

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

**SALEM – 16**

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

**Affiliated to Periyar University**



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

**Outcome Based Syllabus**

**B.A. ECONOMICS**

**For Students Admitted in 2024 – 2025 onwards**

## **B.A. ECONOMICS PROGRAMME OUTCOMES**

- PO1: **Knowledge of Economics:** Ability to understand Economic Theories and functioning of Economic Models. To develop an adequate competency in the Economic Theory and Methods.
- PO2: **Analytical Reasoning and Critical Thinking:** Critically Analyze and assess the way in which economists examine the real world to understand the current events and evaluate specific proposals.
- PO3: **Logical Reasoning and Quantitative Ability:** Ability to understand how to collect and analyse data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.
- PO4: **Communication and Research Skills:** Communication and Research related skills. Developing a sense of capability for relevant/appropriate inquiry and asking questions, synthesising and articulating and reporting results and to efficiently communicate thoughts and ideas in a clear and concise manner.
- PO5: **Gender, Environment and Sustainability:** Comprehend the Environmental issues and Sustainable Development and strive to achieving economic and social equity for women and be Gender Sensitive.
- PO6: **Employability and Leadership Skills:** Become empowered individuals to be employed in various positions in industry, academia and research and have the potential to become Entrepreneurs and take leadership roles in their chosen occupations and communities.
- PO7: **Social Interaction:** Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.
- PO8: **Digital Literacy and Lifelong Learning:** Capability to use ICT tools in a variety of learning situation and use appropriate software for analysis of data - Ability to acquire Knowledge situations and skills for life through self-directed learning and adapt to different learning environments.

**B.A. ECONOMICS  
PROGRAMME SPECIFIC OUTCOMES**

- PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
- PSO2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
- PSO3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.
- PSO4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
- PSO5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

**SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS), SALEM – 16.**  
**PG & RESEARCH DEPARTMENT OF ECONOMICS**  
**B.A. ECONOMICS**  
**PROGRAMME STRUCTURE UNDER CBCS**  
**(For the students admitted in 2024-25 onwards)**  
**Total Credits: 140 + Extra Credit (Maximum 28)**

**I SEMESTER**

<b>Part</b>	<b>Course</b>	<b>Course Title</b>	<b>Code</b>	<b>Hrs./Week</b>	<b>Credits</b>
I	Language	Tamil/Hindi/Sanskrit– I	24ULTC1/ 24ULHC1/ 24ULSC1	6	3
II	English	English – I	24ULEC1	6	3
III	Core Course – I	Micro Economics – I	24UECCC1	5	5
III	Core Course - II	Statistics for Economics – I	24UECCC2	5	5
III	Elective – I Generic/Discipline Specific	Introduction to Sociology	24UECDSEC1	4	3
IV	Skill Enhancement Course (NME-I)	Demography	24UECSEC1	2	2
IV	Skill Enhancement (Foundation Course)	Business Communication	24UECSEFC	2	2
<b>Total</b>				<b>30</b>	<b>23</b>
V	Society Connect Activity	Group Project based on Society Connect Activity			
	Articulation and Idea Fixation Skills				
	Physical Fitness Practice - 35 hours per Semester				
	Advanced Diploma in Export Management Level – 1: Certificate Course 100 hours per year				

## II SEMESTER

Part	Course	Course Title	Code	Hrs./Week	Credits
I	Language	Tamil/Hindi/Sanskrit– II	24ULTC2/ 24ULHC2/ 24ULSC2	6	3
II	English	English – II	24ULEC2	6	3
III	Core Course – III	Micro Economics – II	24UECCC3	5	5
III	Core Course - IV	Statistics for Economics - II	24UECCC4	5	5
III	Discipline Specific Elective – II	History of Economic Thought	24UECDSEC2	4	3
IV	Skill Enhancement Course (NME - II)	Economics of Information	24UECSEC2	2	2
IV	Skill Enhancement Course - III (IKS)	Indian Agriculture	24UECSEC3	2	2
<b>Total</b>				<b>30</b>	<b>23</b>
V	Society Connect Activity	Group Project based on Society Connect Activity			
	Articulation and Idea Fixation Skills				
	Physical Fitness Practice - 35 hours per Semester				
	Advanced Diploma in Export Management Level – 1: Certificate Course 100 hours per year				
Extra credits are given for extra skills and courses qualified in MOOC/NPTEL					

### III SEMESTER

Part	Course	Course Title	Code	Hrs./Week	Credits
I	Language	Tamil-III/Hindi-III/Sanskrit – III	24ULTC3/ 24ULHC3/ 24ULSC3	6	3
II	English	English – III	24ULEC3	6	3
III	Core Course – V	Macro Economics – I	24UECCC5	5	5
III	Core Course - VI	Mathematics for Economics	24UECCC6	5	5
III	Discipline Specific Elective – III	Economics of Tourism	24UECDSEC3	4	3
IV	Skill Enhancement Course – IV	Entrepreneurial Economics (Entrepreneurial Skill)	24UECSEC4	1	1
IV	Skill Enhancement Course – V	Event Management	24UECSEC5	2	2
		EVS	24UEVSC	1	-
<b>Total</b>				<b>30</b>	<b>22</b>
V	Society Connect Activity	Group Project based on Society Connect Activity			
	Articulation and Idea Fixation Skills				
	Physical Fitness Practice - 35 hours per Semester				
	Advanced Diploma in Export Management Level –2: Diploma Course 100 hours per year				
Extra credits are given for extra skills and courses qualified in MOOC/NPTEL					

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

**Course Title: Core Course - I: Micro Economics - I**

**Course Code: 24UECCC1**

**Hours/Week: 5**

**Semester: I**

**Credit: 5**

**Learning Objectives:**

- C1 To Equip the economic behaviours of individual units of the society.
- C2 To describes the consumer behaviour and utility analysis
- C3 To impart knowledge on demand and supply concepts
- C4 To identify the relevance of Production and returns to scale of Production
- C5 To know the costs and profit maximisation

## **SYLLABUS**

**Unit-I: Basic Concepts**

**(Hours: 15)**

Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making–Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems -Market Mechanism and Resource Allocation.

**Unit-II: Utility Analysis**

**(Hours: 18)**

Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves– Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects-Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks' Approach.

**Unit-III: Demand and Supply Analysis**

**(Hours: 15)**

Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types - Engel's Law - Supply – Law of Supply –Determinants –Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus.

