

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 2021 - 2022

B.A. ECONOMICS
PROGRAMME OUTCOMES

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

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

I SEMESTER

Part	Course	Course Title	Code	Hrs./Week	Credits
I	Language – I	Tamil/Hindi/Sanskrit Paper – I	21ULTC1/ 21ULHC1/ 21ULSC1	6	3
II	English – I	Communicative English – I	21ULEC1	6	3
III	Core Course – I	Micro Economics – I	21UECC1	5	5
III	Core Course - II	Statistical Methods in Economics - I	21UECC2	5	5
III	Allied Course - I	History of Freedom Movement – I	21UECAC1	5	5
IV	Skill Based – I	Entrepreneurial Development	21UECSC1	2	2
V	Society Connect Activity	Group Project based on Society Connect Activity	21USCAC	1	1
Total				30	24
VI	Articulation and Idea Fixation Skills				
	Physical Fitness Practice - 35 hours per Semester				
	Advanced Diploma in Export Management				
	Level – 1: Certificate Course 100 hours per year				

II SEMESTER

Part	Course	Course Title	Code	Hrs./Week	Credits
I	Language – II	Tamil/Hindi/Sanskrit Paper – II	21ULTC2/ 21ULHC2/ 21ULSC2	6	3
II	English – II	Communicative English – II	21ULEC2	6	3
III	Core Course – III	Micro Economics – II	21UECC3	5	5
III	Core Course – IV	Statistical Methods in Economics – II	21UECC4	4	3
III	Allied Course - II	History of Freedom Movement – II	21UECAC2	5	5
IV	Skill Based – II	Human Resource Development	21UECSC2	2	2
IV	Environmental Studies	Environmental Studies	21UEVSC	2	1
		Group Project based on Environmental Studies	21UEVSPC	-	1
Total				30	23
VI	Articulation and Idea Fixation Skills - 1 Extra Credit				
	Physical Fitness Practice - 35 hours per Semester - 1 Extra Credit				
	Certificate Course in Yoga - 30 hours - 1 Extra Credit				
	Advanced Diploma in Export Management				
Level – 1: Certificate Course 100 hours per year - 2 Extra Credits					
Extra credits are given for extra skills and courses qualified in MOOC/NPTEL					

III SEMESTER

Part	Course	Course Title	Code	Hrs./Week	Credits
I	Language – III	Tamil/Hindi/Sanskrit Paper – III	21ULTC3/ 21ULHC3/ 21ULSC3	6	3
II	English – III	Communicative English - III	21ULEC3	6	3
III	Core Course – V	Indian Economics – I	21UECC5	5	4
III	Core Course - VI	History of Economic Thought	21UECC6	4	4
III	Allied Course - III	Rural Economics	21UECAC3	5	5
IV	Skill Based – III	Media Economics	21UECSC3	2	2
IV	Non-Major Elective - I			2	2
Total				30	23
VI	Society Connect Activity	Group Project based on Society Connect Activity			
	Life Skill Courses	Course I: Communication Skill		2	2 (Extra)
	Articulation and Idea Fixation Skills				
	Physical Fitness Practice - 35 hours per Semester				
	Advanced Diploma in Export Management Level – 2: Diploma Course 100 hours per year				
Extra credits are given for extra skills and courses qualified in MOOC/NPTEL					

Non-Major Elective – I For II B.A./B.Sc./B.Com.	Economics of Information	21UECNEC1
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IV SEMESTER

Part	Course	Course Title	Code	Hrs./Week	Credits
I	Language – IV	Tamil/Hindi/Sanskrit Paper – IV	21ULTC4/ 21ULHC4/ 21ULSC4	6	3
II	English – IV	Communicative English – IV	21ULEC4	6	3
III	Core Course - VII	Indian Economics – II	21UECC7	4	4
III	Allied Course - IV	Urban Economics	21UECAC4	5	5
III	Elective – I	Socio-Economic Problems in India/ Industrial Administration and Management	21UECEC1/ 21UECESC1	5	5
IV	Skill Based – IV	Women Empowerment	21UECSC4	2	2
IV	Non-Major Elective – II			2	2
Total				30	24
VI	Society Connect Activity	Group Project based on Society Connect Activity			2 (Extra)

