO's	3	2.8	2.4	2.6	3

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



GENERAL STUDIES FOR COMPETITIVE EXAMINATIONS

COURSE CODE: 23K6ECSEC8

Credit: 2

Hours/Week: 2

Medium of Instruction: Tamil / English

Course Objectives

- To create the opportunity for learning across different disciplines
- To build experiences for students as they grow into lifelong learners.
- To know the world climatic classification and its features
- To build experiences for students as they grow into lifelong learners.
- To know the history of modern India



Course Learning Outcomes

On completion of this course, students will		Programme Out comes:
CO1	Develop broad knowledge of the different components in Polity	PO1,PO2
CO2	Understand the Geographical features across Countries and in India	PO1,PO2
CO3	Acquire Knowledge of the aspects of the Indian Economy	PO2,PO3
CO4	Understand the significance of India's Freedom Struggle	PO2,PO3
CO5	Gain Knowledge of Ecology and Environment	PO2,PO5

UNIT I : Polity

Basic concepts- Three organs of Indian Government (Executive, Legislature, Judiciary), Introduction to Indian Constitution- Salient features of Constitution, Preamble, Fundamental Rights, Fundamental Duties, Directive Principles of State Policy, Types of Majority, Amendments to the constitution, basic structure doctrine, Division of subjects between the Union and the States Local Governance, Elections in India and Election Commission, CAG

UNIT II : Geography

Major oceans of the world - Important Canals – Gulfs – Straits and Passes - Indian Rivers and its Tributaries - Climatology - Atmosphere, wind systems, cloud systems, world climatic classification - Indian climate - Indian Monsoon - India's Physical Features, Indian Soil -Types and Distribution - Important Trade Routes and Projects, Indian Natural Vegetation - Indian agriculture- Major Crops and its distribution, Indian Industries and its Distribution

UNIT III : Economy

National Income – Inflation - Money and Banking - Agriculture in India - Union Budget - Planning in India – Poverty – Unemployment - Inclusive Development and Development issues - Industrial Policies - Financial Markets

UNIT IV : History

Modern India -Formation of Indian National Congress - Morley Minto Reforms, Revolutionary activities - World War I and India's Response - Home Rule league - Montague Chelmsford reforms - Rowlatt Act - Non-Cooperation Movement - Simon Commission and Nehru Report - Civil Disobedience Movement and Round Table Conferences - Quit India Movement and Demand for Pakistan - Cabinet Mission - formation of Constituent assembly and Partition of India

UNIT V : Environment and Ecology

Basic concepts- Ecology, Biodiversity - Food Chain And Food Web - Bio-Geo Chemical Cycles
-International Biodiversity Organisations - International Conventions - Conferences and Protocols -
Indian Environmental Laws And Environment Related Organisations

Textbooks

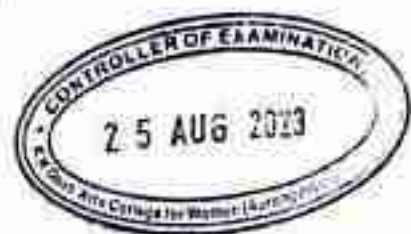
1. Class XI and XII NCERT Geography
2. History- Old NCERT's Class XI and XII
3. Tamil Nadu State Board XI and XII History Books
4. History- VI to X NCERT
5. Economics - IX to XII NCERT

Reference Books

1. Laxmikanth.M (2019), Indian Polity, McGraw-Hill
2. Ramesh Singh (2022), Indian Economy, McGraw Hill
3. Leong.G.C Physical and Human Geography, Oxford University Press
4. MajidHussain, India Map Entries in Geography, GK Publications Pvt. Ltd.
5. MajidHussain - Environment and Ecology, GK Publications Pvt. Ltd
6. Rajiv Ahir, A Brief History of Modern India- Spectrum Books Pvt Ltd

Web Resources

1. <https://darpg.gov.in/en>
2. <https://www.india.gov.in/topics/governance-administration>
3. <https://dea.gov.in/>
4. <https://mausam.imd.gov.in/>
5. <http://moef.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	2	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	14	15	15
Weighted percentage of course contribution to POS	3	2.8	3	2.8	3	2.8	3	3

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	3
CO3	3	3	2	3	3
CO4	2	2	2	3	3
CO5	3	2	2	3	3
Weightage	14	13	11	15	15
Weighted percentage of Course Contribution to PSOs	2.8	2.6	2.2	3	3

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