



PSGR KRISHNAMMAL COLLEGE FOR WOMEN
College of Excellence
(An Autonomous Institution, Affiliated to Bharathiar University)
(Reaccredited with 'A' Grade by NAAC, An ISO 9001:2008 Certified
Institution)
Peelamedu, Coimbatore-641004



DEPARTMENT OF ECONOMICS

**CHOICE BASED CREDIT SYSTEM &
OUTCOME BASED EDUCATION SYLLABUS**

BACHELOR IN ECONOMICS

2016 – 2019



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PROGRAMME OUTCOME- UG

PO1: Graduates with an in-depth knowledge of the concepts, principles, models and to develop basic skills used in the subject of Economics

PO2: Graduates with an understanding of various financial and economic sectors of the economy.

PO3: Graduates eligible for advanced studies for various business and employment opportunities

PO4: Eligible to conduct research

PO5: Sensitized the Ethical, Moral, Environmental, Social and Economic values among students

PROGRAMME SPECIFIC OUTCOME

PSO1: Graduates with intellectual and analytical skills to understand, analyze and evaluate the economic issues and challenges of day to day life.

PSO2: Graduates with higher education in areas closely related to Economics focused towards individual and social development.

PSO3: Graduates with evaluative and creative abilities to enable them to take up variety of careers in the field of Academic, Corporate, Administration and Entrepreneurship.



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DEPARTMENT OF ECONOMICS

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED

EDUCATION SYLLABUS & SCHEME OF EXAMINATION

2016- 2019

Semester	Part	Subject Code	Title of the Paper	Instruction Hours / Week	Instruction Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
								CIA	ESE	Total	
I	I	TAM1601/ HIN1601/ FRE1601/ MAL1201	Language I Tamil I/ Hindi I/ French I/ Malayalam – I	6	86	4	3	40	60	100	3
I	II	ENG1601/ ENG16F1	English English I/ Functional English I	6	86	4	3	40	60	100	3
I	III	ES16C01	Core Micro Economics I	5	71	4	3	40	60	100	4
		ES16C02	Indian Economy	5	71	4	3	40	60	100	4
I	III	EG16A01 HI16A01 TH16A01	Allied (Optional papers) English for effective Communication Principles of Modern	6	86	4	3	40	60	100	5

		ES16A01 ES16A02	Government Mathematical Statistics – I Indian Economic Development International Marketing								
I	IV	NME16B1/ NME16A1	Basic Tamil I/ Advanced Tamil I/	2	28	2	2	50	50	100	2
		NME12WS NME12GS NME12AS	Women Studies Gandhian Studies Dr.Ambedkar Studies	2	26	4	2	40	60	100	
II	I	TAM1602/ HIN1602/ FRE1602/ MAL1602	Language II Tamil II/ Hindi II/ French II Malayalam II	6	86	4	3	40	60	100	
II	II	ENG1602/ ENG16F2	English English II/ Functional English II	6	86	4	3	40	60	100	3
II	III	ES16C03 ES16C04	Core Micro Economics II Economics of Marketing	5 5	71 71	4 4	3 3	40 40	60 60	100 100	4 5
II	III	EG16A02 HI16A02 TH16A02	Allied (Optional papers) English Through Classics Indian Constitution Mathematical Statistics – II	6	86	4	3	40	60	100	5

		ES16A03 ES16A04 ES16A05	Economic Analysis Basics of Econometrics Monetary Economics								
II	IV		Open Course: (Self study- Online Course)	--	--	--	--	--	--	--	2
		NME16A2/ NME16B2	**Advance Tamil/Basic Tamil II	2	--	--	--	--	--	--	2
II	VI	NM12GA W	General Awareness	Self Study	--	--	Online Test	100	--	100	Gr.
III	I	TAM1603/ HIN1603 FRE1603/ MAL1603	Language III Tamil III/ Hindi III/ French III/ Malayalam III	6	86	4	3	40	60	100	3
III	II	ENG1603/ ENG16F3	English English III/ Functional English III	5	71	4	3	40	60	100	3
III	III	ES16C05 ES16C06	Core Statistics for Economics History of Economic Thought	4 4	56 56	4 4	3 3	40 40	60 60	100 100	4 4
III	III	EG16A03 BB16A03 TH16A11 A/	Allied (Optional papers) English for media Income Tax Mathematics for commerce level-	6	86	4	3	40	60	100	5

		TH16A11B ES16A06	I/Mathematics for commerce level-II Demography								
III	IV	NM14VHR	Value Education and Human Rights	2	26	4		100	-	100	2
III	IV	SB12BA01 / SB11BAP1	Skill Based Subject Information Technology and Business Automation (Theory)/ Office Package (Practical- 1)	1 2	13 28	2 2	-- --	-- --	-- --	-- --	-- --
III	IV	NM10EVS	Environmental Studies								
III	VI	JOB1603	Job Oriented Course –Retail Banking and Applied Economics	--	60	--	--			--	Gr
IV	I	TAM1604/ HIN1604 FRE1604/ MAL1604	Language IV Tamil IV / Hindi IV / French IV / Malayalam IV	5	71	4	3	40	60	100	3
IV	II	ENG1604/ ENG16F4	English English IV/ Functional English IV	6	86	4	3	40	60	100	3
IV	III	ES16C07 ES16C08	Core Mathematical Methods Public Finance	4 4	56 56	4 4	3 3	40 40	60 60	100 100	4 4
IV	III	EG16A04	Allied (Optional papers)	6	86	4	3	40	60	100	5

		HI16A04 BB16A04 ES16A07	English for Competitive Examination Contemporary India Indirect Taxation Research Methodology								
IV	III	INST	Field Training (2 Weeks) – submission of certificate	--	--	--	--	100	--	100	2
IV	IV	NM10EVS	Environmental Studies	2	26	4	3	100	--	100	2
IV	IV	SB12BA01 / SB11BAP1	Skill Based Subject Information Technology and Business Automation (Theory)/ Office Package (Practical- 1)	2 1	28 13	2 2	3 3	25 40	75 60	100 100	4 2
IV	V	Extension Activities	NSS, NCC, YRC and Sports & Games, Eco Watch, YI Net, Rotaract, Yoga	--	--	--	--	100	--	100	1
IV	V		Community Oriented Service	--	--	--	--	--	--	--	Gr.
V	III	ES16C09 ES16C10	Core Monetary Economics International Economics	7 7	101 101	4 4	3 3	40 40	60 60	100 100	5 5

V	III	ES16E01/ ES16E02	Elective Tamil Nadu Economy/ Principles of Accounting	7	101	4	3	40	60	100	5
V	III	ES13PROJ	Project & Viva - Voce	4	60	--	--	--	--	100	5
V	III	CE	Online Comprehensive Examination	--	--	--	--	--	100	--	Gr.
V	III	ES16AC1 ES16AC2	Advanced Learners Course (Self Study) Rural Economy Labour Economics	--	--	--	3	25	75	100	5*
V	IV	NM13IS1/ NM13IS2	Information Security Level I /Level II	2	26	4	-	100	-	100	Gr.
V	IV	SB16IB02/ SB16IBP2	Skill Based Subject Internet and e- commerce (Theory)/ Accounting Package (Practical)	1 2	13 28	2 2	-- --	-- --	-- --	-- --	-- --
V	VI		Personality Development	--	--	--	--	--	--	--	--
VI	III	ES16C11 ES16C12 ES16C13	Core Macro Economics Environmental Economics Introduction to Econometrics	7 7 7	101 101 101	4 4 4	3 3 3	40 40 40	60 60 60	100 100 100	5 5 5
VI	III		Elective	6	86	4	3	40	60	100	5

		ES16E03/ ES16E04	Economics in Farm Management/ Operations Research								
VI	III	ES16AC3 EC16AC4	Advanced Learners Course (Self Study) Urban Economy Foreign Trade practice & Procedures	--	--	--	3	25	75	100	5*
VI	IV	SB16IB02/ SB16IBP2	Skill Based Subject Internet and e- commerce (Theory)/ Accounting Package (Practical)	2 1	28 13	2 2	3 3	25 40	75 60	100 100	4 2
			Total							3800	140

QUESTION PAPER PATTERN

CORE & ALLIED PAPERS

Continuous Internal Assessment: 20 Marks

SECTION	MARKS	TOTAL
A – 5 X 2 Marks	10	50
B – 4 X 5 Marks	20	
C - 2/3 X 10 Marks	20	

End Semester Examination: 20 Marks

SECTION	WORD LIMIT	MARKS	TOTAL
A-12/15 X 2 Marks	One or two sentences	24	100
B - 6/8 X 6 Marks	250	36	
C - 4/6 X 10 Marks	500	40	

SKILL BASED SUBJECT

Continuous Internal Assessment: 20 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 4 Marks	16	25
B – 1 / 2 X 9 Marks	9	

End Semester Examination: 20 Marks

SECTION	MARKS	TOTAL
A- 4 / 6 X 5 Marks	20	50
B – 2 / 3 X 15 Marks	30	

ADVANCED LEARNERS COURSE (ALC)

Continuous Internal Assessment: 20 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 4 Marks	16	25
B – 1 / 2 X 9 Marks	9	

End Semester Examination: 20 Marks

SECTION	MARKS	TOTAL
A-5/8X5=25 Marks	25	75
B – 5/8X10=50 Marks	50	

VALUE EDUCATION AND HUMAN RIGHTS / WOMEN STUDIES / AMBEDKAR STUDIES / GANDHIAN STUDIES / ENTREPRENEURSHIP / ENVIRONMENTAL STUDIES

Continuous Internal Assessment: 50 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 5 Marks	20	50
B – 2 / 3 X 15 Marks	30	

For Value Education and Human Rights & Environmental Studies two internal tests will be conducted for 50 marks each and the total marks secured will be equated to a maximum of 75 marks and 25 marks is allotted for project / group discussion / presentation of a report.

