

**ARULMIGU PALANIANDAVAR ARTS  
COLLEGE FOR WOMEN, PALANI  
(AUTONOMOUS)  
RE-ACCREDITED WITH B<sup>++</sup> BY NAAC  
in 3<sup>rd</sup> CYCLE  
SYLLABUS  
FOR B.A ECONOMICS**



**PG DEPARTMENT OF ECONOMICS  
UNDER CHOICE BASED CREDIT  
SYSTEM  
BATCH  
2022-2023 to 2024-2025**

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## **PREAMBLE**

Economics provides ample scope for maximizing social choices. The study of economics is based on problem solving method after observing new changes and the challenging factors of day today 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.

Skill oriented, job oriented, Society oriented papers like Management, Environmental Economics, Entrepreneurship Development, Advertising, Salesmanship and Value Education are included.

### **Programme Educational Objectives**

**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 & 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.

### Programme Specific Outcomes:

After successful completion of these courses, the students are able to

**PSO1:** Predicting the impact of fiscal and monetary policy on the overall economic performance of the country.

**PSO2:** Obtaining more information on national and international trade

**PSO3:** Analysing the economic problems and suggest policy measures for the development of the economy

**PSO4:** Analysing and attain exact data to assess economic variables with statistical tools and techniques.

**PSO5:** Understanding evolution of banking, identify structure and functions of banking

### College Objectives

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

Mapping PEO with College Objectives

PEO/CV	CV1	CV2	CV3	CV4
PEO1	H	M	L	L
PEO2	H	M	M	M
PEO3	M	H	H	H
PEO4	M	M	L	H
PEO5	L	H	H	H
PEO6	H	H	H	M
PEO7	M	H	H	H

H –High      M-Medium      L-Low      CV-College Objectives

**Duration of the Course:**

The students shall undergo the prescribed course of study for a period of three academic years (six semesters).

**Programme outcome:**

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

**PO1:** Achieve academic proficiency in economic concepts, laws, models and theories of economics

**PO2:** Acquire knowledge in understanding the changes that take place in business, management and organizational situations using graphical representation and statistical tools.

**PO3:** Analyze the impacts of economic, trade, monetary and fiscal policies on growth, development and the environment and able to comprehend economic trends.

**PO4:** Understand different economic system and different market behavior using graphical representation and statistical tools.

**PO5:** Develop research attitude and to pursue higher education.

**PO6:** Recognize the economic, environmental and ethical values.

**PO7:** Perform basic quantitative analysis using tools appropriate for the programme.

**MEDIUM OF INSTRUCTION : English**

**SUBJECT OF THE STUDY**  
**SEMESTER WISE DISTRIBUTION WITH**  
**SCHEME OF EXAMINATION**

Semester	Title of the paper		Hours	Credits	Marks		
					CIA	CE	Total
<b>I</b>	<b>Part-I</b>	Tamil Paper – I	6	3	25	75	100
	<b>Part-II</b>	English Paper – I	6	3	25	75	100
	<b>Part-III</b>	Micro Economics-I Statistics for Economics -I Demography	5	4	25	75	100
	<b>Core Paper-1</b>		5	4	25	75	100
	<b>Core Paper-2</b>		5	5	25	75	100
	<b>Part –IV</b>	Women and Economy Value Education	2	2	25	75	100
	<b>SBC 1</b>		1	2	25	75	100
		<b>Total</b>	<b>30</b>	<b>23</b>	<b>-</b>	<b>-</b>	<b>700</b>
<b>II</b>	<b>Part-I</b>	Tamil Paper – II	6	3	25	75	100
	<b>Part-II</b>	English Paper – II	6	3	25	75	100
	<b>Part-III</b>	Micro Economics-II Statistics for Economics -II Agricultural Economics	5	4	25	75	100
	<b>Core Paper-3</b>		6	4	25	75	100
	<b>Core Paper-4</b>		5	5	25	75	100
	<b>Part –IV</b>	Company Organisation	2	2	25	75	100
	<b>SBC -2</b>						
		<b>Total</b>	<b>30</b>	<b>21</b>			<b>600</b>
<b>III</b>	<b>Part-I</b>	Tamil Paper – III	6	3	25	75	100
	<b>Part-II</b>	English Paper – III	6	3	25	75	100
	<b>Part-III</b>	Macro Economics Monetary Economics Principles of Accounting - I	5	4	25	75	100
	<b>Core Paper-5</b>		4	4	25	75	100
	<b>Core Paper-6</b>		5	5	25	75	100
	<b>Part –IV</b>	Logistics Management Managerial Economics	2	2	25	75	100
	<b>SBC -3</b>		2	2	25	75	100
		<b>NME -1</b>					
		<b>Total</b>	<b>30</b>	<b>23</b>			<b>700</b>

Semester	Title of paper		Hours	Credits	Marks		
					CIA	CE	Total
IV	<b>Part-I</b>	Tamil Paper – IV	6	3	25	75	100
	<b>Part-II</b>	English Paper – IV	6	3	25	75	100
	<b>Part-III</b>						
	<b>Core Paper-7</b>	Banking	6	5	25	75	100
	<b>Core Paper-8</b>	Mathematical Economics	5	4	25	75	100
	<b>Allied -4</b>	Principles of Accounting - II	5	5	25	75	100
	<b>Part –IV</b>						
V	<b>SBC -4</b>	Fundamentals of Computer	2	2	25	75	100
	<b>Part – V</b>	Extension Activities	-	1	100	-	100
		<b>Total</b>	<b>30</b>	<b>23</b>			<b>700</b>
	<b>Part-III</b>						
	<b>Core Paper-9</b>	Economics of Development and Planning	6	5	25	75	100
	<b>Core Paper-10</b>	International Trade	6	4	25	75	100
	<b>Core Paper-11</b>	History of Economic Thought	6	4	25	75	100
VI	<b>Elective-1</b>	<b>Option:1</b> Environmental Economics <b>Option:2</b> Principles of Management <b>Option:3</b> Any MOOC Courses	5	5	25	75	100
	<b>Elective-2</b>	<b>Option:1</b> Principles and practice of Insurance <b>Option:2</b> Business Law <b>Option:3</b> Any MOOC Courses	5	5	25	75	100
	<b>Part –IV</b>						
	<b>SBC -5</b>	Fundamentals of Micro soft Excel (Practical)	2	2	25	75	100
		<b>Total</b>	<b>30</b>	<b>25</b>			<b>600</b>
	<b>Part-III</b>						
	<b>Core Paper-12</b>	Public Finance	7	5	25	75	100
VI	<b>Core Paper-13</b>	Indian Economy	6	5	25	75	100
	<b>Core Paper-14</b>	Economics of Marketing	6	4	25	75	100
	<b>Elective-3</b>	<b>Option:1</b> Entrepreneurship Development <b>Option:2</b> Human Resource Development <b>Option:3</b> Any MOOC Courses	5	5	25	75	100
	<b>Part –IV</b>						
	<b>SBC -6</b>	Project	2	2	75	25	100
		Environmental Studies	2	2	25	75	100
	<b>NME -2</b>	Economics of Advertising	2	2	25	75	100
		<b>Total</b>	<b>30</b>	<b>25</b>			<b>700</b>

**Total credits (for six semesters) = 140**

### Allied Papers handled by the Department of Economics for B.Com

Semester	Title of the paper		Hours	Credits	Marks/Grade		
					CIA	CE	Total
I	<b>Allied</b>	General Economics- I	5	5	25	75	100
II	<b>Allied</b>	General Economics- II	5	5	25	75	100

### Extra credit courses offered by the Department of Economics

Semester	Title of the paper	Marks	Credits
		CE	
I	Consumerism (Practical)	100	2
III	Business Letters	100	2
V	Economics of Tourism	100	2

**Note: \*Self study Medium: Optional**

### Value added courses offered by the Department of Economics

Semester	Title of the paper
II	Business Communication
IV	Practical Banking
VI	Fundamentals of Goods and service tax

**Note: \*30 Hours**

### ELIGIBILITY FOR DEGREE:

- No candidate will be eligible for degree without completing the prescribed course of study and prescribed external examinations.
- The passing minimum is 40% in each paper.
- To complete the course students should earn a minimum of 140 credits.

### EVALUATION

- For each course there will be continuous Internal Assessment (CIA) and end - semester examinations.

ASSESSMENT PATTERN	
<b>CIA</b>	<b>25 Marks</b>
<b>Components of CIA</b> Average of two Internal Tests -15 Marks Seminar - 5 Marks Assignment - 5 Marks	
<b>End Semester Examination</b>	<b>75 Marks</b>

## PASSING REQUIRMENTS

- Scoring 40% both in Internal and External Examinations.

### Evaluation on the Basis of Blooms Taxonomy

<b>Cognitive Level</b>	<b>Section</b>	<b>Questions Paper pattern</b>	<b>Marks</b>	<b>Total Marks</b>
K1	A	Objective type Questions	$10 \times 1 = 10$	10
K2& K3	B	Paragraph Answers	$5 \times 5 = 25$	25
K3& K4	C	Descriptive type Questions	$4 \times 10 = 40$	40
<b>Total</b>				<b>75</b>

# **QUESTION PAPER PATTERN**

**(For Core, Allied & Elective papers)**

**Maximum: 75 Marks**

**Time: 3 Hours**

## **EXTERNAL EXAMINATION**

### **SECTION - A**

**Answer all questions (Two questions from each Unit) (10X1=10)**

This may include Multiple Choice, true or false, fill up, very short answer and simple examples.

### **SECTION- B**

**Answer all questions (5X5=25)**

**Five questions each carries five marks (Internal choice questions.)**

### **SECTION- C**

**Answer any four questions out of six questions (4×10=40)**

**(One question from each unit.) (Open choice)**

# **QUESTION PAPER PATTERN**

**(For Core Paper Economic Statistics - I)**

**Maximum: 75 Marks**

**Time: 3 Hours**

## **EXTERNAL EXAMINATION**

### **SECTION - A**

**Answer all questions (Two questions from each Unit) (10X1=10)**

This may include Multiple Choice, true or false, and fill ups.

### **SECTION- B**

**Answer all questions (5X5=25)**

**Five questions each carries five marks** (Internal choice questions.)

(Marks is distributed between theory and problems as 60%:40%)

### **SECTION- C**

**Answer any four questions out of six questions (4×10=40)**

(One question from each unit.) (Open choice)

(Marks is distributed between theory and problems as 60%:40%)

# **QUESTION PAPER PATTERN**

**(For Core Paper Economic Statistics - II )**

**Maximum: 75 Marks**

**Time: 3 Hours**

## **EXTERNAL EXAMINATION**

### **SECTION - A**

**Answer all questions (Two questions from each Unit) (10X1=10)**

This may include Multiple Choice, true or false, and fill ups.

