

**SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS)**

**SALEM – 16**

**Reaccredited with 'B++' Grade by NAAC**

**Affiliated to Periyar University**



***PG & RESEARCH DEPARTMENT OF ECONOMICS***

**Outcome Based Syllabus**

**B.A. ECONOMICS**

**For Students Admitted in 2022 - 2023**

**B.A. ECONOMICS  
PROGRAMME OUTCOMES**

- PO1: To acquaint the students with the basic terminology, concepts and elementary ideas of economics.
- PO2: To enable the students to acquire skills in interpreting simple statistical data, charts, diagrams and graphic representation.
- PO3: To develop the students' skills to integrate theoretical knowledge with quantitative and qualitative evidence in order to discern past economic events and formulate predictions and policy framing.
- PO4: To equip the students to evaluate the consequences of economic activities and institutions for individual and social welfare.
- PO5: To magnify the students' understanding and knowledge about the impact of economic development on environment.
- PO6: To comprehend and communicate effectively on specific economic issues.
- PO7: To recognize the complexities of the different sectors of the Indian economy using modern tools.

**SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS), SALEM – 16.**  
**PG & RESEARCH DEPARTMENT OF ECONOMICS**  
**B.A. ECONOMICS**  
**PROGRAMME STRUCTURE UNDER CBCS**  
**Total Credits: 140 + Extra Credit (Maximum 28)**

**I SEMESTER**

| Part         | Course  | Course Title                                    | Code                            | Hrs./Week | Credits   |
|--------------|---|---|---------------------------------|-----------|-----------|
| I            | Language – I                                      | Tamil/Hindi/Sanskrit Paper – I                  | 22ULTC1/<br>22ULHC1/<br>22ULSC1 | 6         | 3         |
| II           | English – I                                       | Communicative English – I                       | 22ULEC1                         | 6         | 3         |
| III          | Core Course – I                                   | Micro Economics – I                             | 22UECC1                         | 5         | 5         |
| III          | Core Course - II                                  | Statistical Methods in Economics - I            | 22UECC2                         | 5         | 5         |
| III          | Allied Course - I                                 | History of Freedom Movement – I                 | 22UECAC1                        | 5         | 5         |
| IV           | Skill Based – I                                   | Entrepreneurial Development                     | 22UECSC1                        | 2         | 2         |
| V            | Society Connect Activity                          | Group Project based on Society Connect Activity | 22USCAC                         | 1         | 1         |
| <b>Total</b> |   |   |                                 | <b>30</b> | <b>24</b> |
| VI           | Articulation and Idea Fixation Skills             |   |                                 |           |           |
|              | Physical Fitness Practice - 35 hours per Semester |   |                                 |           |           |
|              | Advanced Diploma in Export Management             |   |                                 |           |           |
|              | Level – 1: Certificate Course 100 hours per year  |   |                                 |           |           |

**II SEMESTER**

| Part   | Course   | Course Title                                 | Code                            | Hrs./Week | Credits   |
|--|--|--|---------------------------------|-----------|-----------|
| I  | Language – II  | Tamil/Hindi/Sanskrit Paper – II              | 22ULTC2/<br>22ULHC2/<br>22ULSC2 | 6         | 3         |
| II   | English – II   | Communicative English – II                   | 22ULEC2                         | 6         | 3         |
| III  | Core Course – III  | Micro Economics – II                         | 22UECC3                         | 5         | 5         |
| III  | Core Course – IV   | Statistical Methods in Economics - II        | 22UECC4                         | 4         | 3         |
| III  | Allied Course - II   | History of Freedom Movement - II             | 22UECAC2                        | 5         | 5         |
| IV   | Skill Based – II   | Human Resource Development                   | 22UECSC2                        | 2         | 2         |
| IV   | Environmental Studies  | Environmental Studies                        | 22UEVSC                         | 2         | 1         |
|  |  | Group Project based on Environmental Studies | 22UEVSPC                        | -         | 1         |
| <b>Total</b>   |  |  |                                 | <b>30</b> | <b>23</b> |
| VI   | Articulation and Idea Fixation Skills - 1 Extra Credit             |  |                                 |           |           |
|  | Physical Fitness Practice - 35 hours per Semester - 1 Extra Credit |  |                                 |           |           |
|  | Certificate Course in Yoga - 30 hours - 1 Extra Credit             |  |                                 |           |           |
|  | Advanced Diploma in Export Management                              |  |                                 |           |           |
| Level – 1: Certificate Course 100 hours per year - 2 Extra Credits           |  |  |                                 |           |           |
| Extra credits are given for extra skills and courses qualified in MOOC/NPTEL |  |  |                                 |           |           |

### III SEMESTER

| Part   | Course  | Course Title                                    | Code                            | Hrs./Week   | Credits     |
|--|---|---|---------------------------------|-------------|-------------|
| I  | Language – III  | Tamil/Hindi/Sanskrit Paper – III                | 22ULTC3/<br>22ULHC3/<br>22ULSC3 | 6           | 3           |
| II   | English – III   | Communicative English - III                     | 22ULEC3                         | 6           | 3           |
| III  | Core Course – V   | Indian Economics – I                            | 22UECC5                         | 5           | 4           |
| III  | Core Course - VI  | History of Economic Thought                     | 22UECC6                         | 4           | 4           |
| III  | Allied Course - III   | Rural Economics                                 | 22UECAC3                        | 5           | 5           |
| IV   | Skill Based – III   | Entrepreneurship in Media                       | 22UECSC3                        | 2           | 2           |
| IV   | Non-Major Elective - I  |   |                                 | 2           | 2           |
| III  | History Allied Course - I   |   |                                 | 5           | 5           |
| <b>Total</b>   |   |   |                                 | <b>30+5</b> | <b>23+5</b> |
| VI   | Society Connect Activity  | Group Project based on Society Connect Activity |                                 |             |             |
|  | Life Skill Courses  | Course I: Communication Skill                   |                                 | 2           | 2 (Extra)   |
|  | Articulation and Idea Fixation Skills   |   |                                 |             |             |
|  | Physical Fitness Practice - 35 hours per Semester                                     |   |                                 |             |             |
|  | Advanced Diploma in Export Management<br>Level – 2: Diploma Course 100 hours per year |   |                                 |             |             |
| Extra credits are given for extra skills and courses qualified in MOOC/NPTEL |   |   |                                 |             |             |

|  |                          |           |
|--|--------------------------|-----------|
| Non-Major Elective – I<br>For II B.A./B.Sc./B.Com. | Economics of Information | 22UECNEC1 |
|--|--------------------------|-----------|

|                           |                                 |          |
|---------------------------|---------------------------------|----------|
| History Allied Course - I | Indian Economic Development – I | 22UHIAC3 |
|---------------------------|---------------------------------|----------|

### IV SEMESTER

| Part | Course             | Course Title   | Code                            | Hrs./Week | Credits |
|------|--------------------|--|---------------------------------|-----------|---------|
| I    | Language – IV      | Tamil/Hindi/Sanskrit Paper – IV  | 22ULTC4/<br>22ULHC4/<br>22ULSC4 | 6         | 3       |
| II   | English – IV       | Communicative English – IV   | 22ULEC4                         | 6         | 3       |
| III  | Core Course - VII  | Indian Economics – II  | 22UECC7                         | 4         | 4       |
| III  | Allied Course - IV | Urban Economics  | 22UECAC4                        | 5         | 5       |
| III  | Elective – I       | Socio-Economic Problems in India/ Industrial Administration and Management | 22UECEC1/<br>22UECESC1          | 5         | 5       |
| IV   | Skill Based – IV   | Women Empowerment  | 22UECSC4                        | 2         | 2       |

|   |   |   |  |             |             |
|---|---|---|--|-------------|-------------|
| IV  | Non-Major Elective – II   |   |  | 2           | 2           |
| III   | History Allied Course – II  |   |  | 5           | 5           |
| <b>Total</b>  |   |   |  | <b>30+5</b> | <b>24+5</b> |
| VI  | Society Connect Activity  | Group Project based on Society Connect Activity |  |             | 2 (Extra)   |
|   | Life Skill Courses  | Course II: Professional Skills                  |  | 2           | 2 (Extra)   |
|   | Articulation and Idea Fixation Skills - 1 Extra Credit  |   |  |             |             |
|   | Physical Fitness Practice - 35 hours per Semester - 1 Extra Credit                                      |   |  |             |             |
|   | Advanced Diploma in Export Management<br>Level – 2: Diploma Course 100 hours per year - 2 Extra Credits |   |  |             |             |
| Extra credits are given for extra skills and courses qualified in MOOC/NPTEL and societal oriented group projects |   |   |  |             |             |

|  |                 |           |
|--|-----------------|-----------|
| Non-Major Elective – II<br>For II B.A./B.Sc. | Applied Banking | 22UECNEC2 |
|--|-----------------|-----------|

|                            |                                  |          |
|----------------------------|----------------------------------|----------|
| History Allied Course – II | Indian Economic Development - II | 22UHIAC4 |
|----------------------------|----------------------------------|----------|

### V SEMESTER

| Part   | Course   | Course Title  | Code                   | Hrs./ Week | Credits   |
|--|--|---|------------------------|------------|-----------|
| III  | Core Course - VIII   | Macro Economics – I   | 22UECC8                | 6          | 4         |
| III  | Core Course - IX   | Money, Banking and Trade - I                                  | 22UECC9                | 6          | 4         |
| III  | Core Course - X  | Fiscal Economics - I  | 22UECC10               | 5          | 4         |
| III  | Core Course - XI   | Managerial Economics - I                                      | 22UECC11               | 5          | 4         |
| III  | Elective - II  | Economic Development of Tamil Nadu/<br>Agricultural Marketing | 22UECEC2/<br>22UECESC2 | 5          | 5         |
| IV   | Non-Major Skill Based - I  |   |                        | 2          | 2         |
| IV   | Value Education  | Value Education   | 22UVENC                | 1          | -         |
| <b>Total</b>   |  |   |                        | <b>30</b>  | <b>23</b> |
| VI   | Society Connect Activity   | Group Project based on Society Connect Activity               |                        |            |           |
|  | Life Skill Courses   | Course III : Leadership Skills                                |                        | 2          | 2 (Extra) |
|  | Articulation and Idea Fixation Skills  |   |                        |            |           |
|  | Physical Fitness Practice - 35 hours per Semester  |   |                        |            |           |
|  | Advanced Diploma in Export Management<br>Level – 3: Advanced Diploma Course 100 hours per year |   |                        |            |           |
| Internship Training - 1 Extra Credit   |  |   |                        |            |           |
| Extra credits are given for extra skills and courses qualified in MOOC/NPTEL |  |   |                        |            |           |

|   |                           |           |
|---|---------------------------|-----------|
| Non-Major Skill Based - I<br>For III B.A./B.Sc. | Introduction to Marketing | 22UECNCS1 |
|---|---------------------------|-----------|

### VI SEMESTER

| Part   | Course   | Course Title  | Code                   | Hrs./<br>Week | Credits   |
|--|--|---|------------------------|---------------|-----------|
| III  | Core Course - XII  | Macro Economics - II                                    | 22UECC12               | 6             | 4         |
| III  | Core Course - XIII   | Money, Banking and Trade - II                           | 22UECC13               | 6             | 4         |
| III  | Core Course - XIV  | Fiscal Economics - II                                   | 22UECC14               | 5             | 3         |
| III  | Core Course - XV   | Managerial Economics - II                               | 22UECC15               | 5             | 3         |
| III  | Elective - III   | Labour Economics/<br>Principles of Financial Management | 22UECEC3/<br>22UECESC3 | 5             | 5         |
| IV   | Non-Major Skill Based - II   |   |                        | 2             | 2         |
| IV   | Value Education  | Value Education   | 22UVENC                | 1             | 2         |
| Total  |  |   |                        | 30            | 23        |
| VI   | Society Connect Activity   | Group Project based on Society Connect Activity         |                        |               | 2 (Extra) |
|  | Life Skill Courses   | Course IV: Universal Human Values                       |                        | 2             | 2 (Extra) |
|  | Articulation and Idea Fixation Skills - 1 Extra Credit   |   |                        |               |           |
|  | Physical Fitness Practice – 35 hours per Semester - 1 Extra Credit   |   |                        |               |           |
|  | Advanced Diploma in Export Management<br>Level – 3: Advanced Diploma Course 100 hours per year - 2 Extra Credits |   |                        |               |           |
| Extra credits are given for extra skills and courses qualified in MOOC/NPTEL |  |   |                        |               |           |

|   |                        |           |
|---|------------------------|-----------|
| Non-Major Skill Based – II<br>For III B.A./B.Sc./B.Com. | Principles of Taxation | 22UECNCS2 |
|---|------------------------|-----------|

**Programme Title: B.A. Economics**

**Course Title: MICRO ECONOMICS - I**

**Course Code: 22UECC1**

**Hours/Week: 5**

**Semester: I**

**Credit: 5**

**Course Objective:**

- Understand the basic concepts, terminology, methodology and theory used by economists to describe the workings of market based economies.

### **SYLLABUS**

**Unit-I: Nature and Scope of Economics**

**(Hours: 12)**

Definition and Scope of Economics: Smith, Marshall and Robbins Approaches to Economic Analysis: Micro and Macro Analysis – Inductive and Deductive Methods – Nature of Economic Laws. Identifying the Branches of Economics.

**Unit-II: Cardinal Utility Analysis**

**(Hours: 15)**

Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Law of Demand: Downward Sloping Curve – Exceptional Demand Curve – Conditions of Demand – Types of Demand – Extension and Contraction Vs Increase and Decrease in Demand – Elasticity of Demand: Types and Measurement. Application of Elasticity of Demand in different fields of Economics.

**Unit-III: Ordinal Utility Analysis**

**(Hours: 13)**

Indifference Curves: Properties – Derivation of the Equilibrium of the consumer – Income Effect, Price Effect and Substitution Effect – Consumer's Surplus (Marshall's Concept) – Uses of Indifference Curves. Distinction between Cardinal and Ordinal Utility.

**Unit-IV: Factor Analysis**

**(Hours: 17)**

Factors of Production – Land: Meaning and Importance – Labour: Meaning, Peculiarities, Efficiency, Division of Labour – Theories of Population (Malthusian and Optimum Theories) – Capital: Meaning, Types – Capital Formation – Functions of an Entrepreneur. Observation of Merits and Demerits of Division of Labour in different Fields.