INFORMATION SECURITY

Continuous Internal Assessment: 50 Marks

SECTION	MARKS	TOTAL
A – 5 / 8 X 2 Marks	10	40

B – 6 / 8 X 5 Marks	30	
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FIELD TRAINING

The students have the option to select any organization – Government / private like industry, R & D organizations, scientific companies, etc., in consultation with the staff coordinator & HoD. The students are to undergo training for a period of two weeks at the end of semester IV during vacation. The students must maintain a work diary and prepare report of the training undergone and submit the same to the HoD. On a stipulated date, there will be a viva-voce with internal examiners at the beginning of the semester V.

MODE OF EVALUATION	MARKS	TOTAL
Attendance	10	100
Work Diary	15	
Report	50	
Viva-voce	25	

PROJECT

Group Project and Viva Voce

Each faculty will be allotted 5 students. The topic/area of work will be finalized at the end of IV semester, allowing scope for the students to gather relevant literature during the vacation. Viva Voce/presentation will be conducted by a panel comprising of HOD, internal examiners. A power point presentation by the student group will be evaluated on the basis of students' response to the questions.

Area of Work

Methodology

Each project should contain the following details:

Brief introduction on the topic

Review of Literature

Materials and Methods

Results and Discussions

Conclusion / Summary

Bibliography

The above contents should not exceed 75 pages

Internal Assessment: 20 Marks

Review	Mode of Evaluation	Marks	Total
I	Selection of the field of study, Topic & Literature Collection	5	20
II	Research Design and Data Collection	10	
III	Analysis & Conclusion, Preparation of rough draft	5	

External Assessment: 80 Marks

Mode of Evaluation	Marks	Total
Project Report		
Relevance of the topic to academic / society	10	60
Objectives	10	
Research Methodology	20	
Results and Discussion	20	
Viva Voce		
Presentation	10	20
Discussion	10	

WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF
CONTINUOUS INTERNAL ASSESSMENT

Theory

	CIA I	CIA II	Model Exam	Assignment / Class Notes	Seminar	Quiz	Class Participation	Library Usage	Attendance	Max. Marks
Core / Allied	5	5	6	4	5	4	5	3	3	40
SBS	5	5	15	-	-	-	-	-	-	25
ALC		10	15	-	-	-	-	-	-	25
Information Security	40	40		10		10				100

Practical

	Model Exam	Lab Performance	Regularity in Record Submission	Attendance	Maximum Marks
/ SBS	12	20	5	3	40

RUBRICS

Assignment/ Seminar

Maximum - 20 Marks (converted to 4 marks)

Criteria	4 Marks	3 Marks	2 Marks	1 Mark
Focus Purpose	Clear	Shows awareness	Shows little awareness	No awareness
Main idea	Clearly presents a main idea.	Main idea supported throughout	Vague sense	No main idea
Organisation: Overall	Well planned	Good overall organization	There is a sense of organization	No sense of organization
Content	Exceptionally well presented	Well presented	Content is sound	Not good
Style: Details and Examples	Large amounts of specific examples and detailed description	Some use of examples and detailed descriptions	Little use of specific examples and details	No use of examples

CLASS PARTICIPATION

Maximum -20 Marks (converted to 5 marks)

Criteria	5 Marks	4 Marks	3 Marks	2 Marks	1 Mark	Points scored
Level of Engagement in Class	Student proactively contributes to class by offering ideas and asks questions more than once per class.	Student proactively contributes to class by offering ideas and asks questions once per class	Student contributes to class and asks questions occasionally	Student rarely contributes to class by offering ideas and asking no questions	Student never contributes to class by offering ideas	
Listening Skills	Student listens when others talk, both in groups and in class. Student incorporates or builds off of the ideas of others.	Student listens when others talk, both in groups and in class.	Student listens when others talk in groups and in class occasionally	Student does not listen when others talk, both in groups and in class.	Student does not listen when others talk, both in groups and in class. Student often interrupts when others speak.	
Behavior	Student almost never displays disruptive behavior during class	Student rarely displays disruptive behavior during class	Student occasionally displays disruptive behavior during class	Student often displays disruptive behavior during class	Student almost always displays disruptive behavior during class	
Preparation	Student is almost always prepared for class with required class materials	Student is usually prepared for class with required class materials	Student is occasionally prepared for class with required class materials	Student is rarely prepared for class with required class materials	Student is almost never prepared for class.	
					Total	

MAPPING OF POs WITH COs

COURSE	PROGRAMME OUTCOMES				
	PO1	PO2	PO3	PO4	PO5
COURSE - ES16C01					
CO1.	H	H	H	H	M
CO2.	H	H	H	M	M
CO3.	H	H	M	M	M
CO4.	H	H	H	H	M
CO5.	H	H	M	M	M
CO6.	H	H	M	M	M
COURSE - ES16C02					
CO1	H	H	H	H	H
CO2	H	H	M	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	M	H	H	H
CO6	H	H	H	H	H
COURSE - ES16A01					
CO1	H	H	H	H	H
CO2	H	H	M	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	M	H	H	H
CO6	H	M	H	H	H
COURSE - ES16A02					
CO1	H	H	H	H	H
CO2	H	H	H	H	M
CO3	H	H	H	H	H
CO4	H	M	H	H	H
CO5	H	H	H	H	H
CO6	H	H	H	H	H
COURSE- ES16C03					
CO1.	H	H	H	H	M

CO2.	H	H	M	H	M
CO3.	H	H	M	M	M
CO4.	H	H	H	M	M
CO5.	H	H	H	H	H
CO6.	M	H	H	M	H
COURSE - ES16C04					
CO1.	H	H	H	H	H
CO2.	H	H	H	M	H
CO3.	H	H	M	M	H
CO4.	H	H	H	H	H
CO5.	H	H	M	M	H
CO6.	H	H	M	M	H
COURSE - ES16A03					
CO1	H	H	H	H	H
CO2	H	M	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	M	H
CO6	H	H	H	H	H
COURSE- ES16A04					
CO1	H	H	H	M	H
CO2	H	H	H	H	H
CO3	H	M	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	M	H
CO6	H	H	H	M	H
COURSE - ES16A05					
CO1	H	H	H	H	H
CO2	H	M	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	M	H	H
CO6	H	H	H	H	H

COURSE - ES16C05					
CO1.	H	H	H	H	H
CO2.	H	H	H	H	M
CO3.	H	H	H	H	H
CO4.	H	M	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H
COURSE - ES16C06					
CO1.	H	H	H	H	M
CO2.	H	H	H	M	M
CO3.	H	H	M	M	M
CO4.	H	H	H	H	M
CO5.	H	H	M	M	M
CO6.	H	H	M	M	M
COURSE - ES16A06					
CO1.	H	H	H	H	H
CO2.	H	H	M	H	H
CO3.	H	H	H	M	H
CO4.	H	H	H	H	H
CO5.	H	M	H	H	H
CO6.	H	M	H	H	H
COURSE - ES16C07					
CO1.	H	H	H	H	H
CO2.	H	H	H	M	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	M	H	H	H
CO6.	H	M	H	H	H
COURSE- ES16C08					
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	H	H	H	H

CO4.	H	H	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H
COURSE - ES16A07					
CO1.	H	H	H	H	M
CO2.	H	H	H	M	M
CO3.	H	H	M	M	M
CO4.	H	H	H	H	M
CO5.	H	H	M	M	M
CO6.	H	H	M	M	M
COURSE- ES16C09					
CO1.	H	H	H	H	H
CO2.	H	M	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	M	H	H
CO6.	H	H	M	H	H
COURSE - ES16C10					
CO1.	H	H	H	H	M
CO2.	H	H	M	H	M
CO3.	H	H	M	M	M
CO4.	H	H	H	M	M
CO5.	H	H	H	H	H
CO6.	M	H	H	M	H
COURSE - ES16E01					
CO1.	H	H	M	H	H
CO2.	H	H	M	H	M
CO3.	H	H	M	M	M
CO4.	M	H	H	M	M
CO5.	H	H	H	H	H
CO6.	M	H	H	M	H

COURSE- ES16E02					
CO1.	H	H	H	H	H
CO2.	H	M	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	M	H	H
CO6.	H	H	M	H	H
COURSE - ES16AC1					
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H
COURSE - ES16AC2					
CO1.	H	H	H	M	M
CO2.	M	H	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	M	H	M	H	H
CO6.	M	H	M	H	H
COURSE - ES16C11					
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	H	H	H	H

CO4.	H	H	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H
COURSE - ES16C12					
CO1.	H	H	H	H	H
CO2.	H	H	H	H	M
CO3.	H	H	H	H	H
CO4.	H	M	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H
COURSE -ES16C13					
CO1.	H	H	H	M	H
CO2.	H	H	H	H	H
CO3.	H	M	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	H	M	H
CO6.	H	H	H	M	H
COURSE- ES16E03					
CO1.	H	H	H	H	M
CO2.	H	M	H	M	M
CO3.	H	M	M	M	M
CO4.	H	H	H	H	M
CO5.	H	H	M	M	M
CO6.	H	H	M	M	M
COURSE - ES16E04					
CO1.	H	H	H	H	M
CO2.	H	H	H	M	M
CO3.	H	H	M	M	M
CO4.	H	H	H	H	M

CO5.	H	H	M	M	M
CO6.	H	H	M	M	M
COURSE - ES16AC3					
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	M	H	M	H
CO4.	H	H	H	H	H
CO5.	H	H	M	H	H
CO6.	H	H	H	H	H
COURSE - ES16AC4					
CO1.	H	H	H	H	M
CO2.	H	H	M	H	M
CO3.	H	H	M	M	M
CO4.	H	H	H	M	M
CO5.	H	H	H	H	H
CO6.	M	H	H	M	H

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16C01	Micro Economics I	C	71	4	-	4

Preamble

To provide an understanding of the Nature and Scope of Economics, Basic Concepts, Principles and laws pertaining to the behaviour of Consumer and Producer

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define basic concepts and definitions of micro economics namely Wants, Utility, Demand, Elasticity of Demand, Indifference Curve, Factors of production, Production function, Fixed Factors ,Variable Factors and Cost and Revenue	K1
CO2.	List out Factors influencing wants, demand, elasticity of demand and supply, Factors of production namely land, labour, capital and economies of scale of production.	K1
CO3.	Explain basic laws of Micro economics namely Law of Consumption , Laws of Demand and Supply, Law of Consumer's Surplus, Revealed Preference Theory Law of Returns and Law of Returns to Scale .	K2
CO4.	Discuss the importance of Elasticity of Demand, and Indifference Curve. Differentiate the short run and long run costs and revenue concepts of the firm.	K2
CO5.	Examine Income Effect and Substitution Effect of the consumer with the help of Indifference Curve, least cost combination.	K3
CO6.	Illustrate equilibrium of the Consumer and Producer,	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	M
CO2.	H	H	H	M	M
CO3.	H	H	M	M	M
CO4.	H	H	H	H	M
CO5.	H	H	M	M	M
CO6.	H	H	M	M	M

H-High; M-Medium; L-low

CORE PAPER I -MICRO ECONOMICS I -ES16C01

(71Hrs)

SYLLABUS**UNIT I :(14 Hrs)**

Economics – Definitions – Nature – Scope – Method of Economic Analysis – Detective Method and Inductive Method – Static and Dynamic - Distinction between Micro and Macro Economics – Economic Laws

UNIT II : (15Hrs)

Cardinal Utility Analysis - Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility - Law of Demand – Exceptions - Elasticity of Demand – Types – Degrees – Measurement - Factors Influencing Elasticity of Demand.

