

**ST. MARY'S COLLEGE (Autonomous)**

*(Re-accredited with 'A+' Grade by NAAC)*

**Thoothukudi-628001, Tamil Nadu**

**(Affiliated to Manonmaniam Sundaranar University)**



## **Syllabus**

**B.A. Economics**

**School of Management & Economics**

*Outcome Based Curriculum*

**(W.e.f.2018)**

**Preamble**

The subject 'Economics' has been represented as one of the most versatile subject in the field of humanities and social science. Our degree program in Economics contains a core group of theory courses, a series of quantitative skills courses, and field specialisation courses that involve the applications of economic theory and quantitative analysis to major areas of study within the discipline. The subject aims at extending the mental horizon of students to groom their personality and make them rational human being. It is our goal to help our students achieve a certain set of learning outcomes.

**Vision:**

Creating opportunities for intellectual and career advancement

**Mission:**

Fostering student commitment to personal and professional development in a complex world

**Programme Outcome:**

<b>PO. No</b>	<b>Upon completion of B.A. Economics programme, the graduates will be able to</b>
PO-1	use economic concepts, theories, models, and data-analytic techniques.
PO- 2	identify, compile, interpret, and analyse quantitative economic data by expressing relationships between concepts through graphs, statistical or mathematical analysis.
PO-3	specific content areas (fields) of economics, develop deeper critical and quantitative thinking skills and apply problem-solving skills to complex problems
PO-4	explain core economic terms, concepts, theories and models
PO-5	apply advanced economic theories to explain the behaviour of individuals, businesses, and industries in market-based systems and the challenges of developing economies.
PO-6	make a report of spot visits or archeological site visits.
PO-7	collect data from various sources to formulate a project either individually or in collaboration with others
PO-8	prove their mettle in the job market

**Course Structure (w.e.f. 2018)**  
**Semester –I**

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	18ULTA11	இக்கால இலக்கியம்: செய்யுள், இலக்கணம், உரைநடை, சிறுகதை, இலக்கியவரலாறு	6	4	40	60	100
	French	18ULFA11	Basic French and Commercial Terms					
II	General English	18UGEN11	Prose, Poetry, Extensive Reading & Language Study - I	6	4	40	60	100
III	Core I	18UECC11	Micro Economics - I	5	4	40	60	100
	Core II	18UECC12	Indian Economy I	5	4	40	60	100
	Allied I	18UECA11	Principles of Commerce	3	3	20	30	50
	Allied II	18UECA12	Economics of Advertising	3	3	20	30	50
IV	Ability Enhancement Course	18UAVE11	Value Education	2	2	20	30	50
<b>Total</b>				<b>30</b>	<b>24</b>			

**Semester II**

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	18ULTA21	சமய இலக்கியங்களும், நீதி இலக்கியங்களும்: செய்யுள், இலக்கணம், உரைநடை, வாழ்க்கை வரலாறு, இலக்கிய வரலாறு	6	4	40	60	100
	French	18ULFA21	Essential French and Commercial Correspondent					
II	General English	18UGEN21	Prose, Poetry, Extensive Reading & Language Study - II	6	4	40	60	100
III	Core III	18UECC21	Micro Economics - II	5	4	40	60	100
	Core IV	18UECC22	Indian Economy II	5	4	40	60	100
	Allied III	18UECA21	Principles of Marketing	3	3	20	30	50
	Allied IV	18UECA22	Salesmanship	3	3	20	30	50
IV	Ability Enhancement Course	18UAEV21	Environmental Studies	2	2	20	30	50
<b>Total</b>				<b>30</b>	<b>24</b>			

### Semester III

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	18ULTA31	காப்பிய இலக்கியம்: செய்யுள், இலக்கணம்,உரைநடை, சிறுகதை,இலக்கிய வரலாறு	6	4	40	60	100
	French	18ULFA31	Advanced French Course					
II	General English	18UGEN31	Prose, Poetry, Extensive Reading & Language Study - III	6	4	40	60	100
III	Core V	18UECC31	Tamil Nadu Economy	6	4	40	60	100
	Allied V	18UECA31	Statistics- I	3	3	20	30	50
	Allied VI	18UECA32	Mathematical Methods I	3	3	20	30	50
	Core SB	18UECS31	Entrepreneurial Development	4	4	40	60	100
	NME I	18UECN31	Tourism And Economic Development – I	2	2	20	30	50
IV	Ability Enhancement Course	18UAWS31	Women's Synergy		2	20	30	50
	Self Study / On-line Course Internship (Optional)	18UECSS1	Banking Practices		+2			50
<b>Total</b>				<b>30</b>	<b>26+2</b>	<b>240</b>		

### Semester IV

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	18ULTA41	சங்க இலக்கியம்: செய்யுள், இலக்கணம்,உரைநடை, வாழ்க்கைவரலாறு, இலக்கியவரலாறு	6	4	40	60	100
	French	18ULFA41	Language through Literature					
II	General English	18UGEN41	Prose, Poetry, Extensive Reading & Language Study - IV	6	4	40	60	100
III	Core VI	18UECC41	Monetary Economics	6	4	40	60	100
	Allied VII	18UECA41	Statistics- II	3	3	20	30	50
	Allied VIII	18UECA42	Mathematical Methods II	3	3	20	30	50
	Core SB	18UECS41	Women and Economic Development	4	4	40	60	100
	NME II	18UECN41	Tourism And Economic Development – II	2	2	20	30	50
IV	Ability Enhancement Course	18UFYM41	Yoga & Meditation		2	20	30	50
	Self Study / On-line Course Internship (Optional)	18UECSS2	Social Economics		+2		50	50
	NCC,NSS & SPORTS Extension Activities CDP				1  +1			
<b>Total</b>				<b>30</b>	<b>27+3</b>			

### Semester V

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credit	Max.Marks		
						CIA	ESE	Total
III	Core VII (Common Core)	18UMCC51	Human Resource Management	6	4	40	60	100
	Core VIII	18UECC52	Macro Economics I	6	4	40	60	100
	Core IX	18UECC53	Fiscal Economics	6	4	40	60	100
	Core Integral I	18UECI51	Rural Economics	5	4	40	60	100
	Core Integral II	18UECI52	Tourism Economics	5	4	40	60	100
IV	Common Skill Based Course	18UCSB51	Computers for Digital Era & Soft Skills	2	2	20	30	50
	Self-Study or On-line Course (Compulsory)	18UECSS3	Economics of Insurance		2			50
<b>Total</b>				<b>30</b>	<b>24</b>			

### Semester VI

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core X	18UECC61	Macro Economics II	6	4	40	60	100
	Core XI	18UECC62	Development Economics	6	4	40	60	100
	Core XII	18UECC63	Labour Economics	6	4	40	60	100
	Core Integral III	18UECI61	International Economics	5	4	40	60	100
IV	Core Integral IV/ Project	18UECI62/ 18UECP61	Energy Economics (OR) Group Project	7	4	40	60	100
<b>Total</b>				<b>30</b>	<b>20</b>			
<b>Total</b>				<b>180</b>	<b>145 + 5</b>			

Semester	Hours / Week	Credits	Extra Credits	Total Marks
I	30	24	-	550
II	30	24	-	550
III	30	26	2	600
IV	30	27	3	600
V	30	24	-	600
VI	30	20	-	500
<b>Total</b>	<b>180</b>	<b>145</b>	<b>5</b>	<b>3400 +100</b>

Courses	Number of Courses	Hours / week	Credits	Extra Credits
Tamil	4	24	16	--
English	4	24	16	--
Core	12	68	48	--
Core Skill Based	2	8	8	--
Core Integral	3	15	12	--
Group Project	1	7	4	--
Allied	8	24	24	--
NME	2	4	4	--
Foundation Course	4	4 (4 Extra Hours)	8	--
Common Skill Based	1	2	2	--
NCC, NSS & Sports		--	1	
Extension Activities		--		1
Self Study Papers (Optional)	2	--		4
Self Study Papers (Compulsory)	1	--	2	--
<b>Total</b>	<b>44</b>	<b>180</b>	<b>145</b>	<b>5</b>

### Programme Specific Outcome

PSO No	Upon completion of B.A. Economics Degree Programme, the graduates will able to
PSO-1	understand the economic way of thinking.
PSO-2	know how to make a rational choice using economic principles.
PSO-3	demonstrate entrepreneurial abilities and capacity and also able to define, identify and/or apply the principles of entrepreneurship
PSO-4	evaluate theory and critique research within the discipline.
PSO-5	demonstrate knowledge and ability in entrepreneurship gained throughout the program..
PSO-6	analyze the ethical and social justice of various markets and policy outcomes.
PSO-7	develop skills and knowledge that provide a foundation for pursuing lifelong learning and a socially responsible life
PSO-8	ability to analyze a problem and draw correct inferences using qualitative and/or quantitative analysis by using statistical and mathematical tools.



SEMESTER- I			
CORE – I Micro Economics – I			
<b>Code: 18UECC11</b>	<b>Hours / week : 5</b>	<b>Hrs / Sem.: 75</b>	<b>Credits :4</b>

**Vision:**

To develop the understanding of basic Micro Economic concepts

**Mission:**

To promote critical thinking skills and enhance decision making abilities, which help students become productive and informed citizens.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	describe and illustrate basic economic concepts of scarcity, choice and opportunity cost	4	Ev
CO - 2	identify and apply relevant terminology and concepts to economic issues and problems	3	Ap
CO – 3	use the theory of consumer choice to explain and to predict consumer behaviour.	5	Cr
CO – 4	understand the broader social consequences of economic decisions making	3	Ap
CO - 5	represent demand and supply, in graphical form, including the downward and upward slope of the demand and supply curves and the shifts in demand and supply curves.	2, 4	Cr
CO – 6	identify the major factors affecting demand for and supply of commodities	4	An
CO – 7	apply the concept of elasticity of demand and supply	4, 3	Ap
CO – 8	analyse the behavioral patterns of different economic agents like consumers and producers	1	An

<b>SEMESTER- I</b>			
<b>CORE – I Micro Economics – I</b>			
<b>Code: 18UECC11</b>	<b>Hours / week : 5</b>	<b>Hrs / Sem.: 75</b>	<b>Credits :4</b>

**UNIT I INTRODUCTION TO THE CONCEPTS OF ECONOMICS 15 hrs**

Definition: Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson approaches – Nature and scope of Economics -Micro and Macro Economics – Basic Concepts and types of Goods and Utility

**UNIT II CARDINAL UTILITY ANALYSIS 20 hrs**

Meaning of Cardinal Utility – Human Wants and Utility– Law of Diminishing Marginal utility– Law of Equi-Marginal Utility- Law of Demand – Illustration, Assumption and Determinates of Demand – Elasticity of Demand – Meaning, Types and Measurement – Consumer Surplus

**UNIT III ORDINAL UTILITY ANALYSIS 15 hrs**

Meaning of Ordinal Utility – Indifference Curves – Properties – Diminishing Marginal Rate of Substitution– Consumer’s Equilibrium – Price Effect, Income Effect and Substitution Effect

**UNIT IV FACTORS OF PRODUCTION 15 hrs**

Meaning and Features: Land, Labour, Capital and Organisation – Production Function: Law of Variable Proportions and Laws of Returns to Scale – Economies and Diseconomies of Scale

**UNIT V COST AND REVENUE ANALYSIS 10 hrs**

Cost Concepts – Short Run and Long Run Cost Curves - Concepts of Revenue – Revenue in different market conditions

**Text Book:**

Maria John Kennedy, Micro Economic Theory

**Books for Reference:**

1. M.L.Jhingan, *Micro Economic Theory* – Delhi, Vrinda Publications, 1998
2. M.L.Seth, *Principles of Economics* – Lakshmi Nara Publication, 1997
3. Pazhani, *Micro Economics*, Nagercil, J.P.Publishers, 2004
4. S.Sankaran - *Economic Analysis*, Margham Publications, Madras,1991 2. Salvatore - *Micro Economics*, 4/e, OUP, New Delhi, 2002.

SEMESTER- I			
CORE II – Indian Economy – I			
Code: 18UECC12	Hours / week : 5	Hrs / Semester: 75	Credits :4

**Vision:**

Develop an in-depth understanding of the Indian economy

**Mission:**

Become proficient in understanding and analyzing Indian Economic Issues, developments and policies.

