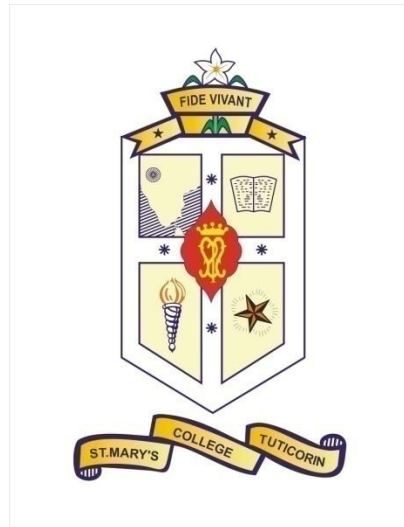


ST. MARY'S COLLEGE (Autonomous)

(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. 2024)

Programme Outcome

PO No.	After completion of the Undergraduate programme the students of St. Mary's College will be able to
PO 1	acquire an in-depth domain knowledge and a comprehensive knowledge of various disciplines to become skilled professionals
PO 2	enrich their communicative skills, and enhance their creative, numerical, analytical and problem-solving skills
PO 3	gain potential skills to excel in digital literacy, team management, scientific reasoning, research and self-directed life-long learning to emerge as entrepreneurs
PO 4	be aware of the environment with a social responsibility for the well-being of humanity and the planet at large
PO 5	be an empowered, economically independent woman with a global perspective to emerge holistically in the egalitarian society.

Programme Specific Outcome

PSO No.	Students of B.A. Economics will be able to	PO Matched
PSO-1	Develop the ability to understand and demonstrate comprehensive knowledge on the basic economic concepts and theories related to varied branches of economics like micro economics, macroeconomics, modern banking, economic development and planning, international economics, etc.	PO1
PSO-2	Enhance skills in practical application of economic theory, analyse and evaluate the current events from an economic perspective, communicate effectively and suggest alternative solutions to policy issues and socio-economic problems for sustainable development and environment.	PO2
PSO-3	Demonstrate the ability to analyse, interpret and draw relevant conclusions from quantitative and qualitative data and understand the broad contours of Economics and its methodologies, tools and analysis for enhancing research ability.	PO3
PSO-4	Familiarize students with the concepts and theories related to Management, Finance, Investments, commerce and promote the interest to use ICT in learning environment and to move with the digital economy.	PO4
PSO-5	Boost the spirit of self-confidence, inculcate moral values, nurture leadership qualities and team spirit for readiness to work and continuous learning.	PO5

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI
DEPARTMENT OF ECONOMICS
UG COURSE STRUCTURE (w. e. f. 2024)
SEMESTER – I

Part	Course	Course Code	Course Title	Contact Hours / Week	Credits	Max Marks		
						CIA	ESE	Total
I	Tamil /French	24ULTA11 /24ULFA11	Tamil	6	3	40	60	100
II	General English	24UGEN11	General English	6	3	40	60	100
III	Core	24UECC11	Microeconomics-I	5	5	40	60	100
	Core	24UECC12	Statistics for Economics-I	5	4	40	60	100
IV	Generic Elective (Allied)	24UECE11	Women and Management	4	3	40	60	100
	Skill Enhancement Course (Discipline Specific Elective)	24UECSE1	Demography	2	2	20	30	50
	Ability Enhancement Course	24UECA11	Value Education	2	2	20	30	50
			Total	30	22			

Semester – II

Part	Course	Course Code	Course Title	Contact Hours / Week	Credits	Max Marks		
						CIA	ESE	Total
I	Tamil / French	24ULTA21 /24ULFA21	Tamil / French	6	3	40	60	100
II	General English	24UGEN21	General English	6	3	40	60	100
III	Core	24UECC21	Microeconomics-II	5	5	40	60	100
	Core	24UECC22	Statistics for Economics- II	5	4	40	60	100
IV	Generic Elective (Allied)	24UECE21	Introduction to E - Commerce	4	3	40	60	100
	Skill Enhancement Course (Discipline Specific Elective)	24UECSE2	Salesmanship	2	2	20	30	50
	Ability Enhancement Course	24UECA21	EVS	2	2	20	30	50
			Total	30	22			