**Unit-V: Supply Analysis**

**(Hours: 18)**

Production Possibility Curve – Production Function – Law of Variable Proportions – Return to Scale – Isoquants and Iso-cost Curves – Concept of Cost: Relation Between Total, Average and Marginal Cost, Short Run and Long Run Costs – Supply: Meaning of Supply, Law of Supply, Supply Curve, Changes in Supply. Real Cost and Social Cost.

**Book for Study:**

- Dr. R. Cauvery et al: Micro Economic Theory - S. Chand & Company Ltd., New Delhi, 2010.

**Books for Reference:**

1. S. Sankaran : Micro Economics – Margham Publications, Chennai, 2014.
2. D.D.Chaturvedi – Principles of Micro Economics – International Book House Pvt. Ltd., New Delhi, 2012.

**Web Sources:**

- <https://new.ipfw.edu/dotAsset/142427.pdf>
- [www.economicdiscussion.net](http://www.economicdiscussion.net)

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Recall the fundamental concepts in Micro Economics                            | K1              |
| CO2       | Illustrate the relationship between types of demand, cost and supply          | K2              |
| CO3       | Apply the cardinal and ordinal theories of Economics in day to day activities | K3              |
| CO4       | Analyse the laws, approaches and methodologies in Economics                   | K4              |
| CO5       | Discuss the role of factors and their contributions                           | K5              |
| CO6       | Estimate the demand, cost, supply and production functions                    | K5              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | S   | M   | M   | L   | S   | M   |
| CO2     | S                        | S   | S   | M   | M   | S   | M   |
| CO3     | S                        | S   | S   | S   | S   | S   | L   |
| CO4     | S                        | M   | S   | S   | S   | M   | S   |
| CO5     | S                        | S   | S   | M   | M   | S   | S   |
| CO6     | S                        | S   | S   | M   | S   | S   | S   |

*S-Strong; M-Medium; L-Low*



**Programme Title: B.A. Economics**

**Course Title: STATISTICAL METHODS IN ECONOMICS - I**

**Course Code: 22UECC2**

**Hours/Week: 5**

**Semester: I**

**Credit: 5**

**Course Objectives:**

- To understand the need for Quantitative study.
- To learn about data interpretation to draw conclusions

### **SYLLABUS**

**Unit-I: Introduction to Statistics**

**(Hours: 14)**

Meaning and Scope of Statistics – Characteristics of Statistics – Statistics as Methods – Functions, Use of Statistics – Limitations of Statistics – Relevance of Statistics in Economics. Use of Statistics in Real Life.

**Unit-II: Collection of Data**

**(Hours: 15)**

Methods of Collection of Data: Primary Data, Methods - Sources of Secondary data, Precautions in the use of Secondary Data, Merits of Secondary Data. Collection of Primary Data and Secondary Data.

**Unit-III: Census and Sampling Techniques**

**(Hours: 15)**

Meaning of Census and Sampling, Essentials of Sampling – Methods of Sampling: Random sampling, Stratified Random Sampling, Systematic Sampling, Cluster sampling – Non Random sampling: Purposive Sampling – Quota Sampling, Merits and Demerits of Sampling. Preparation of Model Schedule.

**Unit-IV: Classification, Tabulation and Diagrammatic Representation of Data**

**(Hours: 16)**

Types of Classification – Frequency distribution – Tabulation: Parts of Table, General Rules for Tabulation, Types of Table; Diagram – Rules for making a Diagram, Types of Diagrams: One Dimensional Diagram, Two Dimensional Diagram, Three Dimensional Diagram, Pictograms and Cartograms. Use of Pie Diagram, Bar Diagram, Different Types of Diagram during Election.

**Unit-V: Measures of Central Tendency**

**(Hours: 15)**

Arithmetic Mean, Weighted Arithmetic Mean, Median, Mode in individual Series, Discrete series and Continuous Series. Calculation of Mean, Median and Mode of Your Class Internal Marks.

**Book for Study:**

- M.Girija et al : Introduction to Statistics – Vrinda Publications (P) Ltd., Delhi, 2009.

**Books for Reference:**

1. Bhagavathi and Pillai: Statistics – PHI Learning Pvt. Ltd., New Delhi.
2. Srinivasan & Perumalsamy : Elements of Quantitative Statistics – Emerald Publications
3. S.P. Gupta: Elementary Statistical Methods – S Chand & Co., New Delhi, 2011.

**Web Sources:**

- [https://www.researchgate.net/publication/325846997\\_METHODS\\_OF\\_DATA\\_COLLECTION](https://www.researchgate.net/publication/325846997_METHODS_OF_DATA_COLLECTION)
- [https://www.researchgate.net/publication/319998246\\_Sampling\\_Methods\\_in\\_Research\\_Methodology\\_How\\_to\\_Choose\\_a\\_Sampling\\_Technique\\_for\\_Research](https://www.researchgate.net/publication/319998246_Sampling_Methods_in_Research_Methodology_How_to_Choose_a_Sampling_Technique_for_Research)
- <https://pdfs.semanticscholar.org/5aab/3141e4831125f3db24c95da8661adbb13be7.pdf>
- [https://www.researchgate.net/publication/248203964\\_UNDERSTANDING\\_DATA\\_TABULATION\\_AND\\_REPRESENTATION](https://www.researchgate.net/publication/248203964_UNDERSTANDING_DATA_TABULATION_AND_REPRESENTATION)

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Outline the scope of statistics and its application in Economics                                | K2              |
| CO2       | Understand the methods of collecting data   | K2              |
| CO3       | Examine and distinguish various methods of sampling   | K4              |
| CO4       | Measure and interpret the mean, median, and mode of a set of data                               | K5              |
| CO5       | Formulate frequency table and draw bar graph, pictogram, or a pie chart to represent a data set | K5              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | S   | M   | M   | M   | S   | S   |
| CO2     | S                        | S   | S   | S   | L   | S   | M   |
| CO3     | S                        | S   | S   | S   | S   | M   | M   |
| CO4     | S                        | S   | S   | S   | S   | S   | S   |
| CO5     | S                        | S   | S   | M   | S   | L   | S   |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: SKILL BASED PAPER-I: ENTREPRENEURIAL DEVELOPMENT**

**Course Code: 22UECSC1**

**Hours/Week: 2**

**Semester: I**

**Credit: 2**

**Course Objective:**

- To impart knowledge about understanding the concepts of entrepreneurship and various entrepreneurship development programmes.

## **SYLLABUS**

**Unit- I: Introduction (Hours: 6)**

Definition of Entrepreneurship, Characteristics of Entrepreneurship and Types of Entrepreneurs: Innovative, Imitative, Fabian and Drone - Functions of an Entrepreneur, Motivating Factors: Internal and External factors.

**Unit- II: Entrepreneurial Scenario in India (Hours: 6)**

Past Scenario: Evolution of Indian Entrepreneurship – The Advent of East India Company – Swadeshi Campaign – Current Scenario – Future Scenario.

**Unit- III: Growth of Entrepreneurs (Hours: 5)**

Growth of Women Entrepreneurship, Factors Determining Growth of Entrepreneurship, Sources of entrepreneurship in India, Causes of Slow Growth.

**Unit- IV: Entrepreneurship and Development (Hours: 6)**

Role of entrepreneurship in Economic Development, Entrepreneurship and Environment, Locational Mobility of Entrepreneurs.

**Unit- V: Entrepreneurial Development Programmes in India (Hours: 7)**

The concept of Entrepreneurial Development, Need for Training and Development, Phases of Entrepreneurial Development Programme (EDP), Contents of Training Programme for ED, Institutional Efforts to Develop Entrepreneurs

**Book for Study**

- C.B.Gupta & Dr. N.P.Srinivasan - Entrepreneurship Development in India - Sultan Chand & Sons, New Delhi, 2002.

**Books for Reference:**

1. Jayshree Suresh - Entrepreneurial Development – Margham Publications, Chennai, 2017.
2. B.L.Gupta & Anil Kumar - Entrepreneurship Development – Mahamaya Publishing House, New Delhi, 2009.

**Web Sources:**

- <http://www.preservearticles.com>
- [www.careerguide.com](http://www.careerguide.com)
- <http://books.google.co.in>  
[www.ejournalofbusiness.org](http://www.ejournalofbusiness.org)

**Course Outcomes (CO):** On completion of the course, students should be able to

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Understand the concepts and definitions of entrepreneurship  | K2              |
| CO2       | Summarise the entrepreneurship scenario in India   | K2              |
| CO3       | Apply the role of entrepreneurs in economic development and women entrepreneurship in developing countries like India. | K3              |
| CO4       | Examine the role of institutions in entrepreneurial development.   | K4              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | M   | S   | S   | S   | S   | S   |
| CO2     | S                        | S   | S   | S   | S   | S   | S   |
| CO3     | S                        | M   | S   | S   | S   | S   | S   |
| CO4     | M                        | M   | M   | S   | S   | S   | S   |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: MICRO ECONOMICS - II**

**Course Code: 22UECC3**

**Hours/Week: 5**

**Semester: II**

**Credit: 5**

**Course Objective:**

- To Illustrate how these micro concepts are applied in the real world situations by individual economic agents whether they be individuals, firms, or industries.

## **SYLLABUS**

**Unit-I: Market Analysis**

**(Hours: 15)**

Meaning of Market – Market Forms – Concepts of Revenue and Revenue Curves – Equilibrium of the Firm and Industry in General – Economies of scale: Internal Economies of Scale and External Economies of Scale. Identify the types of market in your area of living.

**Unit-II: Product Pricing-I**

**(Hours: 15)**

Perfect Competition: Features, Price and Output Determination in the Short and Long Run, Important of Time Element – Monopoly: Features, Price and Output Determination – Discriminative Monopoly: Price and Output Determination, Dumping – Perfect Competition Vs Monopoly. Locate the markets with perishables, semi durables and durables.

**Unit-III: Product Pricing-II**

**(Hours: 15)**

Monopolistic Competition: Features, Price and Output Determination under Individual and Group Equilibrium, Selling Costs, Product Differentiation – Wastes of Monopolistic Competition. Identify the same type of products with product differentiation.

**Unit-IV: Factor Pricing-I**

**(Hours: 16)**

Significance of Factor Pricing - Meaning and Types of Distribution - Marginal Productivity Theory – Modern Theory of Distribution - Theory of Wages (Subsistence Theory of Wages, Wage Fund Theory, Residual Claimant Theory) – Role of Trade Unions in Determination of Wage, Discriminate the wage earners and salary earners.

**Unit-V: Factor Pricing-II**

**(Hours: 14)**

Rent: Ricardian Theory of Rent, Modern Theory of Rent, Quasi-Rent – Interest: Theories of Interest (Loanable Funds Theory, Liquidity Preference Theory) – Profit: Gross and Net Profit – Theories of Profit (Dynamic Theory, Risk Theory, Uncertainty Bearing Theory, Innovation). Identify the innovations that you have come across in durable consumer goods.

**Book for Study:**

- Dr. R. Cauvery et al - Micro Economic Theory – S. Chand & Company Ltd., New Delhi, 2010.

**Books for Reference:**

1. S.Sankaran– Micro Economics – Margham Publications, Chennai, 2014.
2. D.D.Chaturvedi – Principles of Micro Economics – International Book House Pvt. Ltd., New Delhi, 2012.

**Web Sources:**

- [www.sgh.waw.pl/lwozny/LectureNotes.pdf](http://www.sgh.waw.pl/lwozny/LectureNotes.pdf)
- [www.economicdiscussion.net](http://www.economicdiscussion.net)

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Relate the basic concepts of product and factor markets              | K2              |
| CO2       | Understand the theories of distribution                              | K2              |
| CO3       | Explain the price-output determination in product and factor markets | K2              |
| CO4       | Distinguish between firm and industry in different market forms.     | K4              |
| CO5       | Analyse the traditional and modern theories of distribution          | K4              |
| CO6       | Discuss different market structures                                  | K6              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | S   | S   | S   | S   | S   | S   |
| CO2     | S                        | S   | M   | S   | S   | M   | M   |
| CO3     | S                        | S   | M   | S   | S   | S   | S   |
| CO4     | S                        | S   | S   | S   | M   | S   | S   |
| CO5     | S                        | S   | S   | S   | S   | S   | L   |
| CO6     | S                        | S   | S   | S   | S   | S   | S   |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: STATISTICAL METHODS IN ECONOMICS - II**

**Course Code: 22UECC4**

**Hours/Week: 4**

**Semester: II**

**Credit: 3**

**Course Objectives:**

- To provide basic knowledge of Statistics.
- To acquire knowledge about application of numerical data in Economics.

## **SYLLABUS**

**Unit-I: Measures of Dispersion – I**

**(Hours: 12)**

Meaning of Dispersion, Range, Quartiles, Inter Quartile Range – Deciles, Percentiles.  
Calculating Deciles and Percentiles for your class Test Scores

**Unit-II: Measures of Dispersion – II**

**(Hours: 10)**

Mean Deviation, Standard Deviation. Coefficient of Variation, Variance and Lorenz Curve. Testing the consistency in performance of any five students total marks secured in Higher Secondary.

**Unit-III: Correlation Analysis**

**(Hours: 11)**

Definition of Correlation: Types of Correlation – Uses – Methods of studying Correlation: Scatter Diagram – Merits and Demerits – Karl Pearson's Coefficient of Correlation: Direct Method – Indirect Method – Rank Correlation. Testing correlation between heights of the Parents and Daughters.

**Unit-IV: Regression Analysis**

**(Hours: 13)**

Definition – Uses – Methods of Studying Regression – Graphic Method – Algebraic Method – Regression Line – Regression Equation. Finding the relationship between Demand and Price of any commodity.

**Unit-V: Index Number**

**(Hours: 14)**

Definition and Meaning: Uses of Index Numbers – Problems in the construction of Index numbers – Methods of constructing Index Numbers – Unweighted Index Numbers – Weighted Index Numbers – Laspeyre's Method – Paasche Index and Fisher's Ideal Index. Computing Index Numbers using your house expenses by simple Aggregate method.

**Book for Study:**

- M.Girija et al : Introduction to Statistics – Vrinda Publications (P) Ltd., Delhi, 2009.