**Course Outcome:**

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	understand the various aspects of India's economy	4	Un
CO – 2	develop ideas of the basic characteristics of Indian economy and its potential on natural resources.	4	Ev
CO – 3	provide an analytical discussion of various sectoral issues relating to Indian economy	1	An
CO – 4	acquire knowledge on the history, recent developments, and impending challenges of Indian Economy	5	Un
CO – 5	develop a perspective on the different problems and approaches to economic planning and development in India	3	An
CO – 6	understand the role of the Indian Economy in the global context, and examine how different factors have affected the process of development.	4, 5	Un
CO – 7	understand the economic problems and measures in their contextual perspective.	4	Un
CO – 8	understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.	4	Un

<b>SEMESTER- I</b>			
<b>CORE II – Indian Economy – I</b>			
<b>Code: 18UECC12</b>	<b>Hours / week : 5</b>	<b>Hrs / Semester: 75</b>	<b>Credits :4</b>

**UNIT I - ECONOMIC DEVELOPMENT SINCE INDEPENDENCE 15 hrs**

Meaning of Economic Development -- Determinants of Development, Indian Economy since Independence – Features of Indian Economy

**UNIT II - RESOURCES AND DEVELOPMENT 15 hrs**

Natural Resources: Land, Water, Forest, Mineral and Energy Resources- Natural resources and Economic Development

**UNIT III - BASIC PROBLEMS OF INDIAN ECONOMY 15 hrs**

Poverty: Meaning, Causes, Remedial Measures – Unemployment: Meaning, Causes and Remedial Measures-Deficit Balance of Payment

**UNIT IV - HUMAN RESOURCES 15 hrs**

Demographic features –Demographic Transition-Causes and measures of controlling population. Human Development Index (HDI) – Meaning and measurement.

**UNIT V - AGRICULTURE 15 hrs**

Agriculture – Role in the National Economy – Crop pattern – Causes for low productivity – Green Revolution

**Text Book:**

Ruddar Datt and Sundharam K.P.M., Indian Economy, Sultan Chand, New Delhi, 2009

**Books for Reference :**

1. Uma Kapila, *Indian Economy*, 9th Edition, ISBN:8171887902, Published by Academic Foundation, 2010.
2. Ishwar.C.Dhingra -*The Indian Economy, Twenty first edition*, New Delhi: Sultan Chand, 2009. 2.
3. Mishra & Puri - *Economics of Development and Planning*, Mumbai: Himalaya, 7th edition, 2005.
4. Meier, G.M. *Leading Issues in Economic Development*, New Delhi: O U P, 6th edition, 1995.

<b>SEMESTER- I</b>			
<b>Allied I – Principles of Commerce</b>			
<b>Code: 18UECA11</b>	<b>Hours / week :3</b>	<b>Hrs / Semester: 45</b>	<b>Credits :3</b>

**Vision:**

Lead responsibly and respect authority.

**Mission:**

Enable students to know the needs and wants of a society and identify how these are satisfied through business activity.

**Course Outcome:**

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	familiarise with basic principles, concepts and perspectives in respect of commerce.	4	Re
CO – 2	evaluate and critically assess the impact of the principles considered on individuals and businesses, from academic, practical and technological perspectives.	1, 5	Ev
CO – 3	take a job in the trade/finance/ insurance organizations and industry with basic commercial know-how	1, 5	Ap
CO – 4	identify the location of plant and the localization of industries	4	Ev
CO – 5	gain the knowledge of the functions of Central and Commercial banks	4	Ap
CO – 6	impart the students the basic requirements to enable them to take up Business as a career.	1, 2, 5	Cr
CO – 7	understand the functions of Stock Exchange	3	Ev
CO - 8	analyse the functions of SEBI	4, 5	Un

<b>SEMESTER- I</b>			
<b>ALLIED I – Principles of Commerce</b>			
<b>Code: 18UECA11</b>	<b>Hours / week :3</b>	<b>Hrs / Sem.: 45</b>	<b>Credits :3</b>

**UNIT I - INTRODUCTION 10 hrs**

Nature and Scope of Business – Objectives- Concepts of Business – Importance and Essentials of Business - Essentials of Successful Business

**UNIT II - FORMS OF BUSINESS ORGANIZATION 10 hrs**

Sole trade - Partnership - Company – Joint Hindu Family System - Co-Operatives- Chamber of Commerce

**UNIT III –LOCATION AND BUSINESS 5 hrs**

Plant - Location - Localization of Industries- Decentralisation

**UNIT IV- BANKS 10 hrs**

Meaning, Types and functions –Commercial bank- Central bank – Functions

**UNIT V - STOCK EXCHANGE 10 hrs**

Meaning of Stock Exchange - Functions — SEBI and Stock exchange in India - BSE and NSE

**Text Book:**

J.K.Mitra, Principles of Commerce, Abs Publishing House

**Books for Reference:**

1. Bhushan, Y.K. (2010), *Fundamentals of Business Combinations and Management*, New Delhi: Sultan Chand & Sons.
2. Shukla,M.C.(2006), *Business Organisation and Management*, New Delhi: Sultan Chand & Company Ltd.
3. Gupta, C.B. (2012), *Business Organisation and Management*, New Delhi: Sultan Chand & Sons.
4. Yogendra Prasad Verma, (2008), *Elements and Organisation of Commerce*, New Delhi: Sultan Chand & Company Ltd

<b>SEMESTER- I</b>			
<b>Allied II – Economics of Advertising</b>			
<b>Code: 18UECA12</b>	<b>Hours / week : 3</b>	<b>Hrs / Semester: 45</b>	<b>Credits : 3</b>

**Vision:**

Appreciate the importance of advertising in business

**Mission:**

Synthesize broader liberal arts knowledge with the principles of advertising to create effective advertising campaigns

**Course Outcome:**

<b>CO No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO - 1	understand what advertising is and its role in advertising and brand promotion and the economic effects of advertising.	4	Un
CO – 2	create advertisement copy and appreciate the growth of modern advertising	4	Cr
CO – 3	comprehend the role and importance of advertising in society	4, 5	Ev
CO – 4	create and conduct ethically sound and socially responsible advertising strategies and campaigns	1, 4	Cr
CO – 5	identify, analyze, and understand the advertising environment	1, 5	An
CO – 6	prepare the advertising message and fully integrate the creative process.	1	Cr
CO – 7	understand the importance of placing the message in conventional and “new” media.	1, 5	Ev
CO - 8	know the importance of budget and analyse the factors affecting budget.	4	An

SEMESTER- I			
ALLIED II – Economics of Advertising			
Code: 18UECA12	Hours / week :3	Hrs / Semester: 45	Credits :3

**UNIT I: INTRODUCTION** **10 hrs**  
Meaning, Definition, Features and Types of Advertising - Importance of advertising

**UNIT II: ADVERTISING COPY** **10 hrs**  
Meaning– Qualities of good advertising copy– Elements of advertising copy

**UNIT III: ADVERTISING MEDIA** **5 hrs**  
Meaning– Print Media –Outdoor Media – Electronic Media- Trade Expo

**UNIT IV: ADVERTISING BUDGET** **10 hrs**  
Meaning– Methods of Budgeting – Importance and factors affecting advertising Budget

**UNIT V: ADVERTISING AGENCY** **10 hrs**  
Meaning– Types and structure of advertising agency – Functions, Selection and remuneration of advertising agency

**Text Book:**

K.Pazhani & S.Jesi, Advertising, J.P.Publishers, Nagercoil, 2001

**Books for Reference:**

1. Belch and Belch, *Advertising and Promotion*, Tata McGraw Hill Co.
2. Sharma, Kavita, *Advertising: Planning and Decision Making*, Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki, *Advertising and Brand Management*, New Delhi: Ane Books Pvt Ltd,
4. Burnett, Wells, and Moriatty, *Advertising: Principles and Practice*, Pearson Education



SEMESTER- II			
CORE III - Micro Economics -II			
<b>Code: 18UECC21</b>	<b>Hours / week :5</b>	<b>Hrs / Semester: 75</b>	<b>Credits :4</b>

**Vision:**

Promote critical thinking skills and enhance decision making abilities among students to enable them to become productive and informed citizens.

**Mission:**

To develop the understanding of basic Micro economic concepts

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	explain how competitive markets organise the allocation of scarce resources and the distribution of goods and services	1, 5	Ap
CO - 2	understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.	4, 5	Un
CO – 3	explain the factors that affect the production of an individual firm, and the relationship between a firm's productivity and its costs	3, 4, 5	An
CO - 4	understand the meaning of marginal revenue and marginal cost and their relevance for firm profitability	4	Un
CO – 5	describe the behaviour of the profit maximizing firm under various types of market structures: pure competition, monopoly, oligopoly and monopolistic competition	4, 5	Ev
CO –6	deal with the advanced theoretical issues and their practical applications like Theory of Firm, Theories of Distribution.	1, 5	Un
CO – 7	relate the basic economic theory and principles to current microeconomic issues and evaluate related public policy	1, 3	An
CO- 8	describe the incomes earned by the factors of production (land, labour, capital, entrepreneurship) wages, interest, rents, and profit	4	Ev

SEMESTER- II			
Core III - Micro Economics -II			
Code: 18UECC21	Hours / week :5	Hrs / Sem.: 75	Credits :4

**UNIT I MARKETSTRUCTURE** **15 hrs**

Time Element — Equilibrium of the Firm and Industry – Perfect Competition – Price Output Determination

**UNIT II MONOPOLY AND MONOPOLISTIC MARKETS** **15 hrs**

Meaning and features: Monopoly, Discriminating Monopoly and Price – Output Determination–Meaning and features of Monopolistic Competition

**UNIT III FACTOR PRICING I** **15 hrs**

Theories of Distribution - Wages: Meaning and Types of Wages – Theories of Wages: Subsistence Theory and Wage Fund Theory

**UNIT IV FACTOR PRICING II** **20 hrs**

Concept of Rent – Ricardian Theory of Rent, Quasi Rent, Modern Theory of Rent – Concept of Interest: Classical Theory, Loanable Fund Theory and Keynes' Liquidity Preference Theory.

**UNIT V FACTOR PRICING III** **10 hrs**

Concept of Profit – Gross Profit and Net Profit – Theories of Profit: Dynamic Theory, Innovation Theory and Uncertainty Bearing Theory

**Text Book:**

Maria John Kennedy, Micro Economic Theory

**Books for Reference :**

1. M.L.Jhingan, *Micro Economic Theory* – Delhi: Vrinda Publications, 1998
2. M.L.Seth, *Principles of Economics* –Lakshmi Nara Publication, 1997
3. Pazhani, *Micro Economics*, Nagercoil: J.P.Publishers, 2004
4. S.Sankaran - *Economic Analysis*, Madras: Margham Publications, 1991
2. Salvatore - Micro Economics, 4/e, New Delhi: OUP, 2002.

SEMESTER- II			
CORE IV – Indian Economy – II			
Code: 18UECC22	Hours / week : 5	Hrs / Semester: 75	Credits : 4

**Vision:**

Develop an in-depth understanding of the Indian economy

**Mission:**

Become proficient in understanding and analyzing Indian Economic Issues, developments and policies.

**Course Outcome:**

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	be familiar with the current dominant thoughts and tools used for economic policy making and research.	4	Re
CO – 2	understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.	1, 4	Un
CO – 3	evaluate “Green Revolution” because it has reached its limits and needs to be extended.	1	Ev
CO – 4	understand the issues and challenges of Demographic Change, Transition and Human Development Index measurement in India:	3, 4	Un
CO – 5	understand Important features of five year plans and their growth rates	4	An
CO – 6	understand the issues relating to industries, including industrial policy and growth, industrial Structure, Industrial sickness and labour reforms	4, 5	Un
CO – 7	explain the issues like economic reforms and WTO which deals with the contemporary issues relating to liberalization, privatization, disinvestment and globalization	1, 5	Ap
CO – 8	grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.	1, 4	Cr

SEMESTER- II			
CORE IV – Indian Economy – II			
Code: 18UECC22	Hours / week :5	Hrs / Semester: 75	Credits :4

### UNIT I INDUSTRIES

15 hrs

Role of Industries in Economic Development - Cottage, Small Scale, MSME and Large Scale Industries (Cotton, Iron & Steel and Cement) Industrial Policy-1991, 2001 & 2011

### UNIT II PLANNING

15 hrs

Definition and Scope of Planning-Objectives of Planning in India-A brief resume of Five year Plans in India – Recent Five year Plan.

### UNIT III TRANSPORT

15 hrs

Types of Transport - Importance (Railway, Roadways, Shipping and Civil Aviation

### UNIT IV FOREIGN TRADE

15 hrs

Importance of Foreign Trade in Economic Development, Balance of Payments – Recent EXIM Policy- WTO and Indian Economy- Government Financial Support for foreign trade

### UNIT V IT & ITES IN INDIA

15 hrs

Meaning – Structure – Role and Importance of IT & ITES in India- Recent Developments

#### Text Book:

Ruddar Datt and Sundharam K.P.M., *Indian Economy*, New Delhi: Sultan Chand, 2009

#### Books for Reference:

1. Uma Kapila, *Indian Economy, 9th Edition*, ISBN:8171887902, Published by Academic Foundation, 2010.
2. Ishwar.C.Dhingra -*The Indian Economy, Twenty first edition*, New Delhi: Sultan Chand, 2009. 2.
3. Mishra & Puri - *Economics of Development and Planning*, Himalaya , Mumbai: 7th edition, 2005.
4. Meier, G.M. *Leading Issues in Economic Development*, O U P, New Delhi: 6th edition, 1995.

