

ARULMIGU PALANIANDAVAR ARTS COLLEGE FOR WOMEN, PALANI

(AUTONOMOUS)

RE-ACCREDITED WITH B⁺⁺ GRADE BY NAAC

(Affiliated to Mother Teresa Women's University, Kodaikanal)

DEPARTMENT OF ECONOMICS

**CURRICULUM FRAMEWORK AND SYLLABUS FOR
OUTCOME BASED EDUCATION**

IN

B.A., (ECONOMICS)

&

EXTRA-CREDIT COURSES

UNDER

CHOICE BASED CREDIT SYSTEM

2019-2022

PREAMBLE:

Economics is an important branch of social sciences, providing ample scope for maximizing social choices. The study of economics is based on problem solving method after observing new changes and the challenging factors in day-to-day life. It is imperative to know new dimensions that are added and the changes taking place in economic sphere at the national and global level. This causes the concern of updating and restructuring the syllabus at undergraduate level. Quantitative techniques and statistical analysis are included in the curriculum to enable the students to analyze economic problems. The present syllabus gives place for skill-based, job-oriented and society concerned courses like Management, Environmental Economics, Entrepreneurship Development, Advertising, Salesmanship and Value Education.

Bloom's Taxonomy in fixing the Learning Objectives:

Since the Academic year 2019 – 2020, the curriculum for B.A., (Economics) has been designed and the learning objectives and outcomes of the programmes are set, following the Bloom's Taxonomy Cognitive Domain. Accordingly, it is broken into six levels of learning objectives of each course. They are -

K1 / Knowledge = Remember

K2 / Comprehension = Understand

K3 / Application = Apply

K4 / Analysis = Analyze

K5 / Evaluation = Evaluate

K6 / Synthesis = Create

Bloom's Taxonomy Action Verbs:

K1 / Knowledge: Arrange, Define, Describe, Duplicate, Identify, Label, List, Match, Memorize, Name, Order, Outline, Recognize, Relate, Recall, Repeat, Reproduce, Select, State

K2 / Comprehension: Classify, Convert, Defend, Describe, Discuss, Distinguish, Estimate, Explain, Express, Extend, Generalize, Give example(s), Identify, Indicate, Infer, Locate, Paraphrase, Predict, Recognize, Rewrite, Review, Select, Summarize, Translate

K3 / Application: Apply, Change, Choose, Compute, Demonstrate, Discover, Dramatize, Employ, Illustrate, Interpret, Manipulate, Modify, Operate, Practice, Predict, Prepare, Produce, Relate, Schedule, Show, Sketch, Solve, Use, Write

K4 / Analysis: Analyze, Appraise, Breakdown, Calculate, Categorize, Compare, Contrast, Criticize, Diagram, Differentiate, Discriminate, Distinguish, Examine, Experiment, Identify, Illustrate, Infer, Model, Outline, Point out, Question, Relate, Select, Separate, Subdivide, Test

K5 / Evaluation: Appraise, Argue, Assess, Attach, Choose, Compare, Conclude, Contrast, Defend, Describe, Discriminate, Estimate, Evaluate, Explain, Judge, Justify, Interpret, Relate, Predict, Rate, Select, Summarize, Support, Value

K6 / Synthesis: Arrange, Assemble, Categorize, Collect, Combine, Comply, Compose, Construct, Create, Design, Develop, Devise, Explain, Formulate, Generate, Plan, Prepare, Rearrange, Reconstruct, Relate, Reorganize, Revise, Rewrite, Set up, Summarize, Synthesize, Tell, Write

Mapping COs with POs:

For B.A., (Economics) programme, the Educational objectives and the Specific objectives are specified. The programme outcomes are designed according to the curriculum, teaching, learning and evaluation process. For each course, the definite outcomes are set, giving challenge to the cognitive domain. The course outcomes are mapped with the programme outcomes. The performance of the stakeholders is assessed and the attainment rate is fixed, by using the measurements 'high', 'medium' and 'low'. The restructuring of the curriculum is done based on the rate of attainment.

Institutional Objectives:

- Women Education
- Women Empowerment
- Self-Reliance
- Model Citizen

Programme Educational Objectives:

- To enable the students understand basic concepts, laws and theories in Economics.
- To make them aware of current trends in economics, insurance and population

studies.

- To equip the students with managerial and entrepreneurial skills.
- To inculcate the ethical and environmental values
- To promote analytical skills, logical thinking in the application of economic concepts.
- To guide the students to pursue higher studies and research programme.
- To enrich numerical aptitude and employability skills of the students.

Programme Specific Outcomes:

After successful completion of the B.A., (Economics) programme, the students are able to,

- achieve academic proficiency in economic concepts, laws, models and theories of economics
- acquire knowledge in understanding the changes that take place in business, management and organizational situations using graphical representation and statistical tools.
- analyze the impacts of economic, trade, monetary and fiscal policies on growth, development and the environment and able to comprehend economic trends.
- understand different economic system and different market behavior using graphical representation and statistical tools.
- develop research attitude and to pursue higher education.
- recognize the economic, environmental and ethical values.

Mapping PEOs with IOs:

Programme Educational Objectives	Institutional Objectives			
B.A., (Economics)				
PEO1: To enable the students understand basic concepts, laws and theories in Economics.	*			
PEO2: To make them aware of current trends in economics, insurance and population studies.		*		
PEO3: To equip the students with managerial and entrepreneurial skills.		*		
PEO4: To inculcate the ethical and environmental values			*	
PEO5: To promote analytical skills, logical thinking in the application of economic concepts.			*	
PEO6: To guide the students to pursue higher studies and research programme.				*

PEO7: To enrich numerical aptitude and employability skills of the students.				*
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Measuring: H – High; M – Medium; L – Low

COMMON ACADEMIC STRUCTURE
B.A., (Economics) / 2019 - 2022

Sem	Title of the Course	Hours	Credits	Total Marks		
				CIA	CE	Total
I	Part-I Tamil Paper – I		3	25	75	100
	Part-II English Paper – I	6	3	25	75	100
	Part-III:					
	Core -I: Micro Economics-I	5	4	25	75	100
	Core -II: Economic Statistics -I	5	5	25	75	100
	Allied -1: Main Currents in Indian History 1857 to 1950 A.D	5	4	25	75	100
	Part –IV: Skill Based Course- I Women and Economy	2	2	25	75	100
	Part – V: Value Education	1	2	25	75	100
	Total	30	23	-		700
II	Part-I Tamil Paper – II	6	3	25	75	100
	Part-II English Paper – II	6	3	25	75	100
	Part III:					
	Core – III: Micro Economics-II	5	4	25	75	100
	Core – IV: Economic Statistics -II	6	4	25	75	100
	Allied – II: Agricultural Economics	5	5	25	75	100
	Part –IV:					
	Skill Based Course – II: Office Management	2	2	25	75	100
	Total	30	21			600
III	Part-I Tamil Paper – III	6	3	25	75	100
	Part-II English Paper – III	6	3	25	75	100
	Part – III:					
	Core – V: Macro Economics	5	4	25	75	100
	Core – VI: Monetary Economics	4	4	25	75	100
	Allied – III: Principles of Accountancy - I	5	5	25	75	100
	Part – IV:					
	Skill Based Course – III: Logistics	2	2	25	75	100
	Non-Major Elective – I: Salesmanship	2	2	25	75	100
	Total	30	23			700

IV	Part-I: Tamil Paper – IV	6	3	25	75	100
	Part-II: English Paper – IV	6	3	25	75	100
	Part-III:					
	Core – VII: Banking	6	5	25	75	100
	Core – VIII: Mathematical Economics	5	4	25	75	100
	Allied – IV: Principles of Accountancy -II	5	5	25	75	100
	Part – IV: Skill Based Course – IV: Home Economics	2	2	25	75	100
	Part – V: Extension Activities	-	1	100	-	100
	Total	30	23			700
V	Part III:					
	Core – IX: Economics of Development and Planning	6	5	25	75	100
	Core – X: International Trade	6	4	25	75	100
	Core – XI: History of Economic Thought	6	4	25	75	100
	Major Elective – I:					
	Option – I: Environmental Economics					
	Option – II: Principles of Management	5	5	25	75	100
	Major Elective –II:					
	Option – I: Principles and Practice of Insurance					
	Option – II: Labour Economics	5	5		75	100
VI	Part IV: Skill Based Course – V:					
	Computer Literacy (Practical)	2	2	25	75	100
	Total	30	25			600
VI	Part III:					
	Core – XII: Public Finance					
	Core – XIII: Indian Economy	7	5	25	75	100
	Core – XIV: Economics of Marketing	6	5	25	75	100
	Major Elective – III:	6	4	25	75	100
	Option – I: Entrepreneurship Development					
	Option – II: Human Resource Development	5	5	25	75	100

	Part – IV:					
	Skill Based Course – VI: Group Project	2	2	75	25	100
	Part V: Environmental Studies	2	2	25	75	100
	Non Major Elective – II: Economics of Advertising	2	2	25	75	100
	Total	30	25			700

Total Credits = 140

Allied Courses, Offered to Students of I B.Com:

Sem	Title of the Course	Hours	Credits	Total Marks		
				CIA	CE	Total
I	Allied- General Economics- I	5	5	25	75	100
II	Allied- General Economics- II	5	5	25	75	100

Allied Course, Offered to Students of I B.A History:

Sem	Title of the Course	Hours	Credits	Marks/Grade		
				CIA	CE	Total
I	Allied - Economic Development of India	5	4	25	75	100

Extra credit courses offered by the Department of Economics:

Sem	Title of the paper	Marks	Credits
		CE	
II	Consumerism	100	2
IV	Business Letters	100	2
VI	Economics of Tourism	100	2

SEMESTER - I

Programme: B.A.,

Subject: Economics

Semester: I

Course: Micro Economics – I

Course Type: Core Paper – I

Course Code: MUECC1

Contact Hours: 5 hours / week

Credits: 4

CIE: 25

CE: 75

Course Outcomes:

- Recalling the fundamental concepts, laws and theories related to consumer behavior.
- Identifying the factors contributing to market demand and derive individual and market demand.
- Recollecting the concept of consumer surplus and analyzing the concept, type and conditions of elasticity of demand.
- Applying theories of consumption to make decision in real situation

COURSE CONTENT

Unit - I: Introduction:

Definitions of Economics: Wealth, Welfare, Scarcity and Growth – Branches of Economics – Nature of Economics, Methods of Economic Analysis: Deduction method and Induction method.