UNIT III : (15Hrs)

Ordinal Utility Analysis – Indifference Curve Analysis – Properties – Marginal Rate of Substitution – Consumer’s Equilibrium –Income, Price and Substitution Effect - Consumer’s Surplus – Revealed Preference Theory.

UNIT IV: (14Hrs)

Factors of Production – Features – Production Function – Laws of Returns – Law of Variable Proportions – Returns to Scale – Producer’s Equilibrium – Economies and Diseconomies of Scale.

UNIT V: (13Hrs)

Cost Curves – Total, Average and Marginal – Nature of Short and Long run Average Cost Curves - Revenue Curves –Law of Supply – Factors affecting supply.

TEXT BOOK	1.Sankaran S	Micro Economics	Margham Publications – Chennai	2014
	2.Jhingan M.L.	Micro Economics	Vrinda Publications(P)Ltd, Delhi	2015.
REFERENCE	1. Kaveri R. and others	Micro Economic Theory	S.Chand and Company Ltd , New Delhi.	2010
	2. Ahuja H.L.	Principles of Economics	S.Chand and Company Ltd , New Delhi.	2014
	3. Amitkumar Upadhyay	Principles of Economics	Vikas Publishing	2014

Pedagogy: Chalk and Talk, PPT, Group Discussion, Debate and Seminar

Course Designers:

- 1.Dr. R. Santha
- 2.Mrs.Vanithamani

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16C02	INDIAN ECONOMY	C	71	4	-	4

Preamble

To introduce the students the fundamental topics in development & planning and to provide a comprehensive approach towards issues related to development & planning.

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Understand the basic concepts, ideas and strategies employed in the pursuit of economic development like growth and development, green revolution, , Agriculture , Marketing, Industry, Industrialisation,	K ₁
CO2.	New economic policy, liberalisation, globalisation, privatisation, Small scale industry, poverty, unemployment, disguised unemployment, full employment, vicious circle of poverty, planning etc..	K ₁
CO3.	Identify the factors that determine economic development and Distinguish between Growth & Development.	K ₂
CO4.	Understand the opportunities for and barriers for sustained economic development.	K ₂
CO5.	Impart knowledge on goals & objectives, implementation strategies, successes and failures of economic development efforts like five year plans & New Industrial policy.	K ₃
CO6.	Evaluate the alternate development policies & programs like population policy and removal of poverty & employment generation schemes.	K ₃

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	H
CO2	H	H	M	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	M	H	H	H
CO6	H	H	H	H	H

H-High; M-Medium; L-Low

CORE PAPER II – INDIAN ECONOMY-ES16C02**(71Hrs)****SYLLABUS****UNIT I :(14 hrs)**

Meaning of Economic Growth and Development – Determinants of Growth - Features of Under Developed Countries – Features of Indian Economy – *Features of Developed Countries.

UNIT II :(14 hrs)

Indian Agriculture – Role – Causes for Low Productivity – Green Revolution – Agricultural Marketing – Defects – Measures - Agricultural Finance.

UNIT III : (16 hrs)

Concept of Industrialization –Industrial Policy 1948, 1956 and New Industrial Policy –Problems of Large Scale Industries - Role and Problems of Small Scale Industries- Capital Formation – Meaning – Process – Causes for Low Capital Formation in India.

UNIT IV :(13 hrs)

Population in India – Size and Growth - Density of Population – Highlights of 2011 Census - National Population Policy 2000 – Poverty in India – Causes – Measures - Unemployment – Types – Measures-Causes of Brain Drain.

UNIT V :(14 hrs)

Planning – Meaning – Need – Objectives - Five Year Plans- Achievements – Current Five Year Plan - Liberalisation, Privatisation and Globalisation.

TEXT BOOK	1.Sankaran.S	Indian Economy (Problems, Policies and Development	Margham Publications, Chennai.	2013
	2.Dutt &Ruddar	Indian Economy	S.Chand Publishers, New Delhi.	2012
REFERENCE	1. Agarwal. A.N	Indian Economy	WishwaPrakashan New Delhi	2012
	2.Dhingra.IC	Indian Economy	Sultan Chand and Sons, New Delhi	2014
	3. Misra&Puri	Indian Economy-Its development- experience	Himalaya Publishing Houses, Mumbai	2009

Pedagogy : Chalk and Talk, PPT, Group Discussion, Debate

Course Designers:

- 1.Mrs.K. Renuka
- 2.Mrs. C. Athena

Course Number	Course Name	Category	L	T	P	Credit
ES16A01	INDIAN ECONOMIC DEVELOPMENT	A	86	04		5

Preamble

To impart the students with the knowledge on Indian economic development process, Budget and planning

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the meaning, definitions of growth and development, green revolution, , Agriculture , Industry labour productivity, new economic policy, liberalisation, globalisation, privatisation	K1
CO2	Understand Small scale industry poverty, unemployment, disguised unemployment, full employment, vicious circle of poverty, agricultural marketing, budget, Planning, National Income	K1
CO3	Distinguish between growth and development, Industrial policies 1948, 1956, Liberalisation and globalisation, relationship between population and poverty, Agriculture and industry	K2
CO4	Understand the process of industrialisation in India, effects, green revolution. need for planning	K2
CO5	Explain the Demographic features of Indian Economy .developed economy new economic policy procedure for preparing the budget Measurement of national income	K3
CO6	Examine the types of . budget .five plans. planning system in India, current budget,	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	H
CO2	H	H	M	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	M	H	H	H
CO6	H	M	H	H	H

H- High; M-Medium; L-Low

SEMESTER I - ALLIED PAPER I – INDIAN ECONOMIC DEVELOPMENT

SYLLABUS

(86Hrs)

UNIT I :(17 hrs)

Meaning of Economic Growth and Development – Factors influencing growth - Features of Under Developed Countries – Features of Indian economy – Features of Developed Countries.

UNIT II :(18 hrs)

Indian Agriculture – Role – Causes for Low Productivity – Green Revolution – Agricultural Marketing – Defects – Measures – Role of NABARD.

UNIT III :(16 hrs)

Industrialization– Meaning and Role – Industrial Policy of 1948, 1956 and 1991 - Role of Small-scale Industries.

UNIT IV :(19 hrs)

Population – Causes – Measures - Poverty – Causes – Measures - Unemployment - Budget – Meaning – Preparation of Budget – Current Budget.

UNIT V :(16 hrs)

Planning – Meaning – Need – Five Year Plans – Current Five Year Plan – National Income – Measurement – Uses – Difficulties.

TEXT BOOK

1.Sankaran.S	Indian Economy (Problems, Policies and Development	Margham Publications, Chennai.	2013
2.Dutt &Ruddar	Indian Economy	S.Chand Publishers, New Delhi	2012

REFERENCE BOOKS

REFERENCE	1. Agarwal.A.N	Indian Economy	WishwaPrakashan New Delhi	2012
	2.Dhingra.IC	Indian Economy	Sultan Chand and Sons,New Delhi	2014
	3. Misra&Puri	Indian Economy-Its development-experience	Himalaya Publishing Houses, Mumbai	2009

Pedagogy: Lecture (Chalk & talk), group discussion, OHP, debate, Quiz.

Course Designers:

- 1.Dr.Mrs. K. Renuka
- 2.Dr.Mrs. C. Athena

Course Number	Course Name	Category	L	T	P	Credit
ES16A02	INTERNATIONAL MARKETING	A	86	04		5

Preamble

To impart knowledge on concepts of International marketing, regional economic co-operation policies and market research techniques.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define the concepts of International marketing, trading blocks, economic development, internet, ASEAN, NAFTA, SAFTA, COMECON, MNCs, Marketing Research, Regional Co-operation,	K1
CO2.	Define Value Chain, Large Scale Enterprises, Small Scale Enterprises, Market Segmentation, Production Possibility Curve, Exchange ratio.	K1
CO3.	Discuss the regional economic co-operation policies , Value Chain Framework, various stages of Economic Development., features of firms operating in international markets.	K2
CO4.	Understand the stages of economic development with features in order to know required markets and making business decision.	K2
CO5.	Examine the base for foreign trade and find out the possibilities to analyse the niches to enter foreign markets.	K3
CO6.	Discuss the alternative market entry modes, international dimensions of marketing, potential market assessment, the market research techniques, international marketing and planning, selection process for the business.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	H	H	H	M
CO3.	H	H	H	H	H
CO4.	H	M	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H

H- High; M-Medium; L-Low

SEMESTER I -ALLIED PAPER II - INTERNATIONAL MARKETING

Syllabus

(86Hrs)

Unit I :(18 hrs)

Basic concepts of International Marketing : International marketing – Definition – International Dimensions of Marketing – Alternative Foreign Market Entry Modes – Large Scale Enterprises – Small and Medium Enterprises – Multinational Enterprises – Characteristics of Firms operating in International Markets – Value Chain as frame work - Benefits of International Marketing.

