

**SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS), SALEM– 16**

**Re-accredited with ‘A’ Grade by NAAC**

**Affiliated to Periyar University**



***DEPARTMENT OF ECONOMICS***

**Syllabus**

**B.A. Economics**

**SRI SARADA COLLEGE FOR WOMEN [AUTONOMOUS], SALEM-16.**

**DEPARTMENT OF ECONOMICS  
COURSE STRUCTURE (UG) UNDER CBCS**

**Total Credits: 140 + 18\***

**SEMESTER – I**

<b>PART</b>	<b>COURSE</b>	<b>COURSE TITLE</b>	<b>CODE</b>	<b>HRS/ WEEK</b>	<b>CREDIT S</b>
I	Tamil/Hindi/ Sanskrit	Tamil/Hindi/Sanskrit – I	20ULTC1/ 20ULHC1/ 20ULSC1	6	3
II	English	English-I	20ULEC1	6	3
III	Core - I	Micro Economics-I	20UECC1	5	5
III	Core-II	Statistical Methods in Economics-I	20UECC2	5	5
III	Allied-I	History of Freedom Movement-I	20UECAC1	5	5
IV	Skill Based-I	Entrepreneurial Development	20UECSC1	2	2
IV	Extension Activity	Group Project Based on Extension Activity	20UEXAC	1	1
V	<ul style="list-style-type: none"> <li>• <i>Articulation and Idea Fixation Skills – 6 Hours per Semester out of College hours – 1 credit extra)</i></li> <li>• <i>Life Skills Promotion – 2 Hours per semester (Out of College hours – 1 credit extra)</i></li> <li>• <i>Physical Fitness Practice – 35 Hours per Semester (Out of College hours – 1 credit extra)</i></li> </ul>				
<b>Total</b>				<b>30</b>	<b>24 + 3*</b>

**SEMESTER – II**

<b>PART</b>	<b>COURSE</b>	<b>COURSE TITLE</b>	<b>CODE</b>	<b>HRS/W EEK</b>	<b>CREDIT S</b>
I	Tamil/Hindi/ Sanskrit	Tamil/Hindi/Sanskrit – II	20ULTC2/ 20ULHC2/ 20ULSC2	6	3
II	English	English-II	20ULEC2	6	3
III	Core - III	Micro Economics-II	20UECC3	5	5
III	Core-IV	Statistical Methods In Economics -II	20UECC4	4	3
III	Allied-II	History of Freedom Movement-II	20UECAC2	5	5
IV	Skill Based-II	Human Resource Development	20UECSC2	2	2
IV	EVS	Group Project Based on Environmental Studies	20UEVSPC	2	2
V	<ul style="list-style-type: none"> <li>• <i>Articulation and Idea Fixation Skills – 6 Hours per Semester out of College hours – 1 credit extra)</i></li> <li>• <i>Life Skills Promotion – 2 Hours per semester (Out of College hours – 1 credit extra)</i></li> <li>• <i>Physical Fitness Practice – 35 Hours per Semester (Out of College hours – 1 credit extra)</i></li> <li>• <i>Certificate Course - 25 hours (Out of college hours – 1 credit extra)</i></li> </ul>				
<b>Total</b>				<b>30</b>	<b>23 + 4*</b>

SEMESTER – III					
PART	COURSE	COURSE TITLE	CODE	HRS/W EEK	CREDIT S
I	Tamil/Hindi/ Sanskrit	Tamil/Hindi/Sanskrit – III	19ULTC3/ 19ULHC3/ 19ULSC3	6	3
II	English	English-III	19ULEC3	6	3
III	Core - V	Indian Economics-I	19UECC5	5	4
III	Core-VI	History of Economic Thought	19UECC6	4	4
III	Allied-III	Tourism Industry- I	19UECAC3	5	5
IV	Skill Based-III	Media Economics	19UECSC3	2	2
IV	NME - I	Economics of Information	19UECNEC1	2	2
III	History Allied - I	Indian Economic Development-I	19UHIAC3	5	5
V	<ul style="list-style-type: none"> <li>• <i>Articulation and Idea Fixation Skills – 6 Hours per Semester out of College hours – 1 credit extra)</i></li> <li>• <i>Life Skills Promotion – 2 Hours per semester (Out of College hours – 1 credit extra)</i></li> <li>• <i>Physical Fitness Practice – 35 Hours per Semester (Out of College hours – 1 credit extra)</i></li> </ul>				
<b>TOTAL</b>				<b>30+5</b>	<b>23+5+3*</b>
SEMESTER – IV					
PART	COURSE	COURSE TITLE	CODE	HRS/W EEK	CREDIT S
I	Tamil/Hindi/ Sanskrit	Tamil/Hindi/Sanskrit – IV	19ULTC4/ 19ULHC4/ 19ULSC4	6	3
II	English	English-IV	19ULEC4	6	3
III	Core-VII	Indian Economics-II	19UECC7	4	4
III	Allied-IV	Tourism Industry – II	19UECAC4	5	5
III	Elec-I	Socio-Economic Problems In India/ Industrial Administration And Management	19UECEC1/ 19UECESC1	5	5
IV	SB-IV	Women Empowerment	19UECSC4	2	2
IV	NME-II	Applied Banking	19UECNEC2	2	2
III	History Allied-II	Indian Economic Development-II	19UHIAC4	5	5
V	<ul style="list-style-type: none"> <li>• <i>Articulation and Idea Fixation Skills – 6 Hours per Semester out of College hours – 1 credit extra)</i></li> <li>• <i>Life Skills Promotion – 2 Hours per semester (Out of College hours – 1 credit extra)</i></li> <li>• <i>Physical Fitness Practice – 35 Hours per Semester (Out of College hours – 1 credit extra)</i></li> </ul>				
<b>TOTAL</b>				<b>30+5</b>	<b>24+5+3*</b>

<b>SEMESTER – V</b>					
<b>PART</b>	<b>COURSE</b>	<b>COURSE TITLE</b>	<b>CODE</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
III	Core-VIII	Macro Economics – I	18UECC8	6	4
III	Core-IX	Money, Banking And Trade - I	18UECC9	6	4
III	Core-X	Public Finance – I	18UECC10	5	4
III	Core-XI	Managerial Economics – I	18UECC11	5	4
III	Elec-II	Economic Development of Tamil Nadu-I/Agricultural Marketing	18UECEC2/ 18UECESC2	5	5
IV	NMSB-I	Introduction To Marketing	18UECNSC1	2	2
IV	Value Education	Value Education	18UVENC	1	-
V	<ul style="list-style-type: none"> <li>• <i>Life Skills Promotion – 2 Hours per semester (Out of College hours – 1 credit extra)</i></li> <li>• <i>Physical Fitness Practice – 35 Hours per Semester (Out of College hours – 1 credit extra)</i></li> <li>• <i>Certificate Course - 25 hours (Out f college hours – 1 credit extra)</i></li> </ul>				
<b>TOTAL</b>				<b>30</b>	<b>23+3*</b>
<b>SEMESTER – VI</b>					
<b>PART</b>	<b>COURSE</b>	<b>COURSE TITLE</b>	<b>CODE</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
III	Core-XII	Macro Economics-II	18UECC12	6	4
III	Core-XIII	Money, Banking And Trade-II	18UECC13	6	4
III	Core-XIV	Public Finance-II	18UECC14	5	3
III	Core-XV	Managerial Economics –II	18UECC15	5	3
III	Elec-III	Economic Development of Tamil Nadu-II/Principles Of Financial Management	18UECEC3/ 18UECESC3	5	5
IV	NMSB-II	Principles of Taxation	18UECNSC2	2	2
IV	Value Education	Value Education	18UVENC	1	2
	<ul style="list-style-type: none"> <li>• <i>Life Skills Promotion – 2 Hours per semester (Out of College hours – 1 credit extra)</i></li> <li>• <i>Physical Fitness Practice – 35 Hours per Semester (Out of College hours – 1 credit extra)</i></li> </ul>				
<b>TOTAL</b>				<b>30</b>	<b>23 + 2*</b>

- *Free and Open Source Software (FOSS) – 2 Hours Per Semester (Out of College Hours)*

\*Extra credits

**Programme Title:** B.A. Economics**Programme Outcomes (PO)**

<b>PO Number</b>	<b>PO Statement</b>
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 enable the students to integrate theoretical knowledge with quantitative and qualitative evidence in order to explain past economic events and formulate predictions and policy framing.
PO4	To enable the students to evaluate the consequences of economic activities and institutions for individual and social welfare.
PO5	To deepen their understanding and knowledge about the impact of development on environment.
PO6	To communicate effectively using written and oral arguments about specific economic issues.
PO7	To help them understand that different sectors of the Indian economy are interlinked and need for planned and coordinated efforts.