Basic Economic Concepts:

Utility: Meaning & Kinds

Goods: Meaning & Kinds

Wants: Characteristics of Wants – Classification of Wants

Standard of Living: Meaning.

Unit - II: Demand:

Meaning - Law of Demand – Individual Demand and Market Demand - Determinants of Demand - Nature of Demand Curve - Exceptional Demand Curve - Conditions for Exceptional Demand Curve - Elasticity of Demand: Factors determining Elasticity of Demand Price

Elasticity of Demand: Meaning – Types – Measurement.

Income Elasticity of Demand: Meaning – Types.

Cross Elasticity: Meaning.

Law of Supply: Meaning, Schedule and Diagram.

Unit III: Consumption:

Cardinal Utility Analysis: Meaning - Law of Diminishing Marginal Utility – Law of Equi -marginal Utility – Consumer's Surplus: Alfred Marshall's Doctrine.

Unit IV: Ordinal Utility Analysis:

Meaning- Indifference Curve –Indifference Schedule – Indifference Map -Marginal Rate of Substitution – Properties of Indifference Curve – Budget line- Consumer's Equilibrium using Indifference Curve Analysis - Price Effect, Income Effect - Substitution Effect.

Unit V: Production:

Factors of Production – Features - Functions of an Entrepreneur – Law of Returns – Law of Variable Proportion -Meaning - Iso-quant and Iso-cost Curves – Producer's Equilibrium.

Prescribed Texts:

- D.D. Chaturvedi & Anand Mittal, *Principles of Economics*, International Book House Pvt. Ltd. 2012.
- Dr.S.Sankaran, *Managerial Economics*, Margham Publications, 2016.
- Srinivasan, *Micro Economics*, Meenakshi Pathipagam, Devakottai, 1996.

Books for Reference:

- M.L.Seth, *Principles of Micro Economics*, S.Chand & Sons Ltd., New Delhi, 2010-11.
- K.P.M.Sundharam, *Micro Economics*, S.Chand & Company Ltd, New Delhi,2004.
- R, Cauvary, U.K. SudhaNayak, M.Grija, N.Kiruparani, R. Meenakshi, *Micro Economic Theory*, S. Chand & Co, 2006.

Programme: B.A.,

Subject: Economics

Semester: I

Course: Economics Statistics: I

Course Type: Core Paper- II

Course Code: MUECC2

Contact Hours: 5 hours / week

Credits: 5

CIE: 25

CE: 75

Course Outcomes:

- Defining the basic concepts in Statistics
- Comprehending the sampling procedures and to recognize the suitability of these procedures in data analysis.
- Acquiring knowledge in preparation of frequency tables and in Graphical representations to derive conclusion.
- Equipping the students to apply methods of central tendency and Measures of dispersion to interpret the given data using statistical methods and techniques.

COURSE CONTENT

Unit-I: Introduction:

Definition of Statistics – Importance- Functions and Limitations –Statistical Methods- Application of Statistics.

Unit-II: Statistical Investigation and Collection of Data:

Statistical Survey: Planning and Executing the Survey –Sources of data – Primary and Secondary Data- Methods of Collection of Data –Questionnaire and Interview Schedules.

Unit- III: Classification and Tabulation of Data:

Classification – Definition – Objectives – Types of Classification – Frequency Distribution – Tabulation – Types of tabulation – Diagrams – Graphical representation.

Unit IV: Sampling and Sampling Techniques:

Theoretical basis of sampling - Samples and Population – Methods of Sampling – Merits and Limitations of Sampling – Sampling andNon-sampling errors.

Unit V: Measures of Central Tendency:

Averages – Merits and Demerits of Averages - Arithmetic Mean – Median – Mode Geometric Mean – Harmonic Mean.

Prescribed Text:

- R.S.N. Pillai & V. Bagavathi, *Statistics*, S. Chand & Co., New Delhi, 2016

Books for Reference:

- Dr.S.P. Gupta, *Statistical Methods*, Sulthan chand & Sons, New Delhi, 2004.
- N. Manoharan, *Statistical Methods*, Palani of Paramount Publication, 2016.
- Prof. M. Sivathanu Pillai, *Economics and Business Statistics*
- D.N.Elhance and Veena Elhance, *Fundamentals Statistics*

Programme: B.A.,

Subject: Economics

Semester: I

Course: Women and Economy

Course Type: SBC-I

Course Code: MUECWE1

Contact Hours: 2 hours/ week

Credits: 2

CIE: 25

CE: 75

Course Outcomes:

- Knowing various acts and law related to women empowerment.
- Describing the importance of women health, nutrition and balanced diet.
- Realizing the role of women in economic development of a country.
- Understanding participation of women in employment and in politics.

COURSE CONTENT

Unit I: Women and Health:

Nutrition – Balanced Diet – Iodine Deficiency – Anemia - Obesity – Mental Health - Occupational Health – Reproductive Health: Prenatal Care – Post-natal Care - Access to Health Care.

Unit II: Women and Employment:

Women, Work and Employment – Women in Organized and Unorganized Sector- Work force Participation in IT Policy Framework- Women Entrepreneur- Opportunities Identification – Functions- Problems and Solutions- Marketing Strategy- SHG and Micro Credit- Women Empowerment and SHG.

Unit III: Women and Law:

Female Infanticide Prohibition Act -1870- Civil Marriage Act -1872- Hindu Women's Property Right -1937 - Hindu Marriage Acts – 1955 –Hindu Succession Act -1956 – Hindu Adaption and Maintenance Act 1956 –Hindu Minorities Protection Act 1956 – Dowry Prohibition Act 1961 – Property Right of Women 1985 & 2000-Protection of women from Domestic Violence Act 2005- Violence against women Act 2012.

Unit IV: Women and Politics:

Political Participation of Women – Role played by Women During the Pre-independent era – Women in Indian Politics after Independence.

Unit V: Strategy for Women Development:

Five year Plan and Women Development –Programmes in Action –Family Welfare Programmes
Family Welfare under Plans –Development Programme for Women – Welfare of Women-Future
Strategy.

Prescribed Texts:

- Dr.Sr.Rosa, *Empowerment of Women, The Impact of Employment*, K.D Abhijeet Publication, Delhi 2010.
- Agnus, Vijay, *Elite Women in Indian Politics*, Shaki, Delhi, 1986.
- Falendra K.Sudan & Nimal K.Gupta, *Women at Work in Developing Economy*, Anmol Publications, New Delhi.
- Ramala M.Baxamuse & Hema Subramanian, “Assistance for Women Development from National Agencies”, Employment Programmes, Popular Prakashan, Bombay.
- N.Jeyabalan, *Women and Human Rights*, Atlantic Publishers and Distributors, New Delhi 2001.
- Neera Desai, *Women in Modern India*, Vora Publishers Pvt.Ltd, 1971.
- Arunima Baruah, *Women in India*, Anmol Publications Pvt.Ltd, NewDelhi, 2003.

SEMESTER - II

Programme: B.A.,

Semester: II

Course Type: Core Paper - III

Contact Hours: 5 hours /week

CIE: 25

Subject: Economics

Course: Micro Economics-II

Course Code: MUECC3

Credits: 4

CE: 75

Course Outcomes:

- Defining cost concepts, Revenue concepts and time period analysis
- Illustrate competitive pricing in different market situation
- Identifying the relevance of marginal productivity theory to factor pricing
- Outline theories of interest and Profit in the case of determination of rewards for and entrepreneurship.

COURSE CONTENT

Unit I: Market Morphology:

Basic Cost & Revenue concepts – Cost, Revenue and Output Relationship – Relation between AC & MC Curves - Relation between AR & MR Curves –Short run Cost Curves and Long run Cost curves-Economies of Scale - Optimum Firm.

Unit II: Competitive Pricing:

Perfect Competition, Monopoly – Price Discrimination, Monopolistic Competition
Oligopoly: Meaning- Features, Kinds – Kinked Demand Curve. Duopoly: Meaning.

Unit III: Theories of distribution:

Marginal Productivity - Theory of Distribution – Modern Theory of Distribution.
Rent: Meaning – Ricardian Theory of Rent - Modern Theory of Rentquasi Rent: Meaning.

Unit IV: Wages:

Meaning – Money Wage & Real Wage Theories of Wages: Subsistence theory of wage - Standard of living theory of wages- Wage fund theory - Marginal productivity theory of wages- Demand and Supply theory of wages.

Unit V: Interest & Profits:

Interest: Gross and Net Interest – Marginal Productivity Theory of Interest - Classical Theory of interest – Loanable Fund Theory – Liquidity preference Theory.
Profit: Gross Profit and Net Profit - Risk Theory of Profit – Uncertainty Bearing Theory –

Innovation Theory of Profit.

Prescribed Text:

- M.L .Seth, *Principles of Micro Economics*, S. Chand & Sons Ltd., New Delhi, 2010-11

Books for Reference:

- R,Cauvary, U.K. SudhaNayak, M.Grija, N.Kiruparani & R. Meenakshi, *Micro Economic Theory*, S.Chand & Co, 2006
- D.D. Chaturvedi & Anand Mittal, *Principles of Economics*, International Book House Pvt. Ltd. 2012.

Programme; B.A.,

Semester: II

Course Type: Core Paper -IV

Contact Hours: 5 Hours/week

CIE: 25

Subject: Economics

Course: Economic Statistics – II

Course Code: MUECC4

Credit: 5

CE: 75

Course Outcomes:

- Understanding the concept of correlation analysis, regression analysis, Time series and index numbers and probability.
- Computing correlation coefficient, rank correlation and regression lines
- Calculating Time series and index numbers.
- Applying the suitable techniques of correlation and regression analysis in various fields viz. Agriculture, Business and Industry.