Unit II :(17 hrs)

Foreign Trade: Production Possibility Curve – Principle of Absolute Advantage – Principle of Relative Advantage – Exchange Ratios and Trade – Factor Endowment theory – Evaluation of Trade Theories – Determinants of Export Performance.

Unit III :(17 hrs)

Marketing and Economic Development: Stages of Economic Development – Information Technology – the Internet and Economic Development.

Unit IV :(17 hrs)

Economic Market Groups: Economic Co-operation Agreements – Trading blocks EEC - EFTA, COMECON - NAFTA - LAFTA - CEFTA - ASEAN - Multinational Market Regions and Market Groups.

Unit V :(17 hrs)

Potential Market Assessment : International Market Selection – Segmentation – Market Selection Process – Strategies – Market Research – Techniques – International Marketing : Planning and Control.

TEXT BOOK

1.Philip R. Cateora, John L. Graham	International Marketing	Tata Mc-Graw Hill, New Delhi.	2005
2. Natarajan L	International Marketing	Margam Publishers, Chennai	2015

REFERENCE BOOKS

1. Francis Cherunilam	International Marketing	Himalaya Publishing House,Mumbai	2014
2.Srinivasan.R	International Marketing	Prentice Hall of India, New Delhi	2012
3. Varshney RL & others	International Marketing Management	Sultan Chand Publishers, New Delhi.	2007

Pedagogy: Lecture (Chalk & talk), group discussion, visualisation, concept simulation, debate.

Course Designers:

DrNageshKumari

Dr. R. Santha

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16C03	MICRO ECONOMICS II	C	71	4	-	4

Preamble

To impart an understanding about the behaviour of the producer in different type of markets and pricing of factors of production

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define Market ,its types namely Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly ,Product Pricing, Factor Pricing ,Rent Wages, Interest and Profit	K1
CO2.	Identify the features of various markets, features of optimum firm.	K1
CO3.	Distinguish different type of markets, market price and normal price, nominal wages and real wages, gross interest and net interest, gross profit and net profit	K2
CO4.	Explain factors influencing markets, role of Time Element in Value Analysis.	K2
CO5.	Illustrate equilibrium and price determination in different type of markets both in product market and factor market.	K3
CO6.	Examine the defects of Monopolistic Market, role of trade union, monopolistic exploitation both in product market and factor market	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	M
CO2.	H	H	M	H	M
CO3.	H	H	M	M	M
CO4.	H	H	H	M	M
CO5.	H	H	H	H	H
CO6.	M	H	H	M	H

H-High; M-Medium; L-Low

CORE PAPER III -MICRO ECONOMICS II ES16C03

Syllabus

(71Hrs)

UNIT I :(13Hrs)

Market – Meaning – Perfect Competition - Features - Equilibrium of the Firm and Industry in Short and Long run –Role of Time Element.

UNIT II :(14 Hrs)

Monopoly: – Features –Types – Price Determination in Short and Long run - Price Discrimination – Types – Degrees of Price Discrimination – Price Determination under Discriminating Monopoly - Dumping.

UNIT III :(14 Hrs)

Monopolistic Competition and Imperfect Competition: – Selling Cost – Individual and Group Equilibrium in Short and Long run –Wastes of Imperfect Competition – Oligopoly :- Features – Types – Kinked Demand Curve Model.

UNIT IV :(15 Hrs)

Theory of Factor Pricing: - Marginal Productivity Theory – Rent – Ricardian theory of Rent – Quasi – Rent – Modern Theory of Rent. – Wages: – Real and Nominal wage – Demand & Supply Theory – Causes for Wage differences – Trade Union & Wages.

UNIT V: (15 Hrs)

Interest: – Gross Interest and Net Interest – Classical Theory – Loanable Fund Theory – Keynes Modern Theory of Interest. – Profit :- Gross and Net Profit –Theories of Profit.

TEXT BOOK	1.Sankaran S	Micro Economics	Margham Publications – Chennai	2014
	2.Jhingan M.L.	Micro Economics	Vrinda Publications(P)Ltd, Delhi	2015.
REFERENCE	1. Kaveri R. and others	Micro Economic Theory	S.Chand and Company Ltd , New Delhi.	2010
	2. Ahuja H.L.	Principles of Economics	S.Chand and Company Ltd , New Delhi.	2014
	3. Amitkumar Upadhyay	Principles of Economics	Vikas Publishing	2014

Pedagogy : Chalk and Talk, PPT, Group Discussion, Debate and Seminar

Course Designers

1.Dr. R. Santha

2.Dr. M.NageshKumari

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16C04	ECONOMICS OF MARKETING	C	71	4	-	5

Preamble

To impart knowledge on various marketing concepts, buyer behavior motives, product policies, market segmentation, sales promotion objectives.

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define basic concepts and definitions of marketing , product mix, product life cycle, product elimination, market segmentation, buyer behavior motives,	K1
CO2.	list out the objectives of marketing, factors influencing the pricing decisions , features of Salesmanship, elements of Promotion Mix, qualities of good salesman, kinds of pricing,	K1
CO3.	Distinguish between Market and Marketing, new product development and elimination of a product, need and basis for market segmentation.	K2
CO4.	discuss Personal Selling, Benefits of Advertising , advertising Agencies, significance of marketing, symptoms of a weak product	K2
CO5.	examine Sales Promotion Objectives, analyse the nature and scope of marketing, product life cycle	K3
CO6.	Analyse guidelines for product elimination, procedure for price determine, factors influencing pricing decisions	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	H	H	M	H
CO3.	H	H	M	M	H
CO4.	H	H	H	H	H
CO5.	H	H	M	M	H
CO6.	H	H	M	M	H

H-High; M-Medium; L-Low

**CORE PAPER –IV - ECONOMICS OF MARKETING - ES16C04
SYLLABUS**

(71Hrs)

UNIT I-(13hrs)

Marketing – meaning-definition - nature and scope- modern Marketing - Distinction between Market and Marketing -Significance of Marketing - Benefits - Costs - Objectives of Marketing - Features of Marketing - Factors influencing Marketing Concept.

UNIT II : (15 hrs)

Product Policies - Product Mix-Product Life Cycle-Branding and Packaging - New Product Development - Factors to be considered before introducing a New Product - Product Elimination - Symptoms of a Weak Product - Guidelines for Product Elimination.

UNIT III : (12 hrs)

Buyer Behavior Motives - Factors influencing Buyer Behavior - Market Segmentation - Need and Basis for Market Segmentation.

UNIT IV: (16 hrs)

Price – Meaning – Importance – Pricing Objectives - Factors influencing Pricing Decisions- Procedures for Price Determination – Kinds of Pricing – Price Differentials – Price Leader – Factors affecting Price – Resale Price Maintenance.

UNIT V: (15hrs)

Sales Promotion Objectives - Elements of Promotion Mix - Personal Selling - Qualities - Objectives - Features of Salesmanship- Uses of Salesmanship - Advertising - *Benefits of Advertising -*Advertising Agencies.

TEXT BOOK	R.S.N Pillai and Bagavathi	Marketing	S.Chand& Company, New Delhi	2010
REFERENCE	1.Amarchand D. And Varadarajan D	An introduction to Marketing	Himalaya Publishing House, Bangalore.	2011
	2.Kathiresan.S and Radha.V	Marketing	Kayem Packaging Industries, Chennai	2015

***Self-study**

Pedagogy : Chalk and Talk, PPT, Group Discussion, Debate and Seminar

Course Designers:

1. Mrs. C. Athena
2. Dr.M.NageshKumari

Course Number	Course Name	Category	L	T	P	Credit
ES16A03	ECONOMIC ANALYSIS	A	86	04		5

Preamble

To enable the students to understand the nature and scope of Economics and to impart knowledge on consumer behaviour, producer behaviour and factor pricing.

Course Outcomes

On the successful completion of the course, students will be able to

Mapping with Programme Outcomes

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1.	Define and list out various Economic concepts like wants, utility demand, supply, elasticity, cost, production, factors of production, types.	K1
CO2.	Understand the concepts of market, perfect competition, monopoly, price discrimination, monopolistic competition and Oligopoly	K1
CO3.	Differentiate the producer goods and consumer goods, perishable goods and durable goods, autonomous demand and induced demand , explain features of each factor of production.	K2
CO4.	Analyse and discuss the law of demand, supply, types of elasticity and consumer behaviour and indifference curves, Consumer equilibrium.	K3
CO5.	Discuss the principles relevant to supply of goods and producer behaviour under various market structures, Law of Variable Proportions, Laws of Returns, Returns to Scale, Economies of Scale, Least Cost Combination, Producer's equilibrium	K3
CO6.	Describe theories on distribution of wealth, Marginal Productivity theory, Ricardo's Rent theory, Schumpeters Profit theory, Dynamic Theory, Keynes Liquidity Preference theory.	K3

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	M	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	H	M	H
CO6.	H	H	H	H	H

H- High; M-Medium; L-Low

SEMESTER II -ALLIED PAPER- III- ECONOMIC ANALYSIS

Syllabus

(86Hrs)

UNIT I :(16 hrs)

Economics – Definition – Nature – Scope - Objectives of Firm – Social responsibilities of firm – Utility Analysis – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility.

UNIT II :(16 hrs)

Demand – Meaning - Types- Demand Analysis - Law of Demand-Indifference Curve Analysis – Elasticity of Demand – Consumer’s Surplus.

UNIT III :(18 hrs)

Production – Factors of production – Production Function – Least Cost Combination – Laws of Returns – Law of Variable Proportions – Returns to Scale – Economies of Scale – Law of Supply – *Cost and Revenue concepts and curves.