<b>SEMESTER- II</b>			
<b>ALLIED III - Principles of Marketing</b>			
<b>Code: 18UECA21</b>	<b>Hours / week :3</b>	<b>Hrs / Semester: 45</b>	<b>Credits :3</b>

**Vision:**

Provide the knowledge on social, legal, ethical and technological forces relating to marketing decision-making

**Mission:**

Enable students to appreciate the global nature of marketing and appropriate measures to operate effectively in national and international settings

**Course Outcome:**

CO No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO – 1	identify core concepts of marketing and the role of marketing in business and society	4	Un
CO – 2	develop marketing strategies based on product, price, place and promotion objectives.	1, 4, 5	Ev
CO – 3	create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.	5	Cr
CO – 4	communicate the unique marketing mixes and selling propositions for specific product offerings.	1, 5	Ap
CO – 5	construct written sales plans and a professional interactive oral sales presentation.	1, 4	Cr
CO – 6	formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.	1, 5	Cr
CO – 7	collect, process, and analyze consumer data to make informed marketing decisions	1, 3	Ev
CO – 8	analyze marketing problems and provide solutions based on a critical examination of marketing information	3	An

<b>SEMESTER- II</b>			
<b>Allied III - Principles of Marketing</b>			
<b>Code: 18UECA21</b>	<b>Hours / week :3</b>	<b>Hrs / Semester: 45</b>	<b>Credits :3</b>

**UNIT I INTRODUCTION TO MARKETING 10 hrs**

Meaning and Definition – Features of Marketing – Objectives of Marketing – Modern Marketing Concept – Global Marketing – Role of Marketing in Economic Development

**UNIT II FUNCTIONS OF MARKETING 10 hrs**

Classification of Marketing Functions – Buying – Assembling – Packing - Selling – Transportation – Storage –Grading and Standardization.

**UNIT III PRODUCT PLANNING 10 hrs**

Meaning - Definition of Product- Features of Product - Importance of Product mix – Factors determining Product mix

**UNIT IV PRODUCT LIFE CYCLE 10 hrs**

Meaning – Benefits of Product Life Cycle – Consumer Behaviour – Factors influencing Consumer behaviour

**UNIT V MARKET SEGMENTATION 5 hrs**

Meaning and need for Market Segmentation – Criteria for Market Segmentation –  
E –Marketing

**Text Book:**

R. S. N. Pillai & Bhagavathi, *Modern Marketing*

**Books for Reference:**

1. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, *Principles of Marketing*, South Western Publishing, Ohio
2. Chhabra, T.N., *Principles of Marketing*, Sun India Publication.
3. Kumar, Arun & N. Meenakshi, *Marketing Management*, Vikas Publications.
4. Palmer, Adrian, *Introduction to Marketing*, Oxford University Press, UK

<b>SEMESTER- II</b>			
<b>Allied IV - Salesmanship</b>			
<b>Code: 18UECA22</b>	<b>Hours / week : 3</b>	<b>Hrs / Semester: 45</b>	<b>Credits : 3</b>

**Vision:** To understand the concept of psychology of selling

**Mission:** Able to demonstrate the ability to analyze the key ethical issues involved in selling

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	define salesmanship and evaluate the individual qualities a salesperson must possess to succeed in building long-term customer relationships	1, 4	Un
CO – 2	understand and relate selling with the Principle of Contingency Benefits.	4	Un
CO – 3	identify specific techniques involved in selling, i.e. prospecting, planning and making a sales presentation, negotiating buyer resistance, closing a sale, organizing a territory and managing time.	1, 4, 5	Cr
CO - 4	understand the importance of building partnering relationships with potential customers.	4	Un
CO - 5	examine the ethical and legal issues in selling.	1, 4	Ev
CO – 6	evaluate the important types of information required by a salesperson prior to approaching a sales prospect	1, 4	Ev
CO – 7	demonstrate the ability to identify, analyze, and evaluate the four objectives of an effective sales approach	4, 5	An
CO – 8	evaluate a range of methods for overcoming objections or sales resistance and demonstrate a range of closing techniques used in closing a sale	1, 4	Ev

<b>SEMESTER- II</b>			
<b>ALLIED IV - Salesmanship</b>			
<b>Code: 18UECA22</b>	<b>Hours / week :3</b>	<b>Hrs / Semester: 45</b>	<b>Credits :3</b>

**UNIT I: SALESMANSHIP**

**10 hrs**

Salesmanship – Definition, Features, Origin and Development of salesmanship – Creative and competitive salesmanship – Is salesmanship a science, art or a profession?

**UNIT II: FUNDAMENTALS OF SELLING**

**10 hrs**

The sales personality – Important traits – Physical, Mental, Social and Character traits – Improving the personality

**UNIT III: SALES ORGANIZATION**

**10 hrs**

Organization of sales Department: Definition, Objectives, Functions and Types- Sales Routine – Control of Sales Operations

**UNIT IV: SALES TRAINING AND REMUNERATION**

**10 hrs**

The selection procedure – Types of training – Training objectives –Remuneration of salesmen – Methods – Allocation of Territories and sales conference

**UNIT V: BUYING MOTIVES AND SALES TALK**

**5 hrs**

Important buying motives – Types of salesmen – Sales Talk – Sales Resistance – Closing the sales.

**Text Book:**

J.C.Sinha, Principles of Marketing and Salesmanship – R.Chand & Co, 1998

**Books for Reference:**

1. Mahendra Mohan – *Advertising Management* Tata Mc. New Delhi: Craw Hill,
2. S.Jeyalakshmi, J.Jeyasheela&Dr.A.Asok, *Salesmanship –I*, G.N.Publishers, Thoothukudi District,Kurangani, 2007
3. Rosenbloom: *Marketing Channels* – a management view (Dryden Press)
4. Johnson, Kurtz and Scheuing : *Sales Management*, New Delhi: (Mc Graw-Hill)



Semester- III			
Core V-Tamil Nadu Economy			
Code: 18UECC31	Hours / week :6	Hrs / Sem.: 90	Credits :4

**Vision:** To understand the process of growth in Tamil Nadu economy

**Mission:** To expose the students understand some important components of Tamil Nadu economy.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand and realize the need to exploit and utilize through development and improvement of production techniques.	1, 2	Un
CO – 2	know the agricultural market and analyse the agricultural finance.	2	An
CO – 3	evaluate the major issues and development process in agriculture in Tamil Nadu	4	Ev
CO – 4	analyse the budgetary procedure.	6	An
CO – 5	deliver effectively the preparation of budget and how they are passed in the house. Understand the changes in size and flexibility of state and central budget along with the role played by Finance.	1,2,4	Un
CO – 6	give a basic knowledge about the industries in our economy.	7	An
CO – 7	discuss the role of government in industrial development	1,7	An
CO – 8	evaluate critically the growth process in Tamil Nadu	4	Ev

Semester- III			
Core V-Tamil Nadu Economy			
<b>Code: 18UECC31</b>	<b>Hours / week :6</b>	<b>Hrs / Sem.: 90</b>	<b>Credits :4</b>

**Unit I: Introduction**

**20 Hours**

Tamil Nadu – Salient Features – Land Area – Distribution of Occupational Structure in Tamil Nadu- Demographic trends in Tamil Nadu – Land Use – Forest Resources – Human Resources – Infrastructure: Education, Health, Banking, Power, Transport and Communication.

**Unit II: Agriculture**

**15 Hours**

Agriculture – Land Use – Cropping Pattern – Principal Commodities – Irrigation – Green Revolution – Agricultural Marketing – Defects - Remedial Measures – Agricultural Finance – Agencies – Government Role – Self Help Groups and Micro Finance

**Unit III: Industry**

**20 Hours**

Major Industries – Automobile, Leather, Cotton, Sugar, Cement – Small-Scale Industries - Cottage Industries – Ancillary Industries – Handloom Industries –Role of Government in Industrial Development - Industrial Finance – Agencies-TIIC, SIDCO, SIPCOT, Industrial Estate, DIC– Special Economic Zones

**Unit IV: State Finance**

**15 Hours**

State Finance – Revenue – Expenditure – Tamil Nadu Recent Budget

**Unit V: Planning and State Finance**

**20 Hours**

Economic planning and development in Tamil Nadu –Achievements and failures –State Finance in Tamil Nadu- Poverty Alleviation Programmes in Tamil Nadu: PDS – MGNREGS – Tribal Area Development Programme (TADP) –current economic issues- Current Economic Issues - Welfare Programmes in Tamil Nadu

**Text Book:**

A.G. Leonard, *Tamil Nadu Economy*, New Delhi: Macmillan Publishers, 2006

**Books for Reference:**

1. N. Rajalakshmi, *Tamilnadu Economy*, Business Publications Incorporated, 1999
2. S.Manickam, *Panorama of Indian Economy*, 2010, S. Manickam OLDSELF 1994
3. P.Srinivasan, *A Road Guide to Tamil Nadu*, TTK Healthcare Limited – Printing Division, 2001
4. P.A. Maraikumar, *Tamil Nadu Economy*, Palayamkottai: Immanuel Publications, 2001

Semester- III			
Allied V- Statistics – I			
Code: 18UECA31	Hours / week :3	Hrs / Semester: 45	Credits :3

**Vision:** To introduce students to basic statistical tools and techniques

**Mission:** To familiarise them to the application of these techniques in analysing economic data

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	enhance knowledge on the concept of statistics and the ways of mobilizing data	1,4,	Ev
CO – 2	gain knowledge on the various methods of presenting data	1,4	An
CO – 3	use appropriate statistical methods in the analysis of simple datasets	1,6	An
CO – 4	use their conceptual knowledge of statistics and statistical computing skills to define problems related to statistics, and guide critical reasoning about research design, data production, and the interpretation of findings.	1,2	An
CO – 5	demonstrate understanding of how to design experiments and surveys for efficiency.	2, 5	Ap
CO – 6	demonstrate the ability to perform complex data management and analysis.	5	Ap
CO – 7	develop skills in presenting quantitative data using appropriate diagrams, tabulations and summaries	1,	Ev
CO – 8	construct and analyze graphical displays to summarize data.	1,6	An

<b>Semester- III</b>			
<b>Allied V- Statistics- I</b>			
<b>Code: 18UECA31</b>	<b>Hours / week :3</b>	<b>Hrs / Semester: 45</b>	<b>Credits :3</b>

**Unit - I Introduction** **5 Hours**  
 Definitions of Statistics – Meaning – Scope – Functions - Importance– Limitations

**Unit II Collection of Data** **10 Hours**  
 Collection of Data – Primary and Secondary Sources - Methods of Collecting Primary and Secondary Data – Precautions in the use of Secondary data – Framing a Questionnaire

**Unit III Sampling Design** **15 Hours**  
 Sampling Designs – census and sample method – merits and demerits – essentials of sampling – methods of sampling – merits and demerits

**Unit IV Classification & Tabulation** **5 Hours**  
 Classification & Tabulation – Rules and Types – Frequency Distribution – Tabulation – Parts – Rules and Types of Tables

**Unit V Diagrams & Graphs** **10 Hours**  
 Diagrams & Graphs – Rules for making a diagram – Types of Diagrams – Graphic Presentation – General rules – Difference between graphs and diagrams – Histogram – Frequency Polygon – Frequency Curve-Pie diagram

**Note: Theory 50%, Problem 50%**

**Text Book:** R.S.N. Pillai & Bagavathi, *Statistics*. New Delhi: S. Chand, 2006

**Books for Reference:**

1. S .P.Gupta. *Elementary Statistical Methods*. New Delhi: Sultan Chand & Sons, 2010.
2. S. P.Gupta. *Statistical Methods*. New Delhi: Sultan Chand, 2001
3. K. Pazhan. *Statistics*, Nagercoil: J.P.Publishers, 2004

Semester- III			
Allied - VI Mathematical Methods I			
Code: 18UECA41	Hours / week :3	Hrs / Semester: 45	Credits :3

**Vision:** To give an insight on basic mathematical techniques

**Mission:** To make the students to understand the significance of mathematical methods and to develop their research skill.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	acquire knowledge about the linkage between mathematical techniques and economics.	1,4	An
CO – 2	provide an understanding of the application of mathematical techniques in economic analysis	1,6	Un
CO – 3	comprehend the role of matrix in Economics	1	Un
CO – 4	understand the types and various operations of matrices.	1	Un
CO – 5	apply the basic concepts of equations in economics.	3	Ap
CO – 6	know and apply the skills of commercial arithmetic in business life.	2, 3	Ap
CO – 7	analyse the application of equations in Economics	6	An
CO – 8	use knowledge of content and mathematical procedures to solve problems and make connections between the different areas of mathematics.	1, 8	An

Semester- III			
Allied - VI Mathematical Methods I			
Code: 18UECA41	Hours / week :3	Hrs / Semester: 45	Credits :3

**Unit –I Introduction**

**10 Hours**

Arithmetic and Algebra (Basic Identities)- Number System – Kinds and properties of Numbers

**Unit – II Commercial Arithmetic**

**10 Hours**

Percentage – Ratio – Proportion – Simple Interest – Compound Interest

**Unit- III Analytical Geometry**

**10 Hours**

Points and lines – equation of a straight line – slope intercept form – slope & one point form – two points form – x, y intercept

**Unit– IV Equations**

**10 Hours**

Equations – One variable – Linear – Quadratic – Polynomial – Application of functions and equations in Economics

**Unit – V Sets**

**5 Hours**

Set Theory: Meaning, forms of sets, set operations – Venn diagrams

**Note: Theory 50%, Problem 50%**

**Text Books:**

Cyril Kanmony & K. Pazhani. *Mathematical Methods*. Nagercoil: J.P.Publishers, 2003

**Books for Reference:**

1. Mehta B.C. and G.M.K.Madhani. *Mathematics for Economics*, New Delhi: Sulthan Chand, 2014
2. Sancheti D.C. and V.K.Kapoor. *Business Mathematics*. New Delhi: Sulthan Chand, 2012
3. Sundaresan V. and S.D. Jeyseelan. *An Introduction to Business Mathematics*, New Delhi: Sulthan Chand, 2010.
4. Weber Jean. *Mathematical Analysis*. New Delhi: Sulthan Chand, 1973.