COURSE CONTENT

Unit I: Measures of Dispersion:

Range – Mean Deviation – Quartile Deviation – Standard Deviation – Skewness – Kurtosis-Moments.

Unit II: Correlation Analysis:

Definition – Correlation and Causation – Types – Methods of Correlation – Scatter Diagrams – Simple Graph – Karl Pearsons’ Co-efficient of Correlation – Spearman’s Rank Correlation – Co-efficient of Determination – Concurrent Deviation.

Unit III: Regression Analysis:

Definition - uses, significance, Correlation and Regression –Regression Equations – Standard Error.

Unit IV: Index Number:

Definition and Classification – Methods of Constructing Price, Quantity and Cost of Living Index numbers – Problems, Uses and Limitations.

Unit V: Time Series:

Introduction – Objectives – Components – Methods of Long time Trend: Graphic method, Moving Averages and Least Squares –The Line of Best Fit.

Prescribed Text:

- R.S.N. Pillai & V. Bagavathi, *Statistics*, S. Chand & Co., New Delhi, 2016.

Books for Reference:

- Dr. S. P. Gupta, *Statistical Methods*, Sulthan Chand & Sons, New Delhi, 2004.
- N. Monoharan, *Statistical Methods*, Palani Paramount Publication, 2016.
- Prof. M. Sivathanu Pillai, *Economics and Business Statistics*.
- D. N. Elhance and Veena Elhance, *Fundamentals of Statistics*.

Programme: B.A.,

Subject: Economics

Semester: II

Course: Agricultural Economics

Course Type: Allied-II

Course Code: MUECA2

Contact Hours: 5 hours /week

Credit: 5

CIE: 25

CE: 75

Course Outcomes:

- Recalling the features of agriculture sector and to Recognize the need for new agricultural strategies and pricing strategy related to the growth of agricultural sector
- Identifying the advantages/importance and limitations of traditional and modern agriculture
- Analyzing the reasons for backwardness of agriculture and describe various components of price policy to stabilize agricultural prices
- Analyzing the reasons for backwardness of agriculture and describe various components of price policy to stabilize agricultural prices.

COURSE CONTENT

Unit I: Features of Agricultural Economics:

Meaning – Role of Agriculture in Economic Development - Special Features and Problems of Indian Agriculture – Relationship between Agricultural and Non-Agricultural Sectors.

Unit II: Backwardness and low productivity in Agriculture:

Backwardness – Size of Holdings: Agricultural holdings – Optimum Holding-Economic Holding Sub-division and Fragmentation of Holding in India: Causes – Effects – Remedy - Consolidations of Holdings - Productivity in Agriculture - Causes for Low Productivity-Measures to Promote Agriculture.

Unit III: Green Revolution: (Phase I & II)

Meaning- Intensive Agricultural District Programs-High Yielding Varieties Program - Production trends in HYVP-A critical appraisal of Green Revolution –Merits –Problems and Limitations of HYVP -Mechanization of Agriculture: Meaning –Advantages-Problems and prospects.

Unit IV: Agricultural Pricing Policy:

Fluctuations in Agricultural prices and importance of stability- Objectives of agriculture price

policy-Instruments of price policy –importance of price stability - Commission for Agricultural cost and prices - Buffer stock operations -Agricultural marketing – Unregulated markets- Regulated market – Problems and measure.

Unit V: Agricultural Finance:

Agricultural Credit-Need and Feature –Sources of Agricultural Finance-Role and Importance of Money Lenders- Role of co-operatives in extending rural credit- Commercial banks and rural credit – Regional Rural banks –National Bank for Agricultural and Rural Development.

Prescribed Text:

- S.Sankaran, *Agricultural Economy of India*, Margham Publications, Chennai, 2014.

Books for Reference:

- B.P.Tyagi, *Agricultural Economics and Rural Development*, Jai Prakash Nath & Co, Meerut-2.
- C.P.Memoria & B.P Trirupathi, *Agriculture Problems of India*, Himalaya Publishing House.
- C.Eichter & L.Witt, *Agriculture in Economic Development*. Asia Publishing House.
- R.V.Narayanaswamy & P.S Narasimhan, *The Economics of Indian Agricultural Problems*.

Programme: B.A.,

Semester: II

Course Type: SBC - II

Contact Hours: 2 hours /week

CIE: 25

Subject: Economics

Course: Office Management

Course Code: MUECOM2

Credits: 2

CE: 75

Course Outcomes:

- Comprehending office procedures and office systems
- Comprehending office procedures and office systems
- Classifying records, indexing and understand the methods of record management
- Realizing the importance of work simplification and work measurement
- Giving description of report writing

COURSE CONTENT

Unit I: Office Management:

Functions of Office Manager – Office Systems and Procedure

Unit II: Records management:

Filing, Essential Of Good Filing System – Classification And Arrangement – Visible Records System – Centralized Vs. Decentralized Filing.

Unit III: Records management:

Measurement of Office Work – Importance, Purpose, Difficulty in Measuring Office Work- Different ways of Measurement, Setting of Work Standards - Benefits of Work Standards - Techniques of Setting Standards.

Unit IV: Work Simplification:

Meaning and Objectives – Guidelines in Office Work Simplification – Flow Process Charts.

Unit V: Report Writing:

Definition- Classification of Reports- Writing of Reports- Essentials of Good Report

Prescribed Text:

- Prasanta K. Ghosh, *Office Management*, Sultan Chand & Sons Publications.

Book for Reference:

- Kathirasan and Radha, *Office Management*, Prasanna Publishers, 2015
- Kathirasan and Radha, *Business Communication*, Prasanna Publishers, 2015
- R.K. Chopra, *Office Management*, Himalaya Publications.

SEMESTER - III

Programme: B.A.,

Semester: III

Course Type: Core Paper-5

Contact Hours: 5 hours /week

CIE: 25

Subject: Economics

Course: Macro Economics

Course Code: MUECC5

Credit: 4

CE: 75

Course Outcomes:

- Comprehending the meaning of macroeconomic variables.
- Knowing the basic concepts and the basics of national income accounting.
- Recognizing the underlying factors of consumption function and investment function.
- Analyzing knowledge in various theories of employment.

COURSE CONTENT

Unit I: Introduction:

Definition – Types – Nature and scope of Macro Economics – Difference between Micro and Macro Economics – Significance and Limitations of Macro Economics.

Unit II: National Income:

Definition – Factors Determining National Income – Concepts – GNP-NNP-Personal Income – Disposable Personal Income – Real Income – Per capita Income – Methods of Measuring National Income – Difficulties in the Measurement – Uses.

Unit III: Theories of Employment:

Meaning of Full employment – Unemployment – Types – Say's Law of Market – Classical Theory of Employment – Keynesian Theory of employment – Difference between Classical Theory and Keynesian Theory – Determination of Effective Demand – Importance of the concept of Effective Demand

Unit IV: Consumption function:

Meaning – Average and Marginal Propensity to Consume – Keynes Psychological Law of Consumption – Measures to Raise Consumption Function – Factors Determining Consumption function – Multiplier – Its Working and Leakages – Importance and Criticisms – Accelerator – Difference between Multiplier and Accelerator – Super Multiplier.

Unit V: Investment Function:

Meaning – Classification of Investment – Measures to Stimulate Private Investment – Factors

determining investment – MEC – Factors determining MEC – Relationship between MEC and Rate of interest.

Prescribed Texts:

- M.L.Seth, *Macro Economics*, Lakshmi Narain Agarwal, Agra, 1987.
- Dr.R.Cauvery, Dr.U.K.Suthanayak, Dr. M. Girija and Dr.R.Meenakshi, *Macro Economics*, S.Chand & Company Ltd, New Delhi,2006.

Books for Reference:

- R.D. Gupta, Keynes, *Post Keynesian Economics*, Kalyani Publishers Ludhiana, 1988.
- Dr. S.Sankaran, *Macro Economics*, Maragatham Publications, Chennai Shree Karthikayan Publication, Madras.
- M.L. Jhingan, *Macro Economics*, Vikas Publishing house, Pvt. Ltd., New Delhi 1986.
- H.L. Ahuja, *Macro Economics*, Theory and Policy, S. Chand & Company Pvt. Ltd, New Delhi, 2013.

Programme: B.A.,

Subject: Economics

Semester: III

Course: Monetary Economics

Course Type: Core Paper-6

Course Code: MUECC6

Contact Hours: 5 Hours

Credits: 4

CIE: 25

CE: 75

Course Outcomes:

- Knowing the classification, functions and value of money, inflation and deflation.
- Comprehending the principles of note issue and currency system in the country
- Applying the concepts discussed in monetary theories in the calculation of value of money differentiate various phases of trade cycle with causes and consequences and understand theories of trade cycle.
- Elucidating the conditions and control of inflation and deflation.

COURSE CONTENT

Unit I: Monetary system:

Barter system – demerits – Definition of money – Evolution – Kinds – Functions – Importance – Evils – Qualities of a good money material – paper standard – principles and methods of note issue – merits and demerits – India’s present currency system.

Unit II: Theories of money:

Value of money: Concepts - Absolute and Relative Value- Fishers Quantity Theory of Money – Cambridge Version of Quantity Theory of Money – Keynes Income Theory of Money – Milton Friedman’s Quantity Theory of Money .

Unit III: Inflation:

Meaning – Definition – Causes - Effects of Inflation – Kinds–Phillip’s Curve – Inflationary Gap Control of Inflation.

Unit IV: Deflation:

Meaning – Definition – Causes - Effects of Deflation – Deflationary Gap – Control of Deflation.

Unit V: Business Cycles:

Definition – Features- Phases –Theories: Hawtrey’s theory –Von Hayek’s theory – Schumpeter’s Innovation theory – Keynes Theory-Control of Business Cycle.

Prescribed Texts:

- M.L.Seth, *Monetary Economics*, Lakshmi Narain Agarwal Educational Publishers, Agra, 2004.
- R.R.Paul, *Money and Banking*, Kalyani Publishers, New Delhi, 2001.