UNIT IV (20 hrs)

Market–Meaning–Types – Equilibrium of the firm – Industry – Pricing under Perfect Competition –Monopoly – Price Discrimination – Pricing under Monopolistic Competition – Pricing under Oligopoly.

UNIT V :(16 hrs)

Distribution- Marginal Productivity Theory – Theories of Wages – Rent – Interest - Profit.

TEXT BOOK

1.Sankaran.S	Economic Analysis	Margham Publications, Chennai	2005
2.Dr. Srinivasan	Economic Analysis	MeenakshiPathipagagm, Devakottai	2007

REFERENCE BOOKS

1. Kavery, Sudha and others	Micro Economic Theory	S.Chand and Co Ltd , New Delhi.	2006
2. Varshini and Maheswari	Managerial Economics	Sultan Chand and Son’s , New Delhi	2012
3.Dr. Vishwanath B.K	Principles of Economics	Chandra LokPrakshan, New Delhi	2013

Pedagogy: Lecture (Chalk & talk), group discussion, OHP, role play, Quiz.

Course Designers:

- 1.Dr. M. Nagesh Kumari
2. Dr.Mrs.K. Renuka

Course Number	Course Name	Category	L	T	P	Credit
ES16A04	BASICS OF ECONOMETRICS	A	86	4		5

Preamble

To make the students to understand the basic concepts in Econometrics and to empirically verify economic relationships.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define the concepts like econometric research. Economic statistics data hypothesis forecasting –linear function trend value heteroscedasticity autocorrelation multicollinearity dummy variable dummy variable trap	K1
CO2.	List out the properties of estimators properties of OLS estimators OLS principles uses of dummy variables	K1
CO3	Distinguish between simple and multiple regression model autocorrelation heteroscedasticity multicollinearity	K2
CO4	Explain the significance properties of OLS estimators of the estimated parameters exponential functions OLS principles	K2
CO5.	Examine the functional forms of regression model testing the hypothesis trend values Analysis of variance	K3
CO6	Describe the significance of dummy variables, Autocorrelation, OLS Method	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	M	H
CO2.	H	H	H	H	H
CO3.	H	M	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	H	M	H
CO6.	H	H	H	M	H

H- High; M-Medium; L-Low

SEMESTER -II - ALLIED PAPER IV – BASICS OF ECONOMETRICS

Syllabus

(86 Hrs)

UNIT I :(18hrs)

Econometrics – Meaning – Goals – Theoretical econometrics – Applied econometrics – Methodology of Econometric research.

UNIT II :(16 hrs)

Simple Linear Regression model – Assumptions – OLS principles – Properties of estimators (without proof) – Properties of OLS estimators (without proof).

UNIT III :(18 hrs)

OLS estimation of a simple and multiple regression model – Significance of the estimated parameters – ‘t’ test – Co – Efficient of Determination-Non-linear form estimation-exponential function-time as a trend value.

UNIT IV :(18 hrs)

Violation of OLS - Assumptions – Heteroscedasticity – Autocorrelation – Multicollinearity: Meaning – Causes – Consequences. [Theory only]

UNIT V :(16 hrs)

Dummy variable – meaning – uses – significance – Dummy variable model – Dummy variable Trap.

TEXT BOOK

1.Damodar .N. Gujarati	Essentials of Econometric	McGraw Hill Book Co, New Delhi	2012
2. Christopher Dougherty	Introduction to Econometrics	Oxford University Press, New Delhi	2011

REFERENCE BOOKS

1.Koutsoyoannis. A	Theory of Econometrics	Macmillan, Great Britain.	2009
2. Maddala.G.S	Introduction to Econometrics	John Wiley & Sons Ltd, New York	2012
3.Navdeep kaur&Arul pragasams.shymala	Econometrics	Vishal publishing .co, New Delhi	2013

Pedagogy: Lecture (Chalk & talk), group discussion, OHP.

Course Designers:

- 1.Mrs.K. Renuka
- 2.Mrs. C. Athena

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
ES16A05	MONETARY ECONOMICS	A	86	04	-	5

Preamble

To impart knowledge on banking functions, role of money in a modern economy and recent trends in banking sector.

Course outcome

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define various concepts of Monetary Economics like Money value, Fiat money, Near money, Credit money, Monetary standard, Inflation, Inflationary gap, Deflation, Stagflation,	K1
CO2.	Understand the concepts of Trade cycle, Innovative Banking – ATM – Teller System – Credit and Debit Card – Factoring Services – E - Banking and Mutual Fund.	K1
CO3.	Identify the merits and demerits of Mono-metallism, Bi-metallism, Paper currency standard, Difference between Transactionary approach and Cash balance approach, the system of note issue followed in India,	K2
CO4.	Explain the types of inflation, analyse the causes, consequences of inflation and deflation, reasons for Inflationary gap, the role of money in a modern economy, functions of commercial bank, functions of central bank	K2
CO5.	Analyse the role of money in a capitalistic society, importance of money in a modern economy, the determinants of Money supply, the principles and methods of note issue, the phases of trade cycles,	K3
CO6.	Describe Fisher's Quantity theory of Money, Cambridge version of Quantity Theory, Keynes Income theory, Government measures to control inflation, methods of credit control and role of banks in development process	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	S	H	H	H	H
CO2.	H	M	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	M	H	H
CO6.	H	H	M	H	H

H- High; M-Medium; L-Low

SEMESTER V -CORE-IX - MONETARY ECONOMICS

Syllabus

(86Hrs)

UNIT I :(16 hrs)

Monetary Economics – Meaning, Nature and Scope - Money – Definition –Evolution -Kinds - Functions –Significance - Drawbacks of Money-Significance of Money – Money in a Capitalist Economy and Socialist Economy –Mixed economy-Circular Flow of Money.

UNIT II :(16 hrs)

Monetary Standard–Features of a good monetary standard – Types – Monometalism – Bi - metalism - Paper standard –Merits and Demerits- Principles and Methods of Note Issue – India’s Present Currency System.

UNIT III :(18hrs)

Value of Money – Demand for Money - Supply of Money –Determinants of Money supply - Theories of Money – Fisher’s Quantity Theory – Cambridge Equations – Keynes’ Income Theory – Friedman’s Restatement of Quantity Theory

UNIT IV : (18 hrs)

Inflation –Meaning –Features - Types – Causes – Control – Inflationary Gap – Deflation – Meaning -Causes – Control – Stagflation – Trade Cycle – Phases of Trade Cycle– Control

UNIT V :(18 hrs)

Functions of Central Bank— Credit control measures- – Quantitative and Qualitative - Demonetisation -Functions of Commercial Bank – Role of Commercial Banks in Economic Development — Recent Trends in Banking – Innovative Banking – ATM – Teller System – Credit and Debit Card.ForexCARD– Factoring Services – E - Banking and Mutual Funds.

TEXT BOOK

Jhingan M.L	Monetary Economics	Vrinda Publications Pvt. Ltd. , New Delhi	2010
Seth ML	Monetary Economics	Lakshmi Narayan, N.D.	2012

REFERENCE

1.Ghosh.B.N and Rama Ghosh	Fundamentals of Monetary Economics	Himalaya Publishing House, Bombay	2004
2.Kavery.K U.K Sudha Nyaik and others	Monetary Economics	S.Chand and Company Ltd	2012
3.ReetaMathur	Monetary Economics	RBSA Publishers, Jaipur	2001

Pedagogy: Lecture (Chalk & talk), group discussion, PPT, debate, role play.

Course Designers:

1. Mrs.D.Vanithamani
2. Dr.M.NageshKumari

COURSE NUMBER-	COURSE NAME: STATISTICS FOR	Category	L	T	P	Credit
ES16C05	ECONOMICS	C	56	04		4

Preamble

To impart the students with the knowledge of gathering, analyzing and interpretation of data to draw conclusions.

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define the concepts of Statistics, Sampling, Data Primary Data, Secondary Data, Frequency, Cumulative Frequency, Variable, Mean, Median, Mode, Dispersion,	K1
CO2.	Understand Correlation, Regression, Price Index, Quantity Index, Least squares, Moving average, secular trend, Index numbers	K1
CO3.	Distinguish between Primary and Secondary Data, Difference between Regression and Correlation.	K2
CO4.	Understand the parts of a Table. Understand to draw Histogram, Bar Diagram and Pie Diagram.	K2
CO5.	Calculate Measures of Central Tendency, Quartile Deviation, Mean Deviation and Standard Deviation. Calculate the Correlation between two variables.	K3
CO6.	Discuss the Nature and Scope of Statistics, Sampling Techniques, Methods of collecting Primary Data.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	H	H	H	M
CO3.	H	H	H	H	H
CO4.	H	M	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H

H-High; M-Medium; L-Low

**CORE PAPER V – STATISTICS FOR ECONOMICS - ES17C05
SYLLABUS**

(56Hrs)

UNIT I: (13 hrs)

Statistics – Meaning , Definition ,Characteristics ,Statistics Science or Art , Importance , Functions , Limitations - Collection of Data , Meaning , Classification and tabulation of Data , Diagrammatic presentation , Meaning Types.

UNIT II: (10hrs)

Measures of Central Tendencies –Average - Arithmetic Mean, Median and Mode.

UNIT III: (11 hrs)

Dispersion ,Meaning ,Methods ,Range – Inter Quartile – Mean Deviation – Standard Deviation– Co-efficient of Variation.

UNIT IV: (11 hrs)

Correlation , Definition , Importance , Types ,Karl Pearson’s Co- efficient of Correlation Spearman’s Rank Correlation.