Semester- III			
Core Skill Based- Entrepreneurial Development			
Code: 18UECS31	Hours / week :4	Hrs / Semester: 60	Credits :4

**Vision:** To help students discover the value of entrepreneurship in modern society.

**Mission:** Provide a platform to undertake research & to equip them with entrepreneurial skills for self-employment.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	have knowledge about attraction for and challenges of an entrepreneur	2	An
CO – 2	understand entrepreneurship scenario in the economy	1	Un
CO – 3	apply how the technology can be utilized to improve industrial performance.	1, 3	Ap
CO – 4	understand different methods that can be used to minimize and certainties at different stages of the entrepreneurial process.	1	Un
CO – 5	consider the legal and financial conditions for starting a business venture,	3	Ap
CO – 6	explain the importance of marketing and management in small businesses venture	1,2	An
CO – 7	know about the internal and external sources of financial planning and apply it's in present day business situations.	1, 3, 5	Ap
CO – 8	detect weaknesses and strengths with in business opportunities and give suggestions how to improve these weaknesses and utilize this strength.	2, 4, 8	Ap

Semester- III			
Core Skill Based- Entrepreneurial Development			
Code: 18UECS31	Hours / week :4	Hrs / Semester: 60	Credits :4

### Unit I Introduction

**10 Hours**

Entrepreneurship – Meaning and definition – Importance – Types and functions of an entrepreneur – Qualities of a successful entrepreneur – Distinction between an Entrepreneur and a Manager-

### Unit II Entrepreneurs and Economic Development

**10 Hours**

Role of Entrepreneurs in Economic Development – Factors affecting entrepreneurial growth – (Social, Economic, Cultural and Psychological factors)

### Unit III Project Analysis

**10 Hours**

Business Ventures- Steps for starting small Industry – significance - problems of small scale industry - industrial policy on small scale industries - incentives – subsidies- Proposal Writing

### Unit IV Sources of Finance

**15 Hours**

Financial Planning- Needs- Sources-Internal sources-External Sources- Role of DIC TIIIC,SIDBI, SIDICO, SIPCOT, and Industrial Estate – Commercial Banks- Micro Finance.

### Unit V Entrepreneurship Development Programme

**15 Hours**

Entrepreneurship Development Programme (EDP) – need – objectives – phase– Institutions conducting EDP in India – Institutional support to entrepreneurship Development (NSIC, SIDO, SSIB, SSICS, TIIIC, TCO).– Institutions assisting entrepreneurship development in Tamil Nadu

### Text Book

Vassant Deasi. *Dynamics of Entrepreneurship Development*. Himalaya Publishing, 2013

### Books for Reference:

1. Khanka S. S, *Entrepreneurial Development*, S.Chand and Company, 1993
2. Jose Paul, *Entrepreneurship Development*. Himalaya Publishing House, 2001
3. Gupta, C.G.Srinivasa. *Entrepreneurship and Small Business Management*, Sultan Chand and Sons, 1991.



<b>Semester- III</b>			
<b>Non Major Elective I</b>		<b>Tourism and Economic Development</b>	
<b>Code: 18UECN31</b>	<b>Hours / week :2</b>	<b>Hrs / Semester: 30</b>	<b>Credits :2</b>

**Vision:** To make the students aware of the nature and forms of tourism.

**Mission:** To expose the students regarding the possibilities of employment potential

**Course Outcome:**

<b>CO. No</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO – 1	understand the nature of tourism and explore the reasons for the rapid growth of tourism.	1,2	Un
CO – 2	view how the travel motivators promote social tourism, apply the concept to explore the demand, factors influencing tourism	2, 3	Ap
CO – 3	understand and explore maintenance of tourism products in India and abroad	1,7	Un
CO – 4	assert and apply the method to develop an ideal itinerary and function of tour managers.	1,7	Ap
CO – 5	provide information about tour packages	1	Un
CO – 6	plan, lead and organize the effective and efficient operations through tourism formalities	5, 8	An
CO – 7	know and apply innovative structure in present day tourism operations	1, 7	Ap
CO – 8	analyse and develop the market of tourism product	6,7	An

<b>Semester- III</b>			
<b>Non Major Elective I</b>		<b>Tourism and Economic Development</b>	
<b>Code: 18UECN31</b>	<b>Hours / week :2</b>	<b>Hrs / Semester: 30</b>	<b>Credits :2</b>

**Unit I Introduction**

**5 Hours**

Meaning and Nature of Tourism -Basic components of Tourism - Elements of Tourism - Factors influencing the growth of Tourism

**Unit II Tourism Demand and Supply**

**5 Hours**

Tourism Demand - Motivation of Tourism Demand - Measuring Tourism Demand- Pattern and Characteristics of tourism supply - Factors influencing tourism supply.

**Unit III Significance of Tourism**

**6 Hours**

Socio-economic importance of Tourism –Revenue Generation- Contribution to GDP- Employment Multiplier- International Agencies

**Unit IV: Travel Formalities**

**7 Hours**

Passport, Visa, Health requirements, Taxes, Customs, Currency, Travel Insurance, Baggage and Airport information, Passenger Documentation, Baggage Rules.

**Unit V Marketing of Tourism Product**

**7 Hours**

Tourism product – Marketing of Tourism product – Visual presentation – Folders – Media advertisement – Image building methods

**Text Book**

RajasekaraThangaman. *Tourism Development*, Chennai: Madras art printers,2003

**Books for Reference:**

1. Bhatia A.K. *International Tourism Management*, New Delhi: Sterling Publishers Pvt. Ltd. 2001
2. Viswanath Ghosh. *Tourism and Travel Management*, New Delhi: Vikas Publishing House, Pvt., Ltd., 2000
3. Johan M. Bryder. *Tourism and Development*, London: Cambridge University Press,1973
4. Michael Peters. *International Tourism*, London: Hutchinson, 1969.

<b>Semester- III</b>	
<b>Self-Study / On-Line Course (Optional) Banking Practices</b>	
<b>Code: 18UECSS1</b>	<b>Credits :2</b>

**Vision:** To provide for taking up higher studies in Management, and banking related areas.

**Mission:**

The course provides a foundation for commerce and banking related areas of study to enable students to take up general banking jobs.

**Course Outcome:**

<b>CO. No</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO – 1	understand of Indian Banking System structure, functions of banks.	1	Un
CO – 2	analysis of RBI functions, working and policy.	6,8	An
CO – 3	describe the contribution of electronic finance to financial globalization and international regulation of electronic finance.	6	An
CO – 4	analyse banking products and services in relation to the bank customer's needs and describe the distribution channels	5,7	An
CO – 5	perform a matching of customer needs with specific banking products and services	5	Un
CO – 6	understand the procedure for operations of types of cards	1,5	Un
CO – 7	discuss the knowledge about telephone banking and On - line banking.	1,2	Ap
CO – 8	know the statutory protection available to the paying banker and collecting banker.	1,2	An

<b>Semester- III</b>	
<b>Self-Study / On-Line Course (Optional) Banking Practices</b>	
<b>Code: 18UECSS1</b>	<b>Credits :2</b>

#### **Unit –I Banking Law**

Banking Regulation Act, 1949 (Definition of Banking, Licensing, opening of branches, Functions of Banks, Inspection)

#### **Unit –II Banking Technology**

Commercial Banks – Functions – Accepting Deposits – Lending of Funds, E-Banking, ATM– Online Enquiry and update facility- Electronic Fund Transfer- Electronic Clearing System.

#### **Unit –III Accounts**

Opening of an Account – Types of Deposits Account – Types of Customers: (individuals, firms, Trusts, and Companies) – Importance of customer relations – Customer grievances and redressal

#### **Unit-IV E-Banking and Cards**

Types of E-Banking: Telephone Banking, Computerized Home Banking, Computerized Corporate Banking, On-Line Banking -Types of Cards: Debit Cards, Credit Cards and Smart Cards

#### **Unit-V Negotiable Instruments**

Negotiable Instruments: Promissory Notes, Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – Material Alteration – Paying Banker – Rights and Duties – Statutory Protection – Dishonour of Cheques - Role of Collecting Banker

#### **Text Book:**

Sundaram and Varshney. *Banking Law, Theory and Practice*. New Delhi: Sultan Chand Co.

#### **Books for Reference:**

1. K. Nirmala Prasad, *Banking Theory, Law and Practice*. Himalaya Publishing House (2014)
2. B. Santhanam. *Banking and Financial Systems*. Margham Publishers.
3. S.N. Maheswari, *Banking Law, Theory and Practice*. Kalyani Publications
4. Parameswaran. *Indian Banking*. New Delhi: S.Chand and Co,
5. Tannan, *Banking Law and Practice in India* - Lexis Nexis

Semester- IV			
Core VI – Monetary Economics			
Code: 18UECC41	Hours / week :6	Hrs / Sem.: 90	Credits :4

**Vision:** To advance relevant knowledge and develop employable, innovative and diverse graduates to co-create value for society.

**Mission:** To make the students be at the cutting edge of economic, financial and management education, research and community engagement within the national and global context.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	explain and discuss why people hold money and why it is used in the trading process.	1	Un, Re
CO – 2	know the theoretical building blocks that are needed for an understanding of the monetary theories and solve macro-economic models and assess the role and efficacy of monetary policy for various types of models in both classical and Keynesian set-ups.	2	Ev, Ap
CO – 3	describe and explain the main channels of the monetary transmission mechanism, through which monetary policy can have real effects on the economy.	2	Ap
CO – 4	discuss the merits and disadvantages of different monetary policies used by Central Banks.	4	Un
CO – 5	understand and appreciate the relationship between money and inflation.	1	Un
CO – 6	discuss the present status of monetary policy.	1	Ap
CO – 7	expound the functions and instruments of money market and capital market.	6	Un
CO – 8	develop understanding of the uncertainties policy-makers face and suggest remedies for policy makers to deal with these.	2,6	Un, Cr

Semester- IV			
Core VI – Monetary Economics			
Code: 18UECC41	Hours / week :6	Hrs / Sem.: 90	Credits :4

### Unit-I Money

**15 Hours**

Money - meaning, evolution, functions and classification; Gresham's law; role of money in capitalist, socialist and mixed economies; plastic money

### Unit-II Monetary Standards

**20 Hours**

Monetary standards- features, merits and demerits; Metallic and Paper System of Note Issue - principles and methods of note issue. The supply of money: the velocity of circulation; Demand for money; Value of money: Fisher's equation; Cambridge version.

### Unit-III Commercial Banking

**20 Hours**

Commercial banking: Nature; structure; functions - The process of credit creation-purpose and limitations - Liabilities and assets of Banks - Recent Reforms in Banking Sector in India.

### Unit-IV Central Banking

**15 Hours**

Role of central banks in developed and developing countries; Functions of a central bank; Role and functions of the Reserve Bank of India; Methods of credit control: Quantitative and qualitative Methods - Recent monetary policy of RBI.

### Unit-V Money Market And Capital Market

**20 Hours**

Financial markets: Money market: characteristics and constituents - Capital market: characteristics and constituents - unregulated credit markets - credit instruments - Working of Capital Markets in India.