Books for Reference:

- M.L.Jhingan, *Monetary Theory*, Konark publications, New Delhi, 2008.
- R.Cauvery, U.K.Sutha, Nayak, N, Karuparani, A. Manimekelai, *Monetary Economics*, S.Chand & Company Ltd, New Delhi, 2003.
- Vaish M.C, *Money Banking*, International Trade & Public Finance,

Programme: B.A.,

Semester: III

Course Type: SBC - III

Contact hours: 2 hours / week

CIE: 25

Subject: Economics

Course: Logistics

Course Code: MUECL3

Credits: 2

CE: 75

Course Outcomes:

- Recalling the concept, objectives, elements, activities and importance of work of logistics.
- Comprehending logistics management process
- Examining the reason for outsourcing logistics and conclude the role of logistics providers.
- Inferring the strategic role of managers in strategic decisions, lean strategy and agile strategies
- Applying the order cycle system in designing distribution channels.

COURSE CONTENT

Unit I:

Definition, Evolution, Importance - The Concepts of Logistics – Functions

Unit II: Logistics Management:

Definition- Evolution of the Concept- Process- Importance of Logistics Management in Business Integrated Logistics Management.

Unit III: Logistics Strategy:

Definition - Role of Logistics Managers in Strategic Decisions - Strategy Options, Lean Strategy, Agile Strategies -Designing and Implementing Logistical Strategy

Unit IV: Marketing Service and Integrated Logistics:

Customer Service-Importance-Elements - Distribution Channels - Functions Performed -Types.

Unit V: Logistics Services:

Customer Service- Warehousing and Material Storage, Material Handling, Order processing, information handling and procurement- Transportation and Packaging- Third party logistics.

Prescribed Text:

- *Logistics Management* - Satish C. Ailawadi&Rakesh Singh, PHI (P) Ltd., Delhi, 2013.

Book for Reference:

- *Distribution & Logistics Management*- Agrawal D.K, Macmillan Publication, Delhi, 2016.
- *Logistics Management and World Seaborne trade*- KrishnaveniMuthiah, Himalaya, 2016.

Programme: B.A.,

Semester: III

Course Type: NME1

Contact Hours: 2 Hours / Week

CIE: 25

Subject: Economics

Course: Salesmanship

Course Code: MUECN1

Credits: 2

CE: 75

Course Outcomes:

- Recalling the concept, objectives, elements, activities and importance of work of logistics
- Comprehending logistics management process
- Examining the reason for outsourcing logistics and conclude the role of logistics providers.
- Creating the strategic role of managers in strategic decisions, lean strategy and agile strategies.
- Applying the order cycle system in designing distribution channels.

COURSE CONTENT

Unit I: Introduction:

Salesmanship – Meaning – Importance – Qualities of good salesman – Marketing channels – and its types.

Unit II: Buying motives:

Types – Knowledge of customers – psychology and selling – sales process - steps – presentation and demonstration of sales – overcoming objections and handling objections.

Unit III: Sales organization:

Organization of sales department – Meaning – need – functions of sales organization – qualities of sales manager – types of sales managers.

Unit IV: Recruitment and selection:

Recruitment – and selection – steps and training methods - remuneration to sales man – need for motivation to salesman.

Unit V: Sales promotion:

Meaning and Types of Sales Promotion.

Prescribed Texts:

- R.S.N. Pillai & Bagavathi, *Modern Marketing, Principles and Practices*, Sultan Chand & Sons 2016.

Books for Reference:

- Dr. C.B. Gupta & N. Rajanair, *Marketing management*, Sultan Chand & Sons 2006.
- S. Kathiresan & V. Radha, *Marketing*, Prasanna publications 2006.
- M.N. Misra, *Sales promotion and Advertising Management*, Himalaya Publishing House, Delhi, 2003.
- C.N. Sontakki, *Advertising and Sales Management*, Kalyani Publishers, New Delhi 2003.

SEMESTER - IV

Programme: B.A.,

Semester: IV

Course type: Core Paper-5

Contact hours: 5 Hours / week

CIE: 25

Subject: Economics

Course: Banking

Course Code: MUECC7

Credits: 5

CE: 75

Course Outcomes:

- Understanding the organization /structure and the functions of central bank and the commercial banks
- Describing the services rendered by the banks and the different methods of
- Classifying payments NBFIs on the basis of their structure and functions
- Differentiating the features of credit instruments and gain practical knowledge in filling up of credit instruments
- Identifying the role of money market and capital market to regulate money supply.

COURSE CONTENT

Unit: I Bank:

Meaning-Origin and growth of banking- Commercial banking: Origin and growth meaning and functions of Commercial banking – Role of commercial banks in a developing country – Types – Nationalization– Credit Creation - Banking sector reforms in India: e-Banking – Tele Banking – Mobile Banking.

Unit: II Central Banking:

Evolution of Central Banking – functions of Central Bank – Role of Central Bank in developing countries – credit control- Quantitative and qualitative methods. Reserve bank of India: Organization – Functions – Achievements and failures of Reserve bank – Non –Banking Financial Intermediaries.

Unit: III Credit instruments:

Meaning – Features - Types- Significance - Dangers.

Filling up DD, Chalan – Cheque. (Practice to be given).

Unit: IV Monetary Policy:

Meaning - Objectives - Instruments –Types of monetary policy -Monetary policy of RBI.

Unit: V Money and Capital Markets:

Meaning and features-Institutions-Instruments Functions of money market– Working –

Functions – Characteristics of an under developed and developed money market. Capital market:
Meaning – Features- Primary and Secondary market- Comparison of money and capital market.

Prescribed Texts:

- M.L.Seth, Money, *Banking and International Trade*, Lakshmi Narain Agarwal Educational Publishers, Agra, 2017.
- R.R.Paul, *Money and Banking*, Kalyani Publication, New Delhi, 2004.

Book for Reference:

- M.L.Jingan, *Money Banking, International Trade and Public Finance*, and Urinda publication Pvt Ltd., New Delhi, 2003.
- K.P.M.Sundaram, *Money, Banking and International Trade*, Sultan Chand & Sons, New Delhi, 2005.
- M.Radhaswamy, *Practical banking* S. Chand & co., Ltd, New Delhi, 1984.
- Gordon & Natarajan, *Banking Theory Law and Practices*, Himalaya Publishing House, Mumbai, 2016

Programme : B.A.,

Subject: Economics

Semester: IV

Course: Mathematical Economics

Course Type: Core Paper - VIII

Course Code: MUECC8

Contact Hours: 5 hours /week

Credit: 4

CIE: 25

CE: 75

Course Outcomes:

- Understanding basic mathematical tools and economic theories
- Constructing matrix to understand the order of variables.
- Equipping students in understanding economic concepts with the help of mathematical methods.
- Learning to apply concept of functions and differential calculus.

COURSE CONTENT

Unit I: Set theory

Definition of a Set – Types of Sets – Intersection of Sets – Complement of a Set – Difference of Set – Venn diagram.

Unit II: Permutation and Combination

Factor notation- Permutation of n different things - Circular permutation combinations: Simple Problems.

Unit III: Differential Calculus

Rules of Differentiation – Derivatives of Higher order up to III order – Maxima and Minima.

Unit IV: Matrix Algebra:

Matrix – Types of Matrix – Addition and subtraction of Matrix – Matrix Multiplication – Transpose of a Matrix – Determinant – Properties of Determinant - Inverse of Matrix – Solution to Simultaneous equation – Cramer's rule-RankMatrix-Simple Problems.

Unit V:Simple Linear programming:

Introduction-Advantages-limitation-Linear programming – Graphical solution.

Book for Reference:

- Manoharan and C.Elango, *Business Mathematics*, Palani Paramount Publications,2007.
- Metha and Mithani, *Mathematics for Economists*, Sultan & Chand Publications, 1999.
- Dr.M.K.Venkataraman, *Linear Programming*, The National Publishing Company, Madras.

- D.C. Sancheti and V.K.Kapoor, *Business Mathematics*, Sultan & Chand publications 2004.
- Arumugam, *Linear Programming*, New Gamma Publishing House, Palayamkottai, 2012.

Programme: B.A.,

Semester: IV

Course type: SBC 4

Contact Hours: 2 hrs/week

CIE: 25

Subject: Economics

Course: Home Economics

Course Code: MUECHE4

Credit: 2

CE: 75

Course Outcomes:

- Developing the values and requirement for efficient management of family.
- Inferring a basic knowledge of human health.
- Identifying the concepts in the preparation of family budget.
- Gaining knowledge in time management to reduce fatigue in household activities.

COURSE CONTENT

Unit I: Home Management:

Concept of home – Its role and functions – Types of families –Merits and demerits- Role of Modern Women as Home maker and Home management – Goals.

Unit II: Management of Resources:

Human & Non -human resources – Management process in family living – Organizing and assembling resources – Decision making in family living – Steps in decision making process – Qualities of good home maker- Factors which affect food management – Purchase and selection of food from the market.

Unit III: Work Simplification:

Time Management: time plans – Controlling time – Evaluation of time plan – Sample time plan – Management of energy – Energy requirements for living and household tasks – Fatigue and its types – Reducing fatigues – Work simplification – Meaning – Work simplification in home – Improving working methods in home.

Unit IV: Management of Money:

Kinds of income – Management of income – Different income groups – Need and means of supplementary family income – Managing family finance – Planning a budget for family – Objectives of a family budget – Steps for family budget -keeping record of Expenditure -Factors that affect expenditure of the family - Saving and investment.

Unit V: Health

Meaning of health – Determinants- Dimension of health – Indicators- Health and Economic Development.

Books for Reference:

- Mrs.K.Ajmani, Mrs.M.Baliga, Mrs.A.Banerjee, Mrs.A.Das, Mrs.R.Gulati, Mrs.L.Nair, Mrs.Punia, Mrs.V.Rana, Miss.S.Shrivastav, *Home Management* Arya Publishing House, Educational Planning Groups, Karol Bagh, New Delhi 1995.

