

## **NGM College**

### **Vision**

Our dream is to make the college an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society.

### **Mission**

Training students to become role models in academic arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty who ensure knowledge transfer, instill research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life.

## **Department of Economics**

### **Vision**

Imparting quality education to students to make them employable by providing a strong academic foundation with a focus on value based education, cherishing our Nation's dreams to achieve excellence in the quality of education offered in our academic **YATRA**

### **Mission**

To develop a perspective for an intelligent understanding of economic problems and impart training in the analytical framework of micro and macro economic analysis, statistical and mathematical techniques as well as economic theories to equip the students to handle quantitative issues analytically to meet the challenges of the corporate and financial world.

**Scheme of Examination**

Course Code	Part	Course	Hrs/ Wk	Hrs/ Exam	Maximum Marks		Total Marks	Credits
					Intl	ESE		
		<b>I Semester</b>						
<b>18 UTL 101</b>	<b>I</b>	<b>Tamil Paper – I</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>18 UEN 101</b>	<b>II</b>	<b>English Paper – I</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>18UEO 101</b>	<b>III</b>	<b>Micro Economics - I</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>18 UEO 102</b>	<b>III</b>	<b>Indian Economy</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>18UCOM 1A1</b>	<b>III</b>	<b>Financial Accounting</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
	<b>IV</b>	<b>HR</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
<b>18 HEC 101</b>	<b>IV</b>	<b>Human Excellence Education – I ( Personnel Values and SKY Yoga Practice I)</b>	<b>1</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>1</b>
	<b>V</b>	<b>Extension Activities ( NSS / NCC / Sports &amp; Games )</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
		<b>Total</b>					<b>600</b>	<b>21</b>
		<b>II Semester</b>						
<b>18 UTL 202</b>	<b>I</b>	<b>Tamil Paper – II</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>18 UEN 202</b>	<b>II</b>	<b>English Paper – II</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>3</b>
<b>18 UEO 203</b>	<b>III</b>	<b>Micro Economics - II</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>18 UEO 204</b>	<b>III</b>	<b>International Economics</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>18 UEO 2A2</b>	<b>III</b>	<b>Agriculture and Rural Development</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
	<b>IV</b>	<b>Environmental Studies</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
<b>18 HEC 202</b>	<b>IV</b>	<b>Human Excellence Education – II ( Family Values and SKY Yoga Praticce II)</b>	<b>1</b>	<b>2</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>1</b>
	<b>V</b>	<b>Extension Activities ( NSS / NCC / Sports &amp; Games )</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
		<b>Total</b>					<b>600</b>	<b>21</b>

III Semester								
18 UTL 303	I	Tamil Paper – III	5	3	25	75	100	3
18UEN 303	II	English Paper - III	6	3	25	75	100	3
18 UEO 305	III	Macro Economics	6	3	25	75	100	4
18 UEO 306	III	Economics of Development and Planning	5	3	25	75	100	4
18 UEO 3A3	III	Banking Law and Practice -	6	3	25	75	100	4
18HEC 303	IV	Human Excellence Education – III (Professional Values and SKY Yoga Practice III)	1	-	25	25	50	1
18UEO 3N1/ 18UEO 3N2	IV	NME Advertising and Sales Promotion/ Economics for Competitive Examinations	1	2	-	50	50	2
	V	Extension Activities (NSS / NCC / Sports & Games )	-	-	-	-	-	-
		<b>Total</b>					<b>600</b>	<b>21</b>
IV Semester								
18 UTL 404	I	Tamil Paper – IV	5	3	25	75	100	3
18 UEN 404	II	English Paper – IV	6	3	25	75	100	3
18 UEO 407	III	History of Economic Thought	6	3	25	75	100	4
18 UEO 408	III	Mathematical Methods	6	3	25	75	100	4
18 UEO 4A4	III	Business Communication	5	3	25	75	100	4
18HEC404	IV	Human Excellence Education – IV (Social Values and SKY Yoga Practice IV)	1	2	25	25	50	1
18UEO 4N3/ 18UEO 4N4	IV	NME Office Management / Airport Economics	1	2	-	50	50	2
	V	Extension Activities	-	-	-	50	50	1
18UNC 401 18UNS 402 18USG 403		NCC NSS Sports and Games						
		<b>Total</b>					<b>650</b>	<b>22</b>

<b>V Semester</b>								
<b>18 UEO 509</b>	<b>III</b>	<b>Monetary Economics</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
<b>18 UEO 510</b>	<b>III</b>	<b>Human Resource Management</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>18 UEO 511</b>	<b>III</b>	<b>Investment Policies and Programmes</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
<b>18 UEO 512</b>	<b>III</b>	<b>Statistical Methods – I (E)</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
<b>18 UEO 513</b>	<b>III</b>	<b>Window Based Office Automation ,Tally and Information Security</b>	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>2</b>
<b>18 UEO 514</b>	<b>III</b>	<b>Computer Practicals</b>	<b>2</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>	<b>2</b>
<b>18HEC505</b>	<b>IV</b>	<b>Human Excellence Education – V (National Values and SKY Yoga Practice V)</b>	<b>1</b>	<b>2</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>1</b>
<b>18UEO 5S1 / 18UEO 5S2</b>	<b>IV</b>	<b>Skill Based Subject : Principles of Management / Office Management</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
<b>18GKL501</b>	<b>IV</b>	<b>General Awareness (SS)</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>50</b>	<b>2</b>
		<b>Total</b>					<b>750</b>	<b>28</b>
<b>VI Semester</b>								
<b>18 UEO 615</b>	<b>III</b>	<b>Public Finance</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>18 UEO 616</b>	<b>III</b>	<b>Industrial Economics</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>18 UEO 617</b>	<b>III</b>	<b>Economics of Transport</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>4</b>
<b>18 UEO 618</b>	<b>III</b>	<b>Statistical Methods - II (E)</b>	<b>5</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
<b>18 UEO 619</b>	<b>III</b>	<b>Tourism Economics-III (E)</b>	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>5</b>
<b>18 UEO 620</b>	<b>III</b>	<b>Internship Program/Economic Reviews</b>	<b>2</b>	<b>-</b>	<b>20</b>	<b>80</b>	<b>100</b>	<b>2</b>
<b>18HEC606</b>	<b>IV</b>	<b>Human Excellence Education – VI (Global Values and SKY Yoga Practice VI)</b>	<b>1</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>1</b>
<b>18 UEO 6S3 / 18 UEO 6S4</b>	<b>IV</b>	<b>Skill Based Subject : Advertising and Sales Promotion / Principles of Airport Economics</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>2</b>
		<b>Total</b>					<b>700</b>	<b>27</b>
		<b>Grand Total</b>					<b>3900</b>	<b>140</b>

## Bloom's Taxonomy Based Assessment Pattern

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

### 1. Part I, II & III-Theory: 75 Marks

#### 1. Test- I & II and ESE

Knowledge Level	Section	Marks	Description	Total
K1	A(Answer all)	10x01=10	MCQ/Define	75
K2	B (Either or pattern)	05x05=25	Short Answers	
K3& K4	C (Answer 4 out of 6)	4x10=40	Descriptive/ Detailed	

### 2. Part IV-Theory: 50 Marks

Knowledge Level	Section	Marks	Description	Total
K1	A(Answer all)	10x1=10	MCQ/Define	50
K2, K3 & K4	B (Answer 5 out of 8)	5 x 8=40	Descriptive/ Detailed	

### 3. Practical Examinations:

Knowledge Level	Section	Marks	Total
K3	Practicals & Record work	60	100
K4		40	
K5			

### Components of Continuous Assessment

Components		Calculation	CIA Total
Test 1	75	$\frac{75+75+25}{7}$	25
Test 2	75		
Assignment/Seminar	25		

## **Programme Objectives**

1. To provide students with the intellectual and analytical skills required to understand, evaluate and analyze the economic issues and challenges of every day life.

2. To prepare the students to be eligible for advanced studies, and exploring various business and employment opportunities in the field of Economics, Banking, Insurance and other formal and informal sectors of the economy.

## **Programme Outcomes**

- PSO1** To make the students to understand and analyze the concepts, principles, doctrines, laws and policies in Economics.
- PSO2** To motivate the students to know about new trends in National Economy.
- PSO3** To enlighten the students with economic aspects for decision making.
- PSO4** To develop the skills of analysis and application of the economic principles to the real world problems.
- PSO5** To inculcate a sense of social responsibility in them so that they become socially productive citizens.

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 101	<b>Title</b>	<b>Batch :</b>	2018-21
		MICRO ECONOMICS - I	<b>Semester</b>	I
<b>Hrs/Week:</b>	6		<b>Credits:</b>	04

### Course Objective

This subject imparts basic economic principles governing the behaviours of individuals and firms regarding consumption and production.

### Course Outcomes (CO)

K1	CO1	To keep various economic concepts in the minds of learners
K2	CO2	To understand the difference between Micro and Macro Economics, Positive and Normative Economics, Static and Dynamic Economics
K3	CO3	To apply different assumptions, criticisms and theories in Demand, Consumption and Production aspects.
K4	CO4	To analyze factors of Production and their importance in production.

### Syllabus

#### Unit I Nature of Economics

( 14 hrs )

Definitions of Economics by Adam Smith, Alfred Marshall, Lionel Robbins and Paul Samuelson – Difference between Micro and Macro Economics – Positive and Normative Economics – Static and Dynamic Economics – Economic Laws.

#### Unit II Demand Analysis

( 15 hrs )

Law of Diminishing Marginal Utility – The Law of Equi-Marginal Utility. Demand: Law of Demand - Elasticity of Demand – Types, Measurement and Uses – Factors Determining Elasticity of Demand. Elasticity of Supply: *Factors Determining Elasticity of Supply\**.

#### Unit III Indifference Curve Analysis

( 15 hrs )

Indifference Curve Analysis: Indifference Curves – Marginal Rate of Substitution – Properties of Indifference Curves – Price Line or Budget Line - Consumer Equilibrium - Income Effect - Price Effect - Substitution Effect - Uses of Indifference Curve Analysis.

#### Unit IV Factors of Production

( 17 hrs )

Meaning of Production – Factors of production – Land: Meaning and Importance of Land – Peculiarities of Land – Labour: Meaning of Labour – Peculiarities of Labour - Efficiency of Labour – Division of Labour: Kinds – Merits – Demerits. Localisation of Industries: Meaning – Causes – Merits and Demerits - Capital: Functions – Classifications. Entrepreneur: Functions of an Entrepreneur - *Internal Economies and External Economies of Scale\**.

**Unit V Production Analysis****( 17 hrs )**

Production Function - Meaning - Short-run and Long-run Production Functions –  
Laws of Returns: Law of Diminishing Return - Law of Increasing Returns - Law of  
Constant Returns - Returns to Scale: Three Phases of Returns to Scale - Law of Variable  
Proportion - Isoquant - Iso-cost line - Producer's Equilibrium.

*\*Self study.*

Group discussions, Seminar ,Quiz, Assignment

**Text Book:**

1. Bose. D & Marimuthu A (2010), “An Introduction to Micro-Economics” Himalaya Publishing House, Mumbai.

**Reference Books:**

2. Sankaran (2010), “Micro Economics”, Margham Publications, Chennai.
3. Misra & Puri (2010), “Modern Micro Economics”, Himalaya Publishing House, Mumbai.
4. Dewett K. K. & Chand A., (2008), “Modern Economic Theory”, Sultan Chand & Co., New Delhi
5. Ahuja H. L., (2010), “Advanced Economic Theory”, Sultan Chand & Co., New Delhi.
6. Andreu Mas-colell, Michael D. Whinston & Jerry R. Green (2012) “Micro Economic Theory”, Oxford University Press, ISBN: 9780198089537, New York.

**E-reference:**

1. <http://www.nios.ac.in>
2. <https://www.slideshare.net>
3. <http://wikieducator.org>
4. <http://economics-exposed.com>



### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M
CO2	S	M	M	H	M
CO3	H	M	S	H	M
CO4	H	M	S	H	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDE	COE
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Dr. M. Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 102	<b>Title</b>	<b>Batch :</b>	2018-21
		INDIAN ECONOMY	<b>Semester</b>	I
<b>Hrs/Week:</b>	6		<b>Credits:</b>	04

### Course Objective

To acquire sufficient knowledge about India's economic features, occupational structure and the relative shares of the different Sectors

### Course Outcomes (CO)

K1	CO1	To present economic ailments associated with or arising directly from the problem of Indian Economy
K2	CO2	To understand the issues and policies relating to agriculture and industry.
K3	CO3	To implement the strategy of development for energy.
K4	CO4	To evaluate the measures introduced for structural reforms in the economy.