### Text Book

Jhinghan, M.L. *Monetary Economics*. New Delhi: Virinda Publications, 2012

### Books for Reference:

1. Mithani, D. *Money, Banking and International Trade*. Mumbai: Himalaya Publications House, 2016.
2. Dr. Cauvery, etal. *Monetary Economics*. New Delhi: S Chand & Company, (2010)
3. Sankaran, S. *Monetary Economics*. Chennai: Margham Publications, 2015
4. Vaish, M.C. *Monetary Theory*. Vikas Publishing, 2005

Semester- IV			
Allied VII - Statistics II			
<b>Code: 18UECA41</b>	<b>Hours / week : 3</b>	<b>Hrs / Sem: 45</b>	<b>Credits :3</b>

**Vision:** To provide an understanding on statistical concepts.

**Mission:** To develop critical and quantitative thinking skills specific to statistics.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand the basic statistical concepts including measures of central tendency , dispersion , correlation and regression etc.	7	Un
CO – 2	calculate and apply the various measures of central tendency like mean, median and mode etc.	7,8	Ap
CO – 3	compute and interpret correlation and regression analysis.	8	An, Ev
CO – 4	collect and analyse data to support economic decision making using statistical and econometric techniques.	8	An
CO – 5	familiar with variety of examples where statistics helps accurately explain abstract and physical phenomena	1	Un
CO – 6	recognize the importance and value of statistical thinking to solve an economic problem.	2,8	Re
CO – 7	independently read statistical literature of various types including survey articles, scholarly books and online sources.	1,2	Ap
CO – 8	be lifelong learners who are able to expand their statistical expertise when needed or for interest's sake.	7	Cr

Semester- IV			
Allied VII- Statistics II			
Code: 18UECA41	Hours / week :3	Hrs / Semester: 45	Credits :3

**Unit I Measures of Central Tendency**

**10 Hours**

Objectives – features of good average – mean – median – mode – arithmetic mean – geometric mean- harmonic mean – merits and demerits

**Unit II Measures of Dispersion**

**5 Hours**

Dispersion – meaning – importance – range – quartile deviation – mean deviation – standard deviation and coefficient of variation

**Unit III Skewness & Kurtosis**

**10 Hours**

Skewness: meaning - types of Skewness - Karl Pearson and Bowley measures of Skewness – Kurtosis: meaning – measures of Kurtosis.

**Unit III Correlation Analysis**

**10 Hours**

Correlation: Meaning and uses - Types of Correlation - Karl Pearson's Co-efficient of Correlation- Co-efficient of determination- Spearman's Rank – Simple Problems.

**Unit IV Regression Analysis**

**10 Hours**

Regression Analysis – Meaning and Uses – Correlation Vs Regression analysis – Two Regression Lines – Regression Co-efficient – Simple problems

**Note: Theory 50% Problem 50%**

**Text Book:**

R.S.N. Pillai & Bagavathi, *Statistics*. New Delhi: S.Chand, 2006.

**Books for Reference:**

1. S .P.Gupta. *Elementary Statistical Methods*. New Delhi : Sultan Chand & Sons, 2010.
2. S. P.Gupta. *Statistical Methods* .New Delhi: Sultan Chand, 2001.
3. K. Pazhani. *Statistics*. Nagercoil: J.P.Publishers, 2004



Semester- IV			
Allied VIII- Mathematical Methods II			
<b>Code: 18UECA42</b>	<b>Hours / week :3</b>	<b>Hrs / Sem.:45</b>	<b>Credits :3</b>

**Vision:** To provide students with effective opportunities to attain basic mathematical literacy related to economics.

**Mission:** To master the students in numerical, mathematical understanding and skills required to solve economic problems.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	acquisition of fundamental mathematical skills that are essential for the study and practice of economics.	8	Un
CO-2	get a good grounding and in-depth understanding of the theory and application of differential calculus.	7	Re
CO-3	acquire an introduction to apply a range of mathematical techniques to economic problems.	2,8	Ap
CO-4	locate maxima and minima for functions of single and several variables and be able to distinguish between them.	7,8	Un, Ap
CO-5	account for the mathematical methods that are used in economics to solve equilibrium and optimization problem	2	An, Ev
CO-6	apply differentiation with respect to marginal concepts relating to cost, revenue and production function.	1,8	Ap
CO-7	learn and understand the application of integration in economics.	1	Un, Re
CO-8	acquire lifelong skills to understand current economics and to investigate economic models using mathematical techniques.	7	Cr

Semester- IV			
Allied VIII- Mathematical Methods II			
Code: 18UECA42	Hours / week :3	Hrs / Semester: 45	Credits :3

**Unit I Matrices**

**5 Hours**

Matrix – Types and operations of matrices – Determinants – Properties of determinants – Cramer’s rule – Inverse Matrix

**Unit – II Differential Calculus**

**10 Hours**

Meaning and rules of differentiation Sign of first order derivatives and nature of function – maximum and minimum values of function – point of inflection — profit maximization – cost minimization

**Unit III Partial and Total Differentiation**

**10 Hours**

Function of two variables – first and second order partial derivatives – first order of total differential.

**Unit – IV Application Of Differentiation in Economics**

**10 Hours**

Application of differentiation in economics – Marginal concepts relating to utility, cost, revenue and production function

**UNIT –V Integral Calculus**

**10 Hours**

Meaning – Basic Rules - Standard forms- definite and indefinite integrals- integration by parts- Application of Integration in Economics - Area of a curve

**Note: Theory 50% Problem 50%**

**Text Book:** Cyril Kanmony& K. Pazhani. *Mathematical Methods*. Nagarcoil: J.P.Publishers, 2003.

**Books for Reference:**

1. Mehta B.C. and G.M.K.Madhani. *Mathematics for Economics*, New Delhi: Sulthanchand, 2016.
2. Sancheti D.C. and V.K.Kapoor. *Business Mathematics* New Delhi : Sulthanchand. 2012
3. Sundaresan V. and S.D. Jeyseelan. *An Introduction to Business Mathematics*. New Delhi: Sulthanchand
4. Weber Jean.*Mathematical Analysis*. New Delhi: Sulthanchand

Semester- IV			
Core Skill Based- Women and Economic Development			
Code: 18UECS41	Hours / week :4	Hrs / Sem:60	Credits : 4

**Vision:** Learn about global diversity issues like women’s access to education, limitations on women freedom, sexual assault, women empowerment and entrepreneurial development.

**Mission:** Preparing the students to become stronger leaders in personal, organizational and community spheres of influence; inspiring them to create a more accepting, equitable environment for they are women.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	create self-awareness about their own biases, fears and comfort levels.	1	Cr
CO – 2	examine the range and issues in the development from the perspective of women and girls.	8	An, Ev
CO – 3	review recent literature on gender and development including how development policies and programs affect women.	1,4	Un
CO – 4	provide a critical eye to gender inequality and how it is addressed in the field of economic development.	2,4	Ev
CO – 5	get an awareness of inequality of privileges and insist them in political participation.	4	Un
CO – 6	learn about women empowerment and ways to achieve it.	5	Un, Re
CO – 7	develop entrepreneurial skills and work more effectively with diverse groups including male-dominated spaces.	3,5	Ap
CO – 8	respond to issues of conflict and confrontation without sacrificing personal power.	6,7	Ap

Semester- IV			
Core Skill Based- Women and Economic Development			
Code: 18UECS41	Hours / week :4	Hrs / Semester: 60	Credits :4

### Unit I Status of women in India

15 Hours

position and status of Women in Indian society and religion - Sex ratio in India - Factors responsible for adverse sex ratio in India - Consequences of adverse sex ratio - Measures to achieve the balance between the sexes

### Unit II Women and Economy

10 Hours

Role of women in economic development - Female labour force in India - Labour force participation by economic status - Causes, measures to improve work-participation rates- work life balance- flexi working hours- facilities for women& children- Sexual harassment at work place- Wage discrimination

### Unit III Women and Politics /Governance

10 Hours

Women's participation in Political process- Women as voters, candidates, party leaders bureaucrats - Women's representation in Local bodies, State assemblies, & Parliament, critical analysis of their performance-Capacity Building of women leaders

### Unit IV Women Empowerment

15 Hours

Women empowerment: 1st and 2<sup>nd</sup> Status of Women Report Ministry for women and child development -Legal Perspective - Fundamental Rights for Women –Constitutional Provisions -Personal laws –Women Empowerment: Economic, Social and Political Spheres – Women Development Corporation, Tamil Nadu

### Unit - V Women Entrepreneurs

10 Hours

Functions and role of women entrepreneurs – Types and characteristics of women Entrepreneurs - Problems of women entrepreneurs – Development of Women Entrepreneurship in India

### Text Book

Kartick Das (Editor), Women Empowerment & Socio-Economic Development, New Century Publications, 2016

### Books for Reference:

1. Dhulhasi Madha Vize. *Women Entrepreneurs in India*. New Delhi: Mittal Publication, 1987
2. EsterBoserup. *Woman's Role in Economic Development*. Routledge, 1 edition, 2007
3. Dr. Sanjoy Roy. *Women in contemporary India-Realities and Perspectives*. New Delhi: Akansha Publishing House, 2010.
4. Amiteshwar Rutra. *Working and Non-working Women*. New Delhi: Mittal Publications, 2006.

Semester- IV			
Non Major Elective II		Tourism and Economic Development II	
Code: 18UECN41	Hours / week :2	Hrs / Sem.: 30	Credits : 2

**Vision:** Learn about sustainable tourism development for inclusive economic development.

**Mission:** Understand the importance of Tourism sector and having integrity to achieve economic development through tourism.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	recognize and raise awareness for moral issues and dilemmas in tourism.	1	Re
CO - 2	know about various types of tour packages and also about tourism marketing.	2,6	Un
CO- 3	demonstrating knowledge and understanding the basic principles of tourism in all its dimensions and areas.	2,7	Ap
CO-4	identify and evaluate the elements of the tourism system and its interaction with the environment.	1	Ev
CO-5	describing the demand and supply of tourism, cycles and economic growth.	2	An
CO-6	understand the importance of transport and communication in travel tourism and hospitality industry.	1,4	Un
CO-7	understand and disseminate the global code of ethics for tourism	6	Un
CO-8	create an awareness on the economic impact generated by tourism.	1,7	Cr

<b>Semester- IV</b>			
<b>Non Major Elective II</b>		<b>Tourism and Economic Development II</b>	
<b>Code: 18UECN41</b>	<b>Hours / week :2</b>	<b>Hrs / Semester: 30</b>	<b>Credits :2</b>

**Unit I Nature of Tourism** **5 Hours**

Historical development of Tourism – Factors responsible for the growth and development of Tourism over the Years-Sustainable Tourism

**Unit II Tourism and Tour Package** **6 Hours**

Types of Tourism – Concept of Tourist product – Tour Packages and Type of Package – National and International – Tour itinerary.

**Unit III Transport & Tourism** **6 Hours**

Evolution of tourist transport system - Importance of transport in tourism - Introduction to transport system: air, road, rail and water transport

**Unit IV Hospitality & Communication** **7 Hours**

Hospitality Industry -Accommodation types -Relevance of Communication – Communication in Hospitality Industry – Nature of Hospitality Communication

**Unit V Tourism Marketing** **6 Hours**

Issues in Marketing: Global Marketing - Direct Marketing - Marketing on the Web – Green Marketing - Social Responsibility and marketing Ethics- Consumerism and Legal Issues

**Text Book**

A. K. Bhatia. *Tourism Development: Principles and Practice*. New Delhi: Sterling Publishers Pvt. Ltd.,2012.

**Books for Reference:**

1. P.N. Seth. *Successful Tourism Management*. New Delhi: Sterling Publishers Private Limited, 1986.
2. Richard Sharpley. *Travel and Tourism* - SAGE, 2006
3. Manoj Dixit. *Tourism products*. Lucknow: New Royal Book Co., 2009.
4. Richard Sharpley, David J. Telfer. *Tourism and Development: Concepts and Issues* - Channel View Publications, 2002
5. P.N. Seth. *Successful Tourism Management Vol 1 Fundamentals Of Tourism*. New Delhi: Sterling Publishers Private Limited, 2011.

<b>Semester- IV</b>	
<b>Self-Study / On-Line Course (Optional) Social Economics</b>	
<b>Code: 18UECSS2</b>	<b>Credits :2</b>

**Vision:** To create a general awareness on socio-economic problems and its impact on the economy.

**Mission:** To prepare the students to face the challenges in real world caused by social issues and motivate them to overcome them.