**Programme Specific Outcomes (PSO)**

<b>PSO1</b>	Apprehend the significance of economic theories in practice
<b>PSO2</b>	Ability to evaluate economic events from theoretical perspective.
<b>PSO3</b>	Expand skills in analyzing quantitative data.
<b>PSO4</b>	Develop improved opinions on policy issues.
<b>PSO5</b>	Create foundation for pursuing lifelong learning.

**Course Title: MICRO ECONOMICS - I**

**Course Code: 20UECC1**

**Hours/Week: 5, Credit: 5**

**Semester: I**

**Batch: 2020-2021 onwards**

**Objectives:**

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

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

**No. of Hours: 8**

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.

**Unit-II: Cardinal Utility Analysis**

**No. of 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.

**Unit-III: Ordinal Utility Analysis**

**No. of Hours: 12**

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.

**Unit-IV: Factor Analysis**

**No. of Hours: 14**

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.

**Unit-V: Supply Analysis**

**No. of Hours: 16**

Production Possibility Curve – Production Function – Law of Variable Proportions – Return to Scale – Isoquants and Isocost 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.

**Books for Study:**

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

**Books for Reference:**

S.Sankaran : Micro Economics – Margham Publications, Chennai, 2014.

D.D.Chaturvedi – Principles of Micro Economics – International Book House Pvt. Ltd., New Delhi, 2012.

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

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	Aware about fundamental concepts of economics	K1
CO2	Represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve.	K2
CO3	Help to know about ordinal utility analysis with consumer choices	K1
CO4	Able to understand concept of wage, rent, profit and interest through factor analysis	K1
CO5	Develop cost functions from production functions.	K2

### Mapping of COs with POs and PSOs

PO/PSO CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	L	L	S	M	S	S	S	M	S
CO2	S	S	S	S	M	S	S	S	S	M	M	S
CO3	S	S	M	S	L	S	S	S	M	M	S	S
CO4	S	S	S	M	M	S	S	L	L	L	S	M
CO5	S	S	S	M	M	S	S	S	M	S	S	S

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

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

**Course Code: 20UECC2**

**Hours/Week: 5, Credit: 5**

**Semester: I**

**Batch: 2020-2021 onwards**

**Objectives:**

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

**Unit-I: Introduction to Statistics**

**No. of Hours: 12**

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

**Unit-II: Collection of Data**

**No. of Hours: 13**

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

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

**No. of Hours: 13**

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.

**UNIT-IV: Classification, Tabulation and Diagrammatic Representation Of Data**

**No. of Hours: 14**

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.

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

**No. of Hours: 13**

Arithmetic Mean, Weighted Arithmetic Mean, Median, Mode in individual Series, Discrete series and Continuous Series.

**Books for Study:**

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



**Books for Reference:**

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

**Web Sources:**

- [https://www.researchgate.net/publication/325846997\\_METHODS\\_OF\\_DATA\\_COLLECTI\\_ON](https://www.researchgate.net/publication/325846997_METHODS_OF_DATA_COLLECTI_ON)  
[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)**

CO Number	CO	Knowledge Level
CO1	Define and understand the meaning, characteristics, functions and uses of statistics	K1
CO2	Understand the Methods of Collecting data	K2
CO3	Understand and Explain various sampling methods	K2
CO4	Understand and construct the pivotal tables and Perform graphical and diagrammatic representation of statistical data, like bar diagram, pie, Pictograms and Cartograms	K3
CO5	Understand and calculate measures of central tendency	K3

**Mapping of COs with POs and PSOs**

PO/PSO \ CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	M	L	M	L	L	S	L	S
CO2	S	M	S	S	S	M	L	L	M	S	M	S
CO3	S	M	S	M	S	L	L	M	M	S	M	S
CO4	S	S	S	S	M	L	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S	M	S

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

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

**Course Code: 20UECSC1**

**Hours/week: 2, Credit: 2**

**Semester: I**

**Batch: 2020-2021 onwards**

**Objectives:**

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

**Unit- I: Introduction**

**No. of Hours: 5**

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

**Unit- II: Entrepreneurial Scenario in India**

**No. of 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**

**No. of 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**

**No. of Hours: 6**

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

**Unit- V: Entrepreneurial Development Programmes in India**

**No. of Hours: 6**

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

**Books 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.

**Website 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)**

<b>CO Number</b>	<b>Course Outcome Statements</b>	<b>Knowledge Level</b>
<b>CO1</b>	To educate the students about the concept of entrepreneurship and its characteristics.	<b>K1</b>
<b>CO2</b>	To discuss the entrepreneurship scenario in India	<b>K2</b>
<b>CO3</b>	To enlighten the students about the key role of entrepreneurs in economic development and also to stress women entrepreneurship in developing countries like India.	<b>K3</b>
<b>CO4</b>	To give more awareness about entrepreneurial development institutions and its functions.	<b>K1</b>

**Mapping of COs with POs and PSOs**

<b>PO/ PSO</b>	<b>Programme Outcomes (POs)</b>							<b>Programme Specific Outcomes (PSOs)</b>				
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>Cos</b>												
<b>CO1</b>	S	M	L	S	L	S	S	L	L	L	M	S
<b>CO2</b>	S	S	S	S	S	L	S	L	S	L	L	S
<b>CO3</b>	L	M	S	S	S	M	S	M	S	S	M	S
<b>CO4</b>	L	S	M	S	S	S	S	S	S	S	L	S

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

**Course Title: MICRO ECONOMICS - II**

**Course Code: 20UECC3**

**Semester: II**

**Hours/Week: 5, Credit: 5**

**Batch: 2020-2021 onwards**

**Objectives:**

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

**Unit-I: Market Analysis**

**No. of Hours: 11**

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.

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

**No. of 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.

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

**No. of Hours: 13**

Monopolistic Competition: Features, Price and Output Determination under Individual and Group Equilibrium, Selling Costs, Product Differentiation – Wastes of Monopolistic Competition.

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

**No. of Hours: 14**

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.

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

**No. of Hours: 12**

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).

**Books for Study:**

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

**Books for Reference:**

S.Sankaran– Micro Economics – Margham Publications, Chennai, 2014.

D.D.Chaturvedi – Principles of Micro Economics – International Book House Pvt. Ltd., New Delhi, 2012.

**Web Resources:**

web.sgh.waw.pl/lwozny/LectureNotes.pdf

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

**Course Outcomes (CO)**

CO Number	CO	Knowledge Level
CO1	Use supply and demand to determine changes in market equilibrium i.e. price and output.	K1
CO2	List the determinants of the demand and supply for a good in a competitive market and explain how that demand and supply together determine equilibrium price.	K2
CO3	Understand the costs of production and how profit-maximizing firms determine how much to produce. Be able to distinguish between long-run decisions and short-run decisions in monopolistic competition.	K2
CO4	Understand price determination of factors and various theories of wages	K1
CO5	Know the various theories of factor pricing of rent, profit and Interest	K1

**Mapping of COs with POs and PSOs**

PO/ PSO  CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	L	L	S	M	S	S	S	M	S
CO2	M	S	M	M	S	L	S	L	S	M	M	S
CO3	S	S	M	S	L	S	S	S	M	M	S	S
CO4	L	S	S	M	M	S	S	L	M	M	S	M
CO5	S	S	S	M	M	S	S	S	M	S	S	S

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

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

**Course Code: 20UECC4**

**Hours/Week: 4, Credit: 3**

**Semester: II**

**Batch: 2020-2021 onwards**

**Objectives:**

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

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

**No. of Hours: 12**

Meaning of Dispersion, Range, Quartiles, Inter Quartile Range – Deciles, Percentiles.

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

**No. of Hours: 10**

Mean Deviation, Standard Deviation. Coefficient of Variation, Variance and Lorenz Curve.

**Unit-III: Correlation Analysis**

**No. of 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.

**Unit-IV: Regression Analysis**

**No. of Hours: 13**

Definition – Uses – Methods of Studying Regression – Graphic Method – Algebraic Method – Regression Line – Regression Equation

**Unit-V: Index Number**

**No. of 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.

**Books for Study:**

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

**Books for Reference:**

Bhagavathi and Pillai : Statistics – PHI Learning Pvt. Ltd., New Delhi.

Srinivasan&Perumalsamy: Elements of Quantitative Statistics – Emerald Publications

S.P. Gupta : Elementary Statistical Methods – S Chand & Co., New Delhi, 2011.