Regression Analysis , Definition , Uses ,Difference between Correlation and Regression Simple problems

UNIT V: (11 hrs)

Time Series Analysis , Components , Measurement of Secular Trend –,Graphic Method , Methods of Least Square , Moving average method - Index numbers , Definition , Characteristics Uses , Types of Index Numbers , Problems in constructing ,weighted Index Numbers Laspeyer’sPaasche’s, Bowley , Fisher’s , Marshall Edge worth – Test of Consistency of Index Numbers Time Reversal Test . Factor Reversal Test

TEXT BOOK	1.R.S.N.Pillai& Bhagavathi	Statistics	S Chand & Co. Ltd., New Delhi	2010
	2.Gupta S.P	Statistical methods	S.S.Chand Co Ltd., New Delhi	2016
REFERENCE BOOK	1.Navaneethan P.A.	Business Mathematics and Statistics	Jai Publishers, Trichy	2003
	2B.L.Agarwal	Basic statistics	New Age International Publishers	2006
	3.S.P.Gupta &M.P.Gupta	Business Statistics	Sultan chand&sons, New Delhi.	2014

25 percent of the Question Paper should contain Theory Questions

Course Designers:

1. Mrs.Vanithamani
2. Mrs. C. Athena

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16C06	HISTORY OF ECONOMIC THOUGHT	C	56	4	-	4

Preamble

To enable the students to understand the Evolution of Economic ideas from time to time and contribution of eminent thinkers to Economic Thought.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define Mercantilism, Physiocracy, Net product, Socialism, Laissez Faire, Division of Labour, Harmony of Interest, class struggle, Dialectical materialism , Quasi-Rent ,Representative Firm, Bread Labour, Brain Drain, Sarvodaya	K1
CO2.	List out Essential ideas of Classical Economists, General outline of Mercantilism, ideas of Physiocrats, the canons of Taxation, Principles of Austrain School, ideas of Institutional School,	K1
CO3.	Distinguish between Mercantilism and Physiocracy, Marxism and Classicism – Keynes and Classicism	K2
CO4.	Explain the Ricardian Theory of Rent, Malthusian Theory of Population, Keynesian Theory of Employment, The Drain theory	K2
CO5.	Discuss the economic ideas of Adam Smith, Analyse the role of Mercantilist , Enumerate the factors which gave rise to physiocracy,	K3
CO6	Analyse Gandhiji's Economic ideas, Economic Doctrine of Veblen, Economic ideas of AmartyaSen	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	M
CO2.	H	H	H	M	M
CO3.	H	H	M	M	M
CO4.	H	H	H	H	M
CO5.	H	H	M	M	M
C06	H	H	M	M	M

H- High; M-Medium; L-Low

CORE PAPER VI – HISTORY OF ECONOMIC THOUGHT

Syllabus

(56Hrs)

UNIT I (13hrs)

Nature and Significance of the History of Economic Thought –Physiocracy, Factors gave rise to Physiocracy, Representatives of Physiocratic School-Quesney,Turget - Mercantilism , Factors that gave rise to Mercantilism , Representative Mercantilists- Thomas Mun Antonio Serra Phillipp Von Hornick , Neo-Mercantilism - Classical School ,Economic Concepts of Adam Smith – David Ricardo , T.R.Malthus , J.S.Mill.

UNIT II (10hrs)

Socialism – Karl Marx ,The Marxian system , Materialistic Interpretation of History , Class Struggle , Marxism and Classicism , Labour theory of Value , Theory of Surplus Value, features of capitalism, socialism and mixed economy - The Marginalist School ,Gossen , Karl Menger Jevons , Leon Walras.

UNIT III (11hrs)

Historical School , Essential ideas of Historical School , Bruno Hildebrand ,Karl KniesSchmoller - The Austrian School , Main Principles of the Austrian School ,Carl Menger, Friedrich von Wieser , Bohm-Baerk’s Theory of Capital and Interest – Institutional School , The Essential ideas of Institutional School - Thorstein Veblen – J.R.Commons -Schmoller

UNIT IV (11hrs)

Welfare Economics – Marshall ,New Welfare Economics ,J.A.Hobson , A.C.Pigou – J.R. Hicks ,Pareto,J.M.Keynes ,Keynesian Theory of Employment -Keynesian Revolution.

UNIT V (11 hrs)

Indian Economic Thought – Economic ideas of Thiruvalluvar - D.Naoroji – Ranade – Gohale – M.K.Gandhi – Ambedkar -Manmohan Singh – Amartya Sen.

TEXT BOOK	1.S.K.Srinivasan	History of Economic Thought	S Chand & Co. Ltd., New Delhi	2009
	2. V..Loganathan	Economic Thought	S.Chand Co. Ltd., New Delhi	2015
REFERENCE	1.S.Sankaran	Economic Thought	Margham Publication, Chennai	2015
	2.H.L. .Bhatia	A History of Economic Thought	Vikas Publishing House pvt ltd, Chennai	2009.
	3.T.N.Hajela	History of Economic Thought	Ane Books pvt.Ltd, New Delhi.	2008

Pedagogy: Lecture (Chalk & talk), group discussion, visualisation, concept simulation, debate

Course Designers:

1. Mrs.Vanithamani
2. Dr.M.NageshKumari

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16A06	DEMOGRAPHY	A	86	04	-	5

PREAMBLE

To create awareness about the Demographic features of India, causes for population Explosion, problems and Measures.

COURSE OUTCOME

On the successful completion of the course, students will be able to

CO NUMBER	CO Statement	Knowledge level
CO1	Define Demography Census, , Registration of vital Events, Malthusian theory, optimum theory, fertility, Mortality, Migration, Death rate infant mortality, family planning	K1
CO2	Define Population, National population policy, Demographic research, Demographic forecasting, Push and pull factors	K1
CO3	Distinguish between Demography and population, sources of Demography Data, Malthusian theory and Optimum theory, population policy and family planning	K2
CO4	Understand the importance of demography, limitation, causes for rapid population growth, factors affecting death rate, causes of infant mortality, , factors determining Fertility, Mortality	K2
CO5	Analyse the features of National sample survey census, Biological theories, sociological theories, Measurement of Death rate, effects of migration consequences of high population growth, measure	K3
CO6	Examine the types of Migration, Theories of Migration population policy and family planning in India, Demographic research its types, Methods of Demographic forecasting.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	H
CO2	H	H	M	H	H
CO3	H	H	H	M	H
CO4	H	H	H	H	H
CO5	H	M	H	H	H
CO6	H	M	H	H	H

H – High; M- Medium; L –Low

**ALLIED PAPER-I DEMOGRAPHY- ES17A06
SYLLABUS**

(86Hrs)

UNIT I : (16 hrs)

Scope of Demography and Source of Demographic Data –Difference between Demography and Population Studies,– Importance - limitations – Census – National Sample Surveys – Registration of Vital Events.

UNIT II:(16 hrs)

Theories of population - Malthusian Theory - Optimum Theory – Biological theories - Sociological theories – Economic theories.

UNIT III: (20 hrs)

Fertility-Mortality and Migration - Meaning of Fertility and Mortality – Measurement and Determinants - Measurements of Death Rate-Economic and Social Factors affecting Death Rate-Causes of Infant Mortality.- Migration-Meaning – Types – Factors - Theories of Migration - Effects of Migration

UNIT IV: (18 hrs)

Population in India: - Trends in India’s Population - Causes for rapid Population Growth- Consequences of high Population Growth - Population Policy and Family planning in India .

UNIT V : (16 hrs)

Demographic Research: - Areas of Demographic Research-Types of Demographic Research- Problems of Demography -Methods of Demographic Forecasting:

TEXT BOOK	1. Asha. A Bhende& Tara Kanikar	Principles of Population Studies	Himalya Publishing House, New Delhi .	2005
	2.Ragavender	Migration	Abhijeet publication new Delhi	2011
REFERENCE	1.Agarwal.S.N	India’s Population Problem	Tata McGraw-Hill, Delhi	2000
	2. Srivatsava.S	Demography	Sultan chand sons private Ltd.New Delhi	2001
	3 B.N. Ghosh	Population Economics	Meenalashi publication	2000

Pedagogy: Lecture (Chalk & talk), group discussion, debate

Course Designers:

1. Mrs.K.Renuka
2. Dr.R.Santha

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16C07	MATHEMATICAL METHODS	C	56	04		4

PREAMBLE

To impart the students to understand the Mathematical tools to be applied to economic models.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO NUMBER	CO Statement	Knowledge level
CO1.	To understand the meaning of Quantitative Techniques, limit function, slope, differentiation, Marginal revenue, Average revenue, Marginal cost, matrix, Rank of Matrix, Inverse of a matrix.	K1
CO2	Define Determinants, Integration , consumer surplus, producer's surplus, total revenue, total cost, constraint optimization, crammer's rule	K1
CO3	Distinguish between function and equation, relationship between Maxima and Minima, Average Marginal cost, first order and second order partial differentiation revenue producer's surplus, consumer surplus,	K2
CO4	Understand the rules of Differentiation Addition, multiplication rule, Division rule, chain rule, Inverse rule – Elasticity of demand. Operation of Matrices – addition, subtraction, Inverse of a matrix rules of integration.	K2
CO5	Examine the Derivation of utility maximisation, conditions for Maxima and Minima – Higher order derivatives of partial differentiation Mathematical derivation of profit Maximisation. Matrix – Multiplication, Economic Application of total cost and total revenue	K3
CO6	Analyse the type of Matrix, properties of determinant solution of simultaneous equation using crammer's rule. Role of Mathematics in Economic theory. Application of consumer surplus, producer's surplus.	K3

Mapping with Programme Outcomes

COS	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	H
CO2	H	H	H	M	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	M	H	H	H
CO6	H	M	H	H	H

S – High ; M- Medium; L –Low

CORE PAPER VII - MATHEMATICAL METHODS – ES16C07

SYLLABUS

(56Hrs)

UNIT : (13hrs)

Definition and Scope of Quantitative Techniques in Economic Theory – Limit – Slope – Functions .Rules of Differentiation – Addition - Subtraction – Multiplication – Division – Differentiation of Single Variable Function.

UNIT II: (10hrs)

Higher Order Derivatives – Maxima and Minima – Utility Maximisation , Revenue and Profit Maximisation , Cost Minimisation. 10hrs

UNIT III: (11hrs)

Partial Differentiation – First Order – Second Order partial derivatives. Total Differentiation – Differentiation with Two Variable Model – Constrained Optimization.