	Life Skill Courses	Course II: Professional Skills		2	2 (Extra)
	Articulation and Idea Fixation Skills - 1 Extra Credit				
	Physical Fitness Practice - 35 hours per Semester - 1 Extra Credit				
	Advanced Diploma in Export Management				
	Level – 2: Diploma Course 100 hours per year - 2 Extra Credits				
Extra credits are given for extra skills and courses qualified in MOOC/NPTEL and societal oriented group projects					

Non-Major Elective – II For II B.A./B.Sc.	Applied Banking	21UECNEC2
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V SEMESTER

Part	Course	Course Title	Code	Hrs./ Week	Credits
III	Core Course - VIII	Macro Economics – I	21UECC8	6	4
III	Core Course - IX	Money, Banking and Trade - I	21UECC9	6	4
III	Core Course - X	Fiscal Economics – I	21UECC10	5	4
III	Core Course - XI	Managerial Economics - I	21UECC11	5	4
III	Elective - II	Economic Development of Tamil Nadu/ Agricultural Marketing	21UECEC2/ 21UECESC2	5	5
IV	Non-Major Skill Based - I			2	2
IV	Value Education	Value Education	21UVENC	1	-
Total				30	23
VI	Society Connect Activity	Group Project based on Society Connect Activity			
	Life Skill Courses	Course III : Leadership Skills		2	2 (Extra)
	Articulation and Idea Fixation Skills				
	Physical Fitness Practice - 35 hours per Semester				
	Advanced Diploma in Export Management Level – 3: Advanced Diploma Course 100 hours per year				
	Internship Training - 1 Extra Credit				
Extra credits are given for extra skills and courses qualified in MOOC/NPTEL					

Non-Major Skill Based – I For III B.A./B.Sc.	Introduction to Marketing	21UECNCS1
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VI SEMESTER

Part	Course	Course Title	Code	Hrs./ Week	Credits
III	Core Course - XII	Macro Economics – II	21UECC12	6	4
III	Core Course - XIII	Money, Banking and Trade - II	21UECC13	6	4
III	Core Course - XIV	Fiscal Economics – II	21UECC14	5	3
III	Core Course - XV	Managerial Economics – II	21UECC15	5	3
III	Elective - III	Project and Viva-voce	21UECEPC	5	5
IV	Non-Major Skill Based - II			2	2
IV	Value Education	Value Education	21UVENC	1	2
Total				30	23
VI	Society Connect Activity	Group Project based on Society Connect Activity			2 (Extra)
	Life Skill Courses	Course IV: Universal Human Values		2	2 (Extra)
	Articulation and Idea Fixation Skills - 1 Extra Credit				
	Physical Fitness Practice – 35 hours per Semester - 1 Extra Credit				
	Advanced Diploma in Export Management Level – 3: Advanced Diploma Course 100 hours per year - 2 Extra Credits				
Extra credits are given for extra skills and courses qualified in MOOC/NPTEL					

Non-Major Skill Based – II For III B.A./B.Sc./B.Com.	Principles of Taxation	21UECN2
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Programme Title: B.A. Economics

Course Title: MICRO ECONOMICS - I

Course Code: 21UECC1

Hours/Week: 5

Semester: I

Credit: 5

Course Objective:

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

SYLLABUS

Unit-I: Nature and Scope of Economics

(Hours: 12)

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

Unit-II: Cardinal Utility Analysis

(Hours: 15)

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

Unit-III: Ordinal Utility Analysis

(Hours: 13)

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

Unit-IV: Factor Analysis

(Hours: 17)

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

Unit-V: Supply Analysis

(Hours: 18)

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

Book for Study:

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

Books for Reference:

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

Web Sources:

- <https://new.ipfw.edu/dotAsset/142427.pdf>
- www.economicdiscussion.net

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

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

Mapping of COs with POs

<div>PO</div> <div>CO</div>	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	M	L	S	M
CO2	S	S	S	M	M	S	M
CO3	S	S	S	S	S	S	L
CO4	S	M	S	S	S	M	S
CO5	S	S	S	M	M	S	S
CO6	S	S	S	M	S	S	S

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: STATISTICAL METHODS IN ECONOMICS - I

Course Code: 21UECC2

Hours/Week: 5

Semester: I

Credit: 5

Course Objectives:

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

SYLLABUS

Unit-I: Introduction to Statistics

(Hours: 14)

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

Unit-II: Collection of Data

(Hours: 15)

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

Unit-III: Census and Sampling Techniques

(Hours: 15)

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

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

(Hours: 16)

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

Unit-V: Measures of Central Tendency

(Hours: 15)

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

Book for Study:

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

Books for Reference:

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

Web Sources:

- https://www.researchgate.net/publication/325846997_METHODS_OF_DATA_COLLECTION
- https://www.researchgate.net/publication/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

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: SKILL BASED PAPER-I: ENTREPRENEURIAL DEVELOPMENT

Course Code: 21UECSC1

Hours/Week: 2

Semester: I

Credit: 2

Course Objective:

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

SYLLABUS

Unit- I: Introduction

(Hours: 6)

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

Unit- II: Entrepreneurial Scenario in India

(Hours: 6)

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

Unit- III: Growth of Entrepreneurs

(Hours: 5)

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

Unit- IV: Entrepreneurship and Development

(Hours: 6)

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

Unit- V: Entrepreneurial Development Programmes in India

(Hours: 7)

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

Book for Study

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

Books for Reference:

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

Web Sources:

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

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: MICRO ECONOMICS - II

Course Code: 21UECC3

Hours/Week: 5

Semester: II

Credit: 5

Course Objective:

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

SYLLABUS

Unit-I: Market Analysis

(Hours: 15)

Meaning of Market – Market Forms – Concepts of Revenue and Revenue Curves – Equilibrium of the Firm and Industry in General – Economies of scale: Internal Economies of Scale and External Economies of Scale.

Unit-II: Product Pricing-I

(Hours: 15)

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

Unit-III: Product Pricing-II

(Hours: 15)

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

Unit-IV: Factor Pricing-I

(Hours: 16)

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

Unit-V: Factor Pricing-II

(Hours: 14)

Rent: Ricardian Theory of Rent, Modern Theory of Rent, Quasi-Rent – Interest: Theories of Interest (Loanable Funds Theory, Liquidity Preference Theory) – Profit: Gross and Net Profit – Theories of Profit (Dynamic Theory, Risk Theory, Uncertainty Bearing Theory, Innovation).

Book for Study:

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

Books for Reference:

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

Web Sources:

- www.sgh.waw.pl/lwozny/LectureNotes.pdf
- www.economicdiscussion.net

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: STATISTICAL METHODS IN ECONOMICS - II

Course Code: 21UECC4

Hours/Week: 4

Semester: II

Credit: 3

Course Objectives:

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

SYLLABUS

Unit-I: Measures of Dispersion – I

(Hours: 12)

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

Unit-II: Measures of Dispersion – II

(Hours: 10)

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

Unit-III: Correlation Analysis

(Hours: 11)

Definition of Correlation: Types of Correlation – Uses – Methods of studying Correlation: Scatter Diagram – Merits and Demerits – Karl Pearson's Coefficient of Correlation: Direct Method – Indirect Method – Rank Correlation.

Unit-IV: Regression Analysis

(Hours: 13)

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

Unit-V: Index Number

(Hours: 14)

Definition and Meaning: Uses of Index Numbers – Problems in the construction of Index numbers – Methods of constructing Index Numbers – Unweighted Index Numbers – Weighted Index Numbers – Laspeyre's Method – Paasche Index and Fisher's Ideal Index.

Book for Study:

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

Books for Reference:

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

2. Srinivasan & Perumalsamy: Elements of Quantitative Statistics – Emerald Publications
3. S.P. Gupta : Elementary Statistical Methods – S Chand & Co., New Delhi, 2011.