**Unit-IV: Production Analysis**

**(Hours: 15)**

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

**Unit-V: Cost and Revenue Concepts**

**(Hours: 12)**

Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue –Relationship between AR, MR and Elasticity of Demand- Profit Maximization Rule.

**Books for Study:**

1. Dr. R. Cauvery et al: Micro Economic Theory - S. Chand & Company Ltd., New Delhi, 2010.
2. Hal R. Varian (2004), Intermediate Micro Economics (East-West Press: New Delhi)
3. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
4. Ahuja H.L (2016) Principles of Microeconomics, S.Chand
5. Timothy Taylor, Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12<sup>th</sup> Media Services.

**Books for Reference:**

1. Koutsoyiannis (2003), Modern Microeconomics Palgrave Macmillan (UK) 2<sup>nd</sup> Edition.
2. Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
3. Dwivedi, D.N(2002), Microeconomics: Theory and Applications, 2<sup>nd</sup> ed., Pearson

4. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)
5. Karl E.Case and Ray C Fair (2007), Principles of Economics, Pearson Prentice Hall Inc Singapore South Asia

**Web Resources:**

1. <http://www.econlib.org/library/enc/microeconomics.html>
2. <https://www.tutor2u.net/economics>
3. <https://www.economicsnetwork.ac.uk/>
4. <https://www.cliffsnotes.com/study-guides/economics/introduction/microeconomics>
5. <http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf>

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

CO Number	CO Statement	Programme Outcomes
CO1	Understand the meaning of basic concepts and the need for the study of Microeconomics.	PO1,PO2
CO2	Evaluate the Types of Utility and Consumer Behaviour.	PO2,PO3
CO3	Acquire knowledge on various market equilibrium, Demand and Supply Functions	PO1,PO2
CO4	To understand the meaning of Production Functions	PO1
CO5	To understand the theory of firms, Cost and Revenue	PO1

**Mapping of COs with POs:**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	2	2	2	2	2	3	2	3
Weightage	14	14	14	14	13	15	13	15
Weighted percentage of course contribution to POS	2.8	2.8	2.8	2.8	2.6	3.00	2.6	3.00

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

**Level of Correlation between PSO's and CO's**

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	2	2	2
CO3	3	3	3	3	3
CO4	3	3	3	2	2
CO5	3	3	3	2	2
Weightage	15	15	14	11	11
Weighted percentage of Course Contribution to PSOs	3	3	2.8	2.2	2.2

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



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

**Course Title: Core Course - II: Statistics for Economics –I**

**Course Code: 24UECCC2**

**Hours/Week: 5**

**Semester: I**

**Credit: 5**

**Learning Objectives:**

- C1 To know the nature and scope of statistics and its applications
- C2 To teach students Collection, Classification, Analyzing and Presentation of data.
- C3 To apply the measures of central tendency
- C4 To draw measurement of dispersion and its applications
- C5 To analyse correlation and regression and its applications

### **SYLLABUS**

**Unit-I: Introduction and Collection of Data**

**(Hours: 15)**

Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data.

**Unit-II: Classification and Presentation of Data**

**(Hours: 15)**

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

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

**(Hours: 15)**

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

**Unit-IV: Measures of Dispersion**

**(Hours: 15)**

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

**Unit-V: Correlation and Regression**

**(Hours: 15)**

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

**Books for Study:**

1. Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.
2. M.Girija et al: Introduction to Statistics – Vrinda Publications (P) Ltd., Delhi, 2009.
3. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.
4. Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.
5. Dominick Salvatore and Derrick Reagle, theory and problems of statistics and econometrics, Mc Graw Hill, (2002)

**Books for Reference:**

1. Saxena H.C , (2016) Elementary Statistics, S Chand and Company New Delhi.
2. Elhance D.N, (2004), Fundamentals of Statistics Kitab Mahal, New Delhi
3. Manoharan M (2010), “Statistical Methods”, Palani Paramount Publications, Palani.
4. R.S.N.Pillai and V. Bagavathi(2010), Statistics, Sultan Chand and Sons, New Delhi
5. Dr.S.Sachdeva ( 2014) Statistics -Lakshmi Narain Agarwal.

**Web Resources:**

1. <https://www.cuemath.com/data/statistics/>
2. <https://stattrek.com/statistics/resources>

3. <https://testbook.com/learn/maths-mean-median-mode/>
4. <https://www.statistics.com/>
5. <https://thisisstatistics.org/students/>

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

CO Number	CO Statement	Programme Outcomes
CO1	Understand the overview of statistics and basic knowledge of statistical tools.	PO1, PO3,PO8
CO2	Differentiate Types of Data and its Classification	PO1,PO2, PO3,PO8
CO3	Explain the concept of Averages and its application	PO1, PO2,PO3
CO4	Know the concept of Dispersion and its application	PO1, PO2,PO3
CO5	Calculate Correlation and estimate values using Regression	PO3,PO7,PO8

**Mapping of COs with POs:**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	2	2	2	3	3	3	3
Weightage	15	14	14	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	2.8	2.8	2.8	2.8	3.00	2.8	3.00

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

**Level of Correlation between PSO's and CO's**

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PSOs	3	3	3	3	3

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

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

**Course Title: Discipline Specific Elective – I: Introduction to Sociology**

**Course Code: 24UECDSEC1**

**Hours/Week: 4**

**Semester: I**

**Credit: 3**

**Learning Objectives:**

- C1 To understand the nature and scope of sociology and its development
- C2 To identify the origin and development of sociology and its basic concepts
- C3 To evaluate stages and agencies of socialization
- C4 To understand social stratification and its determinants
- C5 To know the social change, evolution and revolution

**SYLLABUS**

**Unit-I: Introduction**

**(Hours: 12)**

Definition – Nature and Scope of Sociology –Origins and development of Sociology – Founding fathers and their contributions: Auguste Comte, Herbert Spencer, Karl Marx, Emile Durkheim and Max Weber –Sociology and other social sciences.