Semester – III

Part	Course	Course Code	Course Title	Contact Hours / Week	Credits	Max Marks		
						CIA	ESE	Total
I	Tamil / French	24ULTA31/ 24ULFA31	Tamil	6	3	40	60	100
II	General English	24UGEN31	General English	6	3	40	60	100
III	Core	24UECC31	Macro Economics-I	6	5	40	60	100
	Generic Elective (Allied)	24UECE31	Mathematics for Economics -I	4	4	40	60	100
	Skill Enhancement Course (Discipline Specific)	24UECSE4	Entrepreneurial Economics	4	4	40	60	100
IV	Generic Elective (NME)	24UECN31	Economics for Competitive Examinations	2	2	20	30	50
	Ability Enhancement Course	24UECA31	Yoga & Meditation	2	2			
	Self Study/ MOOC / Internship (Compulsory)	24UECSS1	Principles of Management	4	+2			
			Total	30	23+2			

Semester – IV

Part	Course	Course Code	Course Title	Contact Hours / Week	Credits	Max Marks		
						CIA	ESE	Total
I	Tamil / French	24ULTA41/ 24ULFA41	Tamil	6	3	40	60	100
II	General English	24UGEN41	General English	6	3	40	60	100
III	Core	24UECC41	Macro Economics –II	6	5	40	60	100
	Generic Elective I (Allied)	24UECE41	Mathematics for Economics -II	4	4	40	60	100
	Skill Enhancement Course (Discipline Specific Elective)	24UECSE5	Personality Development	4	4	40	60	100
IV	Generic Elective (NME)	24UECN41	Modern Banking and Insurance	2	2	20	30	50
	Ability Enhancement Course (Entrepreneurial Based)	24UECA41	Women Entrepreneurship	2	2			
	CDP				+1			
	NCC / NSS / Sports				1			
			Total	30	24+1			

Semester V

Part	Components	Course Code	Course Title	Hrs / Week	Credits	Max. Marks		
						CIA	ESE	Total
III	Core	24UECC51	Monetary Economics	6	5	40	60	100
	Core	24UECC52	Fiscal Economics	6	5	40	60	100
	Core	24UECC53	Rural Economics	6	4	40	60	100
	Core	24UECC54	Industrial Economics	5	4	40	60	100
	Discipline Specific Elective	24UECSE6	Health Economics	5	4	40	60	100
IV	Skill Enhancement Course	24UECSE7	Life Skills Development	2	2	20	30	50
	Self Study/ Online course / Internship (Optional)	24UECSS2	Self-Employment		+2		50	50
Total				30	24+2			

Semester VI

Part	Components	Course Code	Course Title	Hrs/ Week	Credits	Max. Marks		
						CIA	ESE	Total
III	Core	24UECC61	International Economics	6	5	40	60	100
	Core	24UECC62	Development Economics	6	5	40	60	100
	Core	24UECC63	Indian Economy	6	5	40	60	100
	Core	24UECC64	History of Economic Thought	6	5	40	60	100
IV	Core	24UECP61	Project	6	5	40	60	100
Total				30	25			

SEMESTER- I			
Core - I		MICRO ECONOMICS – I	
Course Code: 24UECC11	Hours / week :5	Hours / Sem.: 75	Credits :5

Objectives:

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

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	Utilise the economic models and able to understand the Utility concepts.	K1
CO-2	Identify the indifference curves and also understand its uses.	K2
CO-3	Demonstrate the types of costs in production.	K3
CO-4	Analyse the fundamental economic problems.	K4
CO-5	Evaluating the types, measurement and practical uses of the concept of elasticity of demand and supply.	K5

SEMESTER- I			
Core - I		MICRO ECONOMICS – I	
Course Code: 24UECC11	Hours / week :5	Hours / Sem.: 75	Credits :5

Unit – I: Basic Concepts **15 Hrs**

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

Unit – II: Utility Analysis **18 Hrs**

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

Unit – III: Demand and Supply Analysis **15 Hrs**

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

Unit- IV: Production **15 Hrs**

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

Unit – V: Cost and Revenue Concepts **12 Hrs**

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

Textbooks:

1. Robert Pindyck and Daniel L. Rubinfeld, *Micro Economics*, Macmillan, 2001
2. Hal R. Varian, Intermediate, *Micro Economics* (East-West Press: New Delhi), 2001
3. Paul Krugman and Robin Wells, *Micro Economics*, Worth Publishers, 2020.
4. Ahuja H. L *Principles of Microeconomics*, S.Chand, 2016
5. Timothy Taylor, Steven A Greenlaw and David Shapiro, *Principles of Economics*, 12th Media Services, 2017

Reference Books:

- 1.Koutsoyiannis, *Modern Microeconomics*, Palgrave Macmillan (UK) 2ndEdition 2003
2. Gregory Mankiw, *Principles of Microeconomics* Cengage India, 2017
3. Dwivedi, D.N, *Microeconomics: Theory and Applications*, 2nd ed., Pearson, 2002
4. Ferguson C.E. (1970), *Micro Economic Theory*, (Homewood, U.S.A)
5. Karl E.Case and Ray C Fair, *Principles of Economics*, Pearson Prentice Hall Inc Singapore South Asia , 2007

Web Resources:

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

Mapping of Course Outcomes with POs and PSOs

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO -1	PO -2	PO-3	PO -4	PO -5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO1	3	2	1	1	1	3	2	1	2	3
CO2	2	3	2	2	2	2	3	2	1	1
CO3	3	1	2	2	1	3	2	2	1	1
CO4	3	3	1	1	1	2	3	2	1	1
CO5	3	3	2	1	1	3	3	2	1	1
Ave.	2.8	2.4	1.6	1.4	1.2	2.6	2.6	1.8	1.2	1.4

Mapping	<40%	≥ 40%and<70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER- I			
Core - II		STATISTICS FOR ECONOMICS – I	
Course Code: 24UECC12	Hours / week :5	Hours / Sem.: 75	Credits :4

Objectives:

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

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	Know the various sampling methodologies and their efficiencies in theoretical and practical aspects	K1
CO-2	Estimate the basic ideas of correlation and regression and madevaluable conclusions by proper evaluation	K2
CO-3	Compute various measures of central tendency	K3
CO-4	Investigate different types of data and analyse the data using graphical techniques	K4
CO-5	Evaluate the measures of dispersion, skewness and kurtosis	K5

SEMESTER- I			
Core - II		STATISTICS FOR ECONOMICS – I	
Course Code: 24UECC12	Hours / week :5	Hours / Sem.: 75	Credits :4

Unit – I: Introduction and Collection of Data **15 Hrs**

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

Unit – II: Classification and Presentation of Data **15 Hrs**

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

Unit – III: Measures of Central Tendency **15 Hrs**

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

Unit – IV: Measures of Dispersion **15 Hrs**

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

Unit – V: Correlation and Regression **15 Hrs**

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

Textbooks:

1. Gupta. S.P, *Statistical Methods*, Sultan Chand and Sons, New Delhi, 2007
2. Sancheti. D.C and Kapoor V.K, *Statistical Theory Method and Application*, Sultan Chand and Sons, New Delhi, 2007
3. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, *Probability and Statistics*, S.Chand and Co, 2020.
4. Prof S.G.Vekatachalapathy and Dr.H.Premraj *Statistical Methods*, Margham Publications, 2018
5. Amutha.D. *A Textbook of Statistics for Economics*, New Delhi: Manglam Publications, 1st Edition, 2019.

Reference Books:

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

Web Resources:

1. <https://www.cuemath.com/data/statistics/>
2. <https://stattrek.com/statistics/resources>
3. <https://testbook.com/learn/maths-mean-median-mode/>
4. <https://www.statistics.com/>
5. <https://thisisstatistics.org/students/>

Mapping of Course Outcomes with POs and PSOs

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	2	2	1	3	3	1	2	2	1
CO-2	3	3	1	2	1	3	2	1	3	2
CO-3	2	2	3	1	2	2	3	1	2	1
CO-4	2	3	3	2	1	2	2	3	1	3
CO-5	1	3	2	2	3	1	3	2	3	2
Ave.	2.2	2.6	2.2	1.6	2.0	2.2	2.2	1.8	2.2	1.8