### Syllabus

#### Unit I **Features of Indian Economy** (15 hrs)

Characteristics of Indian Economy – Factors Impeding Economic Progress – *Population Policy – 2011\** – Human Development Index – Human Poverty Index

#### Unit II **Basic Issues in Agricultural Policies** (15 hrs)

Subsidies of Agricultural Inputs – Problem of Food Security – *Public Distribution System in India\** – Targeted Public Distribution System – Agricultural Labour: Causes of Growth in the Number of Agricultural Labourers – Conditions of Agricultural Labourers – Measures Adopted by the Government for Improvement.

#### Unit III **Industrial Development and Related Issues** (17 hrs)

Meaning of Disinvestment – Utilization of Money from Disinvestment – Disinvestment Policy 2000. Role of Private Sector – Post Liberalization Phase – Problems of Private Sector – Meaning of Industrial Sickness – Magnitude of the Sickness – Causes of Industrial Sickness – Consequences of Industrial Sickness – Remedial Measures.

#### Unit IV **Infrastructure** (15 hrs)

Energy – Sources of Energy – Conventional and Non-Conventional Energy- Energy Crisis in India – Transport – Road, Railway, Shipping and Air-Communication System in India.



<b>Programme code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 203	<b>Title</b>	<b>Batch :</b>	2018-21
		MICRO ECONOMICS - II	<b>Semester</b>	II
<b>Hrs/Week:</b>	5		<b>Credits:</b>	04

### Course Objective

This subject provides an insight into the market structure and process of price determination of product and factors.

### Course Outcomes (CO)

K1	CO1	To remember various cost and revenue concepts.
K2	CO2	To get an idea of factor pricing.
K3	CO3	To determine equilibrium of the firm under various markets.
K4	CO4	To analyze various theories of rent, wages, interest and profits.

### Syllabus

#### Unit I **Cost and Revenue Concepts (15 hrs )**

Types of Cost: Money Cost, Real Cost, Opportunity Cost , Fixed Costs , Variable Costs , Total Cost, Average Cost and Marginal Cost – Cost Curves: Relationship between Average and Marginal Cost Curves- Relationship between Total Cost Functions . Different Cost relations in the Short Run and the Long Run. Revenue: Total Revenue, Average Revenue and Marginal Revenue. Revenue Curves: Revenue Curves of the Firm under Perfect Competition and Imperfect Competition.

#### Unit II **Equilibrium of the Firm and Industry Under Various Markets (17 hrs )**

Perfect Competition: Meaning – Features –Pure Competition – Price - Output Determination under Perfect Competition – Meaning of Firm and Industry – Short Run and Long Run Equilibrium of the Firm – Equilibrium of an Industry. Monopoly: Meaning – Features – Kinds – Factors Responsible for the Emergence of Monopoly – Price – Output Determination under Monopoly – Evils and Control of Monopoly. Discriminating Monopoly: Meaning - Kinds – Degrees – Conditions - Price Discrimination. Monopolistic Competition: Meaning - Features – Price – Output Determination - Short Run and Long Run Equilibrium of the Firm- Meaning of Selling Cost – Defects of Monopolistic Competition. Oligopoly : Meaning – Characteristics – Kinds – Pricing under Oligopoly.

**Unit III Theory of Distribution and Rent ( 16 hrs )**  
Distribution: Meaning – Kinds – Marginal Productivity Theory of Distribution – Marginal Revenue Productivity under Perfect and Imperfect Competition – Modern Theory of Distribution. Rent : Meaning – Kinds – Ricardian Theory of Rent – Modern Theory of Rent – Quasi-Rent – *Difference between Rent and Quasi-Rent\**.

**Unit IV Wages ( 15 hrs )**  
Wages: Meaning – Kinds – Factors Determining Real Wage. Theories of Wages: Subsistence Theory - Wage Fund Theory - Residual Claimant Theory - Marginal Productivity Theory of Wages – Modern Theory of Wages. Wage Differentials – Exploitation of Labour – *Trade Union and Collective Bargaining\**.

**Unit V Interest and Profit ( 15 hrs )**  
Interest: Meaning – Kinds. Theories of Interest: Classical Theory of Interest - Loanable Funds Theory – Liquidity Preference Theory. Profit: Gross Profit and Net Profit. Theories of Profits - Clark's Dynamic Theory - Schumpeter's Innovation Theory - Hawley's Risk Bearing Theory - Knight's Uncertainty Theory.

*\*Self study.*

Group discussions, Seminar ,Quiz, Assignment
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**Text Book:**

1. Bose D. & Marimuthu A., (2010), “An Introduction to Micro-Economics”, Himalaya Publishing House, Mumbai.

**Reference Books:**

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1. <http://www.nios.ac.in>
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4. <http://economics-exposed.com>

### Mapping

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	H	M
CO2	H	H	S	S	H
CO3	S	M	S	H	H
CO4	H	H	S	S	M

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Dr.P.Krishnathulasimani</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr. M.Durairaju</b>	<b>Dr. R .Muthukumaran</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 204	<b>Title</b>	<b>Batch :</b>	2018-21
		INTERNATIONAL	<b>Semester</b>	II
<b>Hrs/Week:</b>	5	ECONOMICS	<b>Credits:</b>	04

### Course Objective

To familiarize the students with the postulate of trade theories and trade policies

### Course Outcomes (CO)

K1	CO1	To keep basic theories of international trade in the minds of learners.
K2	CO2	To deal with different aspects of trade policy.
K3	CO3	To apply the measures to correct Bop disequilibrium and exchange rate.
K4	CO4	To analyse the working and operations of international financial Institutions and most economic order

### Syllabus

#### Unit I Nature and Scope of International Economics (13 hrs)

*Features of International Trade*\*-Difference and Similarities between Internal and International Trade- Advantages of Internal Trade – Arguments against International Trade – Interdependence of International and Domestic Trade – Adam Smith Theory of Absolute Cost Advantage – Ricardo’s Theory of Comparative Cost – Terms of Trade – The Heckscherohilin Theory – Brief Concept of Leontief Paradox.

#### Unit II Free trade Vs Protection and India’s Foreign Trade (13 hrs)

Free Trade: Meaning- Advantages – Disadvantages. Protection: Arguments for Protection – Arguments against Protection. India’s Foreign Trade Policy: Objectives – Current India’s Trade Policy.

#### Unit III Balance of Payments and Balance of Trade (13 hrs)

Concept and Composition of Balance of Trade and Balance of Payments – Disequilibrium in Balance of Payments – Consequences of Disequilibrium – Measures to Correct Disequilibrium – *Balance of Payment Situation Since 1991*\*.





### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H
CO2	H	S	H	H	H
CO3	H	H	M	H	M
CO4	H	M	H	M	L

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.K.Murugavelu	Dr.P.Krishnathulasimani	Dr. M. Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 2A2	<b>Title</b>	<b>Batch :</b>	2018-21
		AGRICULTURE AND RURAL DEVELOPMENT	<b>Semester</b>	II
<b>Hrs/Week:</b>	5		<b>Credits:</b>	04

### Course Objective

Emphasis has to be placed upon recognition of agricultural problems and solving them through relevant agricultural policies.

### Course Outcomes (CO)

K1	CO1	To keep basic knowledge about agriculture in the minds of learners
K2	CO2	To understand various agricultural problems
K3	CO3	To implement various suggestions for further improvement of Agriculture
K4	CO4	To review rural industry, poverty and unemployment.

### Syllabus

- Unit I Agricultural Sector ( 13 hrs)**  
Agriculture : Definition - Peculiar Features - Relation to Non-Agriculture Sector - Role of Agriculture in Indian Economy - *Long Term Problems of Agricultural Development\** - New Agricultural Policy 2000.
- Unit II Green Revolution (13hrs)**  
Green Revolution - Intensive Agricultural District Programme - HYV Programme - Production Trends - Critical Appraisal - Merits - Problems - Limitations of HYVP - Technological Changes in Agriculture - Chemical Fertilizers, Water, Mechanisation and Power – Organic Farming in India.
- Unit III Agricultural Production (13 hrs)**  
Cropping Pattern – Production, Productivity Trends – Farm Size and Productivity – Pattern of Land Holdings – Land Returns: Measures, Impact and Suggestions for Further Improvement.
- Unit IV Agricultural Finance and Marketing (13 hrs)**  
Agricultural Finance: Importance – Sources of Credit – Institutional and Non-Institutional Finance. Agricultural Marketing: *Problems in Marketing and Measures\** – Agriculture Price Policy in India.
- Unit V Rural Industrialization, Poverty and Unemployment (13 hrs)**  
Rural Industrialization – Rural Poverty and Unemployment: Alleviation Programmes - NREGA - NREG Scheme.

*\*Self study.*

Group discussions, Seminar, Assignment, Quiz
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**Text Book:**

1. Ruddar Datt & Sundaram KPM (2011), “Indian Economy”, Sultan Chand Company, New Delhi

**Reference Books:**

2. Misra & Puri, (2011), “Indian Economy”, Himalaya Publishing House, Mumbai.
3. Sankaran (2007), “Agricultural Economy of India”, Margham Publications, Chennai.
4. Sankaran (2011) “Rural Economics”, Margham Publications, Chennai
5. Desai R. G., (2001) “Agricultural Economics”, Himalaya Publishing House, New Delhi.
6. Geroge W.Norton and Jeffrey Ahwang, and William A. Masters, (2011), “Economics of Agricultural Development”, Taylor and Francis Publication, USA.
7. Puri V. K. and Misra S. K., (2015), “Indian Economy”, Himalaya Publishing House, (33<sup>rd</sup> Edition), New Delhi

**E-reference**

1. [www.foodproductiondaily.com](http://www.foodproductiondaily.com)
2. [www.india.gov.in](http://www.india.gov.in)
3. [www.icar.gov.in](http://www.icar.gov.in)

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	H	H	M	H
CO2	S	S	H	H	H
CO3	H	H	S	H	H
CO4	H	H	H	H	S

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Dr.N.Padmasundari</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr. M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 305	<b>Title</b>	<b>Batch :</b>	2018-21
		MACRO ECONOMICS	<b>Semester</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	04

### Course Objective

The aim of this paper is to make the students to understand the important macroeconomic concepts like employment, income, investment and consumption etc., and their mutual dependence in achieving the National goal.

### Course Outcomes (CO)

K1	CO1	To concern overall dimensions total size, individual parts of economy and concepts of national income and ailments in measurement.
K2	CO2	To understand employment theories and trends.
K3	CO3	To grasp the attributes of consumption functions, Investment functions and working of the chain of action and reaction in investment and national income.
K4	CO4	To analyse simultaneous equilibrium in both the goods market and management.

### Syllabus

#### Unit I Introduction to Macro Economics (15 hrs)

Definition - Nature and Scope – Limitations – *Importance of Macro Economics*\*  
- Interdependence of Micro Economics – Circular Flow of Income and Goods – Two Sector – Three Sector – Four Sector Models – Importance of the Circular Flow – National Income – Methods of Measurement and Difficulties.

#### Unit II Theory of Employment (15 hrs)

Classical Theory – Keynes' Criticism – Aggregate Supply – Aggregate Demand – *Effective Demand*\*- Keynes's Principle of Effective Demand – Comparison and Contrast between Classical and Keynesian Contribution. Relevance of Keynesian Theory of Employment to UDCs.

#### Unit III Consumption Function and Multiplier (17 hrs)

Consumption Function: Average Propensity to Consume and Marginal Propensity to Consume – Determinants of Consumption Function – Measures to Raise the Propensity to Consume - Keynes Psychological Law of Consumption. Multipliers: Types - Investment Multiplier and Leakages – Importance of Multiplier.

**Unit IV Investment Function (16 hrs)**

Investment: Meaning – Kinds – Autonomous and Induced – Domestic and Foreign – Public and Private – Determinants and Measures to Promote Investment – Saving and Investment Relation. Acceleration Principle: Meaning- Limitations – Interaction between Multiplier and Accelerator - Super Multiplier.