### **SECTION- B**

**Answer all questions (5X5=25)**

**Five questions each carries five marks** (Internal choice questions.)

(Marks is distributed between theory and problems as 20%:80%)

### **SECTION- C**

**Answer any four questions out of six questions (4×10=40)**

(One question from each unit.) (Open choice)

(Marks is distributed between theory and problems as 20%:80%)

# **QUESTION PAPER PATTERN**

**(For SBC & NME papers)**

**Maximum: 75 Marks**

**Time: 3 Hours**

## **EXTERNAL EXAMINATION**

### **SECTION- A**

**Answer any five questions out of eight questions** **(5X3=15)**

(Each unit must have one or two questions.)

### **SECTION- B**

**Answer any five questions out of eight questions** **(5X6=30)**

(Each unit must have one or two questions.)

### **SECTION- C**

**Answer any three questions out of five questions** **(3×10=30)**

(One question from each unit.)

# **QUESTION PAPER PATTERN**

**(For Extra Credit Course Papers)**

**Maximum: 100 Marks**

**Time: 3 Hours**

## **EXTERNAL EXAMINATION**

### **SECTION - A**

**Answer any five questions out of eight questions**

**(One or Two questions from each Unit)**

**(5 X 20=100)**

# **QUESTION PAPER PATTERN**

**(For Core, Allied & Elective papers)**

**Maximum: 30 Marks**

**Time: 2 Hours**

## **INTERNAL ASSESSMENT**

### **SECTION - A**

**Answer all questions**

**(6X1=6)**

This may include Multiple Choice, true or false, fill up, very short answer and simple examples.

### **SECTION- B**

**Answer all question**

**(2X4=8)**

(Internal choice questions)

### **SECTION- C**

**Answer any two out of three questions**

**(2×8=16)**

(Open choice questions)

# **QUESTION PAPER PATTERN**

**(For SBC & NME papers)**

**Maximum: 15 Marks**

**Time: 1 Hour**

## **INTERNAL ASSESSMENT**

### **SECTION- A**

**Answer any two questions out of three questions**

**(2X2=4)**

### **SECTION- B**

**Answer any one question out of two questions**

**(1X4=4)**

### **SECTION- C**

**Answer any one question out of two questions**

**(1×7=7)**

**B.A ECONOMICS**  
**SEMESTER I**  
**PART III – CORE COURSE 1 – MICRO ECONOMICS – I**

**Credits: 4**

**Hours: 75**

**Preamble**

The course focuses on the meaning of basic economic concepts and the methods of economic analysis. The course analysis the consumption behavior of individuals in a comprehensive manner with the various aspects of consumer behavior and demand analysis.

**Course Outcome**

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

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Recalling the fundamental concepts, laws and theories related to consumer behavior.	Knowledge (Level K1)
<b>CO2</b>	Understanding the theory of production-iso-quants, laws of returns to scale, law of variable proportion.	Knowledge (Level K1)
<b>CO3</b>	Identifying the factors contributing to market demand and derive individual and marketdemand.	Comprehension (Level K2)
<b>CO4</b>	Recollecting the concept of consumer surplus and analyzing the concept, type and conditions of elasticity of demand.	Application & Analysis (Level K3 & Level K4)
<b>CO5</b>	Applying theories of consumption to make decision in real situation	Application & Analysis (Level K3 & Level K4)

**UNIT I:**

**Introduction:** Definitions of Economics: – Nature of Economics- Branches of Economics- methods of economics.

**Consumption:** Cardinal utility analysis: Meaning-Law of diminishing marginal

utility – Law of Equi -marginal utility – Consumer's surplus: Alfred Marshall's doctrine.

Methods of Economic Analysis: Deduction method and Induction method.

Utility: meaning & Kinds

Wants: characteristics of wants – classification of wants

Standard of living: Meaning. (15 hrs)

## **UNIT II:**

**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. (12 hrs)

## **UNIT III:**

**Goods:** Meaning & classification

**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. (20 hrs)

## **UNIT IV:**

**Law of supply:** meaning, schedule and diagram– internal economies –External economies. (15 hrs)

## **UNIT V:**

**Production:** Factors of Production – features - Functions of an Entrepreneur – laws of returns – law of variable proportion -Meaning - Iso-quant and Iso-cost curves – producer's equilibrium. (13 hrs)

**TEXT BOOKS:**

1. Arokiasamy - Modern Economic analysis, Annai publication, Palayamkotai, 2008.
2. R.Cauvary, U.K. Sudha Nayak, M.Grija, N.Kiruparani, R. Meenakshi, - Micro Economic Theory, S.Chand & Co, 2006.

**REFERENCE BOOKS:**

1. M.L.Seth- Principles of Micro Economics, S.Chand & Sons Ltd., New Delhi, 2010-11
2. H.L.Ahuja- Business economics, S.Chand & Company LTD, Ram Nagar, New Delhi, 2006.
3. Srinivasan - Micro Economics, Meenakshi Pathipagam. Devakottai, 1996.
4. D.D.Chaturvedi & Anand Mittal - Principles of Economics, International book house Pvt.Ltd. 2012.

## Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	H	H	M	H	L	H	H
<b>CO2</b>	H	H	H	M	M	L	M
<b>CO3</b>	H	H	M	H	M	L	M
<b>CO4</b>	H	H	H	H	L	M	H
<b>CO5</b>	H	H	H	H	L	M	M

**H –High****M-Medium****L-Low**

**B.A ECONOMICS  
SEMESTER I**

**PART III – CORE COURSE 2 –STATISTICS FOR ECONOMICS – I**

**Credits: 4**

**Hours: 75**

**Preamble:**

The aim of this course is to make the students understand the application of various statistical tools and methods to analyse data and to develop analytical skill to interpret the trends in the day today economic situations.

(60% theory and 40% problem)

**Course Outcome**

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

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Defining the basic concepts in Statistics	Knowledge (Level K1)
<b>CO2</b>	Comprehending the sampling procedures and to recognize the suitability of these procedures in data analysis.	Comprehension (Level K2)
<b>CO3</b>	Acquiring knowledge in preparation of frequency tables.	Application (Level K3 )
<b>CO4</b>	Interpret the tabulation for classified data and in Graphical representations to derive conclusion	Application (Level K3 )
<b>CO5</b>	Equipping the students to apply methods of central tendency to interpret the given data using statistical methods and techniques.	Application & Analysis (Level K3 & Level K4)

**UNIT I**

**Introduction** –Definition of statistics – importance- Functions and Limitations – Statistical Methods- Application of Statistics. **(10hrs)**

## 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. **(12hrs)**

## UNIT III

**Classification and tabulation of data:** Classification – Definition – Objectives – Types of classification – Frequency Distribution – Tabulation – Types of tabulation – Diagrams – Graphical representation. **(18hrs)**

## UNIT IV

**Sampling and sampling techniques:** Theoretical basis of sampling-samples and population –methods of sampling – merits and limitations of sampling. **(15hrs)**

## UNIT V

**Measures of central tendency:** Averages – Merits and demerits of averages - Arithmetic Mean – Median – Mode – Geometric Mean – Harmonic Mean. **(20hrs)**

### TEXT BOOKS:

1. R.S.N. Pillai& V. Bagavathi – Statistics, S. Chand & Co., New Delhi.

### REFERENCE BOOKS:

1. Dr.S.P. Gupta - Statistical Methods, Sulthan chand& Sons, New Delhi.
2. N.Monoharan- Statistical Methods, Palani Paramount Publication.
3. Prof. M. SivathanuPillai - Economics and Business Statistics.
4. D.N.Elhance and Veena Elhance- Fundamentals of Statistics.

### Mapping

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

**B.A ECONOMICS**  
**SEMESTER II**  
**PART III – ALLIED 1- DEMOGRAPHY**

**Credits: 5**

**Hours: 75**

**Preamble**

To make the students understand the inter relationship between economic development and population. To impart knowledge on theories of population and population policies.

**Course Outcome**

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

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Acquiring the knowledge about the theories of Population.	Knowledge (Level K1)
<b>CO2</b>	Understanding the dynamics of the change in migration.	Comprehension (Level K2)
<b>CO3</b>	Developing the knowledge in rates, ratio's and density of population.	Application (Level K3 )
<b>CO4</b>	Analysing the growth of population.	Application (Level K3 )
<b>CO5</b>	Knowing the population policies. Understand the population policies and projections.	Application & Analysis (Level K3 & Level K4)

**UNIT I**

**Introduction:** Definition – Scope and Importance.

**Sources of Demographic data:** Census – meaning and characteristics.

**Vital Registration:** Meaning – Uses – Defects.

**Sample survey:** Advantages –Defects- Errors in population Statistics      **(15 hrs)**

## **UNIT II**

**Theories of population:** Malthusian theory of population – Optimum theory – Theory of Demographic transition. **(15 hrs)**

## **UNIT III**

**Rates, Ratio and Demography:** Age and sex composition – Rural and urban composition-Relative numbers- Types of base-Sex ratio - Child and women ratio.

**Density of population:** Meaning – Reasons-Population density - Physiological density-Agricultural density- Economic density. **(15 hrs)**

## **UNIT IV**

**Fertility Rate:** Meaning – Factors determining fertility.

**Morbidity** –Factors

**Mortality:** Meaning – Causes -infant mortality: Causes.

**Migration:** Meaning –emigration–immigration –Causes of imigration and migration **(18 hrs)**

## **UNIT V**

**Growth of population** - Causes and its effects on economic development.

**Control of population:** Population policy 2011 – Family welfare programme- Projections of India's population. **(12 hrs)**

## **REFERENCE BOOKS:**

1. S.C.Shrivastava -Studies in demography, Anmol Publications Pvt., Ltd. New Delhi, 2004.
2. S.N.Agarwala- India's Population problems, Tata M.c Graw Hill Publishing Company, New Delhi, 1978.
3. G.C.Pande- Principles of Demography, Anmol Publications, New Delhi, 1990.
4. A.N.Agarwal- Indian Economy (Problems of Development and Planning) New age international (P) Ltd., Publishers, New Delhi, 2000.

## Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>H</b>	<b>M</b>
<b>CO2</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>CO3</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>
<b>CO5</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>H</b>	<b>M</b>

**B.A ECONOMICS**  
**SEMESTER I**  
**PART IV – SBC 1 – WOMEN AND ECONOMY**

**Credit: 2**

**Hours: 30**

**Preamble:**

The aims of this course to enable the students understand the role of women in the development of a nation.