SEMESTER - V

Programme: B.A.,

Subject: Economics

Semester: V

Course: Economics of Development and Planning

Course Type: Core Paper 9

Course Code: MUECC9

Contact Hours: 5 Hours/week

Credits: 4

CIE: 25

CE: 75

Course Outcomes:

- Recalling the obstacles and determinants economic growth
- Comprehending the theories of development
- Recognizing the importance of planning and to recall the growing needs for urban planning
- Interpreting the achievements and failures of five year plans in India.

COURSE CONTENT

Unit I: Economic Development:

Definition- Characteristics of an UDC– Economic development and economic growth - Obstacles to economic development– Factors determining economic growth.

Unit II:Economics of Growth:

W.W. Rostow's stages of Economic growth – Demonstration effect – Meaning and Effects – Human Capital Formation: Meaning and importance - problems.

Unit III: Development Theories:

Theory of Balanced and Unbalanced Growth – Big Push Theory – Critical Minimum Effort Thesis.

Unit IV: Economic Planning:

Definition – General Objectives of Five Year Plans in India –Types of Planning – Case for and against Planning –Need for Planning in UDCs – Essentials of Successful Planning- Planning Machinery in India – NITI Aayog- Its Functions.

Unit V: Five Year Plans in India:

Objectives– Achievements & Failures-Urban Planning in India: Features and Principles - Recent Policies in Creating Smart Cities.

Prescribed Text:

- M.L.Jhingan, *The Economics of Development and Planning*, Vikas Publishing House,

New Delhi, 2000.

- N.S.Balasubramaniam & N.Venugopalan, *Planning and Growth*

Books for Reference:

- K.K.Dewatt, *Indian Economics*, S.Chand & Sons Varma, New Delhi, 1998.
- I.C.Dhingra, *The Indian Economy*, S.Chand & Sons, New Delhi, 1996.
- Ruddar Dutt and K.P.M Sundaram, *Indian Economy*, S.Chand & SonsVarma, New Delhi.
- S.K.Misra & V.K.Puri, *Indian Economy*, Himalaya publishing House, Delhi, 1997.

Programme: B.A.,

Subject: Economics

Semester: V

Course: International Trade

Course Type: Core Paper - X

Course Code: MUECC10

Contact Hours: 5 hours/ week

Credits: 4

CIE: 25

CE: 75

Course Outcomes:

- Knowing the meaning of balance of trade, balance of payments, exchange rate free trade and protection trade.
- Understanding theories of international trade and equilibrium rate of exchange.
- Illustrating the difference between free and protection trade and discuss. Methods of protection such as quotas, tariffs, Exchange control etc.
- Interpreting how and why the exchange rate may change.
- Identifying the role of international organization in the promotion of trade.

COURSE CONTENT

Unit I: International Trade:

Meaning – merits and demerits – Basis of international trade – Comparison between internal and international trade -Case for and against free trade and protection – Methods of protection and their effects.

Unit II: Theories of International Trade:

Adam Smith & Ricardo's Theory – Heckscher – Ohlin Theory – Its superiority over classical Theory.

Unit III: Balance of Payments:

Meaning – Balance of Trade and Balance of payments - Disequilibrium – Causes – Methods to correct adverse balance of payments.

Unit IV: Foreign Exchange

Meaning – Problem – Methods of foreign payment – demand and supply of foreign Exchange– equilibrium rate of exchange – Stable Vs. flexible exchange rates- Spot and forward rate – Arbitrage – Purchasing Power Parity theory.

Unit V: International Financial Institutions:

IMF – Origin – Objectives – Functions – India and IMF- International liquidity – IBRD.

International Trade Agreements: GATT-WTO –UNCTAD-EEC.

Prescribed Text:

- M.L. Seth, Money, Banking, International Trade, Public Finance, Lakshmi Narain Agarwal, Agra, 2017.

Books for Reference:

- S. S. M. Desai, *International Economics*, Himalaya Publishing House, Bombay, 2014.
- M.L. Jhingan, *International Economics*, Konark publishers, New Delhi, 1995.
- K.P.M. Sundaram, *Money, Banking & International Trade*, Sultan chand & Co, New Delhi, 2005.
- M.N Mishra, *Money, Banking– International Trade*, S.Chand and Company, New Delhi.

Programme: B.A.,

Subject: Economics

Semester: V

Course: History of Economics Thought

Course Type: Core Paper XI

Course Code: MUECC11

Contact Hours: 5 Hours/week

Credits: 4

CIE : 25

CE: 75

Course Outcomes:

- Comprehending the major ideas associated with contemporary economic thinking.
- Analyzing economic models and concepts.
- Differentiating the economic thoughts put forward by economists belong to different schools.
- Appreciating the contributions of welfare economists.

COURSE CONTENT

Unit I: Mercantilism:

Factors that gave rise to Mercantilism-Views of Mercantilists- Thomas Mun-Antonio Serra-Phillips Von Hornick –The Physiocrats-Factors that gave rise to Physiocracy-Ideas –Main representatives – Quesnay-Turgot- Condillac.

Unit II:Classical School:

Features of classical school – Contributions of Adam Smith – Critical Estimate. Jeremy Bentham: Hedonistic Psychology- Bentham and his principle of utility- Bentham and Adam Smith- Criticism.

Unit III: J.S.Mill:

Economic Principles of J.S.Mill - Individualist – Socialist Programme – Critical estimate.

Unit IV: Karl Marx:

Philosophy – Materialistic Interpretation of history – Class struggle – Falling rate of Profit – Concentration of capital – Labour Theory of value – Theory of surplus value – Criticism of Marxism.

Unit V: Welfare Economics:

Hobson – Pigou – Pareto – J.R.Hicks.Indian Economic Thinkers:Mohandas Karamchand Gandhi- Amarthiya Sen.

Prescribed Text:

- V. Lokanathan, *A History of Economic Thought*, S.Chand & Co., Ltd, New Delhi, 2009.

Books for Reference:

- H.L Bhatia, *History of Economic Thought*, Vikas publishing house, Pvt., Ltd., 1980.
- S.K. Srivastava, *History of Economic Thought*, S. Chand & Co. New Delhi, 2002.

Programme: B. A.,

Subject: Economics

Semester: V

Course: Environmental Economics

Course Type: Elective -1

Course code: MUECE1

Contact Hours: 4 Hours / Week

Credit: 5.

CIE: 25

CE: 75

Course Outcomes:

- Comprehending the role of environment in the economic development
- Classifying the resources as renewable and non-renewable resources.
- Describing the importance of environmental quality and its maintenance
- Inferring the values on efficient environmental management and control of Green House effect.

COURSE CONTENT

Unit I: Economics And Environment:

Definition – Role of Environmental Economics -Scope and Significance of Environmental Economics - Transformation Curve.

Unit II: Natural Resources Economics:

Definition – Classification of Resources – Theories of Natural Resources Uses: Classical Approach, Neo-classical and Contemporary Perspectives – Energy Resources - Meaning-Classification.

Conservation of Resources: Methods of Conservation: Substitution - Product Life Extension – Recycling-Tax on Pollution – Waste Reduction.

Unit III: Market Failure And Externality:

Concept of Welfare Economics – Competitive Economy and Social Welfare – Efficiency and Perfect Competition - Welfare – Pareto's Efficiency- Maximum Social Welfare and Perfect Competition.

Unit IV: Environmental Quality:

Tragedy of Commons – Characteristic Features of Common Property Resources – Environmental Quality as a Public Good –Social Welfare Function – Parato: Optimal Depletion of Environmental Quality.

Unit V: Population and Urbanization:

Population Explosion: Meaning –Causes –Impact on Environmental Quality. Urbanization: Meaning – Causes-Impacts on Environmental Quality.

Greenhouse Effect-Global Warming: Meaning - Causes – Impact on Environment.

Environmental Management: Meaning–Components–Functions of Environmental Agency.

Books for Reference:

- Dr. S.Sankaran, *Environment Economics*, Margham Publication, Madras, 1998
- Dr. Karpagam, *Environmental Economics*, Sterling Publishers Private Ltd. (1988)
- M.L.Jhingan, *Environmental Economics*, Theory, Management and Policy, Vrinda Publications (P) Ltd. Delhi, 2016.

Programme: B. A.,
Semester: V
Course Type: Elective -1(Optional)
Contact Hours: 4 Hours / Week
CIE: 25

Subject: Economics
Course: Principles of management
Course Code: MUECE1
Credits: 5
CE: 75

COURSE CONTENT

Unit I: Management:

Definition – Features of Management – Functions – Importance of Management – Administration And Management – Difference – Contributions of Henry Fayol & F.W.Taylor.

Unit II: Planning:

Definition – Importance, Objectives – Steps on Planning Process – Methods of Planning – Obstacles on Planning – Essentials of Good Planning.

Unit III: Organization:

Definition – Nature and Importance – Functions – Formal and Informal Organization – Characteristics and Difference – Theories of Organization (Classical, Neo-Classical And Modern Theory).

Unit IV: Staffing:

Definition – Function – Advantages – Recruitment: Meaning – Definition – Sources of Recruitment – Training – Importance – Characteristics of Good Training – Directing: Principles of Directing – Motivation: Importance – X Theory, Y Theory and Maslow's Theory of Motivation.

Unit V: Controlling:

Introduction – Meaning – Requirements of Effective Control System – Co-Ordination: Features – Problems – Effective Co-ordination. Communication: Definition – Importance – Elements – Principles of Effective Communication – Barriers to Communication.

Prescribed Text:

- Dr.T.Ramasamy, *Principles of Management*, Himalaya Publishing House, 2005.

Books for Reference:

- Kathresan & Radha, *Principles of Management*, Praanna Publishers, Chennai, 2017.
- Dinagar Pagare, *Business Management*, Sultan Chand & Sons, New Delhi, 2003.
- L.M.Prasath, *Principles of Management*, Sultan Chand & Co, New Delhi, 2015.

Programme: B. A.,

Subject: Economics.

Semester: V

Course: Principles of Practice of Insurance

Course Type: Major Elective - II

Course Code: MUECE2

Contact Hours: 4 Hours / Week

Credits: 5.

CIE: 25

CE: 75

Course Outcomes:

- Classifying insurance as life and non-life insurance
- Realizing the importance of insurance as a relief factor to a risk or hazards
- Recognizing the process of risk management system
- Understanding the various concepts of General Insurance.