**Web Resources:**

[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)**

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	Compute and interpret fractile measures such as Quartiles, Deciles and Percentiles	<b>K3</b>
<b>CO2</b>	Understand and calculate coefficient of variation and construct Lorenz curve	<b>K2 &amp; K3</b>
<b>CO3</b>	Compute and interpret correlation coefficient and rank correlation	<b>K3</b>
<b>CO4</b>	Compute and interpret regression equation	<b>K3</b>
<b>CO5</b>	Construct different types of index numbers, importance and problems of constructing index numbers	<b>K3</b>

**Mapping of COs with Pos and PSOs**

<b>PO/PSO CO</b>	<b>Programme Outcomes (POs)</b>							<b>Programme Specific Outcomes (PSOs)</b>				
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	S	S	S	L	L	L	L	L	S	S	S	S
<b>CO2</b>	S	S	S	L	L	L	L	S	M	S	M	M
<b>CO3</b>	S	S	S	S	M	M	M	S	S	S	S	S
<b>CO4</b>	S	S	S	S	M	M	M	S	S	S	S	S
<b>CO5</b>	S	S	S	S	M	L	M	S	S	S	M	S

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

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

**Course code: 20UECSC2**

**Hours/week: 2, Credit: 2**

**Semester: II**

**Batch: 2020-2021 onwards**

**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 organisation’s workforce, as well as the values, attitudes and benefit of an individual involved.

**Unit- I Introduction**

**No. of Hours: 5**

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**

**No. of Hours: 7**

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**

**No. of Hours: 5**

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

**Unit- IV Education and HRD**

**No. of Hours: 5**

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

**Unit- V Manpower Planning**

**No. of Hours: 6**

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

**Books for Study**

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

**Books for Reference:**

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



**Website Sources:**<https://www.yourarticlelibrary.com><http://books.google.co.in><https://mhrd.gov.in>[www.businessmanagementideas.com](http://www.businessmanagementideas.com)**Course Outcomes (CO)**

CO Number	CO	Knowledge Level
CO1	To enumerate the concept, objectives and characteristics of Human Resource Development (HRD).	K1
CO2	To deal with the two most important of concept of individual career planning and counseling process in HRD.	K2
CO3	The role of education in human resource development has been emphasised for man power planning and development.	K3
CO4	To emphasis HRD is not only important for corporate sector to build a stronger and knowledgeable workforce and also necessary to reach stable economic development.	K3

**Mapping of COs with POs and PSOs**

PO/PS O	Programme Outcomes (Pos)							Programme Specific Outcome(PSOs)				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	L	M	S	S	S	S	M	M	L	S	S
CO2	M	S	S	M	S	S	S	L	M	L	S	M
CO3	S	S	L	M	S	S	S	S	S	L	M	S
CO4	S	S	M	S	M	S	S	S	S	M	S	S

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

**Course Title: INDIAN ECONOMICS – I**

**Course code: 19UECC5**

**Hours/week: 5, Credit: 4**

**Semester: III**

**Batch: 2019-2020 onwards**

**Objectives:**

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

**Unit- I Economic Development**

**No. of Hours: 15**

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**

**No. of Hours: 10**

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

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

**No. of Hours: 10**

Role of Agriculture: Product Market and Factor Contribution, Contribution towards Capital Formation and International Trade – Agricultural Production and Productivity – Trends, Causes for Low Productivity and Remedial Measures – Food Problem: Nature, Causes and Methods of Solving the Food Problem.

**Unit- IV Agriculture Finance**

**No. of 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.

**Unit- V Institutional and Technological Change**

**No. of Hours: 15**

Land Reforms: Need and Scope in a Developing Economy, the Abolition of Intermediaries, Tenancy Reforms, Ceiling on Land Holdings, an Appraisal of Land Reforms – Green Revolution: New Agricultural Strategy and Modernization of Indian Agriculture, Achievements, Weaknesses and Lessons of Green Revolution, New Thrust Areas in Agriculture, Irrigation and Mechanization of Agriculture – Agriculture Under the Five Year Plans.

### Books 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):

CO Number	CO	Knowledge Level
CO1	To enlighten the students with the basic concepts of economic growth and development strategies.	K1
CO2	To bring out advanced strategies to solve the major social-economic problems like population, unemployment and poverty of Indian economy and find out suggestions to resolve these issues.	K3
CO3	To address the contributions of agricultural sector in national income and discussing its problems like finance, marketing, etc., which helps students to understand and make them as future policy makers.	K6
CO4	To review the institutional and technological changes in agricultural sector, then discuss the new institutional changes to promote agricultural sector as subsistence economy to commercial.	K6

### Mapping of COs with POs and PSOs

PO/PSO CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S	S	L	S	S	S	S
CO2	S	M	S	S	S	S	S	S	M	S	M	S
CO3	S	S	M	M	S	S	S	L	L	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S	S	S

S- Strong; M-Medium; L-Low

**Course Title: HISTORY OF ECONOMIC THOUGHT**

**Course Code: 19UECC6**

**Hours/Week: 4, Credit: 4**

**Semester: III**

**Batch: 2019-2020 onwards**

**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.

**Unit-I: Early Period**

**No. of Hours: 9**

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**

**No. of Hours: 10**

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**

**No. of 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**

**No. of Hours: 11**

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**

**No. of Hours: 10**

Economic Thought During Medieval Period: Economic Ideas of Naoroji and Gokhale – Gandhian: Wants and Austerity: Sarvodaya, Village Swaraj, Full Employment, Place of Machines, Swadeshi, Self Sufficiency, Khadi and Village Industries, Co-operation, Trusteeship – Economic Ideas of Amartya Sen.

**Books 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):**

CO Number	CO	Knowledge Level
CO1	Analyze the development of economics as a discipline in various ancient cultures.	K1
CO2	Compare and contrast as well as discuss classical economic theories.	K1
CO3	Identify the development of economic thought from a historical perspective and how the economic thought of one historical period has contributed to the development of economic thought in a subsequent period.	K1
CO4	Synthesize the elements of neoclassical and Keynesian approaches in the modern era.	K2
CO5	Trace the development of Indian economic thought.	K2

**Mapping of COs with POs and PSOs**

PO/PSO CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	L	L	S	M	S	S	S	M	S
CO2	S	L	L	L	S	M	S	S	S	M	M	S
CO3	S	S	M	S	L	S	L	S	M	S	S	M
CO4	S	L	L	L	M	S	S	L	L	L	S	M
CO5	S	S	S	M	M	S	L	L	S	S	S	S

S- Strong; M-Medium; L-Low

**Course Title: TOURISM INDUSTRY-I**

**Course Code: 19UECAC3**

**Hours/Week: 5, Credit: 5**

**Semester: III**

**Batch: 2019-2020 onwards**

**Course Objectives:**

- To disseminate knowledge about the tourism industry among the students of economics.

**Unit-I: Introduction**

**No. of Hours: 12**

Tourism – Introduction – Definition – Types, Function, Volume and Components of Tourism.

**Unit-II: Importance of Tourism**

**No. of Hours: 13**

Significance of Tourism – Socio Economic Importance of Tourism – Travel Agency – Travel Agents – Tourism Guides – Travel Documents – Pass port and Others Formalities.

**Unit-III: Tourism Growth**

**No. of Hours: 13**

Growth of Tourism – Causes for the Growth of Tourism – Economic and Social Factors – Transport, Accommodation, and Locality.

**Unit-IV: Tourism Development in India**

**No. of Hours: 14**

Development of Tourism in India – Pre Independence and Post Independence Periods – Role of Private Sector and Public Sector – Five Year Plans and Tourism – New Policy on Tourism Management Strategy – Tourism Legislation.

**Unit-V: Business of Tourism**

**No. of Hours: 13**

Tourism Promotion – Functions of Advertising Agencies – Support Activities – Public Relations – Tourism as an Instrument of Achieving Economic Gains – Tamil Nadu Tourism – Important Tourism Centre – Chennai, Ooty, Kodaikanal, Kanya Kumari, Tanjore, Madurai, Rameswaram, Kancheepuram.

**Books for Study:**

- Mohammed Zulfikar – Introduction to Tourism and Hotel Industry – Vikas Publishing House Pvt. Ltd., Bangalore.

**Books for Reference:**

1. J.K.Sharma – Tourism Planning and Development – Kanishka Publishers, New Delhi.
2. Sipra Mukhopadhyay – Tourism Economics - Ane Books Pvt. Ltd., New Delhi.