**Unit V General Equilibrium (15 hrs)**

IS and LM Functions – Commodity Market Equilibrium – Money Market Equilibrium - Changes in General Equilibrium – Shifts in LM Functions – Simultaneous Shifts in IS and LM Functions.

*\*Self study.*

Group discussions, Seminar, Assignment, Quiz

**Text Book:**

1. Sankaran (2007), “Macro Economics”, Margham Publication, Chennai.

**Reference Books:**

2. Edward Shapiro (2006), “Macro Economics”, Galgotia Publication, New Delhi.
3. Jhinghan M. L., (2008), “Macro Economics”, Vrinda Publications, New Delhi.
4. Greynolids (2004), “Macro Economics”, University Publications, New Delhi.
5. Harold R. Williams (2007), “Macroeconomics: Problems, Concepts and Self-tests”, W.W. Norton & Company. Inc. New York.

**E-reference**

1. <http://www.economicdiscussion.net>
2. <https://studypoints.blogspot.in>
3. <http://www.yourarticlelibrary.com>

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	M	H	M
CO3	M	H	H	H	M
CO4	H	H	H	M	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Dr. Nirrmala Sathish</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr. M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 306	<b>Title</b>	<b>Batch :</b>	2018-21
<b>Hrs/Week:</b>	5	ECONOMICS OF DEVELOPMENT AND PLANNING	<b>Semester</b>	III
			<b>Credits:</b>	04

### Course Objective

The aim of this paper is to provide basic knowledge about theories and basic issues related to economic development in India.

### Course Outcomes (CO)

K1	CO1	To keep in mind the obstacles to Economic Development
K2	CO2	To understand relevant theories on growth
K3	CO3	To implement/create ideas to unearth Black money.
K4	CO4	To analyse plan models and Investment Criteria.

### Syllabus

- UNIT I Economic Development and Growth (10 hrs)**  
Meaning of Growth and Development – *Determinants of Development\** – Obstacles to Economic Development – Characteristics of an Under Developed Economy – Physical Quality of Life Index – Economic Performance of India.
- UNIT II Theories of Development (15 hrs)**  
Rostow’s Stages of Economic Growth - Schumpeterian Theory of Development - Theory of Big Push – Critical Minimum Effort Thesis – Theory of Balanced Growth – The Strategy of Unbalanced Growth.
- UNIT III Parallel Economy (14 hrs)**  
Meaning - Estimates of Black Income in India - Factors Responsible for Generation of Black Money - Impact of Black Income on Economy - *Measures Undertaken to Unearth Black Money\** - *Corruption in India*
- UNIT IV Economic Planning (14 hrs)**  
Meaning of Economic Planning- Need - Objectives of Economic Planning – Types of Planning – Plan Models in India with Reference to Harrod-Domar and Mahalanobis Models – Resource Mobilization for Indian Plans (A brief summary) – Resource Allocation – (A brief summary).
- UNIT V Capital Formation and Investment Criteria (12 hrs)**  
Capital Formation and Economic Development: Importance of Capital Formation – Different Stages – Sources of Capital – Capital-Output Ratio- A brief summary on Investment Criterion – Marginal Rule for Resource Allocation – The Rate of Turnover Criterion – The Social Marginal Productivity Criterion – The Marginal Per Capita Reinvestment Quotient Criterion – The Time Series Criterion.



*\*Self study.*

Group discussions, Seminar, Quiz, Experience Discussion

**Text Book:**

1. Jhinghan M. L., (2007), “The Economics of Development & Planning”, Konark Publishers Pvt. Ltd, New Delhi.

**Reference Books:**

2. Ruddar Datt & Sundaram K. P. M., (2010), “Indian Economy”, Sultan Chand & Company, New Delhi.
3. Misra & Puri (2011), “Indian Economy”, Himalaya Publishing House, Mumbai.
4. Sankaran (2002), “Indian Economy”, Margham Publications, Chennai
5. Meier G.M., (2011), “Leading Issues in Economic Development”, Oxford University Press, New York.

**E-reference**

1. [www.india.gov.in](http://www.india.gov.in)

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	H	S
CO2	S	H	H	H	S
CO3	H	S	H	M	H
CO4	S	S	H	H	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumar

<b>Programme code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 306	<b>Title</b>	<b>Batch :</b>	2018-21
		BANKING LAW AND PRACTICE	<b>Semester</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	04

### Course Objective

The course is designed to provide adequate understanding about banking practices among the students.

### Course Outcomes (CO)

K1	CO1	To keep in mind the significance and functions of a Customer and Banker
K2	CO2	To understand various deposit and schemes prevailing in Banks.
K3	CO3	To apply Negotiable Instruments to learners.
K4	CO4	To analyse various Services and Trends in Banking.

### Syllabus

#### Unit I Nature of Banking and Functions of a Banker (16 hrs)

Banker and Customer - Definition – *Relationship between a Banker and a Customer\** – General Relationship and Special Relationship – Termination of Relationship.

#### Unit II Operation of Bank Accounts (16hrs)

Fixed Deposits – Legal Position Transferability, Loss of Deposit Receipt- Deposit in Joint Names – Saving Deposit Account – Recurring Deposit Account or Cumulative Deposit Account – Current Deposit Account.

#### Unit III Negotiable Instruments (15 hrs)

Definition – Cheque – Salient Features – Drawing up of a Cheque - Endorsement – Kinds – Crossing – Kinds – Paying Banker - Collecting Banker.

#### Unit IV Loans and Advances (16 hrs)

Principles of Sound Lending – Forms of Advances – Secured and Unsecured Advances - Modes of Creating Charges: Mortgage – Pledge – Hypothecation – Advances against – Goods – Securities – *LIC Policies\** – FD Receipts.

#### Unit V Services and Trends in Banking (15 hrs)

Modern Services of Commercial Bank - Non-Resident Account - External Account – New Trends in Banking - E-Banking - Credit Card - Debit Card - ATM

*\*Self study.*

Group discussions, Seminar ,Quiz, Brain Storming,

**Text Book**

1. Gordon & Natarajan (2012), “Banking Theory, Law and Practice”, Himalaya Publishing House, Mumbai.

**Reference Books:**

2. Varshney P. N., (2012), “Banking Law and Practice”, Sultan Chand & Company, New Delhi.
3. Natarajan S. & Parameswaran R., (2007), “Indian Banking”, Sultan Chand & Company, New Delhi.
4. The Indian Institute of Bankers (2007) “Laws and Practices relating to Banking”, Macmillan, Chennai.
5. Charles Proctor (2010), “The Law and Practice of International Banking”, Oxford University Press, USA.

**E-reference**

1. [www.rbi.org.in](http://www.rbi.org.in)
2. [www.banknetindia.com](http://www.banknetindia.com)

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	S	H	S
CO2	S	H	H	H	H
CO3	S	S	H	S	S
CO4	H	S	H	S	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr. M.Durairaju</b>	<b>Dr.R.Muthukumar</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 3N1	<b>Title</b>	<b>Batch :</b>	2018-21
		<b>ADVERTISING AND SALES PROMOTION</b>	<b>Semester</b>	III
<b>Hrs/Week:</b>	1		<b>Credits:</b>	02

### Course Objective

To endow students with the knowledge Advertising & Sales

### Course Outcomes (CO)

K1	CO1	To recollect ideas on Advertising and Sales
K2	CO2	To understand effects of Advertising on Production Cost, Distribution Cost and Consumer Prices.
K3	CO3	To execute idea in Launching a product
K4	CO4	To analyse various Sales Techniques.

### Syllabus

- Unit I Introduction to Advertising (3hrs)**  
 Advertising – Meaning – Propaganda Vs Advertising – Sales Promotion Vs Advertising – Public Relation Vs Advertising – Tools of Public Relations – Major Components of Advertising Industry – *Role of Advertising in Modern Business World\**.
- Unit II Economic Aspects of Advertising (3hrs)**  
 Advertising and the Free Economy – Effects of Advertising on Production Costs, Distribution Costs and Consumer Prices – Advertising and Monopoly Conditions – Advertising and Consumer Markets – *Advertising and National Income\**.
- Unit III Advertising Media (3hrs)**  
 Advertising Media: Types – Print – Electronics – Other Media – Their Characteristics – Merits and Limitations – Ethics in Advertising.
- Unit IV Sales Promotion (2hrs)**  
 Sales Promotion: Meaning – Objectives – Kinds of Sales Promotion – Reasons for Sales Promotion- Merchandising Aids.



### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	S	M	S
CO2	S	H	M	S	H
CO3	H	S	H	H	M
CO4	H	H	H	H	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr. M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 3N2	<b>Title</b>	<b>Batch :</b>	2018-21
<b>Hrs/Week:</b>	1	<b>ECONOMICS FOR COMPETITIVE EXAMINATIONS</b>	<b>Semester</b>	III
			<b>Credits:</b>	02

### Course Objective

This paper aims to enable the students to know about the basic concepts of Economics.

### Course Outcomes (CO)

K1	CO1	To remember the characteristic features of Indian Economy
K2	CO2	To understand Agricultural problems and Policies
K3	CO3	To apply ideas of New Industrial Policy in major and small scale Industries.
K4	CO4	To analyse various methods of Monetary and Fiscal Policies.

### Syllabus

#### Unit I

(3hrs)

Indian economy: Characteristic Features - Population Problems - Remedial Measures - Unemployment - Rural and Urban Problems – *Poverty - Eradication Measures\**.

#### Unit II

(3hrs)

Agriculture: Place and Importance - Problems - Green Revolution - *New National Agricultural Policy\**.

#### Unit III

(3hrs)

Industry:- Role and Importance - Pattern of Industrial Development under Five Year Plans - New Industrial Policy - MRTP Act.

#### Unit IV

(3hrs)

Public Finance: Tax Revenue and Non-Tax Revenue - Expenditure Pattern - Monetary Policy - Fiscal Policy - Objective and Role of Economic Planning.

#### Unit V

(3hrs)

India and the World: India's Foreign Trade - India's Balance of Payment - India and WTO - New Trade Policy.

*\*Self study.*

Group discussions, Seminar ,Quiz, Assignment
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**Reference Books**

1. Ruddar Datt & Sundaram K. P. M., (2011), "Indian Economy", Sultan Chand & Company, New Delhi.
2. Misra and Puri (2011), "Indian Economy", Himalaya Publishing House, Mumbai.
3. Sivayya. K.V., & Das V. B. M., (2010), "Industrial Economics", S. Chand & Company, New Delhi.
4. Sankaran (2011), "Rural Economics", Margham Publications, Chennai

**E-reference**

1. [www.rbi.org](http://www.rbi.org)
2. [www.india.gov.in](http://www.india.gov.in)

**Mapping**

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	H	H	S	H
CO2	S	H	S	H	S
CO3	H	S	S	H	H
CO4	H	H	S	H	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran



<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 407	<b>Title</b>	<b>Batch :</b>	2018-21
		HISTORY OF ECONOMIC	<b>Semester</b>	IV
<b>Hrs/Week:</b>	6	THOUGHT	<b>Credits:</b>	04

### Course Objective

This course tracing the history of economic thought, would enable the student to understand how contemporary economics came to be what it is

### Course Outcomes (CO)

K1	CO1	To keep in mind different principles, Laws in Economics.
K2	CO2	To get the idea of various economic thoughts of great economists.
K3	CO3	To excute different theories and laws in various sectors of the economy.
K4	CO4	To analyze various Indian Economists Ideas and its relevance to Indian Economy.

### Syllabus

#### Unit I Earlier Period

(16 hrs)

Nature and Significance of Economic Thought - Economic Thought of Plato and Aristotle - Mercantalism - Main Ideas of Mercantalism - Thomas Mun - Physiocracy - Physiocratic Doctrines - Natural Order - Net product - Circulation of Wealth - Francis Quesnay.

#### Unit II Classical Period

(16 hrs)

Adam Smith - Views of Adam Smith - Division of Labour - Ideas on Distribution - Laissez Faire Doctrine - Thomas R Malthus - *Theory of Population*\*- Theory of Gluts - David Ricardo - Theory of Rent - Theory of International Trade -

#### Unit III Marginalism

(16hrs)

Features of Marginalism - Ideas of Gossen - Edgeworth - Jevons - Menger - Karl Marx - Karl Marx - Chief Tenets of Marxian Thought - Dialectical Materialism - Labour Theory of Value - Theory of Surplus Value.