**Books for Reference:**

1. Bhagavathi and Pillai : Statistics – PHI Learning Pvt. Ltd., New Delhi.
2. Srinivasan & Perumalsamy: Elements of Quantitative Statistics – Emerald Publications
3. S.P. Gupta : Elementary Statistical Methods – S Chand & Co., New Delhi, 2011.

**Web Sources:**

- [https://journals.lww.com/anesthesia-analgesia/Fulltext/2019/05000/Correlation\\_Coefficients\\_Appropriate\\_Use\\_and.50.aspx](https://journals.lww.com/anesthesia-analgesia/Fulltext/2019/05000/Correlation_Coefficients_Appropriate_Use_and.50.aspx)
- [http://www.japi.org/march\\_2017/12\\_sfr\\_principles\\_of\\_correlation.pdf](http://www.japi.org/march_2017/12_sfr_principles_of_correlation.pdf)
- [https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3905568/https://www.ajodo.org/article/S0889-5406\(15\)01287-1/fulltext](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3905568/https://www.ajodo.org/article/S0889-5406(15)01287-1/fulltext)

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Outline Correlation, Regression, Variance and index numbers                    | K2              |
| CO2       | Measure coefficient of variation and construct Lorenz curve                    | K5              |
| CO3       | Estimate and interpret Correlation and Regression                              | K5              |
| CO4       | Calculate the measures of location of data: quartiles and percentiles          | K5              |
| CO5       | Construct Index Numbers and analyse the problems in constructing index numbers | K6              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | S   | M   | S   | S   | S   | S   |
| CO2     | S                        | S   | S   | S   | S   | S   | S   |
| CO3     | S                        | S   | S   | S   | M   | S   | S   |
| CO4     | S                        | S   | M   | S   | M   | S   | S   |
| CO5     | S                        | S   | S   | S   | S   | S   | S   |

S-Strong; M-Medium; L-Low



**Programme Title: B.A. Economics**

**Course Title: SKILL BASED PAPER-II: HUMAN RESOURCE DEVELOPMENT**

**Course code: 22UECSC2**

**Hours/Week: 2**

**Semester: II**

**Credit: 2**

**Course Objectives:**

- To teach the students the Importance of HRD as it helps everyone not only in workplace but also in development.
- To teach that “Man power” or “Human Resource” may be thought of as the total knowledge, skills, creative abilities, talents and aptitudes of an organization’s workforce, as well as the values, attitudes and benefit of an individual involved.

**SYLLABUS**

**Unit- I: Introduction (Hours: 6)**

Concept of HRD, Characteristics of HRD, Objects of HRD, Need for HRD, Fundamentals of HRD, Functions of HRD, HRD and Personnel Management.

**Unit- II: Career Planning (Hours: 8)**

Concept of Career Planning, Objectives, Process of Career Planning, Advantages of Career Planning, Limitations – Making Career Planning Effective – Individual Career Development – Suggestions for Effective Career Development.

**Unit- III: Counseling Development (Hours: 5)**

Counseling: Concept, Characteristics, Functions, Types, Objectives, Conditions for Effective Counseling, Process of Counseling.

**Unit- IV: Education and HRD (Hours: 5)**

Role of Education in HRD – Investment in Education – Rate of Return.

**Unit- V: Manpower Planning (Hours: 6)**

Need and Importance of Man Power Planning – Objectives and Methods of MPP in India.

**Book for Study**

- Sanjeev Kumar Singh – Human Resource Development – APH Publishers, Chennai.

**Books for Reference:**

1. Santhosh Gupta & Sachin Gupta – Human Resource Development-Concept & Practices  
Deep & Deep Publications Pvt. Ltd., New Delhi, 2008.

**Web Sources:**

- <https://www.yourarticlelibrary.com>
- <http://books.google.co.in>
- <https://mhrd.gov.in>
- [www.businessmanagementideas.com](http://www.businessmanagementideas.com)

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>   | <b>Knowledge Level</b> |
|------------------|---|------------------------|
| <b>CO1</b>       | Relate the concept, objectives and characteristics of Human Resource Development (HRD). | <b>K1</b>              |
| <b>CO2</b>       | Outline individual career planning and counselling process in HRD.                      | <b>K2</b>              |
| <b>CO3</b>       | Make use of man power planning for the development of institution.                      | <b>K3</b>              |
| <b>CO4</b>       | Examine knowledgeable workforce for stable economic development.                        | <b>K4</b>              |

**Mapping of COs with POs**

| <b>CO \ PO</b> | <b>Programme Outcomes (POs)</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>     | S                               | L          | M          | S          | S          | S          | S          |
| <b>CO2</b>     | M                               | S          | S          | M          | S          | S          | S          |
| <b>CO3</b>     | S                               | S          | L          | M          | S          | S          | S          |
| <b>CO4</b>     | S                               | S          | M          | S          | S          | S          | S          |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: INDIAN ECONOMICS – I**

**Course Code: 22UECC5**

**Hours/Week: 5**

**Semester: III**

**Credit: 4**

**Course Objectives:**

- To understand the Concept of Economic Development and Human Resource Development.
- To Teach the Students the Role of Agriculture in Indian Economy.

## **SYLLABUS**

### **Unit- I: Economic Development**

**(Hours: 16)**

Concepts of Under Development, Development and Growth – Measurement of Economic Development – Basic Characteristics of Under Developed Countries – Obstacles to Economic Development: Economic, Political, Non-Economic and Social Factors – Determinants of Economic Development: Economic and Non-Economic Factors – Role of Capital in Economic Development, Factors Affecting Capital Formation, Measures to Raise Capital Formation.

### **Unit-II: Human Resource Development**

**(Hours: 14)**

Population Growth as a Retarding Factor, Measures to Solve the Problem of Population – Population Policy – Unemployment: Types, Causes, Remedial Measures and Employment Polices During Five Year Plans – Problem of Poverty in India: Causes, Measurement and Eradication.

### **Unit- III: Agriculture in the National Income**

**(Hours: 16)**

The Place of Agriculture in the National Economy- Causes for Low Productivity and Remedial Measures – Food Problem: Nature, Causes and Methods of Solving the Food Problem - Land Reforms - Green Revolution: New Agricultural Strategy, Achievements, Weaknesses and Lessons of Green Revolution - Agriculture under the Five Year Plans.

### **Unit- IV: Food Security in India**

**(Hours: 14)**

Concept of Food Security – Food Self-Sufficiency – Food Security Legislation – Food Security and Nutrition – Mid-day Meal Programme – Public Distribution System: Impact on Poverty, Allocation and Offtake, Policy Options for Reform –Food Insecurity at Global Level.

### **Unit- V: Agriculture Finance**

**(Hours: 15)**

Agricultural Finance: Features, Need and Sources – Non-Institutional and Institutional Sources of Credit: Co-operative Credit Societies and Rural Credit, Land Development Banks, Commercial Banks and Rural Finance, Regional Rural Banks, National Bank of Agriculture and Rural Development, Recommendations of the Agricultural Credit Review Committee – Rural Indebtedness: Causes, Consequences and Remedies.

**Book for Study:**

- S.Sankaran – Indian Economy – Margham Publications, Chennai, 2017.

**Books for Reference:**

1. Ruddar Datt & K.P.M.Sundharam–Indian Economy – S.Chand &Company Ltd, New Delhi, 2013.
2. Jhingan – Economics of Development and Planning – Vikas Publishing House, Bangalore, 2014.

**Web Sources:**

- [www.google/books](http://www.google/books)
- [www.planningcommission.nic.in](http://www.planningcommission.nic.in)
- [www.ibef.org/economy/indian-economy](http://www.ibef.org/economy/indian-economy)

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Explain the concept of growth and development with the special reference to India | K2              |
| CO2       | Relate the problems of population, unemployment and poverty                       | K2              |
| CO3       | Analyse the extension of agriculture and food security                            | K4              |
| CO4       | Estimate the growth of cooperative banks in promoting agriculture                 | K5              |
| CO5       | Elaborate the factors leading to economic development                             | K6              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | S   | S   | S   | S   | S   | S   |
| CO2     | S                        | M   | S   | S   | S   | S   | S   |
| CO3     | S                        | S   | M   | M   | S   | S   | S   |
| CO4     | S                        | S   | S   | S   | S   | S   | S   |
| CO5     | S                        | M   | S   | S   | M   | S   | S   |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: HISTORY OF ECONOMIC THOUGHT**

**Course Code: 22UECC6**

**Hours/Week: 4**

**Semester: III**

**Credit: 4**

**Course Objectives:**

- To Make the Students understand the Nature and Significance of History of Economic Thought.
- To impart Knowledge on the Classical and Neo-Classical Schools of Economic Thought.

### **SYLLABUS**

#### **Unit-I: Early Period**

**(Hours: 11)**

Nature and Significance of History of Economic Thought – Greek Writers (Plato and Aristotle) Roman Philosophers – Middle Ages: St. Thomas Aquinas – Mercantilism: Basic Tents – Physiocracy: Main Principles – J.S.Mill: Restatement of Classical Economics.

#### **Unit-II: The Classical Period**

**(Hours: 13)**

Feature of Classicism – Adam Smith: Division of Labour – Theory of Value, Productive and Unproductive Labour, Distribution, Public Finance, Economic Progress, Laissez – Fair, Naturalism and Optimism, Marxian Labour Theory of Value. Ricardo: Value, Distribution, Economic Development, Views on Machinery, Comparative Advantage – Malthusian Theory of Population – J.B.Say's Law of Market.

#### **Unit-III: Later Schools of Economic Thought**

**(Hours: 12)**

Austrian School Economics: Karl Menger: Battle of Methods, Principle of Economics, Theories of Goods, Value, Exchange, Capital and Money – Friedrich Von Wieser: Method of Study, Theory of Imputation of Other Main Economic Ideas – Bohn Bawerk: Theory of Interest, Marginal Pairs Theory of Value.

#### **Unit-IV: Neo Classical School**

**(Hours: 13)**

Marshall: As a Synthesizer, Methods, Marshallian Concepts: Elasticity, Substitution, consumer's Surplus, Prime and Supplementary Costs, Real Cost and Expenses of Production, Representative Firm, Value and Role of Time Element, External and Internal Economies, Distribution, Quasi Rent, Organisation as a Factor of Production, Nature of Profits – J.M.Keynes: Law of Consumption, Marginal Efficiency of Capital, Liquidity Preference, Saving and Investment, Keynes and Classical Economies.

#### **Unit-V: Indian Economic Thought**

**(Hours: 11)**

Economic Ideas : Mahadev Govind Ranade – Romesh Chandra Dutt – K.T. Shah – RadhakamalMukerjee – C.N.Vakil - Amartya Sen – Abhijit Banerjee.

**Book for Study:**

- M.Girija et al - History of Economic Thought – Vrinda Publication, Delhi, 2006.

**Books for Reference:**

1. S.K.Srivastava - History of Economic Thought – S. Chand & Co., New Delhi.
2. V.Loganathan - History of Economic Thought - – S. Chand & Co., New Delhi, 1974.
3. T.N.Hajela - History of Economic Thought – Ane Books Pvt. Ltd.,New Delhi,2014.

**Web Sources:**

- [www.universityofcalicut.info/SDE/Economic\\_thought.pdf](http://www.universityofcalicut.info/SDE/Economic_thought.pdf)
- <https://pdfs.semanticscholar.org/d402/5ed1acc9ccd1ce64733a0c275bd6d6fb291c.pdf>

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Understand the different ideas and contributions by different cluster of economic schools. | K2              |
| CO2       | Identify the significance of Non –Mathematical school of economic thought.                 | K3              |
| CO3       | Analyse the elements of neo-classical and Keynesian approaches in the modern era.          | K4              |
| CO4       | Examine the economic theories of different schools including Indian Economists.            | K4              |
| CO5       | Evaluate the periodical development of economic thought.                                   | K5              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | S   | S   | S   | L   | S   | M   |
| CO2     | S                        | M   | S   | S   | S   | M   | S   |
| CO3     | S                        | S   | S   | S   | S   | S   | S   |
| CO4     | S                        | M   | S   | S   | M   | S   | S   |
| CO5     | S                        | S   | S   | M   | M   | S   | S   |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: ALLIED –III: RURAL ECONOMICS**

**Course Code: 22UECAC3**

**Hours/Week: 5**

**Semester: III**

**Credit: 5**

**Course Objective:**

- To Understand the Importance of Rural Economy and to teach the students the issues connected with Rural Economics.

### **SYLLABUS**

**Unit – I: Introduction**

**(Hours: 14)**

Rural Economics: Nature, Need and Scope of Rural Economics – Structure of Rural Economy – Features of Rural Economy.

**Unit – II: Role of Agriculture**

**(Hours: 16)**

Role of Agriculture in Economic Development – Place of Agriculture in the economy of India – Distinction between Agriculture and Industry – Relationship between Agricultural and Non- Agricultural Sector – Contribution of Agriculture to India's Economic Development.

**Unit- III: Non-Farm Sector**

**(Hours: 15)**

Cottage Industries: Features, Classification and Importance – Role of Cottage and Small-Scale Industries–Problems of Small Scale and Cottage Industries - Measures to Promote Small Scale Industries – Small Industries Development Bank of India (SIDBI).

**Unit –IV: Rural Poverty and Unemployment**

**(Hours: 16)**

Poverty: Meaning and Causes – Unemployment: Nature and Causes - Re Poverty: Meaning and Causes – Unemployment: Nature and Causes – Remedies to Rural Unemployment MGNREGA-Mahatma Gandhi National Rural Unemployment Guarantee Act-IAY or PMAY Indra Awas Yojana or Prime Minister Awas Yojana -TRYSEM-Training of Rural Youth for Self- Employment -DWCRA -Development of Women &Children in Rural Areas -SITRA-Supply of Improved Tool-kits to Rural Artisans-GKY- Gang Kalyan Yojana – MWS-Million Wells Scheme.

**Unit – V: Rural Development**

**(Hours: 14)**

Rural Development: Meaning and Ingredients of the Process of Rural Development – Community Development – Meaning and Objectives - Integrated Rural Development: Origin, Meaning and Objectives of IRDP – Swarnjayanthi Gram Swarogar Yojana (SYSG)-TamilNadu Rural Road Improvement Scheme (TNRRIS)- Tamil Nadu Village Habitation Improvement Scheme (THAI)-Rural Building Maintenance and Renovation Scheme (RBMRS).