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER- I			
Elective (Allied)	WOMEN AND MANAGEMENT		
Course Code: 24UECE11	Hours / week :4	Hours / Sem.: 60	Credits :3

Objectives:

To provide students with the basic concepts of Management.
To probe the planning concepts and its objectives
To analyze the Organizational Levels in an Organization
To describes the leadership and motivation
To know the importance of controlling and planning

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	Summarize the concept of Management	K1
CO-2	Classify the various management principles	K2
CO-3	Demonstrate the concept of planning and Organising	K3
CO-4	Compare the relationship between Direction and Control	K4
CO-5	Extend various Management techniques	K5

SEMESTER- I			
Elective (Allied)	WOMEN AND MANAGEMENT		
Course Code: 24UECE11	Hours / week :4	Hours / Sem.: 60	Credits :3

Unit – I: Management **12 Hrs**
 Science – Theory – Practice - Evolution of Management Thought and the patterns of Management Analysis - The External Environment Social Responsibility and Ethics

Unit- II: Planning **12 Hrs**
 Nature and Purpose of Planning - Objectives, strategies, Policies, Planning Premises, Decision Making

Unit – III: Organizing **12 Hrs**
 Nature of Organizing and Entrepreneurial Organizational structure - Line/Staff Authority, Decentralization - Effective organizing and Organizational Culture - Human Resources Management and Selection - Performance Appraisal

Unit – IV: Leading **12 Hrs**
 Human Factors – Motivation – Leadership - Committees and Group Decision making.

Unit – V: Controlling **12 Hrs**
 The System and Process of Controlling - Control Techniques and information technology - Productivity - Operations Management - Overall control and toward the Future through Preventive Control - Global aspects in Planning – organizing – Staffing – Leading - Controlling, Cases Studies of Indian Companies in Various aspects of management- Kiran Mazumdar (Bio Corn) & Mallika Srinivasan.

Textbooks:

1. A Global Heinz Weilhrich Harold Koontz, Mc Graw Hill -*Management Perspective*
2. Boone and Koontz, McGraw Hill, *Management*
3. Harold Koontz, Cyril o “Donnell & Heinz weighrich – McGraw Hill, *Essentials of Management*
4. Gupta, Abha and Sinha, Smita (eds.) *Empowerment of Women: Language and Other Facets*, Mangal Deep Publications, Jaipur, 2005
5. William C. Miller & Addison Wesley, *The Creative Edge*

Reference Books:

1. Peter F. Drucker – Allied, *Management tasks, Responsibilities and Practices*
2. Gupta, Abha and Sinha, Smita (eds.) *Empowerment of Women: Language and Other Facets*, Mangal Deep Publications, Jaipur, 2005.
3. Hearn, Jeff, *The Gender of Oppression: Men, Masculinity and the Critique of Marxism*, Wheatsheaf Books, Sussex, 1987.
4. Amutha.D. *Empowerment of Self-Help Groups and Women Entrepreneurship*, New Delhi: Mangalam Publications, 1st Edition, 2013.
5. Pande, Minal, *The Subject is Women*, Sanchar Publishing House, New Delhi, 1990

Web Resources:

1. <https://hbr.org/1989/01/management-women-and-the-new-facts-of-life>
2. <https://www.catalyst.org/research/women-in-management/>
3. https://www.ilo.org/actemp/areas-of-work/WCMS_578474/lang--en/index.htm
4. <https://hbr.org/2010/03/women-in-management-delusions-of-progress>
5. <https://www.womeninmanagement.org/>

Mapping of Course Outcomes with POs and PSOs

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	2	2	1	3	2	3	1	2	2	3
CO-2	2	3	2	2	3	2	2	1	3	2
CO-3	2	3	1	3	1	1	2	3	2	1
CO-4	3	2	3	1	2	2	3	2	3	1
CO-5	3	1	2	2	1	2	2	1	1	3
Ave.	2.4	2.2	1.8	2.2	1.8	2.0	2.0	1.8	2.2	2.0