#### Unit IV Neo-Classical and Welfare Economics

(15 hrs)

Alfred Marshall - Ideas of Marshall - Consumer Surplus - *Elasticity of Demand*\*  
Representative Firm - Welfare Economics - Ideas of Pigou - Paretian Welfare Economics.

## **Unit V Indian Economic Thought**

**(15 hrs)**

Kautilya's Arthasasthra - Ideas of Thiruvalluvar - Economic Ideas of Dadabhai Naoroji  
- M.G. Ranade - R.C.Dutt - Gandhiji's Economic Ideas - V.K.R.V.Rao - Amartya Sen.

*\*Self study.*

Group discussions, Seminar, Quiz, Assignment
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### **Text Book:**

1. Jhingan M. L., (2012), "History of Economic Thought", Vrinda Publications, Delhi.

### **Reference Books:**

2. Sankaran S., (2008), "History of Economic Thought", Margham Publications, Chennai.
3. Srivastava S. K., (2004), "History of Economic Thought", Sultan Chand, New Delhi.
4. Hajela T. N., (2004) ' "History of Economic Thought", Shivalal Agarwal & Co. Agra.
5. Loganathan V., (2006), "A History of Economic Thought", Konark Publishers, Delhi.
6. Blaug M., (1997), "Economic Theory in Retrospect A history of Thought from Adam Smith to J.M Keynes", (5th.Edition), Cambridge University Press, Cambridge.

### **E-reference**

1. <https://www.studocu.com>
2. <https://www.investopedia.com>
3. <https://www.studeersnel.nl>

### Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	H	M
CO2	S	M	M	H	M
CO3	M	M	H	S	M
CO4	S	M	S	S	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Dr.. Nirmala Sathish	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 408	<b>Title</b>	<b>Batch :</b>	2018-21
		MATHEMATICAL METHODS	<b>Semester</b>	IV
<b>Hrs/Week:</b>	6		<b>Credits:</b>	04

### Course Objective

This paper imparts the students with elementary mathematical methods applied in economic analysis.

### Course Outcomes (CO)

K1	CO1	To keep the simple mathematical concepts in the minds of learners
K2	CO2	To get the idea of various tools in mathematics
K3	CO3	To excute various mathematical methods in Economic theories.
K4	CO4	To analyze the importance of various applications of mathematical tools in economic problems.

### Syllabus

- Unit I Mathematical Economics and Equations ( 15 hrs )**  
Meaning - Importance of Mathematical Tools in Economic Analysis - Simultaneous Equations - Linear Equations - Quadratic Equations - Applications in Economics.
- Unit II Set Theory ( 15 hrs )**  
Meaning - *Forms of Sets\** - Laws of Set Operations - Venn Diagram - Applications in Economics.
- Unit III Matrix ( 15 hrs )**  
Meaning - *Types of Matrices\** - Transpose of a Matrix - Determinants - Minor - Co-factor - Ad-joint of the Matrix - Inverse of a Square Matrix - Solving a System of Linear Equations - Crammer's Rule.
- Unit IV Differentiation ( 17 hrs )**  
Rules of Differentiation - Derivatives of First and Second Orders - Maxima and Minima - Applications in Economics (Elasticities, Marginal Concepts).
- Unit V Simple Integration ( 16 hrs )**  
Meaning - Rules of Integration - Definite and Indefinite Integrals - Economic Applications of Integration - TC from MC - Capital Formation - Consumer's and Producer's Surplus.

*\*Self study.*

Seminar, Quiz, Assignment, Activity,

**Text Book:**

1. Bose D., (2006), “Mathematics for Economists”, Himalaya Publishing House, Mumbai.

**Reference Books:**

2. Metha and Madani (2007), “Mathematics for Economists”, Sultan Chand & Company, New Delhi.
3. Aggarwal C. S., & Joshi R. C., (2007), “Mathematics for Students of Economics”, Vrinda Publications, New Delhi.
4. Allen R. G. D., (2008), “Mathematical Analysis for Economists”, Mac Millan Publishers, New Delhi
5. Richard J. Larsen and Morris L. Marx (2011), “An Introduction to Mathematical Statistics and its Applications”, Prentice Hall.

**E-reference**

1. <http://people.tamu.edu>
2. <https://www.scribd.com>

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	M
CO2	S	H	H	M	M
CO3	H	M	M	H	M
CO4	H	M	M	H	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Dr.P.Krishnathulasimani</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr. M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 4A4	<b>Title</b>	<b>Batch :</b>	2018-21
<b>Hrs/Week:</b>	5	BUSINESS COMMUNICATION	<b>Semester</b>	IV
			<b>Credits:</b>	04

### Course Objective

The aim of this paper is to enable the students to develop communication skill and report writing.

### Course Outcomes (CO)

K1	CO1	To provide basic frame work on business letters and the standpoint of their relevance
K2	CO2	To comprehend letter of enquiries and present advertisements
K3	CO3	To exercise various banking correspondence and company correspondence
K4	CO4	To draft business reports and committee reports.

### Syllabus

#### Unit I Business Communication (13 hrs)

Business Communication – Meaning – Objectives – Importance – Business Letters – Functions – Kinds – Essentials of a Good Business Letter – Layout – Letters of Enquiries and Replies – Orders and Their Execution.

#### Unit II Enquiries and Letters (13hrs)

Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – *Circular Letters*\* – Sales Letters - Drafting of Advertisement.

#### Unit III Banking (13 hrs)

Correspondence: Insurance Correspondence – Life – Fire – Marine Insurance – Agency Correspondence – Secretarial Correspondence.

#### Unit IV Agenda and Minutes (13 hrs)

Agenda and Minutes: Meaning – Drafting of Agenda and Minutes of Various Board Meetings – Application Letters – Interview Letters – Appointment Letters – *Letters to the Editor*\*.

#### Unit V Report Writing (13 hrs)

Report Writing : Meaning – Types of Business Reports – Characteristics of Good Report – Preparation of Report – Organisation of Report – Drafting by Individuals and Committees.

*\*Self study.*

Group discussions, Seminar, Quiz, Assignment in transactions carried out by bank slips, forms etc.,

**Text Book:**

1. Rajendra Pal and Korlahalthi J. S., (2013), “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi.

**Reference Books:**

2. Pillai R. S. N. and Bhagavathi (2010), “Commercial Correspondence and Office Management”, Sultan Chand & Sons, New Delhi.
3. Sharma R.C., (2002), “Business Correspondence and Report Writing”, Tata Mc Graw, Hill Education, India.

**E-reference**

1. [www.oxford.org](http://www.oxford.org)

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H
CO2	H	S	H	H	H
CO3	H	H	H	M	H
CO4	H	S	H	H	L

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.K.Murugavelu	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumar

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 4N3	<b>Title</b>	<b>Batch :</b>	2018-21
		<b>OFFICE MANAGEMENT</b>	<b>Semester</b>	IV
<b>Hrs/Week:</b>	1		<b>Credits:</b>	02

### Course Objective

The paper aims to highlights the various aspects of office management.

### Course Outcomes (CO)

K1	CO1	To remember the functions of modern office
K2	CO2	To get the idea of office location and layout.
K3	CO3	To apply essential modern methods.
K4	CO4	To estimate the cost of office stationary and appliances.

### Syllabus

#### Unit I

(2hrs)

Modern Office – Functions – Importance – *Office Management\** – Manager – Qualities – Functions.

#### Unit II

(3hrs)

Office Location and Layout - Open Office - Private Office – Merits and Demerits - Office Furniture – Principles in Selecting Office Furniture.

#### Unit III

(3hrs)

Handling Mail – Dicta Phone - Merits and Demerits - Filing Systems – *Essential Modern Method\**– Merits and Demerits.

#### Unit IV

(3hrs)

Indexing – Types – Merits and Demerits - Office Stationery – Methods of Purchase – Control of Stationery

#### Unit V

(2hrs)

Office Machines and Equipment – Office Appliances- Importance - Merits and Demerits.

*\*Self study.*

Group discussions, Seminar ,Quiz, Assignment
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**Text Book:**

1. Sharma R. K., & Shashi K. Gupta (2006), "Office Management", Abishek Publications, Chatisgrah.

**Books for Reference:**

2. Pillai. R. S. N., (2008), "Commercial Correspondence & Office Management", Sultan Chand & Sons, New Delhi.
3. Bhatia R. C., (2007), "Principles of Office Management", Lotus Press, New Delhi.

**E-reference**

1. [www.propects.ac.uk](http://www.propects.ac.uk)
2. [www.naukri.com](http://www.naukri.com)

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	H	S	S
CO2	H	S	H	S	S
CO3	S	M	M	S	M
CO4	M	H	S	S	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 4N4	<b>Title</b>	<b>Batch :</b>	2018-21
		<b>PRINCIPLES OF AIRPORT ECONOMICS</b>	<b>Semester</b>	IV
<b>Hrs/Week:</b>	1		<b>Credits:</b>	02

### Course Objective

To enlighten the students – “Airports are observed as powerful Engines and act as a Multi – Model Business Centers for Regional and National Economic Development”.

### Course Outcomes (CO)

K1	CO1	To remember –Doctrine of Airport management.
K2	CO2	To understand Airport Demand Analysis
K3	CO3	To apply Economic principles in Airport management
K4	CO4	To Analyse the working of Airport

### Syllabus

- Unit – I      Airport Operational Economics      (2hrs)**  
History and Development of Airport: Definition and Functions – *Airport Categories\** – Doctrine (or) Principles of Airport Management.
- Unit – II      Economics in Aviation Studies      (3hrs)**  
Aviation Studies: Importance - Key Factors Influencing Air Travel Demand – Demand Factors Evaluation (Airport Demand Analysis).
- Unit - III      Airport Market and Competition      (3hrs)**  
Airports and Competition – Airport Competitiveness – Airport Competitive Factors: Demand Factor, Service Factors and Management Factors – *Pricing and its Objectives\** – Principles of Airport Pricing.
- Unit - IV      Airport Financial Economics      (3hrs)**

Importance of Financial Economics – Goals of Airport Finance – Principles of Airport and Air Navigational Charges – Airport Revenue – Sources of Airport Revenue - Aeronautical and Non- Aeronautical Revenue.

**Unit – V      Airport Services      (2hrs)**  
Performance Measures: Measuring Standards for Airport Services – Airport Quality Performance – Ranking of Airports.

*\*Self study.*

Group discussions, Seminar ,Quiz, Assignment
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**Text Book:**

1. Senguttuvan P. S., (2007), “Principles of Airport Economics”, Excel Book, New Delhi.

**Reference Books:**

2. Senguttuvan P. S., (2003), “Fundamentals of Airport Transport Management”, McGraw Hill, London.
3. Wells A., (2000), “Airport Planning and Management”, 4th Edition-McGraw-hill, London.

**E-reference**

1. [www.sita.aero](http://www.sita.aero)
2. [www.educations.com](http://www.educations.com)
3. [www.iata.org](http://www.iata.org)
4. [www.igiaindia.in](http://www.igiaindia.in)

### Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	S	S	H
CO2	S	H	M	S	H
CO3	H	H	H	S	M
CO4	S	H	H	M	S

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	M.Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 509	<b>Title</b>	<b>Batch :</b>	2018-21
		<b>MONETARY ECONOMICS</b>	<b>Semester</b>	V
<b>Hrs/Week:</b>	6		<b>Credits:</b>	05

### Course Objective

This subject attempts to give an understanding of the role of money and banks in the Economy.

### Course Outcomes (CO)

K1	CO1	To remember various concepts of monetary economics are money supply, demand, value, inflation, deflation, trade, cycles, etc.,.
K2	CO2	To understand the various theories of money.
K3	CO3	To implement the phases of trade cycle
K4	CO4	To analyse monetary standards ,banking and economic development.

### Syllabus

#### Unit I Nature and Scope of Monetary Economics (15 hrs)

Nature and Definition of Money - Importance of Money in a Modern Economy – Barter System and its Difficulties - Evolution of Money–*Functions of Money*\* – Merits and Demerits of Money.

#### Unit II Monetary Standards (15 hrs)

Monometallic and Bimetallism: A Brief Survey of Gold Standard – Paper Standard – Principles and Methods of Note Issue – Merits and Demerits.

#### Unit III Theories of Money (15 hrs)

Value of Money – Measurement – Index Number – Uses and Difficulties – Demand for Money - Supply of Money – Theories of Money - Fisher’s Quantity Theory – Cambridge Version of Quantity Theory – Keynes Income Theory.