**Web Resources:**

- [http://shodhganga.inflibnet.ac.in/bitstream/10603/9790/10/10\\_chapter%203.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/9790/10/10_chapter%203.pdf)
- [http://shodhganga.inflibnet.ac.in/bitstream/10603/168920/9/09\\_chapter%204.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/168920/9/09_chapter%204.pdf)
- [http://www.academia.edu/7786318/Tourism\\_Development\\_in\\_India\\_under\\_Government\\_Five\\_Year\\_Plans](http://www.academia.edu/7786318/Tourism_Development_in_India_under_Government_Five_Year_Plans)
- [http://indiagovernance.gov.in/files/tourism\\_report.pdf](http://indiagovernance.gov.in/files/tourism_report.pdf)
- [http://shodhganga.inflibnet.ac.in/bitstream/10603/26016/14/14\\_chapter%203.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/26016/14/14_chapter%203.pdf)
- [http://shodhganga.inflibnet.ac.in/bitstream/10603/7806/4/04\\_chapter%201.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/7806/4/04_chapter%201.pdf)
- <https://www.importantindia.com/10375/economic-importance-of-tourism-in-india/>

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

CO Number	CO Statement	Knowledge Level
CO1	Define and understand the meaning, types and components of Tourism	K1 & K2
CO2	Understand the socio economic importance of tourism and to know about the travel agency, travel guides and travel documents	K2
CO3	Explain the causes of Tourism Growth	K2
CO4	Know the development of Tourism in India and Tourism Legislation.	K2
CO5	Understand the functions of advertising agencies and to know important Tourism Centres in Tamil Nadu	K3

**Mapping of COs with POs and PSOs**

PO/PSO CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	L	L	L	S	L	S	S	L	L	S
CO2	S	L	S	S	S	M	S	M	S	M	S	S
CO3	S	M	L	L	L	M	S	S	M	S	M	M
CO4	S	L	S	S	S	S	S	S	S	M	S	L
CO5	S	S	S	S	S	S	L	L	L	S	S	S

S- Strong; M-Medium; L-Low

**Course Title: SKILL BASED PAPER - III: MEDIA ECONOMICS**

**Course Code: 19UECSC3**

**Hours/Week: 2, Credit: 2**

**Semester: III**

**Batch: 2019-2020 onwards**

**Objectives:**

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

**UNIT -I: Principles of Media Economics**

**No. of Hours: 5**

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**

**No. of Hours: 4**

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**

**No. of 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**

**No. of Hours: 5**

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**

**No. of Hours: 7**

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

**Books for Study:**

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

**Books for Reference:**

Javed Shaikh -Media Economics – Wisdom Press, New Delhi, 2014.

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)

CO Number	CO	Knowledge Level
CO1	Develop a critical understanding of the key mechanisms in media economics and how these influence the media market.	K1
CO2	Discover and apply key issues, problems and their solutions related to newspaper industry in everyday life.	K2
CO3	Discover the structure and processes of magazine industry.	K2
CO4	Examine theories and perspectives concerning the roles, functions and effects of book industry at both the individual and societal levels.	K2
CO5	Appraise the impact of electronic media and communication technologies on the convergence of form and content of traditional mass media.	K2
CO6	Evaluate the domestic and international implications of mass media as social institutions for human and national relations and activities.	K3

### Mapping of COs with POs and PSOs

PO/PSO CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	M	S	S	S	M	M	S	L	M	S
CO2	S	L	L	L	M	S	S	S	S	M	M	S
CO3	S	S	M	S	L	S	L	L	L	M	S	M
CO4	S	L	L	L	S	S	S	S	S	S	M	S
CO5	S	S	S	M	M	S	L	L	S	S	S	S
CO6	S	S	L	M	M	L	L	L	M	S	M	S

S- Strong; M-Medium; L-Low

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

**Course Code: 19UECNEC1**

**Hours/Week: 2, Credit: 2**

**Semester: III**

**Batch: 2019-2020 onwards**

**Objectives:**

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

**Unit-I: Introduction**

**No. of Hours: 4**

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

**Unit-II: Types of Costs**

**No. of Hours: 5**

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

**Unit-III: Demand Analysis**

**No. of Hours: 5**

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**

**No. of Hours: 3**

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**

**No. of Hours: 3**

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

**Books for Study:**

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

**Books for Reference:**

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

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)**

<b>CO Number</b>	<b>CO</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>	Apply the various types of costs in their domain	<b>K3</b>
<b>CO3</b>	Measure elasticity of demand and apply the concept of consumer's surplus.	<b>K3 &amp; K5</b>
<b>CO4</b>	Evaluate the significance of information as a public good.	<b>K5</b>
<b>CO5</b>	Evaluate the uncertainty and risks in information markets.	<b>K5</b>

**Course Title: ALLIED –I: INDIAN ECONOMIC DEVELOPMENT - I**

**Course Code: 19UHIAC3**

**Hours/Week: 5, Credit: 5**

**Semester: III**

**Batch: 2019-2020 onwards**

**Objectives:**

- To understand the Meaning of Economic Development.
- To teach the students the Role of Agriculture and industry in the Economic Development of India.

**Unit-I:Economic Development**

**No. of Hours: 8**

Meaning of Underdeveloped Economy – Basic Characteristics of Indian Economy – Major Obstacles of Development – Determinants of Economic Development.

**Unit-II: Agriculture in the National Economy**

**No. of Hours: 12**

The Place of Agriculture in the National Economy – Causes for Low Agricultural Productivity and Measures to Improve Agricultural Productivity – Food Problem – Green Revolution – Agricultural Development Under the Five Year Plans.

**Unit-III: Industry in the National Economy**

**No. of Hours: 16**

Role of industrialization – Some Large Industries Iron and Steel, Cotton Textile, Sugar – their Progress, Problems and Remedial Measures – Role of Small Scale Industries – Problems and Remedial Measures.

**Unit-IV: Industrial Development of India**

**No. of Hours: 14**

Industrial Policy 1990 and 1991 – A Critique of the Industrial Policy – Industrial Finance Corporation of India (IFCI) – Industrial Development Bank of India (IDBI) – Industrial Development under the Five Year Plans.

**Unit-V: Labour Problems and National Wage Policy**

**No. of Hours: 15**

Features of Industrial Labour – Trade Union Movement – Industrial Disputes – Causes, Settlement – Social Security Measures.

**Books for Study:**

- Ruddar Datt and K.P.M.Sundharam – Indian Economy - S.Chand & Company Ltd, New Delhi, 2013.

**Books for Reference:**

1. S.Sankaran – Indian Economy - Margham Publications, Chennai, 2017
2. Jhingan – Economics of Development and Planning – Vikas Publishing House, Bangalore, 1975

**Web Sources:**

[www.universityofcalicut.info/SDE/Indian\\_Economy\\_Core.pdf](http://www.universityofcalicut.info/SDE/Indian_Economy_Core.pdf)

**Course Outcomes (CO)**

<b>CO Number</b>	<b>CO</b>	<b>Knowledge Level</b>
<b>CO1</b>	Identify the characteristics of Indian economy from other developed economy.	<b>K1</b>
<b>CO2</b>	Describe the role of agriculture in food production and suggest measures to solve food problem in the country.	<b>K2</b>
<b>CO3</b>	Analyse the development of industries in India and recommend solutions to problems faced by small and large scale industries.	<b>K3</b>
<b>CO4</b>	Evaluate industrial policy in the country.	<b>K1</b>
<b>CO5</b>	Derive solutions for labour problems and apply it.	<b>K2</b>

**Course Title: INDIAN ECONOMICS – II**

**Course code: 19UECC7**

**Hours/week: 4, Credit: 4**

**Semester: IV**

**Batch: 2019-2020 onwards**

**Objectives:**

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

**Unit- I Industry in National Economy**

**No. of Hours: 10**

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**

**No. of 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**

**No. of 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 Transport System in the National Economy**

**No. of Hours: 14**

Role of Transport in Economic Development – Growth of Indian Railways, Effects of Railways on the Indian Economy – Road Transport Development in India: Rail-Road Co-ordination – Water Transport in India: Inland Water Transport, Problems of Indian Shipping Industry – Civil Aviation in India: Problems and Prospects of Airways.

**Unit- V Planning and Economic Development**

**No. of Hours: 15**

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.

**Books 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):**

CO Number	CO	Knowledge Level
CO1	To render knowledge about role of industrialisation in India's economic development to transform from agrarian society to economically and socially developed state.	K2
CO2	To discuss interdependence of emerging financial institutions and industrial development in order to trigger inclusive growth.	K3
CO3	To make the students to understand the necessity of adequate social security measures for industrial labour to enhance social welfare.	K4
CO4	To stress the role of transport for rapid industrialisation through which facilitate for effective utilisation of available resources for sustainable development.	K3
CO5	To educate the concepts and methods of calculating national income and discussing the causes for slow growth national income along with measures to raise it.	K2
CO6	To impart the importance of effective planning to meet the emerging ends with scarce means for sustainable development and critically evaluates the completed planning.	K5

**Mapping of COs with POs and PSOs**

PO/PSO CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	S	S	S	S	S	S	S	S	S	S
CO2	S	S	M	S	S	S	S	S	M	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S	S	S
CO4	M	S	S	S	S	S	S	S	S	S	S	S
CO5	M	S	S	S	S	S	S	M	M	S	S	S
CO6	M	S	L	M	S	S	S	S	S	S	S	L

S- Strong; M-Medium; L-Low

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

**Course code: 19UECEC1**

**Hours/week: 5, Credit: 5**

**Semester: IV**

**Batch: 2019-2020 onwards**

**Objectives:**

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

**Unit- I Concepts and Approaches**

**No. of Hours: 10**

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**

**No. of Hours: 10**

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**

**No. of Hours: 10**

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

**Unit- IV Social Degeneration**

**No. of Hours: 10**

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 Current Social and Economic Challenges**

**No. of Hours: 10**

AIDS – Terrorism – Child Labour – Black money – Crimes and Criminals, Violence against Women – Causes, Consequences and Strategies.