**Book for Study:**

- S. Sankaran - Rural Economics

**Books for Reference:**

1. Rural Economy of India -Niraj Kumar Verma

**Web Sources:**

- [https://www.jstor.org/stable/1882365?seq=1#metadata\\_info\\_tab\\_contents](https://www.jstor.org/stable/1882365?seq=1#metadata_info_tab_contents)

- [https://en.wikipedia.org/wiki/Rural\\_economics](https://en.wikipedia.org/wiki/Rural_economics)
- <https://old.amu.ac.in/emp/studym/6546.pdf>
- <http://mgiri.org/wp-content/uploads/2014/05/rez.pdf>

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>   | <b>Knowledge Level</b> |
|------------------|---|------------------------|
| <b>CO1</b>       | Understand the structure and scope of rural economy with specific reference to Indian economy | <b>K2</b>              |
| <b>CO2</b>       | Analyse the inter relationship between agriculture and industry                               | <b>K4</b>              |
| <b>CO3</b>       | Evaluate the suitability of small scale and Cottage industry in uplifting the rural areas     | <b>K5</b>              |
| <b>CO4</b>       | Discuss the government schemes and role of banks in promoting rural development               | <b>K6</b>              |
| <b>CO5</b>       | Propose rural development as a measure to remove unemployment and poverty                     | <b>K6</b>              |

**Mapping of COs with POs**

| <b>PO \ CO</b> | <b>Programme Outcomes (POs)</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>     | S                               | L          | S          | S          | M          | S          | M          |
| <b>CO2</b>     | M                               | S          | S          | S          | S          | S          | S          |
| <b>CO3</b>     | S                               | S          | S          | S          | S          | M          | S          |
| <b>CO4</b>     | S                               | M          | S          | S          | S          | S          | M          |
| <b>CO5</b>     | S                               | S          | S          | S          | S          | S          | S          |

*S-Strong; M-Medium; L-Low*



**Programme Title: B.A. Economics**

**Course Title: SKILL BASED PAPER - III: ENTREPRENEURSHIP IN MEDIA**

**Course Code: 22UECSC3**

**Hours/Week: 2**

**Semester: III**

**Credit: 2**

**Course Objectives:**

- To Study the Application of Economic Principles in Media Industry.
- To Study the Impact of Economic Concepts in Media Industry and Firms.

## **SYLLABUS**

**Unit -I: Principles of Media Economics (Hours: 7)**

Why study Media Economics? – Economic Concepts – Understanding the Media Market – Evaluating Method of Media Markets – Role of Media in Economic Development.

**Unit – II: Print Media – I (Hours: 5)**

Newspaper Industry: Market for Newspapers: Daily, Weekly and Online newspapers – Advertising – Major players – Market Structure – Market Concentration – Impact: Regulatory forces and Technological forces.

**Unit – III: Print Media – II (Hours: 5)**

Magazine Industry: Market for Magazines: Consumer Demand for Magazines, Demand for Advertising and Acquisitions – Major players – Market Structure – Market Concentration – Impact: Regulatory forces and Technological forces.

**Unit – IV: Print Media - III (Hours: 6)**

Book Industry: Market for Books: Demand for Consumer Books, Professional Books, Educational Books and Book Publishers - Major players – Market Structure – Market Concentration – Impact: Regulatory forces and Technological forces.

**Unit – V: Electronic Media (Hours: 7)**

Motion Picture Industry – Radio Industry – Recording Industry – Television Industry – Cable TV – Satellite TV – Internet Industry.

**Book for Study:**

- Alan B. Albarran – Media Economics – Surjeet Publications, New Delhi, 2014.

**Books for Reference:**

1. Javed Shaikh -Media Economics – Wisdom Press, New Delhi, 2014.
2. K.P.Yadev – Media Management – Adhyayan Publications, New Delhi.

**Web Sources:**

- [www.msu.ac.zw/.../material/1294241003Chapter%2014%20-%20The%20SAGE%20](http://www.msu.ac.zw/.../material/1294241003Chapter%2014%20-%20The%20SAGE%20).
- [citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.476.3955&rep=rep1...](http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.476.3955&rep=rep1...)
- <https://books.google.co.in/books?isbn=11356237>

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>  | <b>Knowledge Level</b> |
|------------------|--|------------------------|
| <b>CO1</b>       | Recall the key concepts and mechanisms in media economics.   | <b>K1</b>              |
| <b>CO2</b>       | Summarize the key issues, problems and the solutions related to newspaper industry in everyday life. | <b>K2</b>              |
| <b>CO3</b>       | Outline the functions and effects of book industry.  | <b>K2</b>              |
| <b>CO4</b>       | Organize the structure and processes of magazine industry.   | <b>K3</b>              |
| <b>CO5</b>       | Analyze the impact of electronic media and communication technologies on the traditional mass media. | <b>K4</b>              |
| <b>CO6</b>       | Assess the domestic and international implications of mass media.                                    | <b>K5</b>              |

**Mapping of COs with POs**

| <b>CO \ PO</b> | <b>Programme Outcomes (POs)</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>     | S                               | S          | S          | S          | L          | S          | S          |
| <b>CO2</b>     | S                               | M          | S          | S          | M          | S          | M          |
| <b>CO3</b>     | S                               | S          | S          | S          | S          | S          | S          |
| <b>CO4</b>     | S                               | M          | M          | S          | S          | S          | S          |
| <b>CO5</b>     | S                               | S          | S          | M          | S          | S          | M          |
| <b>CO6</b>     | M                               | M          | S          | S          | M          | S          | S          |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. / B.Sc. / B.Com.**

**Course Title: NME – I: ECONOMICS OF INFORMATION**

**Course Code: 22UECNEC1**

**Hours/Week: 2**

**Semester: III**

**Credit: 2**

**Course Objectives:**

- To enable the students understand the importance of information.
- To understand different types of costs involved in pricing policies.

### **SYLLABUS**

**Unit-I: Introduction**

**(Hours: 6)**

Meaning of Economics – Scope of Economics – Information Economics – Relevance of Information Economics and its relationship with other disciplines.

**Unit-II: Types of Costs**

**(Hours: 6)**

Cost and its types – Money Cost, Real Cost, Fixed and Variable Costs, Marginal, Average and Total Cost, Opportunity Cost.

**Unit-III: Demand Analysis**

**(Hours: 7)**

Demand: Meaning and Definition of Demand - Changes in Demand – Elasticity of Demand, Types and Measurement of Elasticity of Demand – Consumer's Surplus Analysis.

**Unit-IV: Information as a Public Good**

**(Hours: 6)**

Meaning of Public Goods and Private Goods, Distinction between Public and Private Goods – Social Goods – Merit goods – Meaning of Externalities – Positive and Negative Externalities – Cost Benefit Analysis.

**Unit-V: Uncertainty and Risks in Markets**

**(Hours: 5)**

Expectations and the Value of Information – Asymmetrical Information and Markets – Information Markets – Insurance and Moral Hazards – Education and Marketing Signaling.

**Book for Study:**

- Bruce R.Kingma – The Economics of Information – Libraries Unlimited Ink, Englewood, 2005

**Books for Reference:**

1. Dr. R. Cauvery et al – Public Finance – S.Chand & Company Ltd, New Delhi, 2010.
2. Dr. R. Cauvery et al - Micro Economic Theory – S. Chand & Company Ltd., New Delhi, 2010.

**Web Sources:**

<https://www.tutor2u.net/economics/reference/as-macroeconomics-study-notes-topic-listing>

<https://www.economicshelp.org/macroeconomics/>

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>   | <b>Knowledge Level</b> |
|------------------|---|------------------------|
| <b>CO1</b>       | Understand the meaning and scope of economics and relevance of information economics. | <b>K2</b>              |
| <b>CO2</b>       | Relate the various types of costs in their domain                                     | <b>K2</b>              |
| <b>CO3</b>       | Explain the concept of elasticity of demand and consumer's surplus.                   | <b>K2</b>              |
| <b>CO4</b>       | Identify the uncertainty and risks in information markets.                            | <b>K3</b>              |
| <b>CO5</b>       | Analyse the significance of information as a public good.                             | <b>K4</b>              |

**Programme Title: B.A. Economics**

**Course Title: INDIAN ECONOMICS – II**

**Course code: 22UECC7**

**Hours/Week: 4**

**Semester: IV**

**Credit: 4**

**Course Objectives:**

- To understand the Role of Industrial Development in Indian Economy.
- To Impart Knowledge About Understanding the Importance of Planning

### **SYLLABUS**

#### **Unit- I: Industry in National Economy**

**(Hours: 13)**

The Role of Industrialisation – Factors Retarding and Promoting Industrial Growth – Some Large Scale Industries: Iron and Steel, Cotton Textile, Jute, Sugar: Their Progress, Problems and Remedial Measures – Small-Scale Industries: Role, Case For and Against and Promotional Measures.

#### **Unit- II: Industrial Development and Finance**

**(Hours: 12)**

Industrial Policy: Meaning – objectives – New Industrial Policy 1991 – Industrial Finance: Industrial Finance Corporation of India (IFCI), State Finance Corporation (SFC), Industrial Credit and Investment Corporation of India (ICICI) – The Industrial Development Bank of India (IDBI) –Industrial Reconstruction Bank of India (IRBI) – Industrial Development Under the Five Year Plans.

#### **Unit- III: Industrial Labour and organisation**

**(Hours: 12)**

Feature of Industrial Labour – Trade Union Movement – Industrial Disputes in India: Causes and Settlement – Labour Problems and Labour Policy – Social Security Measures in India.

#### **Unit- VI: Impact of Foreign Agreements in Industrial Development**

**(Hours: 11)**

Foreign Trade: Importance, Composition and Direction – Special Economic Zones: An Overview and Parliamentary Standing Committee Report – GATT: The Uruguay Round of Negotiations, TRIPS, TRIMS and Social Clause in GATT – WTO: Impact of WTO on various Aspects of Indian Economy, Subsidies and Agriculture.

#### **Unit- V: Planning and Economic Development**

**(Hours: 12)**

Five Year Plans in India: objectives of Planning - Evaluation of Five Year Plans in India– NITI Aayog: Structure –objectives. National Income in India: Methods of calculation – Difficulties in estimation of National Income – Causes for slow growth of National Income in India and measures to raise it.

#### **Book for Study**

- S.Sankaran – Indian Economy – Margham Publications, Chennai, 2017.

**Books for Reference:**

1. Ruddar Datt & K.P.M.Sundharam–Indian Economy - S.Chand &Company Ltd, New Delhi, 2013.
2. Jhingan – Economics of Development and Planning – Vikas Publishing House, Bangalore, 2014.

**Web Sources:**

- [www.google/books](http://www.google/books)
- [www.planningcommission.nic.in](http://www.planningcommission.nic.in)
- [www.ibef.org/economy/indian-economy](http://www.ibef.org/economy/indian-economy)

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Categorise industries and industrial finance                                   | K4              |
| CO2       | Examine the status of large scale, small scale and cottage industries in India | K4              |
| CO3       | Analyse industrial policies, disputes and social security measures             | K4              |
| CO4       | Analyse the relationship between foreign policy and industrial development     | K4              |
| CO5       | Examine the contribution of industries in national income                      | K4              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | M                        | M   | S   | S   | S   | S   | S   |
| CO2     | S                        | S   | M   | S   | S   | S   | S   |
| CO3     | S                        | S   | S   | S   | M   | S   | S   |
| CO4     | M                        | S   | S   | S   | S   | S   | S   |
| CO5     | M                        | S   | S   | S   | S   | S   | S   |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: SOCIO ECONOMIC PROBLEMS IN INDIA**

**Course code: 22UECEC1**

**Hours/Week: 5**

**Semester: IV**

**Credit: 5**

**Course Objective:**

- To understand the problem faced by the society with its social and economic perspectives.

## **SYLLABUS**

**Unit- I: Concepts and Approaches (Hours: 13)**

Meaning and Concept of Social and Economic Problems, Nature and Types of Social and Economic Problems in India – Theoretical Approaches to Social Problems: Social Disorganisation Approach, Cultural Lag Approach, Value Conflict Approach, Personal Deviation Approach and Anomie Approach.

**Unit- II: Demographic and Economic Stratification (Hours: 15)**

Population Problem – Birth Rate – Death Rate – Life Expectancy – Family Planning and Welfare, National Population Policy, Problems of Urbanisation – Poverty and Unemployment.

**Unit- III: Problems of Social Stratification (Hours: 15)**

Untouchability and Casteism – Causes – Consequences and Remedies, Regionalism and Communalism – Meaning, Causes and Remedies.

**Unit- IV: Social Degeneration (Hours: 16)**

Corruption and Red-Tapism, Youth Tensions and Students Unrest, Alcoholism and Drug Addiction – Suicide – Divorces – Prostitution – Juvenile Delinquency and Beggary – Causes and Remedial Measures.

**Unit-V: Social Welfare in India (Hours: 16)**

Meaning of Social Welfare – Administration of Social Welfare – Welfare of Women – Welfare of Children – Welfare of Maladjusted Groups – Welfare of Physically Handicapped – Welfare schemes for Transgender.

**Book for Study**

- R.N.Sharma – Indian Social Problems – Vikas Publications, New Delhi, 1982.

**Books for Reference:**

1. Ram Ahuja – Social Problems in India – Rawat Publications, Jaipur, 2016.
2. Chandran . E – Economics Social Problems of India – Cosmos Book Hive Pvt. Ltd., New Delhi, 1990.

**Web Sources:**

- [www.google/books](http://www.google/books)
- <https://en.m.wikipedia.org>

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>   | <b>Knowledge Level</b> |
|------------------|---|------------------------|
| <b>CO1</b>       | Summarize the social and economic problems in India   | <b>K2</b>              |
| <b>CO2</b>       | Categorize the theoretical approaches to social problems and social welfare schemes in India. | <b>K4</b>              |
| <b>CO3</b>       | Examine the demography and major economic problems in India                                   | <b>K4</b>              |
| <b>CO4</b>       | Analyse the measures to eradicate the evils of social stratification.                         | <b>K4</b>              |
| <b>CO5</b>       | Evaluate the current socio-economic problems in India and their consequences.                 | <b>K5</b>              |

**Mapping of COs with POs**

| <b>CO \ PO</b> | <b>Programme Outcomes (POs)</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>     | S                               | L          | S          | S          | S          | S          | M          |
| <b>CO2</b>     | S                               | M          | S          | S          | M          | S          | S          |
| <b>CO3</b>     | S                               | S          | S          | S          | S          | S          | S          |
| <b>CO4</b>     | S                               | M          | S          | S          | S          | S          | M          |
| <b>CO5</b>     | S                               | S          | S          | S          | S          | S          | S          |

*S-Strong; M-Medium; L-Low*



**Programme Title: B.A. Economics**

**Course Title: INDUSTRIAL ADMINISTRATION AND MANAGEMENT**

**Course code: 22UECESC1**

**Hours/Week: 5**

**Semester: IV**

**Credit: 5**

**Course Objectives:**

- To enable the student to understand the importance of Industrial organisation.
- To understand purchase, sales management and personal management of industrial organisation.