#### Unit IV Problems of Money and Trade Cycle (14 hrs)

Inflation: Types – Causes, Consequences and Control – Deflation – Causes, Consequences and Control – Trade Cycle – Types – *Stages of Trade Cycle*\* – Theories of Trade Cycle – Sunspot - Psychological - Monetary - Overinvestment Theories -Control of Trade Cycle.

**Unit V Banking and Economic Development****(13 hrs)**

Banking – Functions of Commercial Banks – Role of Commercial Banks in Economic Development – Credit Creation – Balance Sheet – Unit Banking Vs Branch Banking – Functions of RBI – Methods of Credit Control – Monetary Policy and its Objectives - A brief discussion – Non-Banking Financial Intermediaries - Demonetization.

*\*Self study.*

Seminar ,Quiz, Assignment, Case study

**Text Book:**

1. Sankaran, (2008), “Monetary Economics”, Margham Publications, Chennai.

**Reference Books:**

2. Suraj B. Gupta (2004), “Monetary Economics”, Sultan Chand & Company, New Delhi.
3. Jhingan M. L., (2008), “Monetary Economics”, Konark Publishers Pvt Ltd, New Delhi.
4. Sundaram K. P. M., (2006), “Money, Banking, Trade & Finance”, Sultan Chand & Company”, New Delhi.
5. Gail E. Makinen (1978), “Money, Interest and the Price Level”, Prentice Hall.

**E-reference**

1. <http://www.economicdiscussion.net>
2. <https://www.economics.utoronto.ca>
3. <https://www.bcb.gov.br>

**Mapping**

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M
CO2	H	H	H	S	M
CO3	H	H	H	H	M
CO4	M	H	H	H	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Dr.Nirmala Sathish	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumarar

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 510	<b>Title</b>	<b>Batch :</b>	2018-21
		<b>HUMAN RESOURCE</b>	<b>Semester</b>	V
<b>Hrs/Week:</b>	5	<b>MANAGEMENT</b>	<b>Credits:</b>	04

### Course Objective

This subject intends to provide knowledge on basic issues related to Human Resource Management.

### Course Outcomes (CO)

K1	CO1	To keep in mind the significance of Human Resource Management
K2	CO2	To understand – the approaches to manpower planning
K3	CO3	To implement ideas of performance appraisal in practical life.
K4	CO4	To review ethical values followed in HRD and HRM.

### Syllabus

- Unit I Human Resource Management (HRM) (11 hrs)**  
Meaning of Human Resource Management – Functions of Human Resource Management - Nature and Importance of HRM- *Objectives of HRM\**.
- Unit II Human Resource (10 hrs)**  
Man Power Planning - Job Description - Job Analysis - Job Specification - *Recruitment and Selection\** - Training and Development – Approaches to Man Power Planning.
- Unit III Performance Appraisal (10 hrs)**  
Performance Appraisal - Job Evaluation - Promotion, Transfer and Demotion - Compensation - Wage and Salary Administration - Incentive System - Retirement Benefits to Employees.
- Unit IV Human Resource Development (HRD) (10 hrs)**  
Significance of Human Resource Development – Concept – Features – Scope – Need for HRD – Objectives of HRD – Techniques of HRD – Functions of HRD Managers.
- Unit V Ethics in HRM (11 hrs)**  
HRM: Ethics in HRM - Meaning of Ethics - Ethics in Job Design - Human Resource Planning - Recruitment, Selection, Training and Development - Career Planning and Development - Employee Turnover - Wage and Salary Administration - E-Human Resource Management.

*\*Self study.*

Group discussions, Seminar, Brain storming, Case study

**Text Book:**

1. Memoria C. B. & Gankar S.V., (2006), “Personnel Management”, Himalaya Publishing House, Nagpur.

**References Books:**

2. Subba Rao P., (2007), “Essentials of Human Resources Management and Industrial Relations”, Himalaya Publishing House, New Delhi.
3. Tripathi P. C., (2006), “Personnel Management and Industrial Relations”, Sultan Chand & Sons, New Delhi.

**E-reference**

1. www.inc.com
2. www.shopify.com

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	S	H	S
CO2	S	H	H	S	H
CO3	S	H	M	S	H
CO4	H	H	H	S	S

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof .N. Anbuarasu	Dr.P.Krishnathulasimani	Dr.M. Durairaju	Dr.R.Muthukumaran



<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 511	<b>Title</b>	<b>Batch :</b>	2018-21
<b>Hrs/Week:</b>	6	<b>INVESTMENT POLICIES AND PROGRAMMES</b>	<b>Semester</b>	V
			<b>Credits:</b>	05

### Course Objective

This paper intends to provide knowledge on approaches to investment and issues related to investment programmes.

### Course Outcomes (CO)

K1	CO1	To learn and expose the concepts of investments and programmes
K2	CO2	To get the idea of investment approaches and investment
K3	CO3	To apply different analysis to manage investments
K4	CO4	To analyse constituents of the industrial securities market.

### Syllabus

- Unit I Investment (14 hrs)**  
Investment – Financial and Economic Meaning of Investment – Investment and Speculation - Investment and Gambling - Importance of Investment – Factors Favourable for Investment - *Investment Media\** - Features of Investment Programme.
- Unit II Security Valuation (14 hrs )**  
Security Valuation – Scope – Elements of Investment - Return - Return and Risk - Time Factor – Approaches to Investment - Fundamental Approach - Technical Approach - Portfolio Approach.
- Unit III Bonds and Debentures (13 hrs)**  
Bonds: Types – Public Sector Bonds – Shares – Preference Shares – Equity Shares – Bonus and Right Shares - Debentures – Non-Convertible – Partly Convertible – Fully Convertible Debentures.
- Unit IV Fundamental Analysis (12 hrs)**  
Meaning - Economic Analysis – Forecasting. Techniques –Industrial Analysis – Company Analysis.
- Unit V Shares Market (12 hrs)**  
Shares Market – Primary Market – How to Apply for New Issues – Basis of Allotment – *Secondary Market\** – Functions of Stock Exchange.

*\*Self study.*

Group discussions, Seminar, Quiz, Assignment
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**Text Book:**

1. Preeti Singh (2012), “Investment Management”, Himalaya Publishing House, New Delhi.

**Reference Books:**

2. Radha Dr. & Nedunchezian Parameswaran Dr. (2008), “Investment Management”, Prasana Publishers, New Delhi.
3. Gopalakrishnan C., (2004), “Investment Management”, Kalayani Publishers, New Delhi.
4. Grewal R. S. and Naujot Grewal (2011), “Successful Stock Market Investment”, Vision Books Publications, New Delhi.
5. Ralph Eastman Badger and Harry, (2000), “Investment Principles and Practice”, Wiley Publication, New York, Prentice Hall.

**E-reference**

1. [www.indianjourncoffinance.co.in](http://www.indianjourncoffinance.co.in)

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	H
CO2	H	H	M	H	S
CO3	M	M	H	H	H
CO4	H	H	H	M	L

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Prof.K.Murugavelu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr.M.Durairaju</b>	<b>Dr.R.Muthukumar</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 512	<b>Title</b>	<b>Batch :</b>	2018-21
		<b>STATISTICAL METHODS-I</b>	<b>Semester</b>	V
<b>Hrs/Week:</b>	5		<b>Credits:</b>	05

### Course Objective

The subject intended to train the students with the application of Statistical tools.

### Course Outcomes (CO)

K1	CO1	To recollect the meaning, characters and scope of statistics
K2	CO2	To understand statistical data, classification, tabulation and diagrammatic representation.
K3	CO3	To apply various statistical methods in different problems
K4	CO4	To review the importance of statistical tools and its applications in economic theories.

### Syllabus

#### Unit I Introduction

( 13 hrs )

Meaning, Definition and Characteristics of Statistics - Scope of Statistics - Limitations of Statistics - Primary and Secondary Data - Methods of Collecting Primary Data - *Sources of Secondary Data\** - Processing of Data.

#### Unit II Classification, Tabulation and Diagrammatic Representation (13 hrs)

Meaning, Types and Principles of Classification - Formulation of Frequency Distribution - Cumulative Frequency - *Tabulation: Parts and Types of Table Diagrammatic and Graphic Representation\** - General Rules for Constructing Diagrams - Types of Diagrams - Bar and Pie Diagrams – Graphic Representation - Histogram - Frequency Polygon - Ogives.

#### Unit III Measures of Central Tendency

( 13 hrs )

Averages: Meaning - Functions and Characteristics - Kinds Arithmetic Mean - Simple - Weighted - Merits and Demerits - Median - Under Odd Numbers - Under Even Numbers - Graphic Location of Median - Merits and Demerits - Quartiles - Deciles - Percentiles - Mode - Methods of Calculation of Mode - Graphic Location of Mode - Merits and Demerits - Geometric Mean and Harmonic Mean.

**Unit IV Dispersion****(13 hrs)**

Dispersion: Meaning, Purpose and Properties of Dispersion - Methods of Measuring Dispersion - Range - Inter Quartile Range - Mean Deviation - Standard Deviation - Lorenz Curve - Co-efficient of Variation - Graphic Method of Dispersion.

**Unit V Skewness, Moments and Kurtosis****(13 hrs)**

Meaning and Definition of Skewness - Symmetrical, Positive, Negative Skewness - Measures of Skewness - Relative Measures of Skewness - Karl Pearson and Bowley's Co-efficient of Skewness - Moments - Meaning - Computation of Moments - Kurtosis - Meaning - Measures of Kurtosis.

\*Self study.

Group discussions, Seminar ,Quiz, Assignment

**Text book:**

1. Pillai R. S. N. and Bhagavathi V., (2008), "Statistical Theory and Practice", Sultan Chand & Sons, New Delhi.

**Reference Books:**

2. Gupta S. P., (2008), "Statistical Methods", Sultan Chand & Sons, New Delhi.
3. Mohan Singhal and Lakshmi Narain (2006), "Elements of Statistics", Agarwal Educational Publishers, Agra
4. Speigal M. R., (1992), "Theory and Problems of Statistics", McGraw Hill Book Co., London.

**E-reference**

1. <https://www.cliffsnotes.com>
2. <https://study.com/>
3. [math.tutorvista.com](http://math.tutorvista.com)

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	H	M
CO2	H	M	H	H	M
CO3	H	M	S	S	H
CO4	H	M	H	S	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Dr.P.Krishnathulasimani</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr.M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18 UEO 513	<b>Title</b>	<b>Batch :</b>	2018-21
		WINDOW BASED OFFICE AUTOMATION	<b>Semester</b>	V
<b>Hrs/Week:</b>	3	TALLY AND INFORMATION SECURITY	<b>Credits:</b>	02

### Course Objective

This paper is designed to provide basic knowledge about computer.

### Course Outcomes (CO)

K1	CO1	To get in-depth understanding of why computers are essential components in business, education and society
K2	CO2	To Learn the functions, formulas and calculations in Excel.
K3	CO3	To know the usefulness/importance of Tally for simplifying the accounting methods & procedures. .
K4	CO4	To examine the information security and Network Security concepts.

### Syllabus

#### Unit I Introduction to MS Office

(7 hrs)

Introduction to Word – Editing a Document – Move and Copy Text – Formatting Text and Paragraph – *Finding and Replacing Text*\* – Spelling and Grammar Checking – Using Tabs – Enhancing Document – Columns, Tables and Other Features – Using Graphics, Templates and Wizards – Using Mail Merge

#### Unit II Introduction to Excel and Power Point

(9 hrs)

Getting Started with Excel – Editing Cells and Using Commands and Functions – Moving Copying, Inserting and Deleting Rows and Columns – Formatting a Work Sheet – Creating Charts - Introduction to Power Point – Creating a Presentation – Different Views in Power Point – Running a Slide Show –Automating your Presentation – Printing your Presentations.

#### Unit III Accounting Tally

(9 hrs)

*Fundamentals of Tally*\* - Features - Maintaining Company Data - Creating, Selecting and Deleting a Company -- F11 & F12: Configuration- Gateway of Tally - Accounts Information - Tally Accounting - Groups and Ledgers - Creating, Altering and Deleting a

Ledger - Accounting Vouchers.-Inventory Vouchers-Creating Voucher- Types of Voucher:,  
Inventory Reports - Statement of Inventory - Stock Item - Stock Summary.

