

105 - B.A. ECONOMICS

Programme Structure and Scheme of Examination (under CBCS)
(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)

Part	Course Code	Study Components & Course Title	Credit	Hours/Week	Maximum Marks		
					CIA	ESE	Total
SEMESTER – I							
I	23UTAML11/ 23UHINL11/ 23UFREL11	Language – I: பொது தமிழ்-I: தமிழிலக்கிய வரலாறு-1/ Hindi-I/ French-I	3	6	25	75	100
II	23UENGL12	General English – I	3	6	25	75	100
III	23UECOC13	Core – I: Micro Economics I	5	5	25	75	100
	23UECOC14	Core –II: Statistics for Economics I	5	5	25	75	100
	23UECOE15-1 23UECOE15-2	Elective – I: Fundamentals of Management (or) Introduction to Sociology	3	4	25	75	100
IV	23UTAMB16/ 23UTAMA16	Skill Enhancement Course – 1* NME-I/ Basic Tamil – I/ Advanced Tamil – I	2	2	25	75	100
	23UECOF17	Foundation Course: Business Communication	2	2	25	75	100
Total			23	30			700
SEMESTER – II							
I	23UTAML21/ 23UHINL21/ 23UFREL21	Language – II: பொது தமிழ் -II: தமிழிலக்கிய வரலாறு-2/ Hindi-II/ French-II	3	6	25	75	100
II	23UENCL22	General English – II	3	6	25	75	100
III	23UECOC23	Core – III - Micro Economics II	5	5	25	75	100
	23UECOC24	Core – IV - Statistics for Economics II	5	5	25	75	100
	23UECOE25-1 23UECOE25-2	Elective – II: History of Economic Thought (or) Introduction to E-Commerce	3	4	25	75	100
IV	23UTAMB26/ 23UTAMA26	Skill Enhancement Course – 2* NME-II/ Basic Tamil – II/ Advanced Tamil – II	2	2	25	75	100
	23USECG27	Skill Enhancement Course –3: Internet and Its Application (Common Paper)	2	2	25	75	100
	23UNMSD01	Language Proficiency for employability: Overview of English Communication**	2	-	25	75	100
Total			25	30			800

SEMESTER – III							
I	23UTAML31/ 23UHINL31/ 23UFREL31	Language – III: பொது தமிழ் -III: தமிழக வரலாறும், பண்பாடும்/ Hindi-III/ French-III	3	6	25	75	100
II	23UENGL32	General English – III	3	6	25	75	100
III	23UECOC33	Core –V – Macro Economics - I	5	5	25	75	100
	23UECOC34	Core – VI - Mathematics for Economics	5	5	25	75	100
	23UECOE35-1 23UECOE35-2	Elective – III: Principles of Marketing(or) Economics of Tourism	3	4	25	75	100
IV	23UECOS36	Skill Enhancement Course – 4: Entrepreneurial Economics	1	1	25	75	100
	23UECOS37	Skill Enhancement Course – 5: Event Management	2	2	25	75	100
		Environmental Studies		1			
Total			22	30			700
SEMESTER – IV							
I	23UTAML41/ 23UHINL41/ 23UFREL41	Language – IV: பொது தமிழ் -IV: □□□□□□□ □□□□□□□□□□/ Hindi-IV/ French-IV	3	6	25	75	100
II	23UENGL42	General English – IV	3	6	25	75	100
III	23UECOC43	Core –VII – Macro Economics-II	5	5	25	75	100
	23UECOC44	Core – VIII - Indian Economy	5	5	25	75	100
	23UECOE45-1 23UECOE45-2	Elective – IV: Research Methods in Economics(or) Health Economics	3	3	25	75	100
IV	23UECOS46	Skill Enhancement Course – 6: Basic Accountancy	2	2	25	75	100
	23UECOS47	Skill Enhancement Course – 7: Modern Banking and Insurance	2	2	25	75	100
	23UEVSG48	Environmental Studies	2	1	25	75	100
Total			25	30			800
SEMESTER –V							
III	23UECOC51	Core – IX - Monetary Economics	4	5	25	75	100
	23UECOC52	Core – X - Fiscal Economics	4	5	25	75	100
	23UECOC53	Core – XI - Industrial Economics	4	5	25	75	100
	23UECOD54	Core – XII - Project with Viva-voce	4	5	25	75	100
	23UECOE55-1 23UECOE55-2	Elective – V: Tamilnadu Economy(or) Managerial Economics	3	4	25	75	100
	23UECOE56-1 23UECOE56-2	Elective – VI: Operations Research(or) Gender Economics	3	4	25	75	100
IV	23UVALG57	Value Education	2	2	25	75	100
	23UECOI58	Summer Internship ⁺⁺	2	-	25	75	100

		Total	26	30			800
		SEMESTER –VI					
III	23UECOC61	Core – XIII: International Economics	4	6	25	75	100
	23UECOC62	Core – XIV: Development Economics	4	6	25	75	100
	23UECOC63	Core – XV: Agricultural Economics	4	6	25	75	100
	23UECOE64-1 23UECOE64-2	Elective – VII: Basic Econometrics (or) Behavioural Economics	3	5	25	75	100
	23UECOE65-1 23UECOE65-2	Elective – VIII: Financial Markets and Institutions(or) Urban Economics	3	5	25	75	100
IV	23UECOF66	Professional Competency Skill: General Studies for Competitive Examinations	2	2	25	75	100
V	23UECOX67	Extension Activity	1	-	100	-	100
		Total	21	30			700
		Grand Total	142				4500

	NME offered to other Departments						
IV	23UECON16	Demography	2	2	25	75	100
IV	23UECON26	Economics for Investors	2	2	25	75	100

* PART-IV: NME / Basic Tamil / Advanced Tamil (Any one)

Students who have not studied Tamil upto 12th Standard and have taken any Language other than Tamil in Part-I, must choose Basic Tamil-I in First Semester & Basic Tamil-II in Second Semester.

Students who have studied Tamil upto 10th & 12th Standard and have taken any Language other than Tamil in Part-I, must choose Advanced Tamil-I in First Semester and Advanced Tamil-II in Second Semester.

** The course “23UNMSD01: Overview of English Communication” is to be taught by the experts from Naan Mudhalvan Scheme team. However, the faculty members of Department of English should coordinate with the Naan Mudhalvan Scheme team for smooth conduct of this course.

++Students should complete two weeks of internship before the commencement of V semester.

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part I	Language – Tamil	3	6
Part II	English	3	6
Part III	Core Theory, Practical & Elective Courses	13	14
Part IV	Skill Enhancement Course SEC-1 (NME-I)	2	2
	Foundation Course	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part I	Language – Tamil	3	6
Part II	English	3	6
Part III	Core Theory, Practical & Elective Courses	13	14
Part IV	Skill Enhancement Course -SEC-2 (NME-II)	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		23	30

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part I	Language - Tamil	3	6
Part II	English	3	6
Part III	Core Theory, Practical & Elective Courses	13	14
Part IV	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		22	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part I	Language - Tamil	3	6
Part II	English	3	6
Part III	Core Theory, Practical & Elective Courses	13	13
Part IV	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1
		25	30

Third Year

Semester-V

Part	List of Courses	Credit	No. of Hours
Part III	Core Theory, Practical, Project & Elective Courses	22	28
Part IV	Value Education	2	2
	Internship / Industrial Visit / Field Visit	2	-
		26	30

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part III	Core Theory, Practical & Elective Courses	18	28
Part IV	Professional Competency Skill	2	2
Part V	Extension Activity	1	-
		21	30

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	2	23
Part V	-	-	-	-	-	1	1
Total	23	23	22	25	26	21	140

***Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components Part IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

CREDIT DISTRIBUTION FOR U.G. PROGRAMME

Part	Course Details	No. of Courses	Credit per course	Total Credits
Part I	Tamil	4	3	12
Part II	English	4	3	12
Part III	Core Courses	15	4/5	68
	Elective Courses: Generic / Discipline Specific (3 or 2+1 Credits)	8	3	24
Part I, II and III Credits				116
Part IV	Skill Enhancement Courses / NME / Language Courses	7	1/2	15
	Professional Competency Skill Course	1	2	2
	Environmental Science (EVS)	1	2	2
	Value Education	1	2	2
	Internship	1	2	2
Part IV Credits				23
Part V	Extension Activity (NSS / NCC / Physical Education)	1	1	1
Total Credits for the UG Programme				140

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze(K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate(K5)	Longer essay/Evaluation essay, Critique or justify with pros and cons	
Create(K6)	Check knowledge in specific or off beat situations, Discussion, Debating or Presentations	

<p>Programme Outcomes:</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>
<p>Programme Specific Outcomes:</p>	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

SEMESTER: I CORE-I PART: III	23UECOC13 MICRO ECONOMICS – I	CREDIT: 5 HOURS: 5/W
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Learning Objectives

1. To equip the student with knowledge about economic behaviors of individual units of the society.
2. To describe the consumer behavior and utility analysis.
3. To impart knowledge on demand and supply concepts.
4. To identify the relevance of Production and returns to scale of production.
5. To know the costs and profit maximization.

UNIT-I Basic Concepts

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

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

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

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

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.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the meaning of basic concepts and the need for the study of Microeconomics.
 - 2 Evaluate the types of utility and Consumer Behaviour.
 - 3 Acquire knowledge on various market equilibrium, Demand and Supply Functions.
 - 4 Understand the meaning of Production Functions.

- 5 Understand the theory of Firms, Cost and Revenue.

Textbooks

1. Robert Pindyck and Daniel L. Rubinfeld, (2001) Micro Economics, Macmillan
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, 12th Media Services.

Reference Books

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

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	2
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2
CO 5	2	2	2	2	2	2	3

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: I CORE-II PART: III	23UECOC14 STATISTICS FOR ECONOMICS –I	CREDIT:5 HOURS:5/W
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Learning Objectives

1. To know the nature and scope of statistics and its applications.
2. To teach students Collection, Classification, Analyzing and Presentation of data.
3. To apply the measures of central tendency.
4. To draw measurement of dispersion and its applications.
5. To analyse correlation and regression and its applications.

UNIT-I **Introduction and Collection of Data**

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**

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**

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

UNIT-IV **Measures of Dispersion**

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**

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

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the overview of statistics and basic knowledge of statistical tools.
 - 2 Differentiate types of Data and its Classification.
 - 3 Explain the concept of Averages and its application.
 - 4 Know the concept of Dispersion and its application.
 - 5 Calculate Correlation and estimate values using Regression.

Textbooks

1. Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.
2. Sancheti. D.C and Kapoor V.K(2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi.
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)

Reference Books

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/>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3
CO 5	3	2	2	2	3	2	3

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: I ELECTIVE-I-1 PART: III	23UECOE15-1 FUNDAMENTALS OF MANAGEMENT	CREDIT:3 HOURS:4/W
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Learning Objectives

- 1 To provide students with the basic concepts of Management.
- 2 To probe the planning concepts and its objectives
- 3 To analyze the Organizational Levels in an Organization
- 4 To describes the motivation and satisfaction and its elements
- 5 To know the importance of Quality Checks.

UNIT-I Introduction

Management – Definition-scope – Schools of Thought in Management-Levels of Management-Role and Functions of a Manager

UNIT-II Planning

Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

UNIT-III Organisational Levels

Types of Business Organizations – Structure- Span of Control – Departmentalisation- Selection, Training and Development, Performance Management, Career Planning ,and Management

UNIT-IV Directing

Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.

UNIT-V Controlling

Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the foundations and importance of Management.
 - 2 Demonstrate an understanding of Planning
 - 3 Analyze the organisational levels and Process of selection
 - 4 Discuss the relevance of Organizational Culture
 - 5 Examine the importance of quality control

Textbooks

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter,(2011) “Fundamentals of Management” 7th Edition, Pearson Education
2. Tripathy PC & Reddy PN,(1999) “Principles of Management”, Tata McGraw Hill.
3. Pillai R.S.N and Kala .S (2013) Principles And Practice Of Management S.Chand& Co andCompany.
4. Ricky Griffin, “Fundamentals of Management”, Cengage Learning, (2016)
5. Pardeep Kumar and Amanjot Sachdeva, “Fundamentals of Management”,S. Chand Publishing, (2012)

Reference Books

1. Dr. C.B. Gupta and Dr. Shruti Mathur (2022) Management Principles andApplications ,Scholar Tech Press
2. Neeru Vasisth and Vibhuti Vasishth(2019)Principles of Management Text & Cases ,Taxman Publication
- 3 R.C Bhatiya, “Fundamentals of Management”, S.K Kataria &Sons, 2013
- 4 L.M Prasad, “Principles and Practice of Management,2021
- 5 Dr.N.Mishra and Dr.O.P.Gupta, “Fundamentals of Management”, SBPD Publishing House, 2022

Web Resources

1. <http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf>
2. <https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-of-management-introduction-and-concepts/>
3. <https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf>
4. <https://in.sagepub.com/en-in/sas/journal-of-management/journal201724>
5. <https://www.managementstudyhq.com/evolution-management-thought-theories.html>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3
CO 5	3	2	3	2	3	2	3

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

SEMESTER: I ELECTIVE-I-2 PART: III	23UECOE15-2 INTRODUCTION TO SOCIOLOGY	CREDIT:3 HOURS:4/W
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Learning Objectives

- 1 To understand the nature and scope of sociology and its development
- 2 To identify the origin and development of sociology and its basic concepts
- 3 To evaluate stages and agencies of socialization
- 4 To understand social stratification and its determinants
- 5 To know the social change, evolution and revolution

- UNIT -I Introduction**
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**
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**
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**
Social Stratification: Meaning, Definition and Dimensions –Social mobility and its determinants.
- UNIT -V Social Change**
Meaning and Types: Evolution and Revolution, Progress and Development — Factors of Social Change-Culture and Civilization

Course Outcomes

- CO** On completion of this course, students will
- 1 Understand the contributions of sociologists in the field of sociology
 - 2 Understand the basic aspects of Sociology
 - 3 Examine the impact of individuals, groups and society
 - 4 Understand the dimensions of social stratification
 - 5 Analyze and design Policy for social change

Textbooks

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, 17th edition, 2018
5. C.N Shankar Rao, “Sociology: Principles of Sociology with an Introduction to Sociology Thought”, S.Chand Publication, 2019

Reference Books

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/>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2
CO 5	2	3	3	2	3	2	3

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

SEMESTER:I Foundation Course PART IV	23UECOF17 BUSINESS COMMUNICATION	CREDIT:2 HOURS:2/W
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Learning Objectives

1. To know the meaning objectives and role of communication and media
2. To understand the need and importance of communication in management
3. To apply the need and function of business letter
4. To study the business correspondents with insurance and other organization
5. To understand the meaning and importance of report writing

UNIT-I Communication

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

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

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

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

UNIT-V Report Writing

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.