**Course Outcome:**

<b>CO. No</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO-1	understand the basic socio-economic concepts and principles of well-known social doctrines.	1	Un
CO-2	gain an understanding of major socio-economic problems and evaluate how they lead to wide range of real world issues.	2,4,7	Ev
CO-3	createan awareness about discrimination, consumerism and its protection.	4,6	Cr
CO-4	master the theoretical and tools necessary to critique and create economic research.	4,7	An, Cr
CO-5	encourage students to consult department advisors to take law as their career.	1	Cr, Ap
CO-6	learn about economic crimes, causes and consequences and allow them to analyse them.	7	Un, Re
CO-7	learn how to articulate pragmatic, principles based policies to enhance economic well-being and promote social-justice.	6,7	Re
CO- 8	prepare students to participate in debate and group discussions related to socio-economic issues and suggest remedial measures.	4,7	Cr, Ap

<b>Semester- IV</b>	
<b>Self-Study / On-Line Course (Optional) Social Economics</b>	
<b>Code: 18UECSS2</b>	<b>Credits :2</b>

### **Unit I Introduction**

Social Economics: Definition – equality in Human Societies (employment) – Principles of Social Doctrines: Gandhi, Marx and Pope.

### **Unit II Poverty**

The World Poverty Situation – causes and consequences – requisites of economic growth – Role of government – Social security – Subsidies – Social banking – Refugees, Slavery and Beggary.

### **Unit III Human Capital**

Human Capital: Problems in Education and Health services – Energy crisis and related issues.

### **Unit IV Discrimination**

Discrimination: Sources, kinds and causes – Consumerism – Provision of information – Protection from business manipulation

### **Unit V Economic Crimes**

Economic Crimes: Causes and consequences – remedial course of action - Economic crimes and their prevention – Violation of Human Rights – Need to control terrorism.

### **Text Book**

Indira Gandhi Memorial Trust. *Redefining the Good Society*. New Delhi: Wiley eastern ltd.1995.

### **Books for Reference:**

1. Culyer, A.J., *The Economics of Social Policy*. London: Martin Robertson and Co. Ltd., 1973.
2. Joan Costa-Font and Mario Macis (Editors), *Social Economics: Current and Emerging Avenues*, CESifo Seminar Series
3. Gary S. Becker, Kevin M. Murphy. *Social Economics: Market Behaviour in a Social Environment*, Belknap Press: An Imprint of Harvard University Press, 2003.
4. Eatwell, John, Milgate, Murray, Newman. Peter(Editors) *Social Economics*. UK: Palgrave Macmillan 1989.
5. Le Grand, Julian and ray Robinson. *The Economics of Social Problems*. London: The Macmillan Press Ltd., 1976.

### **Websites for reference**

[http://www.corecentre.org/consumerism\\_articles](http://www.corecentre.org/consumerism_articles)  
<http://www.globalissues.org/TradeRelated/Poverty.asp>  
<http://www.fas.org/irp/threat/terror.htm>



Semester – V			
Part III Core XI (Common Core) Human Resource Management			
Code:18UMCC51	Hrs/Week: 6	Hrs/Sem: 90	Credit : 4

**Vision:**

To enable students to understand the basic concepts in HRM

**Mission:**

To familiarize students on the various aspects of HRM

**Course Outcome:**

CO No.	Upon completion of this course, students will be able to:	PSO addressed	Cognitive Level
CO – 1	gain knowledge on the basic concepts of planning human resource and help them to understand basic techniques of business.	1,2	Un
CO – 2	understand the basic selection process in HR.	1,2,3	Un
CO – 3	know the importance of training and development in HR.	2,3,4	Ap
CO – 4	know about the transfer policies	2,3,5	Un, Re
CO – 5	gain knowledge on compensation methods.	3,4	Un, An
CO – 6	understand the promotional policies in business	3,4	Un, Re
CO – 7	know about the significance and problems in performance appraisal.	3,4,5	Ap
CO – 8	know about the methods of performance appraisal	3,4,5	Ap

<b>Semester V</b>			
<b>Part –III</b>	<b>Core – XI (Common Core) Human Resource Management</b>		
<b>Code: 18UMCC51</b>	<b>Hrs/Week: 6</b>	<b>Hrs/Sem: 90</b>	<b>Credits: 4</b>

**Unit-I: Introduction 15 Hours**

Human Resource Management: Meaning - Objectives - Nature and Scope - Importance – Functions - and Problems of HRM - Personnel Management Vs. HRM - Qualities and Qualifications of Human Resource Managers.

**Unit-II: Human Resource Planning, Recruitment and Selection 20 Hours**

Human Resource Planning: Meaning - Need and Importance - Objective - Problems - Process – Recruitment: Meaning - Factors Influencing Recruitment - Sources of Recruitment - Problems in Recruitment – Selection: Meaning - Factors Affecting Selection Decisions - Selection Policy - Steps in Selection.

**Unit-III: Training and Development 20 Hours**

Training: Need and Importance - Objective - Types - Steps in Training Programme – Methods of Training - Evaluation of Training Programmes – Development: Meaning - Concept and Essentials of Management Development Programmes.

**Unit-IV: Transfer, Promotion & Compensation 15 Hours**

Transfer: Objective - Transfer Policy - Promotion: Purpose - Promotion Policy – Demotion - Compensation: Objective – Principles.

**Unit-V: Performance Appraisal 20 Hours**

Performance Appraisal: Meaning - Need and Importance - Objective - Problems in Performance Appraisal - Factors Influencing Performance Appraisal – Methods of Performance Appraisal.

**Text Book:**

Chitra, Atmaram, Naik. *Human Resource Management*. Ane Books Pvt., 2016.

**Books for Reference:**

1. Dr.C.B.Gupta. *Human Resource Management*. New Delhi: Sultan Chand & Sons, 2018.
2. C.P.Memoria, *Personnel Management*, Himalaya Publishing House, 2011
3. L.M.Prasad., *Human Resources Management*. New Delhi: Sultan Chand & Sons, 2014.
4. Gary Dessler. *Human Resource Management*. Prentice Hall, 2013.
5. Michael Armstrong. *A Handbook of Human Resource Management Practice*. Kogan Page, 2012.

Semester- V			
Core VIII -Macro Economics- I			
<b>Code: 18UECC52</b>	<b>Hours / week :6</b>	<b>Hrs / Semester: 90</b>	<b>Credits :4</b>

**Vision:** To acquire the knowledge of important concepts of Macro Economics

**Mission:** To develop and practice economic theories in present life

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	explain what economics is and explain why it is important	1,3,6	An
CO - 2	describe the relationships among GDP, net domestic product, national income, personal income and disposable income.	6	An
CO- 3	identify and differentiate the different types of unemployment	3	Ev
CO-4	identify the strengths and weaknesses of the Keynesian and classical model.	2,3,4	Ev
CO-5	explain and graph the consumption function	1, 6	An
CO-6	explain what would cause the consumption function to grow steeper or flatter or to shift up or down	2, 6	An
CO-7	know the multiplier and identify the leakages of multiplier	1,6,8	An
CO-8	understand the acceleration principles	1	Un

Semester- V			
Core VIII -Macro Economics- I			
Code: 18UECC52	Hours / week :6	Hrs / Semester: 90	Credits :4

**Unit – I Introduction and National Income** **15 Hours**  
 Macro Economics vs. Micro Economics, Macro-Economic Problems: Unemployment, Inflation-National Income- meaning – Concepts – methods and problems in measurement

**Unit – II Theories of Employment** **20 Hours**  
 Meaning of full employment – Types of unemployment – Classical theory of output and employment – Say’s law of market – Criticisms of Classical theory–Keynesian Theory of employment – Comparison of Classical theory with Keynesian theory of employment

**Unit – III Consumption Function** **20 Hours**  
 Consumption and income – Average and Marginal propensity to consume and their relationship – Factors determining consumption function - Importance of consumption function – Theories of Consumption Function – Absolute, Relative

**Unit – IV Multiplier** **20 Hours**  
 Multiplier – Meaning – Relationship with Marginal propensity to consume and save– Importance – Leakages - Keynes’s Investment Multiplier compared with Khan’s Employment Multiplier.

**Unit – V Accelerator** **15 Hours**  
 Acceleration principle – Meaning – Assumptions – Importance – Limitations – Interaction of Acceleration and Multiplier or leverage effect or Super Multiplier

**Text Book:**

M.L.Seth. *An Introduction to Keynesian Economics*. Agra: Agarwal Educational Publishers, 1957.

**Books for Reference:**

1. Ackley. *Macro Economic Theory and Policy*. London, New York : Macmillan, 1978
2. J.M.Keynes. *The General Theory of Employment*. London: Interest and Money, Macmillan, 1936
3. M.Maria John Kennedy. *Macro Economics*, New Delhi: PHI Learning PVT Ltd, 2011

Semester- V			
Core IX -Fiscal Economics			
Code: 18UECC53	Hours / week :6	Hrs / Semester: 90	Credits :4

**Vision:** Provide the knowledge on basic financial procedure of the government.

**Mission:** To develop the ability of the students to understand and to make research in finance and economics and the skills to apply those concepts to the making of intelligent decisions for themselves in public sector and business life.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	differentiate between public finance and private finance	6	Ap
CO - 2	explain tax and non- tax revenue, differentiate between direct and indirect tax, explain shifting of taxation and effects of taxation	1, 2, 6	An
CO- 3	classify the public revenue and its various sources; revenue receipts and non- revenue receipts, understand the tax and non-tax revenue.	1,3	Ev
CO- 4	describe how and in which manner government spends, the causes of increasing public expenditure in the modern economies, explain the varying effects of public expenditure on the economy and role of public expenditure in a developing economy.	2, 3	Ev
CO - 5	identify the measures to reduce public expenditure.	3	Ev
CO - 6	explain the types of public debt and how debt is repaid	1,2,5	An
CO -7	describe the government budget, explain different types of budgets such as balanced and unbalanced budget and know the budgetary procedure.	3	Ev
CO-8	analyse the latest government budget allotment	6,8	An

Semester- V			
Core IX -Fiscal Economics			
<b>Code: 18UECC53</b>	<b>Hours / week :6</b>	<b>Hrs / Semester: 90</b>	<b>Credits :4</b>

### Unit I Introduction

**15 Hours**

Meaning and Definition of Public finance – Public finance and Private finance Principle of Maximum Social advantage

### Unit II Public Revenue

**20 Hours**

Tax and non-tax revenues – Canons of Taxation – Types of tax – Direct and indirect taxes – Progressive, Proportional and Regressive taxation, Effects of taxation – Taxable Capacity: Determinants

### Unit III Public Expenditure

**20 Hours**

Classification of Public Expenditure – Causes and Growth of Public Expenditure – Effects of Public Expenditure on production, employment and distribution – Measures to reduce Public Expenditure in India.

### Unit IV Public Debt

**15 Hours**

Meaning and Classification – Need for Public Borrowing – Effects of Public Debt on production, consumption and distribution - Burden of Public Debt– Redemption of Public Debt – Growth of Public Debt in India.

### Unit V Financial Administration

**20 Hours**

Centre state relations –Role of Finance commissions- Meaning and components of Government budget- Revenue and Capital Budget – Characteristics of a sound budget– Budgetary procedure in India - A Review of the latest Union Budget- Local finance

**Text Book:** B.P.Tyagi. *Public finance* JAI Prakash Nath& Co., 2007

### Books for Reference:

1. H.L.Bhatia. *Public Finance*. New Delhi: Vikas Publishing House Pvt. Ltd, 1999
2. R.C. Agarwal. *Public Finance: Theory and Practice*. Agra: Lakshmi Narayan Publications, 2006.
3. Musgrave & Musgrave. *Public Finance -Theory and Practice*. New Delhi: McGraw Hill Book Co.,1981
4. R.Cauvery. *Public Finance*. New Delhi: S. Chand & Company Ltd, 2007

Semester- V			
Core Integral I - Rural Economics			
<b>Code: 18UECI51</b>	<b>Hours / week :5</b>	<b>Hrs / Semester: 75</b>	<b>Credits :4</b>

**Vision:** Learn rural economic development conceptual frameworks

**Mission:** Prepare the students for appropriate participation in preparing and implementation of the rural area and agricultural development

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	discuss the importance and Significance of rural development	1, 2	Ap
CO - 2	know the aims and features of National Agricultural Policy.	2	An
CO- 3	apply their knowledge and understanding, and problem-solving abilities, to independently identify rural development issues from a geographical perspective	2, 6	Ap
CO - 4	analyze present problems and provide solutions based on a rural industrial environment.	6	An
CO - 5	identify and analyse specific problems of agricultural labour.	3,6	Cr
CO- 6	describe the current problems of rural marketing & regulate the market structure.	2,3	Ev
CO-7	know the Community Development Programme	2	An
CO-8	understand rural development programme	1,4	Un

SEMESTER- V			
Core Integral I - Rural Economics			
Code: 18UECI51	Hours / week :5	Hrs / Semester: 75	Credits :4

**Unit I Nature of Rural Economy**

**15 Hours**

Concepts and Definition of rural economy- Characteristics of rural economy-Rural Development: Objectives and Scope of rural development- Importance and Significance of rural development in India- Problems of Rural economic development

**Unit II Rural Farm Economy**

**15 Hours**

Importance of agricultural sector in the development of rural economy- Role of agricultural sector in GDP- Problems of Indian agriculture- Main aims and features of National Agricultural Policy - Current scenario of agricultural labour in India

**Unit III Rural Non-Farm Economy**

**15 Hours**

Concepts and definitions of rural industries- needs and economic significance of rural industries- rural industries and poverty alleviation- role of KVIC in the development of rural industries- present problems of rural industries in India – remedies.