UNIT IV: (10hrs)

Matrix – Addition – Subtraction – Multiplication – Determinants – Solution of Simultaneous Equations using Cramer’s Rule.

UNIT V: (12hrs)

Integration – Rules – Addition - Subtraction; Definite Integral; Economic application - Total cost - Total Revenue, Consumers Surplus, Producers Surplus– Simple Problems.

TEXT BOOK	Metha&Madnani	Mathematical Methods	Sultan Chand and Sons, New Delhi	2007
	2Agarwal .S	M athematical Methods	Sultan Chand and sons New Delhi	2010
REFERENCE	1.Allen R.G.D	Introduction to Mathematical Analysis for Economics	Prentice Hall of India, New Delhi	2002
	2.Bose.D	Mathematical Methods	Vrinda Publications, New Delhi	2004
	3Chandhury .S.K	Mathematical Methods	Sumit enterprises New Delhi	2009

25 percent of the Question Paper should contain Theory Questions

Course Designers:

1. Mrs. K. Renuka
2. Mrs. C. Athena

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
ES16C08	PUBLIC FINANCE	C	56	4	-	4

Preamble

To acquire basic knowledge on various sources of Public Revenue, Public Expenditure, Public Debt and its management.

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define the concepts of Public and Private Finance– Principle of Maximum Social Advantage. Public Goods - Private goods -Mixed Goods,	K1
CO2	Understand the concepts of Public revenue, taxation, impact, public expenditure, public debt, budget, deficit financing, fiscal policy, finance commission	K1
CO3	Distinguish private and public finance – tax and non-tax revenue and expenditure, direct tax and indirect tax	K2
CO4	Understand the meaning of public revenue, public expenditure, public debt, debt management,	K2
CO5	Examine various types of public expenditure, types of revenue, Sources of Borrowing – Classification of Public Debt -- Meaning – types, discuss the Redemption of Public Debt.	K3
CO6	Analyse the effects of public expenditure, public revenue, cannons of taxation Causes and Growth of Public Debt	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H

H- High; M-Medium; L-Low

Core Paper VIII- PUBLIC FINANCE – ES16C08
Syllabus

(56Hrs)

UNIT I :(12hrs)

Public Finance – Meaning - Nature – Scope - Importance of Fiscal Economics – Public and Private Finance– Principle of Maximum Social Advantage. Public Goods - Private goods -Mixed Goods – Concepts only- Public Finance in Under Developed Countries.

UNIT II: (11hrs)

Public Revenue – Meaning – Significance – Sources – Canons of Taxation - Principles of Taxation – Impact, Incidence and Shifting of Tax Burden - Tax and Non-tax Revenue VAT – Service Tax - GST – Effects – Classification – Theories of Taxation – Direct and Indirect taxes.

UNIT III: (11hrs)

Public Expenditure – Classification – Principles – Canons of Public expenditure – Effects – Causes for the Growth of Public Expenditure – Control of Public Expenditure.

UNIT IV :(12hrs)

Public Debt – Meaning – Sources of Borrowing – Classification of Public Debt – Causes and Growth of Public Debt – Redemption of Public Debt. Budget - Meaning – types – Budget Deficit - Deficit Financing - Preparation of a Budget in India – Current Budget.

UNIT V :(10 hrs)

Fiscal Policy – Meaning – Objectives – Instruments-Fiscal Policy in India - Federal Finance – Meaning – importance - Principles - Problems– Finance Commission – Report of Current Finance Commission – Local Finance in India.

TEXT BOOK	Tyagi.B.P	Public Finance	JaiprakashNath and Company, Meerut	2008
	Singh S.K	Public Finance in Theory &Prctice	S.Chand	2010
REFERENCE	R. P. Musgrave	Public Finance	Tata Macgrail	2008
1	P.B. Musgrave			
2	Sankaran.S	Fiscal Economics	Margham Publications, Chennai	2007
3	Dr.M.Girija, Dr.U.K.SudhaNaya k. R.Cauvery	Public Finance	S.Chand and Company, New Delhi.	2008

Pedagogy: Lecture (Chalk & talk), group discussion, visualization, concept simulation, brainstorming session, debate.

Course Designers

Dr.R.Santha

Dr.M.NageshKumari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
ES16A07	RESEARCH METHODOLOGY	A	86	4	-	5

Preamble

1. To make the students understand the basic skills of research and to provide an understanding about the Nature and Scope of Research Methodology.
2. To facilitate the students to apply the research skills in their research work.

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Know the meaning of research, types and features of good research, interpretation, report writing, hypothesis, .	K1
CO2.	List out the types of sampling design and the steps involved in it, find the type of hypothesis,	K1
CO3.	Differentiate Primary and secondary data, Distinguish the various methods of data collection.	K2
CO4.	Explain the basic concepts research methodology, primary data, Observation method, Interview method, Questionnaire method, Schedules, Secondary data	K2
CO5.	Examine the steps in Report writing, Analyse the formulation of Hypothesis, Discuss the need for report writing and interpretation.	K3
CO6.	Describe the concepts of research design, processing of data, levels of significance, layout of research report	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	M
CO2.	H	H	H	M	M
CO3.	H	H	M	M	M
CO4.	H	H	H	H	M
CO5.	H	H	M	M	M
CO6.	H	H	M	M	M

H- High; M-Medium; L-Low

**RESEARCH METHODOLOGY ES16A07
SYLLABUS**

(86Hrs)

Unit I-(18 hours)

Research Methodology- An Introduction: Meaning of Research – Objectives – Motivations – Types of research – Significance – Research Process – Criteria for Good Research.

Unit II-(18 hours)

Research Design: Meaning – Need – Features – Concepts – Exploratory – Descriptive – Sampling - Need – Concepts –Determination of sample size - Sampling Design – Meaning – Characteristics – Steps in Sampling Design – Types of Sampling Design

Unit III-(14 hours)

Measurement and data Collection: Scales – Meaning – Types – Data collection – Methods of data collection – Observation method – Interview method – Questionnaire method – Schedules – Secondary data – Other methods

Unit IV-(18 hours)

Processing and Analysis of Data: Processing Operations – Editing and Coding – Classification and Tabulation – Hypothesis Formulation – Meaning – Characteristics – Basic concepts in Hypothesis – Null Hypothesis – Alternative Hypothesis – Levels of significance.

Unit V-(18 hours)

Interpretation and ReportWriting-Meaning – Need of Interpretation – Precautions in Interpretation - Importance of Report writing – Steps in Report writing – Layout of research Report

TEXT BOOK	Kothari C R	Research Methodology – Methods and Techniques	New Age International Publishers, New Delhi	2008
	R Meenakshi, M Girija, R Cauvery And U K SudhaNayak	Research Methodology	S. Chand, New Delhi	2003
REFERENCE	Tripathi PC	A Textbook of Research Methodology	Sultan Chand & Sons	2014
	Pannerselvam.R	Research Methodology	PHI Learning Pvt Ltd, Delhi	2013
	Kenneth S.Bordens, Bruce B. Abbot	Research Design and Methods -A Process Approach	Tata McGraw, Hill Publishing	2007

Pedagogy: Lecture (Chalk & talk), group discussion, debate

Course Designers:

1. Dr.M.NageshKumari
2. Mrs. C. Athena

SEMESTER III&IV- PAPER-I

INFORMATION TECHNOLOGY AND BUSINESS AUTOMATION

SUBJECT CODE- SB12BA01

Hours: 58

UNIT-I (12hrs)

Introduction to Computer-Generation of computers-classification of computers-Characteristics of computers –Hardware and Software.Introduction to windows-working within a window-toolbars, menu, dialog boxes-working with drivers, folders & files.

UNIT-II (11 hrs)

Word- basics-menus and toolbar-creating and saving a document-editing text formatting documents-mail merge-working with tables.

Excel- Introduction to spread sheet-menus and toolbars-creating and saving a work book-entering data-formatting-formulas-charts and graphs.

UNIT-III (11 hrs)

Access- creating a new database-creating & editing table-entering& sorting data in table- sorting, filtering &finding data-forms and queries.

Power Point- creating a new presentation-entering and editing text-formatting text-slide show-adding charts, diagrams and tables.

UNIT-IV (12 hrs)

Network – Introduction to Network – Types of Network: Local Area Network – Wide Area Network – Metropolitan Area Network – Wireless Local Area Network

UNIT-V (12 hrs)

Operating System – Functions of Operating System – Classifications – Types of OS- DOS – UNIX –Windows Operating system – Windows 98 – Windows NT workstation.

Books Recommended:

Book Name	Author Name	Publisher	Year and edition
PC software for windows made simple	R.K.Taxali-Tata	McGraw Hill Publications Pvt.Ltd	1998
Microsoft office	Galgotia	BPB publications	2000
A Textbook of Information Technology	R. Saravanakumar , R.Parameshwaran T. Jayalakshmi	S.Chand	Reprint 2010

SEMESTER III & IV
PRACTICAL-I OFFICE PACKAGE
SUBJECT CODE-SB11BAP1

Hours : 27

I WORD

1. Type a paragraph and Perform: Font using font size, font style, line spacing etc.
2. Type a paragraph insert page numbers at the bottom right alignment, Insert header consisting of date and time, insert footer consisting of page Numbers.
3. Type a paragraph and do the following:
 - a. Change the paragraph into two or three columns
 - b. Check the spelling and grammar
 - c. Use bullets and numbering
 - d. Use drop cap
 - e. Find and replace a word
3. Prepare a class timetable using table option and merging cells.
4. Prepare an application for a job with the bio-data using auto text.
5. Prepare a college day invitation using borders and shading option, word art and pictures.
6. Create a bio-data using word wizard.
7. Using mail merge, draft a birthday party letter inviting five of your friends. Prepare a shareholder's meeting letter for 10 members using mail merge operation

II EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: data entry, total, average, result and ranking by using arithmetic and logical functions and sorting
2. Input the data and compute the following using formula:
 $(A*B)/C$
 $(A+B)/C$
 $(A/C) * (A/B)$
3. Draw different graphs for a sample data.
4. Enter the semester marks and calculate total auto-sum and average using function wizard.
5. Enter the data with following fields:
 - Serial no
 - Course
 - Duration
 - No of students
 - Total fees

Perform the following:

- a) Change font as bold
 - b) Arrange the alignment as center
 - c) Rename the sheet
 - d) Insert a new sheet
 - e) Move a sheet
- a) Delete a sheet
 - b) Hide/unhide columns

c) Change column width

6. Calculate simple and compound interest.

III POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product; characteristics, special features, price, special offer etc. add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation of slides for organization details for 5 levels of hierarchy of a company by using organisation chart.
3. Design a college day invitation using power point.
4. Create different slides in PowerPoint and present a slide show using custom animation and slide transition.