Course Outcomes

CO On completion of this course, students will

- 1 Understand the basics of communication and its Process, Elements, and its importance.
- 2 Acquire communication skills.
- 3 Employ the art of report preparation and writing Business Letters.
- 4 Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.
- 5 Employ the art of report preparation

Textbooks

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

Reference Books

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
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>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2
CO 5	3	3	3	2	3	2	3

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: II CORE-III PART:III	23UECOC23 MICRO ECONOMICS -II	CREDIT:5 HOURS:5/W
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Learning Objectives

- 1 To equip the students to gain knowledge on the market structures.
 - 2 To analyse the monopoly and price discrimination in the market.
 - 3 To probe the monopolistic and oligopoly competitions and its operation.
 - 4 To enrich the students about the Theories of Distribution.
 - 5 To understand the concepts of Welfare Economics.
- UNIT-I Perfect Competition**
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**
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**
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**
Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.
- UNIT-V Welfare Economics and General Equilibrium**
Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the equilibrium conditions in Perfect Competition.
 - 2 Analyze the equilibrium conditions under Monopoly Market Structure.
 - 3 Describe the Market Equilibrium under Monopolistic and Oligopoly Market.
 - 4 Know the importance of theories of Distribution.
 - 5 Evaluate the aspects of Welfare Economics and General Equilibrium.

Textbooks

1. Robert Pindyck and Daniel L.Rubinfield,(2001) Micro Economics,Macmillan.
2. Hal R. Varian (2004), Intermediate Micro Economics East-West Press: New Delhi.
3. Walter Nicholson and Christopher Snyder, Micro Economic Theory - Basic Principles

- and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016.
4. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
 5. Timothy Taylor, Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services.

Reference Books

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

Web Resources

1. <https://open.umn.edu/opentextbooks/subjects/economics>
2. <https://global.oup.com>
3. <https://www.economicsnetwork.ac.uk>
4. <https://edge.sagepub.com/sextomicro8e>
5. <https://www.aeaweb.org/resources/students>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2
CO 5	2	3	2	3	3	2	3

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: II CORE-IV PART:III	23UECOC24 STATISTICS FOR ECONOMICS -II	CREDIT:5 HOURS:5/W
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Learning Objectives

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

UNIT-I **Index Numbers**

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**

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**

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**

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**

Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis – Test: Null and Alternative Hypothesis – Type – I and Type – II Errors– ‘t’ Test – Paired ‘t’-test – Chi –Square test, ‘F’ test –Analysis of Variance - One way and Two-way ANOVA.

Course Outcomes

- CO On completion of this course, students will
- 1 Gain Knowledge on the Index Numbers
 - 2 Analyze the importance of Time Series Data and its measurement
 - 3 Understand the concept of Probability
 - 4 Identify the various Sampling Methods
 - 5 Acquire Knowledge on Hypothesis Testing

Textbooks

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. & BagavathiV (2012) “Statistics: Theory and Practice” S.Chand & Company Ltd. 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.

Reference Books

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 andeconometrics, Mc Graw Hill, (2002)

Web Resources

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/>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2
CO 5	3	2	2	2	3	2	3

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: II Elective II-1	23UECOE25-1 HISTORY OF ECONOMIC THOUGHT	CREDIT: 3 HOURS: 4/W
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Learning Objectives

1. To explain the nature and scope of economic thought and its principles
2. To understand the classical economists ideology and theory of Marx
3. To know the Kenesian revolution and its analysis
4. To build the Marginalism Revolution and its operations
5. To describes the thoughts of various Nobel laureates in economics

UNIT-I **Pre-Classical Thought**

Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism- Main Principles – Important Mercantilists- Physiocracy - Main concepts - Important Physiocrats

UNIT-II **Classical Economists and Karl Marx**

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 -Breakdown of the Capitalist System

UNIT-III **Neo-Classical and Institutional Thought**

The Marginalist Revolution- Marshall: Value and Role of Time – Marginal Utility and Consumer's Surplus – Distribution – Marshallian Concepts – Representative Firm, Economies of Scale, Quasi-Rent- Institutional Economics – Veblen – Mitchell –J.R.Commons.

UNIT-IV **Keynesian Revolution and Modern Thought**

Keynes – Psychological law of Consumption- Effective Demand-Theory of Employment-- Schumpeter's Theory of Innovation - Hicks theory of Trade Cycle- New Keynesian Economics- New classical Economics –Rational Expectation Hypothesis.

UNIT-V **Nobel Laureates in Economics and Indian Economic Thought**

Nobel Laureates in Economics – Paul A Samuelson – Kuznets – Hicks – Myrdal – Milton Friedman – Recent Nobel Laureates (Last Three Years)- Indian Economic Thought – DadabhaiNaorji- Mahatma Gandhi-B.R. Ambedkar – Amartya Sen – Sen's Capability Approach –Poverty and Inequality.

Course Outcomes

- CO On completion of this course, students will
- 1 Acquire knowledge on the subject matter of History of Economic Thought.
 - 2 Understand the contributions of the Classical Ideas of Economics.
 - 3 Describe Neo Classical and Institutional Economic Ideas
 - 4 Examine the Keynesian School and Modern Economic Ideas

- 5 Understand the contribution of Nobel Laureates and Indian Economic Ideas

Textbooks

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, Virnda Publication 2014.
5. R.R.Paul “History of Economic Thought” ,Kalyani Publisher,2018.

Reference Books

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 18th 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 Resources

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>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3
CO 5	2	2	2	2	3	2	3

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: II Departmental Elective II-2	23UECOE25-2 INTRODUCTION TO E-COMMERCE	CREDIT: 3 HOURS: 4/W
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Learning Objectives

1. To learn the nature and concepts of E-commerce in India
2. To understand the various business models for E-Commerce and its uses
3. To analyse the Various on line business transactions and its applications
4. To explain the E-Promotion and consumer protection and its latest amendments
5. To update the students on various methods of E-payment systems and its risks.

UNIT-I Introduction

Meaning – Nature – Concepts – advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E-Commerce in India.

UNIT-II Business Models for E-commerce

E-commerce Models - Business-to-Business (B2B) – Business– to-Consumer (B2C) - Consumer-to-Consumer (C2C) - Consumer-to-Business (C2B) - Direct to Customer (D2C) – Peer-to-Peer (P2P) - Brokerage Model - Aggregator Model.

UNIT-III Online Business Transactions

E-Commerce Applications in Various Industries- Banking, Insurance, Payment Of Utility Bills - Online Marketing /E-Tailing (Popularity, Benefits, Problems and Features) -Online Services (Financial, Travel and Career) /Auctions, Online Portal, Online Learning - Publishing and Entertainment - Online Shopping

UNIT-IV E-Promotion and Consumer Protection

E-Advertising techniques: Banners, Sponsorships, Portals, and online coupons-Role of Influencers in Social Media- Marketing-Porters Value Chain Model-E- Commerce and consumers-Consumer Protection (E-Commerce) Rules 2020 and Latest Amendments

UNIT-V E- Payment System

Models and Methods of e–Payments (Debit Card, Credit Card, Smart Cards, e-money) - Digital Signatures (procedure, working and legal position) - Payment Gateways - Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer - Automated Clearing House - Automated Ledger posting - Risks involved in e-payments.

Course Outcomes

CO

- 1 Understand the pros & cons of E-commerce.
- 2 Analyze the various models of E-commerce.
- 3 Understand the online business transaction and their impact on related service providers.
- 4 Understand the e-marketing mix and be familiar with consumer protection.

- 5 Know the mechanism of E- payment and its operations.

Textbooks

1. Bajaj K.K and Debjani Nag (2017), E-commerce, McGraw Hill Educatio
2. Chhabra T.N , Suri and Sanjiv Varma (2005) E-Commerce, Dhanpat Rai & Co
3. Dr.K. Abirami Devi and Dr.M. Alagammal, “E- Commerce”, Margaham Publication,
4. Amir Manzoor, “E- Commerce: An Introduction”, Lambert Academic Pubishing,2010
5. Dr. Shivani Arora, “E-Commerce”, Taxmann Publishing, 2017

Reference Books

1. Pandey (2013) Ecommerce and its Applications , S.K. Kataria& Sons
2. Kenneth C. Laudon and Carlo Guercio Traver(2020) , E-Commerce, Pearson Education.
3. Pralok Gupta (2020) E-commerce in India: Economic and Legal Perspectives, SAGE Publications India Pvt Ltd
4. David Whitley (2017) E - Commerce: Strategy, Technologies and Applications,
5. Joseph P.T ., S.J (2019) “E-Commerce : An Indian Perspective” PHI Learning Pvt. Ltd.

Web Resources

1. <https://ecommerce-platforms.com/resources>
2. <https://ecommerceguide.com>
3. <https://www.bigcommerce.com/resources/>
4. <https://www.cloudways.com/blog/top-ecommerce-websites/>
5. <https://www.indiafilings.com/learn/how-to-start-an-ecommerce-business-in-india/>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3
CO 5	2	2	3	3	3	2	3

S-Strong-3

M-Medium-2

L-Low-1

NME offered to other Departments

SEMESTER: I Skill Enhancement Course-1(NME-I) PART-IV	DEMOGRAPHY(23UECON16)	CREDIT: 2 HOURS: 2/W
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Learning Objectives

1. To understand the meaning and scope of demography
2. To discuss the basic concepts of demographic measurements.
3. To describes the concepts of urbanisation and migration
4. To evaluate the international aspects of population growth and tis environment
5. To analyse the trends in population policy in India

UNIT-I

Introduction

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

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

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

UNIT-IV

Population Trends

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

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.

Course Outcomes

- | | |
|----|---|
| CO | On completion of this course, students will |
| 1 | Describe the various theories of Population Growth. |
| 2 | Understand Demographic Indicators. |
| 3 | Assess the causes and impact of Migration on rural-urban population distribution. |
| 4 | Analyse the major demographic trends and their determinants. |
| 5 | Evaluate Population Policy of India and analyse recent trends. |

Textbooks

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

Reference Books

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- 5th 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/>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2
CO 5	3	3	3	2	3	2	3

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: II Skill Enhancement Course-2(NME-II) PART: IV	ECONOMICS FOR INVESTORS (23UECON26)	CREDIT: 2 HOURS: 2/W
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Learning Objectives

1. To understand concepts of saving and investments.
2. To probe the various investment avenue and its practice applications.
3. To enables various investment markers and its features.
4. To know the economic fundamentals and the Business Environment.
5. To understand various investment methods and its strategies.

UNIT-I **Introduction**

Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role.

UNIT-II **Investment Avenues**

Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment - Insurance -Mutual Funds -Traded Funds.

UNIT-III **Investment Markets**

Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options.

UNIT-IV **Economic fundamentals for Investors**

Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic. Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries.

UNIT-V **Investment Methods and Strategies.**

Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management.

Course Outcomes

- CO On completion of this course, students will
- 1 Describe the types and importance of savings and investments.
 - 2 Explain the available for investment avenues
 - 3 Understand the operations of different types of investment markets.
 - 4 Evaluate the economic fundamentals and information.
 - 5 Construct objective enabling investment plans, strategy, evaluate and restructure if required.