Mapping	<40%	≥ 40%and<70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER- I			
Skill Enhancement Course		DEMOGRAPHY	
Course Code: 24UECSE1	Hours / week :2	Hours / Sem.: 30	Credits :2

Objectives:

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

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	Know the basics of demography	K1
CO-2	Understand the migration measurement	K2
CO-3	Apply global demographic regimes and impact on public health	K3
CO-4	Analyse the inter- relationship between demography and the process of economic development	K4
CO-5	Evaluate India's population policy	K5

SEMESTER- I			
Skill Enhancement Course		DEMOGRAPHY	
Course Code: 24UECSE1	Hours / week :2	Hours / Sem.: 30	Credits :2

Unit –I Introduction: 6 Hrs

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

Unit –II Birth Rate, Death Rate and Fertility: 6 Hrs

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

Unit –III Migration and Urbanisation: 6 Hrs

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

Unit –IV Population Trends: 6 Hrs

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

Unit – V Population Policy in India: 6 Hrs

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

Textbooks:

1. Jhingan, M. L, B.K. Bhatt, J.N. Desan (2003) Demography, Vrinda Publications, New Delhi
2. Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.
3. Jennifer Hickes Lundquist, Douglas L. Anderton and David Yaukey, “Demography: The Study of Human Population”, Waveland Press Inc, 2015
4. Dudley L. Poston, Jr. and Leon F. Bouvier, “Population and Society: An Introduction to Demography”, Cambridge University Press, 2015
5. Amutha.D. *Principles of Population Studies*, New Delhi: Manglam Publications, 1st Edition, 2017.

Reference Books:

1. Agarwala S.N, *India’s Population Problem*, Tata McGraw-Hill, Bombay, 1985
2. Bhende, A. and T.R. Kanitkar, *Principles of Population Studies*, Himalaya Publishing House, Bombay, 1982
3. Bogue, D.J., *Principles of Demography*, John Wiley, New York, 1969
4. Sarah Harper (2018), *Demography: A Very Short Introduction*, Oxford Press 2018.
5. Amutha.D. *Indian Population Studies*, Bangalore: Archers and Elevators Publishing House, 1st Edition, 2012.

Web Resources:

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

Mapping of Course Outcomes with POs and PSOs

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO -1	PSO- 2	PSO-3	PSO -4	PSO-5
CO1	3	3	1	3	2	3	3	3	1	3
CO2	3	3	1	3	2	3	2	3	2	2
CO3	3	2	2	2	2	2	2	2	1	3
CO4	2	2	2	3	3	3	2	3	2	3
CO5	3	3	1	3	2	3	2	1	3	2
Average	2.8	2.6	1.4	2.8	2.2	2.8	2.2	2.4	1.8	2.6

Mapping	<40%	≥ 40%and<70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER- II			
Core - III		MICRO ECONOMICS – II	
Course Code: 24UECC21	Hours / week :5	Hours / Sem.: 75	Credits :5

Objectives:

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

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	Utilize the basic concepts of general equilibrium, efficiency and welfare	K1
CO-2	Know the market structure, price and output determination	K2
CO-3	Learn the production function theory and equilibrium	K3
CO-4	The analysis of perfect Competition and time element	K4
CO-5	Estimate the degree of price discrimination	K5

SEMESTER- II			
Core - III		MICRO ECONOMICS – II	
Course Code: 24UECC21	Hours / week :5	Hours / Sem.: 75	Credits :5

Unit- I Perfect Competition: 14 Hrs

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

Unit- II Monopoly and Price Discrimination: 15 Hrs

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

Unit- III Monopolistic and Oligopoly Competition: 16 Hrs

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

Unit- IV Distribution Theory: 14 Hrs

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

Unit- V Welfare Economics and General Equilibrium: 16 Hrs

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

Textbooks:

1. Robert Pindyck and Daniel L. Rubinfeld, *Micro Economics*, Macmillan, 2001
2. Hal R. Varian, *Intermediate Micro Economics* East-West Press: New Delhi, 2004
3. Walter Nicholson and Christopher Snyder, *Micro Economic Theory - Basic Principles and Extensions*, Cengage Learning India Pvt, Ltd, 12th Edition, 2016.
4. Paul Krugman and Robin Wells, *Micro Economics*, Worth Publishers, 2020.
5. Timothy Taylor, Steven A Greenlaw and David Shapiro, *Principles of Economics*, 12th Media Services, 2017