**Books for Study**

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

**Books for Reference:**

Ram Ahuja – Social Problems in India – Rawat Publications, Jaipur, 2016.

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):**

<b>CO Number</b>	<b>CO</b>	<b>Knowledge Level</b>
<b>CO1</b>	To give the theoretic knowledge for the students to address the social and economic problems in India	<b>K1</b>
<b>CO2</b>	To deepen the student's knowledge about the India's major economic problems like poverty, unemployment as well as social problems and its vicious effect on development.	<b>K2</b>
<b>CO3</b>	To give awareness to the students about eradicate the evils of social stratifications like untouchable, casteism and regionalism and social degenerations to make a secular and socialist state.	<b>K3</b>
<b>CO4</b>	To give more awareness about current socio-economic problems and their consequences like AIDS, Terrorism, Black money, violence against women etc., their impact on economic development with aim of finding out strategies.	<b>K4</b>

**Mapping of COs with POs and PSOs**

<b>PO/PSO</b>	<b>Programme Outcomes (POs)</b>							<b>Programme Specific Outcomes (PSOs)</b>				
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	M	M	L	L	M	M	S	S	S	L	S	M
<b>CO2</b>	S	M	L	S	M	M	S	S	S	L	S	M
<b>CO3</b>	S	S	S	L	M	S	S	S	M	L	S	S
<b>CO4</b>	S	S	S	S	M	S	M	M	M	L	S	S

S- Strong; M-Medium; L-Low

**Course Title: INDUSTRIAL ADMINISTRATION AND MANAGEMENT**

**Course code: 19UECESC1**

**Hours/week: 5, Credit: 5**

**Semester: IV**

**Batch: 2019-2020 onwards**

**Objectives:**

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

**UNIT -I: Purchase Management**

**No. of Hours: 14**

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**

**No. of Hours: 12**

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

**UNIT-III: Labour Legislation**

**No. of Hours: 11**

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

**UNIT-IV: Sales Management**

**No. of Hours: 15**

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

**UNIT-V: Administrative Control**

**No. of Hours: 13**

Controlling – Budgetary Control – Reporting – Statistical Reports.

**Book for Study:**

Kimball & Kimball – Fundamentals of Industrial Organisation

**Books For Reference:**

Elbourne – Fundamentals of Industrial Organisation

Naw Nihal Singh - Scientific Management of Small Scale Industries

D.Needham - Readings in the Economics of Industrial organisation

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>K1</b>
<b>CO2</b>	Define and understand the meaning of personnel management, Personnel Planning, Human Resource Development and Worker's Participation in Management.	<b>K1</b>
<b>CO3</b>	Know the existing Labour legislation and Methods of Wage Fixation.	<b>K3</b>
<b>CO4</b>	Understand the Sales Management, its Policy and Planning. Know the procedure of budgetary control.	<b>K2</b>

**Mapping of COs with POs and PSOs**

<b>PO/PSO</b>	<b>Programme Outcomes (POs)</b>							<b>Programme Specific Outcomes (PSOs)</b>				
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	S	L	L	L	M	M	S	S	S	L	S	M
<b>CO2</b>	S	M	L	S	M	M	S	S	S	L	S	M
<b>CO3</b>	S	S	S	L	M	S	S	S	M	M	S	S
<b>CO4</b>	L	S	M	S	M	S	M	M	S	L	S	S

S- Strong; M-Medium; L-Low

**Course Title: TOURISM INDUSTRY - II**

**Course Code: 19UECAC4**

**Hours/Week: 5, Credit: 5**

**Semester: IV**

**Batch: 2019-2020 onwards**

**Course Objectives:**

- To disseminate Knowledge about the tourism industry among the students of economics.

**Unit-I: Tourism Business in India**

**No. of Hours: 12**

Drivers of Tourism Growth: Demand and Supply Scenario: Policies and Initiatives – Opportunities and Challenges, Future of Indian Tourism Industry.

**Unit-II: Products of Tourism**

**No. of Hours: 14**

Meaning, Components and Elements of Tourism Product – Types of Tourism Product – Characteristics of Tourism Product – Modern Tourism Product.

**Unit-III: Medical Tourism**

**No. of Hours: 12**

Concept of Medical tourism – India as an Alternative Destination – Promoting Medical Tourism in India – Medical Tourism as a New Sector.

**Unit-IV: Role of IT in Tourism Industry**

**No. of Hours: 14**

Traditional Technology, Internet and Tourism, IT Development in Tourism Sector: Challenges and Opportunities – Transition in the Industry – Limitation and Future possibilities.

**Unit-V: Tourism Policy in India**

**No. of Hours: 13**

Tourism as an Industry – National Action Plan – Government Action for States Earlier Investment in Indian Tourism, Steps to Promote Indian Tourism, Environmental Issues, Eco Tourism.

**Books for Study:**

- J.K.Sharma – Tourism Planning and Development – Kanishka Publications – Kanisha Publications

**Books for Reference:**

1. Robinet Jacob, Sindhu Joseph and Anoop Philip – Indian Tourism Products – Abhijeet Publications, New Delhi.
2. K.N.Patel – Business of Tourism – Akhand Publishing House, New Delhi.
3. Kulwant Singh Pathania and Arun Kumar – Tourism in India – Ragul Publications, New Delhi.

**Web Resources:**

<http://ijme.in/articles/medical-tourism-in-india-winners-and-losers/?galley=html>

<http://tourism.gov.in/sites/default/files/policy/National%20Action%20Plan%20For%20Tourism%201992compressed.pdf>

<http://shodhganga.inflibnet.ac.in/bitstream/10603/60146/6/07%20chapter3.pdf>

<https://www.quora.com/What-steps-should-the-Indian-government-take-in-order-to-promote-tourism>

<https://brainly.in/question/792895>

<http://videa.ca/wp-content/uploads/2015/08/Environmental-issues-in-Ecotourism.pdf>

<https://www.cabi.org/cabebooks/ebook/20043135893>

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

CO Number	CO Statement	Knowledge Level
CO1	Know the drivers of Tourism Growth, Opportunities, Challenges, Future of Indian Tourism Industry	K2
CO2	Define and understand the meaning, Components, Types and Characteristics of Tourism Product	K1
CO3	Understand the Concept of Medical tourism and to know about Promoting Medical Tourism in India – Medical Tourism as a New Sector	K3
CO4	Know the IT Development in Tourism Sector	K2
CO5	Know National Action Plan, Steps to Promote Indian Tourism, Environmental Issues and Eco Tourism	K2

**Mapping of COs with POs and PSOs**

PO/PSO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	L	S	S	M	S	S	L	M	S
CO2	S	L	L	L	L	M	L	S	L	M	L	M
CO3	S	S	S	S	S	S	S	L	S	L	S	S
CO4	S	L	S	S	M	S	S	L	M	M	S	S
CO5	S	M	S	S	L	S	S	M	S	S	S	L

S- Strong; M-Medium; L-Low

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

**Course Code: 19UECSC4**

**Hours/Week: 2, Credit: 2**

**Semester: IV**

**Batch: 2019-2020 onwards**

**Objectives:**

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

**UNIT – I: Social Empowerment**

**No. of Hours: 4**

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

**UNIT – II: Women and Society**

**No. of 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**

**No. of Hours: 4**

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

**UNIT – IV: Women Entrepreneurs**

**No. of 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**

**No. of 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.

**Books 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://www.researchgate.net/publication/23795416_Women_Empowerment_in_India)

<https://asiafoundation.org/resources/pdfs/womensempowermentindiabriefs.pdf>

### Course Outcomes (CO)

CO Number	CO	Knowledge Level
CO1	Identify, compare, and evaluate culturally and historically specific constructions of gender.	K1
CO2	Learn more about global diversity issues such as women's access to education, health, limitations placed on freedoms of women, sex trafficking and sexual assault.	K2
CO3	Know the role of women in economic development and contributions in different sectors	K2
CO4	Identify women's mobility, capacity building, leadership skills, entrepreneurship and development programmes to promote micro entrepreneurs.	K2
CO5	Aware about legal rights, committees and role of institutions in upliftment of women.	K1

### Mapping of COs with POs and PSOs

PO/PSO CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	L	M	S	S	M	S	M	S	M	S
CO2	S	L	S	L	S	M	S	M	S	M	S	L
CO3	S	S	M	S	L	M	S	L	M	S	S	M
CO4	M	S	S	M	S	S	S	L	L	M	S	L
CO5	S	S	S	M	M	S	L	L	M	S	L	M

S- Strong; M-Medium; L-Low

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

**Course Code: 19UECNEC2**

**Hours/Week: 2, Credit: 2**

**Semester: IV**

**Batch: 2019-2020 onwards**

**Objectives:**

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

**Unit-I: Introduction to Banking**

**No. of Hours: 5**

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**

**No. of Hours: 4**

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

**Unit-III: Banking Regulation Act**

**No. of Hours: 5**

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

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

**No. of Hours: 3**

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**

**No. of Hours: 3**

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

**Books for Study:**

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

**Books 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)

<b>CO Number</b>	<b>CO</b>	<b>Knowledge Level</b>
<b>CO1</b>	Understand the functioning of Indian banking system.	<b>K2</b>
<b>CO2</b>	Understand the types of loans and advances.	<b>K2</b>
<b>CO3</b>	Understand the significance of banking regulation act.	<b>K2</b>
<b>CO4</b>	Apply the day to day banking practices and procedures.	<b>K3</b>
<b>CO5</b>	Analyze the functioning of different banks.	<b>K3</b>

**Course Title: ALLIED-II: INDIAN ECONOMIC DEVELOPMENT - II**

**Course Code: 19UHIAC4**

**Hours/Week: 5, Credit: 5**

**Semester: IV**

**Batch: 2019-2020 onwards**

**Objectives:**

- To understand the Demography of India.
- To make the students understand the role of Foreign Trade, Transport and Planning in Economic Development.