Textbooks

1. Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA
2. Esme Faerber (2013), All about Stocks ,Tata McGraw Hill, New Delhi
3. Christopher D. Piros, Jerald E. Pinto(2013), “Economics for Investment Decision Makers: Micro, Macro, and International Economics, Workbook”, Wiley, 2013

4. John Calverley, “The Investor's Guide to Economic Fundamentals”, Wiley, 2003
5. Howards Marks, Mastering The Market Cycle: Getting the Odds on Your Side”, John Murray Press, 2018

Reference Books

1. Robert T. Kyosaki,(2014) Guide To Investing Business Plus ISBN: 9780446589161
2. Benjamine Graham(1949), The Intelligent Investor, Harper & Brothers
3. Mary Buffett and David Clark(2002), The New Buffettology (Simon and Schuster)
4. John C Bogle(2017) The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications
5. William J. O’ Neil (2009) How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition McGraw Hill Education

Web Resources

1. <https://www.capitalmarket.com/>
2. <https://www.icmagroup.org/>
3. <https://www.nseindia.com>
4. <https://www.stockbrokers.com/guides/beginner-investors>
5. <https://www.nasdaq.com/articles/10-best-stock-trading-websites-for-beginners>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3
CO 5	2	2	3	3	3	2	3

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER III

SEMESTER: III	23UECOC33	CREDIT: 5
CORE-V	MACRO ECONOMICS – I	HOURS: 5
PART: III		

Learning Objectives

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

UNIT-I National Income

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

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

Keynes’s Critique of Classical Theory – Involuntary Unemployment –
Underemployment Equilibrium- Effective Demand – Components - Wage
Rigidity – Liquidity Preference

UNIT-IV Theories of Consumption

Consumption Function: Meaning and Attributes - Keynesian Absolute
Income Hypothesis – Duesenberry’s Relative Income Hypothesis –
Friedman’s Permanent Income Hypothesis – Modigliani’s Life Cycle
Hypothesis

UNIT-V Investment Function

Investment function – Autonomous and induced investment - Marginal
Efficiency of Capital-Multiplier – Process of multiplier – Leakages in
multiplier

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the structure of Macroeconomics and the Concept of GDP
 - 2 Outline the concepts in Classical Theory of Employment
 - 3 Analyse the Keynesian Underemployment Theory
 - 4 Examine the theories of Consumption Function
 - 5 Understand the types and the impact of Inflation on Economies

Textbooks

1. Mankiw. N Gregory (2000), Macroeconomics, Worth Publishers, New York
2. VaishM.C.(2003) Macro Economic Theory , S.Chand & Company Ltd New Delhi
3. Paul Krugman and Robin Wells(2015) Macroeconomics Worth Publisher
4. H.L. Ahuja, Macro Economics: Theory and Policy S.Chand, 2016
5. Andrew B. Abel and Ben S.Bernanke, Macro Econmics, Pearson Education, Inc., 7th Edition, 2011.

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1. RudigerDornbusch , Stanley Fischer, and Richard Startz (2000), Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi.
2. Parkin, M., 2014. Macro Economics. 11th Edition. Essex: Pearson
3. Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson.
4. Mueller, M.G. (Ed.) (1978), Readingsin Macroeconomics, Surjeet Publications, New Delhi
5. Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt Ltd., Singapore.

Web Resources

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

Mapping with Programme Outcomes:

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

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

SEMESTER: III	23UECOC34	CREDIT:5
CORE-VI	MATHEMATICS FOR ECONOMICS	HOURS: 5
PART: III		

Learning Objectives

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

UNIT-I Introduction

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

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

UNIT-III Applications of Matrix Algebra

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

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)

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).

Course Outcomes

- CO On completion of this course, students will
- 1 Understand Basic Concepts of Mathematics and its application in Economics.
 - 2 Analyze the relevance of the Types of Matrices
 - 3 Calculate optimal values in the system of Equations and the importance of Input-Output Analysis
 - 4 Gain knowledge of the rules of Differentiation and its Economic Applications
 - 5 To optimize single variable functions in Economics

Textbooks

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, 3rd Edition, Mc Graw Hill
3. Renshaw Geoff, (2005) Maths for Economics, 3rd 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

Reference Books

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 Resources

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/>

Mapping with Programme Outcomes:

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

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

SEMESTER: III	23UECOE35-1	CREDIT:3
ELECTIVE-III	PRINCIPLES OF MARKETING	HOURS:4
PART: III		

Learning Objectives

- 1 To assess the nature and scope of marketing and its functions
- 2 To understand the buying behavior and market segmentation with consumer protection act
- 3 To know the product, pricing decisions and pricing of new products
- 4 To reveals the distribution and promotions decisions its types and methods
- 5 To analyse the marketing technique and marketing services

UNIT-I Introduction

Marketing: Definition, Nature and Scope – Marketing Functions– Modern Concept of Marketing– Classification of Markets – Buying – Transportation – Warehousing – Standardization – Grading.

UNIT-II Buying Behaviour and Market Segmentation

Buying Behaviour– Classification - Buying Decision Process– Buying Motives – Consumer Protection Act 1986 and Latest Amendments- Market Segmentation: Concept and Methods - Product Differentiation Vs. Market Segmentation - Marketing Mix

UNIT-III Product and Pricing Decisions

Product: Meaning and Classification - Product Mix –Branding- Brand Decisions – Packaging and Labelling – Product Support - Product Life Cycle - New Product Development -Pricing Objectives - Pricing Policies and Strategies – Pricing of New Products

UNIT-IV Distribution and Promotion Decisions

Channels of Distribution: Meaning and Importance - Wholesaling and Retailing – Promotional Methods – Promotion Mix – Advertising: Objectives, Characteristics and Types of Advertising Mediums - Publicity – Personal Selling: Importance and Process - Sales Promotion and Distinctive Characteristics.

UNIT-V Modern Marketing Techniques

Modern Marketing– Direct Marketing– Social Marketing- Relationship Marketing– E-Marketing - Green Marketing – Marketing of Industrial and Consumer Products –Marketing of Services – Marketing of Agricultural Products –Market Information System (MIS).

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the Classification of Markets and Marketing Functions
 - 2 Analyze the buying behaviour, Buying Decision Process and Understand Basic Theories, Consumer Protection Act, Product Differentiation and Marketing Mix.
 - 3 Understand the concept of Product Mix, Product life cycle, Pricing Policies and Pricing of New Products.

- 4 Describe the Channel of Distribution, Wholesaling, Retailing, Sales promotion and their distinctive characteristics.
- 5 Evaluate the concepts of Modern Marketing and Elements.

Textbooks

1. Dr.Rajan Nair.(2020) ,Marketing, Sultan Chand and Sons.
2. Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited
3. Karunakaran K (2011) Marketing Management (Text and Cases in Indian Context), Himalaya Publishing House Mumbai
4. Seema Gupta (2022) Digital Marketing 3rd Edition McGraw Hill
5. Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, “Principles of Marketing”, Pearson, 2017

Reference Books

1. Pillai, R.S.N and Bhagvathi (2010), Modern Marketing Principles and Practices. S Chand &CoLtd.,
2. Dr.C. B.Gupta ,Dr.N.Rajan Nair(2020), Marketing Management ,Sultan Chand &Sons.
3. Varshney,R.Land B. Bhattacharyya(2022), International Marketing Management, Sultan Chand and Sons.
4. Dr.C.B.Mamoria, Pradeep Jain, Priti Mitra,(2013)Theory and Practice of Marketing,KitabMahal
5. Sheena Iyengar(2011) The Art of Choosing ,Little Brown Book Group

Web Resources

1. <https://marketingland.com>
2. <https://www.worldsupporter.org/en/chapter/41634-summary-principles-marketing-kotler>
3. <https://mailchimp.com/marketing-glossary/marketing-mix-7ps/>
4. <https://www.linkedin.com/learning/paths/become-an-online-marketing-manager>
5. <https://www.wordstream.com/learn>

Mapping with Programme Outcomes:

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

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

SEMESTER: III	23UECOE35-2	CREDIT:3
ELECTIVE-III	ECONOMICS OF TOURISM	HOURS:4
PART: III		

Learning Objectives

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

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

Course Outcomes

- CO On completion of this course, students will
- 1 Describe the importance of Tourism
 - 2 Understand various methods to calculate demand for tourism
 - 3 Analyse the impact of Tourism
 - 4 Know the various Tourist circuits in India
 - 5 Learn the role of Organisations in tourism development

Textbooks

- 1 Stephen Ball (2007), Encyclopaedia 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”, Talyor & Francis, 2009
- 5 Yong Chen, “Economics of Tourism and Hospitality:A Micro Approach”, Talyor & Francis, 2021

Reference Books

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 RiteshMishra(2019) Medical Tourism in India 93-88797-49-8
5. Geetanjali (2010)Tourism Management ABD Publishers

Web Resources

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/>

Mapping with Programme Outcomes:

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

SEMESTER: III	23UECOS36	CREDIT: 1
Skill Enhancement Course- 4	ENTREPRENEURIAL ECONOMICS	HOURS: 1
PART-IV		

Learning Objectives

1. To describe the factors influencing entrepreneurship
2. To know the various theories of motivation and its advantages
3. To identify the opportunities to create value for others
4. To evaluate the creativity and entrepreneurship.
5. To analyse the sources of finance for business.

UNIT-I

Introduction

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

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

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

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

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

Course Outcomes

CO	On completion of this course, students will
1	Explain the importance and factors influencing entrepreneurship
2	Understand and apply entrepreneurial theory using lean start-up principles.
3	Recognize and evaluate Creativity and entrepreneurship
4	Understand the Various sources of Finance available for entrepreneur
5	Know the Applicability of Legislation and Rules

Textbooks

- 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", PalgraveMacmillan UK, 2000
- 5 Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University Press, 2002

Reference Books

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 Resources

1. <https://www.startupindia.gov.in/>
2. <https://www.ediindia.org/>
3. <https://skillindia.gov.in/>
4. <https://www.startupindia.gov.in/>
5. <https://indianstartups.com/>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: III Skill Enhancement Course-5 PART IV	23UECOS37 EVENT MANAGEMENT	CREDIT:2 HOURS:2
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Learning Objectives

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

UNIT-I	Introduction Event Management – Definition –objectives –Classification and Types of Events- Career Options
UNIT-II	Event Management Strategy Process -Target Audience –Creativity - Purpose – Costs -Event Budget- Network with Suppliers- Creation of Social Media Accounts
UNIT-III	Committees in Managing Events Organising Committee- Event Scheduling -Venue Selection-Recruitment of Event Staff-Event Safety-Emergency Planning and Checklist
UNIT-IV	Celebrity Management Issues and Challenges -Cost Management and Budget – Confidentiality- Crowd Management
UNIT-V	Event Management Industry in India- Leading Event Management Companies

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the growing importance of event industry
 - 2 Analyse the process involved in the event management industry and career Options
 - 3 Gain Knowledge on the various Committees involved
 - 4 Review how to manage celebrities
 - 5 Examine the Growth process of event Management industry in India

Textbooks

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, “Events Management: An Introduction”,Talyor and Francis, 2017
5. Bernadette Quinn, “Key Concepts in Event Management”, Sage Publication, 2013

Reference Books

1. Abhijeeth Bhattacharje(2020) Event Management :A zero Investment Startup Business 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 Resources

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

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER IV

SEMESTER: IV	23UECOC43	CREDIT:5
CORE-VII	MACRO ECONOMICS –II	HOURS:5
PART:III		

Learning Objectives

- 1 To analyse the IS-LM model and its shifts
- 2 To probe the macro economic variables and business cycle
- 3 To trace the macroeconomic theories and analyze the macroeconomic policies.
- 4 To understand the monetary policy and its instruments.
- 5 To know the fiscal policy and its instruments.

UNIT-I IS-LM Model

Investment and Interest Rate – Money Demand, Money Supply and the interest rate – Derivation of IS and LM Curve – Shifts in IS Curve and Shifts in LM Curve.

UNIT-II Business Cycles

Phases of Business Cycles – Macroeconomic Variables and Business Cycles – Classical Theory and Business Cycles – Hawtrey, Von Hayek, Schumpeter Hicks, Kaldor and Samuelson Models – Keynesian theory of Business Cycles

UNIT-III Monetary Policy

Money - Functions of Money - Money Supply and Money Demand – Classical Dichotomy – Keynesian theory of Money Demand – Instruments of Monetary Policy-IS-LM Model and Monetary Policy

UNIT-IV Fiscal Policy

Fiscal Policy -Instruments- Classical and Keynesian Theory of Fiscal Policy– Fiscal Expansion – IS-LM Model and Fiscal Policy – Critique of Fiscal Policy – Three Ranges in LM Curve.

UNIT-V Supply Side Economics

Rational Expectation Hypothesis – New Classical School – Contribution of Robert Lucas – New Keynesian School.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the IS-LM Model.
 - 2 Learn the operation of theories of Business Cycles.
 - 3 Analyze the components of Money Supply and Demand.
 - 4 Evaluate the effectiveness of Fiscal Policy.
 - 5 Understand Supply Side Economics.

Textbooks

1. Mankiw Gregory (2017) Principles of Macroeconomics with coursemate, Books Express Publications.
2. Rudiger Dornbusch, FischerStanely, and Richard Startz (2000), Macro Economics, tata McGraw-Hill publishing company, New Delhi
3. Andrew B. Abel and Ben S.Bernanke, Macro Econmics, Pearson Education, Inc., 7th Edition, 2011.
4. Vaish M.C.(2003) Macro Economic Theory , S.Chand & Company Ltd New Delhi
5. Paul Krugman and Robin Wells(2015) Macroeconomics Worth Publisher

Reference Books

1. Ahuja H.L, (2016) Macroeconomics: Theory and Policy. S. Chand
2. Mueller, M.G. (Ed.)(1978), Readings in Macro Economics, Surjeet Publications, New Delhi
3. Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt. Ltd., Singapore
4. Parkin, M., 2014. Macroeconomics 11th Edition Essex: Pearson
5. Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson.
6. Soumen Sikdar, "Principles of Macroeconomics", OUP India, 2020

Web Resources

1. <https://tradingeconomics.com>
2. <https://www.bu.edu/econ/files/2014/08/DLS1.pdf>
3. <https://www.imf.org>
4. <https://www.aeaweb.org/resources/students>
5. <https://www.worldbank.org/en/topic/macroeconomics>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER-IV	23UECOC44	CREDIT:5
CORE-VIII	INDIAN ECONOMY	HOURS:5
PART:III		

Learning Objectives

- 1 To understand the features and issues of Indian economy and new economic policy
- 2 To analyse the national income, poverty and human development and its method
- 3 To equip conceptual foundations and macroeconomic concepts of Indian Economy
- 4 To describe the Trends in Production and Productivity in Agriculture
- 5 To know the importance of Foreign Trade for a Developing Economy

- UNIT-I Introduction to Indian Economy**
Features and Issues of Indian Economy - Planned Economic Development in India - Achievements and Failures of Planning in India – Economic Crisis and Rationale behind Economic Reforms – New Economic Policy (LPG) 1991 – NITI Aayog
- UNIT-II National Income, Poverty and Human Development Index**
National Income – Sectoral Contributions and Economic Transition in India – Poverty and Inequality – Definition and Estimates, Gini Coefficient, Sen Index, Poverty Line - Income and Regional Inequalities: Causes and Measures, Unemployment: Nature and Extent, Measures – HDI – International Comparisons.
- UNIT-III Sectors of the Indian Economy**
Indian Agriculture – Trends in Production and Productivity – Land Reforms – Green Revolution - Agricultural Pricing - Agricultural Marketing – Food Security - Industrial Development – Trends and Problems, MSMEs – Industrial Policy 1991 and Recent Developments - Overview of Service and Financial Sectors in India – Importance – Expansion of Private Banks.
- UNIT-IV Foreign Trade**
Importance of Foreign Trade for a Developing Economy-Composition and Direction of India’s Foreign Trade- Role of FDI and Foreign Institutional Investors- BOP Crisis - India’s Trade Policy.
- UNIT-V Fiscal Federalism**
Principles of Federal Finance – Fiscal Federalism in India – Functions and Sources of Revenue – Vertical and Horizontal Imbalances – Finance Commission – Reports and its Recommendations.