**SYLLABUS**

**Unit-I: Purchase Management**

**(Hours: 16)**

Objectives, Importance of Purchasing – Organization for Purchasing Department: Centralization of Purchasing, Decentralized Purchasing – Purchasing Policies – Methods of Purchasing – Purchasing Procedures – Buying Factors.

**Unit-II: Personnel Management**

**(Hours: 14)**

Personnel Management – Personnel planning and Selection – Human Resource Development – Personnel Problem – Compensation to Employee – Worker’s Participation in Management.

**Unit-III: Labour Legislation**

**(Hours: 13)**

Labour legislation – Union and Management – Leadership – Morale, Motivation – Communication – Methods of Wage Fixation.

**Unit-IV: Sales Management**

**(Hours: 17)**

Sales Management – Sales Policy, Planning, Price Fixation, Advertising – Salesmanship.

**Unit-V: Administrative Control**

**(Hours: 15)**

Controlling – Budgetary Control – Reporting – Statistical Reports.

**Book for Study:**

- Kimball & Kimball – Fundamentals of Industrial Organisation

**Books for Reference:**

1. Elbourne – Fundamentals of Industrial Organisation
2. Naw Nihal Singh - Scientific Management of Small Scale Industries
3. D.Needham - Readings in the Economics of Industrial organisation
4. Joan Woodward - Industrial Organisation: Theory and Practice

**Web Sources:**

- <http://www.purchasecontrol.com>
- [www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>  | <b>Knowledge Level</b> |
|------------------|--|------------------------|
| <b>CO1</b>       | Understand the Objectives, Importance, Organization and Methods of Purchasing.   | <b>K2</b>              |
| <b>CO2</b>       | Identify the meaning of personnel management, Personnel Planning, Human Resource Development and Worker's Participation in Management. | <b>K3</b>              |
| <b>CO3</b>       | Examine the Sales Management, its policy, planning and the procedure of budgetary control.   | <b>K3</b>              |
| <b>CO4</b>       | Analyse the existing Labour legislation and Methods of Wage Fixation.  | <b>K4</b>              |

**Mapping of COs with POs**

| <b>CO \ PO</b> | <b>Programme Outcomes (POs)</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>     | S                               | L          | S          | S          | M          | S          | S          |
| <b>CO2</b>     | S                               | M          | S          | S          | S          | S          | S          |
| <b>CO3</b>     | S                               | S          | S          | S          | M          | S          | S          |
| <b>CO4</b>     | S                               | S          | M          | S          | S          | S          | M          |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: ALLIED-IV: URBAN ECONOMICS**

**Course Code: 22UECAC4**

**Hours/Week: 5**

**Semester: IV**

**Credit: 5**

**Course Objective:**

- To inculcate the knowledge about urban economics.

### **SYLLABUS**

**Unit – I: Process of Urbanization (Hours: 16)**

Definition of Terms and Concepts – Urban Locality, Urban Place, Urban Agglomeration, Urban Population, Urban Growth, Urbanism, Urbanization, Definition of an Urban Area, Measurement of Urbanization – Percentage method, Ratio Method, Locality Method and Tempo Method.

**Unit – II: Theories of Urbanization (Hours: 14)**

Concentric Zone Theory – Central Place Theory – Urban Base Theory – Features of Urbanization in Developing Countries.

**Unit – III: Rural – Urban Migration (Hours: 15)**

Importance of Migration, Theories of Rural – Urban Migration – Rosentain’s Law – Lewis Model, Fei Ranis Model, Theory of Ederett Lee, Trends of Rural – Urban Migration in India

**Unit – IV: Problems of Urbanization (Hours: 16)**

Over Urbanization, Poverty and Unemployment, Housing, Water, Transport and Financial Problems, Slums, Health and Sanitation problems, Environmental Problems in Urban Areas.

**Unit – V: Urban Development Policy in India (Hours: 14)**

Policies and Programmes during the Plan period – Urban Development Planning. Urbanization and Economic Development.

#### **Books for Study**

- Jaya Sharma - Urbanization and Integrated Economic Development
- Naik N T K and S Mansoor Rahman - Urbanization of India

#### **Books for Reference:**

1. Rajendra Kumar - Rural and Urban Government

**Web Sources:**

- [https://en.wikipedia.org/wiki/Urban\\_economics](https://en.wikipedia.org/wiki/Urban_economics)
- <https://www.sciencedirect.com/topics/economics-econometrics-and-finance/urban-economics>
- <https://www.cgg.gov.in/core/uploads/2017/07/WP-1-PKM-land-use-and-transportation-planning-final.pdf>

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Outline the process and features of urbanization.         | K2              |
| CO2       | Analyse the theories of urbanization and its measurement. | K4              |
| CO3       | Inspect urban migration as a result of urbanization.      | K4              |
| CO4       | Examine the problems of urbanization                      | K4              |
| CO5       | Evaluate urban policies and redesigning of urban planning | K5              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | M   | S   | S   | L   | M   | S   |
| CO2     | S                        | S   | S   | S   | M   | S   | S   |
| CO3     | S                        | S   | M   | S   | S   | S   | S   |
| CO4     | S                        | S   | S   | S   | S   | S   | M   |
| CO5     | S                        | L   | S   | S   | S   | M   | S   |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: SKILL BASED PAPER-IV: WOMEN EMPOWERMENT**

**Course Code: 22UECSC4**

**Hours/Week: 2**

**Semester: IV**

**Credit: 2**

**Course Objectives:**

- To Understand the Concepts of Social, Economic, Political and Legal Empowerment of Women.
- To Impart Knowledge about Entrepreneurial Development Programmes.

### **SYLLABUS**

**Unit – I: Social Empowerment (Hours: 6)**

Gender Roles: Gender Development (WID, WAD, GAD), Meaning and Framework, Gender and Demography.

**Unit – II: Women and Society (Hours: 6)**

Education: Women in Higher Education, Importance of Women Education – Health and Nutrition: Importance of Health and Nutrition among Women - Violence against Women – Women Trafficking.

**Unit – III: Economic Empowerment (Hours: 6)**

Women and Economic Development, Women in Organised and Unorganised Sectors.

**Unit – IV: Women Entrepreneurs (Hours: 5)**

Women Entrepreneurs – Factor Affecting Women Entrepreneurs – Remedies to Solve the Problems of Women Entrepreneurs - Entrepreneurial Development Programmes for Women.

**Unit –V: Political and Legal Empowerment (Hours: 7)**

Need for Women in Politics, Barriers for Participation of Women in Politics, Women in Local Self Governments. Problems of Women and Women Development Programmes, Legal Rights of Women – Committees, Institutions and Departments for Women Development.

**Book for Study:**

- M. Razia Parvin - Empowerment of Women: Strategies and Systems for Gender Justice – Dominant's New Delhi, 2012.

**Books for Reference:**

1. Narendra Prasad - Women and Development- APH Publishing Corporations, New Delhi, 2007.
2. Utpal Kumar De and Bhola Nath Ghosh – Issues on Empowerment of Women – Mohit Publication, New Delhi, 2004.

**Web Sources:**

- <https://www.researchgate.net/publication/23795416> Women Empowerment in India
- <https://asiafoundation.org/resources/pdfs/womensempowermentindiabriefs.pdf>

**Course Outcomes (CO):** On completion of the course, students should be able to

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Recall the basic concepts of gender.                      | K1              |
| CO2       | Relate the global diversity issues with respect to women. | K2              |
| CO3       | Identify the role of women as micro entrepreneurs.        | K3              |
| CO4       | Analyse the role of women in economic development.        | K4              |
| CO5       | Justify the political and legal empowerment of women      | K5              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | L   | S   | M   | S   | S   | M   |
| CO2     | S                        | S   | S   | S   | S   | S   | M   |
| CO3     | S                        | M   | S   | S   | S   | S   | S   |
| CO4     | S                        | S   | S   | S   | M   | S   | S   |
| CO5     | S                        | M   | S   | S   | S   | S   | S   |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. / B.Sc.**

**Course Title: NME – II: APPLIED BANKING**

**Course Code: 22UECNEC2**

**Hours/Week: 2**

**Semester: IV**

**Credit: 2**

**Course Objectives:**

- To provide basic Knowledge about the importance and function of banks.
- To acquire practical Knowledge and skills in banking transactions.

## **SYLLABUS**

### **Unit-I: Introduction to Banking**

**(Hours: 7)**

Evolution of Banking – Functions of Commercial Banks – Different Types of Deposits – Banker - Customer Relationship – Duties and Responsibilities, Clearing House, Statutory Protection.

### **Unit-II: Deployment of Funds**

**(Hours: 6)**

Principles of Investments – Banker's Discretion in the Deployment of Funds – Borrowing and Lending Rates – Loans and Advances.

### **Unit-III: Banking Regulation Act**

**(Hours: 6)**

Banking Regulation Act – Important Provision Related to Organisation and Management.

### **Unit-IV: Banking Practices and Procedures**

**(Hours: 5)**

Pay – in Slip – Opening a Savings Bank Account – Application for Term Deposits – Cheque – Withdrawal form – Post Office Saving Bank A/C Application – Locker Opening – Jewel Loan Application – Personal Loan Application - Application Form for Education Loan.

### **Unit-V: Banking Services**

**(Hours: 6)**

Functioning of Different Banks – Bills Discounting – Getting Demand Draft – New Deposit Savings Schemes Introduced by Banks – Credit Card and ATM.

### **Book for Study:**

- Dr.K. Nirmala Prasad & J. Chandradas – Banking and Financial System – Himalaya Publishing House, Mumbai, 2006.

### **Book for Reference:**

1. M.L.Jhingan : Monetary Economics – Vrinda Publications (P) Ltd., New Delhi, 2011.

**Web Sources:**

- <https://www.tutor2u.net/economics/reference/as-macroeconomics-study-notes-topic-listing>
- <https://www.economicshelp.org/macroeconomics/>

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>   | <b>Knowledge Level</b> |
|------------------|---|------------------------|
| <b>CO1</b>       | Understand the functions of Indian banking system.                        | <b>K2</b>              |
| <b>CO2</b>       | Compare the types of loans and advances.                                  | <b>K2</b>              |
| <b>CO3</b>       | Extend the banking regulation act to banking.                             | <b>K2</b>              |
| <b>CO4</b>       | Apply the banking practices and procedures in day to day life.            | <b>K3</b>              |
| <b>CO5</b>       | Identify the different banking services and functions of different banks. | <b>K3</b>              |



**Programme Title: B.A. Economics**

**Course Title: MACRO ECONOMICS - I**

**Course Code: 22UECC8**

**Hours/Week: 6**

**Semester: V**

**Credit: 4**

**Course Objectives:**

- Enable the students understand the functioning of the economy as a whole.
- Enrich their knowledge regarding how the economy's total output of goods and services and employment of resources are determined and what causes this total to fluctuate.

### **SYLLABUS**

**Unit-I: Nature of Macro Economics**

**(Hours: 18)**

Definition, Scope, Micro and Macro Distinctions, Usefulness of Macro Approach – Circular Flow of Economic Activities – National Income: Concepts, Components, Measurement – Physical Quality of Life Index – Per Capita Income and its Limitations as an Index of Welfare – Concepts of Employment, Involuntary Unemployment, Full Employment and Disguised Unemployment.

**Unit-II: Classical Theory of Income and Employment**

**(Hours: 18)**

Elements of Classical Model: Basic Features – Say's Law of Market – Classical Dichotomy – Wage – Price Flexibility and Employment – Classical Theory of Employment, Classical Model Without Saving and Investment, Classical Model With Saving and Investment, Keynes' Criticisms of Classical Theory.

**Unit-III: Keynesian Income Analysis**

**(Hours: 18)**

Simple Keynesian Theory of Income Determination – Theory of Effective Demand, Under Employment Equilibrium – Consumption Function Attributes, Subjective and Objective Factor Determining Consumption Function – Pigou Effect – Relative Income Hypothesis – Permanent Income Hypothesis.

**Unit-IV: Determination of Investment and Theory of Multiplier**

**(Hours: 12)**

Types: Autonomous and Induced Investment – Marginal Efficiency of Capital – Liquidity Preference Theory of Interest: Transaction Motive, Precautionary Motive and Speculative Motive – Liquidity Trap, Concepts of Keynesian Multiplier: Assumption, Working and Limitations – Balanced Budget Multiplier – Foreign Trade Multiplier.

**Unit – V: Modern Theories of Income Distribution**

**(Hours: 12)**

Kalecki's Model - Carters Model - Kaldor's theory of distribution- Weintraub's Model.

**Book for Study:**

Dr. R.Cauvery et al – Macro Economics – S.Chand& Company Ltd., New Delhi, 2002.

**Books for Reference:**

- M.L.Jhingan – Macro Economic Theory – Vrinda Publications Ltd., New Delhi, 2010.  
M.I.Seth – Macro Economics Lakshmi Narain Publications, New Delhi, 2007.  
T.N.Hajela – Macro Economic Theory – Ane Books Pvt. Ltd., New Delhi, 2013.  
M.C.Vaish – Macro Economic Theory – Vikas Publishing House Pvt. Ltd., New Delhi, 2013.