**Unit-II: Basic Concepts of Sociology**

**(Hours: 12)**

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

**Unit-III: Individual and Society**

**(Hours: 12)**

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

**Unit-IV: Social Stratification**

**(Hours: 12)**

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

**Unit-V: Social Change**

**(Hours: 12)**

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

**Books for Study:**

1. Bottomore, T.B. (1972). Sociology: A guide to problems and literature. Bombay.
2. Jayaram, N. (1988). Introductory sociology. Madras: Macmillan India.
3. Sachdeva Vidya Bhushan D.R.(2020) An Introduction to Sociology, Kitab Mahal
4. John.J.Macionis, “Sociology”, Pearson, 17<sup>th</sup> edition, 2018
5. C.N Shankar Rao, “Sociology: Principles of Sociology with an Introduction to Sociology Thought”, S.Chand Publication, 2019

**Books for Reference:**

1. George Allen and Unwin (India). Harlambos, M. (1998). Sociology: Themes and perspectives. New Delhi: Oxford University Press.
2. Inkeles, Alex. (1987). What is sociology? New Delhi: Prentice-Hall of India.
3. Johnson, Harry M. (1995). Sociology: A systematic introduction. New Delhi: Allied Publishers.
4. Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
5. Bogue, D.J. (1969), Principles of Demography, John Wiley, New York

**Web Resources:**

1. <https://data.worldbank.org/indicator/SP.POP.TOTL>
2. <https://www.iom.int/>
3. <https://libguides.humdolt.edu>
4. <https://openstax.org/books/introduction-sociology-3e/>

5. <https://www.sociologygroup.com/important-books-free-notes-sociology-optional/>

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

CO Number	CO Statement	Programme Outcomes
CO1	Understand the contributions of sociologists in the field of sociology	PO1,PO2
CO2	Understand the basic aspects of Sociology	PO1,PO2
CO3	Examine the impact of individuals, groups and society	PO1, PO5,PO7
CO4	Understand the dimensions of social stratification	PO2,PO7
CO5	Analyze and design Policy for social change	PO2,PO3,PO7

**Mapping of COs with POs:**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	2	3	3	2	3	2	3	3
<b>Weightage</b>	14	14	14	14	14	15	14	15
<b>Weighted percentage of course contribution to POS</b>	2.8	3.00	3.00	2.8	2.8	2.8	2.8	3.00

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

**Level of Correlation between PSO's and CO's**

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	3	2
CO3	2	3	3	3	2
CO4	3	3	2	3	3
CO5	3	3	3	3	2
<b>Weightage</b>	15	15	14	15	11
<b>Weighted percentage of Course Contribution to PSOs</b>	3	3	2.8	3	2.2

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

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

**Course Title: Skill Enhancement Course (NME - I): Demography**

**Course Code: 24UECSEC1**

**Hours/Week: 2**

**Semester: I**

**Credit: 2**

**Learning Objectives:**

- C1 To understand the meaning and scope of demography
- C2 To discuss the basic concepts of demographic measurements.
- C3 To describes the concepts of urbanisation and migration
- C4 To evaluate the international aspects of population growth and tis environment
- C5 To analyse the trends in population policy in India

## **SYLLABUS**

### **Unit-I: Introduction**

**(Hours: 6)**

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

### **Unit-II: Birth Rate, Death Rate and Fertility**

**(Hours: 6)**

Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate- Age Specific Birth and Death Rates – Standardized Birth and Death Rates –Fertility – Total Fertility Rate – Gross Reproduction Rate – Net Reproduction Rate.

### **Unit-III: Migration and Urbanisation**

**(Hours: 6)**

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

### **Unit-IV: Population Trends**

**(Hours: 6)**

Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.

### **Unit-V: Population Policy in India**

**(Hours: 6)**

Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups –National Population Commission – Demographic Dividend – National Youth Policy.

### **Books for Study:**

1. Jhingan, M. L, B.K. Bhatt, J.N. Desan (2003) Demography, Vrinda Publications, New Delhi
2. Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.
3. Jennifer Hickes Lundquist, Douglas L. Anderton and David Yaukey, “Demography: The Study of Human Population”, Waveland Press Inc, 2015
4. Dudley L. Poston, Jr. and Leon F. Bouvier, “Population and Society: An Introduction to Demography”, Cambridge University Press, 2015
5. Richard.K Thomas, “Concepts, Methods and Practical Applications in Applied Demography”, Springer,2018

### **Books for Reference:**

1. Agarwala S.N. (1985), India’s Population Problem, Tata McGraw-Hill, Bombay.
2. Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
3. Bogue, D.J. (1969), Principles of Demography, John Wiley, New York
4. Sarah Harper (2018), Demography: A Very Short Introduction, Oxford Press 2018.
5. Peter R. Cox, Demography- 5<sup>th</sup> Edition, Cambridge University Press.

### **Web Resources:**

1. <https://data.worldbank.org/indicator/SP.POP.TOTL>
2. <https://www.iom.int/>
3. <https://censusindia.gov.in>
4. <https://www.nationalgeographic.org/encyclopedia/demography/>
5. <https://www.nature.com/scitable/knowledge/library/introduction-to-population-demographics-83032908/>

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

CO Number	CO Statement	Programme Outcomes
CO1	Describe the various theories of Population Growth	PO1, PO7
CO2	Understand Demographic Indicators	PO2, PO3
CO3	Assess the causes and impact of Migration on rural-urban population distribution	PO2,PO7
CO4	Analyse the major demographic trends and their determinants	PO1,PO2
CO5	Evaluate Population Policy of India and analyse recent trends.	PO1,PO2,PO3

**Mapping of COs with POs:**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	3	3	2	3	2	3	3
Weightage	15	14	15	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

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

**Level of Correlation between PSO's and CO's**

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	2
CO3	3	3	3	3	3
CO4	3	2	2	3	3
CO5	3	3	3	3	3
Weightage	15	14	14	13	13
Weighted percentage of Course Contribution to PSOs	3	2.8	2.8	2.6	2.6

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

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

**Course Title: Skill Enhancement (Foundation Course):**

**Business Communication**

**Course Code: 24UECSEFC**

**Hours/Week: 2**

**Semester: I**

**Credit: 2**

**Learning Objectives:**

- C1 To know the meaning objectives and role of communication and media
- C2 To understand the need and importance of communication in management
- C3 To apply the need and function of business letter
- C4 To study the business correspondents with insurance and other organisation
- C5 To understand the meaning and importance of report writing

## **SYLLABUS**

### **Unit-I: Communication**

**(Hours: 6)**

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

### **Unit-II: Communication in Management**

**(Hours: 6)**

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

### **Unit-III: Business Letters**

**(Hours: 6)**

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

### **Unit-IV: Correspondence**

**(Hours: 6)**

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

### **Unit-V: Report Writing**

**(Hours: 6)**

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

### **Books for Study:**

1. Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.
2. Kaul A, ( 2015 ) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.
3. Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business Mc Graw Hill Education
4. Scott Mclean, "Business Communication for Success", Flat World Knowledge, 2010
5. [Virander K. Jain](#), "Business Communication", S. Chand Limited, 2008