Course Outcomes

- CO On completion of this course, students will
- 1 Outline the nature of the Indian Economy and highlight the changes
 - 2 Discuss the major issues of Poverty, Inequality, Unemployment, and Human Development in India in comparison to other countries
 - 3 Provide a qualitative and quantitative overview of different sectors of the Indian Economy
 - 4 Describe the components of Foreign Trade and analyze India's Balance of Payments
 - 5 Identify various components of fiscal federalism in India

Textbooks

1. Gaurav Datt and Ashwani Mahajan "Datt and Sundaram's Indian Economy" S.Chand 72nd Edition.
2. Kaushik Basu (Ed.) (2012), Oxford Companion to Indian Economy, 3rd Edition, OUP, New Delhi.
3. Ramesh Singh, "Indian Economy", Mc Graw Hill, 2022
4. Sanjiv Verma, "The Indian Economy", Unique Publication, 2022
5. Dr. V.C Sinha, "Indian Economy Performance and Policies", SBPD Publications, 2021

Reference Books

1. Puri. V.K & S.K. Misra (2022) Indian Economy
2. Uma Kapila (Ed.) (2018) Indian Economy Since Independence
3. Byres, T.J. (Ed.) (1997), The State, Development Planning and Liberalization in India, Oxford University Press, New Delhi
4. Ashima Goyal(Ed.) The Oxford Handbook of the Indian Economy in the 21st Century: Understanding the Inherent Dynamism, Oxford University Press
5. K. R. Gupta, J. R. Gupta, " Indian Economy", Altanic, 2008

Web Resources

1. <http://www.niti.gov.in/>
2. <https://www.rbi.org.in/>
3. <https://hdr.undp.org/>
4. <https://www.india.gov.in/>
5. <https://www.cmie.com/>

Mapping with Programme Outcomes:

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

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

SEMESTER: IV	23UECOE45-1	CREDIT: 3
Elective-IV	RESEARCH METHODS IN ECONOMICS	HOURS: 3

Learning Objectives

1. To understand the meaning and significance characteristics of scientific research
2. To know the formulation, selection of research problem and collection of reviews
3. To apply the various research design in the social science research
4. To enumerate the data and sampling methods
5. To discuss the report writing techniques and its procedures

UNIT-I Introduction

Research: meaning and significance Characteristics of Scientific Research - Type of Research: Pure, Applied, Analytical, Exploratory, Descriptive, Surveys, Case-Study - Limitations of Social Science Research - Role of Computer Technology In Research.

UNIT-II Research Problem and Review of Literature

Research Problem: formulation and selection - necessity of defining the problem – Review of literature: Primary and Secondary Sources - importance of literature review in defining a problem - identifying gap areas from literature and research database.

UNIT-III Research Design

Research Design: Concept and Importance in Research – Features of a Good Research Design – Exploratory Research Design – Descriptive Research Design – Experimental Design: Concept of Independent & Dependent variables.

UNIT-IV Data and Sampling Methods

Data types: Qualitative and Quantitative - Sources of Primary and secondary data - Census - Sampling Methods: Probability and Non-Probability Sampling Methods - Sampling and Non-Sampling Errors

UNIT-V Hypothesis and Report Writing

Hypothesis: Types of Hypothesis - Null and Alternative Hypothesis - Parameter and Statistic - Type I and Type II Errors - Level of Significance and Critical Region - Report Writing - Types and Principles of writing the Research Report

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the overview of Social Science Research.
 - 2 Analyze the Research Process
 - 3 Develop the Statistical Analysis to test Economic Theory and address Policy Issues
 - 4 Know the sampling methods in Research.
 - 5 Explain the hypothesis testing and Principles of Report Writing.

Textbooks

- 1 Krishnaswamy, O.R. (1993) Methodology of Research In Social Sciences, Himalaya publishing House.
- 2 Kothari, C. R. (2004). Research Methodology: Methods and techniques. New Age International.
- 3 Vinod Chandra, Anand Hareendran, “Research methodology”, Pearson, 2017
- 4 R.Pannerselvam, “Research Methodology”, PHI learning,2014
- 5 Ranjit Kumar, “Research Methodology”, Sage Publication, 2010

Reference Books

1. Taylor, B., Sinha, G., & Ghoshal, T. (2006). Research methodology: A guide to for researchers in management and social sciences. PHI Learning Pvt. Ltd..
2. Bhandarkar, P. L., Wilkinson, T. S., & Laldas, D. K. (2010). Methodology & Techniques of Social Research. Himalaya Publishing House
3. Kumar, A. (2002). Research methodology in social science. Sarup & Sons
4. Daniel, P. S., & Sam, A. G. (2011). Research methodology. Gyan Publishing House
5. Ethridge, D. (2004). Research methodology in applied economics: organizing, planning, and conducting economic research, Blackwell publishing

Web Resources

1. <http://ignou.ac.in>
2. <http://egyankosh.ac.in>
3. <https://www.educba.com>
4. <https://research.com/research/how-to-write-research-methodology>
5. <https://www.questionpro.com/blog/what-is-research/>

Mapping with Programme Outcomes:

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

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

SEMESTER: IV	23UECOE45-2	CREDIT: 3
Elective-IV	HEALTH ECONOMICS	HOURS: 3

Learning Objectives

1. To understand the importance of health sector in economic development
2. To evaluate the components of demand and supply of health care
3. To Understand the importance of Health Indicators.
4. To evaluate the components of Demand of Healthcare.
5. To examine the review the existing Health Infrastructure.

UNIT-I Introduction to Health Economics

Health and Economic Development - Determinants of Health - Health Indicators – Birth Rate – Fertility – Morbidity – Mortality – IMR – CMR – MMR – Disability Adjusted Life Year (DALY) – Sex Ratio-Quality Adjusted Life Year (QALY) - Amartya Sen’s Capability Approach.

UNIT-II Demand for Health Care

Demand for Health Care Services – Preference for Health Care using Indifference Curves – Budget Constraints – Income and Price Effects for Health Care – Elasticity of Demand for Medical Care.

UNIT-III Supply of Health Care

Supply of Health Care Services – Physicians and Medical Personnel as Health Care Providers – Non Labour Inputs – Hospitals – Interaction of Demand and Supply of Health Care.

UNIT-IV Health Infrastructure

Health Infrastructure – Rural – Urban –Government Programmes - Preventive, Promotive and Curative Health Care Services - Health Allocation in Budget

UNIT-V Health Services and Medical Insurance

Health Insurance -Types of Insurance Policies in India- Medical Ethics - Medical Tourism.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the importance of Health Indicators.
 - 2 Evaluate the components of Demand of Healthcare.
 - 3 Analyze the importance of Supply of Healthcare Services.
 - 4 Review the Existing Health Infrastructure and Budget Allocation.
 - 5 Trace the growth of Medical Tourism in India and understand the need for Health Insurance.

Textbooks

1. Xamer Martinez Giralt (2010), “Principles of Health Economics”, Routledge, 2010
2. Banerjee, D. (1975), social and Cultural Foundations of Health Service Systems of India, Inquiry, Supplement to Vol. XII, June 1975
3. Jay Bhattacharya, Timothy Hyde and Peter Tu, “ Health Economics”, Palgrave Macmillian, 2014
4. Peter Zweifel, Friedrich Breyer, Mathias Kifmann, “Health Economics, Springer Berlin Heidelberg, 2009
5. Barbara McPake, Charles Normand, Charles E. M. Normand, “ Health Economics: An International Perspective”, Routledge, 2008

Reference Books

1. Himanshu Sekhar Rout and Prasant Kumar Panda (2010) Health Economics in India
2. Edwin G Dolan and John C Goodman
3. D. Amutha (2016) “A Textbook of Health Economics”, Edition 1, Mangalam Publishers and Distributers, Chennai.
4. Charles E. Phelps, Health Economics”, Routledge, 2017
5. Jan Abel Olsen, “Principles in Health Economics and Policy”, OUP Oxford, 2017

Web Resources

1. www.census.org
2. www.NFHS.org
3. www.NSSO.org
4. <https://tnhealth.tn.gov.in/>
5. <https://tnhealth.tn.gov.in/>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO7
CO 1	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3
CO 3	3	3	3	3	2	3	3
CO 4	3	2	3	3	3	2	3
CO 5	3	3	3	3	3	3	2
Weightage	15	14	14	15	15	14	14
Weighted percentage of course contribution to POS	3.0	2.8	2.8	3.0	3.8	2.8	2.8

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

SEMESTER: IV	23UECOS46	CREDIT: 2
Skill Enhancement Course-VI	BASIC ACCOUNTANCY	HOURS: 2
PART: IV		

Learning Objectives

1. To provide an understanding on the basic concepts in Financial Accounting
2. To equipped with basic knowledge about Tally.
3. To describe the Final Accounts and Balance Sheet Adjustment
4. To understand the bank Reconciliation Statement and its uses
5. To use the Tally Software and its applications

- UNIT-I Introduction to Accounting**
Definition – Objectives – Functions- Advantages and Disadvantages- Single Entry Book Keeping and Double - Entry Book Keeping.
- UNIT-II Accounting -Books and Records**
Journal – Ledger- Subsidiary Book- Cash Book- Trial Balance – Meaning- Methods of Preparation – Errors- Classification of Errors- Rectification of Errors.
- UNIT-III Final Accounts**
Final Accounts- Preparation of Trading- Profit and Loss Account- Balance Sheet (Simple Adjustments).
- UNIT-IV Bank Reconciliation Statement**
Bank Reconciliation Statement – Need - Meaning- Method of Preparation of Bank Reconciliation Statement
- UNIT-V Tally Software**
Introduction to Accounting Package – Tally- Meaning, Features, Advantages, Data Entry, Formatting Data , Functional Keys and Simple Calculation- Tally: (**Theory for Exam**)

Course Outcomes

- CO** On completion of this course, students will
- 1 Understand the Basic Concepts of Accounting and prepare Book keeping.
 - 2 Make Journal and Ledger and Categorize the various subsidiary books of accounts and identify & rectify errors
 - 3 Prepare Profit and loss account and Balance Sheet
 - 4 Tabulate Bank Reconciliation Statement.
 - 5 Apply Tally Software Package in Accounting

Textbooks

1. Reddy. T.S and Hari Prasad Reddy. Y(2013) Financial and Management Accounting Margham Publications Chennai
2. Reddy .T.S Murthy(2012) Financial Accounting Margham Publications Chennai
3. Rajni Sofat, Preeti Hiro,“Basic Accounting”, PHI Learning, 2010
4. Nishat Azmat, Andy Lymer, “Basic Accounting”, Mobius, 2016
5. John J. Wild, Barbara Chiappetta, Ken Shaw, “Fundamental Accounting Principles”, Mc Graw Hill, 2016

Reference Books

1. Mukesh Mahajan, P.S.Gills, V.P.Sharma and H.S.Punia(2001), Fundamentals of Accountancy, Unistar Books, Chandigarh.
2. Sundeep Sharma (2004) Principles of Accounting, Shree Niwas Publication, Jaipur
3. Shukla M.C, T.S. Grawal and S.C. Gupta, (2018),Advanced Accounts, S.Chand and Company
4. Maheshwari S.N and Suneel. K.Maheshwari, (2018), Financial Accounting Vikas Publishing House.
5. Goyal V.K and Ruchi Goyal, (2012), Financial Accounting, Prentice Hall India Learning Private Limited.

Web Resources

1. <https://www.accounting.com/resources/students/>
2. <https://icmai.in>.
3. <https://www.cipfa.org>
4. <https://www.accountingcoach.com/>
5. <https://www.youtube.com/watch?v=OIItO9XwgHII>

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	2	3	3	3	3	3
CO 3	3	2	3	2	2	3	3	3
CO 4	3	3	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	2	3
Weightage	15	14	14	14	15	14	14	15
Weighted percentage of course contribution to POS	3.0	2.8	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: IV	23UECOS47	CREDIT: 2
Skill Enhancement Course-VII	MODERN BANKING AND INSURANCE	HOURS: 2

Learning Objectives

1. To discern the modern banking and insurance course
2. To enables the learners understand new financial instruments and banking practices
3. To know the role of insurance in economic development
4. To understand the insurance contract and risk management
5. To know the Major Insurance Legislation in India and its growth

UNIT-I	Banking Commercial Banks- Functions of Commercial Banks- Private and Public Sector Banks- Credit Creation - Commercial Banks's role- Payment Banks- functions- Digital Banking-Tools – Methods
UNIT-II	Central Banks Functions of a Central Bank – Objectives of Monetary Policy – Effects and Limitations – Narasimhan Committee Report.
UNIT-III	Introduction to Insurance Insurance: Meaning and Types- Role of Insurance in Economic Development -Saving and Investment Aspects – Social Vs Private Insurance: Life Vs Non-Life Insurance. Classification of Life, Health and General Insurance Policies.
UNIT-IV	Insurance Contract and Risk Management Meaning of contract- Insurable Interest- Utmost good faith- Principle of Indemnity and other Principles-Risk Management: Definition and Types- Management of Risk through Identification Analysis and Control.
UNIT-V	Insurance Business in India Major Insurance Legislation- Growth of Industry- Agricultural Insurance- Health Insurance- Reinsurance- Entry of Private Insurance Companies- Insurance Act. LIC Act, GIC Act. IRDA Act.