COURSE CONTENT

Unit I: Introduction:

Definition of Insurance – Historical Perspectives – Functions- Nature of Insurance - Classification – Importance – Principles of Contract of Insurance – Essential Elements of Contract of Insurance- Private Insurance Companies – Entry and Growth.

Unit II: Risk Management:

Definition of Risk –Features- Causes of Risk – Classification of Risk.

Risk Management: Definition- Process - Benefits of Risk Management.

Unit III: Life Insurance:

Features – Difference Between Insurance and Assurance – Classification – Group Insurance Schemes – Partnership Insurance –Factors Affecting Selection of Life Insurance Products – LIC.

Unit IV: General Insurance:

Agriculture Insurance: Crop Insurance and Cattle Insurance

Health Insurance: Definition – Factors Influencing Health Insurance- Medi-Claim

Motor Vehicle Insurance: Fundamental Principles - Types of Motor Insurance Policy.

Reinsurance – Meaning and Definition –Concepts-Characteristics.

Double Insurance, Over Insurance: Meaning. Difference between Reinsurance and Double Insurance.

Unit V: Marine Insurance:

Nature- Procedure –Types of Policies –Payment of Claims. Definition – Elements – Contract-

Policy Condition – Payment of Claims.

Prescribed Texts:

- Dr.A.Murthy, *Principles and Practice of Insurance*, Margam Publications, 2015.
- Dr. P. Periasamy, *Principles and Practice of Insurance*, Himalaya Publishing House, 2013.

Books for Reference:

- M.N.Mishra, *Insurance Principle Practice*, S. Chand & New Delhi, 2005.
- Sri Vastsava D.C & Shashnik, *Industries Transition & Prospect*, Srivastava New century Publications.

Programme: B. A.,

Subject: Economics.

Semester: V

Course: Labour Economics

Course Type: Major Elective -II (optional)

Course Code: MUECE2

Contact Hours: 4 Hours / Week

Credits: 5.

CIE: 25

CE: 75

COURSE CONTENT

Unit I: Introduction:

Meaning and Significance of Labour - Nature & Scope of Labour Economics – Meaning And Significance of Labour– Characteristics of Agricultural Labour – Unemployment and Under Employment of Rural & Agriculture Labour- Labour Problem in Developing Economy.

Unit II: Labour In Organized Sector And Unorganized Sector:

Employment of Labour in Organized Sector and Unorganized Sector –Types– Character of Industrial Labour in India – Migratory Character – Cause and Evils – Effects of Migration – Concept of Unemployment – Types – Causes – Evils of Unemployment.

Unit III: Trade Union and Wage:

Definition of Trade Union Need and Objectives – Advantages and Disadvantages of Trade Union – Functions of Trade Union – A Note on Structure on Trade Union and Types of Trade Union – Essential of Successful Trade Union – Determinants and Difficulties of Trade Union.

Unit IV: Wage Differential:

Causes of Differences in Wages – Types – Wage Difference by Sex- Wages of Men and Women – Occupational Wage Differences – Wage Differential in India – A Note on Equal Pay for Equal Work – Various Incentive System of Payment – Its Merits and Demerits – Bonus Systems and Examples – Concept of Minimum, Fair and Living Wages – Minimum Wage – Need and Importance – Efficiency of Labour Productivity – Determinants of Labour Productivity.

Unit V: Wage Differential:

Meaning – Causes of Industrial Dispute – Consequences – Methods for Prevention of Industrial Dispute – Objectives of Employee's Participation in Management – Concept of Industrial Relation – Factor Determining Industrial Relation – Essential of Industrial Relation

Prescribed Books:

T.N.Bhagoliwal, *Economics of Labour And Social Welfare*, Sahityasadar, Agra.

Books for Reference:

- R.C.Saxena, *Labour Problems and Social Welfare*, Jai Prakash Nath, Meerut.
- B.P Tyagi, *Labour Problems in India*, S.Chand & Co
- B.N.Dutt, *Labour Economics*, Allied Publishers
- S.C Pant, *Indian Labour Problem*, Chaitanya Publishing House, Allahabad.
- George Obrien, *Labour Organization* (Mathuen)

Programme: B.A.,

Subject: V

Course Type: SBC-5

Contact Hours: 4 Hours / Week

CIE: 25

Course Outcomes:

- Knowing the basics of MS-Office
- Gaining practical knowledge in using MS- Word
- Practicing MS-Excel
- Getting exposure to MS- Power Point.

Subject: Economics.

Course: Computer literacy

Course Code:

Credit: 5.

CE: 75

COURSE CONTENT

Unit I:

Introduction to Computer - Components of MS-Office.

Unit II:

MS-Word– Operations of word documents

Introduction, menus, shortcuts, documents types, working with documents- opening, saving, closing, editing document, using toolbars, rulers, help, formatting documents- setting font, paragraph, page style- setting foot notes, page break, line break, creating section and frame, inserting clips arts, pictures, setting document styles, creating tables- settings, borders alignments, merging, splitting, sorting rows and columns, drawing-inserting, drawing, formatting grouping, ordering.

Unit III: MS-Excel

Introduction, spread sheet application, menus, tool bars-spread sheet addressing, data entering and editing data.

Unit IV:

Computation data setting formula, finding total in rows and columns, working with sheet-sorting, filtering, validation, consolidation - charts- selecting, formatting, labeling, scaling, tools-error checking.

Unit V: MS- Power Point:

Introduction, opening new presentation, presentation templates, presentation layout, creating presentation- setting presentation style, adding header and footer, slide background, slide layout, rotating pictures.

Prescribed Texts:

- Surtis Frye, Joyce Cox, Steve Lambert, *Microsoft Office System Step By Step*, 2007.
- Reema Thareja, *Fundamentals of Computers*, Oxford University Press, London.
- LauraStory, *Micro-soft Office 2007 Fundamentals*, I Edition, Dawna Walls.

SEMESTER - VI

Programme: B.A

Subject: VI

Corse type: Core Paper - XII

Contact Hours: 6 Hours / Week

CIE: 25

Subject: Economics

Course: Home economics

Course code: MUECC12

Credit: 5

CIE: 75

Course Outcomes:

- Understanding the sources of public Revenue and classification of public expenditure.
- Gaining knowledge about the working of federal finance
- Understanding the role of state in fostering the economic activities through budget and fiscal policies.
- Recalling the role of finance commission in allocation of resources between central and State Government.

COURSE CONTENT

Unit I: Introduction

Public finance –Scope – Private finance and public finance-a comparison – Principle of Maximum Social advantage.

Unit II: Public Expenditure

Classification of public expenditure –Effects of public expenditure - Causes for the growth of public expenditure in India –Control of public expenditure in India. Public Revenue: Meaning- Source of public Revenue: Tax Revenue -Administrative Revenue-Commercial Revenue- grants and Gifts – Classifications.Federal finance:Meaning - Principles- Allocation of resource: Centre, State, local finance-13th Finance commission .

Unit III:Public Debt

Meaning – Classification – Causes for the growth of public debt in India – Burden of public debt – Methods of redemption – Role of public debt in a developing economy.

Unit IV: Taxes

Tax- Definition- Cannons of taxation – Classification of tax. Direct tax- land tax-Personal income tax- Tax on corporate income- Gift tax- Indirect taxes: Expenditure tax- Customs duties- Excise duties-Sales tax- Goods and Service tax.Shifting and incidence of taxation -Shifting and

Incidence of specific taxes (income tax, import duty, export duty, Sales tax).

Unit V: Budget

Purpose of budgeting-Budgetary Procedure -Budget and economic control-Capital account - Revenue account - Emergency budget- Full employment budget-Cyclical budget. Fiscal policy: Objectives of fiscal policy -Deficit financing: Meaning and methods -Fiscal policy in a developing economy.

Prescribed Texts:

- Dr. B.P.Tyagi, *Public Finance*, Jaiprakash Nath & Co., Meerut, 2000.
- Devairakam, *Public Finance*, Jothi Publication, Palayamkottai

Books for Reference:

- Dr. R.Cauvery, Dr.U.K.SudhaNayak, Dr. M. Girija, Dr.N.Kruparani and Dr.R.Meenakshi, *Public Finance*, S. Chand & Co., New Delhi,1995.
- Andley & Sundharan, *Public Finance*, Ratanprakasan Mandri, Agra.
 - M.L.Seth, *Money, Banking, International Trade and Public Finance*, Sulthan Chand & Sons, New Delhi,2017.
- K.P.M.Sundharam & E.N Sundaran, *Fiscal Economics*, Sulthan Chand & Sons, New Delhi,2004.

Programme: B.A

Semester: VI

Course Type: Core Paper - XIII

Contact Hours: 5 Hours / Week

CIE: 25

Subject: Economics

Course: Indian Economy

Course Code: MUECC13

Credit: 2

CE: 75

Course Outcomes:

- Illustrating geographical picture of natural resources of the country
- Understanding the essentials of rural and industrial development
- Outlining the causes of poverty and unemployment
- Realizing the role of foreign capital in the economic development

COURSE CONTENT

Unit I: Resources:

Indian Economy – Natural Resources (land, water, forest, minerals & energy) and its importance in Economic Development.

Unit II: Rural Development:

Meaning– Community Development Programme – Definition – Objectives of CDP- Achievements and shortcomings of CDP - Nature and concept of IRDP

Unit III: Industry & Trade:

Meaning of industrialization - Role of industrialization in economic development of India – Small scale and large scale industries: Meaning – Importance and Problems –Government measures to help Small Scale Industry – Foreign trade and economic development – Value, composition, direction of foreign trade – Commercial policy and economic development – Export promotion measures.

Unit IV: Poverty & Unemployment:

Definition- Poverty – Cause and Strategy to remove poverty – measures under taken by government – Unemployment – Problems – nature of unemployment (rural, educated unemployment, industrial unemployment) – Causes and effects – Remedies (long term measure and short term measure) – Strategy for rural and urban employment programs undertaken by government of India – PMRY, TRYSEM, MGNREGS.