**Unit-I: Demography**

**No. of Hours: 13**

Population Problem: Causes, Consequences and Remedial Measures – Unemployment: Nature, Causes and Remedies – Poverty: Nature, Causes and Eradication.

**Unit-II: Foreign Trade**

**No. of Hours: 12**

Role of Foreign Trade in Economic Development- The Problem of Balance of Payments in India – Import Substitution – Export Promotion.

**Unit-III: The Transport System in the National Economy**

**No. of Hours: 11**

Role of Transport in Economic Development – Growth of Indian Railways – Effects of Railways on the Indian Economy – Roads and Road Transport in India – Rail-Road Co-ordination.

**Unit-IV: Planning and Economic Development**

**No. of Hours: 17**

Objectives and Strategy of Planning in India – Evaluation of 11<sup>th</sup> Five Year Plan – Objectives of 12<sup>th</sup> Five Year Plan – National Income in India: Methods of Calculation, Difficulties.

**Unit-V: Role of Public Sector in India**

**No. of Hours: 12**

Growth of Public Sector in India – Role of Public Sector – Problems of Public Sector – Evaluation of Public Sector Enterprises.

**Books for Study:**

- Rudder Datt and K.P.M.Sundharam – Indian Economy - S.Chand & Company Ltd, New Delhi, 2013.

**Books for Reference:**

1. S.Sankaran – Indian Economy - Margham Publications, Chennai, 2017.
2. Jhingan – Economics of Development and Planning – Vikas Publishing House, Bangalore, 1975.

**Web Sources:**

<https://freeupscmaterials.org/indian-economy-by-ramesh-singh-9th-edition-pdf/>

**Course Outcomes (CO)**

<b>CO Number</b>	<b>CO</b>	<b>Knowledge Level</b>
<b>CO1</b>	Derive solutions to population, poverty and unemployment problems.	<b>K1</b>
<b>CO2</b>	Shape monetary and fiscal policy and the processes these institutions use to achieve their goals in addressing exchange rates, balance of payments, or economic growth in a global context.	<b>K3</b>
<b>CO3</b>	Describe the role of transport system in Economic Development	<b>K2</b>
<b>CO4</b>	Develop a perspective on the different problems and approaches to economic planning and development in India	<b>K2</b>
<b>CO5</b>	Illustrate the role of public sector in India	<b>K1</b>

**Course Title: MACRO ECONOMICS - I**

**Course Code: 18UECC8**

**Hours/Week: 6, Credit: 4**

**Semester: V**

**Batch: 2018-2019 onwards**

**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.**

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

**No. of 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**

**No. of 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**

**No. of 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**

**No. of 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.

**Unit-V: Theory of Multiplier**

**No. of Hours: 12**

Concepts of Keynesian Multiplier: Assumption, Working and Limitations – Dynamic Multiplier – Balanced Budget Multiplier – Foreign Trade Multiplier.

**Books 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 Sources:**

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

**Course Outcomes (CO):**

CO Number	CO	Knowledge Level
CO1	Discuss the overall dimensions of macro and micro components of economy and concepts of national income and employment.	K1
CO2	Describe the classical employment theory.	K1
CO3	Recognize the development of Keynesian theory of employment by understanding the attributes of consumption functions.	K2
CO4	Illustrate investment function and its determinants	K2
CO5	Derive multiplier for national income determination.	K3

**Mapping of COs with POs and PSOs:**

PO/ PSO  CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	L	L	L	S	L	S	S	S	S	M
CO2	L	S	M	S	M	M	M	S	S	L	S	M
CO3	L	M	L	L	L	S	L	S	S	S	S	S
CO4	L	S	L	L	M	S	L	M	M	M	S	S
CO5	L	S	S	M	L	M	S	M	M	S	S	S

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

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

**Course Code: 18UECC9**

**Hours/Week: 6, Credit: 4**

**Semester: V**

**Batch: 2018-2019 onwards**

**Objectives:**

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

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

**No. of 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**

**No. of 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**

**No. of 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.

**Unit-IV: Bank Account and Negotiable Instruments**

**No. of Hours: 14**

Accounts: Currents and Savings Accounts, Recurring Deposit and Time Deposits, Form used in the Operation of Accounts: Pay-In-Slip, Cheque Book, Pass Book, Draft, Crossing Cheque and a Draft-Negotiable Instruments: Bills of Exchange, Promissory Notes, Hundi.

**Unit-V: International Trade**

**No. of 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.

**Books 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, 010.

**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):**

<b>CO Number</b>	<b>CO</b>	<b>Knowledge Level</b>
<b>CO1</b>	Recall kinds and functions of money and monetary standard	<b>K1</b>
<b>CO2</b>	Understand theories of money	<b>K2</b>
<b>CO3</b>	Discuss the functions of commercial banks and credit creation	<b>K2</b>
<b>CO4</b>	Understand types of bank accounts and negotiable instruments	<b>K2</b>
<b>CO5</b>	Analyse the basic theories of international trade	<b>K3</b>

**Mapping of COs with POs:**

<b>PO/ PSO CO</b>	<b>PO</b>							<b>PSO</b>				
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>L</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>L</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>S</b>	<b>L</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>S</b>	<b>L</b>	<b>S</b>	<b>L</b>	<b>L</b>	<b>S</b>	<b>M</b>
<b>CO4</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>S</b>
<b>CO5</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>S</b>

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

**Course Title: PUBLIC FINANCE-I**

**Course Code: 18UECC10**

**Hours/Week: 5, Credit: 4**

**Semester: V**

**Batch: 2018-2019 onwards**

**Objectives:**

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

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

**No. of 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**

**No. of 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**

**No. of 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**

**No. of 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.

**UNIT-V: Shifting and Incidence of Taxes**

**No. of Hours: 10**

Meaning of Impact, Incidence and Shifting – Factors Affecting Incidence – Incidence of Taxes under Different Market Conditions – Incidence of Individual Taxes (Income Tax).

**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):**

<b>CO Number</b>	<b>CO</b>	<b>Knowledge Level</b>
<b>CO1</b>	Remember the concepts of Public and Private Finance, to understand Nature, Scope and Functions of Public Finance - The Principle of Maximum Social Advantage and its Limitation	<b>K1</b>
<b>CO2</b>	Understand Tax and Non-Tax Revenue – Classification of Public Revenue – Characteristics of a Good Tax System – Canons of Taxation – Objectives of Taxation and Types	<b>K2</b>
<b>CO3</b>	Understand the theories of taxation, effects of taxation, Factor Determining Taxable Capacity in India	<b>K2</b>
<b>CO4</b>	Understand Classification, Canons and effects of Public Expenditure	<b>K3</b>
<b>CO5</b>	Understand Factors Affecting Incidence and Incidence of Taxes under Different Market Conditions	<b>K3</b>

**Mapping of COs with POs and PSOs:**

<b>PO/PSO</b>	<b>Programme Outcomes (POs)</b>							<b>Programme Specific Outcomes (PSOs)</b>				
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	S	L	S	M	S	L	M	S	S	L	M	S
<b>CO2</b>	S	L	M	S	S	S	M	S	S	L	S	S
<b>CO3</b>	S	S	L	M	S	M	S	S	S	L	S	S
<b>CO4</b>	S	S	M	S	S	M	S	S	S	L	M	M
<b>CO5</b>	S	S	M	M	S	L	S	S	S	L	S	M

S- Strong; M-Medium; L-Low

**Course Title : MANAGERIAL ECONOMICS-I**

**Course Code : 18UECC11**

**Hours per Week-5, Credit-4**

**Semester-V**

**Batch: 2018-2019 onwards**

**Objectives:**

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

**sUNIT-I INTRODUCTION**

10 Hours

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

**UNIT-II THEORY OF DEMAND**

13 Hours

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**

17 Hours

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-I**

15 Hours

Cost Concepts and Classification, Conceptual Difference and Cost from Economist View and Accountant View, Relationship between Total, Average and Marginal Cost. Cost Function: Short Run and Long Run Cost-Output Relationship, Measurement.