### **Books for Reference:**

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

### **Web Resources:**

1. [https://www.managementstudyguide.com/business\\_communication.htm](https://www.managementstudyguide.com/business_communication.htm)
2. <https://studiousguy.com/business-communication/>
3. <https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills>
4. <https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php>
5. <https://www.mindtools.com/page8.html>

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

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

**Mapping of COs with POs:**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	3	3	2	3	2	3	3
Weightage	15	14	15	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

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

**Level of Correlation between PSO's and CO's**

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	3
CO2	2	2	3	3	3
CO3	3	2	2	3	3
CO4	2	2	3	2	2
CO5	2	2	3	3	3
Weightage	11	11	13	14	14
Weighted percentage of Course Contribution to PSOs	2.2	2.2	2.6	2.8	2.8

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



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

**Course Title: Core Course – III: Micro Economics - II**

**Course Code: 24UECCC3**

**Hours/Week: 5**

**Semester: II**

**Credit: 5**

**Course Objective:**

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

## **SYLLABUS**

**Unit-I: Perfect Competition**

**(Hours: 14)**

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

**Unit II: Monopoly and Price Discrimination**

**(Hours: 15)**

Definition of Monopoly – Demand and Marginal Revenue – Equilibrium under Monopoly – Dead Weight Loss - Policies to Control Monopoly – Price Discrimination – First Degree, Second Degree and Third Degree Price Discrimination – Dumping.

**Unit III: Monopolistic and Oligopoly Competition**

**(Hours: 16)**

Monopolistic Competition – Features– Product Differentiation– Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity - Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership –Game Theory – Minimax – Maximin – Nash Equilibrium.

**Unit - IV: Distribution Theory**

**(Hours: 14)**

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

**Unit-V: Welfare Economics and General Equilibrium**

**(Hours: 16)**

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

**Books for Study:**

- Dr. R. Cauvery et al: Micro Economic Theory - S. Chand & Company Ltd., New Delhi, 2010.
- Robert Pindyck and Daniel L. Rubinfeld, (2001) Micro Economics, Macmillan.
- Hal R. Varian (2004), Intermediate Micro Economics East-West Press: New Delhi.
- Walter Nicholson and Christopher Snyder, Micro Economic Theory - Basic Principles and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016.
- Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
- Timothy Taylor, Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12<sup>th</sup> Media Services.

**Books for Reference:**

- Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2<sup>nd</sup> Edition.
- Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
- Case & Fair, Principles of Economics Myeconlab series 8<sup>th</sup> Edn.
- Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4<sup>th</sup> ed, Viva-Norton Indian Edition
- Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)

**Web Sources:**

- <https://open.umn.edu/opentextbooks/subjects/economics>
- <https://global.oup.com>
- <https://www.economicsnetwork.ac.uk>
- <https://edge.sagepub.com/sextonmicro8e>
- <https://www.aeaweb.org/resources/students>

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

CO Number	CO Statement	Programme Outcomes
C01	Understand the equilibrium conditions in Perfect Competition.	PO1, PO2
C02	Analyse the equilibrium conditions under Monopoly market structure.	PO1, PO2
C03	Describe the market equilibrium under monopolistic and oligopoly market.	PO1, PO2
C04	Know the importance of Theories of Distribution	PO1, PO2
C05	Evaluate the aspects of Welfare Economics and General Equilibrium.	PO2, PO3, PO7

**Mapping with Programme Outcomes:**

	<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>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	2	3	2	3
<b>CO 5</b>	2	3	2	3	3	2	3	3
<b>Weightage</b>	14	15	14	15	14	14	14	15
<b>Weighted percentage of course contribution to POS</b>	2.8	3.00	2.8	3.00	2.8	2.8	2.8	3.00

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

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	2
<b>CO2</b>	3	3	3	2	2
<b>CO3</b>	3	3	3	2	3
<b>CO4</b>	3	3	3	2	2
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	12	12
<b>Weighted percentage of Course Contribution to PSOs</b>	3	3	3	2.4	2.4

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

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

**Course Title: Core Course-IV: Statistics for Economics - II**

**Course Code: 24UECCC4**

**Hours/Week: 5**

**Semester: II**

**Credit: 5**

**Course Objective:**

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

### **SYLLABUS**

**Unit-I: Index Numbers**

**(Hours: 15)**

Index Numbers – Methods – Unweighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed based Index Numbers – Test of Adequacy of Index Numbers – Wholesale Price Index – Consumer Price Index – Cost of Living Index.

**Unit-II: Time Series Analysis**

**(Hours: 15)**

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

**Unit-III: Theory of Probability**

**(Hours: 15)**

Key Concepts of Probability – Importance – Theorems of Probability: Addition, Multiplication and Bayes' Theorem - Discrete and Continuous Random Variables – Theoretical Distributions – Binomial, Poisson and Normal – Properties- Uses and Applications.

**Unit-IV: Sampling**

**(Hours: 15)**

Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non-Random Sampling - Size of Sample – Merits and Limitations of Sampling – Sampling and Non-Sampling Errors.

**Unit-V: Testing of Hypothesis**

**(Hours: 15)**

Meaning, Types and Functions - Null and Alternative Hypothesis, Errors in Testing: Type I and Type II; Various Tests: 't' Test, Paired 't'-test, Chi-Square, 'F' Test; Analysis of Variance: One-way and Two-way ANOVA

**Books for Study:**

- 1 S.P Gupta, (2017) "Statistical Methods", Sultan Chand & Sons.
- 2 Anderson, Sweeney and Williams(2012), "Statistics for Business and Economics Cengage,2012.
- 3 Pillai R.S.N. & Bagavathi V (2012) "Statistics :Theory and Practice" S.Chand&CompanyLtd. New Delhi.
4. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.
5. Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.