**Unit IV Rural Marketing**

**15 Hours**

Introduction to rural products and marketing- nature - importance and significance - 4Ps - recent trends - current problems of rural marketing- suggestion for improving rural marketing- meaning of regulated market- objectives-features-benefits-problems and remedies of regulated marketing in India-e-marketing

**Unit V Approaches to Rural Development**

**15 Hours**

Introduction of rural development programmes- Community Development Programmes- Intensive Agricultural District Programme- Employment Guarantee Scheme- TRYSEM-- JRY-NABARD programmes etc.

**Text Book:**

Vasant Desai. *Rural Development in India*, Mumbai: Himalaya Publishing House, 2012.

**Books for Reference:**

1. Venkata Reddy. K. *Agriculture and Rural Development* Himalaya Publication house, 2012.
2. Dutt and Sundaram. *Indian Economy*. New Delhi; S.Chand Publications, 2013-07-02.
3. MishraS.K. and PuriV.K. *Economics of Development and Planning*. Mumbai: Himalaya Publishing House, 2012.
4. Mukundan.N.*Rural Development and Poverty Eradication in India*, 2009.
5. Katar Singh. *Rural Development Principles, Policies and Management*, New Delhi: Sage Publications, 1986.



<b>Semester- V</b>			
<b>Core Integral II - Tourism Economics</b>			
<b>Code: 18UECI52</b>	<b>Hours / week :5</b>	<b>Hrs / Semester: 75</b>	<b>Credits :4</b>

**Vision:** Understand the economic significance of the tourism industry and tourism services

**Mission:** To create the knowledge in the field of tourism industry and its impacts on the economy

**Course Outcome:**

<b>CO. No</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO – 1	know the structure and scope of tourism industry	1,2	An
CO – 2	demonstrating knowledge and understanding of the basic principles of tourism in all its dimensions and areas.	5	Ap
CO – 3	discuss trends in and analyze problems of supply and demand for tourism services	1,2	Ap
CO – 4	planning and management of projects in Tourism	1,2	Ap
CO – 5	understand the travel agency and its functions	1	Un
CO – 6	plan, lead, organize and control resources for effective and efficient tourism operations.	5,8	Ap
CO – 7	develop and evaluate tourism policy and planning initiatives	7, 4	Ev
CO – 8	analyse the effects of economic policies implemented by the government on the overall performance of the economy and on the tourism sector in particular.	6	An

Semester- V			
Core Integral II - Tourism Economics			
Code: 18UECI52	Hours / week :5	Hrs / Semester: 75	Credits :4

**Unit I Importance of Tourism**

**15 Hours**

Definition – Concepts – Scope – Classifications – Challenges -Socio – Economic benefits of tourism - Factors influencing the growth of Tourism

**Unit II Tourism Industry**

**15 Hours**

Tourism as an Industry – Components of Tourism -Structure of Tourism Industry - Global Status of Tourism Industry -Sustainable Tourism- Indian Tourism Industry - Scope of Tourism in India

**Unit III Tourism Product**

**15 Hours**

Concepts of Tourism product – Characteristics of tourism product -Types -Tourism Demand - Motivation of Tourism Demand - Measuring Tourism Demand- Pattern and Characteristics of tourism supply - Factors influencing tourism supply.

**Unit IV Tourism Planning**

**15 Hours**

Planning and development of tourism in India – Techniques of tourism planning - Tourism Marketing – Market segmentation and Tourism market mix –Travel documents and procedures - Travel agency andTour operators – Types – Functions of a travel agency

**Unit V Tamil Nadu Tourism**

**15 Hours**

General Performance of the State Tourism Development in Tamil Nadu– Role of Local bodies – Tourism administration – Tourism Policy–Ports – Trade – Commerce - Popular tourist places in Tamilnadu – Promotion of Tourism in Tamilnadu - Environmental Protection measures in Tamil Nadu-Developing tourism potential of local area

**Text Book:**

Viswanath Ghosh.*Tourism and Travel Management*. New Delhi: Vikas Publishing House, Pvt., Ltd., 2000

**Books for Reference:**

1. Bhatia A.K. *International Tourism Management*. New Delhi: Sterling Publishers Pvt,Ltd. 2001.
2. Cooper, C, Flethor, J.D. and Wanhill, S. *Tourism: Principles and Practices*, London: Pitman. 1993.
3. Johan M. Bryder. *Tourism and Development*. London: Cambridge University Press, 1973.
4. Michael Peters. *International Tourism*. London: Hutchinson, 1969.
5. Rajasekara Thangaman. *Tourism Development*, Chennai: Madras art printers, 2003.

<b>Semester- V</b>	
<b>Self-Study or On-line Course (Compulsory)– Economics of Insurance</b>	
<b>Code: 18UECSS3</b>	<b>Credits :2</b>

**Vision:** To know the basic concepts of Insurance.

**Mission:** To train the students in the field of insurance and auxiliary services thus highly developing efficient and skilled insurance professionals to serve

**Course Outcome:**

<b>CO. No</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO – 1	know the importance of insurance	1,2	An
CO – 2	understand the classification of risks	1	Un
CO – 3	identify and apply the insurance policies procedures and benefits with present situation	1,3	Ap
CO – 4	understand the calculation of premium	1	Un
CO – 5	enhance the knowledge of Life and fire insurance.	7	Ap
CO – 6	describe the motor insurance	1, 2	Un
CO – 7	identify the role of insurance in economics	1,3	Ap
CO – 8	understand the IRDA	1	Un

<b>Semester- V</b>	
<b>Self-Study or On-line Course (Compulsory)– Economics of Insurance</b>	
<b>Code: 18UECSS3</b>	<b>Credits :2</b>

### **Unit-I Introduction**

The quest for Economic Security - Classification of Risks - Demand for Insurance- Definition and Nature - Evolution and Importance of Insurance

### **Unit-II Life Insurance**

Life Insurance Contract: Nature and Classification of Policies - Selection of Risk - Calculation of premium - Investment of Funds - Surrender Value – Term Insurance

### **Unit-III Fire Insurance**

Fire Insurance: Nature and uses - Kinds of Policies - Policy Conditions - Rate Fixation - Payment of claim - Motor Insurance - Personal Accident - Health and Medical Insurance

### **Unit-IV Insurance & Economic Development**

Insurance in Economic Development: Insurance and Mobilisation of savings - Insurance Institutions as Investment Institutions and their role in capital market -Privatisation of Insurance Sector

### **Unit-V Insurance & Social Welfare**

Insurance as social welfare and security: Insurance - an Investment - Tax and Non - Tax Advantages - Retirement Planning - pension plans - Insurance Regulation and Development Authority (IRDA).

### **Text Book:**

S.Devairakkam. *Insurance Principles and Practice*. Tirunelveli: DSR Publications, 2000

### **Books for Reference:**

1. M.N.Mishra. *Insurance*, New Delhi: S.Chand & Company Ltd, 1999
2. Prof.Muthaya.S. *Life Insurance*, Palayamkottai: Ramalakshmi Publication, 2000.
3. IRDA: *Insurance Regulations and Development*. New Delhi: Authority Regulations.
4. Govt of India: *Old age and Income Security Report (Dave Committee Report)* New Delhi: *Govt of India*,

Semester- VI			
Core –X Macro Economics – II			
<b>Code: 18UECC61</b>	<b>Hours / week :6</b>	<b>Hrs / Semester: 90</b>	<b>Credits :4</b>

**Vision:**

To enable the students to have basic knowledge on macro-economic theories and policies

**Mission:**

To interpret the forces that cause fluctuations in capital and investment and to familiarize the issues associated with monetary & fiscal policy.

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	describe theories of distribution	1	Un
CO-2	evaluate macroeconomic performance using indicators that include output measures and unemployment	1, 4	Ev
CO-3	understand the concepts used, methods to measure and difficulties encountered in the calculation of National Income	1, 3	Un
CO-4	identify, compare, and apply key features of Neoclassical and Keynesian economic models.	4	Ap
CO-5	analyse fiscal and monetary policy decisions to counter business cycle swings by using macro-economic models.	6	Un
CO-6	evaluate macroeconomic performance using indicators that include inflation.	1, 2	Ev
CO-7	know about Macroeconomic Policies	1	Un
CO-8	identify the fiscal and monetary policies for internal and external balance	1	Un

Semester- VI			
Core –X Macro Economics – II			
Code: 18UECC61	Hours / week :6	Hrs / Semester: 90	Credits :4

**Unit I Theories of Distribution**

**15 Hours**

Classical Theory of Distribution– Marxian Theory of Income Distribution –Kaldor’s Theory of Distribution – Critical appraisal

**Unit II Investment Function**

**20 Hours**

Meaning of Capital and Investment – Types of Investment – Induced Vs Autonomous – Determinants of Investments – Rate of Interest – Marginal Efficiency of Capital (MEC) – Factors influencing MEC

**Unit III General Equilibrium**

**15 Hours**

Concept of Partial Equilibrium – General Equilibrium – Derivation of IS and LM Functions – Shifts in IS and LM Functions

**Unit IV Macro Economic Policy**

**20 Hours**

Macroeconomic Policy – Policy objectives – Conflicts in policy objectives - Fiscal and Monetary Policies for Internal and External Balance

**Unit V Monetary & Fiscal Policy**

**20 Hours**

Monetary Policy –Instruments – Effectiveness - Role of Monetary Policy in Developing Economy – Fiscal Policy – Objectives – Limitations – Fiscal Monetary Policy Mix

**Text Book:**

M. Maria John Kennedy. *Macro Economics*. New Delhi: PHI Learning PVT Ltd, 2011

**Books for Reference:**

1. Ackley. *Macro Economic Theory and Policy*. London; Macmillan, 1978
2. M.L.Seth. *An introduction to Keynesian Economics*. Agra: Agarwal, 1974.
3. J.M.Keynes. *The General Theory of Employment, Interest and Money*, London: Macmillan, 1936.

Semester- VI			
Core XI– Development Economics			
<b>Code: 18UECC62</b>	<b>Hours / week :6</b>	<b>Hrs / Semester: 90</b>	<b>Credits :4</b>

**Vision:**

To relate theoretical concepts in economic development and growth

**Mission:**

To grasp how the planning contributes to the growth of the Indian Economy.

**Course Outcome:**

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of economic growth and development	1	Un
CO-2	know about India's stage of Economic Growth	4	Un
CO-3	identify the Achievements and Failures of Five Year plans in India	1	Un
CO-4	describe the nature and meaning of economic development or underdevelopment, both in general, and as applied to people in specific developing countries.	1	An
CO-5	illustrate how economics can be used to create or analyse alternative approaches to promote development.	4	Ap
CO-6	explain the major development problems, choices and opportunities currently faced by developing countries.	6	Un
CO-7	select, assess and justify specific policy choices that developing countries might make to achieve their economic and social objectives.	1	Ev
CO-8	analyse, synthesise and evaluate information drawn from the available data and appropriate theoretical tools, and to express their ideas orally and in writing.	6	An, Ev

Semester- VI			
Core XI– Development Economics			
Code: 18UECC62	Hours / week :6	Hrs / Semester: 90	Credits :4

**Unit – I Introduction**

**20 Hours**

Economic growth and development – Factors affecting Economic Growth – Capital, Labour and Technology - Rostow’s stages of Economic Growth –India’s stage of Economic Growth

**Unit – II Approaches to Economic Development**

**20 Hours**

Vicious Circle of Poverty, Circular Causation, Unlimited supply of Labour – Big Push Theory, Balanced Growth Theory - Critical minimum effort thesis – Dualism – Technical, Behavioural, Social and Financial

**Unit – III Theories of Economic Development**

**15 Hours**

Classical theory of development – Theory of social changes – crisis in capitalism, Schumpeter and Capitalistic development

**Unit – IV Growth Models**

**20 Hours**

Harrod and Domar Model – Solow – Meade – Mrs. Joan Robinson’s- Romer’s and Arrow’s Models

**Unit – V Measures for Economic Development**

**15 Hours**

Need for Planning – Types – Conditions for successful operation of planning – Planning machinery in India - Achievements and Failures of Five Year plans

**Text Book:**

M.L.Seth. *Theory and Practice of Economic Planning*, New Delhi: S.Chand & Co., 1969

**Books for Reference:**

1. M.L.Jhingan. *Economics of Development and Planning*. New Delhi: Vrinda Publications P.Ltd (2016)
2. B.C. Tandon. *Economic Planning: Theory and Practice*, Allahabad: Chaitanya Publishing House, 1971.
3. Misra and Puri. *Economics of Development and Planning*, Himalaya Publishing House, 2014
4. W.A.Lewis. *Development and Planning*, George Allen & Unwin, 1963.
5. Kindleberger. *Economic Development*, New York: McGraw Hill, 1965



Semester- VI			
Core XI I– Labour Economics			
Code: 18UECC63	Hours / week :6	Hrs / Semester: 90	Credits :4

**Vision:**

To understand labour as a unique factor of production

**Mission:**

To help students to understand the working of the labour welfare agencies, social security measures in India and to observe the nature of industrial relations in India.

**Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	describe efficiency of Indian labour	1	An
CO-2	know about characteristics & objectives of trade unions	1	Un
CO-3	elaborate the detailed study on worker's participation in management in India	4	Un
CO-4	explain the relationship of the labour market to other markets.	4	Un
CO-5	understand the basic mechanism of the labour market, in particular with how unemployment, wage and productivity differences can arise as equilibrium phenomena.	1	Re
CO-6	perform supply and demand analysis in the labour market.	2	Ap
CO-7	show the causes and changes in the productivity of labour.	4	Ap
CO-8	analyze the effect of labour unions.	3	An

Semester- VI			
Core XII– Labour Economics			
<b>Code: 18UECC63</b>	<b>Hours / week :6</b>	<b>Hrs / Semester: 90</b>	<b>Credits :4</b>

**Unit I Labour as a factor of Production: 15 Hours**  
Meaning and Definition of Labour - Peculiarities of labour- Factors affecting labour – Migration & absenteeism – causes, effects and remedial measures – Efficiency of Indian labour.-knowledge workers

**Unit II Trade Unions: 20 Hours**  
Trade Unionism – Meaning, Definitions- Types – Characteristics & Objectives of Trade Unions – Functions – Industrial Disputes – Causes – Impact – Suggestions for improving industrial relations - Collective Bargaining – Objectives – Process of Collective Bargaining.

**Unit III Workers’ Participation in Management 20 Hours**  
Works Committees – Joint Management Councils – Worker’s Participation in Management in India – Worker’s Education – Objectives – Worker’s Education in India.

**Unit IV Labour Welfare 15 Hours**  
Meaning- Definitions – Features – Concepts –Intra Mural and Extra Mural Labour – Labour Welfare Agencies – Aims and functions of ILO- India and ILO.

**Unit V Social Security 20 Hours**  
Meaning – Definition – Importance – Social Insurance – Social Assistance – Commercial Insurance- Social Security measures in India.

**Text Book:**

Dr.S.Ramakrishna Moorthy - *Labour Economics*, Tirunelveli: D.S.R.Publications –2002.

**Books for Reference:**

1. Dr.M.M.Varma and R.K.Aggarwal, *Labour Economics*. New Delhi: – Kings Books publisher –1994.
2. Bhagoliwal T.N. *Economics of Labour and Industrial Relations*, Agra: Sahitya Bhavan, 1983.
3. Reynolds, Lloyd. *Labour Economics and Labour Welfare*. New Delhi: Prentice. Hall of India Pvt. Ltd. 1978.

Semester- VI			
Core Integral III - International Economics			
<b>Code: 18UECI61</b>	<b>Hours / week :5</b>	<b>Hrs / Semester: 75</b>	<b>Credits :4</b>

**Vision:**

To understand the theories governing international trade

**Mission:**

To evaluate the policies pursued by various economic bodies in international economic transactions.

**Course Outcome:**

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	describing the benefits of international trade and defects	1	Un
CO-2	elaborate the detailed study on balance of trade and balance of payments	4	Un
CO-3	elaborate the procedure to be implemented for GATT, UNCTAD and WTO	1	Ap
CO-4	familiar with the main economic theories and models of international trade.	1	Un
CO-5	aware of the likely distributional consequences of trade and thus of conflicting interests within an economy regarding trade liberalization.	3	Un
CO-6	understand economists' arguments concerning trade policy and its analysis.	4	Un
CO-7	apply economic reasoning to issues of the day surrounding globalization.	6	Ap
CO-8	have an elementary understanding of open-economy macroeconomics and the determinants of exchange rates and the balance of payments.	4	Un

Semester- VI			
Core Integral III-International Economics			
Code: 18UECI61	Hours / week :5	Hrs / Semester: 75	Credits :4

**Unit – I Introduction** **15 Hours**  
Differences between international trade and internal trade - Benefits of international trade and defects, Free trade: Meaning - Arguments for and against - Protection: Meaning - Arguments for and against – Kinds of Protection and Role of Protection in UDCs

**Unit – II Theories of International Trade** **15 Hours**  
Classical Theory, Comparative Cost Theory, Modern Theory and Factor-Price Equalization Theory

**Unit – III Balance of Payments** **15 Hours**  
Meaning of Balance of trade and Balance of payments – Meaning and Types, Structure of a Balance of payment, Causes and Remedial measures

**Unit–IV Foreign Exchange** **15 Hours**  
Meaning of Foreign exchange and Exchange Rate, Determination: Mint parity theory – Purchasing power parity theory – Balance of payment Theory– Fixed and Flexible Exchange Rate: Merits and Demerits

**Unit – V International Financial Institutions** **15 Hours**  
IMF – Objectives– structure– Functions –World Bank (IBRD) –Objectives – structure – Functions - Trade Agreements: GATT, UNCTAD and WTO-Regional Blocks

**Text Book:** M.L.Jhingan. *International Economics*. New Delhi: Vrinda Publications P.Ltd - 2016.

**Books for Reference:**

1. D.M. Mithani. *International Economics*. New Delhi:Himalayas Publishing House, 2003
2. Soderston. *International Economics*. London: The Macmillan Press Ltd., 2010
3. Singh & Agarwal. *International Economics*. Meerut: Sanjeeva Prakashan, 2012.
4. Devairakkam. *International Economics*. Tirunelveli: D.S.R.Publications, 2001.
5. Francis Cherunilam. *International Economics*, New Delhi. (Fifth Edition) Tata McGraw Hill, 2010

Semester- VI			
Core Integral IV-Energy Economics			
Code: 18UECI62	Hours / week : 7	Hrs / Semester: 105	Credits :7

**Vision:**

To understand the energy and environmental issues

**Mission:**

To grasp how the energy sector contributes to the growth of the Indian Economy.

**Course Outcome:**

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	deliver the importance of nature & scope of Energy Economics	1	Un
CO-2	give sound information on ONGC, OPEC, OAPEC, IEA and World Bank.	3	Un
CO-3	prepare and evaluate energy intensity and elasticity	5	Ap
CO-4	understand the basics of energy resources	1	Un
CO-5	understand the classification and importance of energy resources	3	Un
CO-6	know about the consequences and remedial measures of environmental crisis	1	Un
CO-7	know about the impact of energy consumption on production and environment.	4	Ap
CO-8	understand the usage of energy supply and demand	1	Un

Semester- VI			
Core Integral IV-Energy Economics			
Code: 18UECI62	Hours / week : 7	Hrs / Semester: 105	Credits :7

**Unit I Natural Resources** **15 Hours**  
 Classification & Importance of Energy Resources - Types and classification - Emergence of Energy Economics - Its nature & scope

**Unit II Institutional Role Of Energy** **15 Hours**  
 Development Role of Energy in Economic Development - Energy intensity and Elasticity - National and International Comparison - Role of Institutions like ONGC, OPEC, OAPEC, IEA and World Bank.

**Unit III Environment Energy Crisis** **15 Hours**  
 Energy Crisis: causes - Consequences and Remedial Measures - Environmental Crisis - Causes - Consequences - Impact of Energy consumption on production and on Environment.

**Unit IV Indian Energy Sector** **15 Hours**  
 Organisational structure - Energy Supply (Coal & Lignite, Oil & Gas, Hydro, Thermal, Nuclear) Energy Demand (From Agricultural, Industry, Transport, Domestic etc.,)

**Unit V Energy Sources** **15 Hours**  
 Renewable (Solar, Wind, Tidal, Wave, Bio-gas, Biomass, Hydrogen etc) Renewable Energy Programmes under 5 year plans - Energy issues and Policy options for India.

**Text Book:**

Karpagam. M *Environmental economics*. New Delhi: Sterling, 1991

**Books for Reference:**

1. Agarwal, M.C., and Mongo, J.R. *Economic and Commercial Geography* . New Delhi: (National Publishing House, 1992
2. Agarwal, S.K. *Environment and Natural Resources Economics* London: Scott Foresman & Co., 1985
3. Common, M. *Environmental and Resource Economics*. London: Longman, 1996
4. Paul Stevens (Ed) *The economics of Energy, Vol. 1 and II* . Edward Elgar 2000
5. Raikhy P.S. and Parminder Singh, *Energy Consumption in India*. New Delhi: Patter and Determinants (Deep and Deep, 1990.
6. Richard Eden. *Energy Economics*. Growth, Resources and Policies London: (Cambridge University Press,1981

Semester- VI			
Core Integral IV–Group Project			
<b>Code: 18UECP61</b>	<b>Hours / week :7</b>	<b>Hrs / Semester: 105</b>	<b>Credits :7</b>

**Vision:** Facilitate quick understanding of complex data.

**Mission:** Applies the research strategy in real life situation

**Course Outcome:**

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the research design	4	Un
CO-2	critically assess contributions to the literature.	4, 5	An
CO-3	attain the skills needed to formulate and analyse models used in the particular field of Economics.	5	Ap
CO-4	prepare and present original research papers in the particular field.	4	Cr
CO-5	improve generic skills like oral communication and written communication.	8	Ap
CO-6	perform the interpretation and analysis of data.	3	An
CO-7	originate clarification and present the research report.	4, 5	Ev
CO-8	identify about the universe from a sample	1	Un

<b>Semester- VI</b>			
<b>Core Integral IV–Group Project</b>			
<b>Code: 18UECP61</b>	<b>Hours / week :7</b>	<b>Hrs / Semester: 105</b>	<b>Credits :7</b>

Group Project work submitted by the students would be evaluated by external examiner appointed by the University for Marks of 100; remaining 100 marks would be given by internal examiner as per the rules and regulation of the university.

### **Guidelines for the project work of the UG programme in Economics**

The students are expected to carry out a project work in the last Semester. It is equivalent to a core course. For maintaining uniformity and quality in its preparation, the Board of Studies has prepared clear guidelines.

The scheme and syllabus of the B.A. Programme in Economics under the CBCS suggests that students shall do a final research project for attaining intellectual maturation. The project is a major document that reflects the skills of the student to investigate critically a topic/problem, the ability to gather and analyze information, and to present and discuss the results/investigation concisely and clearly. The guidelines to be followed in the preparation and submission of the project are as given here under.

1. The students may choose any topic from the subject she has studied, including the social and economic issues in the local/regional context.
2. The project work should be supervised by a faculty.
3. The students shall prepare and submit the project report to the Institution
4. The report with around 40 A4 size pages (excluding preliminary pages) with at least 20 lines per page on one side of the paper only. The report should be bound (spiral or other ways).
5. The project report should be submitted to the Department within the date announced by the Controller of Examinations
6. The student shall prepare two copies of the report; one copy for submitting to the Institution and one copy for personal reference.
7. **Structure of the project report:**



- Title page
- Certificate by the students
- Acknowledgements
- Contents
- List of Tables and graphs
- List of Acronyms used
- Chapter 1: Introduction (which includes importance of the study, objectives of the study, methodology and data source, Chapter frame, Concepts used, limitations of the study etc.)
- Chapter II: Review of Literature
- Chapter III: Profile of the study area (Optional)
- Chapter IV: Data Analysis (Core of the report)
- Chapter V: Summary of Findings and Conclusions
- Appendix: Questionnaire/Schedule, other exhibits, case etc.
- Select Bibliography (In referencing and bibliographic preparation, the APA (American Psychological Association) style sheet is recommended.

9. A project work must be the student's own work and must not contain any plagiarized material.

10. Evaluation of the project report: The project report shall be subject to both internal and external evaluation.

11. The internal as well as external evaluation shall be done by the Guide and External Examiners. This component is examined on the basis of the students' awareness in the research process and its methodology. An objective multiple choice Question Bank developed for the course may be used for internal evaluation.

12. The external assessment of the project is based mainly on the written material. Hence, the objective evaluation of it demands clear procedure. Accordingly, the examiners' assessment of the project work will be based on a variety of features. These include amongst others:

- Understanding of the topic
- Methodology used, the standard of presentation
- the adequacy of the literature survey and data search
- Integration with literature; interpretation of data and results
- Ability to explain findings; originality the correct usage of referencing system