**UNIT-V COST ANALYSIS-II**

10 Hours

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, Optimum Firm, Firm's Objectives and Role of Managerial Economist.

**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.

**Course Outcomes (CO):**

<b>CO Number</b>	<b>CO</b>	<b>Knowledge Level</b>
CO1	To demonstrate knowledge of the term and concepts commonly used in discussions of economic issues.	K1, K3
CO2	To implement analytical tools that will measure and analyze a broad scale of a company's financial goals in turn will help to identify obstacles and potential growth areas.	K2, K4
CO3	Helps to assess business goals and stratagem on a continuous basis-weekly, monthly and quarterly.	K1, K3
CO4	Helps to scrutinize the hazards of business choices and evaluate marketing techniques and procedures.	K3, K4

**Mapping of COs with POs and PSOs:**

<b>PO/PSO</b>	<b>Programme Outcomes (POs)</b>							<b>Programme Specific Outcomes (PSOs)</b>				
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>

S- Strong; M-Medium; L-Low

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

**Course code: 18UECEC2**

**Hours/week: 5, Credit: 5**

**Semester: V**

**Batch: 2018-2019 onwards**

**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

**Unit – I Basic Characteristic Features**

**No. of Hours: 12**

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**

**No. of Hours: 15**

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**

**No. of Hours: 12**

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**

**No. of 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**

**No. of 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.

**Books 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 Sources:**

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

[www.planningcommission.nic.in](http://www.planningcommission.nic.in)

[www.spc.tn.gov.in](http://www.spc.tn.gov.in)

**Course Outcomes (CO):**

CO number	CO	Knowledge Level
CO1	To construct the relevance of resource endowments and demographic features for economic development of a region.	K1 and K2
CO2	To compile the areas of agriculture and rural development to put forth the growth of GDP of the state of Tamil Nadu	K2 and K3
CO3	To synthesis both large scale and small scale industries development and the role and functions financial institutions in the development of industries in Tamil Nadu	K3 and K4
CO4	To comply the importance of diverse areas of infrastructure and its importance in economic development of Tamil Nadu.	K3 and K4

**Mapping of COs with POs and PSOs**

PO/ PSO CO	Programme Outcomes (Pos)							Programme Specific Outcome(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	S	M	S	L	L	S	S	M	S	S
CO2	L	L	M	S	S	M	M	S	M	S	L	S
CO3	M	M	L	L	M	M	S	S	S	L	S	M
CO4	M	L	L	M	S	S	S	M	S	S	S	S

L= Low; M= Medium and L= Strong

**Course Title: AGRICULTURAL MARKETING**

**Course code: 18UECESC2**

**Hours/week: 5, Credit: 5**

**Semester: V**

**Batch: 2018-2019 onwards**

**Course Objectives:**

- To have an understanding about the nature of agricultural marketing

**UNIT - I: Agricultural Production and Marketable Surplus**

**No. of 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**

**No. of 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**

**No. of 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**

**No. of 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**

**No. of 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.

**BOOKS 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 and PSOs**

<b>PO/ PSO CO</b>	<b>Programme Outcomes (Pos)</b>							<b>Programme Specific Outcome(PSOs)</b>				
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	S	S	S	M	S	L	L	S	S	M	S	S
<b>CO2</b>	S	L	M	S	S	M	M	S	M	S	L	S
<b>CO3</b>	L	M	L	L	M	M	S	S	S	L	S	M
<b>CO4</b>	M	L	L	M	S	S	S	M	S	S	S	S
<b>CO5</b>	M	L	S	M	S	M	S	S	M	S	S	S

L= Low; M= Medium and L= Strong

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

**Course Code: 18UECNCS1**  
**Semester-V**

**Hours per Week-2, Credit-2**  
**Batch: 2018-2019 onwards**

**Course objectives: The course aims to**

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

**UNIT – I: Marketing Concept**

**No. of Hours: 6**

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

**UNIT – II: Modern Marketing**

**No. of Hours: 6**

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

**UNIT – III: Marketing Functions**

**No. of Hours: 6**

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

**UNIT – IV: Marketing Research**

**No. of Hours: 6**

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

**UNIT – V: Marketing Types**

**No. of 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>Course Outcome Statements</b>	<b>Knowledge Level</b>
CO1	To demonstrate knowledge of the term and concepts commonly used in discussions of economic issues.	K1, K3
CO2	To demonstrate the ability to frame and solve problems in marketing using concepts such as optimisation equilibrium.	K2, K4
CO3	Helps to assess business goals and stratagem on a continuous basis- weekly, monthly and quarterly.	K1, K3
CO4	Helps to scrutinize the hazards of business choices and evaluate marketing techniques and procedures.	K3, K4
CO5	To promote the study of Social and Economic problems and to provide technical competence to the personnel engaged in agricultural marketing in the country.	K3, K4

**Course Title: MACRO ECONOMICS - II**

**Course Code: 18UECC12**

**Hours/Week: 6, Credit: 4**

**Semester: VI**

**Batch: 2018-2019 onwards**

**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.

**Unit-I: Theories of Acceleration**

**No. of 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**

**No. of 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: Post Keynesian Macro Economic Analysis**

**No. of 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-IV: Inflation and Deflation**

**No. of 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-V: Macro Economic Techniques and Instruments**

**No. of Hours: 14**

Macro Economic Policy: Objectives, Conflicts between Objectives – Monetary Policy: Instruments and Effectiveness – Fiscal Policy: Objectives and Role – Policy Mix – Supply Side Economics.

**Books 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 Sources:**

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

**Course Outcomes (CO):**

CO Number	CO	Knowledge Level
CO1	Understand the theories of accelerator.	K2
CO2	Identify and analyze the phases of trade cycle and the problems caused by the cyclical fluctuations.	K3
CO3	Compare and contrast the definition of inflation and deflation and explain the causes, effect and control of inflation and deflation.	K3
CO4	Analyze the simultaneous equilibrium in good market and money market with the help of IS and LM curves.	K4
CO5	Exemplify the macroeconomic problems and provide potential policy solutions with the help of monetary and fiscal policies.	K4

**Mapping of COs with POs and PSOs:**

PO/ PSO CO	Programme Outcomes (Pos)							Programme Specific Outcome(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	L	L	L	S	L	S	M	S	S	M
CO2	S	S	L	L	L	M	L	S	S	M	S	S
CO3	M	M	S	S	L	S	L	S	S	L	S	M
CO4	S	S	L	L	L	S	M	S	M	S	S	S
CO5	M	L	S	M	S	M	S	S	M	S	S	S

S- Strong; M-Medium; L-Low

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

**Course Code: 18UECC13**

**Hours/Week: 6, Credit: 4**

**Semester: VI**

**Batch: 2018-2019 onwards**

**Objectives:**

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

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

**No. of 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 Under Developed Money Markets.

**Unit-II: Reserve Bank of India as a Central Bank**

**No. of Hours: 15**

Organisation, Management and Functions of Reserve Bank of India – Credit Control – Rural Credit – Industrial Credit – Exchange Control – RBI as a Central Bank of a Developing Economy – Evaluation.

**Unit-III: Monetary Policy**

**No. of 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**

**No. of Hours: 16**

Money Market: Composition, Institutions, Developed and Under Developed 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**

**No. of 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: International Monetary Fund and International Liquidity – World Bank.

**Books 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):**

CO Number	CO	Knowledge Level
CO1	Understand the nature and functions of central bank	K1
CO2	Understand the functions of Reserve Bank of India	K1
CO3	Analyze the functions and role of monetary policy	K2
CO4	Analyze the nature of Indian money and capital markets	K2
CO5	Explore the measures to correct disequilibrium in balance of payments	K3

**Mapping of COs with POs and PSOs**

PO CO	Programme Outcomes (Pos)							Programme Specific Outcome(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	S	L	L	S	L	S	S	L	M	M
CO2	L	L	S	L	L	S	S	S	S	L	S	M
CO3	S	M	M	M	L	S	M	S	L	S	S	M
CO4	S	L	S	M	L	M	S	S	M	S	S	S
CO5	S	S	S	S	L	S	M	M	M	S	L	S

S- Strong; M-Medium; L-Lows

**Course Title: PUBLIC FINANCE-II**

**Course Code: 18PECC14**

**Hours/Week: 5, Credit: 3**

**Semester: VI**

**Batch: 2018 – 2019 onwards**

**Objectives:**

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

**Unit-I: Individual Taxes**

**No. of Hours: 12**

Income Tax – Expenditure Tax – Capital Gains Tax – Wealth Tax – Property Tax – Death Duties – Gift Tax – GST: Meaning, History, Advantages and Disadvantages.