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Knowing various acts and law related to women empowerment.	Knowledge (Level K1)
<b>CO2</b>	Identifying the women development.	Knowledge (Level K1)
<b>CO3</b>	Describing the strategies for women development.	Knowledge & Comprehension (Level K1& Level K2)
<b>CO4</b>	Realizing the role of technology in women development.	Analysis (Level K3)
<b>CO5</b>	Understanding participation of women in employment and in politics	Application & Analysis (Level K3 & Level K4)

**UNIT I**

**Women and rural development in India:** Planning for rural development- Rural Development Programme since Independence –A critique of Plan Scheme - Development of women and children in rural area (DWCRA)- Impact of reforms on women. **(5hrs)**

**UNIT II**

**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- Protection of children from Sexual Offence (POCSO). (7hrs)

### **UNIT III**

**Strategies 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. (6hrs)

### **UNIT IV**

**Role of Technology in Women Development:** A conceptual clarification - Traditional technology vs Modern technology-significance of Bio Technology for Rural development-Technology and Agriculture - Technology for promoting housing building. Skill formation and Training - Farm and non-farm Employment for women. (6hrs)

### **UNIT V**

**Impact of Technology on Women:** Development of women Under five year plans (Tamil Nadu): Development of women and children in rural areas(DWCRE) Integrated Rural Energy programme - Jawahar Vellai vaippu thittam (JVVT)- India mahila yojana- Handloom And Textiles: Khadi and village Industries. (6hrs)

### **REFERENCE BOOK:**

1. Dr.Sr.Rosa - Empowerment of women, The impact of employment, K.DAbhijeet Publication, Delhi 2010.
2. Agnus, Vijay - Elite women in Indian Politics, Shaki, Delhi 1986
3. FalendraK.Sudan &NimalK.Gupta - Women at work in developing economy, Anmol Publications, New Delhi.
4. Ramala M.Baxamuse & Hema Subramanian - Assistance for women's development from National agencies, Employment programmes, Popular Prakashan, Bombay.

5. N.Jeyabalan - Women and human rights, Atlantic Publishers and distributors, New Delhi 2001.
6. Neeradesai - Women in modern india, Vora Publishers Pvt.Ltd. 1971.
7. Arunima Baruah - Women in India, Anmol Publications Pvt.Ltd, New Delhi 2003.

### Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>L</b>
<b>CO2</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO3</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>H</b>
<b>CO5</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>

## **B.A ECONOMICS**

### **SEMESTER II**

#### **PART III – CORE COURSE 3 – MICRO ECONOMICS – II**

**Credits: 4**

**Hours: 75**

#### **Preamble:**

This study helps the students to understand the market structure and factor pricing with application of various aspects of production theory and behaviour of costs in a comprehensive manner. Further it enables the students to understand the point of equilibrium of firm under various types of market situation.

#### **Course Outcome**

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

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Defining cost concepts, Revenue concepts and time period analysis	Knowledge & comprehension (Level K1& Level K2 )
<b>CO2</b>	Illustrate competitive pricing in different market situation	Comprehension (Level K2)
<b>CO3</b>	Identifying the relevance of marginal productivity theory to factor pricing	Application & Analysis (Level K3 & Level K4)
<b>CO4</b>	Outline theories of interest and Profit in the case of determination of rewards for and entrepreneurship.	Analysis (Level K4)
<b>CO5</b>	Identify excess capacity under monopolistic competition	Analysis (Level K4)

#### **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. Break even analysis: breakeven point – diagram. **(14hrs)**

## UNIT II

**Competitive Pricing:** Marshall's Time Period analysis – Price and output determination: Perfect competition, Monopoly – price discrimination, Monopolistic competition **Oligopoly:** Meaning- features, kinds – kinked demand curve. **Duopoly:** Meaning. (20hrs)

## UNIT III

**Theories of distribution:** Marginal Productivity theory of distribution – Modern theory of distribution. **Rent:** Meaning – Ricardian theory of rent - Modern theory of rent. **Quasi rent:** Meaning. (14hrs)

## 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. (12hrs)

## 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. (15hrs)

## TEXT BOOK:

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

## REFERENCE BOOKS:

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

## Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>C01</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>
<b>C02</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>L</b>
<b>C03</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>M</b>
<b>C04</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>C05</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>

## **B.A ECONOMICS**

### **SEMESTER II**

#### **PART III – CORE COURSE 4 – STATISTICS FOR ECONOMICS – II**

**Credits: 4**

**Hours: 90**

#### **Preamble**

This course helps the students to acquire new skills on the application of statistical tools and techniques in Business decision-making.

(80% Problem Solving 20% theory.)

#### **Course Outcome**

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

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Understanding the concept of correlation analysis, regression analysis, Time series and index numbers.	Knowledge & Comprehension (Level K1& Level K2 )
<b>CO2</b>	Computing correlation coefficient, rank correlation and regression lines.	Knowledge & Comprehension (Level K1& Level K2 )
<b>CO3</b>	Developing the computational skill of Estimating the time series and trend analysis	Application & Analysis (Level K3 & Level K4)
<b>CO4</b>	Applying the suitable techniques of correlation and regression analysis in various fields viz. Agriculture, Business and Industry.	Application & Analysis (Level K3 & Level K4)
<b>CO5</b>	Analyzing the measurement of trend by using graphic method, semi average, moving average, least square method.	Application & Analysis (Level K3 & Level K4)

#### **UNIT I**

**Measures of Dispersion:** Range – Mean deviation – Quartile deviation – Standard deviation – Skewness – Kurtosis-Moments. **(20hrs)**

## UNIT II

**Correlation Analysis:** Definition – Correlation and causation – Types – Methods of Correlation – Scatter Diagrams – Simple graph – Karlpearsons’ Co-efficient of Correlation – Spearman’s Rank Correlation – Co-efficient of determination – Concurrent deviation. **(20hrs)**

## UNIT III

**Regression Analysis:** Definition, uses, significance, correlation and Regression – Regression Equations – Standard error. **(18hrs)**

## UNIT IV

**Index Number:** Definition and classification–Methods of constructing price, quantity and cost of living index numbers -problems, uses and Limitations. **(18hrs)**

## UNIT V

**Time Series:** Introduction – Objectives – components – Methods of long time Trend: Graphic method, moving averages and least squares –The line of best fit. **(14hrs)**

### TEXT BOOK:

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

### REFERENCE BOOKS:

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

### Mapping

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

## **B.A ECONOMICS**

### **SEMESTER II**

#### **PART III – ALLIED 2 –AGRICULTURAL ECONOMICS**

**Credits: 5**

**Hours: 75**

#### **Preamble:**

This course imparts the knowledge on the features of Indian agriculture, the new strategy followed in agriculture and the importance of agriculture in Indian Economy. The course enables the students to recognize the pricing strategy and role of agricultural finance.

#### **Course Outcome**

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

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	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	Knowledge & Comprehension (Level K1& Level K2 )
<b>CO2</b>	Identifying the advantages/importance and limitations of traditional and modern agriculture	Comprehension (Level K2)
<b>CO3</b>	Analyzing the reasons for backwardness of agriculture.	Analysis (Level K4)
<b>CO4</b>	describe various components of price policy to stabilize agricultural prices	Application (Level K3 )
<b>CO5</b>	Comprehending the role of agricultural finance in the development of primary sector	Analysis (Level K4)

#### **UNIT I**

**Features of Agricultural Economics:** Meaning –Role of Agriculture in Economic Development-Special feature and problems of Indian Agriculture– Relationship between Agricultural and non-Agricultural sectors. **(16hrs)**

## **UNIT II**

**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 . **(14hrs)**

## **UNIT III**

**Productivity in Agriculture:** low productivity in agriculture – causes of low productivity– size of holdings: meaning – Optimum holding-Economic holding-Sub-division and fragmentation of holding in India: Causes – Effects – Remedy - Measures to promote Agriculture–Consolidations of Holdings– cooperative forming. **(15hrs)**

## **UNIT IV**

**Agricultural marketing:** unregulated markets-Regulated market –problems and measure. Agricultural marketing- defects –regulated marketing –ulavar santhai  
**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. **(14hrs)**

## **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. **(16hrs)**

## **TEXT BOOK**

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

## REFERENCE BOOKS:

1. B.P.Tyagi- Agricultural Economics and rural Development, Jai Prakash Nath & Co, Meerut-2
2. C.P.Memoria & B.P Trirupathi -Agriculture problems of india, Himalaya Publishing House.
3. C.Eichter & L.Witt - Agriculture in Economic Development. Asia publishing house
4. R.V.Narayanaswami & P.S Narasimhan - The Economics of Indian agricultural Problems.

### Mapping

<b>PO / CO</b>	<b>PO1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	H	H	H	H	H	H	M
<b>CO2</b>	H	H	H	M	H	H	H
<b>CO3</b>	M	H	H	H	M	M	L
<b>CO4</b>	M	H	H	L	H	M	M
<b>CO5</b>	H	L	M	M	M	M	M

**B.A ECONOMICS**  
**SEMESTER II**  
**PART IV – SBC 2 – COMPANY ORGANISATION**

**Credits: 2**

**Hours: 30**

**Preamble**

This course familiarise significant process of organising company.

**Course Outcome**

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

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Understanding basic knowledge of company and its types.	K1
<b>CO2</b>	realizing the importance of company organization and its management	K1&K2
<b>CO3</b>	recognizing the process of management system	K3
<b>CO4</b>	understanding the various administration methods of company's concept and its special resolutions.	K4
<b>CO5</b>	knowing the memorandum of association and indoor management.	K1

**UNIT I**

**Introduction:** Meaning and definition - Nature-Features of company- Advantages and limitation- Distinguish from company and partnership-Co-operative society- Types of company. **(7hrs)**

**UNIT II**

**Memorandum and association:** meaning- definition- purpose- requisites of memorandum- contents. Articles of Association: Meaning – Definition- relationship between memorandum Articles - Distinction between Articles and memorandum- Doctrine of indoor management. **(3hrs)**

### UNIT III

**Share capital:** Share capital-kinds - various classes of capital- issue of share - Guide lines for disclosure and investor protection issued by SEBI- Procedure for issue of shares. **(4hrs)**

### UNIT IV

**Company and shares:** meaning and definition- Difference between shares and stock- kinds of shares: preference share, equity shares- Procedure for issue share and transfer shares. **(7hrs)**

### UNIT V

**Administration and Managing Director:** Directors- meaning-and definition- Duties and liabilities of directors- Appointment of Directors- removal of Director- Managing Directors: meaning and Definition of managing director- Difference between manager and managing Director- managerial remuneration- auditor: qualifications- appointment- rights and duties. **(9hrs)**

### TEXT BOOKS:

1. Company Organisation - R.Thirunavukarasu and M.Shanthi, Merit india Publications, Madurai –2003.

### Mapping

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

## **B.A ECONOMICS**

### **SEMESTER III**

#### **PART III – CORE COURSE 5– MACRO ECONOMICS**

**Credits: 4**

**Hours: 75**

#### **Preamble**

The course equips the students with the knowledge on macro economic variables. It provides knowledge on macro economic theories related to consumption function and investment function and employment.