**Books for Reference:**

1. Anderson, David Ray, "Statistics for Business and Economics", South-Western Pub,2001.
2. Sancheti and Kapoor, Statistics, (2015) Sultan & Sons New Delhi.
3. Gupta S.C. Statistical Methods (2015) Sultan & sons New Delhi.
4. Monga G.S. "Mathematics and Statistics for Economics" (2001), Vikas Publishing House Pvt.Ltd New Delhi.
5. Dominick Salvatore and Derrick Reagle, theory and problems of statistics and econometrics, Mc Graw Hill, (2002)

**Web Sources:**

1. <https://stattrek.com/statistics/resources>
2. <https://www.cuemath.com/data/f-test/>
3. <https://www.statistics.com/>
4. <https://thisisstatistics.org/students/>
5. <https://oli.cmu.edu/courses/probability-statistics-open-free/>

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

CO Number	CO Statement	Programme Outcomes
CO1	Gain Knowledge on the Index Numbers	PO1, PO2,PO3
CO2	Analyze the importance of Time Series Data and its measurement	PO1,PO2,PO3
CO3	Understand the concept of Probability	PO2
CO4	Identify the various Sampling Methods	PO1, PO2
CO5	Acquire Knowledge on Hypothesis Testing	PO2,PO3,PO7,PO8

**Mapping with Programme Outcomes:**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	2	2	2	3	2	3	3
Weightage	15	14	14	14	14	14	14	15
Weighted percentage of course contribution to POS	3.00	2.8	2.8	2.8	2.8	2.8	2.8	3.00

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

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PSOs</b>	3	3	3	3	3

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

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

**Course Title: Discipline Specific Elective – II: History of Economic Thought**

**Course Code: 24UECDSEC2**

**Hours/Week: 4**

**Semester: II**

**Credit: 3**

**Course Objective:**

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

### **SYLLABUS**

**Unit-I: Pre-Classical Thought**

**(Hours: 12)**

Nature and Scope of Economic Thought – Greek Writer: Plato - Middle Ages: St. Thomas Aquinas - Mercantilism: Growth of Mercantilism - Main Principles – Important Mercantilists - Physiocracy - Main concepts – Important Physiocrats.

**Unit-II: Classical Economists and Karl Marx**

**(Hours: 12)**

Adam Smith- Division of Labour- Theory of Value- Laissez Faire- Canons of Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of Trade- Malthus-Theory of Population –Theory of Gluts –Karl Marx-Theory of Surplus Value - Labour Theory of Value and Class Struggle.

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

**(Hours: 12)**

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

**Unit-IV: Neo Classical School**

**(Hours: 12)**

Marshall: As a Synthesizer, Methods, Marshallian Concepts: Consumer's Surplus, Representative Firm, Value and Role of Time Element, External and Internal Economies, Distribution, Quasi Rent, Nature of Profits – J.M.Keynes: Law of Consumption, Marginal Efficiency of Capital, Liquidity Preference, Saving and Investment, Keynes and Classical Economies.

**Unit-V: Nobel Laureates in Economics and Indian Economic Thought (Hours: 12)**

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

**Books for Study:**

- 1 Lokanathan, V, History of Economic Thought, S Chand & Co Ltd.
- 2 Bhatia, H.L. (2018), History of Economic Thought, S Chand & Co Ltd.
- 3 Srivastava S.K (2002) History of Economic Thought, S.Chand Publication.
- 4 M.L Jhingan ,M.Girija , L.Sasikala “History of Economic Thought” 3rd Edition, Virinda Publication 2014.
- 5 R.R.Paul “History of Economic Thought” ,Kalyani Publisher,2018.

**Books for Reference:**

1. Amartya Sen (1982), Welfare and Measurement, Oxford University Press, New Delhi.
2. Gandhi, M.K. (1938), Economics of Village Industries, Navjivan Publishers, New Delhi.
3. T.N.Hajela, (2015), History of Economic Thought Ane Students Edition 18<sup>th</sup> Edition.
4. Gide and Rist,(2014) , A History of Economic Doctrines, Nabu Press.
5. V.Lokanathan (2009) “A History of Economic Thought: S.Chand& Co Limited.

**Web Sources:**

1. <https://www.hetwebsite.net/het/>
2. <https://thoughteconomics.com/>
3. <https://www.nobelprize/economic-sciences/>
4. <https://www.aeaweb.org/resources/students>
5. <https://sites.google.com/site/maeconomicsku/home>

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

CO Number	CO Statement	Programme Outcomes
CO1	Explain the nature and scope of economic thought and its principles	PO1
CO2	Understand the classical economists ideology and theory of Marx	PO1,PO2
CO3	Identify the significance of Non –Mathematical school of economic thought.	PO1,PO2
CO4	Analyse the elements of neo-classical and Keynesian approaches in the modern era.	PO1,PO2
CO5	Describe the thoughts of various Nobel laureates in economics	PO1,PO2,PO8

**Mapping with Programme Outcomes:**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3	3
CO 5	2	2	2	2	3	2	3	3
Weightage	14	14	14	14	14	14	15	15
Weighted percentage of course contribution to POS	2.8	2.8	2.8	2.8	2.8	2.8	3.00	3.00

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



### Level of Correlation between PSO's and CO's

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	2	2
<b>CO2</b>	3	3	3	2	2
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	2	2	2
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	14	12	12
<b>Weighted percentage of Course Contribution to PSOs</b>	3	3	2.8	2.6	2.6

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

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

**Course Title: Skill Enhancement Course (NME- II): Economics of Information**

**Course Code: 24UECSEC2**

**Hours/Week: 2**

**Semester: II**

**Credit: 2**

**Course Objectives:**

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

### **SYLLABUS**

**Unit-I: Introduction**

**(Hours: 6)**

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

**Unit-II: Types of Costs**

**(Hours: 6)**

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

**Unit-III: Demand Analysis**

**(Hours: 7)**

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

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

**(Hours: 6)**

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

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

**(Hours: 5)**

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

**Book for Study:**

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

**Books for Reference:**

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

**Web Sources:**

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

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Programme Outcomes</b>
<b>CO1</b>	Understand the meaning and scope of economics and relevance of information economics.	PO1
<b>CO2</b>	Relate the various types of costs in their domain	PO1,PO2
<b>CO3</b>	Explain the concept of elasticity of demand and consumer's surplus.	PO1,PO2
<b>CO4</b>	Identify the uncertainty and risks in information markets.	PO1,PO2
<b>CO5</b>	Analyse the significance of information as a public good.	PO1,PO2,PO5

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

**Course Title: Skill Enhancement Course - III (IKS): Indian Agriculture**

**Course Code: 24UECSEC3**

**Hours/Week: 2**

**Semester: II**

**Credit: 2**

**Course Objectives:**

- To enable the students understand the importance of agriculture.
- To understand different types of agricultural practices and water management system.

### **SYLLABUS**

**Unit-I: Historical Background of Indian Agriculture through Ages (Hours: 6)**

Literacy evidences of agriculture in ancient India. Agriculture during Vedic period, Dharmashastra- Indus Valley civilization, Ramayana, Mahabharatha, krishisuktas – krisiparashara- Maurya Gupta ages.