Reference Books:

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

Web Resources:

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

Mapping of Course Outcomes with POs and PSOs

Course Outcome	Programme Outcome (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO -1	3	3	2	1	2	2	3	3	3	3
CO -2	3	2	2	1	2	2	3	3	3	3
CO -3	2	3	2	2	1	3	3	2	3	2
CO -4	3	3	2	2	2	1	2	3	3	2
CO -5	3	3	2	2	2	2	2	3	3	2
Ave.	2.8	2.8	2	1.6	1.8	2	2.6	2.8	3	2.4

Mapping	<40%	≥ 40%and<70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER- II			
Core - IV		STATISTICS FOR ECONOMICS – II	
Course Code: 24UECC22	Hours / week :5	Hours / Sem.: 75	Credits :4

Objectives:

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

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	Understand the various basic concepts of sampling techniques.	K1
CO-2	Estimate the basic probability concepts	K2
CO-3	Apply the consumer and whole sale price index in the real-life market	K3
CO-4	Analyse the time series data, its applications to various fields and components of time series	K4
CO-5	Estimate the sample tests based on chi-square, F test and t test	K5

SEMESTER- II			
Core - IV		STATISTICS FOR ECONOMICS – II	
Course Code: 24UECC22	Hours / week :5	Hors / Sem.: 75	Credits :4

Unit –I Index Numbers: 15 Hrs

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

Unit – II Time Series Analysis: 15 Hrs

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

Unit – III Theory of Probability: 15 Hrs

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

Unit – IV Sampling: 15 Hrs

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

Unit – V Testing of Hypothesis: 15 Hrs

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

Test books:

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

Reference Books:

1. Anderson, David Ray, “*Statistics for Business and Economics*”, South-Western Pub,2001
2. Sancheti and Kapoor, *Statistics*, Sultan & Sons New Delhi, 2015
3. Gupta S.C. *Statistical Methods*, Sultan & sons New Delhi, 2015
4. Monga G.S. “*Mathematics and Statistics for Economics*”, Vikas Publishing House Pvt. Ltd New Delhi, 2001
5. Amutha.D. *A Textbook of Statistics for Economics*, New Delhi: Manglam Publications, 1st Edition, 2019

Web Resources:

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

Mapping of Course Outcomes with POs and PSOs

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	2	2	1	3	2	2	3	3	2	1
CO-2	1	2	2	1	2	2	2	3	1	3
CO-3	2	3	2	2	1	2	3	2	1	3
CO-4	2	3	2	2	1	3	1	2	1	2
CO-5	1	3	3	2	1	1	1	2	2	2
Ave.	1.6	2.6	2.0	2.0	1.4	2.0	2.0	2.4	1.4	2.2

Mapping	<40%	≥40%and<70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER- II			
Elective -II		INTRODUCTION TO E -COMMERCE	
Course Code: 24UECE21	Hours / week :4	Hours / Sem.: 60	Credits :2

Objectives:

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

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	Acquire the basic knowledge of E-Banking transactions, models for e-banking, mobile banking and Findings on security.	K1
CO-2	Understand the concepts of Digital Commerce	K2
CO-3	Familiarize business models within E- Commerce	K3
CO-4	Analyze the facets of E-banking, Tele banking	K4
CO-5	Gain practical knowledge in the process of online banking.	K5

SEMESTER- II			
Elective -II		INTRODUCTION TO E -COMMERCE	
Course Code: 24UECE21	Hours / week :4	Hours / Sem.:60	Credits :2

Unit -I Introduction: 12 Hrs

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

Unit – II Business Models for E-commerce: 12 Hrs

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

Unit – III Online Business Transactions: 12 Hrs

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

Unit – IV E-Promotion and Consumer Protection: 12 Hrs

E-Advertising techniques: Banners, Sponsorships, Portals, and online coupons-Role of Influencers in Social Media- Marketing Porters Value Chain Model-E- Commerce and consumers-Consumer