#### **Course Outcome**

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

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Comprehending the meaning of macroeconomic variables.	Knowledge (Level K1)
<b>CO2</b>	Knowing the basic concepts and the basics of national income accounting.	Knowledge & Comprehension (Level K1 & Level K2 )
<b>CO3</b>	Recognizing the underlying factors of consumption function.	Analysis (Level K3)
<b>CO4</b>	Analyzing knowledge in various theories of employment.	Analysis (Level K4)
<b>CO5</b>	Discuss investment multiplier and working of multiplier	Knowledge (Level K1)

#### **UNIT I**

**Introduction:** Definition – Types – Nature and scope of Macro economics – Difference between Micro and Macro Economics – significance and limitations of Macro Economics. **(10hrs)**

## **UNIT II**

**National Income:** Definition – Factors determining national income – Concepts – GNP-NNP-Personal income – Disposable personal income – Real income – Percapita income – Methods of measuring national income – Difficulties in the measurement – Uses. **(12hrs)**

## **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. **(18hrs)**

## **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. **(20hrs)**

## **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. **(15hrs)**

## **TEXT BOOK:**

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

## REFERENCE BOOKS:

1. R.D. Gupta - Keynes, Post Keynesian Economics, Kalyani publishers Ludhiana, 1988
2. Dr. S.Sankaran - Macro Economics, Maragatham publications, Chennai Shree Karthikayan publication, Madras.
3. M.L. Jhingan- Macro Economics, Vikas publishing house, Pvt. Ltd., New Delhi 1986.
4. H.L. Ahuja - Macro Economics Theory and policy, S.Chand & Company Pvt, Ltd, New Delhi, 2013.

## Mapping

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

## **B.A ECONOMICS**

### **SEMESTER III**

#### **PART III – CORE COURSE 6 – MONETARY ECONOMICS**

**Credits: 4**

**Hours: 60**

#### **Preamble**

This Course attempts to highlight the role of money, theories of money and different stages of business cycle.

#### **Course Outcome**

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

<b>CO Number</b>	<b>Description of Cos</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Knowing the classification, functions and value of money, inflation and deflation.	Knowledge (Level K1)
<b>CO2</b>	Comprehending the principles of note issue and currency system in the country	Comprehension (Level K2)
<b>CO3</b>	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.	Application & Analysis (Level K3 & Level K4)
<b>CO4</b>	Elucidating the conditions and control of inflation and deflation.	Comprehension Application (Level K2 & Level K3)
<b>CO5</b>	Knowing the classification, functions and value of money, inflation and deflation.	Application & Analysis (Level K3 & Level K4)

#### **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. **(15hrs)**

## **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.

**(13hrs)**

## **UNIT III**

**Inflation:** meaning – definition – causes - effects of inflation – kinds–Phillip's curve – inflationary gap –controlling measures of inflation.

**(10hrs)**

## **UNIT IV**

**Deflation:** Meaning –Definition-Causes- effects of deflation – Deflationary gap – control of deflation.

**(10hrs)**

## **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.

**(12hrs)**

## **TEXT BOOK:**

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

## **REFERENCE BOOKS:**

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

## Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>H</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>H</b>	<b>L</b>
<b>CO3</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>L</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>

**B.A ECONOMICS**  
**SEMESTER III**  
**PART IV – SBC 3 – LOGISTICS MANAGEMENT**

**Credits: 2**

**Hours: 30**

**Preamble:**

The objectives of this course is to enable students understand the importance of logistics and role of supply chain management. Also develop the ability to evaluate and logistics operations to which they are exposed and determining the work effectively.

**Course Outcome**

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

<b>CO Number</b>	<b>Description of Cos</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Knowing the concept of logistics and supply chain management, objectives, elements, activities and importance of work of logistics	Knowledge (Level K1)
<b>CO2</b>	Comprehending logistics Management process	Comprehension (Level K2)
<b>CO3</b>	Understanding the concept of outsourcing.	Analysis (Level K3)
<b>CO4</b>	Using the principles of warehousing to improve their warehousing operations.	Comprehension Application (Level K2 & Level K3 & )
<b>CO5</b>	Applying packaging and material handling principles to logistics operations.	Application & Analysis (Level K3 & Level K4)

**UNIT I**

**Logistics Management:** Definition - Importance of Logistics - Management in Business – Elements of Logistics Management: Introduction – The underlying concepts – sources of competitive Advantage. **(5hrs)**

## UNIT II

**Supply Chain Management:** Meaning – Difference between logistics and SCM – Objectives of SCM – Supply chain Integration – Marketing and logistics Interface.

**(6hrs)**

## UNIT III

**Outsourcing Considerations:** Introduction- Concept of outsourcing – Issues in outsourcing Decision– E-commerce and logistics.

**(5hrs)**

## UNIT IV

**Warehousing:** Meaning- Need – Evolution and Role of Warehousing in Logistical Management – Principles –Types – Warehousing strategies – warehouse functions.

**(6hrs)**

## UNIT V

**Materials Handling and Packaging:** Meaning – types of material handling systems – packaging –**Transportation:** Meaning – Transport functionality and principles – Modal characteristics.

**(8hrs)**

### TEXT BOOK:

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

### REFERENCE BOOKS:

1. Agrawal D.K - Distribution & Logistics Management, Macmillan Publication, Delhi, 2016.
2. Krishnaveni Muthiah Agrawal D.K - Logistics Management and World Seaborne trade, Himalaya publishing house, 2016.

Mapping

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

## **B.A ECONOMICS**

### **SEMESTER III**

#### **PART IV – NME 1 – MANAGERIAL ECONOMICS**

**Credits: 2**

**Hours: 30**

#### **Preamble**

This course helps to the students to impart the knowledge of economics to apply business. Also interpreting basic economic concepts help them to understand day-to-day business decisions taken by different firms.

#### **Course Outcome**

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

<b>CO Number</b>	<b>Description of Cos</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	describing the managerial economics and other disciplines	<b>K1 &amp;K2</b>
<b>CO2</b>	Understanding the concept of consumer surplus and analyzing the concept, type and conditions of elasticity of demand.	<b>K2 &amp; K3</b>
<b>CO3</b>	analysing the importance of demand forecasting and methods of forecasting	<b>K3</b>
<b>CO4</b>	understanding the different pricing policies and methods	<b>K3</b>
<b>CO5</b>	computing breakeven point and to illustrate various uses of managerial break even analysis.	<b>K3</b>

#### **UNIT I**

**Managerial Economics an Introduction:** Definition – Nature and Scope of Managerial Economics – Relationship of Managerial Economics with other disciplines – The role of Managerial Economist **(5hrs)**

## **UNIT II**

**Demand & Elasticity of Demand** – Demand – Meaning – Types of Demand – Determinants of Demand – Law of Demand – Elasticity of Demand – Types. (Price elasticity – Income elasticity- Cross elasticity – Advertising elasticity)- Meaning- Measurement of price elasticity of demand. **(7hrs)**

## **UNIT III**

**Demand Forecasting:** Meaning – Importance – Short term and long term forecasting – Methods – Essentials of good forecasting method. **(5 hrs)**

## **UNIT IV**

**Pricing Policy and Methods :** Meaning of Pricing policies – **Pricing methods** – pioneer pricing – Skimming Pricing – Penetration Pricing – Full cost pricing – Marginal Pricing – Differential Pricing – Price lining – Product line pricing – Pricing for multi product firms- Price forecasting. **(8hrs)**

## **UNIT V**

**Profit Planning:** Meaning – Functions and profit policy – Break – even analysis – Profit forecasting. **(5 hrs)**

## **TEXT BOOKS:**

1. N. Srinivasan – Managerial Economics, Meenakshi pathipagam, Madurai.
2. E.Narayan Nadar- Managerial Economics, Thangam publishers, Virudhunagar.

## **REFERENCE BOOKS:**

1. D.M. Mithani- Fundamentals of Economic Analysis, Himalaya Publications, 1984.

2. R.S.N.Pillai&Bhagavathi – Modern Marketing Principles& Practice, S.Chand & Company, 2000.
3. Sankaran – Business Economics
4. Arokiyasamy –Modern Economic Analysis, Annai Publications, Palayamkottai, 1986.

#### Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>M</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>L</b>
<b>CO3</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>
<b>CO4</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>

**B.A ECONOMICS**  
**SEMESTER IV**  
**PART III – CORE COURSE 7 – BANKING**

**Credits: 5**

**Hours: 90**

**Preamble**

The course imparts knowledge on the Indian banking system and the services rendered by banking sectors in a developing economy. It further provides knowledge on various credit instruments.

**Course Outcome**

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

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Understanding the organization /structure and the functions of central bank and the commercial banks	<b>K1 &amp;K2</b>
<b>CO2</b>	Describing the services rendered by the banks and the different methods of payments	<b>K2 &amp; K3</b>
<b>CO3</b>	Classifying NBFIs on the basis of their structure and functions.	<b>K3</b>
<b>CO4</b>	Differentiating the features of credit instruments and gain practical knowledge in filling up of credit instruments.	<b>K3</b>
<b>CO5</b>	Identifying the role of money market and capital market to regulate money supply.	<b>K3</b>

**UNIT: I**

**Bank:** 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 –Nationalisation– Credit Creation - Banking sector reforms in India: e-Banking – Tele Banking – Mobile Banking. **(20hrs)**

## **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:** Organisation – Functions –Achievements and failures of Reserve bank – Non –Banking Financial Intermediaries. **(18hrs)**

## **UNIT: III**

**Negotiable instruments:** Meaning –features-types- significance-dangers. Filling up of DD, chalan – cheque – E- banking practice (Practice to be given). **(12hrs)**

## **UNIT: IV**

**Monetary policy:** Meaning - Objectives - Instruments –Types of monetary policy - Monetary policy of RBI. **(18hrs)**

## **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. **(22hrs)**

## **TEXT BOOKS:**

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

## **REFERENCE BOOKS:**

1. M.L.Jingan - Money Banking, International Trade and Public Finance, and Urinda publication Pvt Ltd., New Delhi, 2003.

2. K.P.M.Sundaram - Money, Banking and International Trade, Sultan Chand & Sons, New Delhi.
3. M.Radhaswamy - Practical banking S. Chand & Co., Ltd, New Delhi, 1984.
4. Gordon &Natarajan- Banking theory law and practices, Himalaya Publishing House, Mumbai, 2010.

#### Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>M</b>
<b>CO3</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>M</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>

## **B.A ECONOMICS**

### **SEMESTER IV**

#### **PART III – CORE COURSE 8 – MATHEMATICAL ECONOMICS**

**Credit: 4**

**Hours: 75**

#### **Preamble**

This Course makes the students to understand the application of mathematics in Economic Theories.