#### **Unit IV. Information Security**

**(9 hrs)**

Components of Communications system – Transmission Media –Protocol definition –  
Introduction to TCP/IP- wireless Network – Basics of Internet- Types of Attack: Phishing,  
Spoofing, Impersonation , Dumpster diving- Information Security goals-Information Security  
Threats and Vulnerability: Spoofing Identity, Tampering with data, Repudiation, Information  
disclosure, Denial of Service, Elevation of Privilege.

#### **Unit V Network Security**

**(7 hrs)**

Authentication- Password Management –E-Commerce security –Windows Security – Network  
Security: Network Intrusion detection and prevention systems –Firewalls – Software Security –  
Web Security: User authentication, authentication- secret and session management, Cross site  
scripting, Cross site forgery, SQL injection. Computer Forensics – Staganography

*\*Self study.*

Group discussions, Seminar ,Quiz, Assignment,
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#### **Text Book:**

1. Ananthi Sheshasaayee & Sheshasaayee (2007), “Computer Applications in Business & Management”, Margham Publication, Chennai,
2. Palanivel S., (2008), “Tally Accounting Software”, Margham Publications, Chennai.
3. Principles of Information Security: Michael E, Whitman, Herbert J. Mattord, CENGAGE Learning, 4<sup>th</sup> Edition.
4. Network Security and Cryptography : Bernard Menezes, CENGAGE Learning.

#### **Reference Books:**

5. Nandhini, A. K. & Nandhini, K. K., (2008), “Implementing Tally 7.2”, BDP Publications, New Delhi.
6. “Tally ERP 6.3 Self Learning Guide and Workbook”, Tally Solutions Pvt. Ltd, 1998-2001 (Vol. 1 & Vol. 2), Bangalore.
7. Handbook of Security of Networks, Yang Xiao, Frank H Li, Hui Chen, World Scientific
8. Principles of Computer Security:WW Arthur Conklin , MC Graw Hill, 2<sup>nd</sup> Edition

### E-reference

1. [www.freecomputer.books.com](http://www.freecomputer.books.com)
2. [www.tallyschool.com](http://www.tallyschool.com)
3. [www.e-booksdirectory.com](http://www.e-booksdirectory.com)

### Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	H
CO2	H	H	S	H	S
CO3	M	S	H	H	H
CO4	H	S	H	H	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name Signature	with	Verified by HOD Name with Signature	CDC	COE
<b>Dr.N.Padmasundari</b>		<b>Dr.P.Krishnathulasimani</b>	<b>Dr.M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 514	<b>Title</b>	<b>Batch :</b>	2018-21
		WINDOW BASED OFFICE AUTOMATION	<b>Semester</b>	V
<b>Hrs/Week:</b>	2	TALLY AND INFORMATION SECURITY	<b>Credits:</b>	02

### Course Objective

It is intended to train the students with application of MS office and accounting tally **Course Outcomes (CO)**

K1	CO1	To keep in mind the formatting techniques and presentation styles
K2	CO2	To learn the use of basic functions and formulas
K3	CO3	To apply the basic mechanics of creating Word documents for office use.
K4	CO4	To educate practical training on this software so that the students could apply its various aspect in their day to day business/professional activities.

### Syllabus

S.No.	PROGRAMME
	<b>MS WORD (6hrs)</b>
1.	Changing the Font Style, Font Size and Using Bold, Italic and Underline
2.	Paragraph Alignment
3.	Bullets and Numbering
4.	Inserting Table
	<b>MS EXCEL (7hrs)</b>
5.	Inventory Report
6.	Invoice Report
7.	Increment Abstract.
8.	Creating a Pie Diagram
	<b>MS POWERPOINT(6hrs)</b>
9.	Welcome Slide
10.	Organizational Chart
11.	Graphical Presentation
	<b>TALLY (7hrs)</b>



12.	Creating a Company
13.	Group Creation
14.	Creation of Stock Group
15.	Creation of Stock Item

### Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	H
CO2	H	H	S	H	S
CO3	M	S	H	H	H
CO4	H	S	H	H	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Dr.N.Padmasundari</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr.M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 5S1	<b>Title</b>	<b>Batch :</b>	2018-21
		PRINCIPLES OF MANAGEMENT	<b>Semester</b>	V
<b>Hrs/Week:</b>	1		<b>Credits:</b>	02

### Course Objective

The aim of this paper is to enable the students to understand the concepts of management.

### Course Outcomes (CO)

K1	CO1	To learn and expose the concepts of Management and functions.
K2	CO2	To understand planning stages
K3	CO3	To deal structure of organization and delegation relationships
K4	CO4	To go for coordination, direction and controlling organization.

### Syllabus

#### Unit I Management

( 3 hrs)

Nature and Scope of Management Process–Management is a Science/Art, Development of Management - Scientific Management - *Functions of Manager\**.

#### Unit II Planning

( 2 hrs)

Planning - Meaning and Purpose of Planning - Steps in Planning - *Types of Planning\**.

#### Unit III Organization

(3 hrs)

Organisation - Types of Organisation - Organizational Structure - Span of Control – Use of Staff Units and Committees.

#### Unit IV Delegation

(2 hrs)

Delegation - Delegation and Centralisation - Line and Staff Relationship.

#### Unit V Directing and Controlling

( 3 hrs)

Directing - Nature and Purpose of Directing - Controlling - Need for Co-ordination - Meaning and Importance of Controls.

*\*Self study.*

Group discussions, Seminar ,Quiz, Assignment
--

**Text Book:**

1. Dinkar Pagare (2014), “Business Management”, Sultan Chand & Sons, New Delhi.

**Reference Books:**

2. Allen L. A. (1982), “Management and Organisation”, McGraw Hill Publishing Co. Ltd., New Delhi.
3. Kathiresan and Radha (1987), “Principles of Management”, Lions Publications, Chennai.
4. Hannagan (2002), “Management Concepts and Practices”, Macmillan India Ltd., Chennai.
5. Prasad I. M., (2001), “Principles and Practices of Management”, Sultan Chand & Sons, New Delhi.
6. Peter Drucker (2003), “The Practice of Management”, Allied Publications, Chennai.

**E-reference**

1. [www.free-management-e-books.com](http://www.free-management-e-books.com)
2. [www.freebookcentre.net](http://www.freebookcentre.net)

**Mapping**

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	H
CO2	H	H	H	M	S
CO3	M	M	H	H	L
CO4	H	H	M	H	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.K.Murugavelu	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 5S2	<b>Title</b>	<b>Batch :</b>	2018-21
		OFFICE MANAGEMENT	<b>Semester</b>	V
<b>Hrs/Week:</b>	1		<b>Credits:</b>	02

### Course Objective

The paper aims to highlights the various aspects of office management.

### Course Outcomes (CO)

K1	CO1	To remember the functions of modern office
K2	CO2	To get the idea of office location and layout.
K3	CO3	To apply essential modern methods.
K4	CO4	To estimate the cost of office stationary and appliances.

### Syllabus

#### Unit I

Modern Office – Functions – Importance – Office Management – Manager – Qualities  
Functions.

(3hrs)

#### Unit II

Office Location and Layout - Open Office - Private Office – Merits and Demerits –  
Office Furniture – *Principles in Selecting Office Furniture\**.

#### Unit III

Handling Mail – Dicta Phone - Merits and Demerits - Filing Systems – Essential  
Modern Method – Merits and Demerits.

(3hrs)

(2hrs)

#### Unit IV

Indexing – Types – Merits and Demerits - Office *Stationery\** – Methods of  
Purchase – Control of Stationery

(3hrs)

#### Unit V

Office Machines and Equipment – Office Appliances- Importance - Merits and Demerits.

*\*Self study.*

Group discussions, Seminar, Quiz, Assignment.
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**Text Book:**

1. Sharma R. K., and Shashi K. Gupta (2006), “Office Management”, Abishek Publications, Chatisgrah.

**Reference Books:**

2. Pillai R. S. N., (2008), “Commercial Correspondence & Office Management”, Sultan Chand & Sons, New Delhi.

3. Bhatia R. C., (2007), “Principles of Office Management”, Lotus Press, New Delhi.

**E-reference**

1. [www.prospects.ac.uk](http://www.prospects.ac.uk)
2. [www.naukri.com](http://www.naukri.com)

**Mapping**

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	H	S	S
CO2	H	S	H	S	S
CO3	S	M	M	S	M
CO4	M	H	S	S	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.N.Anbarasu	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 615	<b>Title</b>	<b>Batch :</b>	2018-21
		PUBLIC FINANCE	<b>Semester</b>	VI
<b>Hrs/Week:</b>	6		<b>Credits:</b>	04

### Course Objective

This paper combines a thorough understanding of issues related to revenue, expenditure, budget policies and finances of the government.

### Course Outcomes (CO)

K1	CO1	To understand concepts and principles of fiscal expectations
K2	CO2	To get the idea of classification of public revenue in crisp and clear cut manner.
K3	CO3	To justify the public expenditure, Public debt , marginal utility and cost.
K4	CO4	To analyse the approved plan of current budget document and finance commission recommendations.

### Syllabus

#### Unit I Nature and Scope of Public Finance ( 14 hrs)

Definition – Scope – Normative Aspects -*Public Finance versus Private Finance*\* – Objectives of Fiscal Operations – Principle of Maximum Social Advantage- Dalton’s View of Maximum Social Advantage – Musgrave’s View of Maximum Social Advantage – Criticism of Principle of Maximum Social Advantage – Limitations and Usefulness.

#### Unit II Public Revenue (16 hrs)

Public Revenue – Meaning – Sources – Classification-Objectives of Taxation-Canons of Taxation –Types of Taxation including GST- Effects of Taxation – Taxable Capacity – Incidence – Shifting – Factors effecting Incidence of a Tax.

#### Unit III Public Expenditure (16 hrs)

Meaning and Nature – Scope – Public and Private Expenditure - Classification and Cannons Effects – Causes for Increase - Public Debt – Causes for Increase – Classification and Effects – Sources of Public Borrowing - Principles of Public Debt Management –*Redemption of Public Debt*\*- Public Dept in India.

**Unit IV Public Debt****(16 hrs)**

Public Debt – Meaning – Causes – Classification – Benefits and Dangers – Effects – Measurement of Debt Burden – Redemption of Public Debt.

**Unit V Financial Administration and Federal Finance****(16 hrs)**

Meaning-Instruments – Budget - Features – Principles of Budgeting – Procedure of Budgeting – Meaning and Principles of Federal Finance- , 11, 12 and 13th Finance Commissions and its Recommendations.

*\*Self study.*

Group discussions, Seminar, Quiz, Assignment
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**Text Book:**

1. Sankaran Dr. (2013), “Fiscal Economics”, Margham Publications, Chennai.

**Reference Books:**

2. Sundharam K.P. M. & Sundharam N., (2006), “Fiscal Economics”, Sultan Chand & Company, New Delhi.
3. Cauvery R., Sudha Nayak U. K., Girija M., and Meenakshi N., (2007), ”Public Finance, Sultan Chand & Company”, New Delhi.
4. Tyagi Dr. B. P., (2007), “Public Finance”, Jai Prakash Nath & Company, Meerut.
5. Musgrave R. A. and Musgrave P. A., (1976), “Public Finance in Theory and Practice”, McGraw- Hill Kogakusha, Tokyo.

**E-reference**

1. [www.ceppf.org](http://www.ceppf.org)

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	H	M	H	H
<b>CO2</b>	H	S	S	S	M
<b>CO3</b>	S	H	H	H	H
<b>CO4</b>	M	H	M	M	L

S- Strong; H-High; M-Medium; L-Low

<b>Compiled by Name with Signature</b>	<b>Verified by HOD Name with Signature</b>	<b>CDC</b>	<b>COE</b>
<b>Prof.K.Murugavelu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr.M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>



<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 616	<b>Title</b>	<b>Batch :</b>	2018-21
		INDUSTRIAL ECONOMICS	<b>Semester</b>	VI
<b>Hrs/Week:</b>	6		<b>Credits:</b>	04

### Course Objective

This paper intends to provide knowledge on theories and basic issues related to industry and industrial development in India.

### Course Outcomes (CO)

K1	CO1	To remember various concepts of Industrial Economics like Industrialization , Firm and Productivity, etc. in the minds of learners
K2	CO2	To understand the theories related to Industry.
K3	CO3	To analyse the problems of Industrial Development in India.
K4	CO4	To study the objectives of Industrial Policy.