Protection (E-Commerce) Rules 2020 and Latest Amendments

Unit – V E- Payment System: 12 Hrs

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

Textbooks:

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

Reference Books:

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

Web Resources:

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

Mapping of Course Outcomes with POs and PSOs

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	2	3	2	1	2	3	3	1	2	3
CO-2	3	2	3	2	3	2	3	1	3	2
CO-3	1	3	2	2	1	2	3	2	2	1
CO-4	2	2	2	3	2	1	2	3	1	3
CO-5	3	1	3	2	3	3	2	2	2	2
Ave.	2.2	2.2	2.4	2.0	2.2	2.2	2.6	1.8	2.0	2.2

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER- II			
Skill Enhancement Course		SALESMANSHIP	
Course Code: 24UECSE2	Hours / week :2	Hours / Sem.: 30	Credits :2

Objectives:

To understand the knowledge of prospective buyers
To discuss the basic concepts of Selling.
To describes all the market efforts of an enterprise through personal selling
To create awareness on product knowledge.
To build long-lasting relationships with customers.

Course Outcomes

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO-1	Understand the various types of salesmanship	K1
CO-2	Explain the concepts of salesmanship, origin and its development	K2
CO-3	An in-depth demonstration to various stages of training of sales person in the effective functioning of an organization.	K3
CO-4	Able to analyze the fundamentals of sales personality	K4
CO-5	Evaluate the types and functions of sales organization	K5

SEMESTER- II			
Skill Enhancement Course		SALESMANSHIP	
Course Code: 24UECSE2	Hours / week :2	Hours / Sem.: 30	Credits :2

Unit -I Salesmanship: 6 Hrs

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

Unit – II Fundamentals of Selling: 6 Hrs

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

Unit – III Sales Organization: 6 Hrs

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

Unit – IV Sales Training and Remuneration: 6 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: 6 Hrs

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

Textbooks:

1. Bholanath Dutta and Dr. Girish.C, *Salesmanship* Himalaya Publishing House, 1st Edition, 2011
2. P.Saravanavel. *Advertising and Salesmanship*. Tamil Nadu: Margham Publications. 2nd Edition 2012.
3. Mahendra Mohan. *Advertising Management*. New Delhi: Tata Mc. Craw Hill. 23rd reprint edition 2006.
4. Pooja Jain & Dr. Neha Singhal, *Principles of Marketing*, US: Cengage Learning India Publisher. 1st edition 2019.
5. APICS and IBF. “*Sales and Operations Planning Insights and Innovations. Exploring Real-World S&OP Practices in Supply Chain and Operations Management*”2012, www.apics.org.

Reference Books:

1. Manju Tanwar& Dr. Pooja Goel, *Personal Selling and Salesmanship*, New Delhi: Galgotia Publishing Company. 1st edition 2021.
2. Mittal Agarwal, *How to Develop Personality*
3. Prakash shah, *How to Develop Effective Presentation*.
4. CHIKSHU, *Steps to Success*
5. Arden, T.G., and S.E. Edwards, *Best Practice Guide for Customer Service Managers: An Activity-based Workbook for Leaders of Teams That Strive for Service Excellence*. Longbridge Deverill, Wiltshire: Customer 1st International, 2009

Web Resources:

1. <https://www.marketing91.com/salesmanship/>
2. <https://accountlearning.com/salesmanship-meaning-features-objectives/>
3. <https://www.merriam-webster.com/dictionary/salesmanship>
4. <https://www.cliently.com/blog/salesmanship-definition>
5. <https://www.yourarticlelibrary.com/salesmanship/salesmanship-definition-importance-duties-and-types/50988>

Mapping of Course Outcomes with POs and PSOs

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	3	1	2	1	3	2	2	2	3
CO-2	3	2	2	1	2	2	3	2	2	2
CO-3	2	2	2	2	3	2	2	2	2	3
CO-4	2	1	3	2	2	2	1	2	2	2
CO-5	3	2	2	3	3	3	3	2	3	3
Ave.	2.6	2.0	2.0	2.0	2.2	2.4	2.2	2.0	2.2	2.6

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3