#### **Course outcome**

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

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	remembering the basic mathematical knowledge.	<b>K1</b>
<b>CO2</b>	understanding basic mathematical and economic theories.	<b>K2 &amp; K3</b>
<b>CO3</b>	constructing matrix to understand the order of variables	<b>K2</b>
<b>CO4</b>	Equipping students in understanding economic concepts with the help of mathematical methods.	<b>K4</b>
<b>CO5</b>	Learning to apply concept of functions and differential calculus	<b>K4</b>

#### **UNIT I**

**Set theory:** Definition of a Set – Types of Sets – Intersection of Sets – Complement of a Set – Difference of Set – Venn diagram. **(8 hrs)**

#### **UNIT II**

**Permutation and Combination** – Factor notation- Permutation of n different things - Circular permutation combinations: Simple Problems. **(18 hrs)**

#### **UNIT III**

**Differential Calculus:** Rules of Differentiation – Derivatives of Higher order up to III order – Maxima and Minima. **(20 hrs)**

## 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-Rank Matrix-Simple Problems. **(20hrs)**

## UNIT V

**Simple Linear programming:** Introduction-Advantages-limitation-Linear programming – Graphical solution. **(9 hrs)**

### REFERENCE BOOKS:

1. Manoharan and C.Elango – Business Mathematics, Palani Paramount Publications, 2007.
2. Metha and Mithani - Mathematics for Economists, Sultan & Chand Publications, 1999.
3. Dr.M.K.Venkataraman- Linear programming, The National Publishing Company, Madras.
4. D.C. Sancheti and V.K.Kapoor - Business Mathematics, Sultan & Chand publications 2004.
5. Arumugam- Linear programming, New Gamma, Publishing House, Palayamkottai, 2012.

### Mapping

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

## **B.A ECONOMICS**

### **SEMESTER IV**

#### **PART IV- SBC -4 FUNDAMENTALS OF COMPUTER**

**Credit: 2**

**Hours: 30**

#### **Preamble:**

This course will introduce the students to knowing fundamentals of computer. It is specifically planned with no prior knowledge and touch upon a variety of fundamental topics.

#### **Course Outcome**

On the successful completion of this course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Familiarizing the fundamental concept of computers	<b>K1</b>
<b>CO2</b>	Knowing the features and types of computer	<b>K2</b>
<b>CO3</b>	knowing the various types of software	<b>K3</b>
<b>CO4</b>	Understanding the concept of input and output devices	<b>K3</b>
<b>CO5</b>	Understanding the dynamic behavior of memory by use of pointers	<b>K2</b>

#### **UNIT-I**

**Introduction to computer-** block diagram of a computer-characteristics and uses of computer. **(4 hrs)**

#### **UNIT-II**

**Input devices**-mouse-touch screens, MICR-OCR, keyboard, pen based-Input digital scanners-voice input devices-sensors. Types of computers-main, mini, work stations, micro computers, super computers, personal computers. **(6 hrs)**

### UNIT-III

**Output devices:** Usages of Output devices-Impact printers-Non impact printers-video display terminals-plotters-voice output devices. **(5 hrs)**

### UNIT-IV

**Secondary storage device:** magnetic disk-optical disk storage, CD Rom, pen drive. **(4 hrs)**

### UNIT-V

**MS-Word:** Introduction, menus, shortcuts, documents types, working with documents- formatting documents- page style- creating tables- settings, borders alignments, merging, splitting, sorting rows and columns, drawing-inserting, drawing, formatting grouping, ordering – Internet and its uses. **(11 hrs)**

### REFERENCE BOOKS:

1. Computer Fundamentals – Vasanthi Ramanathan, Meenakshi Pathipagam, Madurai (2000).
2. Learning computer fundamentals, MS office and internet-Staff members, Department of computer science, A.P.A College for women, Palani 2015-16.
3. Computer applications in business- P.Parameswaran, S.Chand and Company ltd, Delhi 2006.

Mapping

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

## **B.A ECONOMICS**

### **SEMESTER V**

#### **PART III – CORE COURSE 9 – ECONOMICS OF DEVELOPMENT AND PLANNING**

**Credits: 5**

**Hours: 90**

#### **Preamble**

The course aims to provide knowledge on the concepts of economic development and growth, theories of economic growth and economic planning.

#### **Course Outcome**

On the successful completion of this course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	recalling the obstacles and determinants economic growth	<b>K1</b>
<b>CO2</b>	comprehending the theories of development	<b>K2</b>
<b>CO3</b>	recognizing the importance of planning	<b>K3</b>
<b>CO4</b>	recalling the growing needs for urban planning	<b>K3</b>
<b>CO5</b>	interpreting the achievements and failures of five year plans in India.	<b>K4</b>

#### **UNIT I**

**Economic development:** Definition- Characteristics of an UDC– Economic development and economic growth - Obstacles to economic development– Factors determining economic growth. **(16hrs)**

#### **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. **(17 hrs)**

#### **UNIT III**

**Development theories:** Theory of Balanced and Unbalanced Growth – Big Push

Theory – Critical Minimum Effort Thesis.

(17 hrs)

#### 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.

(25 hrs)

#### UNIT V

**Five Year Plans in India:** Objectives– Achievements & Failures-Urban Planning in India: Features and Principles - Recent Policies in creating Smart cities – impact of covid 19 – Make in India.

(15 hrs)

#### TEXT BOOKS:

1. M.L.Jhingan-The Economics of Development and Planning, Vikas Publishing House, New Delhi, 2000.
2. N.S.Balasubramaniam & N.Venugopalan – Planning and growth

#### REFERENCE BOOKS:

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

#### Mapping

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

## **B.A ECONOMICS**

### **SEMESTER – V**

#### **PART III – CORE COURSE10 – INTERNATIONAL TRADE**

**Credit: 4**

**Hours: 90**

#### **Preamble**

This paper helps the students to familiarize with the theory, policy as well as the working of the international trade and payment system. It aims at giving knowledge on balance of payments and foreign exchange.

#### **Course Outcome**

On the successful completion of this course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	knowing the meaning of balance of trade, balance of payments, exchange rate free trade and protection trade	<b>K1</b>
<b>CO2</b>	understanding theories of international trade and equilibrium rate of exchange	<b>K2</b>
<b>CO3</b>	illustrating the difference between free and protection trade and discuss methods of protection such as quotas, tariffs, exchange control etc.	<b>K3</b>
<b>CO4</b>	interpreting how and why the exchange rate may change	<b>K3 &amp; K4</b>
<b>CO5</b>	identifying the role of international organization in the promotion of trade.	<b>K4</b>

#### **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. **(20hrs)**

#### **UNIT II**

**Theories of international trade:** Adam smith & Ricardo's theory – Heckscher –

Ohlin theory – Its superiority over classical theory. (15hrs)

### **UNIT III**

**Balance of payments:** Meaning – Balance of Trade and Balance of payments - Disequilibrium – Causes – Methods to correct adverse balance of payments. (16hrs)

### **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. (16hrs)

### **UNIT V**

**International Financial Institutions:** IMF – Origin – Objectives – Functions – India and IMF- International liquidity – IBRD. **International Trade Agreements:** GATT-WTO –UNCTAD-EEC. (23hrs)

### **TEXT BOOK:**

1. M.L. Seth – Money, banking, international trade, public finance, Lakshmi Narain Agarwal, Agra, 2017.

### **REFERENCE BOOK:**

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

## Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>M</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>
<b>CO3</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>L</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>
<b>CO5</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>

## **B.A ECONOMICS**

### **SEMESTER V**

#### **PART III – CORE COURSE 11–HISTORY OF ECONOMIC THOUGHT**

**Credits: 4**

**Hours: 90**

#### **Preamble**

This Course familiarizes the significant contributions made by economists of different schools.

#### **Course Outcome**

On the successful completion of this course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Comprehend the major ideas associated with contemporary economic thinking.	<b>K1 &amp; K2</b>
<b>CO2</b>	Analyze economic models and concepts.	<b>K3</b>
<b>CO3</b>	Differentiate the economic thoughts put forward by economists belong to different schools	<b>K3</b>
<b>CO4</b>	Appreciate the contributions of welfare economists.	<b>K4</b>
<b>CO5</b>	Constructing the analytical interest in the Marxian economics	<b>K4</b>

#### **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.

**(23hrs)**

#### **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. (17hrs)

### UNIT III

**J.S.Mill contribution to economics:** Economic principles of J.S.Mill - Individualist – Socialist Programme – Critical estimate. (16hrs)

### 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. (18hrs)

### UNIT V

**Welfare Economics:** Hobson – Pigou – Pareto – J.R.Hicks. **Indian Economic Thinkers:** Mohandas Karam chand Gandhi- J.C Kumarappa - Amarthiya Sen. (16hrs)

### TEXT BOOK:

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

### REFERENCE BOOKS:

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

### Mapping

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

## **B.A ECONOMICS**

### **SEMESTER V**

#### **PART III - ELECTIVE 1–ENVIRONMENTAL ECONOMICS**

**Credits: 5**

**Hours: 75**

**Preamble:**

This course helps the students to understand the importance and integration of economic principles in the resource use management.

**Course Outcome**

On the successful completion of this course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Comprehending the role of environment in the economic development	<b>K1 &amp; K2</b>
<b>CO2</b>	Familiarizing the basic theories of environmental economics	<b>K2</b>
<b>CO3</b>	Classifying the resources as renewable and non-renewable resources.	<b>K2</b>
<b>CO4</b>	Describing the importance of environmental quality and its maintenance	<b>K3 &amp; K4</b>
<b>CO5</b>	Inferring the values on efficient environmental management and control of green house effect.	<b>K4</b>

#### **UNIT I**

**Economics and Environment:** Definition – Role of Environmental Economics - Scope and significance of environmental economics - Transformation curve.

**(15hrs)**

#### **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. **(15hrs)**

### UNIT III

**Pollution:** Meaning – Types of Pollution – Water Pollution – Air Pollution- Noise Pollution – Plastic Pollution – Nuclear Pollution – Thermal Pollution – Solid Waste Management – Causes and Effects. **(13hrs)**

### 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. **(12 hrs)**

### UNIT V

**Population and urbanization:** Population Explosion: Meaning –Causes –Impact on environmental quality. **Urbanisation:** Meaning – Causes-Impacts on environmental quality- Greenhouse Effect-**Global warming:** Meaning - Causes – Impact on Environment. **Environmental management:** Meaning–Components– Swatch Bharat. **(20hrs)**

### REFERENCE BOOK:

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

### Mapping

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

## **B.A ECONOMICS**

### **SEMESTER V**

#### **ELECTIVE 1 (Optional) – PRINCIPLES OF MANAGEMENT**

**Credit: 5**

**Hours: 75**

#### **Preamble**

Students able to understand the Management techniques and the relevance of the concepts in practical application.