**Web Resources:**

<https://www.tutor2u.net/economics/reference/as-macroeconomics-study-notes-topic-listing>  
<https://www.economicshelp.org/macroeconomics/>

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Understand the basic concepts and categorize the theories of macro economics. | K2,K4           |
| CO2       | Illustrate the components of national income and employment.                  | K2              |
| CO3       | Apply the concept of multiplier for national income determination.            | K3              |
| CO4       | Analyze the determinants of consumption and investment.                       | K4              |
| CO5       | Evaluate the modern theories of income distribution.                          | K5              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | L   | L   | L   | L   | S   | L   |
| CO2     | L                        | S   | M   | S   | M   | M   | M   |
| CO3     | L                        | M   | L   | L   | L   | S   | L   |
| CO4     | L                        | S   | L   | L   | M   | S   | L   |
| CO5     | L                        | S   | S   | M   | L   | M   | S   |

*S-Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: MONEY, BANKING AND TRADE- I**

**Course Code: 22UECC9**

**Hours/Week: 6**

**Semester: V**

**Credit: 4**

**Course Objectives:**

- To make the students understand the fundamentals and value of money.
- To familiarize the students with various banking activities.

### **SYLLABUS**

**Unit-I: Money and Monetary standard**

**(Hours: 16)**

Evolution, Kinds and Functions of Money – Gold Standard: Types, Working of the Gold Standard, Causes for the Downfall of Gold Standards, Gresham's Law – Bimetallism and Paper Currency Standard.

**Unit-II: Value of Money**

**(Hours: 16)**

Index Number of Prices – Quantity Theory of Money: Fisher and Cambridge – Keynesian Theory of Money and Prices – Milton's Modern Quantity Theory of Money.

**Unit-III: Commercial Banking**

**(Hours: 18)**

Functions of a Commercial Bank – Commercial Banks and Economic Development – Structure of Commercial Banks: Branch Banking and Unit Banking – Deposit Banking Vs Mixed Banking – Investment Policy of a Commercial Bank: Balance Sheet of Commercial Banks. Liquidity of Commercial Banks. Credit Creation: Technique of Credit Creation and Contraction, Limitations – Nationalization of Banks in India. Recent Trends in Commercial Banks. Bank Account and Negotiable Instruments.

**Unit –IV: Financial Institutions**

**(Hours: 14)**

International Monetary Fund -Methods and operation of the IMF-India and IMF - Special Drawing Rights (SDR)-Features -Operations -Achievements and Shortcomings of IMF -International Bank for Reconstruction and Development( IBRD)-Lending operations International Finance Corporation( IFC) -Objectives -India and the IFC- Asian Development Bank -Achievements -India and ADB.

**Unit-V: International Trade**

**(Hours: 14)**

Difference between Internal and International Trade - Need for a Separate Theory of International Trade - Ricardian Comparative Cost Theory – Heckscher-Ohlin's Theory – Merits and Demerits of International Trade - Terms of Trade.

**Book for Study:**

Dr. R. Cauvery et al – Monetary Economics – S. Chand & Company LTD, New Delhi, 2010.

**Books for Reference:**

K.P.M.Sundharam- Money Banking and International Trade – Sultan Chand & Sons, New Delhi, 2008.

M.L.Jhingan- Monetary Economics - Vrinda Publications Ltd., New Delhi, 2010.

S.Sankaran- Money, Banking and International Trade – Markham Publications, Chennai-10.

**Web Sources:**

<https://www.dpsid.org/cms/lib/TX01001079/Centricity/Domain/993/chap14.pdf>

<https://www.drlwilson.com/articles/BANKING1.htm>

<https://www.saylor.org/site/textbooks/Money%20and%20Banking.pdf>

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Relate the currency system, paper currency and functions of money                         | K2              |
| CO2       | Understand the value of money with reference to theories                                  | K2              |
| CO3       | Analyse the traditional and modern quantity theory of money and credit creation.          | K4              |
| CO4       | Examine the role of national and international banking in reconstruction and development. | K4              |
| CO5       | Evaluate the theories with reference to terms of trade.                                   | K5              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | M   | L   | S   | L   | S   | S   |
| CO2     | L                        | S   | M   | L   | L   | S   | L   |
| CO3     | M                        | L   | S   | S   | L   | S   | L   |
| CO4     | M                        | L   | M   | M   | S   | S   | M   |
| CO5     | M                        | S   | S   | S   | M   | S   | L   |

*S- Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: FISCAL ECONOMICS -I**

**Course Code: 22UECC10**

**Hours/Week: 5**

**Semester: V**

**Credit: 4**

**Course Objective:**

- To acquire basic knowledge on various sources of Public Revenue, Public Expenditure, Public Debt.

## **SYLLABUS**

**Unit-I: Public Finance: An Overview**

**(Hours: 10)**

Definition – Nature and Scope of Public Finance – Functions of Public Finance – Distinction between Private and Public Finance – Normative Aspects – The Principle of Maximum Social Advantage and its Limitation.

**Unit-II: Sources of Public Revenue**

**(Hours: 13)**

Distinction between Tax and Non-Tax Revenue – Public Revenue of the Central and State Governments – Classification of Public Revenue – Characteristics of a Good Tax System – Canons of Taxation – Objectives of Taxation – Types: Direct, Indirect Tax, Progressive, Regressive, Specific and Advalorem.

**Unit-III: Theories of Taxation**

**(Hours:17)**

Principle of Equity – Cost of Service – Benefit Principle – Ability to Pay Theory – Effects of Taxation on Production, Distribution and other Effects – Taxable Capacity (Absolute and Relative), Factor Determining Taxable Capacity in India.

**Unit-IV: Public Expenditure and Incidence of Taxes**

**(Hours:15)**

Classification Main Heads of Public Expenditure – Canons of Public Expenditure – Causes for the Growth of Public Expenditure in India, Effects of Public Expenditure on Production and Distribution. Meaning of Impact, Incidence and Shifting – Factors Affecting Incidence – Incidence of Taxes under Different Market Conditions – Incidence of Individual Taxes (Income Tax).

**Unit-V: Introduction and Overview of GST**

**(Hours:10)**

GST: Meaning, History, Advantages and Disadvantages. - Scope of Supply - levy of GST - Composition Scheme, Valuation Rules, Payment of GST.

**Book for Study:**

R. Cauvery et al – Public Finance – S.Chand & Company Ltd, New Delhi, 2010.

**Books for Reference:**

B.P.Tyagi - Public Finance – Jai Prakash Nath & Co, Meerut, 2002.

Om Prakash - Public Economics Theory and Practice – Vishal Publishing Co., New Delhi, 2012.

**Web Sources:**

<https://kalyan-city.blogspot.com/2010/12/tax-and-non-tax-sources-of-public.html>

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Understand public and private finance, public expenditure and taxation                  | K2              |
| CO2       | Identify the sources of tax and non-tax revenue   | K3              |
| CO3       | Apply the principle of optimal taxation in analyzing government's various tax policies. | K3              |
| CO4       | Analyse the Composition Scheme, Valuation Rules and the Payment of GST                  | K4              |
| CO5       | Explain the role of Public Expenditure in Economic Development                          | K5              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | L   | S   | M   | S   | L   | M   |
| CO2     | S                        | L   | M   | S   | S   | S   | M   |
| CO3     | S                        | S   | L   | M   | S   | M   | S   |
| CO4     | S                        | S   | M   | S   | S   | M   | S   |
| CO5     | S                        | S   | M   | M   | S   | L   | S   |

*S- Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: MANAGERIAL ECONOMICS-I**

**Course Code: 22UECC11**

**Hours/Week-5**

**Semester-V**

**Credit-4**

**Course Objectives:**

- To enable the students understand the management practices.
- To gain knowledge of the managerial responsibilities.

### **SYLLABUS**

**Unit-I: Introduction**

**(Hours: 10)**

Definition and Scope of Managerial Economics, Fundamental Concepts, Relationship other Disciplines.

**Unit-II: Theory of Demand**

**(Hours: 13)**

Demand Determinants: Price, Income, Prices of Substitutes and Complimentary Goods, Consumer's Taste and Preferences, Population and National Income – Law of Demand: Reasons for Downward Sloping Demand Curve, Exceptional Demand Curve, Elasticity of Demand – Price, Income, Cross and Advertising Elasticity of Demand, Elasticity of Demand and Revenue Relationship.

**Unit-III: Demand Distinctions**

**(Hours: 17)**

Demand for Producer's Goods, Consumer's Goods, Durable and Non Durable Goods, Derived and Autonomous Demand, Company and Industry Demand, Short Run and Long Run Demand. Demand Forecasting Techniques, Types of Forecasting: Short-term Demand Forecasting and Long-term Forecasting – Methods of Forecasting: Survey Method and Statistical Method, Forecasting Demand for a New Product, Features of Good Forecasting Method.

**Unit-IV: Cost Analysis**

**(Hours: 15)**

Cost Concepts and Classification, Conceptual Difference and Cost from Economist View and Accountant View, Cost Control and Cost Reduction, Techniques of Cost Reduction: Budgetary Control, Standard Costing and Other techniques for Cost Reduction, Factors Hindering Cost Control in India.

**Unit-V: Supply Analysis**

**(Hours: 10)**

Meaning of Supply, Supply Function – Determinants of Supply, Price of the Products and Prices of Related Products. Prices of Inputs Change in Technology, Time Periods, Government Policy – Law of Supply, Statement of the Law, Supply Schedule, Supply Curve – Elasticity of Supply.

**Book for Study:**

Dr. R.Cauvery et al., - Managerial Economics – S.Chand& Company Ltd.,New Delhi, 2010.

**Books for Reference:**

- S.Sankaran - Managerial Economics – Margham Publications, Chennai, 2015.  
 Joel Dean - Managerial Economics – PHI Learning Private Limited, New Delhi, 2009.  
 H.L.Ahuja - Managerial Economics Analysis of Managerial Decision Making - S.Chand & Company Ltd., New Delhi, 2012.

**Web Sources:**

- [https://www.academia.edu/34707649/Managerial\\_Economics\\_Textbook](https://www.academia.edu/34707649/Managerial_Economics_Textbook)  
[http://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles\\_of\\_Managerial\\_Economics\\_15497.pdf](http://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Managerial_Economics_15497.pdf)

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Recall the scope and fundamental concepts of demand        | K1              |
| CO2       | Illustrate demand distinctions                             | K2              |
| CO3       | Understand the theories of demand and supply               | K2              |
| CO4       | Apply the demand forecasting techniques.                   | K3              |
| CO5       | Analyse the types of cost and techniques of cost reduction | K4              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | M   | S   | M   | M   | M   | S   |
| CO2     | M                        | M   | S   | S   | S   | S   | S   |
| CO3     | S                        | S   | S   | S   | S   | S   | S   |
| CO4     | S                        | S   | S   | S   | M   | S   | S   |
| CO5     | S                        | S   | S   | S   | S   | S   | M   |

*S- Strong; M-Medium; L-Low*



**Programme Title: B.A. Economics**

**Course Title: ECONOMIC DEVELOPMENT OF TAMIL NADU**

**Course Code: 22UECEC2**

**Hours/week: 5**

**Semester: V**

**Credit: 5**

**Course Objectives:**

- To provide knowledge of the demographic and economic features of Tamil Nadu.
- To educate the students about the agricultural and infrastructural development of Tamil Nadu

## **SYLLABUS**

### **Unit – I: Basic Characteristics Features**

**(Hours: 14)**

Resource Endowments: Size, Land, Soil, Minerals, Rainfall, Climate, forest. Relevance of Regional Economics – The place of Tamil Nadu in the National Economic Scene. Demographic features of Tamil Nadu: Population Sex ratio, density, Growth rate, rural urban population, Literacy, Maternal Mortality rate and infant mortality rate - Urbanisation and Migration in Tamil Nadu.

### **Unit – II: Agricultural Development**

**(Hours: 12)**

Agricultural Development – changes in land use pattern-Cropping pattern - Problems of Agricultural Marketing- Regulated markets- Role of Cooperative Marketing societies – Animal Husbandry - Animal Husbandry- Dairy Development- Fisheries - Poultryes.

### **Unit – III: Small and Large Scale Industries Development**

**(Hours: 15)**

Large Scale Industries: Cotton Textile Industry: Sugar and Iron and steel industries. Small Sale industries: Their role, features and Problems -Role of Industrial Estates – District Industrial Centre (DIC) – State Aid to Industrial Development: Tamil Nadu Industrial Development Corporation (TIDCO), Small Industries Development Corporation Limited (SIDCO).

### **Unit – IV: Physical Infrastructure Development**

**(Hours: 12)**

Importance of Road transport in Economic Development - Present Position of Road transport in Tamil Nadu- Power scenario in Tamil Nadu: Trends in Demand and Supply of power – Hydropower, Thermal power, Atomic energy- Solar energy. Banking Development in Tamil Nadu: Branch Expansion and Credit –Deposit ratio in rural and urban.

### **Unit- V: Social Infrastructure**

**(Hours: 14)**

Education in Tami Nadu: Literacy and indicators of Educational Status. Health services- Public and private service in Tamil Nadu- Sanitary facilities, housing Development in Tamil Nadu: Rural and Urban housing- Tamil Nadu Housing Board.

**Book for Study:**

A.G. Leonard SJ – Tamil Nadu Economy- Macmillan, India Publisher - 2005

**Books for Reference:**

Various Issues of Economic Appraisal, Government of Tamil Nadu.

**Web Resources:**

1. Google books
2. Planningcommission.nic.in
3. Relevant department websites

**Course Outcomes (CO): on completion of the course, students should be able to**

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Recall the place of Tamil Nadu in National scene in terms of its resources                            | K1              |
| CO2       | Outline agriculture and rural development of Tamil Nadu.  | K2              |
| CO3       | Estimate the growth of agricultural sector and need for regulated marketing and cooperative marketing | K5              |
| CO4       | Examine the role of financial institutions in promoting industries                                    | K5              |
| CO5       | Evaluate the status of physical and social infrastructure   | K5              |

**Mapping of COs with POs**

| PO<br>CO | Programme Outcomes (POs) |     |     |     |     |     |     |
|----------|--------------------------|-----|-----|-----|-----|-----|-----|
|          | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1      | L                        | L   | S   | M   | S   | L   | L   |
| CO2      | L                        | L   | M   | S   | S   | S   | M   |
| CO3      | M                        | M   | L   | L   | M   | M   | S   |
| CO4      | M                        | L   | L   | M   | S   | S   | S   |
| CO5      | M                        | L   | S   | M   | S   | S   | S   |

*S- Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: AGRICULTURAL MARKETING**

**Course code: 22UECESC2**

**Hours/week: 5**

**Semester: V**

**Credit: 5**

**Course Objective:**

- To have an understanding about the nature of agricultural marketing

## **SYLLABUS**

**Unit - I: Agricultural Production and Marketable Surplus (Hours: 12)**

Socio-Economic Aspects of Agricultural Production – Nature of Risk And Uncertainty in Agriculture – Its Effects on Supply, Demand and Investment – Crop Planning – Marketable Surplus and Marketed Surplus.