**Unit-II: South Indian Agriculture (Hours: 6)**

Medival period, British period, beginning of of commercialization - Agricultural system in modern Indian and Green Revolution.

**Unit-III: Traditional Agricultural Practices (Hours: 6)**

Traditional agricultural practices: Primitive farming, subsistence farming – commercial farming - plantation farming: Aeroponics, aquaponics-hydroponics-monoculture.

**Unit-IV: Traditional Water Management Practices (Hours: 6)**

Traditional water conservation techniques in India: Irrigation development in India- History and impact of major events in sources of irrigation in India- Modern micro irrigation.

**Unit-V: Local Farming Knowledge (Hours: 6)**

Drought prediction- Reduction of drought impact and extreme weather- Agro-eco system. Animal health care practices- Plant protection and post-harvest management. Pest control management.

**Book for Study:**

- G.S. Bhalla – Indian Agriculture Since Independence – National Book Trust, India,

**Books for Reference:**

Dr. R.B. Thakare, Brig. Sudhir Sawant, et al. - Indian Agriculture Yesterday, Today &

Tomorrow – Story mirror Info Tech Ltd

**Web Sources:**

<https://reliefweb.int/report/india/traditional-farming-holds-all->

<https://www.traditionalfarming.in/>

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Programme Outcomes</b>
<b>CO1</b>	Understand the ancient period agriculture	PO1
<b>CO2</b>	Know traditional agricultural practices	PO1,PO2
<b>CO3</b>	Explain the evolution of water management system	PO1,PO2
<b>CO4</b>	Discuss the local farming knowledge	PO1,PO2,PO4

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

**Course Title: Core Course-V: Macro Economics - I**

**Course Code: 24UECCC5**

**Hours/Week: 5**

**Semester: III**

**Credit: 5**

**Course Objective:**

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

### **SYLLABUS**

#### **Unit-I: National Income**

**(Hours: 15)**

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

#### **Unit II: Full Employment: Classical Theory**

**(Hours: 15)**

Introduction - Aggregate Demand and Aggregate Supply – Assumptions of Classical Theory – Say's Law – Wage and Price Flexibility - Employment and Output determination in Classical Model - Three Ranges in Aggregate Supply (AS) Curve.

#### **Unit III: Under Employment: Keynesian Theory**

**(Hours: 18)**

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

#### **Unit - IV: Theories of Consumption**

**(Hours: 15)**

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

#### **Unit-V: Inflation**

**(Hours: 12)**

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

#### **Books for Study:**

- Dr. R. Cauvery et al: Macro Economics - S. Chand & Company Ltd., New Delhi, 2010.
- Mankiw. N Gregory (2000), Macroeconomics, Worth Publishers, New York
- Vaish M.C.(2003) Macro Economic Theory , S. Chand & Company Ltd New Delhi
- Paul Krugman and Robin Wells (2015) Macroeconomics Worth Publisher
- H.L. Ahuja, Macro Economics: Theory and Policy S. Chand, 2016
- Andrew B. Abel and Ben S. Bernanke, Macro Economics, Pearson Education, Inc., 7th Edition, 2011.

**Books for Reference:**

- Rudiger Dornbusch , Stanley Fischer, and Richard Startz (2000), Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi.
- Parkin, M., 2014. Macro Economics. 11<sup>th</sup> Edition. Essex: Pearson
- Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson.
- Mueller, M.G. (Ed.) (1978), Readings in Macroeconomics, Surjeet Publications, New Delhi
- Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt. Ltd., Singapore.

**Web Sources:**

- <http://www2.econ.iastate.edu/tesfatsi/sources.htm>
- <https://www.khanacademy.org/economics-finance-domain/macroeconomics>
- <https://www.econlib.org>
- <https://economics.mit.edu/>
- <https://hbswk.hbs.edu/>

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Programme Outcomes</b>
<b>CO1</b>	Understand the structure of Macroeconomics and the Concept of GDP	PO1,PO2,PO3
<b>CO2</b>	Outline the concepts in Classical Theory of Employment	PO1,PO2
<b>CO3</b>	Analyse the Keynesian Underemployment Theory	PO1,PO2
<b>CO4</b>	Examine the theories of Consumption Function	PO1,PO2, PO3
<b>CO5</b>	Understand the types and the impact of Inflation on Economies	PO2,PO3,PO8

**Mapping with Programme Outcomes:**

	<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>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	2	3	3	3
<b>CO 5</b>	2	3	2	3	3	3	3	3
<b>Weightage</b>	14	15	14	15	14	15	15	15
<b>Weighted percentage of course contribution toPOS</b>	2.8	3.0	2.8	3.0	2.8	3.0	3.0	3.00

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

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	2
<b>CO2</b>	3	3	3	2	2
<b>CO3</b>	3	3	3	2	2
<b>CO4</b>	3	3	2	2	2
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	14	12	11
<b>Weighted percentage of Course Contribution toPSOs</b>	3	3	2.8	2.6	2.2

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



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

**Course Title: Core Course-VI: Mathematics for Economics**

**Course Code: 24UECCC6**

**Hours/Week: 5**

**Semester: III**

**Credit: 5**

**Course Objective:**

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

## **SYLLABUS**

### **Unit-I: Introduction**

**(Hours: 12)**

Variables, Constants, Equations and its types – Uses and limitations of Mathematics in Economics - Functions of one or more variables – Linear function, Parabola, Rectangular Hyperbola - Exponential, Logarithmic, Power function and Homogenous Function – Applications in Economics.

### **Unit-II: Matrix Algebra and Determinants**

**(Hours: 15)**

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

### **Unit-III: Applications of Matrix Algebra**

**(Hours: 18)**

Solving a system of Linear Equations – Cramer’s Rule and Matrix Inverse Method - Leontief’s Input - Output Model – Open and Closed Model - Components, Uses, and Limitations - Hawkins - Simon Conditions for Viability of Input and Output Model (Problems).

### **Unit-IV: Differentiation**

**(Hours: 15)**

Limits and Continuity – Differentiability of a Function – Slope of a Curve – Increasing and Decreasing Functions – Rules - Exponential and Logarithmic Functions - Implicit Differentiation– Economic Applications: Marginal and Elasticity Concepts – Relationship between AR, MR, and Price Elasticity of Demand – Relationship Between Average and Marginal Cost.