Course Outcomes

- CO On completion of this course, students will
- 1 Recollect the financial tools and methods of banking operations
 - 2 Understand and describe the central banking operations.
 - 3 Explain various types of insurances in Practice
 - 4 Evaluate the insurance policies and recommend the right policies for use.
 - 5 Evaluate the macro level implications of the various insurances.

Textbooks

1. Srivastava P.K. (2013), Banking Theory and Practice, Himalaya Publishing House, New Delhi
2. Heffernan, S. (2005). Modern Banking. John Wiley & Sons
3. Tyagi, C. L., & Tyagi, M. (2007). Insurance Law and Practice. Atlantic Publishers & Dist.
4. J. N. Jain, “Modern Banking and Insurance : Principles and Techniques”, Regal publications, 2008
5. Prasada & Radhika Rao, “Trends of Modern Banking”, BSP Publication, 2016

Reference Books

1. Finsinger J. and M.V. Pauly (Eds.) (1986), The Economics of Insurance Regulation: A Cross National Study, Macmillan London.
2. Sethi, J., & Bhatia, N. (2012). Elements of Banking and Insurance. PHI Learning Pvt. Ltd..
3. Lewis, M. K. (1992). Modern Banking in Theory and Practice. Revue Economique, 203-227.
4. Tripathy, N. P., & Pal, P. (2005). Insurance: Theory and practice. PHI Learning Pvt. Ltd.
5. Muraleedharan, D. (2014). Modern Banking: Theory and Practice. PHI Learning Pvt. Ltd..

Web Resources

1. <https://www.irdai.gov.in>
2. <https://rbi.org.in>
3. <https://licindia.in/>
4. <https://www.indiapost.gov.in/Financial/Pages/Content/pli.aspx>

Mapping with Programme Outcomes:

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

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

THIRD YEAR

SEMESTER: V	23UECOC51	CREDIT: 4
Core Course-IX	MONETARY ECONOMICS	HOURS: 5
Part - III		

Learning Objectives

1. To understand the theories that governs and its application
2. To explain working of the Monetary System and its uses
3. To know the Role of Commercial Banks after Nationalisation and its operations
4. To compare the monetarism and Keynesianism
5. To identify the role of central banks and its operations

UNIT-I	Money Definition, functions, Importance-Forms of Money-Supply of Money (M1, M2, M3, M4)-Crypto Currencies.
UNIT-II	Demand for Money Demand for Money: Classical, Keynesian and Baumol's Inventory theoretic Approach- James Tobin's Portfolio Approach - Milton Friedman's Reformulated Quantity Theory.
UNIT-III	Monetarism Vs Keynesianism Monetarism Vs Keynesianism- Comparison-Determinants of Money Supply – Money Multiplier. Supply Side Policies of Inflation.
UNIT-IV	Commercial Banks Commercial Banks - Credit Creation – Role of Commercial Banks after Nationalisation- RBI's role in Commercial Banks -Narasimhan Committee Report.
UNIT-V	Monetary Stability and Central Bank Inflation and Deflation: Definition, Types, Causes and Effects- Demand-Pull and Cost-Push Inflation- Philip's Curve - Central Bank Functions - Reserve Bank of India (RBI) -Monetary Policy and its Operations in India.

Course Outcomes

- CO On completion of this course, students will
- 1 Acquire knowledge of Money and its Functions.
 - 2 Understand the Demand for Money and its Determinants.
 - 3 Acquire information on Supply of Money and its Determinants.
 - 4 Understand operations of Commercial Banks and Money Multiplier.
 - 5 Identify the Monetary Policy Implications

Textbooks

1. Gupta R.D. (1995), Keynes and Post Keynesian Economics, Kalyani Publishers, New Delhi.
2. Jhingam M. L. (2004), Monetary Economics, Konark Publication, New Delhi.
3. Jagdish Handa, “Monetary Economics”, Talyor & Francis, 2008
4. L. Blume, Steven Durlauf, “Monetary Economics”, Palgrave Macmillan, 2016
5. Keith Bain, Peter Howells, “Monetary Economics: Policy and Its Theoretical Basis””, Macmillan, 2009

Reference Books

1. Vaish M.C. (2004), Money, Banking and International Trade, New Age International (P) Ltd, New Delhi.
2. Sundaram K.P.M. (1996), Money, banking and International Trade, Vikas, New Delhi.
3. Basil J. Moore (1965), An Introduction to the theory of Finance, Oxford University Press.
4. Sethi, T.T. (2003). Monetary Economics: S. Chand and Co., New Delhi
5. Ghosh, B.N. and Rama Ghosh. (1989). Fundamentals of Monetary Economics, Himalaya Publishing House, Mumbai

Web Resources

1. www.rbi.org.in
2. <https://www.imf.org>
3. <https://www.oecd.org>
4. <https://www.bis.org/publ/work437.pdf>
5. <https://www.worldbank.org/>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: V	23UECOC52	CREDIT: 4
Core Course-X	FISCAL ECONOMICS	HOURS: 5
Part - III		

Learning Objectives

1. To enable students to acquire Knowledge on the various facets of Fiscal Economics.
2. To illustrates various theories of fiscal economics and its applications
3. To describes the budget process and features of a good tax system
4. To analyse the trends in public expenditure and debt management
5. To evaluate the Budget of the Government of India, central and state relation

UNIT-I Introduction

Fiscal Economics: Nature, Scope, Objectives and Instruments -Major Fiscal Functions - Market Failure: Public Goods and Private Goods, Externalities, Efficiency Versus Equity- Principles of Functional Finance.

UNIT-II Theories of Fiscal Economics and Policy

Principle of Maximum Social Advantage -The Benefit Approach- The Ability-to- Pay Approach-Equal Sacrifice Principle- Fiscal Policy and its Instruments.

UNIT-III Budget and Taxation

Role of Government in a Modern Economy- Public Budget: Types and Structure - Taxation -Features of a Good Tax System- Direct and Indirect Taxes -Concept of Impact- Incidence and Shifting of Taxation-Elasticity and Determination of Tax Burden - Optimal Taxation.

UNIT-IV Public Expenditure and Debt

Public Expenditure: Canons and Classification - Wagner's Law of Public Expenditure- Public Debt: Meaning and Types, Burden of Public Debt- Principles of Public Debt Management– Deficit Financing.

UNIT-V Indian Public Finance

Budget of the Government of India (Previous Financial Year)-Sources of Public Receipts (Tax and Non-Tax, GST and its Impacts)-Components of Public Expenditure-Sources of Public Borrowing and Debt Liabilities-Deficits-Appraisal of FRBM Act 2004-Fiscal Federalism: Centre and State Relations -Finance Commission Recommendations of Last 3 years.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the importance and Instruments of Fiscal Economics.
 - 2 Evaluate the Principles and theories of Public Finance.
 - 3 Analyze the Budget, Indian Tax System and Policy.
 - 4 Describe Classification, Laws of Public Expenditure and Public Debt.
 - 5 Know the Indian Public Finance System and Policy Recommendations.

Textbooks

1. Bhatia H.L., (2012), Public Finance, Vikas Publications.
2. Tyagi B.P and H.P.Singh (2018) “ Public Finance” Jai Prakash Nath & Co , Meerut
3. Dr. S.K Singh, “Public Finance in theory and Practice”, S. Chand Publishing, 2008
4. Lekhi, “Public Finance”, Kalyani Publishers, 2015.
5. Richard. A. Musgrave & Peggy B. Musgrave, “Public Finance in Theory and Practices”, McGraw Hill International Edition, New York,2006.

Reference Books

1. Harvey Rosen, (2005), Public Finance, Seventh Edition, McGraw Hill Publications.
2. Kaushik Basu and Maertens (Ed), (2013), The New Oxford Companion to Economics in India, Oxford University Press.
3. Sury M.M., (1990), Government Budgeting in India, Commonwealth Publishers.
4. Andley and Sundaram. (2004). Public Finance, Ratan Prakashan, Agra.
5. Mu Raja J. Chelliah, “Fiscal Policy in Underdeveloped Countries”, Allen and Moowbray Limited at the Alden Press Oxford, II Edition,2012.

Web Resources

1. <https://finmin.nic.in/>
2. <https://www.nipfp.org.in/>
3. <https://www.niti.gov.in/>
4. <https://www.gst.gov.in/>
5. <https://www.indiabudget.gov.in/>

Mapping with Programme Outcomes:

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

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

SEMESTER: V	23UECOC53	CREDIT: 4
Core Course-XI	INDUSTRIAL ECONOMICS	HOURS: 5
Part - III		

Learning Objectives

1. To discuss the Features, Performance and development issues of the Indian Economy
2. To analyse the various theories of Industrial Location.
3. To know the licensing policies and industrial sickness
4. To describe the growth Patterns in Indian Industrial Sector.
5. To observe the trends and prospects of industrial growth in India

UNIT-I	<p>Introduction Nature and scope of Industrial Economics - History of Industrial Revolution -Digital Revolution -Classification of Industries: Public Sector, Private Sector and Public Private Partnerships- Large, MSMEs, Cottage Industries- Concept of Plant, Firm and Industry.</p>
UNIT-II	<p>Theories of Location Theories of Industrial Location - Weber - Sargant Florence - Factors Affecting Location-Localization - Glocalization of Industries – Decentralization of Industries-Industrial Efficiency and Economic Efficiency- Measures of Concentration - Concentration ratio - Hirschman - Herfindahl Index.</p>
UNIT-III	<p>Industrial Licensing and Policies Industrial Licensing – MRTP Act – Industrial Policies - Industrial Productivity -Capacity Utilization - Industrial Sickness- Mergers and Acquisitions – Profitability and Efficiency.</p>
UNIT-IV	<p>Industrial Regions of the World and India -Industrial Clusters in India- Sunrise Sector- Regional Backwardness- Government Initiatives.</p>
UNIT-V	<p>Growth Trends in India Industrial Growth in India: Trends and Prospects – Incentives to Promote Industrialization – Ease of Doing Business Ranking - MNCs in India -Special Economic Zones- FDI Policy- Make in India Initiative- National Manufacturing Policy.</p>

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the importance of Industrial Economics
 - 2 Examine theories of industrial Location
 - 3 Review the relevance of Industrial Policies
 - 4 Describe the Industrial belts of the World and India
 - 5 Analyse the Industrial Trends in the Indian Economy.

Textbooks

1. Ranjana Seth . (2010) Industrial Economics Ane’s Student Edition.
2. Barthwal R.R (2007) Industrial Economics An Introductory Textbook, New Age International Publishers
3. Dennis W.Carlton and Jeffrey M.Perloff, Modern Industrial Organisation, Cambridge University Press,2015
4. Rajesh Kumar R(2021) Industrial Economics and Foreign Trade Jyothis Publishers
5. Louis Philips, “Applied Industrial Economics”, Cambridge University Press, 1998

Reference Books

1. John Weiss (2011) The Economics of Industrial Development, Routledge
2. Kuchhal, S. C. Industrial Economy of India, Chaitanya Publishing House, Allahabad (1980)
3. Dhingra I.C and Nitin Dhingra (2013) Industrial Economics Book Age Publications
4. Martin, S., (2001) Advanced Industrial Economics, 2nd Edition, Wiley-Blackwell
5. Paul Belleflameet.l “The theory of Industrial Organisation- Markets and Strategies”, Cambridge University Press, 2012

Web Resources

1. <https://www.india.gov.in/topics/industries>
2. <https://business.mapsofindia.com/india-industry>
3. <https://dpiit.gov.in/>
4. <https://dri.nic.in/>
5. <https://msme.gov.in/>

Mapping with Programme Outcomes:

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

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

SEMESTER: V	23UECOD54	CREDIT: 4
CORE: XII	PROJECT WITH VIVA-VOCE	HOURS: 5

(Refer to the Regulations)

SEMESTER: V	23UECOE55-1	CREDIT: 3
Elective -V	TAMIL NADU ECONOMY	HOURS: 4

Learning Objectives

1. To discuss the Features, Performance and development issues of Tamil Nadu Economy
2. To analyse the agricultural and industrial scenario in Tamil Nadu
3. To understand the industrial scenario in tamil nadu and its growth
4. To know the general performance of the tamilnadu
5. To describe the state finances and its development initiatives

UNIT-I

Introduction

Tamil Nadu–Salient features–Geographical Features – Economic and Social Indicators –Human Development – Index Rank–Gender Disparity Index–Poverty Index – Work Participation Rate – Unemployment Rate – Literacy Rate– Life Expectancy – Demography and Occupational Patterns.

UNIT-II

Agriculture

Agriculture–Land Use Patterns– Cropping Pattern–Irrigation - Agricultural Marketing – Defects and Remedial measures – Agricultural Finance – Policy and Issues –Crop Insurance.