Unit V: Foreign Capital:

Performance of public sector problem –Case for and against Privatization – a note on New Economic Policy (LPG) – Foreign Capital: Meaning –Role of foreign capital in economic development – Type of foreign investment- private foreign investment – Merits – Objectives – Measure for encouragement of private foreign investment – Importance of foreign aid – Impacts and problems -Globalization –Liberalization: Meaning.

Prescribed Text:

- K.K Dewett, J.D. Varma and H.L. Sharma, *Indian Economics*, Sultan Chand, New Delhi, 1998.

Books for Reference:

- I.C.Dhingr, *Indian Economy*, Sultan Chand & Sons, New Delhi, 1998.
- S.K.Misra & V.K.Puri, *Indian Economy*, Himalaya Publishing House, Delhi, 1993.
- M.L. Jhingan, *The Economics of Development and Planning and Growth*, Vika Publishing House, New Delhi, 2000.
- N. Srinivasan, *Economic Development of India*, Meenakshi Pathipagam, Devakottai 1992.
- S.K. Misra & V.K Puri, *Economic Development of India*, Himalaya Publishing House, New Delhi 1995.
- Narayana Nadar, *Economic Development of India*, Thangam Publishers, Viruthunagar, 1994.

Programme: B.A.,

Subject: Economics

Semester: VI

Course: Economics of Marketing

Course Type: Core paper - XIV

Course Code: MUECC14

Contact Hours: 5 Hours / Week

Credits: 5

CIE: 25

CIE: 75

Course Outcomes:

- Defining the terms marketing, marketing segments, marketing mix, consumer buying behaviour, branding, packaging, Product Life cycle, advertising and channels of distribution
- Understanding the Principles and advantages of Marketing , Market Segmentation, Physical Distribution, Branding and Packaging
- Applying the importance of buying behavior in marketing and its relevance to price strategy
- Analyzing the significance and strategies of advertising and sales promotion.

COURSE CONTENT

Unit I: Marketing - an Introduction

Marketing – Definition – Selling & Marketing Difference – Modern Marketing – Role of Marketing in Economic Development – Marketing mix (4p's) – Marketing function (Functions of Exchange, Functions of Physical Supply, Facilitating functions) –a note

Unit II: Product Planning

Product Planning & Development – Product life cycle – New Product planning – Factors to be considered before introducing New Product – Branding – Meaning – Features of good Brand – Types – Labeling – meaning – features of a Label – Advantages and Disadvantages – Packaging – Meaning – Kinds–Requisites of Good Package.

Unit III: Product Pricing

Pricing – Meaning – Pricing Objectives – Kinds of Pricing and methods for price determination – Factors affecting pricing decisions – internal factors& External factors.

Unit IV: Advertising and Sales Promotion

Advertising – Meaning – objectives –Qualities of a Good advertisement copy and its elements –

AIDAS Formula – meaning – Advertising Media – Kinds – Its Merits & Demerits – Kinds of Sales promotion (Consumer Promotion, Dealer Promotion, Sales force Promotion) – Quality of Sales personality – Personal selling – Meaning and Objectives – Difference between advertising and salesmanship.

Unit V: Channels of Distribution

Definition – Marketing Channels– Functions of Middlemen & Merchant Middlemen – Services by the Wholesaler (services to the manufactures, service to the Retailers). Types of Retailers - functions- International marketing – Meaning - Importance.

Prescribed Text:

- R.S.N. Pillai & Bagavathi, *Modern Marketing, Principles and Practices*, S.Chand & Company Pvt. Ltd, 2016.

Books for Reference:

- Dr. C.B. Gupta & N.Rajanair, *Marketing Management*, Sultan Chand & Sons 2006.
- S.Kathiresan & V.Radha, *Marketing*, Prasanna Publications 2006.
- M.N. Misra, *Sales Promotion and Advertising Management*, Himalaya Publishing House, Delhi, 2003

Programme: B.A.,

Subject: Economics

Semester: VI

Course: Entrepreneurship Development

Course Type: Major Elective - III

Course Code: MUECE3

Contact Hours: 4 Hours / Week

Credit: 5

CIE: 25

CIE: 75

Course Outcomes:

- Gaining Knowledge in entrepreneurship, steps to start business, preparation of project and decision making process.
- Understanding the role of institutional Finance to promote entrepreneurship
- Outlining project formulation and network analysis
- Comprehending decision making process oriented with cost benefit analysis sensitivity analysis and system analysis

COURSE CONTENT

Unit – I:

Entrepreneurship –Definition – Importance –Functions, Qualities and problems of an entrepreneur- Entrepreneurship Development in India – Women entrepreneurship in India- Problems of Women entrepreneurship.

Unit II:

Steps to be taken to start a business – Licensing – Registration.

Unit III:

Institutional arrangements for entrepreneurship development – DIC, SIPCOT, ITCOT, SIDCO, NSIC, SISI – Institutional finance to entrepreneurs – TIIC, SIDBI, Commercial banks.

Unit IV:

Project Report – Meaning & Importance of project – format for Report – Project appraisal – Market feasibility and Economic feasibility-Project Formulation and network analysis: Need for Project Formulation –elements –project selection. Project network analysis-classification of network techniques-basic concepts in network analysis- formulation of budget.

Unit V:

Managerial decision making: Concepts and process- types of decisions- creativity in decision making- approaches: cost benefit analysis-system analysis- sensitivity analysis.

Books for Reference:

- R.V. Badi& N.V. Badi, *Entrepreneurship*.
- Vasanth & Desai, *Dynamics of Entrepreneurship*, Himalaya Publishing House, 2005.
- C.B. Gupta and N.P. Srinivasan, *Entrepreneurial Development*, Sultan Chand and Sons 1999.

Programme: B.A.,

Subject: Economics

Semester: VI

Course: Human Resource Development

Course Type: Major Elective – III (optional)

Course code: MUECE3

Contact Hours: 4 Hours / Week

Credit: 5

CIE: 25

CE: 75

COURSE CONTENT

Unit I: Human Resource Development:

Definition-Methods –Characteristics - Need for HRD in the Indian context - Difference between HRM and HRD-Need for HRD.

Unit II: Human Resource Planning:

Definition-Difference between human resource planning and man power Planning -Problems in Human Resource Planning.Training: Objectives –Types –Importance-Characteristic features of training and development under HRD system-Responsibility for training and development.

Unit III: Counseling:

Employee Counselling-Need for counselling-Mentoring –Role of mentor-Qualities of a good mentor-Difference between mentor and counselling.

Unit

Unit IV: Employee Communication:

Meaning –Purpose- Process- Barriers.Motivation: Meaning- Importance – X theory, Y theory and Maslow's theory of motivation.

Unit V: Recruitment:

Meaning- Process-Sources–Techniques of recruitment.Selection: Meaning –Importance-Stages and Procedure of selection.

Prescribed Texts:

- P.C.Tripathi, *Human Resource Development*, Sultan Chand & Sons, New Delhi, 2005.

Books for Reference:

- S.S.Khanka, *Human Resource Management*, S.Chand & Company Ltd, New Delhi,2016.
- V.S.P.Rao, *Human Resource Management*, Excel Books, New Delhi,2008.
- L.M.Prasath, *Human Resource Management*, Sulthan Chand & Sons, New Delhi.
- S.C.Gupta, *Advanced Human Resource Management*, Ane Books, New Delhi,2011.

Programme: B.A.,

Subject: Economics

Semester: VI

Course: Economics of Advertising

Course Type: Non Major Elective – II

Course Code: MUEC

Contact Hours: 2 Hours / Week

Credits: 2

CIE: 25

CE: 75

COURSE CONTENT

Unit I: Advertising

Nature and Scope - Classification - types – Role of advertising in India's economic development – Problems – Socio economic aspects of advertising – Ethics and social responsibilities.

Unit II: Consumer Behaviour

Consumer behavior and advertising – Market communication.

Unit III: Advertising Plan

Planning and advertising programme – Various advertising media – Methods of selection.

Unit IV: Advertising budget:

Measuring effectiveness – Baumol's theory of sales maximization – Baumol's model without advertising – Baumol's model with advertising; Criticism.

Unit V: Advertising Agency

Advertising schedule and advertising agencies – Industrial, Rural and social Advertising – Case Studies from the advertising world.

Prescribed Texts:

R.S.N. Pillai & Bagavathi, *Modern Marketing, Principles and Practices*, S.Chand & Company Pvt.Ltd,2016.

Books for Reference:

- Dr.C.B.Gupta & N.Rajanair, *Marketing Management*, Sultan Chand & Sons 2006.
- S.Kathiresan & V.Radha, *Marketing*, Prasanna publications 2006.
- M.N.Misra, *Sales Promotion and Advertising Management*, Himalaya Publishing house, Delhi, 2003.
- C.N.Sontakki, *Advertising and Sales Management*, Kalyani Publishers, New Delhi, 2003.

[ALLIED COURSES TO OTHER DISCIPLINES]

Programme: B.com...

Subject: Commerce

Semester: I

Course: General Economics - I

Course Type: Allied -1

Course Code: MUEC

Contact Hours: 4 Hours / Week

Credits: 5

CIE: 25

CE: 75

Course Outcomes:

- Recalling the branches of economics, meaning of basic concepts in consumption and production. And also able to state the laws marginal utility theories and law of demand.
- Indicating the factors influencing demand and supply
- Analyzing the equilibrium price and quantity demanded or supplied with the knowledge of Break Even analysis
- Interpreting the objectives of firms and their social responsibilities.

COURSE CONTENT

Unit I: Definitions of Economics

Wealth, Welfare, Scarcity and growth– Branches of economics - Nature of Economic Laws.

Basic concepts: Wants – Characteristics and classifications of wants - Utility – measurement of utility- Goods – Classification of goods.

Unit II: Consumption

Law of diminishing marginal utility – Law of equi-marginal utility – Law of demand – Elasticity of demand - price-income-cross and advertisement elasticity of demand – Consumer surplus.

Unit III: Production

Meaning and Features of land, Labour, capital and organization – Laws of returns – Efficiency of Labour – Functions of an Entrepreneur.