#### **Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	understanding the concepts related to business and demonstrate the roles, skills and functions of management.	<b>K1</b>
<b>CO2</b>	understanding of managerial functions like planning, and have same basic knowledge on international aspect of management.	<b>K1</b>
<b>CO3</b>	understanding the concept of organization.	<b>K2</b>
<b>CO4</b>	demonstrating the ability to directing, leadership and communicate effectively.	<b>K2 &amp; K4</b>
<b>CO5</b>	analyzing isolate issues and formulate best control methods.	<b>K3 &amp;K4</b>

#### **UNIT I**

**Management and Communication:** Definition – Features of management – Functions – Importance of management – Administration and management – Difference – contributions of Henry Fayol & F.W.Taylor. Communication: Definition – Importance – Elements – Principles of effective communication – Barriers to Communication. **(13hrs)**

## **UNIT II**

**Planning:** Definition – importance, objectives – steps in planning process – methods of planning – obstacles in planning – Essentials of good planning. **(12hrs)**

## **UNIT III**

**Organization:** Definition – nature and importance – Functions – formal and informal organization – Characteristics and difference – theories of organization (Classical, Neo – Classical and Modern Theory). **(13hrs)**

## **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. **(21hrs)**

## **UNIT V**

**Controlling:** Introduction – Meaning – Requirements of Effective control system – Co-ordination: Features – problems – effective co-ordination. **(16hrs)**

## **TEXT BOOKS:**

1. Principles of Management – Dr.T.Ramasamy, Himalaya publishing house, 2005.

## **REFERENCE BOOKS**

1. Principles of Management – Kathresan & Radha, Praanna publishers, Chennai, 2017.
2. Business Management – DinagarPagare, Sultan Chand & Sons, New Delhi, 2003.
3. Principles of Management – L.M.Prasath, Sltanchand& Co, New Delhi, 2015.

## Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO6</b>
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>
<b>CO3</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>
<b>CO4</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>M</b>

**B.A ECONOMICS**

**SEMESTER V**

**ELECTIVE 1 (Optional) – ANY MOOC COURSES**

**Credit: 5**

**Hours: 75**

**B.A ECONOMICS**  
**SEMESTER V**  
**PART III - ELECTIVE-2**  
**PRINCIPLES AND PRACTICE OF INSURANCE**

**Credits: 5**

**Hours: 75**

**Preamble**

Students understand the process of risk management and types of life and non-life insurance.

**Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	classifying insurance as life and non-life insurance	<b>K1</b>
<b>CO2</b>	comprehending the reinsurance and double insurance	<b>K1</b>
<b>CO3</b>	realizing the importance of insurance as a relief factor to a risk or hazards	<b>K2</b>
<b>CO4</b>	recognizing the process of risk management system	<b>K2 &amp; K4</b>
<b>CO5</b>	Understanding the various concepts of General Insurance	<b>K3 &amp; K4</b>

**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. **(15hrs)**

**UNIT II**

**Risk Management:** Definition of risk – Features- Causes of risk – classification of risk. Risk management: Definition- Process - Benefits of Risk management. **(15hrs)**

### **UNIT III**

**Life Insurance:** Features – Difference between Insurance and Assurance – Classification – Group insurance schemes – Partnership insurance –Factors affecting selection of life insurance products – LIC. **(15hrs)**

### **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. **(15hrs)**

### **UNIT V**

**Marine insurance:** Nature- Procedure –Types of policies –Payment of claims.

**Fire insurance:** Definition – Elements – Contract- Policy condition – Payment of claims. **(15hrs)**

### **TEXT BOOKS:**

1. Dr.A.Murthy - Principles and practice of insurance, Margam Publications, 2015.
2. Dr.P.Periasamy - Principles and practice of Insurance, Himalaya Publishing House, 2013.

### **REFERENCE BOOKS:**

1. M.N.Mishra – Insurance Principle Practice, S. Chand & New Delhi, 2005.
2. Sri Vastsava D.C & Shashnik – Industries transition & prospect, Srivastava New century Publications.

## Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>
<b>CO2</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>CO3</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>

**B.A ECONOMICS**  
**SEMESTER V**  
**ELECTIVE 2 (Optional) – BUSINESS LAW**

**Credit: 5**

**Hours: 75**

**Preamble**

To make the students to understand the fundamentals of Law relating to Business transactions.

**Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Learning the concept of consent and free consent and types of agreement and contracts.	<b>K1</b>
<b>CO2</b>	Knowing the mode of discharge of contracts, breach of contracts and remedies for aggrieved parties.	<b>K1</b>
<b>CO3</b>	Learning the rules regarding the contract of sale, distinction between sale & agreement to sell, conditions & warranty and breach of contract of sale.	<b>K2</b>
<b>CO4</b>	recognizing the contract of indemnity & Guarantee	<b>K2 &amp; K4</b>
<b>CO5</b>	Understanding the basic laws governing commercial contracts and rules of consideration and objects of contracts.	<b>K3 &amp; K4</b>

**UNIT I**

**Indian contract act 1872:** Definition of Contract and essential of a valid contract- classification of Contract-offer and acceptance - Essentials of valid contract.

**(15hrs)**

**UNIT II**

**Discharge of contracts**—modes of discharge – remedies for breach of contract. – quasi contract— meaning –features – types and special contract: Contract of

indemnity- contract of guarantee - essential-comparison between contract of indemnity & contract guarantee. **(15hrs)**

### **UNIT III**

**The sale of goods act** : Introduction – scope – classification of goods – contract of sale: Essential —sale and agreement to sell-sales as distinguished from other transactions – price – document to title of goods –earnest money- difference between conditions and warranties - (sec 11 to 17) definition– performance of contract of sale (sec 31 to 44) - remedial measures (45 to 61). **(20hrs)**

### **UNIT IV**

**Indian partnership act 1932** – meaning – essentials of partnership and test of partnership – Partnership and other associations– who can be a partner formation of partnership –partnership deed –types of partnerships– classes of partners– position of a minor in firm –registration of firms – relations of partner – dissolution of firms. **(15hrs)**

### **UNIT V**

**Carriage of goods act:** carriage of goods by land, sea, air– The insolvency act: Law of insolvency –property and debts of insolvent – Discharge of insolvent. **(10hrs)**

### **TEXT BOOKS**

1. R.S.N Pillai and Bagavathi – Business law, S.Chand & Company, New Delhi.2010.
2. N.D. Kapoor – Business law, S.Chand & Company, New Delhi.2010

## Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>C01</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>M</b>
<b>C02</b>	<b>L</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>
<b>C03</b>	<b>L</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>
<b>C04</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>C05</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>

**B.A ECONOMICS**

**SEMESTER V**

**ELECTIVE 2 (Optional) – ANY MOOC COURSES**

**Credit: 5**

**Hours: 75**

## **B.A ECONOMICS**

### **SEMESTER – V**

#### **PART IV – SBC 5 – FUNDAMENTALS OF MICRO SOFT EXCEL**

**Credits: 2**

**Hours: 30**

**(Practical)**

#### **Preamble**

This course orients the students towards working practice of computer with Microsoft which has become an essential element of the modernized world.

#### **Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	identifying the fundamental knowledge of computer	<b>K1</b>
<b>CO2</b>	Knowing the components of MS-Office	<b>K1</b>
<b>CO3</b>	gaining practical knowledge in using MS- Word	<b>K2</b>
<b>CO4</b>	practicing MS-Excel	<b>K2 &amp; K4</b>
<b>CO5</b>	getting exposure MS- Power Point	<b>K3 &amp;K4</b>

#### **UNIT I**

MS excel an overview: purpose- usages- advantages **(5hrs)**

#### **UNIT II**

Access to tool bar: creating Excel spread sheet- entering data- editing data. **(8 hrs)**

#### **UNIT III**

Basic formulae: Working with formulae **(7hrs)**

#### **UNIT IV**

Formulating data: text function – common excel shortcuts – visualizing data with diagrams and charts **(5hrs)**

## UNIT V

Preparation of time table – family budget –calendaring in excels sheets,  
Attendance. **(5hrs)**

### TEXT BOOKS:

1. Surtis Frye, Joyce Cox, Steve Lambert – “Microsoft Office System”Step By Step, 2007.
2. Reema Thareja – Fundamentals of Computers, Oxford University Press.
3. Dawna walls – Micro Soft office 2007 Fundamentals, I<sup>st</sup> Edition by Laura story.

Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>
<b>CO3</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>

## **B.A ECONOMICS**

### **SEMESTER – VI**

#### **PART III – CORE COURSE 12 – PUBLIC FINANCE**

**Credits: 5**

**Hours: 105**

#### **Preamble**

This course makes the students understand the concepts of public expenditure, public revenue, federal finance and concept of budget. It aims to develop knowledge on sources of revenue (types of taxes) and allocation of resources between centre and state.

#### **Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Understanding the sources of public revenue and classification of public expenditure.	<b>K1</b>
<b>CO2</b>	gaining knowledge about the working of federal finance	<b>K2</b>
<b>CO3</b>	Understanding the role of state in fostering the economic activities through budget and fiscal policies.	<b>K3&amp; K4</b>
<b>CO4</b>	recalling the role of finance commission in allocation of resources between central and State Government.	<b>K2 &amp; K4</b>
<b>CO5</b>	Comprehending the impact, shifting and incidence of taxation	<b>K2</b>

#### **UNIT I**

**Introduction:** Public finance –Scope – Private finance and public finance-a comparison – Principle of Maximum Social advantage. **(10hrs)**

#### **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-15<sup>th</sup> Finance commission . (30hrs)

### 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. (18hrs)

### 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). (30 hrs)

### 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. (17hrs)

### TEXT BOOKS:

1. Dr. B.P.Tyagi – Public Finance, Jaiprakash Nath& Co., Meerut, 2000.
2. Devairakam – Public Finance, Jothi publication, Palayamkottai.

## REFERENCE BOOKS:

1. Dr. R.Cauvery, Dr.U.K.Sudha Nayak, Dr. M. Girija, Dr.N.Kruparani and Dr.R.Meenakshi - Public Finance S. Chand & Co., New Delhi,1995.
2. Andley & Sundharan- Public Finance, Ratan prakasan Mandri,Agra.
3. M.L.Seth - Money,banking, International Trade and public Finance,Sulthan Chand & Sons, New Delhi,2017.
4. K.P.M.Sundharam & E.N Sundaran - Fiscal economics, Sulthan Chand & Sons, New Delhi,2004.

## Mapping

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

**B.A ECONOMICS**  
**SEMESTER VI**  
**PART III – CORE PAPER 13 – INDIAN ECONOMY**

**Credits: 5**

**Hours: 90**

**Preamble**

This study helps the students to know the various resources of the Indian Economy and to find solutions to social issues & problems of the economy and to acquire knowledge about environment.

**Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of Cos</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	illustrating geographical picture of natural resources of the country	<b>K1</b>
<b>CO2</b>	understanding the essentials of rural development	<b>K2</b>
<b>CO3</b>	Knowing the requisites of industrial development	<b>K2</b>
<b>CO4</b>	Outlining the causes of poverty and unemployment	<b>K2</b>
<b>CO5</b>	Realizing the role of foreign capital in the economic development	<b>K3</b>

**UNIT I**

**Resources:** Indian Economy – Natural Resources (land, water, forest, minerals & energy) and its importance in Economic Development. **(12hrs)**

**UNIT II**

**Rural Development:** Meaning– Community Development Programme– Definition – Objectives of CDP- Achievements and shortcomings of CDP- Nature and concept of IRDP. **(12hrs)**

### **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. **(23hrs)**

### **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. **(22 hrs)**

### **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. **(21hrs)**

### **TEXT BOOKS:**

1. K.K Dewett, J.D. Varma and H.L. Sharma – Indian Economics, Sultan Chand & Sons, New Delhi, 1998.

### **REFERENCE BOOKS:**

1. I.C.Dhingra– Indian Economy, Sultan chand&Sons, New Delhi, 1998.

2. S.K.Misra&V.K.Puri -Indian Economy, Himalaya Publishing House, Delhi, 1993.
3. M.L.Jhingan - The Economics of Development and Planning and growth, Vika publishing house, New Delhi, 2000.
4. N. Srinivasan - Economic development of India, Meenakshi Pathipagam, Devakottai 1992.
5. S.K.Misra& V.K Puri - Ecnomic development of India, Himalaya Publishing house, New Delhi 1995.
6. NarayanaNadar - Economic development of India, Thangam Publishers, Viruthunagar, 1994.

#### Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>M</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>L</b>
<b>CO3</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>L</b>
<b>CO4</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>

## **B.A ECONOMICS**

### **SEMESTER VI**

#### **PART III – CORE COURSE 14 -ECONOMICS OF MARKETING**

**Credit: 4**

**Hours: 90**

#### **Preamble**

This course motivates the students to know the techniques of marketing and product planning.

#### **Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	defining the terms marketing, marketing segments, marketing mix, consumer buying behavior, branding, packaging, Product Life cycle, advertising and channels of distribution	<b>K1</b>
<b>CO2</b>	understanding the Principles and advantages of Marketing , Market Segmentation, Physical Distribution, Branding and Packaging	<b>K2</b>
<b>CO3</b>	applying the importance of buying behavior in marketing and its relevance to price strategy	<b>K2 &amp; K3</b>
<b>CO4</b>	analyzing the significance and strategies of advertising and sales promotion.	<b>K4</b>
<b>CO5</b>	Demonstrate the knowledge about channels of distribution	<b>K2</b>

#### **UNIT I**

**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. **(15hrs)**

## **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. **(18hrs)**

## **UNIT III:**

**Product pricing:** Pricing – Meaning – Pricing Objectives – Kinds of Pricing and methods for price determination – Factors affecting pricing decisions – internal factors & External factors. **(12hrs)**

## **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. **(18hrs)**

## **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. **(12hrs)**

## **TEXT BOOKS:**

1. R.S.N. Pillai & Bagavathi-Modern marketing, Principles and practices, S.Chand& Company Pvt. Ltd, 2016.

## REFERENCE BOOKS:

1. Dr. C.B. Gupta & N. Rajanair – Marketing management, Sultan Chand & Sons 2006.
2. S. Kathiresan & V. Radha – Marketing, Prasanna Publications 2006.
3. M.N. Misra – Sales promotion and Advertising Management, Himalaya publishing house, Delhi, 2003

## Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>
<b>CO3</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>

## **B.A ECONOMICS**

### **SEMESTER VI**

#### **PART III – ELECTIVE 3 –ENTREPRENEURSHIP DEVELOPMENT**

**Credit: 5**

**Hours: 75**

#### **Preamble**

This course enables the students to learn the skill of entrepreneurship.

#### **Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Gaining Knowledge in entrepreneurship, steps to start business, preparation of project and decision making process.	<b>K1</b>
<b>CO2</b>	Understanding the role of institutional Finance to promote entrepreneurship	<b>K2</b>
<b>CO3</b>	Outlining project formulation and network analysis	<b>K2 &amp; K3</b>
<b>CO4</b>	Comprehending decision making process oriented with cost benefit analysis, sensitivity analysis and system analysis	<b>K4</b>
<b>CO5</b>	Equipping knowledge about entrepreneurial skill for self employment.	<b>K3</b>

#### **UNIT I**

**Entrepreneurship** –Definition – Importance –Functions, Qualities and problems of an entrepreneur- Entrepreneurship Development in India. **(15hrs)**

#### **UNIT II**

Women entrepreneurship in India- Problems of Women entrepreneurship – Steps to be taken to start a business – Licensing – Registration. **(10hrs)**

#### **UNIT III**

Institutional arrangements for entrepreneurship development – DIC, SIPCOT,

ITCOT, SIDCO, NSIC, SISI – Institutional finance to entrepreneurs – TIIC, SIDBI, Commercial banks. **(20hrs)**

#### **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. **(17hrs)**

#### **UNIT V**

**Managerial decision making:** Concepts and process- types of decisions-creativity in decision making- approaches: cost benefit analysis-system analysis-sensitivity analysis. **(18hrs)**

#### **BOOKS FOR REFERENCE:**

1. Vasanth& Desai - Dynamics of entrepreneurship, Himalaya Publishing House,2005.
2. C.B. Gupta and N.P. Srinivasan -Entrepreneurial Development, Sultan Chand and Sons 1999.
3. Dr. Radha - Entrepreneurial Development, Prsanna & Co,Chennai 2007.
4. Renu Arora, S. K. Sood - Entrepreneurial Development, Kalyani Publishers, New Delhi 2004.
5. Dr. P. C. Sekar- Entrepreneurship and management of small business, ENPEE publications, Madurai 1998.

#### Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>
<b>CO3</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>
<b>CO5</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>

## **B.A ECONOMICS**

### **SEMESTER VI**

#### **PART III - ELECTIVE 3 (Optional) - HUMAN RESOURCE DEVELOPMENT**

**Credits: 5**

**Hours: 75**

#### **Preamble**

This course creates awareness on Human Resource Development.

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Understanding the basic concepts of HRD and able to understand the difference between the HRD& HRM.	<b>K1</b>
<b>CO2</b>	Knowing the manpower planning, problems and types of training.	<b>K2</b>
<b>CO3</b>	Learning the steps involving in the selection process.	<b>K2 &amp; K3</b>
<b>CO4</b>	Understanding the techniques of recruitment.	<b>K3</b>
<b>CO5</b>	Developing the knowledge of employee communication process and motivational theories.	<b>K3</b>

#### **UNIT I**

**Human Resource Development:** Definition-Methods –Characteristics - Need for HRD in the Indian context - Difference between HRM and HRD-Need for HRD.

**(10hrs)**

#### **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.

**(21hrs)**

#### **UNIT III**

**Counselling:** Employee Counselling-Need for counselling-Mentoring –Role of

mentor-Qualities of a good mentor-Difference between mentor and counselling.

(12hrs)

#### UNIT IV

**Employee Communication:** Meaning –Purpose- Process- Barriers. **Motivation:** Meaning- Importance – X theory, Y theory and Maslow’s theory of motivation.

(15hrs)

#### UNIT V

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

(17hrs)

#### TEXT BOOK:

1. P.C.Tripathi - Human Resource Development, Sultan chand & Sons, New Delhi,2005.

#### REFERENCE BOOKS:

1. S.S.Khanka - Human Resource Management, S.Chand & Company Ltd New Delhi, 2016.
2. V.S.P.Rao -Human Resource Management, published by Anuraj Jain for Excel Books, New Delhi, 2008.
3. L.M.Prasath - Human Resource Management, Sulthan Chand & Sons, New Delhi.
4. S.C.Gupta - Advanced human resource Management, Ane Books Pvt. Ltd, New Delhi, 2011.

Mapping

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

**B.A ECONOMICS**

**SEMESTER V**

**ELECTIVE 3 (Optional) – ANY MOOC COURSES**

**Credit: 5**

**Hours: 75**

**B.A ECONOMICS**  
**VI SEMESTER**  
**PART IV-SBC 6 - PROJECT**

**Credit: 2**

**Hours: 2**

# **Project**

**B.A ECONOMICS**  
**SEMESTER VI**  
**PART IV – NON MAJOR ELECTIVE - 2**  
**ECONOMICS OF ADVERTISING**

**Credits: 2**

**Hours: 30**

**Preamble**

This course focuses on techniques of advertising and makes the students to understand meaning and the role of advertising in a business environment.

**Course outcome:**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Understanding the concept, objectives, and important elements of advertising.	<b>K1</b>
<b>CO2</b>	Comprehending advertising and market communication.	<b>K2</b>
<b>CO3</b>	Knowing the different advertising media	<b>K3 &amp; K4</b>
<b>CO4</b>	Demonstrate advertising budget and knowing sales maximization theories.	<b>K2 &amp; K3</b>
<b>CO5</b>	Developing advertising schedule.	<b>K3 &amp; K4</b>

**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. **(7hrs)**

**UNIT II**

**Consumer behavior:** Consumer behavior and advertising – Market communication. **(4hrs)**

### UNIT III

**Advertising plan:** Planning and advertising programme – Various advertising media – Methods of selection. **(5hrs)**

### UNIT IV

**Advertising budget:** Measuring effectiveness – Baumol's theory of sales maximization – Baumol's model without advertising – Baumol's model with advertising- Criticism. **(8hrs)**

### UNIT V

**Advertising agency:** Advertising schedule and advertising agencies – Industrial, Rural and social Advertising – Case Studies from the advertising world. **(6hrs)**

### TEXT BOOK:

1. R.S.N. Pillai & Bagavathi – Modern marketing, Principles and Practices, S.Chand& Company Pvt.Ltd, 2016.

### REFERENCE BOOKS:

1. Dr.C.B.Gupta&N.Rajanair – Marketing management, Sultan Chand & Sons 2006.
2. S.Kathiresan&V.Radha –Marketing, Prasanna publications 2006.
3. M.N.Misra –Sales promotion and Advertising Management, Himalaya Publishing house, Delhi, 2003.
4. C.N.Sontakki –Advertising and Sales management, Kalyani publishers, New Delhi, 2003.

### Mapping

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

**B.COM**  
**SEMESTER I**  
**ALLIED 1 - GENERAL ECONOMICS - I**

**Credits: 5**

**Hours: 75**

**Preamble**

To give a comprehensive view on economic concepts and its application in business.

**Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Recalling the branches of economics, meaning of basic concepts in consumption and production.	<b>K1</b>
<b>CO2</b>	Understanding the laws of marginal utility theories and law of demand.	<b>K1</b>
<b>CO3</b>	Indicating the factors influencing demand and supply	<b>K2</b>
<b>CO4</b>	Analyzing the equilibrium price and quantity demanded or supplied with the knowledge of break even analysis	<b>K2 &amp; K3</b>
<b>CO5</b>	Interpreting the objectives of firms and their social responsibilities.	<b>K4</b>

**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. **(12hrs)**

**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. **(17hrs)**

### **UNIT III**

**Production**-Meaning and Features of land, labour, capital and organization – Laws of returns – Efficiency of labour – Functions of an Entrepreneur. **(16hrs)**

### **UNIT IV**

Objectives and Equilibrium of a business firm - Objectives of a firm – Social responsibilities of a firm – Equilibrium of a firm. **(12hrs)**

### **UNIT V**

Break Even Analysis - Meaning - Behaviour of cost and revenue curves –Break-even point - Importance. **(18hrs)**

### **TEXT BOOK**

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

### **REFERENCE BOOKS**

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

## Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>CO3</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>M</b>
<b>CO4</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>H</b>

**B.COM**  
**SEMESTER II**  
**ALLIED 2 - GENERAL ECONOMICS - II**

**Credit: 5**

**Hours: 75**

**Preamble**

To give a comprehensive view on economic concepts and economic analysis.

**Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Comprehending importance and concepts of national income	<b>K1</b>
<b>CO2</b>	Understanding the methods of computation of national income	<b>K2</b>
<b>CO3</b>	Recalling the methods of note issue	<b>K2</b>
<b>CO4</b>	Understanding the functions of money	<b>K3</b>
<b>CO5</b>	Interpreting the various methods of monetary policy and Fiscal Policy	<b>K4</b>

**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. **(12 hrs)**

**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. (15 hrs)

### 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. (16 hrs)

### 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. (14 hrs)

### 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. (18 hrs)

### REFERENCE BOOKS

1. Dr. R.CauveryDr.U.K.SudhaNayak, Dr. M. Girija, Dr.N. Kruparani and Dr.R.Meenakshi - Public Finance S. Chand & Co., New Delhi, 1995.
2. M.L. Seth - Money banking, international trade, public finance, Lakshmi Narain Agarwal, Agra – 2017.
3. Gordon &Natarajan- Banking theory law and practices, Himalaya Publishing House, Mumbai – 2016.

4. Dr.R.Cauvery, Dr.U.K.Suthanayak, Dr.M.Girija and Dr.R.Meenakshi -  
Macro Economics, S.Chand & Company Ltd,New Delhi,2006.

Mapping

<b>PO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>M</b>	<b>H</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>
<b>CO3</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>

**B.A ECONOMICS**  
**SEMESTER I**  
**EXTRA CREDIT COURSES**  
**CONSUMERISM**  
**(Practical)**

**Credits: 2**

**Mode: Self study**

**Preamble**

This course deals with the awareness of need for consumer protection, problems and exploitation of consumers.

<b>CO Number</b>	<b>Description of Cos</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Understanding consumer protection and consumer exploitation	Knowledge (Level K1)
<b>CO2</b>	Knowing the consumerism and functions of society	Comprehension (Level K2)
<b>CO3</b>	Recognizing the consumer protection act	Comprehension (Level K2)
<b>CO4</b>	Comprehending the redressal machinery of consumer protection acts	Comprehension (Level K2) & Application (Level K3)
<b>CO5</b>	Learning the enforcement of order and Punishment	Analysis (Level 4)

**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.

### **REFERENCE BOOK:**

1. Kathiresan & Dr.Radha – Marketing, Prasanna publishers, 2006
2. Dr.C.B.Gupta & Dr.N.Rajanayair- Marketing management, Sultan Chand & sons, 2006
3. R.S.N Pillai & Bagavathi – Modern marketing principles and practices, S.Chand & Company 2000

**B.A ECONOMICS**  
**SEMESTER III**  
**BUSINESS LETTERS**

**Credits: 2**

**Mode: Self study**

**Preamble**

To give orientation in written communication.

**Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of Cos</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Examining the basic concept & scope for office communication.	Knowledge (Level K1)
<b>CO2</b>	Understanding the essential and qualities of business letter	Comprehension (Level K2)
<b>CO3</b>	Practicing the types of business letter.	Application (Level K3)
<b>CO4</b>	Practicing to write trade enquires and reply letter.	Comprehension (Level K2) & Application (Level K3)
<b>CO5</b>	Practicing preparation of resume	Application (Level K3)

**UNIT I**

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

**UNIT II**

**Types of business letter:** 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**

**Letter to financial institution:** Banking letters and Insurance letters

## **UNIT V**

**Application for appointments:** Letter of appointment – preparation of resume.

## **REFERENCE BOOKS:**

1. S.Kathirasan and Dr.V.Radha - Business Communication, Presenna Publication and Distributors, Chennai.
2. Rajendra Pal &Korlahalli, J.S., Essentials of Business Communication, Sultan chand & Sons, New Delhi.
3. K.K. Sinha – Business Communication
4. Parag Diwan and L.N.Aggarwal – Business Communication
5. K. Vairamani – Business Communication

**B.A ECONOMICS**  
**SEMESTER V**  
**ECONOMICS OF TOURISM**

**Credits: 2**

**Mode: Self study**

**Preamble**

- To create an understanding of growing importance of tourism Industry.
- To create awareness on various opportunities in the tourism sector and self employment.

**Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Examining the basic concepts and scope of tourism	Knowledge (Level K1)
<b>CO2</b>	Understanding the types of tourism organization	Comprehension (Level K2)
<b>CO3</b>	Illustrating the planning, development and management of tourism	Comprehension (Level K2)
<b>CO4</b>	Exhibiting tourism centre's in India	Comprehension (Level K2) & Application (Level K3)
<b>CO5</b>	Knowing tourism marketing and trade	Comprehension (Level K2)

**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 – 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.

#### **REFERENCE BOOKS:**

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

**B.A ECONOMICS**  
**VALUE ADDED COURSES**  
**VAC 1 : BUSINESS COMMUNICATION**

**Hours:** 30 Hours

**Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of Cos</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Gaining knowledge of the various levels of organizational communication	Knowledge (Level 1)
<b>CO2</b>	Comprehending the communication barriers while developing communication process	Comprehension (Level 2)
<b>CO3</b>	Applying verbal and non-verbal communication strategies and practicing	Application (Level 3)
<b>CO4</b>	Being capable of drafting effective business correspondence with brevity and clarity	Synthesis (Level 6)

**UNIT I**

Communication: Introduction – Definition - Need for Communication – Objectives -Principles of Effective Communication

**UNIT II**

Communication Process: Channels of communication - Barriers to Communication , Guidelines for Effective Communication.

**UNIT III**

Modern Forms of Communication - Internet, World Processing, Electronic mail, Cellular Phones Advantages.

## **UNIT IV**

Management information system: Introduction –meaning- definition - MIS Communication Process- Design and Development of MIS- Network flow models- components of MIS.

## **UNIT V**

Banking Correspondence: Introduction- Functions of Modern Bankers-Banking Letter- Elements of Good Banking Correspondence - Types of Banking Correspondence - Opening of bank Account-Stop payment of cheque- Dishonour of cheque–Request for agency service-Request for overdraft/loan facilities.

### **REFERENCE BOOKS:**

1. S.Kathirasan and Dr.V.Radha - Business Communication, Presenna Publication and Distributors, Chennai.
2. Rajendra Pal & Korlahalli - J.S., Essentials of Business Communication, Sultan chand & Sons, New Delhi.
3. Kapoor,N.D - A Guide to Business Correspondence, Sultan Chand & Sons, New Delhi.
4. R.S.N.Pillai & Bagavathi- Modern Commercial Correspondence, Sultan Chand & Co Ltd, New Delhi.

## **QUESTION PATTERN**

### **Section – A**

5 x 20 = 100 marks

Seven questions are to be given. Five questions are to be answered.

**Total marks = 100**

**B.A ECONOMICS**  
**VAC 2 : PRACTICAL BANKING**

**Hours:** 30 Hours

**Course Outcome**

On the successful completion of the course, students are able to

<b>CO Number</b>	<b>Description of Cos</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	getting exposure for banking operations	Knowledge (Level 1)
<b>CO2</b>	Showing to various dimensions of day to day operations	Comprehension (Level 2)
<b>CO3</b>	Understanding practical applications of banking aspects in real life situations	Application (Level 3)
<b>CO4</b>	Getting knowledge Nonperforming Assets and Management of NPA	Knowledge (Level 1)

**UNIT I**

Banker customer Relationship: Various types of relationship kyc norms, special types of accounts, mandate & power of attorney.

**UNIT II**

Banking System: Corporate banking Retail banking and Merchant Banking, Treasury Management, Cash management system.

**UNIT III**

Negotiable Instruments: Definition and features of Cheques, Bills of exchange, Promissory note, Holder, Holder in due course.

## **UNIT IV**

Nonperforming Assets (NPA's) Introduction - classification of NPA's, Provisions for NPA's management of NPA'.

## **UNIT V**

**Practical sessions:** Visit to bank - practices and process of opening bank accounts, pay in still slip, cheque book, pass book, ATM card, Debit card, Credit card.

## **REFERENCE BOOKS :**

1. P.N.Varshney - Banking law and Practice, Sultan chand &sons, New Delhi.
2. M.Radhaswamy -Practical Banking, S.Chand & Company Ltd, New Delhi.

## **QUESTION PATTERN**

### **Section – A**

4 x 20 = 80 marks

Six questions will be given. Four questions are to be answered.

### **Section – B**

20 marks

Practical examination

**Total marks = 100**

## **B.A ECONOMICS**

### **VAC 3 : FUNDAMENTALS OF GOODS AND SERVICE TAX**

**Hours:** 30 Hours

#### **Course Outcomes:**

<b>CO Number</b>	<b>Description of COs</b>	<b>Blooms' Taxonomy Level</b>
<b>CO1</b>	Gaining knowledge of the Time of Supply	Knowledge (Level 1)
<b>CO2</b>	Comprehending the valuation of supply of goods and services and input tax credit	Comprehension (Level 2)
<b>CO3</b>	Comprehending the levying and collection of GST	Comprehension (Level 2)
<b>CO4</b>	Analysing the necessities and procedures of Registration	Analysis (Level 4)

#### **UNIT I**

Meaning – Salient features of goods and service tax (GST) - Benefits of GST- Limitations of GST - Important terms and definitions (Sec.-2) - GST Council. Registration under GST - GSTIN - Persons liable for Registration - Time limit for Registration.

#### **UNIT II**

Determination of taxable value of goods supplied - Inclusions of transaction value - Exclusion from transaction value - Preparation of tax invoice- Electronic way bill.

#### **UNIT III**

Supply: Meaning, levy and collection of tax - Types of supply - Place and time of supply- Composition on levy- Meaning and concept of composition scheme forms and returns under composition levy

## **UNIT IV**

Input tax credit - Meaning - Features - Provisions regarding job work - Tax liability under reverse charge - Goods liable to be taxed on reverse charge basis- Services under reverse charge.

## **UNIT V**

### **Practicals**

Form GST Reg – 01 Part A - Application for Registration

Form GST Reg – 01 Part B - Application for Registration

Form GST Reg – 16 - Application for Cancellation of Registration

### **REFERENCE BOOKS:**

1. Rajiv S. Mishra & Aruna Singham - Indirect Tax: Introduction of Goods and Service Tax, Himalaya Publishing House, New Delhi.
2. Vinod K Singania- Indirect Taxes, Taxmann's Publications, New Delhi.
3. H.C Mehrotra - Indirect Taxes, Sahitya Bhavan Publications, New Delhi.

### **Question Pattern**

#### **Section – A**

4 x 20 = 80 marks

Six questions will be given. Four questions are to be answered.

#### **Section – B**

20 marks

Practical examination

**Total marks = 100**

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