**Unit-II: Public Debt**

**No. of 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**

**No. of Hours: 13**

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

**Unit-IV: Fiscal Policy**

**No. of 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.

**Unit-V: Federal Finance**

**No. of Hours: 14**

Principles and Problems of Federal Finance – Centre – State Financing Relations Under the Constitution – Recommendations of Finance Commissions with particular reference to Current Finance Commission – Local Finance – Functions and Resources of Local Bodies.

**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., New Delhi, 2012.

**Web Sources:**

1. <http://www.economicsdiscussion.net/fiscal-policy/fiscal-policy-objectives-and-instruments-trade-cycle-control/14669>
2. <http://planningcommission.gov.in/>
3. <https://www.gst.gov.in/about/gst/history>
4. <http://www.gstcouncil.gov.in/brief-history-gst>

**Course Outcomes (CO):**

CO Number	CO Statement	Knowledge Level
CO1	Understand various types of Taxes and know the meaning and history of GST	K2
CO2	Analyse the objectives, causes, effects and burden of Public Debt	K4
CO3	Understand the Principles of Budgeting, Types of Budget and to know about the Budgetary Procedure and Financial Administration	K3
CO4	Analyse the Objectives, Instruments, usefulness and role of Fiscal Policy in India and to understand Deficit Financing	K3 & K4
CO5	Understand and to know about federal finance and local finance in India	K3

**Mapping of COs with Pos and PSOs:**

PO/PSO CO	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	S	M	S	S	M	S	S	L	S	S
CO2	S	L	M	S	S	S	M	S	S	L	S	S
CO3	S	S	M	S	S	M	S	S	S	M	S	S
CO4	S	S	M	S	S	M	S	S	S	L	M	M
CO5	S	S	M	S	S	S	S	S	S	L	S	S

S- Strong; M-Medium; L-Low

**Course Title : MANAGERIAL ECONOMICS-II**  
**Course Code : 18UECC15**  
**Semester-VI**

**Hours per Week-5, Credit-4**  
**Batch: 2018-2019 onwards**

**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.

**UNIT-I BREAK-EVEN ANALYSIS**

**No. of 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**

**No. of 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 ANALYSIS OF PROFIT-I**

**No. of Hours: 15**

Theories of Profit: Risk Theory of Profit, Uncertainty Bearing Theory of Profit, Dynamic Theory of Profit and Marginal Productivity Theory of Profit, Accounting and Economic Profits, Functional Role of Business Profits, Profit Forecasting.

**UNIT-IV ANALYSIS OF PROFIT-II**

**No. of Hours: 13**

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.

**UNIT-V CAPITAL BUDGETING**

**No. of Hours: 12**

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.



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

<b>CO Number</b>	<b>Course Outcome Statements</b>	<b>Knowledge Level</b>
CO1	Helps to develop a strategy and plan for production, quantity, pricing and marketing and understanding the risk and cost beforehand will allow the company a better opportunity to reach its objectives and make a profit.	<b>K2, K3</b>
CO2	To implement analytical tools that will measure and analyze a broad scale of a company's financial goals in turn will help to identify obstacles and potential growth areas.	K3, K4
CO3	Helps to assess business goals and stratagem on a continuous basis- weekly, monthly and quarterly. Decide optimal business decisions by integrating the concepts of Economics, Mathematics and Statistics.	K4
CO4	Helps to select the project, evaluating expenditure to be incurred on various assets, controlling cost and determining priority	K4

**Mapping of COs with POs and PSOs :**

<b>PO</b>	<b>PO</b>							<b>PSO</b>				
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO</b>												
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>

S- Strong; M-Medium; L-Low

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

**Course Code: 18UECEC3**

**Hours/week: 5, Credit: 5**

**Semester: VI**

**Batch: 2018-2019 onwards**

**Course Objectives:** This course aims

- To teach the students the role and growth of Large and Small scale industries in Tamil Nadu.
- To impart knowledge about the role of social inputs and planning in the economic development of Tamil Nadu Economy.

**Unit – I: Theories of Industrial Location**

**No. of Hours: 12**

Alfred Weber's Theory – Views of Sargant Florence – Factors Influencing Location – Pattern of Industrial Location in Tamil Nadu – Recent Structural Changes in the Industrial Development in Tamil Nadu.

**Unit-II: Large Sale Industries**

**No. of Hours: 10**

Cotton Textile Industry: Handloom Sector and Power loom Sector – Sugar Industry – Cement Industry – Automobile Industry – Leather Industry – Their Growth and Problems.

**Unit – III: Small Scale industries**

**No. of Hours: 16**

Small Scale, Khadi and Village 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), Tamil Nadu Cement Corporation Limited (TANCEM), Small Industries Development Corporation Limited (SIDCO) – Rural Industries Project (RIP).

**Unit – IV: Social Inputs and Economic Development**

**No. of Hours: 12**

Education in Tamil Nadu: Literacy and Indicators of Educational Status. Health: Nutrition, Noon Meal Scheme – Water Supply – Environment – Social Welfare Schemes in Tamil Nadu.

**Unit- V: State Finance and Planning**

**No. of Hours: 15**

Trends in Taxation – Tax and Non-Tax Revenue – Sources – The Pattern of Expenditure – Central Assistance – Planning in Tamil Nadu: Objectives and Achievements.

**Books 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**

<b>CO Number</b>	<b>Course Outcome Statements</b>	<b>Knowledge Level</b>
<b>CO1</b>	To discuss various approaches and theories of industrial location to initiate industrial development in Tamil Nadu.	<b>K2</b>
<b>CO2</b>	To initiate the benefits of industrial cluster, some of the important large scale industries are discussed for effective utilisation of the resources available in the region for its balanced development.	<b>K3</b>
<b>CO3</b>	To provide knowledge about small scale industries and its relevance in decentralisation of industries, and available state Government institutions exclusively for the development of small scale industries are also incorporated.	<b>K3</b>
<b>CO4</b>	To recognize the importance and integration of social inputs for progressive transformation of the economy and society.	<b>K4</b>
<b>CO5</b>	To provide knowledge about the functioning of state finance and planning to acknowledge, the centre state relationship with regard to existing horizontal and vertical financial imbalances.	<b>K5</b>

### Mapping of COs with POs and PSOs

<b>PO/PSO</b>	<b>Programme Outcomes (Pos)</b>							<b>Programme Specific Outcome(PSOs)</b>				
	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	M	M	S	S	S	S	S	S	S	S	M	S
<b>CO2</b>	S	S	M	S	S	S	S	S	M	S	S	S
<b>CO3</b>	S	S	S	S	M	S	L	S	S	S	S	S
<b>CO4</b>	M	S	S	S	S	S	S	S	L	S	S	M
<b>CO5</b>	M	S	S	S	S	S	S	S	S	S	S	S

L= Low; M= Medium and L= Strong

**Course Title: PRINCIPLES OF FINANCIAL MANAGEMENT**

**Course Code: 18UECESC3**

**Hours/week: 5, Credit: 5**

**Semester: VI**

**Batch: 2018-2019 onwards**

**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.

**Unit –I: Introduction**

**No. of Hours: 12**

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

**Unit –II: Sources of Finance**

**No. of Hours: 11**

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

**Unit –III: Capital Structure**

**No. of Hours: 16**

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

**Unit -IV: Cost of Capital**

**No. of Hours: 14**

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

**Unit –V: Capital Budgeting**

**No. of Hours: 12**

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

**Books 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>K1 &amp; 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 and PSOs**

<b>PO/PSO</b>	<b>Programme Outcomes (Pos)</b>							<b>Programme Specific Outcome(PSOs)</b>				
	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	M	S	S	S	S	S	S	S	S	M	S
<b>CO2</b>	S	S	M	M	S	S	S	S	M	S	S	S
<b>CO3</b>	S	S	S	S	M	S	L	M	S	S	S	S
<b>CO4</b>	M	M	S	S	S	S	S	S	L	S	S	M

L= Low; M= Medium and L= Strong

**Course Title : PRINCIPLES OF TAXATION (NMSB - II)**  
**Course Code : 18UECN2** **Hours per Week-2, Credit-2**  
**Semester-VI** **Batch: 2018-2019 onwards**

**Course objectives: The course aims to**

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

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

**No. of Hours: 6**

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

**UNIT-II: Taxation**

**No. of 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**

**No. of Hours: 6**

Proportional, Progressive, Regressive Taxation, Effects of Taxation.

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

**No. of 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**

**No. of 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.

**Books for Study:**

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

**Books for Reference:**

B.P.Tyagi - Public Finance – Jai PrakashNath& 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>Course Outcome Statements</b>	<b>Knowledge Level</b>
CO1	To demonstrate knowledge of the term and concepts commonly used in discussions of economic issues.	K1, K3
CO2	To understand the expected impact of government policies such as taxation, price control and subsidies.	K2, K4
CO3	To provide students with a working knowledge of the fundamental tax principles and rules	K1, K3
CO4	To enable students to appreciate the wider economic, social, administrative compliance and political contexts within which taxes are imposed.	K3, K4