### **Unit-V: Optimization (Single Variable)**

**(Hours: 15)**

Second Order Derivatives – Maximization and Minimization of a Function – Economic Applications – Output and Revenue Maximization - Cost Minimization – Profit Maximization under Perfect Competition, Monopoly, Discriminating Monopoly (Problems).

**Books for Study:**

- 1 Mehta and Madnani (2019), Mathematics for Economists Sultan Chand and Sons
- 2 Edward T. Dowling,(2002), “Mathematical Methods for Business and Economics”, Schaum’s Outline Series, 3<sup>rd</sup> Edition, Mc Graw Hill
- 3 Renshaw Geoff, (2005) Maths for Economics, 3<sup>rd</sup> Edition Oxford University Press, Oxford
4. Carl P Simon & Lawrence E. Blume,“Mathematics for Economists”,Published by W. W. Norton & Company,2010
5. Ian Jacques, “Mathematics for Economics and Business”, Pearson, 2018

**Books for Reference:**

1. Chiang, A. C., Fundamental Methods of Mathematical Economics, McGraw-Hill, 1984
2. G. Hadley, Linear Algebra Addison – Wesley Publishing Company, 1977.
3. K. Sydsaeter and P Hammond, Mathematics for Economic Analysis, Pearson Educational Asia, Delhi 2002.
4. Mabett. Alan J Workout for Mathematics for Economist, McMillan 1986.
5. R.G.D. Allen, Mathematical Analysis for Economists, Macmillan and Co.Ltd.,2008

**Web Sources:**

1. <https://www.coursera.org/learn/mathematics-for-economists>
2. <https://mitpress.mit.edu/9780262294805/mathematics-for-economics/>
3. <https://hummedia.manchester.ac.uk/school/soss/economics/pg/psmaths/pre-sessionmathbook.pdf>
4. <https://mitpress.mit.edu/9780262046626/mathematics-for-economics/>

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Programme Outcomes</b>
<b>CO1</b>	Understand Basic Concepts of Mathematics and its application in Economics.	PO1,PO3
<b>CO2</b>	Analyze the relevance of the Types of Matrices	PO1,PO2
<b>CO3</b>	Calculate optimal values in the system of Equations and the importance of Input-Output Analysis	PO2,PO3
<b>CO4</b>	Gain knowledge of the rules of Differentiation and its Economic Applications	PO1,PO2, PO3
<b>CO5</b>	To optimize single variable functions in Economics	PO1,PO3

**Mapping with Programme Outcomes:**

	<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>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	2	3	3	3
<b>CO 5</b>	3	2	3	3	3	3	3	3
<b>Weightage</b>	15	14	15	15	14	15	15	15
<b>Weighted percentage of course contribution toPOS</b>	3.0	2.8	3.0	3.0	2.8	3.0	3.0	3.00

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

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	2	2	2
<b>CO2</b>	3	3	2	2	2
<b>CO3</b>	3	3	2	2	2
<b>CO4</b>	3	3	3	2	3
<b>CO5</b>	2	2	3	3	3
<b>Weightage</b>	14	14	12	11	12
<b>Weighted percentage of Course Contribution toPSOs</b>	2.8	2.8	2.6	2.2	2.6

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

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

**Course Title: Discipline Specific Elective – III: Economics of Tourism**

**Course Code: 24UECDSEC3**

**Hours/Week: 4**

**Semester: III**

**Credit: 3**

**Course Objective:**

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

### **SYLLABUS**

#### **Unit-I: Introduction**

**(Hours: 12)**

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

#### **Unit-II: Tourism Demand**

**(Hours: 12)**

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

#### **Unit-III: Tourism Impacts**

**(Hours: 12)**

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

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

**(Hours: 12)**

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

#### **Unit-V: Tourism Organizations**

**(Hours: 12)**

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

#### **Books for Study:**

- 1 Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.
- 2 Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow
- 3 Vanhove and Norber, “The Economics of Tourism Destinations”, T & F India, 2010
- 4 Mike J. Stabler, Andreas Papatheodorou, M. Thea Sinclair, “ Economics of Tourism”, Taylor & Francis, 2009
- 5 Yong Chen, “Economics of Tourism and Hospitality:A Micro Approach”, Taylor & Francis, 2021

**Books for Reference:**

1. Bhatia A.K (2020) Tourism Development : Principles and Practices Sterling Publishers Private Limited
2. Mishra P.K (2018) Tourism in India: Potential, Problems and Prospects (2018) New Century Publications
3. Prasanna Kumar (2017) Marketing for Hospitality and Tourism Mc Graw Hill Education
4. Sneha Pathak and Ritesh Mishra (2019) Medical Tourism in India 93-88797-49-8
5. Geetanjali (2010) Tourism Management ABD Publishers

**Web Sources:**

1. <https://www.unwto.org/>
2. <https://itdc.co.in/>
3. <https://tourism.gov.in/>
4. <https://www.traveldailymedia.com/importance-of-travel-website-for-the-travel-company/>
5. <https://www.oecd.org/cfe/tourism/>

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Programme Outcomes</b>
<b>CO1</b>	Describe the importance of Tourism	PO1,PO2
<b>CO2</b>	Understand various methods to calculate demand for tourism	PO1, PO3,PO4
<b>CO3</b>	Analyse the impact of Tourism	PO1,PO2
<b>CO4</b>	Know the various Tourist circuits in India	PO6, PO8
<b>CO5</b>	Learn the role of Organisations in tourism development	PO1,PO2,PO8

**Mapping with Programme Outcomes:**

	<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>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	2	3	3	3	3	3
<b>CO 3</b>	3	2	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	2	3	3
<b>CO 5</b>	3	3	3	3	3	3	2	3
<b>Weightage</b>	15	14	14	15	15	14	14	15
<b>Weighted percentage of course contribution to POS</b>	3.0	2.8	2.8	3.0	3.0	2.8	2.8	3.00

**Strong-3; M-Medium-2; L-Low-1****Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	2	2	3	2	2
<b>CO2</b>	2	2	3	3	2
<b>CO3</b>	3	3	3	3	2
<b>CO4</b>	2	2	2	2	2
<b>CO5</b>	2	2	3	2	3
<b>Weightage</b>	11	11	14	12	11
<b>Weighted percentage of Course Contribution to PSOs</b>	2.2	2.2	2.8	2.6	2.2

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

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

**Course Title: Skill Enhancement Course - IV: Entrepreneurial Economics**

**Course Code: 24UECSEC4**

**Hours/Week: 1**

**Semester: III**

**Credit: 1**

**Course Objectives:**

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

## **SYLLABUS**

### **Unit-I: Introduction**

**(Hours: 3)**

Entrepreneurship: Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental - Characteristics of an Entrepreneur - Types of Entrepreneurs- New Generations of entrepreneurship - Barriers to entrepreneurship.