**Unit -II: Agricultural Marketing (Hours: 12)**

Nature and Significance of Marketing Concept – Classification – Marketing Process – Marketing Functions – Financing, Risk Bearing and Market Information

**Unit -III: Functions and Types of Agricultural Marketing (Hours: 14)**

Marketing of Agricultural Products – Market Structure – Regulated and Organised Markets – Co-Operative Marketing - Co-Operative Marketing Under Plans – Basic Wholesale Distribution – Structure – Functions and Services of Wholesaler – Role of Middlemen and the Millers.

**Unit -IV: Marketing of Agricultural Produce (Hours: 15)**

Importance of Food Grains – Production, Transportation and Storage and Warehousing – Agricultural Prices – State Policy in Agricultural Price – Marketing of Agricultural and Agro Based Industrial Products to International Markets – Export Promotion Measures – Measures for a Seasonal Marketing System.

**Unit -V: Research in Agricultural Marketing (Hours: 12)**

Training in Agricultural Marketing – Research in Agricultural Marketing – Agricultural Marketing Research Institution – Research Problems in Areas of Agricultural Marketing – Data Sources in Agricultural Marketing.

**Book for Study:**

Bhattacharya J.B – Studies in Indian Agricultural Economics

**Books for Reference:**

Cohen R.C - Economics of Agriculture

Government of India - Agricultural Marketing

Acharya S and Agarwal A.N - Agricultural Marketing in India

**Web Source:**

[www.economicdiscussion.net](http://www.economicdiscussion.net)

[www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>  | <b>Knowledge Level</b> |
|------------------|--|------------------------|
| <b>CO1</b>       | Understand the socio-economic aspects of agricultural production and analyse the nature of risk and uncertainty in agriculture | <b>K1 &amp; K3</b>     |
| <b>CO2</b>       | Classify the Marketing Process, Financing and Risk Bearing   | <b>K3</b>              |
| <b>CO3</b>       | Know the methods of Marketing of Agricultural Products   | <b>K2</b>              |
| <b>CO4</b>       | Analyse the fixation of Agricultural Prices and Export Promotion Measures  | <b>K3</b>              |
| <b>CO5</b>       | Evaluate the Research in Agricultural Marketing  | <b>K4</b>              |

**Mapping of COs with POs:**

| <b>PO \ CO</b> | <b>Programme Outcomes (POs)</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>     | S                               | S          | S          | M          | S          | L          | L          |
| <b>CO2</b>     | S                               | L          | M          | S          | S          | M          | M          |
| <b>CO3</b>     | L                               | M          | L          | L          | M          | M          | S          |
| <b>CO4</b>     | M                               | L          | L          | M          | S          | S          | S          |
| <b>CO5</b>     | M                               | L          | S          | M          | S          | M          | S          |

*S- Strong; M-Medium; L-Low*

**Programme Title: B.A. / B.Sc.**

**Course Title: NMSB – I: INTRODUCTION TO MARKETING**

**Course Code: 22UECNCS1**

**Hours/Week: 2**

**Semester-V**

**Credit: 2**

**Course objectives:**

- To make the students understand the concepts of marketing.
- To impart knowledge on the marketing functions and specialties.

## **SYLLABUS**

**Unit - I: Marketing Concept**

**(Hours: 6)**

Marketing: Meaning and Definition- Evolution – Classifications of Markets – Importance – Marketing and Economic Development.

**Unit - II: Modern Marketing**

**(Hours: 6)**

Features of Modern Marketing – Marketing Concepts – Factors influencing Modern Marketing – Difference between Traditional and Modern marketing.

**Unit - III: Marketing Functions**

**(Hours: 6)**

Functions: Facilitating, Exchange and Physical Supply – Standardization and Grading.

**Unit - IV: Marketing Research**

**(Hours: 6)**

Market Research and Marketing Research – Scope – objectives – Advantages – Types – Uses and Process.

**Unit - V: Marketing Types**

**(Hours: 6)**

Marketing of Agricultural Products, Industrial Products, Consumer Products, Marketing of Services, Problems and Prospects of Rural Marketing.

**Book for Study:**

R.S.N.Pillai & Bhagavathi – Modern Marketing Principles and Practices – S.Chand& Company Ltd., New Delhi, 2010.

**Book for Reference:**

N.Rajan Nair and SanjithR.Nair – Marketing – Sultan Chand & Sons, New Delhi,2010.

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>  | <b>Knowledge Level</b> |
|------------------|--|------------------------|
| <b>CO1</b>       | Understand the terms and concepts in Marketing                       | <b>K1</b>              |
| <b>CO2</b>       | Comprehend the different types of markets and functions of marketing | <b>K2</b>              |
| <b>CO3</b>       | Compare traditional and modern marketing                             | <b>K2</b>              |
| <b>CO4</b>       | Relate how research applies to marketing strategies                  | <b>K2</b>              |
| <b>CO5</b>       | Interpret marketing of different products                            | <b>K2</b>              |
| <b>CO6</b>       | Identify types of marketing  | <b>K3</b>              |

**Programme Title: B.A. Economics**

**Course Title: MACRO ECONOMICS - II**

**Course Code: 22UECC12**

**Hours/Week: 6**

**Semester: VI**

**Credit: 4**

**Course Objectives:**

- Enable the students understand the basic theoretical framework and policy making issues in macro economics.
- Enrich their knowledge regarding causes, effects and control of cyclical fluctuations.

### **SYLLABUS**

#### **Unit-I: Theories of Acceleration**

**(Hours: 14)**

Principle of Acceleration – Multiplier – Accelerator Interaction – Theories of Acceleration: Kaldor's Model of Trade Cycle, Hicks' Theory of Trade Cycle and Samuelson's Model of Trade Cycle.

#### **Unit-II: Theories of Trade Cycle**

**(Hours: 16)**

Phases of Trade Cycle, Features of Trade Cycle – Monetary Theories of Trade Cycle: Over-Investment Theory and Hawtrey's Monetary Theory – Non-Monetary Theories of Trade Cycle: Sunspot Theory, Psychological Theory, Overinvestment Theory, Over Saving or Under Consumption Theory, Keynes' Theory of Trade Cycle and Schumpeter's Innovation Theory – Control of Trade Cycle.

#### **Unit-III: Inflation and Deflation**

**(Hours: 18)**

Theories of Inflation, Inflationary Gap, Cost-Push and Demand-Pull Inflation, Stagflation, Phillips Curve – Effects and Control of Inflation – Deflation – Causes, Consequences and Control of Deflation – Inflation and Deflation Compared.

#### **Unit-IV: General Equilibrium Analysis**

**(Hours: 16)**

General Equilibrium of Monetary and Real Sectors: Elementary Analysis in terms of IS-LM Curves, Shifts in General Equilibrium – Elasticity of IS-LM, Effects of Monetary and Fiscal Policy and IS-LM Function.

#### **Unit-V: General Disequilibrium Analysis**

**(Hours: 14)**

Features of General Disequilibrium Model – Three Sector Macro – Disequilibrium Model – Merits of Macro Disequilibrium Analysis – Objections Against Disequilibrium Analysis.

**Book for Study:**

Dr. R.Cauvery et al – Macro Economics – S. Chand & Company Ltd., New Delhi, 2002.

**Books for Reference:**

- M.L.Jhingan – Macro Economic Theory – Vrinda Publications Ltd., New Delhi, 2010.  
 M.I.Seth – Macro Economics Lakshmi Narain Publications, New Delhi, 2007.  
 T.N.Hajela – Macroeconomic Theory – Ane Books Pvt. Ltd., New Delhi, 2013.  
 M.C.Vaish – Macro Economic Theory – Vikas Publishing House Pvt. Ltd., New Delhi, 2013.

**Web Resources:**

<https://www.tutor2u.net/economics/reference/as-macroeconomics-study-notes-topic-listing>  
<https://www.economicshelp.org/macroeconomics/>

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Understand the theories of accelerator.  | K2              |
| CO2       | Identify the features, phases and control of trade cycles.   | K3              |
| CO3       | Analyze the causes, effect and control of inflation and deflation.                                       | K4              |
| CO4       | Examine the simultaneous equilibrium in goods market and money market with the help of IS and LM curves. | K4              |
| CO5       | Interpret the process of disequilibrium situation.   | K5              |

**Mapping of COs with POs:**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | L   | L   | L   | L   | S   | L   |
| CO2     | S                        | S   | L   | L   | L   | M   | L   |
| CO3     | M                        | M   | S   | S   | L   | S   | L   |
| CO4     | S                        | S   | L   | L   | L   | S   | M   |
| CO5     | M                        | L   | S   | M   | S   | M   | S   |

*S- Strong; M-Medium; L-Low*



**Programme Title: B.A. Economics**

**Course Title: MONEY, BANKING AND TRADE- II**

**Course Code: 22UECC13**

**Hours/Week: 6**

**Semester: VI**

**Credit: 4**

**Course Objectives:**

- To familiarize the students with the banking activities.
- To provide knowledge of the prospects of trade.

## **SYLLABUS**

### **Unit-I: Concept of Central Banking**

**(Hours: 16)**

Nature and Functions of a Central Bank: Note Issue and its Types, Banker to the Government, Bankers's Bank. Custodian of Nation's Reserve, Lender of the Last Resort Central Clearance, Controller of Credit: Quantitative and Qualitative Credit Control Instruments – Central Bank in Development and Underdeveloped Money Markets. Reserve Bank of India as a Central Bank

### **Unit-II: Development Banks in India**

**(Hours: 15)**

Industrial Finance Corporation of India (IFCI)-Industrial Development Bank in India (IDBI)-Industrial Credit and Investment Corporation of India (ICICI)-Unit Trust in India (UTI)-Industrial Reconstruction Bank of India (IRBI)- Industrial Investment Bank of India (IIBI).

### **Unit-III: Monetary Policy**

**(Hours: 15)**

Objectives of Monetary Policy: Neutral Money, Exchange Rate Stability, Price Stability, Control of Trade Cycles – Role of Monetary Policy in Economic Development – Future of Monetary Policy – Monetary Policy of the Reserve Bank of India.

### **Unit-IV: Indian Money Market and Capital Market**

**(Hours: 16)**

Money Market: Composition, Institutions, Developed and Underdeveloped Money Market – Features of Indian Money Market – Reserve Bank of India and the Bill Market. Indian Capital Market: Composition of the Capital Market – Non-Banking Financial Intermediaries Emerging Financial Intermediaries in India – Capital Market Reforms.

### **Unit-V: International Trade**

**(Hours: 16)**

Balance of Payments: Current and Capital Accounts, Causes for Disequilibrium, Method of Correcting Adverse Balance of Payments – Free Trade Policy – Protective Device Effects of Protection, Role of Protection in Under Developed Countries.

### **Book for Study:**

Dr.R.Cauvery et al – Monetary Economics – S.Chand& Company LTD, New Delhi, 2010.

**Books for Reference:**

K.P.M.Sundharam – Money Banking and International Trade – Sultan Chand & Sons, New Delhi, 2008.

M.L.Jhingan – Monetary Economics - Vrinda Publications Ltd., New Delhi, 2010.

S.Sankaran - Money Banking and International Trade – Margham Publications, Chennai, 2010.

**Web Sources:**

[www.academia.edu/.../Lecture\\_Notes\\_on\\_MONEY\\_BANKING\\_AND\\_FINANCIAL\\_...](http://www.academia.edu/.../Lecture_Notes_on_MONEY_BANKING_AND_FINANCIAL_...)

<https://www.saylor.org/site/textbooks/Money%20and%20Banking.pdf>

[cs.uef.fi/~estola/monbank/MonBlect1.pdf](http://cs.uef.fi/~estola/monbank/MonBlect1.pdf)

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Identify the role of development banks and non-bank financial intermediaries in influencing money supply | K3              |
| CO2       | Analyse the functions and role of reserve bank in credit control   | K4              |
| CO3       | Examine the structure of money market and capital market, international liquidity and its reforms        | K4              |
| CO4       | Evaluate the efficacy of monetary policy in regulating money flow  | K5              |
| CO5       | Estimate the balance of payments and the need for trade protection                                       | K5              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | L   | S   | L   | L   | S   | L   |
| CO2     | S                        | L   | S   | M   | M   | S   | S   |
| CO3     | S                        | M   | M   | M   | L   | S   | M   |
| CO4     | S                        | L   | S   | M   | L   | M   | S   |
| CO5     | S                        | S   | S   | S   | L   | S   | M   |

*S- Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: FISCAL ECONOMICS-II**

**Course Code: 22UECC14**

**Hours/Week: 5**

**Semester: VI**

**Credit: 3**

**Course Objectives:**

- To impart knowledge to the students regarding the types of individual tax structure.
- To understand public debt management through budgetary policies.
- To enable the students to have a clear view about the recommendations of the finance commissions in India.

### **SYLLABUS**

**Unit-I: Individual Taxes**

**(Hours: 12)**

Income Tax – Expenditure Tax – Capital Gains Tax – Wealth Tax – Property Tax – Death Duties – Gift Tax.

**Unit-II: Public Debt**

**(Hours: 12)**

Comparison between Private and Public Debt – Objectives – Classification – Effects of Public Debt – Burden of Public Debt – Debt Redemption – Causes for the Growth of Public Debt in India.

**Unit-III: Financial Administration**

**(Hours: 13)**

Budget – Principle of Budgeting – Types of Budget: Balanced Vs Unbalanced – Performance Budgeting – Budgetary Procedure – Financial Administration.

**Unit-IV: Fiscal Policy and Federal Finance**

**(Hours: 14)**

Objectives and Instruments of Fiscal Policy – Compensatory Fiscal, Anti-Inflationary Fiscal Policy, Fiscal Stabilisers, Discretionary Fiscal Policy, Usefulness of Fiscal Policy – Role of Fiscal Policy in Under Developed Economies with reference to India - Deficit Financing – Federal Finance – Local Finance.