### Syllabus

#### Unit I Nature & Scope of Industrial Economics

(16 hrs)

Industrial Economics: Meaning- Nature and Scope – Rationale of Industrialization Form of Industrial Organizations – *Industrialization and Economic Development\** – Pattern of Industrial Development in India.

#### Unit II Concepts and Industries

(16 hrs)

Concepts : Firm, Plant and Industry –Factors Determining the Size of the Firm – Optimum Firm – Size and the Factors Determining it – Small Scale and Cottage Industries and their Importance in India – A Brief Account of Importance of Large Scale Industries – Iron, Textile, Jute, Cement and Sugar Industries – MSMEs.

#### Unit III Industrial Location

(15 hrs)

Industrial location: Factors Determining Industrial Location – Weber’s Theory of Industrial Location – Florence Theory. Balanced Regional Development of Industries- Need for Balanced Regional Development in India.

#### Unit IV Industrial Finance

(16 hrs)

Need for Industrial finance – Types - Sources of Industrial Finance – Government Measures to Control and Regulate Industries - Industrial Policy in India since 1991 - Industrial Licensing.

#### Unit V Industrial Productivity

(15 hrs )

Industrial Productivity: Significance and Measurement – Factors Influencing Industrial Productivity – Industrial Sickness – Government Measures – *Scientific Management\**.

*\*Self study.*

Group discussions, Seminar, Quiz, Assignment,

**Text Book:**

1. Sivayya & Das (2004), “Industrial Economy”, Sultan Chand & Company, New Delhi

**Reference Books:**

2. Kucchal S. C., (1969), “Industrial Economy of India”, Chaitanya Publishing House Alahabad. Singh and Sadhu, (1988) , “Industrial Economics”, Himalaya Publishing House, Mumbai,
3. Bhartwal K. R., (2004), “Industrial Economy”, New Age International Publishers, New Delhi.
4. Devine P. J., (1978), “An introduction to Industrial Economics”, (3rd. edition), George Allen and Unwin, London.
5. Puri V. K. and Misra S. K., (2015), “Indian Economy”, Himalaya Publishing House, (33<sup>rd</sup> Edition), New Delhi

**E-reference**

1. <https://sol.du.ac.in/>
2. <https://www.economicdiscussion.net>
3. <https://www.studocu.com>

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	M
CO2	H	S	H	H	M
CO3	M	H	H	S	M
CO4	H	H	H	H	S

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Dr.Nirmala Sathish	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 617	<b>Title</b>	<b>Batch :</b>	2018-21
		ECONOMICS OF	<b>Semester</b>	VI
<b>Hrs/Week:</b>	5	TRANSPORT	<b>Credits:</b>	04

### Course Objective

This paper is designed to provide knowledge about economics of rural and urban transport.

### Course Outcomes (CO)

K1	CO1	To keep in mind the significance of transport in economic development
K2	CO2	To understand current problems faced by Indian Railways
K3	CO3	To analyse new Rates, Fares and execution of various Taxes on Transport
K4	CO4	To interpret various policies on Water and Air Transport .

### Syllabus

#### Unit I Nature of Transport

(11 hrs)

Meaning and Significance of Transport – Economic, Social and Political Effects of Transport - *Role of Transport in Economic Development\** - Classification of Transport

#### Unit II Railway Transport

(13hrs)

Features of Railway Undertakings – Indian Railway Before and After 1951 - Railway Budget in India- A brief Treatment. Classification of Goods – Railway Rates and Fares – Administration and Control – *Current Problems Facing Indian Railway\**.

#### Unit III Road Transport

(13hrs)

Nature and Significance – Development of Roads in India – Rural and Urban Transport in India – Rates and Fares – Taxation of Motor Transport in India – Current Problems in Road Transport.

#### Unit IV Water Transport

(15hrs)

Nature and Significance of Water Transport – Classification of Water Transport - Indian Shipping Before and After Independence – Port Development in India – Current Problem of Indian Shipping.

**Unit V Air Transport****(13 hrs)**

Nature and Significance: Economics of Air Transport - Civil Aviation in India – Recent Development in Civil Aviation - Transport Policy and Co-ordination.

**\*Self Study**

Group discussions, Seminar ,Quiz, Assignment

**Text Books**

1. Jain J. K., (2008), “Transport Economics”, Chaitanya Publishing House, Allahabad.

**Reference Books:**

2. Srivastava S. N., (2000), “Economics of Transport”, Sultan Chand & Sons, Mumbai.
3. Sankaran (2002), “Economics of Transport”, Margham Publication, Chennai.
4. Bhatia A.K., (1996), “Tourism Development - Principles and Practices”, Sterling, New Delhi.
5. Button K. J., (2003), “Transport Economics”, Edward Elgar, Aldershot, England.

**E-reference**

1. <https://www.studocu.com>

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	S	S	H	H	H
<b>CO2</b>	H	S	H	S	S
<b>CO3</b>	S	H	H	H	H
<b>CO4</b>	S	H	M	H	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 618	<b>Title</b>	<b>Batch :</b>	2018-21
		STATISTICAL METHODS -II	<b>Semester</b>	VI
<b>Hrs/Week:</b>	5		<b>Credits:</b>	05

### Course Objective

It enables the students to apply the statistical tools to analyse the economic problems

### Course Outcomes (CO)

K1	CO1	To keep the meaning of statistical concepts and definitions in the minds of learners
K2	CO2	To get the idea of growth of Indian Statistics
K3	CO3	To excute sampling methods in economic Survey
K4	CO4	To analyse and implement various statistical tools in various economic problems

### Syllabus

- Unit I Correlation Analysis ( 14 hrs )**  
Meaning - Definition and Types of Correlation - Methods of Studying Correlation - Karl Pearson's Co-efficient of Correlation - Rank Correlation - Regression - Meaning - Fitting Regression Equation X on Y and Y on X - Difference between Regression and Correlation.
- Unit II Index Numbers ( 13 hrs )**  
Meaning and Definition - Uses of Index Numbers - Methods of Constructing the Index Numbers - Simple Aggregative Method - Simple Average Relative Methods - Weighted Index Number - Laspeyre - Paache - Bowley - Fisher - Marshall Methods - Consumer Price Index - Aggregate Expenditure Method - Family Budget Method - *Problems in the Construction of Index Numbers\**.
- Unit III Time Series Analysis ( 13 hrs )**  
Meaning and Uses of Time Series Analysis - Components of Time Series - Secular Trend - Seasonal, Cyclical and Irregular Variations - Methods of Measuring Trend - Graphic Method - Semi Average - Moving Average and Least Square Methods.

**Unit IV Methods of Sampling and Sampling Theory ( 12 hrs )**  
Concept of Population - Census Method - Sample Method - Sampling - Meaning - Essentials of Sampling - Methods of Sampling - Random Sampling - Unrestricted Random Sampling - Stratified, Systematic and Cluster Sampling - Non - Random Sampling - Judgment, Quota and Convenience Sampling.

**Unit V Growth of Indian Statistics ( 13 hrs )**  
Introduction - Statistical Organisation of India - Functions and Publications - *National Sample Survey Organization\** - Agricultural Statistics - Official Series and NSS Series - Defects in Agricultural Statistics - National Income and Social Accounting - Methods of Estimating National Income - Usefulness and Difficulties of Estimation in India - Social Accounting - Population Statistics - Methods of Collecting Population Census.

**\*Self study**

Group discussions, Seminar, Quiz, Assignment
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**Text Book:**

1. Pillai R. S. N. and Bhagirathi V., (2012), "Statistical Theory and Practice", Sultan Chand, New Delhi.

**Reference Books:**

2. Gupta S. P., (2011), "Statistical Methods", Sultan Chand & Sons, New Delhi.
3. Mohan Singhal (1999), "Elements of Statistics Theory and Practice", Laksmi Narain Agarwal, Agra.
4. Speigal M. R., (2008), "Theory and Problems of Statistics", McGraw Hill Book Co., London.

**E-reference**

2. <https://www.cliffsnotes.com>
3. <https://sol.du.ac.in>
4. <https://study.com/>

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	H
CO2	H	H	M	H	H
CO3	M	H	S	S	H
CO4	M	H	S	S	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Dr.P.Krishnathulasimani</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr.M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 619	<b>Title</b>	<b>Batch :</b>	2018-21
		TOURISM ECONOMICS	<b>Semester</b>	VI
<b>Hrs/Week:</b>	6		<b>Credits:</b>	05

### Course Objective

This paper intends to provide knowledge on importance and its socio-economic benefits

### Course Outcomes (CO)

K1	CO1	To remember and motivate tourism
K2	CO2	To understand and geographical components through World, Domestic and Social Tourism
K3	CO3	To apply Economic dimensions in generating employment through Tourism
K4	CO4	To understand cost estimation/expense simple industrial visit may help to interpret.

### Syllabus

- Unit I Travel Motivations (15 hrs)**  
 Tourist: Definition – A brief historical Development - *Evolution of demand for tourism\** – Growth factors – Travel Motivators; Physical Motivators, Rest and Recreation Motivators, Health motivators, Ethnic and family Motivators, Professional and Business Motivators.
- Unit II Nature and Components of Tourism Industry (16 hrs)**  
 The basic components – Elements of tourism - Geographical component- Geographical resource for tourism – General patterns of world tourism – Social tourism – Domestic tourism.
- Unit III Economic Dimensions of Tourism (16 hrs)**  
 Tourism as great economic force – Economic Significance – Tourism multiplier  
 Tourism income multiplier - Infrastructural Development - Regional Development – Employment Generation – Employment multiplier -International Understanding – A brief Summary on Manila Declaration on world tourism.
- Unit IV Tourism Administration in India (16 hrs)**  
 Tourist Information offices in India – Functions – Tourist Information Offices Overseas – Functions – Criteria for Opening Overseas Offices – Formation of the Ministry of Tourism – Department of tourism – India Tourism Development Corporation (ITDC)



## Unit V Regional Tourism

(15 hrs)

*Selective Tourist Centers in and around\** – Coimbatore District – Valparai - Anaimalai  
– Aliyar - Perur - Marudamalai - Annakatti

*\*Self study.*

Group Discussions, Seminar ,Quiz, Assignment
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### Text Book:

1. Bhatia A.K (2001), “International tourism management”, Sterling publishers Pvt.Ltd., New Delhi.

### Reference Books:

2. Vishwanath Ghosh (2000), “Tourism and Travel Management”, Vikas Publishing House, Pvt.Ltd. New Delhi
3. Rajasekara Thangaman (2003), “Tourism Development”, Madras Art Printer, Chennai.
4. John M. Bryder (2004), “Tourism and Development”, Cambridge University Press, London.
5. Chris Cooper (2012), “Essentials of Tourism”, Financial Times Publication, Prentice Hall, Harlow.
6. Michael Peters (1969), “International Tourism”, Hutchinson, London.

### E-reference

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.ebooks.forall.com.list](http://www.ebooks.forall.com.list)
3. [www.landpublishing.co.uk](http://www.landpublishing.co.uk)

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	S	H	S
CO2	H	H	S	H	S
CO3	H	H	H	H	H
CO4	H	S	S	H	S

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDE	COE
<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr.M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 619	<b>Title</b>	<b>Batch :</b>	2018-21
<b>Hrs/Week:</b>	2	INTERNSHIP PROGRAM / ECONOMIC REVIEWS	<b>Semester</b>	VI
			<b>Credits:</b>	02

### Course Objective

The internship/Economic Reviews provides an opportunity for practical experience in student affairs or other industrial, marketing, financial areas. The experience is meant to help the students to gain an understanding of the functions of an industry, office, staff member responsibilities, or other functions which will develop and evaluate student's professional skills.

### Course Outcomes (CO)

K1	CO1	To gain practical experience in an area of student affairs
K2	CO2	To understand the functions of an industry, office, staff member responsibilities.
K3	CO3	To familiar with professional associations and literature affiliated with the services assigned.
K4	CO4	To engage in self-assessment by reflecting on aspects of the internship experience

### Final Report

Every batch or group of students should undergo and submit Internship Report or Economic Review in any interested field.

A type written report to include a summary of activities during the internship to be submitted by the students. Student's self-assessment of strengths and weaknesses, as well as suggestions for improvement of their internship area also to be presented in the report.