UNIT-III

Industry

Industrial Scenario in Tamil Nadu – Production Trends– –Large Industries- MSMEs –Khadi and Village Industries – Export Contribution of top 5 Major Industries - Industrial Financial Institutions: THIC, SIDCO, SIPCOT, Industrial Estates-DIC, EPZ, SPZ, SEZ.

UNIT-IV

State Finances and Development Initiatives

State Finance – Revenue and Expenditure of the State – Tamil Nadu’s Recent Budget – Poverty Alleviation and Unemployment Programmes – Education and Health Care and State Welfare Programmes.

UNIT-V

General Performance of the State

Tourism and Medical Tourism – Women Empowerment Programme – Self Help Groups and Micro Finance- MahalirThittam - Environmental Protection Measures.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand salient features, Poverty, Unemployment of Tamil Nadu Economy
 - 2 Examine the Issues in Indian Agriculture, Land Use Patterns, finance and Insurance
 - 3 Grasp the Industrial Scenario in Tamil Nadu
 - 4 Describe the status of State Finances and Development Programmes of Tamil Nadu
 - 5 Analyse the overall performance of Tamil Nadu Economy.

Textbooks

1. Leonard A.G,S.J, (2006), Tamil Nadu Economy, Macmillan India Ltd, New Delhi
2. Naganathan M (2002), Tamil Nadu Economy: Trends and Prospects,(ed.), University of Madras.
3. Rajalakshmi N, (1999), Tamil Nadu Economy, Business Publishers, Bombay.
4. Kuppusamy.K, “Socio-Economic Development Of India, Sharadha Publications, 2014
5. S. Perumalsamy, “Economic Development of Tamil Nadu”,S.Chand & Company,1985

Reference Books

1. Veeramani A.R., Tamil Nadu Agricultural Economy, Divyasre Publication,2015
2. Manickam.S, (2010), Tamil Nadu – An Economic Appraisal, Department of Evaluation and Applied Research, Panorama of Indian Economy.
3. Madras Institute of Development Studies, (1988), Tamil Nadu Economy: Performance and Issues, Oxford and IBH Publishing Company Pvt. Ltd., New Delhi
4. Kurien C.T and James Joseph (1979), “Economic Change in Tamil Nadu: A Regionally and Functionally Disaggregated Study”, Allied Publishers Pvt. Ltd. New Delhi.

Web Resources

1. www.tn.gov.in
2. <http://tnervis.nic.in/>
3. <https://www.msmeonline.tn.gov.in/>
4. <https://ctd.tn.gov.in>
5. <https://www.tamilnadutourism.tn.gov.in>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: V	23UECOE55-2	CREDIT: 3
Elective-V	MANAGERIAL ECONOMICS	HOURS: 4

Learning Objectives

1. To develop analytical and problem-solving skills among the students.
2. To enable students to Capital Budgeting and its concepts.
3. To understand the cost controls measures and its uses
4. To know the Demand for Durable and Non-Durable Products
5. To familiarize students of Pricing Policies and its Practices.

UNIT-I

Introduction

Nature and Scope of Managerial Economics - Meaning - Characteristics- Importance-Role and Responsibilities of Managerial Economist – Basic Economic Tools in Managerial Economics.

UNIT-II

Demand, Cost and Profit Analysis

Demand for Durable and Non-Durable Products, Demand Forecasting Techniques -Statistical and Non-Statistical Techniques -Cost Estimation - Cost-Volume-Profit Analysis (Break Even Analysis)- Objectives and Assumptions; Determination of Break Even Point, Limitations

UNIT-III

Pricing Policies and Practices

Objectives - Popular Pricing Methods and Strategies- Price Discounts and Differentials- Pricing by Manufacturers and Retailers- Price Forecasting.

UNIT-IV

Capital Budgeting

Capital Budgeting: Need for capital budgeting- Different steps in Capital Budgeting- - Appraisal Methods – Payback Method, Accounting Rate of Return, Net Present Value method, Internal Rate of Return Method, Cost-Benefit Method - Capital Rationing.

UNIT-V

Cost of Capital

Sources of Funds for Long Term Financing-Cost of Debt Capital -Cost of Preferred Stock -Cost of Equity Capital or Common Stock-Cost of Retained Earnings.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the Micro Economic Principles and applying it in Business Decision.
 - 2 Examine the concepts of Demand, Cost and Profit
 - 3 Determine and analyse the various Pricing Techniques.
 - 4 Appraise the Project Proposals
 - 5 Understand the sources of Finance for Business.

Textbooks

1. Varshney R.L., and Maheshwari K.L. (1997), Managerial Economics, Sultan Chand, N Delhi
2. Mehta P.L (1997), Managerial Economics, Sultan Chand, New Delhi.
3. William F. Samuelson, Stephen G. Marks, “Managerial Economics”, Wiley,2014
4. Michael R Baye, Managerial Economics & Business Strategy – Mc. Graw Hill, USA, 5th Edition 2006.
5. Yogesh, Maheshwari, Managerial Economics, PHI Learning PvtLtd,2013

Reference Books

1. Dominic Salvatore, (1993), Managerial Economics, McGraw Hill Inc, New York
2. Ahuja. H. L. (2004), Business Economics, S. Chand & Co, New Delhi.
3. L. Trivedi (2002), Managerial Economics: Theory and Applications Tata McGraw Hill.
4. Dwivedi D.N (2000), Managerial Economics, Vikas Publishing House Pvt Ltd
5. Gregory Mankiw(2008) Economics: Principles and Applications, New Delhi, Cengage Learning India.

Web Resources

1. <http://economics.about.com/od/pricing>
2. www.rbi.org
3. <https://nptel.ac.in/courses/110101005>
4. <https://www.managementstudyguide.com/managerial-economics>
5. <https://hbr.org/1976/11/pricing-policies-for-new-products>

Mapping with Programme Outcomes:

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

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

SEMESTER: V	23UECOE56-1	CREDIT: 3
Elective-VI	OPERATIONS RESEARCH	HOURS: 4

Learning Objectives

1. To enable students to understand the rational decision making in practice
2. To understand use of key concepts such as Linear Programming and its applications,.
3. To probe the Transportation Assignment CPM,PERT and Queuing
4. To provide understanding about making Rational Decisions in Practice.
5. To provide knowledge on acquiring Entrepreneurial Skills.

UNIT-I	Introduction to Operations Research Operations Research – Definition–Methodology – Tools- Types of Operations Research Models- Operations Research and Decision Making - Limitations.
UNIT-II	Linear Programming Problem Definition – Applications- Assumptions -Formulation- -Graphical solution – Maximization and Minimization- Simplex Method (2 Variable)
UNIT-III	Transportation and Assignment Introduction – Matrix Formulation of a Transportation Problem– North West Corner Entry Method –Vogel’s Approximation Method- Initial Basic Feasible Solution (basic problems) - Assignment – Introduction – Balanced and Unbalanced Assignment Problem – Solution using Hungarian Assignment Method.
UNIT-IV	Decision Theory Decision Making under Risk and Uncertainty-Decision Tree Analysis-Network Analysis –Basic Concepts: CPM – PERT
UNIT-V	Queuing Theory Queuing Theory - Basic Concepts -Traffic Intensity– Idle Rate- Single Channel - Number of Customers in Line and System - Time Spent by the Customers in Line and System - Probability of Customers’ Waiting.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the Characteristics and Methodology of Operations Research.
 - 2 Analyse constraints in optimization using Linear Programming
 - 3 Examine the role of various Transportation Model and Optimum cost in Assignment
 - 4 Take appropriate decisions under conditions of risk and Uncertainty
 - 5 Evaluate the costs involved in Queuing

Textbooks

1. Vittal P.R, (2019), Introduction to Operations Research, Margham Publications
2. Gupta P.K and Manmohan, (2019), Operations Research Sultan Chand, New Delhi
3. G. Srivivasan, “Operations Research: Principles and Application”, Prentice Hall India Pvt., Limited, 2017
4. Ravindran, Phillips, Solberg, “OPERATIONS RESEARCH: PRINCIPLES AND PRACTICE”, 2ND ED, Wiley, 2007
5. P. RamaMurthy, “Operations Research”, New Age International, 2007

Reference Books

1. Chawla K.K ,Vijay Gupta and Bhushan K.Sharma (2015) Introduction to Operations Research, Kalyani Publishers
2. HamdyaTaha,(2017)Operations Research: An Introduction, 10th Edition, Pearson
3. Kapoor V.K.(2017) Operations Research, Sultan Chand and Sons, New Delhi,
4. Gupta P.K & Manmohan(2003) Problems in Operations Research (Methods and Solutions), Sultan Chand and Sons, NewDelhi
5. Panneerselvam R.(2018) Operations Research, Prentice-Hall India,

Web Resources

1. <https://www.edx.org/course/operations-research-an-active-approach>
2. <https://www.theorsociety.com/resource-centre/teaching-resources/>
3. <https://or.stackexchange.com/questions/4277/operations-research-self-study-resources-for-beginners>
4. <https://www.notes4free.in/admin/postimages/OR%20NOTES.pdf>
5. <https://youtu.be/x-Wx9KLRBpk>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: V	23UECOE56-2	CREDIT: 3
Elective - VI	GENDER ECONOMICS	HOURS: 4

Learning Objectives

1. Students will be able to sensitize on issues that is related to gender
2. To understand the conceptual clarification of women and work
3. To analyse the Women in Organized and Unorganized Sectors in an Economy
4. Identify the marginalization of women in economic theory and in the economy
5. Incorporate gender in mainstream policy making

UNIT-I

Introduction to Gender Analysis and Economics

Definition - Gender - Gender Analysis: Purpose and Scope - Feminist Perspective in Economics - Classical and Neoclassical Economics- Post Keynesian Economics-Economic Measurements - Empirical Challenges.

UNIT-II

Development and Anti - Development

Development Versus Anti-Development - Women In Development (WID)- Women and Development (WAD)-Gender And Development – Women And Empowerment-Women And Environment – Ecofeminism.

UNIT-III

Women and Work – A Conceptual Clarification

Invisibility of Women – “Statistical Purdah” - A Critique of Methods, Concepts, Definitions Employed in Economic Theory- A Critique of The Data System In India (Application) - Measures To Rectify This Invisibility

UNIT-IV

Marginalization of Women

Women Sidelined – Gender – Discrimination Theories - Women in The Labour Market – Sexual Division of Labour, Wage Differentials, Micro Credit - Women in The Organized and Unorganized Sectors Of The Indian Economy (Application) - Feminization Of Work and Feminization Of Poverty

UNIT-V

Gender, The Economy and Related Issues

Population – Demographic Features - Health and Education - Policy Measures – Government and NGOs– Gender Budgeting

Course Outcomes

- CO On completion of this course, students will
- 1 Recognize needs for Gender Analysis
 - 2 Analyze the role of gender in development
 - 3 Identify the reasons behind the marginalization of women
 - 4 Formulate policies to include the excluded
 - 5 Integrate gender in Mainstream Economics

Textbooks

1. Jaya Shrivatsava(2018) Gender Discrimination and Inequality in Contemporary India: Dimensions and Voices of Protests, Kalpaz Publications.
2. Caroline Criado Perez(2019) Invisible Women: Data Bias in a World Designed for Men, Harry N.Abrams.
3. Mukesh Eswaran (2020) Why Gender Matters in Economics Princeton University Press
4. K.R.Gupta, “Gender Problems and Policies”, Atlantic, 2009.
5. Joyce Jacobsen , “The Economics of Gender”, Wiley – Blackwell Publisher 3rd Edition, 2007

Reference Books

1. GOI (1987), Shram Shakti, Report on the National Commission on Self – employed Women and Women in the Informal Sector New Delhi.
2. Julie A Nelson (1996), Feminism, Objectivity and economics, Routledge, London.
3. Krishnaraj, Maithreyi and Joy P. Deshmukh(1991), Gender in Economics, Ajantha Publishers, New Delhi
4. Loutfi,MF(ed.)(2002),Women, Gender&Work, Rawat Publishers, New Delhi
5. Krishnaraj, M., and M.P.D. Joy. Gender in Economics. Ajantha, New Delhi, 1991

Web Resources

1. <https://www.unwomen.org/en/how-we-work/intergovernmental-support/world-conferences-on-women>
2. <https://wcd.nic.in/>
3. <https://www.tn.gov.in/departments/30>
4. <http://icds-wcd.nic.in/>
5. <http://ncw.nic.in/>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: V PART: IV	23UECOI58: SUMMER INTERNSHIP	CREDIT: 2 HOURS: --
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(Refer to the Regulations)

SEMESTER: VI	23UECOC61	CREDIT: 4
Core-XIII	INTERNATIONAL ECONOMICS	HOURS: 6

Learning Objectives

1. To evaluate critical overview of International Trade theories
2. To understand the Foreign Exchange Market and its operations
3. To know the BOP disequilibrium and International Trade Policy.
4. To impart knowledge on Foreign Exchange Market and its concepts
5. To familiarize students on Trade Policies

UNIT-I

Introduction

Nature and Scope of International Economics -The Globalization of the World Economy - International Trade and the Nation's Standard of Living - International Trade Policy - Current International Economic Problems and Challenges.

UNIT-II

International Trade Theories

Absolute Advantage: Adam Smith - Comparative Advantage: David Ricardo - Opportunity Cost: Haberler - Reciprocal Demand: Mill - Offer Curves: Marshall - Factor Endowments: Heckscher-Ohlin - Leontief Paradox - Economic Growth and International Trade.

UNIT-III

Foreign Exchange Market

Foreign Exchange Market: Function and structures - Exchange Rates: Fixed, Flexible, Floating, Pegged, Nominal and Real Exchange Rates - Theories of Exchange Rates: Mint Parity Theory, Purchasing Power Parity Theory, and Balance of Payments Theory.