Web Sources:

- https://journals.lww.com/anesthesia-analgesia/Fulltext/2019/05000/Correlation_Coefficients_Appropriate_Use_a nd.50.aspx
- http://www.japi.org/march_2017/12_sfr_principles_of_correlation.pdf
- [https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3905568/https://www.ajodo.org/article/S0889-5406\(15\)01287-1/fulltext](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3905568/https://www.ajodo.org/article/S0889-5406(15)01287-1/fulltext)

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

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

Course code: 21UECSC2

Hours/Week: 2

Semester: II

Credit: 2

Course Objectives:

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

SYLLABUS

Unit- I: Introduction

(Hours: 6)

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

Unit- II: Career Planning

(Hours: 8)

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

Unit- III: Counseling Development

(Hours: 5)

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

Unit- IV: Education and HRD

(Hours: 5)

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

Unit- V: Manpower Planning

(Hours: 6)

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

Book for Study

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

Books for Reference:

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

Web Sources:

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

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

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

Mapping of COs with POs

<div>PO</div> <div>CO</div>	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	L	M	S	S	S	S
CO2	M	S	S	M	S	S	S
CO3	S	S	L	M	S	S	S
CO4	S	S	M	S	S	S	S

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: INDIAN ECONOMICS – I

Course Code: 21UECC5

Hours/Week: 5

Semester: III

Credit: 4

Course Objectives:

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

SYLLABUS

Unit- I: Economic Development

(Hours: 16)

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

Unit-II: Human Resource Development

(Hours: 14)

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

Unit- III: Agriculture in the National Income

(Hours: 16)

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

Unit- IV: Food Security in India

(Hours: 14)

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

Unit- V: Agriculture Finance

(Hours: 15)

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

Book for Study:

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

Books for Reference:

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

Web Sources:

- www.google/books
- www.planningcommission.nic.in
- www.ibef.org/economy/indian-economy

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: HISTORY OF ECONOMIC THOUGHT

Course Code: 21UECC6

Hours/Week: 4

Semester: III

Credit: 4

Course Objectives:

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

SYLLABUS

Unit-I: Early Period

(Hours: 11)

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

Unit-II: The Classical Period

(Hours: 13)

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

Unit-III: Later Schools of Economic Thought

(Hours: 12)

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

Unit-IV: Neo Classical School

(Hours: 13)

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

Unit-V: Indian Economic Thought

(Hours: 11)

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

Book for Study:

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

Books for Reference:

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

Web Sources:

- www.universityofcalicut.info/SDE/Economic_thought.pdf
- <https://pdfs.semanticscholar.org/d402/5ed1acc9ccd1ce64733a0c275bd6d6fb291c.pdf>

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: ALLIED –III: RURAL ECONOMICS

Course Code: 21UECAC3

Hours/Week: 5

Semester: III

Credit: 5

Course Objective:

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

SYLLABUS

Unit – I: Introduction

(Hours: 14)

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

Unit – II: Role of Agriculture

(Hours: 16)

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

Unit- III: Non-Farm Sector

(Hours: 15)

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

Unit –IV: Rural Poverty and Unemployment

(Hours: 16)

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

Unit – V: Rural Development

(Hours: 14)

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

Book for Study:

- S. Sankaran - Rural Economics

Books for Reference:

1. Rural Economy of India -Niraj Kumar Verma

Web Sources:

- https://www.jstor.org/stable/1882365?seq=1#metadata_info_tab_contents

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

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: SKILL BASED PAPER - III: MEDIA ECONOMICS

Course Code: 21UECSC3

Hours/Week: 2

Semester: III

Credit: 2

Course Objectives:

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

SYLLABUS

Unit -I: Principles of Media Economics

(Hours: 7)

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

Unit – II: Print Media – I

(Hours: 5)

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

Unit – III: Print Media – II

(Hours: 5)

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

Unit – IV: Print Media - III

(Hours: 6)

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

Unit – V: Electronic Media

(Hours: 7)

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

Book for Study:

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

Books for Reference:

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

Web Sources:

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

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

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

Mapping of COs with POs

<div>PO</div> <div>CO</div>	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	S	L	S	S
CO2	S	M	S	S	M	S	M
CO3	S	S	S	S	S	S	S
CO4	S	M	M	S	S	S	S
CO5	S	S	S	M	S	S	M
CO6	M	M	S	S	M	S	S

S-Strong; M-Medium; L-Low

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

Course Title: NME – I: ECONOMICS OF INFORMATION

Course Code: 21UECNEC1

Hours/Week: 2

Semester: III

Credit: 2

Course Objectives:

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

SYLLABUS

Unit-I: Introduction

(Hours: 6)

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

Unit-II: Types of Costs

(Hours: 6)

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

Unit-III: Demand Analysis

(Hours: 7)

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

Unit-IV: Information as a Public Good

(Hours: 6)