The report of Economic Review includes introduction, objectives, methodology, review of literature, analysis and findings within the page of 25.

### Duration

After completion of the second year of the programme, i.e., after the fourth semester the students are required to take the industrial training as internship in any interested field, and it is compulsory for four weeks.

## Evaluation

Total Marks	ESE	Breakup Marks	CIA	Breakup Marks
100	80	Internship Report/Economic Reviews - 60	20	Observation - 20
		Viva - 20		

## Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	S	M
CO2	H	M	S	H	M
CO3	H	H	H	M	M
CO4	H	H	H	H	M

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Dr.P.Krishnathulasimani	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 6S3	<b>Title</b>	<b>Batch :</b>	2018-21
		ADVERTISING AND SALES	<b>Semester</b>	VI
<b>Hrs/Week:</b>	1	PROMOTION	<b>Credits:</b>	02

### Course Objective

To endow students with the knowledge of Advertising & Sales

### Course Outcomes (CO)

K1	CO1	To recollect ideas on Advertising and Sales
K2	CO2	To understand effects of Advertising on Production Cost, Distribution Cost and Consumer Prices.
K3	CO3	To execute idea in Launching a product
K4	CO4	To analyse various Sales Techniques.

### Syllabus

- Unit I Introduction to Advertising (3hrs)**  
 Advertising – Meaning – Propaganda Vs Advertising – Sales Promotion Vs Advertising – Public Relation Vs Advertising – Tools of Public Relations – Major Components of Advertising Industry – *Role of Advertising in Modern Business World\**.
- Unit II Economic Aspects of Advertising (3hrs)**  
 Advertising and the Free Economy – Effects of Advertising on Production Costs, Distribution Costs and Consumer Prices – Advertising and Monopoly Conditions – Advertising and Consumer Markets – *Advertising and National Income\**.
- Unit III Advertising Media (3hrs)**  
 Advertising Media: Types – Print – Electronics – Other Media – Their Characteristics – Merits and Limitations – Ethics in Advertising.
- Unit IV Sales Promotion (2hrs)**  
 Sales Promotion: Meaning – Objectives – Kinds of Sales Promotion – Reasons for Sales Promotion- Merchandising Aids.

**Unit V: Personal Selling (2hrs)**  
 Personal Selling: Importance – Personal Selling and Product Promotion – Features of Salesmanship – Types of Salesmen – Advantages – Limitations.

*\*Self study.*

Group discussions, Brain storming, Activity, Case study

**Text Book:**

1. Pillai R. N. S. and Bagavathi (1997), “Modern Marketing Principles & Practice Sultan Chand & Sons”, New Delhi.

**Reference Books:**

2. Rajan Nair and Varma M. M., (1995), “Marketing Management”, Sultan Chand & Sons, New Delhi.
3. Kazmi S. H. H. and Satish Batra K., (2001), “Advertising & Sales Promotion”, Excel Books, New Delhi.
4. George Belch E. and Michel Belch A., (1998), “Advertising & Promotion”, McGraw Hill, Singapore.

**E-reference**

1. [www.pondiuni.edu.in](http://www.pondiuni.edu.in)
2. [www.slideshare.net](http://www.slideshare.net)
3. [www.scribd.com](http://www.scribd.com)

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	S	M	S
CO2	S	H	M	S	H
CO3	H	S	H	H	M
CO4	H	H	H	H	H

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	BA	<b>Programme Title :</b>	Bachelor of Arts (ECONOMICS)	
<b>Course Code:</b>	18UEO 6S4	<b>Title</b>	<b>Batch :</b>	2018-21
<b>Hrs/Week:</b>	1	<b>PRINCIPLES OF AIRPORT ECONOMICS</b>	<b>Semester</b>	VI
			<b>Credits:</b>	02

### Course Objective

To enlighten the students – “Airports are observed as powerful Engines and act as a Multi – Model Business Centers for Regional and National Economic Development”.

### Course Outcomes (CO)

K1	CO1	To remember –Doctrine of Airport management.
K2	CO2	To understand Airport Demand Analysis
K3	CO3	To apply Economic principles in Airport management
K4	CO4	To Analyse the working of Airport

### Syllabus

#### Unit – I Airport Operational Economics

(2hrs)

History and Development of Airport – Definition and Functions – *Airport Categories\** – Doctrine (or) Principles of Airport Management.

#### Unit – II Economics in Aviation Studies

(3hrs)

Importance of Economics in Aviation Studies - Key Factors Influencing Air Travel Demand – Demand Factors Evaluation (Airport Demand Analysis).

#### Unit - III Airport Market and Competition

(3hrs)

Airports and Competition – Airport Competitiveness – Airport Competitive Factors: Demand Factor, Service Factors and Management Factors – *Pricing and its Objectives\** – Principles of Airport Pricing.

#### Unit - IV Airport Financial Economics

(3hrs)

Importance of Financial Economics – Goals of Airport Finance – Principles of Airport and Air Navigational Charges – Airport Revenue – Sources of Airport Revenue - Aeronautical and Non- Aeronautical Revenue.

**Unit – V Airport Services****(2hrs)**

Performance Measures – Measuring Standards for Airport Services – Airport Quality  
 Performance – Ranking of Airports.

\*Self study.

Group discussions, Seminar, Quiz, Experience Discussion

**Text Book:**

1. Senguttvan P. S., (2007), “Principles of Airport Economics”, Excel Book, New Delhi.

**Reference Book:**

2. Senguttuvan P. S., (2003), “Fundamentals of Airport Transport Management”, McGraw Hill, London.
3. Wells A., (2000), “Airport Planning and Management”, 4th Edition-McGraw-hill, London.

**E-reference**

1. [www.sita.aero](http://www.sita.aero)
2. [www.educations.com](http://www.educations.com)
3. [www.iata.org](http://www.iata.org)
4. [www.igiaindia.in](http://www.igiaindia.in)

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	S	S	S	H
<b>CO2</b>	S	H	M	S	H
<b>CO3</b>	H	H	H	S	M
<b>CO4</b>	S	H	H	M	S

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
<b>Prof.N.Anbuarasu</b>	<b>Dr.P.Krishnathulasimani</b>	<b>Dr.M.Durairaju</b>	<b>Dr.R.Muthukumaran</b>



<b>Programme Code:</b>	B.COM	<b>Programme Title :</b>	Bachelor of Arts (COMMERCE)	
<b>Course Code:</b>	18UES 1A1	<b>Title</b>	<b>Batch :</b>	2018-21
		<b>BUSINESS ECONOMICS</b>	<b>Semester</b>	I
<b>Hrs/Week:</b>	5		<b>Credits:</b>	04

### Course Objective

To make the students understand the importance and application of economic analysis to business decision making.

### Course Outcomes (CO)

K1	CO1	To recollect the functional areas of economics
K2	CO2	To understand the basic tools applied in the business economics.
K3	CO3	To apply the various technique for identifying the market condition of a firm.
K4	CO4	To analyze the concept of economics equilibrium and implications of the business cycle.

### Syllabus

- Unit I Introduction to Economics ( 15 hrs )**  
 Definition of Business Economics - Nature and Scope of Business Economics – Basic Tools in Business Economics.
- Unit II Law of Demand ( 16 hrs )**  
 Determinants of Demand – Demand Distinction – Indifference Curve Analysis – Consumer’s Equilibrium – Elasticity of Demand – Types – Measurement – Demand Forecasting – Methods – *Consumer’s Surplus*\*.
- Unit III Cost Concepts ( 16 hrs )**  
 Cost Concepts - Cost –Output Relationship – Production Function – Iso-quants – Laws of Returns – Law of Variable Proportions – Returns to Scale – Producer’s Equilibrium – *Least Cost Combination*\*.
- Unit IV Market Structure ( 15 hrs )**  
 Price and Output Determination under Perfect Competition – Monopoly Discriminating Monopoly – Monopolistic Competition – Oligopoly.
- Unit V Pricing Policy and National Income ( 16 hrs )**  
 Objectives of pricing Policy – Pricing Methods – National Income – Definition – Concepts of National Income – Methods of Calculating National Income – Uses – Limitations.

\*Self study.

Group discussions, Assignment , Seminar, Case study

**Text Books**

1. Ahuja H.L., (2009), “Business Economics”, New Delhi, Sultan Chand and Sons.

**Reference Books**

2. Sankaran (2010), “Business Economics”, Margham Publications, Chennai,
3. Sundharam K. P. M. and Sundharam E. N., (2008), “Business Economics”, Sultan Chand & Co., New Delhi.
4. Reddy P. N. and Appanniah H. R., (2008), “Business Economics”, Sultan Chand & Co., New Delhi.
5. Jame L. Pappas (2012), Evene F. Brigham and Mark Hirschey, “Managerial Economics”, Holt Sundars International Edition, Japan.

**E-reference**

1. [www.investopedia.com](http://www.investopedia.com)
2. [www.economicdiscussion.net](http://www.economicdiscussion.net)
3. [www.icsi.edu](http://www.icsi.edu)
4. [www.springer.com](http://www.springer.com)

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	S	H	M
CO2	H	H	H	H	H
CO3	H	H	H	S	H
CO4	M	M	H	H	S

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof.N.Anbuarasu	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran

<b>Programme Code:</b>	M.COM	<b>Programme Title :</b>	Master of Arts (COMMERCE)	
<b>Course Code:</b>	18UES 1A1	<b>Title</b>	<b>Batch :</b>	2018-21
<b>Hrs/Week:</b>	5	<b>MANAGERIAL ECONOMICS</b>	<b>Semester</b>	II
			<b>Credits:</b>	04

### Course Objective

To enlighten the students with economic aspects for decision making.

### Course Outcomes (CO)

K1	CO1	To remember the concepts of managerial economic for decision- making
K2	CO2	To understand forecasting techniques for future business and managerial decision.
K3	CO3	To apply market theories in cost and production analysis.
K4	CO4	To estimate and analyse national income and inflationary trend.

### Syllabus

#### Unit –I Managerial Economics ( 15 hrs )

Nature and Scope of Managerial Economics – Role and Responsibilities of Managerial Economist – *Basic Concepts of Managerial Economics\** – Objectives of the Firm – Economics and Decision Making.

#### Unit –II Demand Analysis (16 hrs)

Demand Theory – *Elasticity of Demand\** – Measurement of Elasticity of Demand – Demand Distinction – Business and Economic Forecasting – Demand Forecasting Techniques.

#### Unit –III Production Analysis (16 hrs)

Production Theory – Cost Theory – Cost Concepts – Cost- output Relationship in Short-Run and Long -Run – Break Even Point (BEP) – Uses – Limitations and Price Determination.

#### Unit –IV Market Structure (17 hrs)

Market types – Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Duopoly –Bilateral Monopoly – Pricing Policies – Pricing in Public Sector.

#### Unit –V National Income and Inflation (14 hrs)

National Income – Concepts – Methods of Calculating National Income – Difficulties – Inflation – Types – Controlling Measures – Input –Output Analysis.

*\*Self study.*

Group discussions, Experience Discussion, Brain storming, Case study

### Text Books

1. Varshney and Maheshwari (2014), “Managerial Economics”, New Delhi, Sultan Chand and Sons.

### Reference Books

2. Mehta P. L., “Managerial Economics”, (2014), Sultan Chand and Sons, New Delhi,.
3. Joel Dean (2012), “Managerial Economics”, PHI Learning Private Limited, New Delhi.
4. Hague D. C., (2004), “Managerial Economics”, Longman Group Ltd., London.
5. Gupta G. S., (2011), “Managerial Economics”, Tata McGraw Hill, London.
6. Jame L. Pappas (2012), “Managerial Economics”, Holt Sundars International Edition, Japan.

### E-reference

1. [www.edx.org](http://www.edx.org)
2. [www.tutorialspoint.com](http://www.tutorialspoint.com)
3. [www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)

[www.managerial-economics-club.com](http://www.managerial-economics-club.com)

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	H	S	H
CO2	S	H	S	S	S
CO3	S	H	S	S	S
CO4	M	S	H	M	S

S- Strong; H-High; M-Medium; L-Low

Compiled by Name with Signature	Verified by HOD Name with Signature	CDC	COE
Prof. N.Anbuarasu	Dr.P.Krishnathulasimani	Dr.M.Durairaju	Dr.R.Muthukumaran