UNIT-IV

Balance of Payments

The Balance of Payments Account - Equilibrium and Disequilibrium in BOP - Surplus and Deficit in BOP- Adjustment Mechanism: Direct and Indirect Mechanisms- Export Promotion and Import Substitution.

UNIT-V

Terms of Trade and Trade Policy

Terms of Trade: Concept and Determinants - Terms of trade and Economic Development - Tariff and Non-Tariff Barriers – Effects – Quotas - Import Quotas Vs Tariffs - Free Trade and Economic Development-Free Trade Vs Protection.

Course Outcomes

- CO On completion of this course, students will
- 1 Develop ideas of the basic characteristics of Globalisation of the World Economy and its current international economic problems and challenges.
 - 2 Grasp the basic theories of International Trade and Economic Growth.
 - 3 Understand the functions, structure and theories of Foreign Exchange Market.
 - 4 Describe the BOP disequilibrium, Adjustment Mechanism, Export Promotion and Import Substitution.
 - 5 Outline the concepts of terms of trade and assess the Tariff, quotas, Free trade and economic development

Textbooks

1. Mithani D.M (2002), Introduction to International Economics, Vora & Co Publishers, Bombay.
2. Dwivedi, D. N. (2013). International Economics: Theory and Policy. Vikas Publishing House, New Delhi.
3. Cherunilam, Francis (2006). International Economics, Tata McGraw-Hill Publishing Co. Ltd., New Delhi
4. M.L Jhingan, "International Economics", Vrinda publications, 2016
5. K.R.Gupta, International Economics, Atlantic Publishers, 2017

Reference Books

1. Paul Krugman, Maurice Obstfeld, and Marc Melitz, (2012), International Economics: Theory and Policy, Addison-Wesley (Pearson Education Indian Edition), 9th edition.
2. Kindleberger, C.P (1977). International Economics, D.B. Taraporevala Sons and Co. Pvt. Ltd., Bombay
3. Leamer, E. E., & Stern, R. M. (2017). Quantitative International Economics. Routledge.
4. Salvatore, D. (2016). International Economics. John Wiley & Sons.
5. Jones, R. W., Grossman, G. M., Kenen, P. B., Rogoff, K., Gopinath, G., & Helpman, E. (Eds.). (1997). Handbook of International Economics (Vol. 3). Elsevier.

Web Resources

1. <https://www.imf.org>
2. <https://www.forextime.com/education/forex-trading-for-beginners>
3. <https://www.weforum.org/>
4. <https://www.wto.org/>
5. https://policy.trade.ec.europa.eu/eu-trade-relationships-country-and-region/negotiations-and-agreements_en

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: VI	23UECOC62	CREDIT: 4
Core -XIV	DEVELOPMENT ECONOMICS	HOURS: 6

Learning Objectives

1. To focus on themes that cut across core values in development economics
2. To describe the various approaches and theories of development.
3. To analyze the significance of Development Models in Economic Planning
4. To enable the students to know about Development and Growth Models.
5. To probe the role of Financial System in Economic Development

UNIT-I

Introduction

Meaning and Nature of Development Economics – Core values of Development- Amartya Sen’s Approach – Economic Growth Vs. Development – Progress and Economic Welfare – Comparative Economic Development.

UNIT-II

Theories of Economic Growth and Development – I

Rostow’s stages of Growth – Big Push Theory - Theory of Critical Minimum Effort - Utilisation of Surplus Manpower – Lewis Theory, Nurkse Theory - Rural Urban Migration – Harris-Todaro Model.

UNIT-III

Theories of Economic Growth and Development – II

Harrod-Domar Model (Critical Expansion and Growth) - - Solow Model of Growth - Technical Progress and Growth - Human Capital and Growth - Myrdal Model (Cumulative Causation Thesis) - Kaldor Model (Model of Distribution).

UNIT-IV

Development

Planning

Development Planning – Concept and Rationale- Basic Models of Development Planning process – Government Failure and Market Economy – Role of NGOs in Economic Development – Trends in Governance and Reforms.

UNIT-V

Financing Economic Development

Role of Financial System in Economic Development – Formal Versus Informal Finance – Micro Finance – Foreign Finance – Foreign Aid - Development Assistance Debate.

Course Outcomes

- CO On completion of this course, students will
- 1 Outline the central themes and approaches to Development.
 - 2 Compare and contrast the theories of Growth and Development
 - 3 Critically analyse various Models of Growth.
 - 4 Examine the welfare impact of Development Planning and proposed development interventions by different institutions
 - 5 Evaluate the source and significance of Finance in Economic Development

Textbooks

1. Ahuja H.L. (2016), Development Economics, S. Chand and Company Ltd.
2. Jhingan M.L. (2016), Economics of Development Planning, Himalaya Publication House, 41st Edition.
3. Dutt, A. (2003). Development Economics and Structuralist Macroeconomics. Edward Elgar Publishing.
4. Debraj Ray, "Development Economics", Oxford Indian Paperbacks, 1998
5. Alain de Janvry, Elisabeth Sadoulet, "Development Economics: Theory and Practice", Talyor & Francis, 2021

Reference Books

1. Todaro Michael and C Smith Stephen (2017) Economic Development, Pearson, 12th Edition
2. Taneja & R. M. Myre M.L. (2017), Economics of Development and Planning, Vikas Publishing Co., 15th Edition
3. Kulwant Rai Gupta (2006 & 2009), Economics of Development & Planning (Vol. 1 & Vol. 2), Atlantic Publishers and Dist.
4. Huq, M. M., Clunies-Ross, A., & Forsyth, D. (2009). Development Economics. McGraw Hill.
5. Meier, G. M., & Stiglitz, J. E. (Eds.). (2001). Frontiers of Development Economics: the future in perspective. World Bank Publications.

Web Resources

1. <https://web.mit.edu/krugman/www/dishpan.html>
2. <http://www.niti.gov.in/>
3. <https://ida.worldbank.org/en/what-is-ida>
4. <https://www.trade.gov/>
5. <https://www.saarc-sec.org/>

Mapping with Programme Outcomes:

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

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

SEMESTER: VI	23UECOC63	CREDIT: 4
Core -XV	AGRICULTURAL ECONOMICS	HOURS: 6

Learning Objectives

1. To probe into the various issues in agricultural Labour
2. To understand the marketing, Finance and Price Policy of Agriculture
3. To study the impact of Agriculture on Indian Economic Scenario.
4. To assess the Sustainable agriculture Development In india
5. To familiarize students about the significance of Sustainable Agriculture.

UNIT-I

Introduction

Scope and significance of Agriculture- Role of Agriculture in India's Development- Inter-sectoral Linkages - Farm Management: Definition and Principles-Management of Risks in Agriculture.

UNIT-II

Agricultural Labour

Agricultural labour: Definition - Types – Supply of Labour –Problems - Rural Unemployment: Types, Consequences and Remedial Measures- Minimum Wages for Agricultural Workers– Recent Wage and Self-Employment Programmes

UNIT-III

Agricultural Finance

Agricultural Finance: Meaning, Nature, Types, Sources and Problems of Agricultural Finance- Cooperatives in Rural Finance- Role of Commercial Banks and NABARD – Farm Capital - Meaning, Types and Marginal Efficiency of Farm – Agricultural Capital Formation

UNIT-IV

Agricultural Price Policy

Objectives and need of Agricultural Price Policy – Stability and Trends in Agricultural Prices – Evaluation of Agricultural Price Policy in India – Agricultural Exports - Current Issues in Indian Agriculture.

UNIT-V

Sustainable Agriculture and Food Security

Development issues: Poverty, Inequality, Unemployment and Environmental Degradation - Green Revolution: Recent Developments– Methods and Issues - Population and Food Supply- Food Security and Public Distribution System in India.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the relevance of Agricultural Economics and Development
 - 2 Examine the importance of Agricultural Labour in Rural Development
 - 3 Identify the sources and importance of Agricultural Finance.
 - 4 Analyze the trends in Agricultural Prices
 - 5 Evaluate the Major issues pertaining to Agriculture.

Textbooks

1. Lekhi R.K. and Joginder Singh, (2015), Agricultural Economics: An Indian Perspective, Kalyani Publishers, Ludhiana.
2. Sadhu An, Singh Amarjit and Singh Jasbir, (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi
3. Mridula Mishra, (2010), Agriculture and Food Economics, Serials Publication, New Delhi.
4. John B.Penson,Jr, Oral Capps, Jr, C.ParrRosson III, Richard. T. Woodward, “Introduction to Agricultural Economics”, Pearson Publications,2017.
5. Dr.B.P.Tyagi, “Agricultural Economics & Rural Development”, Jai Prakashnath& Co., 2017.

Reference Books

1. Janardhana Rao. N, (2005), Indian Agriculture: Issues and Perspectives, ICFAI University Press, Hyderabad.
2. Gray, L. C. (2013). Introduction to Agricultural Economics. Read Books Ltd.
3. Barkley, A., & Barkley, P. W. (2016). Principles of Agricultural Economics. Routledge.
4. Cramer, G. L., Jensen, C. W., & Southgate Jr, D. D. (2001). Agricultural Economics and Agribusiness (No. Ed. 8). John Wiley and Sons.
5. Colman, D., & Young, T. (1989). Principles of Agricultural Economics: Markets and Prices In Less Developed Countries. Cambridge University Press.

Web Resources

1. <https://icar.org.in/>
2. <https://www.icrisat.org/>
3. <https://www.nabard.org/>
4. <https://www.fao.org>
5. <https://farmer.gov.in/msspstatements.aspx>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: VI	23UECOE64-1	CREDIT: 3
Elective- VII	BASIC ECONOMETRICS	HOURS: 5

Learning Objectives

1. To analyse the Economic Relationship mathematically.
2. To estimate testing hypotheses, forecasting which helps in Policy Decision Making
3. To understand the application of economic theories in real time situations
4. To evaluate the Violation of Assumptions in econometric applications
5. To understand and analyze various Econometric Models and its application.

UNIT-I

Introduction

Definition – Scope – Divisions – Objectives – Use of Econometrics – Econometrics and Mathematical Economics – Econometrics and Statistics – Methodology of Econometrics - Basic ideas of Linear Regression Model–Two variable Model, Population regression Function (PRF), Sample Regression Function (SRF) – Error term U – significance - Stochastic form of PRF and SRF.

UNIT-II

Estimation

Classical Linear Regression Model – Assumptions – Method of Ordinary Least Squares (OLS) – Derivation of OLS Estimators - Derivation of variance and Standard error of OLS estimators (Simple Linear Regression) – Properties of OLS estimators- Gauss–Markov Theorem – Proof – Three Variable Model estimation (Basic Idea only) – Hypothesis Testing (t and F test)–Test of Goodness of Fit R^2 and Adjusted R^2 .

UNIT-III

Violation of Assumptions

Multi-collinearity: Nature, Consequences, detection and Remedial Measures- Heteroscedasticity: Nature- Consequences Detection and Remedial Measures- Autocorrelation: Nature, Consequences, Detection and Remedial Measures.

UNIT-IV **Functional Forms and Dummy Variables**

Regression through the origin - Double Log Model –
Measurement of Elasticity – Semi log model –
Measurement of Growth.

Dummy Variables – ANOVA and ANCOVA Models –
Dummy Variable Trap – Uses – Interaction Effects –
Structural Changes – Seasonal Variations – Piecewise
Linear Regression.

Autoregressive and Distributed Lag Model – Ad Hoc
Method of Estimation – Koyck Transformation – Mean
and Median Lag.

UNIT-V **Simultaneous Equation Model**

Simultaneous Equation Model: Definition and Examples
– Simultaneous Equation Bias – Structural and Reduced
Form Equations – Identification – Rank and Order
Condition – Indirect Least Square Estimation – Two
Stage Least Square Estimation

Course Outcomes

- CO On completion of this course, students will
- 1 Understanding the importance of Econometrics.
 - 2 Learning the estimation techniques of measuring relationship among economic variables.
 - 3 Developing skills of interpretation.
 - 4 Construct models in the testing of theories.
 - 5 Application of real data for policy suggestions.

Textbooks

1. Gujarathi, D. M. (2022). Gujarati: Basic Econometrics. McGraw-hill.
2. Ramanathan, R. (1992). Introductory econometrics with applications. Dryden Press.
3. Maddalla G.S.(2001) Introduction to Econometrics, Third Edition ,Wiley India
4. Koutsoyiannis. “A, Theory of Econometrics”, Palgrave, Delhi.
5. M.Wooldridge, “Introductory Econometrics: A Modern Approach”, Jeffery 5th Edition 2013.

Reference Books

1. Dominick Salvatore and Derrick Reagle, Statistics and Econometrics, Tata McGraw Hill (Schaum’s Series).
2. Damodar, N. (2009). Basic Econometrics Fifth Edition. McGraw-Hill.

3. Moody, C. (2009). Basic econometrics with STATA. Economics Department. College of William and Mary.
4. Johnson Jr, A. C., Johnson, M. B., & Buse, R. C. (1987). Econometrics: Basic and applied. New York.
5. Hill, R. C., Griffiths, W. E., & Lim, G. C. (2018). Principles of econometrics. John Wiley & Sons.