### **Unit-II: Entrepreneurial Motivation**

**(Hours: 3)**

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

### **Unit-III: Creativity and Entrepreneurship**

**(Hours: 3)**

Creativity and Entrepreneurship - Steps in Creativity - Innovation and inventions - Legal Protection of innovation - Skills of an Entrepreneur - Decision making and Problem Solving (Steps in Decision Making).

### **Unit-IV: Sources of Finance**

**(Hours: 3)**

Sources of Finance: Long term Sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO-SEBI- FDI- Institutional Finance – Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFCs in India – Merchant Banks in India - NBFCs in India.

### **Unit-V: Rules and Legislation**

**(Hours: 3)**

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

**Books for Study:**

1. Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.
2. Srinivasan, N. P., & Gupta, G. P. (2001). Entrepreneurial Development. *Sultan Chand and Sons*, New Delhi
3. Simon. C Parker, "The Economics of Entrepreneurship", Cambridge University Press, 2009

4. K. Glancey, R. McQuaid and Jo Campling, "Entrepreneurial economics", Palgrave Macmillan UK, 2000
5. Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University Press, 2002

**Books for Reference:**

1. Glancey, K., McQuaid, R., & Campling, J. (2000), Entrepreneurial Economics. London: Macmillan.
2. Casson, M., & Buckley, P. J. (2010). Entrepreneurship, Edward Elgar Publishing.
3. Parker, S. C. (2018). The Economics of Entrepreneurship. Cambridge University Press.
4. Harper, D. A. (2003). Foundations of Entrepreneurship and Economic Development. Routledge
5. Khanka, S.S. (2006). Entrepreneurial Development. S. Chand Publishing.

**Web Sources:**

<https://www.startupindia.gov.in/>  
<https://www.ediindia.org/>  
<https://skillindia.gov.in/>  
<https://www.startupindia.gov.in/>  
<https://indianstartups.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>	Explain the importance and factors influencing Entrepreneurship	PO1,PO2
<b>CO2</b>	Understand and apply entrepreneurial theory using lean start-up principles.	PO1,PO2
<b>CO3</b>	Recognize and evaluate Creativity and Entrepreneurship	PO1, PO4
<b>CO4</b>	Understand the Various sources of Finance available for entrepreneur	PO1
<b>CO5</b>	Know the Applicability of Legislation and Rules	PO6

**Mapping with Programme Outcomes:**



	<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>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	2	3	2	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	2	3	3	3
<b>CO 4</b>	3	3	3	3	3	2	3	3
<b>CO 5</b>	3	3	3	3	3	3	2	3
<b>Weightage</b>	14	15	14	15	15	14	14	15
<b>Weighted percentage of course contribution to POS</b>	2.8	3.0	2.8	3.0	2.8	2.8	2.8	3.00

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

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	2
<b>CO2</b>	3	3	2	3	2
<b>CO3</b>	3	2	2	3	3
<b>CO4</b>	3	3	3	3	2
<b>CO5</b>	2	2	2	2	2
<b>Weightage</b>	14	13	12	14	11
<b>Weighted percentage of Course Contribution to PSOs</b>	2.8	2.6	2.2	2.8	2.2

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

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

**Course Title: Skill Enhancement Course - V: Event Management**

**Course Code: 24UECSEC5**

**Hours/Week: 2**

**Semester: III**

**Credit: 2**

**Course Objectives:**

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

### **SYLLABUS**

**Unit-I: Introduction**

**(Hours: 6)**

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

**Unit-II: Event Management Strategy**

**(Hours: 6)**

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

**Unit-III: Committees in Managing Events**

**(Hours: 6)**

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

**Unit-IV: Celebrity Management**

**(Hours: 6)**

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

**Unit-V: Event Management Industry**

**(Hours: 6)**

Event Management Industry in India- Leading Event Management Companies.

**Books for Study:**

1. Lynn Van Der Wagen & Brenda R Carlos Event Management
2. Bhavana Chaudhari Dr. Hoshi Bhiwandiwalla (2019) A book of Event Management Kindle Edition, Nirali Prakashan Publishers
3. Alex Genadinik Event planning -management & marketing for successful events, Alex Genadinik publisher 2015
4. Charles Bladen, James Kennell, Emma Abson and Nick Wilde, “EventsManagement: An Introduction”, Taylor and Francis, 2017
5. Bernadette Quinn, “ Key Concepts in Event Management”, Sage Publication, 2013

**Books for Reference:**

1. Abhijeeth Bhattacharje (2020) Event Management :A zero Investment StartupBusiness Kindle Edition
2. William O'Toole (2021) Events Feasibility and Development From Strategy to Operations Routledge
3. Julia Rutherford Silvers, William O'Toole (2020) Risk Management for Events, Routledge

4. Anukrati Sharma, Shruti Arora (2018) Event Management and Marketing:Theory, Practical Approaches and Planning, Bharti Publications
5. Allen, J. et al., 2011. Festival & Special event management. 5th edition. John Wiley & Sons: Brisbane

**Web Sources:**

- <https://www.careerlauncher.com/rbi-grade-b/wto/>
- <https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf>
- <https://www.bizzabo.com/blog/event-planning-websites/>
- <https://www.tantraa.net/>
- <https://eventplanningblueprint.com/>

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the growing importance of event industry	PO1, PO2
CO2	Analyse the process involved in the event management industry and career Options	PO2, PO3
CO3	Gain Knowledge on the various Committees involved	PO1,PO2,PO3
CO4	Review how to manage celebrities	PO2, PO6
CO5	Examine the Growth process of event Management industry in India	PO1, PO2, PO6

**Mapping with Programme Outcomes:**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	2	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	2	2	3	3	3	2	3	3
Weightage	14	13	15	15	14	14	14	15
Weighted percentage of course contribution to POS	2.8	2.6	3.0	3.0	2.8	2.8	2.8	3.00

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

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	2	2	2	2	2
<b>CO2</b>	2	2	2	2	2
<b>CO3</b>	2	2	2	2	2
<b>CO4</b>	1	1	1	1	2
<b>CO5</b>	2	2	2	2	2
<b>Weightage</b>	9	9	9	9	10
<b>Weighted percentage of Course Contribution to PSOs</b>	1.8	1.8	1.8	1.8	2

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