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

Unit-V: Uncertainty and Risks in Markets

(Hours: 5)

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

Book for Study:

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

Books for Reference:

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

Web Sources:

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

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

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

Programme Title: B.A. Economics

Course Title: INDIAN ECONOMICS – II

Course code: 21UECC7

Hours/Week: 4

Semester: IV

Credit: 4

Course Objectives:

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

SYLLABUS

Unit- I: Industry in National Economy

(Hours: 13)

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

Unit- II: Industrial Development and Finance

(Hours: 12)

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

Unit- III: Industrial Labour and organisation

(Hours: 12)

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

Unit- VI: Impact of Foreign Agreements in Industrial Development

(Hours: 11)

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

Unit- V: Planning and Economic Development

(Hours: 12)

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

Book for Study

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

Books for Reference:

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

Web Sources:

- www.google/books
- www.planningcommission.nic.in
- www.ibef.org/economy/indian-economy

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: SOCIO ECONOMIC PROBLEMS IN INDIA

Course code: 21UECEC1

Hours/Week: 5

Semester: IV

Credit: 5

Course Objective:

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

SYLLABUS

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

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

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

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

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

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

Unit- IV: Social Degeneration (Hours: 16)

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

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

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

Book for Study

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

Books for Reference:

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

Web Sources:

- www.google/books
- <https://en.m.wikipedia.org>

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: INDUSTRIAL ADMINISTRATION AND MANAGEMENT

Course code: 21UECESC1

Hours/Week: 5

Semester: IV

Credit: 5

Course Objectives:

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

SYLLABUS

Unit-I: Purchase Management

(Hours: 16)

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

Unit-II: Personnel Management

(Hours: 14)

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

Unit-III: Labour Legislation

(Hours: 13)

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

Unit-IV: Sales Management

(Hours: 17)

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

Unit-V: Administrative Control

(Hours: 15)

Controlling – Budgetary Control – Reporting – Statistical Reports.

Book for Study:

- Kimball & Kimball – Fundamentals of Industrial Organisation

Books for Reference:

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

Web Sources:

- <http://www.purchasecontrol.com>
- www.yourarticlelibrary.com

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

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

Mapping of COs with POs

<div>PO</div> <div>CO</div>	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	L	S	S	M	S	S
CO2	S	M	S	S	S	S	S
CO3	S	S	S	S	M	S	S
CO4	S	S	M	S	S	S	M

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: ALLIED-IV: URBAN ECONOMICS

Course Code: 21UECAC4

Hours/Week: 5

Semester: IV

Credit: 5

Course Objective:

- To inculcate the knowledge about urban economics.

SYLLABUS

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

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

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

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

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

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

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

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

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

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

Books for Study

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

Books for Reference:

1. Rajendra Kumar - Rural and Urban Government

Web Sources:

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

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: SKILL BASED PAPER-IV: WOMEN EMPOWERMENT

Course Code: 21UECSC4

Hours/Week: 2

Semester: IV

Credit: 2

Course Objectives:

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

SYLLABUS

Unit – I: Social Empowerment

(Hours: 6)

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

Unit – II: Women and Society

(Hours: 6)

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

Unit – III: Economic Empowerment

(Hours: 6)

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

Unit – IV: Women Entrepreneurs

(Hours: 5)

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

Unit –V: Political and Legal Empowerment

(Hours: 7)

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

Book for Study:

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

Books for Reference:

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

Web Sources:

- https://www.researchgate.net/publication/23795416_Women_Empowerment_in_India
- <https://asiafoundation.org/resources/pdfs/womensempowermentindiabriefs.pdf>

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

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

Course Title: NME – II: APPLIED BANKING

Course Code: 21UECNEC2

Hours/Week: 2

Semester: IV

Credit: 2

Course Objectives:

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

SYLLABUS

Unit-I: Introduction to Banking

(Hours: 7)

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

Unit-II: Deployment of Funds

(Hours: 6)

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

Unit-III: Banking Regulation Act

(Hours: 6)

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

Unit-IV: Banking Practices and Procedures

(Hours: 5)

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

Unit-V: Banking Services

(Hours: 6)

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

Book for Study:

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

Book for Reference:

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

Web Sources:

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

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

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

Programme Title: B.A. Economics

Course Title: MACRO ECONOMICS - I

Course Code: 21UECC8

Hours/Week: 6

Semester: V

Credit: 4

Course Objectives:

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

SYLLABUS

Unit-I: Nature of Macro Economics

(Hours: 18)

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

Unit-II: Classical Theory of Income and Employment

(Hours: 18)

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

Unit-III: Keynesian Income Analysis

(Hours: 18)

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

Unit-IV: Determination of Investment and Theory of Multiplier

(Hours: 12)

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

Unit – V: Modern Theories of Income Distribution

(Hours: 12)

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

Book for Study:

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

Books for Reference:

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

Web Resources:

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

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

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

Mapping of COs with POs

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

S-Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: MONEY, BANKING AND TRADE- I

Course Code: 21UECC9

Hours/Week: 6

Semester: V

Credit: 4

Course Objectives:

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

SYLLABUS

Unit-I: Money and Monetary standard

(Hours: 16)

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

Unit-II: Value of Money

(Hours: 16)

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

Unit-III: Commercial Banking

(Hours: 18)

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

Unit –IV: Financial Institutions

(Hours: 14)

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

Unit-V: International Trade

(Hours: 14)

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

Book for Study:

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

Books for Reference:

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

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

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

Web Sources:

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

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

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

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

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

Mapping of COs with POs

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

S- Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: FISCAL ECONOMICS -I

Course Code: 21UECC10

Hours/Week: 5

Semester: V

Credit: 4

Course Objective:

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

SYLLABUS

Unit-I: Public Finance: An Overview

(Hours: 10)

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

Unit-II: Sources of Public Revenue

(Hours: 13)

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

Unit-III: Theories of Taxation

(Hours:17)

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

Unit-IV: Public Expenditure and Incidence of Taxes

(Hours:15)

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

Unit-V: Introduction and Overview of GST

(Hours:10)

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

Book for Study:

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

Books for Reference:

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

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

Web Sources:

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

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

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

Mapping of COs with POs

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

S- Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: MANAGERIAL ECONOMICS-I

Course Code: 21UECC11

Hours/Week-5

Semester-V

Credit-4

Course Objectives:

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

SYLLABUS

Unit-I: Introduction

(Hours: 10)

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

Unit-II: Theory of Demand

(Hours: 13)

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

Unit-III: Demand Distinctions

(Hours: 17)

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

Unit-IV: Cost Analysis

(Hours: 15)

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

Unit-V: Supply Analysis

(Hours: 10)

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

Book for Study:

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

Books for Reference:

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

Web Sources:

https://www.academia.edu/34707649/Managerial_Economics_Textbook
http://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Managerial_Economics_15497.pdf

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

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

Mapping of COs with POs

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

S- Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: ECONOMIC DEVELOPMENT OF TAMIL NADU

Course Code: 21UECEC2

Hours/week: 5

Semester: V

Credit: 5

Course Objectives:

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

SYLLABUS

Unit – I: Basic Characteristics Features

(Hours: 14)

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

Unit – II: Agricultural Development

(Hours: 12)

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

Unit – III: Small and Large Scale Industries Development

(Hours: 15)

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

Unit – IV: Physical Infrastructure Development

(Hours: 12)

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

Unit- V: Social Infrastructure

(Hours: 14)

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

Book for Study:

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

Books for Reference:

Various Issues of Economic Appraisal, Government of Tamil Nadu.

Web Resources:

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

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

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

Mapping of COs with POs

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

S- Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: AGRICULTURAL MARKETING

Course code: 21UECESC2

Hours/week: 5

Semester: V

Credit: 5

Course Objective:

- To have an understanding about the nature of agricultural marketing

SYLLABUS

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

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

Unit -II: Agricultural Marketing (Hours: 12)

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

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

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

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

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

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

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

Book for Study:

Bhattacharya J.B – Studies in Indian Agricultural Economics

Books for Reference:

Cohen R.C - Economics of Agriculture

Government of India - Agricultural Marketing

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

Web Source:

www.economicsdiscussion.net

www.yourarticlelibrary.com

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

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

Mapping of COs with POs:

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

S- Strong; M-Medium; L-Low

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

Course Title: NMSB – I: INTRODUCTION TO MARKETING

Course Code: 21UECNSC1

Hours/Week: 2

Semester-V

Credit: 2

Course objectives:

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

SYLLABUS

Unit - I: Marketing Concept

(Hours: 6)

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

Unit - II: Modern Marketing

(Hours: 6)

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

Unit - III: Marketing Functions

(Hours: 6)

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

Unit - IV: Marketing Research

(Hours: 6)

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

Unit - V: Marketing Types

(Hours: 6)

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

Book for Study:

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

Book for Reference:

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

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

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

Programme Title: B.A. Economics

Course Title: MACRO ECONOMICS - II

Course Code: 21UECC12

Hours/Week: 6

Semester: VI

Credit: 4

Course Objectives:

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

SYLLABUS

Unit-I: Theories of Acceleration

(Hours: 14)

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

Unit-II: Theories of Trade Cycle

(Hours: 16)

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

Unit-III: Inflation and Deflation

(Hours: 18)

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

Unit-IV: General Equilibrium Analysis

(Hours: 16)

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

Unit-V: General Disequilibrium Analysis

(Hours: 14)

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

Book for Study:

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

Books for Reference:

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

Web Resources:

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

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

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

Mapping of COs with POs:

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

S- Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: MONEY, BANKING AND TRADE- II

Course Code: 21UECC13

Hours/Week: 6

Semester: VI

Credit: 4

Course Objectives:

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

SYLLABUS

Unit-I: Concept of Central Banking

(Hours: 16)

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

Unit-II: Development Banks in India

(Hours: 15)

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

Unit-III: Monetary Policy

(Hours: 15)

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

Unit-IV: Indian Money Market and Capital Market

(Hours: 16)

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

Unit-V: International Trade

(Hours: 16)

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

Book for Study:

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

Books for Reference:

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

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

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

Web Sources:

www.academia.edu/.../Lecture_Notes_on_MONEY_BANKING_AND_FINANCIAL_...

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

cs.uef.fi/~estola/monbank/MonBlect1.pdf

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

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

Mapping of COs with POs

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

S- Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: FISCAL ECONOMICS-II

Course Code: 21UECC14

Hours/Week: 5

Semester: VI

Credit: 3

Course Objectives:

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

SYLLABUS

Unit-I: Individual Taxes

(Hours: 12)

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

Unit-II: Public Debt

(Hours: 12)

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

Unit-III: Financial Administration

(Hours: 13)

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

Unit-IV: Fiscal Policy and Federal Finance

(Hours: 14)

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

Unit-V: Finance Commissions

(Hours: 14)

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

Books for Study:

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

Books for Reference:

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

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

Web Source:

https://onlinecourses.swayam2.ac.in/nou21_cm05/course#registration_confirmation

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

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

Mapping of COs with POs

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

S- Strong; M-Medium; L-Low

Programme Title: B.A. Economics

Course Title: MANAGERIAL ECONOMICS-II

Course Code: 21UECC15

Hours/Week: 5

Semester-VI

Credit: 3

Course Objectives:

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

SYLLABUS

Unit-I: Break-Even Analysis

(Hours: 10)

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

Unit-II: Pricing Methods

(Hours: 15)

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

Unit-III: Goals of the Firm

(Hours: 12)

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

Unit-IV: Analysis of Profit

(Hours: 15)

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

Unit-V: Capital Budgeting

(Hours: 13)

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

Book for Study:

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

Books for Reference:

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

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

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

Web Sources:

https://ebooks.lpude.in/commerce/mcom/term_1/DECO405_MANAGERIAL_ECONOMICS_ENGLISH.pdf

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

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

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

Mapping of COs with POs

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

S- Strong; M-Medium; L-Low

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

Course Title: NMSB – II: PRINCIPLES OF TAXATION

Course Code: 21UECNSC2

Hours/Week: 2

Semester: VI

Credit: 2

Course objectives:

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

SYLLABUS

Unit-I: Nature of Public Finance

(Hours: 6)

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

Unit-II: Taxation

(Hours: 6)

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

Unit-III: Types of Taxes-I

(Hours: 6)

Proportional, Progressive, Regressive Taxation, Effects of Taxation.

Unit-IV: Types of Taxes-II

(Hours: 6)

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

Unit-V: Types of Taxes-III

(Hours: 6)

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

Book for Study:

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

Books for Reference:

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

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

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

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