Unit IV:

Objectives and Equilibrium of a business firm - Objectives of a firm – Social responsibilities of a firm – Equilibrium of a firm.

Unit V:

Break Even Analysis - Meaning - Behaviour of cost and Revenue curves –Break-even point - Importance.

Prescribed Texts:

- D.D. Chaturvedi & Anand Mittal, *Principles of Economics*, International book house Pvt.Ltd. 2012.
- L.Varshney and Maheswari, *Managerial Economics*, Sultan Chand & Sons, New Delhi,1993.

Books for Reference:

- M.L.Seth- *Principles of Micro Economics*, S.Chand & Sons Ltd., New Delhi, 2010-11
- Loganathan, *Principles of Economics*, S.Chand & Company Ltd, New Delhi
- K.P.M.Sundharam, *Micro Economics*, S.Chand & Company Ltd, New Delhi,2004.
- Srinivasan, *Micro Economics*, Meenakshi Pathipagam. Devakottai, 1996.
- Dr.S.Sankaran, *Managerial Economic*, Margham Publications,2016.
- R, Cauvary, U.K. Sudha Nayak, M.Grija, N.Kiruparani, R. Meenakshi, *Micro Economic Theory*, S.Chand & Co, 2006.

Programme: B.Com.,

Subject: Commerce

Semester: II

Course: General Economics -II

Course Type: Allied – II

Course Code: MUEC

Contact Hours: 4 Hours / Week

Credits:5

CIE: 25

CE: 75

Course Outcomes:

- Stating meaning and concepts of national income
- Understanding the methods of computation of national income
- Recalling the methods of note issue and to understand the functions of money
- Interpreting the various methods of monetary policy and Fiscal Policy

COURSE CONTENT

Unit I: National Income

Meaning and Definition- Concepts – Methods of computing National income – National income estimates in India- Trends – Difficulties in National income calculations – Importance of National income estimates.

Unit II: Money

Barter system – Meaning – Difficulties – Evolution of money – Kinds of Money – Functions of money – Characteristics of good money – Importance of money – Paper currency system : Meaning – Merits – Demerits – Defects of money – methods of note issue.

Unit III: Value of Money

Absolute value and relative value – Inflation: Meaning – Causes – Effects – Control of inflation – Deflation: meaning – Causes – Effects- Control of deflation – Trade cycle: Meaning – Phases of trade cycle- Monetary Policy: Meaning – Objectives- Role of monetary policy.

Unit IV: International Trade

Meaning – Difference between internal and international trade – Advantages and disadvantages of international trade – Terms of trade – balance of trade and balance of payments - role of EXIM bank – export promotion measures of the Government.

Unit V:

Public Finance -Meaning- divisions of public finance – public Revenue: sources of public Revenue – tax – direct tax and indirect tax – canons of taxation – public expenditure:

classification of public expenditure – causes for the growth of public expenditure in India – public debt: burden of public debt- Budget: Meaning- instruments of fiscal policy.

Books for Reference:

- Dr. R.Cauvery, Dr.U.K.SudhaNayak, Dr. M. Girija, Dr.N.Kruparani and Dr.R.Meenakshi, *Public Finance*, S. Chand & Co., New Delhi, 1995.
- M.L. Seth, *Money Banking, International Trade, Public Finance*, Lakshmi Narain Agarwal, Agra,2017.
- Gordon & Natarajan, *Banking Theory, Law and Practices*, Himalaya Publishing House, Mumbai, 2016.
- Dr.R.Cauvery, Dr.U.K.Suthanayak, Dr.M.Girija and Dr.R.Meenakshi, *Macro Economics*, S.Chand & Company Ltd, New Delhi,2006.

Programme: B.A.,

Subject: History

Semester: I

Course: Economic Development of India

Course Type: Allied - II

Course Code: MUEC

Contact Hours: 4 Hours / Week

Credits:5

CIE: 25

CE: 75

Course Outcomes:

- Remembering the characteristics of features of Indian economy
- Stating meaning, concepts of national income and methods of computation of national income
- Recalling the functions of money and kinds of money, inflationary situation and various methods of monetary policy
- Interpreting the poverty alleviation measures and role of foreign capital.

COURSE CONTENT

Unit I: Economic Development

Definition- Difference between economic development and economic growth – Factors determining economic growth – poverty alleviation Programme: MGNREGP – Role of village and cottage industries in economic development. National income: Meaning and Definition- Concepts – Methods of computing National income –Difficulties in National income calculations – Importance of National income estimates.

Unit II: Money:

Evolution of money – Kinds of Money – Functions of money – Characteristics of good money material – Importance of money – methods of note issue –Inflation : Meaning – Causes – Effects – Control of inflation – Deflation: meaning – Causes – Effects- Control of deflation – Trade cycle: Meaning – Phases of trade cycle- Monetary policy : Meaning – Objectives- Role of monetary policy.

Unit III: Banking

Meaning- functions of Commercial banks- functions of Central Bank, Credit and credit instruments: Meaning -types.

Unit IV: Foreign Capital:

Forms of foreign capital – role of foreign capital –WTO - Functions - Foreign Exchange:
Meaning – Problem – Methods of foreign payment.

Unit V:

13th Finance commission–Five years plans –Meaning and divisions of public finance.

Books for Reference:

- முனைவர்ந. சீனிவாசன், பேரியல்பொருளாதாரம்,மீனாட்சிபதிப்பகம், 2003.
- முனைவர்ந. சீனிவாசன், மேலாண்மைபொருளியல்,மீனாட்சிபதிப்பகம், 2001.
- முனைவர்ந. சீனிவாசன், பன்னாட்டுபொருளியல்,மீனாட்சிபதிப்பகம், 2003.
- ம. பாகுருசாமி, பன்னாட்டுபொருளாதாரம்,வண்ணன்வெளியீடு, 2000.
- முனைவர் ந. சீனிவாசன் , வங்கியியல்,மீனாட்சிபதிப்பகம், 2003.

[EXTRA CREDIT COURSES]

Programme: B.A., /B.Sc., /B.Com.,

Subject: All Disciplines (Optional)

Course: Consumerism

Course Type: Extra-credit Course - I

Course Code: MUEC

Contact Hours: 20 (Out of College Hours)

Credits: 2

CIE: 25

CE: 75

COURSE CONTENT

Unit I: Need for Consumer Protection:

Consumer: Meaning – consumer Exploitation in India – Problems– weakness of the consumers – need for consumer protection.

Unit II: Introduction to Consumerism:

Consumerism-Evolution-meaning and definition Approaches to consumerism – conditions leading to consumerism – meaning- measures for consumer protection.

Unit III: Consumerism in India:

Consumer guidance society of India (CGSI) - Function of the society.

Unit IV: Consumer protection council:

Central consumer protection council- State consumer protection council- Consumer protection Act 1986- Right of consumers.

Unit V: Redressal machinery:

Redressal machinery under the act – Three tier courts for the consumer – nature and scope of remedies under the act – Enforcement of the order and punishment.

Books for Reference:

- Kathiresan & Dr.Radha, *Marketing*, Prasanua Publishers, 2006
- Dr.C.B.Gupta & Dr.N.Rajanayair, *Marketing Management*, Sultan Chand &sons, 2006
- R.S.N Pillai & Bagavathi, *Modern Marketing Principles and Practices*, S.Chand & Company 2000.

Programme: B.A., /B.Sc., /B.Com.,

Subject: All Disciplines (Optional)

Course: Business Letters

Course Type: Extra-credit Course - II

Course Code: MUEC

Contact Hours: 20 (Out of College Hours)

Credits: 2

CIE: 25

CE: 75

COURSE CONTENT

Unit I: Introduction:

Essential of Business letters – Qualities – Structure of business letters Layout and design of a business letter.

Unit II: Types of business letters:

Claims and adjustments – Collection letters – Circular letters – Sales letters – Follow up letters.

Unit III: Trade letters:

Trade enquiries and replies – Order and execution – Trade reference and status enquires

Unit IV: Letters to Financial Institutions:

Banking letters and Insurance letters

Unit V: Application for appointments:

Letter of appointment – preparation of resume.

Books for Reference:

- K.K. Sinha, *Business Communication*
- Parag Diwan and L.N. Aggarwal, *Business Communication*
- K. Vairamani, *Business Communication*

Programme: B.A., /B.Sc., /B.Com.,

Subject: All Disciplines (Optional)

Course: Economics of Tourism

Course Type: Extra-credit Course

Course Code: MUEC

Contact Hours: 20 (Out of College Hours)

Credits: 2

CIE: 25

CE: 75

COURSE CONTENT

Unit I:

Meaning of tourism – Definition of Tourist and tourism – Motivation of tourism – Types of tourism – Causes for growth of tourism demand and obstacles.

Unit II:

Economic impact of tourism – Income, Employment and Infrastructure development, Components of tourism – Road, Railway, Water way and Air way. Management of tourist statistics and tourism business.

Unit III:

Tourism Planning, development and management – Tourism and economic development successful ways – Tourist attraction – Target and Expenditure plans – Use of Human resources – Tourism and Investment, Government helps in Private tourism – Future of tourism, Advertising planning methods in tourism.

Unit IV:

Travel Agents – Their role and functions – Tourism business – Types of hotels and hotel business and Entrepreneurship – Tourism marketing (hotel and food) tourist trade – Marketing – Problem & Remedies.

Unit V:

Tamil Nadu tourism development, Meaning, Importance – Development plans – Travel plans – Motels – Hospitality of tourism development – Tourist spots in Tamil Nadu – A note on tourist guide – Growth of tourism & foreign exchange in India and its obstacles – Functions of tourist office improving tourism department – Sergeant Committee Report – ITDC(India Tourism Development Corporation) Meaning ,aim and its functions Cultural impact of tourism in India, World tourist organization – Meaning and functions.

Books for Reference:

- Virender Kaul, Tourism and the Economy, Anand publication, New Delhi, 1994.
- A.K. Bhatia, Tourism Development Principles & Practices, Sterling Publication Pvt Ltd, New Delhi, 2002.