Web Resources

1. <https://nptel.ac.in/courses/111104072>
2. <http://home.iitk.ac.in/~shalab/onlinecoursematerial>
3. https://nou.edu.ng/coursewarecontent/ECO%20355_0.pdf
4. <https://www.economtericssociety.org>
5. <https://economicsnetwork.ac.uk>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: VI	23UECOE64-2	CREDIT: 3
Elective-VII	BEHAVIOURAL ECONOMICS	HOURS: 5

Learning Objectives	
1.	To provide an overview of how Behavioural Principles in economics
2.	To apply behavioural approaches to economic Problems
3.	To know the Nature and Components of mental accounting
4.	To impart knowledge on how people's behaviour influence Decision Making.
5.	To analyze the Behavioural Economic Models.
UNIT-I	Introduction History and Evolution of Behavioural Economics - Neoclassical Concept and Criteria for Economic Rationality - Causes of irrationality – Herbert Simon -Bounded Rationality Methods used in Behavioural Economics
UNIT-II	Heuristics & Biases Advantages and Disadvantages of Heuristics - Availability Heuristic - Anchoring Heuristic - Representative Heuristic - Self Evaluation Biases and Projection Bias
UNIT-III	Animal Spirits and its impact on Economic Decisions Confidence – its feedback mechanism that amplifies disturbances - Fairness – Its influence in setting wages and prices - Corruption and Antisocial behaviour - Money Illusion – Improper interpretation of inflation and deflation
UNIT-IV	Prospect Theory Conventional approaches to modifying Expected Utility theory - Prospect theory and Endowment effect - Reference points and Loss Aversion - Shape of the utility function - Decision weighting
UNIT-V	Mental Accounting Nature and Components of mental accounting - Framing and Editing - Budgeting and Fungibility - Choice Bracketing and Dynamics

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the flexibility and limitations of the economic approach to modelling behaviour and demonstrate knowledge of the evolution and methods used in behavioural economics
 - 2 Identify ways in which individuals are systematically irrational
 - 3 Know how to use existing behavioural models to understand new economic phenomena and analyse how deviations in rationality impact economic decisions.
 - 4 Apply Prospect Theory to understand how people make decisions when presented with alternatives that involve risk, probability and uncertainty.
 - 5 Understand and apply in policy the different aspects of the concept of mental accounting

Textbooks

1. Phillip Corr and AnkePlagnol Behavioral Economics: The Basics 1st Edition, Kindle Edition, Routledge, 2018
2. Dan Ariely Predictably Irrational: The Hidden Forces That Shape Our Decisions, Harper Collins, 2009.
3. David Correll Behavioral Economics: Psychology, Neuroscience, and The Human Side of Economics (Hot Science) Icon Books Ltd, 2021
4. SanjitDhami.,The Foundations of Behavioral Economic Analysis, Oxford University Press,2016
5. Brandon Lehr, “Behavioral Economics Evidence, Theory, and Welfare”, Talyor & Francis, 2021

Reference Books

1. Nick Wilkinson and Matthias Klaes (2012) An Introduction to Behavioural Economics 2nd Edition, Palgrave Macmillan, London
2. David R. Just(2014) Introduction to Behavioural Economics, Wiley Publication, New Jersey
3. Colin F.Camerer, George Loewenstein and Matthew Rabin(2003) Advances in Behavioural
4. Frank Robert H (2015) Microeconomics and Behaviour, McGraw Hill Education, New York, 2015
5. Thaler, Richard H (2016) The Making of Behavioural Economics - Misbehaving, WW Norton & Co, Penguin, London

Web Resources

1. www.behavioraleconomics.com/BEGuide2017.pdf
2. academic.oup.com/restud/pages/behavioral_economics
3. <https://www.behavioraleconomics.com/>
4. <https://www.exploring-economics.org/en/orientation/behavioral-economics/>
5. <https://www.povertyactionlab.org/>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: VI	23UECOE65-1	CREDIT: 3
Elective-VIII	FINANCIAL MARKETS AND INSTITUTIONS	HOURS: 5

Learning Objectives

1. To provides a comprehensive functions and operations of financial markets
2. To understand the various financial institutions and its operations in India
3. To probe the role of banks in the financial operations and its regulations
4. To analyse the Financial Institutions in India and its influence on Indian Economy.
5. To impart knowledge on Exchange Markets and its aspects.

UNIT-I

Introduction

Introduction to Financial System and Economic Development - Indicators of Financial Development, Concepts Related to Financial Markets and Institutions - Concept of Risk -Types of Return and Yield

UNIT-II

Financial Institutions – I

Commercial Banking - Role of Banks – NPAs - Risk Management in Banking– International Banking - Financial Regulations and Regulatory Institutions in India - RBI, SEBI, IRDA, PFRDA - Corporate Governance and SEBI.

UNIT-III

Financial Institutions – II

Financial Institutions – Provident Fund, Pension Fund, Insurance Companies - Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds.
Bond Market: Bond Features, Bond Price Volatility, Government Security Market, Corporate Bond Market, Public Sector Undertaking Bonds.

UNIT-IV

Derivatives Market

Classification of Stock Market and Securities – IPO, Stock Exchanges, Stock Market Indices, Derivatives Market - Types of Derivatives.

UNIT-V

Exchange Market

Foreign Exchange Market - Foreign Exchange Market Structure - Risk Management in Foreign Exchange Market - Exchange Rate Determination - Foreign Capital – FDI & FII, Central Bank Intervention in Foreign Exchange Market.

Course Outcomes

- CO On completion of this course, students will
- 1 Understand the role and importance of the Indian Financial Market.
 - 2 Analyse the importance of Commercial Banks
 - 3 Understand and analyse the mechanics and regulation of financial instruments and determine how the value of stocks, bonds, and securities are calculated.
 - 4 Evaluate the performance of Derivative Market.
 - 5 Analyse the Foreign Exchange Market.

Textbooks

1. Saunders, A., Cornett, M. M., & Erhemjants, O. (2012). Financial Markets and Institutions. McGraw-Hill/Irwin.
2. Mishkin, F. S., & Eakins, S. G. (2006). Financial Markets and Institutions. Pearson Education India.
3. Frederic, S. (2000). Financial Markets and Institutions. Pearson Education India.
4. Maureen Burton, Reynold F. Nesiba, Bruce Brown, "An Introduction to Financial Markets and Institutions", Talyor & Francis, 2015
5. Dr.F.C Sharma, "Financial Markets, Institutions and Services" SBPD Publications, 2021

Reference Books

1. Megginson, W. L. (2005). The Financial Economics of Privatization. Oxford University Press on Demand.
2. Burton, M., Nesiba, R. F., & Brown, B. (2015). An introduction to Financial Markets and Institutions. Routledge.
3. Jones, F. M. (2014). Foundations of Financial Markets and Institutions. Pearson Education.
4. Bhole, L. M. (2004). Financial Institutions and Markets: Structure, Growth And Innovations, 4e. Tata McGraw-Hill Education.
5. Dr.Gurusamy .S (2018) Financial Markets and Institutions, Mc Graw Hill Education India.

Web Resources

1. <https://www.rbi.org.in>
2. <https://www.nseindia.com>
3. <https://www.sebi.gov.in>
4. <https://dpiit.gov.in/foreign-direct-investment/foreign-direct-investment-policy>
5. <https://fifp.gov.in/>

Mapping with Programme Outcomes:

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

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

SEMESTER: VI	23UECOE65-2	CREDIT: 3
Elective - VIII	URBAN ECONOMICS	HOURS: 5

Learning Objectives

1. To know the role of Urban Economics and its growth structure
2. To understand the basic economic principles in Urban Economics.
3. To describes the various urban infrastructures and its functions
4. To provide understanding about urbanization and its aspects.
5. To familiarize the students about migration and its relevance in urban development.

UNIT-I	Introduction Definition of Urban Economics- Nature and Scope of Urban Economics - Density, Urbanization - Definition of a City and Metropolitan area - Urban structure and Urban growth .
UNIT-II	Concept, Causes and Problems of Urbanisation Urbanization – Concept– Urban Morphology - Causes and Issues of Urbanization- Sustainable Urbanization.
UNIT-III	Urban Infrastructure Urban Infrastructure- Transportation – Electricity - Water Supply - Slums, Housing and Urban Renewal - Public Health.
UNIT-IV	Migration Theories Theories of Rural Urban Migration –Ravenstein’s Law of Migration- Stouffer’s theory of Mobility- Lee’s theory- Reasons for Migration: Push and Pull factors.
UNIT-V	Policies for Urban Development Policies and Programmes for Urban development - Measures to Control Urban Growth - Integrated Development of Small and Medium Towns- Smart Cities in India

Course Outcomes

- CO On completion of this course, students will
- 1 Acquire knowledge on the subject matter of Urban Economics
 - 2 Gain Knowledge on Urbanization and its Impact
 - 3 Understand and analyse the Urban Infrastructure
 - 4 Analyze the impact of Migration
 - 5 Apply various ideas and policies in Urban Economics.

Textbooks

1. Ahluwalia, I.J., Kanbur, R., & Mohanty, P.K. Urbanization in India, Sage Publications, New Delhi. (2014)
2. Hartwick, John M, (2015) Urban Economics, Routledge.
3. Arthur O' Sullivan, Urban Economics, Tata McGraw Hill, 2009.
4. Douglas.M. Brown, "Introduction to Urban Economics", 2013
5. John F. McDonald, Daniel P. McMillen, "Urban Economics and Real Estate: Theory and Policy", Wiley, 2011

Reference Books

1. Briance A and Ravinder Singh, (edited) (1995), Housing the Urban Poor, Policy and Practice in Developing Countries, (Sage Publications, New Delhi).
2. Fred Durr (1971),The Urban Economy (London, Index Educational Publishers).
3. Harris Tondon (1973), Introduction to Urban Economic Analysis and Policy New York.
4. Lolyd R Dowin and Associates (1969), Planning Urban Growth and Regional Development (London :MT.Press).
5. Mark Garrett(1996), Transportation Planning (Sage Publications, New Delhi).

Web Resources

1. <https://smartcities.gov.in/>
2. <http://www.moud.in/>
3. <https://urbaneconomics.org/>
4. <https://www.iom.int/>
5. <https://refugeesmigrants.un.org/>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: VI	23UECOF66	CREDIT: 2
Professional Competency Skill	GENERAL STUDIES FOR COMPETITIVE EXAMINATIONS	HOURS: 2

Learning Objectives

1. To create the opportunity for learning across different disciplines
2. To build experiences for students as they grow into lifelong learners.
3. To know the world climatic classification and its features
4. To build experiences for students as they grow into lifelong learners.
5. To know the history of modern India

UNIT-I

Polity

Basic concepts- Three organs of Indian Government (Executive, Legislature, Judiciary), Introduction to Indian Constitution- Salient features of Constitution, Preamble, Fundamental Rights, Fundamental Duties, Directive Principles of State Policy, Types of Majority, Amendments to the constitution, basic structure doctrine, Division of subjects between the Union and the States Local Governance, Elections in India and Election Commission, CAG

UNIT-II

Geography

Major oceans of the world - Important Canals – Gulfs – Straits and Passes - Indian Rivers and its Tributaries - Climatology - Atmosphere, wind systems, cloud systems, world climatic classification -Indian climate - Indian Monsoon - India's Physical Features, Indian Soil -Types and Distribution - Important Trade Routes and Projects, Indian Natural Vegetation - Indian agriculture-Major Crops and its distribution, Indian Industries and its Distribution

UNIT-III

Economy

National Income – Inflation - Money and Banking - Agriculture in India - Union Budget - Planning in India – Poverty – Unemployment - Inclusive Development and Development issues - Industrial Policies - Financial Markets

- UNIT-IV **History**
 Modern India -Formation of Indian National Congress -
 Morley Minto Reforms, Revolutionary activities -
 World War I and India's Response - Home Rule league
 - Montague Chelmsford reforms - Rowlatt Act - Non-
 Cooperation Movement - Simon Commission and
 Nehru Report - Civil Disobedience Movement and
 Round Table Conferences - Quit

 India Movement and Demand for Pakistan - Cabinet
 Mission - formation of Constituent assembly and
 Partition of India
- UNIT-V **Environment and Ecology**
 Basic concepts- Ecology, Biodiversity - Food Chain
 And Food Web - Bio-Geo Chemical Cycles -
 International Biodiversity Organisations - International
 Conventions - Conferences and Protocols - Indian
 Environmental Laws And Environment Related
 Organisations

Course Outcomes

- CO On completion of this course, students will
- 1 Develop broad knowledge of the different components in Polity
 - 2 Understand the Geographical features across Countries and in India
 - 3 Acquire Knowledge of the aspects of the Indian Economy
 - 4 Understand the significance of India's Freedom Struggle
 - 5 Gain Knowledge of Ecology and Environment

Textbooks

1. Class XI and XII NCERT Geography
2. History- Old NCERT's Class XI and XII
3. Tamil Nadu State Board XI and XII History Books
4. History- VI to X NCERT
5. Economics - IX to XII NCERT

Reference Books

1. Laxmikanth.M (2019), Indian Polity, McGraw-Hill
2. Ramesh Singh (2022), Indian Economy, McGraw Hill
3. Leong,G.C Physical and Human Geography, Oxford University Press

4. Majid Hussain, India Map Entries in Geography, GK Publications Pvt. Ltd.
5. Majid Hussain - Environment and Ecology, GK Publications Pvt. Ltd
6. Rajiv Ahir, A Brief History of Modern India- Spectrum Books Pvt Ltd

Web Resources

1. <https://darpg.gov.in/en>
2. <https://www.india.gov.in/topics/governance-administration>
3. <https://dea.gov.in/>
4. <https://mausam.imd.gov.in/>
5. <http://moef.gov.in/>

Mapping with Programme Outcomes:

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

S-Strong-3

M-Medium-2

L-Low-1

SEMESTER: VI	23UECOX67	CREDIT: 1
PART: V	EXTENSION ACTIVITY	HOURS: --

(Refer to the Regulations)