**Unit-V: Finance Commissions**

**(Hours: 14)**

Finance Commission of India – History – Composition – functions – Recommendations of current Finance commission – Highlights of current Budgets.

**Books for Study:**

R. Cauvery et al – Public Finance – S.Chand & Company Ltd, New Delhi.

**Books for Reference:**

B.P.Tyagi – Public Finance – Jai Prakash Nath & Co, Meerut, 2002

Om Prakash - Public Economics Theory and Practice – Vishal Publishing Co., NewDelhi, 2012.

**Web Source:**

[https://onlinecourses.swayam2.ac.in/nou22\\_cm05/course#registration\\_confirmation](https://onlinecourses.swayam2.ac.in/nou22_cm05/course#registration_confirmation)

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Understand the various types of tax, public debt and financial administration   | K2              |
| CO2       | Classify public revenues and expenditures through the budget  | K2              |
| CO3       | Examine the causes and effects of Public Debt   | K4              |
| CO4       | Analyze the instruments and objectives of budgetary policy  | K4              |
| CO5       | Analyse the composition and functions of finance commission of India  | K4              |
| CO6       | Explain the objectives of Fiscal Policy and to understand deficit Financing, Federal Finance and Local Finance in India | K5              |

**Mapping of COs with POs**

| CO \ PO | Programme Outcomes (POs) |     |     |     |     |     |     |
|---------|--------------------------|-----|-----|-----|-----|-----|-----|
|         | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1     | S                        | L   | S   | M   | S   | S   | M   |
| CO2     | S                        | L   | M   | S   | S   | S   | M   |
| CO3     | S                        | S   | M   | S   | S   | M   | S   |
| CO4     | S                        | S   | M   | S   | S   | M   | S   |
| CO5     | S                        | S   | M   | S   | S   | S   | S   |
| CO6     | S                        | M   | S   | L   | S   | S   | S   |

*S- Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: MANAGERIAL ECONOMICS-II**

**Course Code: 22UECC15**

**Hours/Week: 5**

**Semester-VI**

**Credit: 3**

**Course Objectives:**

- To enhance the student's management decision-making in the context of a firm or an organization.
- To analyse the demand and supply conditions and assess the position of the company.

## **SYLLABUS**

**Unit-I: Break-Even Analysis**

**(Hours: 10)**

Meaning of Break-Even Point, Break-Even Point in Terms of Sales Value, Target Profit and Safety Margin, Uses and Limitation of Break-Even Analysis, Profit Policies and Profit Planning.

**Unit-II: Pricing Methods**

**(Hours: 15)**

Cost Plus, Target Pricing, Marginal Cost Pricing, Going Rate Pricing, Customary and Differential Pricing, Specific Pricing Problems, Pricing of Joint Products and New Products, Skimming and Penetrating Price Strategies, Pricing over the Life Cycle of a Product, Pricing by Manufacturers and Retailers, Export Pricing, Resale Price Maintenance, Price Regulation and Dual Pricing.

**Unit-III: Goals of the Firm**

**(Hours: 12)**

Definition of a Business Firm, Objectives of a Modern Business Firm – Profit Maximization, Sales Revenue Maximization, Growth and Utility Maximization – Satisfying Behaviour, Long Run Survival, Welfare Objectives.

**Unit-IV: Analysis of Profit**

**(Hours: 15)**

Measurement of Profit – Depreciation and Profit, Valuation of Stock and Profit, Treatment of Deferred Expenses, Capital Gains and Losses, Profit from Balance Sheet Point of View, Project Profitability, Method of Appraising Project Profitability, Evaluation of Various Method. Marginal Productivity Theory of Profit, Accounting and Economic Profits, Functional Role of Business Profits, Profit Forecasting

**Unit-V: Capital Budgeting**

**(Hours: 13)**

Meaning and Forms of Capital Budgeting, Nature of Capital Budgeting, Cost of Capital: Cost of Debt Capital, Preference Share Capital and Equity Capital, Cost of Retained Earnings and Weighted Cost of Capital.

**Book for Study:**

Dr. R. Cauvery et al., - Managerial Economics – S.Chand & Company Ltd., New Delhi, 2010.

**Books for Reference:**

S.Sankaran - Managerial Economics – Margham Publications, Chennai, 2015.

Joel Dean - Managerial Economics – PHI Learning Private Limited, New Delhi, 2009.

H.L.Ahuja - Managerial Economics Analysis of Managerial Decision Making - S. Chand & Company Ltd., New Delhi, 2012.

**Web Sources:**

[https://ebooks.lpude.in/commerce/mcom/term\\_1/DECO405\\_MANAGERIAL\\_ECONOMICS\\_ENGLISH.pdf](https://ebooks.lpude.in/commerce/mcom/term_1/DECO405_MANAGERIAL_ECONOMICS_ENGLISH.pdf)

<https://nptel.ac.in/content/storage2/courses/110101005/downloads/Lecture%2001.pdf>

**Course Outcomes (CO): On completion of the course, students should be able to**

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Understand the break-even point, profit planning and profit policies. | K2              |
| CO2       | Illustrate the pricing methods, dual pricing and price regulation.    | K3              |
| CO3       | Analyse the objectives of modern business firms.                      | K4              |
| CO4       | Justify the measurement of profits and project profitability.         | K5              |
| CO5       | Evaluate the cost of capital and capital budgeting.                   | K5              |

**Mapping of COs with POs**

| PO<br>CO | Programme Outcomes (POs) |     |     |     |     |     |     |
|----------|--------------------------|-----|-----|-----|-----|-----|-----|
|          | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1      | S                        | S   | M   | S   | L   | S   | S   |
| CO2      | S                        | S   | S   | S   | S   | S   | S   |
| CO3      | S                        | S   | S   | S   | S   | S   | M   |
| CO4      | S                        | S   | S   | M   | S   | S   | M   |
| CO5      | M                        | M   | S   | M   | S   | S   | L   |

*S- Strong; M-Medium; L-Low*

**Programme Title: B.A. Economics**

**Course Title: LABOUR ECONOMICS**

**Course Code: 22UECEC3**

**Hours/Week: 5**

**Semester: VI**

**Credit: 5**

**Course Objective:**

- To clarify the concepts of labour economics and its basic theories through which students able to understand the cause and consequences of labour issues.

### **SYLLABUS**

**Unit-I: Labour and Labour Economics**

**(Hours: 14)**

Meaning and Definition of labour- Types of labour: Child labour, manual labour, unfree labour, wage labour- Labour productivity in India- labour market: Meaning, Use of labour Market Information – Labour in organised and unorganised sector.

**Unit-II: Demand and Supply of Labour**

**(Hours: 12)**

Demand for labour- Meaning- Demand curve for labour- Supply of Labour : Meaning, Supply curve of Labour- Factors determining demand and supply of labour. Elasticity of Demand and supply of labour

**Unit-II: Theories of Wage**

**(Hours: 12)**

Wage concept- compensation and Measurement – Classical: The Subsistence of Theory of Wage- wage Fund Theory- Neo classical Theory – Bargaining theory – Types of Wages in India – Wage Board in India.

**Unit-IV: Industrial Disputes and Trade Unions**

**(Hours: 12)**

Industrial Disputes: Meaning – Causes- Measures to settle down. Trade Union Movements in India- Problems and draw backs – Collective Bargaining – Labour Legislation in India.

**Unit-V: Organised and Unorganised labour**

**(Hours: 15)**

Labour in organised and unorganised sector- Characteristics and problems of Agricultural and Industrial Labour- Policy and Programmes to improve the conditions of labour. Meaning – Need of social Security measures – Social security of the unorganised sector workers.

**Books for References:**

1. Joshi MV. Labour Economics and Labour Problems, Atlantic Publishers and Distributors, New Delhi, 1999.

2. Hajela, P.D. (1998), Labour Restructuring in India: A Critique o the New Economics Policies, Common Wealth Publisher, New Delhi.
3. Lester, R.A. (1964) Economics o Labour (2<sup>nd</sup> Edition), MacMillan, New York.
4. McConnell, C.R. Brue (1986), Contemporary Labour Economics, McGraw Hill, New York.
5. S.D. Singh (2010), Labour Economics, Centru Press, New Delhi.

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>  | <b>Knowledge Level</b> |
|------------------|--|------------------------|
| <b>CO1</b>       | Understand the types of labour in organized and unorganized sector                             | <b>K2</b>              |
| <b>CO2</b>       | Examine the labour market information, elasticity of labour and their related theories.        | <b>K4</b>              |
| <b>CO3</b>       | Categorise the causes for labour disputes, need for labour legislation and wage board in India | <b>K4</b>              |
| <b>CO4</b>       | Justify collective bargaining and trade union movements  | <b>K5</b>              |
| <b>CO5</b>       | Compare wages on agricultural and industrial sector and need for social security measures      | <b>K5</b>              |

**Mapping of COs with POs**

| <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>     | S          | S          | L          | L          | M          | L          | M          |
| <b>CO2</b>     | S          | L          | S          | M          | L          | M          | M          |
| <b>CO3</b>     | M          | L          | S          | M          | S          | S          | S          |
| <b>CO4</b>     | L          | L          | L          | M          | M          | S          | S          |
| <b>CO5</b>     | M          | L          | M          | M          | S          | S          | S          |

*S- Strong; M-Medium; L-Low*



**Programme Title: B.A. Economics**

**Course Title: PRINCIPLES OF FINANCIAL MANAGEMENT**

**Course Code: 22UECESC3**

**Hours/Week: 5**

**Semester: VI**

**Credit: 5**

**Course Objectives:**

- To teach the students the functions and goals of financial management.
- To impart knowledge about the techniques of appraisal of investment proposals and capital budgeting.

**SYLLABUS**

**Unit –I: Introduction**

**(Hours: 12)**

Introduction – Nature – Objectives – Functions – Goals of Financial Management.

**Unit –II: Sources of Finance**

**(Hours: 11)**

Sources of Financial Information – Shares, Debentures - Loans and Advances from Financial Institution – Trade Credits and Bank Credits

**Unit –III: Capital Structure**

**(Hours: 16)**

Capital Structure – Meaning – Planning – Analysis of Capital Structure – Factors Affecting it.

**Unit –IV: Cost of Capital**

**(Hours: 14)**

Cost of Capital – Meaning – Importance, Types of Cost of Capital – Cost of Debt Capital – Preference Share Capital – Retained Earnings Equity Capital And Weighted Average Cost of Capital.

**Unit –V: Capital Budgeting**

**(Hours: 12)**

Techniques of Appraisal of Investment Proposals, Capital Budgeting – Dividend Policy – Walter's Approach – Determinants of Dividend

**Book for Study:**

Prasanna Chandra – Fundamentals of Financial Management

**Books for Reference:**

Dr.S.N. Maheswari - Financial Management

James C.Van Horne – Fundamentals of Financial Management

**Web Resources:**

1. [www.accountingnotes.in](http://www.accountingnotes.in)
2. <https://www.capital-investment.co.in>

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>  | <b>Knowledge Level</b> |
|------------------|--|------------------------|
| <b>CO1</b>       | Understand the Nature, Objectives, Functions and Goals of Financial Management | <b>K2</b>              |
| <b>CO2</b>       | Analyse the various Sources of Financial Information                           | <b>K3</b>              |
| <b>CO3</b>       | Analyse the factors affecting capital structure and cost of capital            | <b>K3</b>              |
| <b>CO4</b>       | Evaluate the Techniques of Appraisal of Investment Proposals                   | <b>K4</b>              |

**Mapping of COs with POs:**

| <b>CO \ PO</b> | <b>Programme Outcomes (POs)</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>     | S                               | M          | S          | S          | S          | S          | S          |
| <b>CO2</b>     | S                               | S          | M          | M          | S          | S          | S          |
| <b>CO3</b>     | S                               | S          | S          | S          | M          | S          | L          |
| <b>CO4</b>     | M                               | M          | S          | S          | S          | S          | S          |

*S- Strong; M-Medium; L-Low*

**Programme Title: B.A. / B.Sc.**

**Course Title: NMSB – II: PRINCIPLES OF TAXATION**

**Course Code: 22UECNSC2**

**Hours/Week: 2**

**Semester: VI**

**Credit: 2**

**Course objectives:**

- To make the students know the levy of different types of taxes and revenue to the Government.

### **SYLLABUS**

**Unit-I: Nature of Public Finance**

**(Hours: 6)**

Public Finance: Meaning and definition – Categories of Revenue to Government: Tax and Non Tax Revenue.

**Unit-II: Taxation**

**(Hours: 6)**

Tax – Definition, Characteristics of a Good Tax System – Canons of Taxation, Direct Tax - Meaning, Merits and Demerits, Indirect Tax – Merits and Demerits.

**Unit-III: Types of Taxes-I**

**(Hours: 6)**

Proportional, Progressive, Regressive Taxation, Effects of Taxation.

**Unit-IV: Types of Taxes-II**

**(Hours: 6)**

Central Taxes: Income Tax – Meaning, Advantages and Disadvantages. GST: Meaning, History, Merits and Demerits. Wealth Tax – Meaning, Case for and against Wealth Tax.

**Unit-V: Types of Taxes-III**

**(Hours: 6)**

Property Tax – Meaning. Double Taxation – Meaning, Difference between Specific and Ad valorem Duties. Single Point and Multi Point Tax – Meaning, Advantages and Disadvantages.

**Book for Study:**

R. Cauvery et al – Public Finance – S. Chand & Company Ltd, New Delhi, 2010.

**Books for Reference:**

B.P.Tyagi – Public Finance – Jai Prakash Nath & Co, Meerut, 2002

Om Prakash -Public Economics Theory and Practice – Vishal Publishing Co., New Delhi, 2012.

**Course Outcomes (CO): On completion of the course, students should be able to**

| <b>CO Number</b> | <b>CO Statement</b>   | <b>Knowledge Level</b> |
|------------------|---|------------------------|
| <b>CO1</b>       | Recall the terms and concepts in Public Finance             | <b>K1</b>              |
| <b>CO2</b>       | Understand the categories of revenue to the government      | <b>K2</b>              |
| <b>CO3</b>       | Outline the merits and demerits of different types of taxes | <b>K2</b>              |
| <b>CO4</b>       | Infer the effects of taxation                               | <b>K2</b>              |
| <b>CO5</b>       | Categorise different types of taxes and its principles      | <b>K4</b>              |