IV ACCESS

1. Prepare a payroll for employee database of an organisation with the following details: employee id, employee name, and date of birth, department and designation, date of appointment, basic pay, dearness allowance, and house rent allowance and other deductions if any. Perform queries for different categories.

2. Create mailing labels for student database which should include at least three table must have at least two fields with the following details:

Roll no, name, course, year, college name, university, address, phone number.

3. Create forms for the simple table ASSETS.

4. Create a table called 'books' with the following fields:

- S.no
- Book name
- Author's name
- Category
- Price
- Availability

Do the following queries:

a) Sort the table in the ascending order of author's name

b) Find the author of a particular book and its price

c) Find the details of the books which are available in the library

d) Find if a particular book is available or not.

e) Find the price of a particular book

f) Find the no of books in Commerce category and arrange it in descending order of price

JOB ORIENTED COURSE- JOB1603**30hours**

Session No	Sessions	RETAIL BANKING- Description	Hou rs	Methodolog y
1	Introduction to the Indian Financial System	Understand the definition of banks;;Understand the structure of the financial system in India;;Understand the need for a central bank in the financial system;;	1	AV + Case studies + Activity
2	Introduction to the Indian Financial System 1	Understand the role of the Reserve Bank of India;; Understand the functions and responsibilities of the RBI;;	1	AV + Case studies + Activity
3	Types of banks	Understand the different types of banks;;Understand the basis for identification of types of banks;; Understand how to identify the various types of banks from a given set;;	1	AV
4	Operation of Banks	Understand the functioning of banks;;Understand the concept of spread;;Understand how banks make profits;;Understand the movement of cash in a bank;;Understand the concept of liquidity risk;;	1	AV + Case studies
5	Operation of Banks 1	Understand the concept of collateral;;Understand importance of collaterals when issuing loans;; Understand the concept of sector exposure limits set by RBI;; Understand criteria for loan issuance;;Understand concept of credit worthiness	1	AV
6	Non Banking Financial Corporations	Understand the meaning of an NBFC;;Understand the operations of an NBFC;;	1	AV
7	The mechanics- NBFC vs Banks	Understand the difference between NBFC & Bank;;Understand what forms the customer base of NBFCs;;Understand the funding of NBFCs;;Understand the need for equity capital in NBFCs;;	1	AV + Case studies
8	Retail Banking	Understand the various products offered by banks under retail banking;; Understand how to identify the best fit product based on customer needs;; Understand features of retail products like housing loan, vehicle loan, personal loan and educational loans;;	1	AV + Case studies

9	Retail Banking	Understand the meaning of the term mortgage;; Understand the term collaterals;;Understand definition of hypothecation;;Understand concept of moratorium period;;Understand the risks involved in banking;;Understand the difference between hypothecation, pledge and mortgage;;Understand the definition of retail banking;; summarise all offerings under retail banking	1	AV+Activity
10	Business Correspondent and Business Facilitators	Understand the meaning of financial inclusions;; Understand the need for financial inclusions;; Understand the beneficiaries of financial inclusions;; Understand the various products and offerings under financial inclusions;; Understand the concept of business correspondent and business facilitators;;Understand the concept of microfinance institutions;;	1	AV+ In Class Activity
11	Micro finance - A Case Study	Understand the various features of microfinance through a case study;; Understand the funding and operations of a microfinance institution;;Understand the implications on investors in case of losses incurred by microfinance institutions;;	1	AV+ In Class Activity
12	Commercial Banking	Understand the meaning of commercial banking;; Understand the products offered under commercial banking;; Understand the contrast needs of corporates against individuals;; Understand features of corporate offerings;;	1	AV
13	Commercial Banking	Understand the products offered under commercial banking;; Understand features of overdraft;;Understand the features of commercial vehicle financing;; Understand the features of working capital loans;;	1	AV+ In Class Activity
14	Forex Banking	Understand the various functions involved in forex banking like hedging;; Understand the definition and need for hedging;; Understand concept of exchange rate and currency conversion;; Understand the services like export advance and import advance offered by banks;;	1	AV+ In Class Activity

15	Computation of Interest & EMI	Understand the concept of simple interest and compound interest;; Understand the concept of Equated Monthly Instalments;; Understand how to compute simple interest;; Understand how to compute compound interest;; Understand how to compute EMIs;;	1	Worksheets
16	Computation of Interest & EMI	Understand the concept of simple interest and compound interest;; Understand the concept of Equated Monthly Instalments;; Understand how to compute simple interest;; Understand how to compute compound interest;; Understand how to compute EMIs;;	1	AV+ In Class Activity
17	Documentation, Form Filling, KYC – AML	Understand the need for KYC;;Understand the concept of money laundering;; Understand bank's role in anti-money laundering;; Understand how to fill relevant forms for operation of accounts;; Understand the assessment of KYC forms;;	1	AV+ In Class Activity
18	Banking Operations	Understand the different operations in a bank;; Understand how to distinguish between front office, back office and middle office functions in a bank;;Understand the importance of different roles in the operations of bank	1	AV+ In Class Activity
19	Prudential Norms	Understand the concept of Non Performing Assets;;Understand classification of non performing assets;; Understand concept of prudential norms laid down by RBI;; Understand the norms on non performing assets and income recognition;; Understand provisioning requirements for non performing assets	1	AV+ In Class Activity
20	Branch Manager	Understand the roles and responsibilities of a bank manager;; Understand the qualification required for a bank branch manager	1	AV+ In Class Activity
21	Branch Manager 1	Understand the role of a bank manager;; Understand the decision making involved for resource allocation by a branch manager	1	AV+ In Class Activity
22	Bank Teller	Understand the roles and responsibilities of a bank teller;; Understand the qualification required for a bank branch manager;; Understand how to identify counterfeit	1	AV+ In Class Activity

		notes;;		
23	Credit Officer	Understand the roles and responsibilities of a credit officer;; Understand the qualification required for a credit officer;; Understand how to interpret CIBIL reports and analyse credit worthiness;;	1	AV+ In Class Activity
24	Debt Recovery Agent	Understand the roles and responsibilities of a debt recovery agent;; Understand the qualification required for a debt recovery agent;; Understand the need for a debt recovery agent;;	1	AV+ In Class Activity
25	Private Banker/Investment banker	Understand the roles, responsibilities and qualifications required for an investment banking job role & a private banker's role;;	1	AV+ In Class Activity
26	The Banking Regulation Act	Understand the important features of the Banking Regulation Act;; Understand the statutory requirements;;Understand the capital requirements of banks;; Understand the concept of BASEL norms;; Understand the terms TIER I and TIER II capital;; Understand how to compute various statutory ratios for a bank;;	1	AV+ In Class Activity
27	The Banking Regulation Act	Understand the important features of the Banking Regulation Act;; Understand the statutory requirements;;Understand the capital requirements of banks;; Understand the concept of BASEL norms;; Understand the terms TIER I and TIER II capital;; Understand how to compute various statutory ratios for a bank;;	1	AV+ In Class Activity
28	The Negotiable Instruments Act	Understand the main features of the Negotiable Instruments Act;; Understand the features of different negotiable instruments;; Understand the types of cheques;;	1	AV+ In Class Activity
29	The SARFAESI Act	Understand the applicability of the SARFAESI Act;; Understand the situations where banks may resort to the provisions of SARFAESI Act;;	1	AV+ In Class Activity
30	Digital Banking	Understand the different offerings of banks under technological products;;Understand the safety requirements in products like net banking, mobile banking etc.:. Understand security threats and safety measures to	1	AV+ In Class Activity

		counter the same;;		
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Job Oriented Course in Retail Banking and Applied Economics

Applied Economics

Se	Content	Learning Objective	Hours	Pedagogy
1	Demand Elasticity-1	Understand the concepts of demand and supply, the demand – supply interaction dynamics in a market and the real world applications of demand, supply and price	2	AV + Case Study
2	Demand Elasticity-2	Understand the Law of Demand and analyse the price- demand mechanism;; Understand the basics of elasticity concepts	2	AV + Case Study
3	Demand and Supply game	Understand how demand and supply forces interact and behave in a market structure;; Understand the concept of equilibrium price and equilibrium quantity	2	AV + Game based
4	Demand Elasticity-3	Understand and interpret survey data;; Understand economic concepts to business decision-making	2	AV + Case Study
5	Demand Elasticity-4	Understand and interpret survey data;; Understand economic concepts to business decision-making	2	AV + Case Study
6	Market Structure 1 Monopoly game	Understand the different types of market structure in operation;; Understand various monopolies operating in real world scenario;; Understand various types of monopoly;; Understand the pros and cons of monopolies operating in the market;; Understand various government regulations imposed on the working of monopolies	2	AV + Game based
7	Market Structure 2 Oligopoly game	Understand on the structure of oligopoly;; Understand the working of oligopoly with special reference to Oil and Petroleum Exporting Companies;;	2	AV + Game based

		Understand the efficiency and working of oligopolies in the market		
8	Business Cycles	Understand various types of business cycles;; Understand the major recessions happened in the past;; Understand how government intervenes during business cycle fluctuations	2	AV + Game based
9	Business Metrics terms & definitions 1	Understand and interpret the costing concepts with real life examples;; Understand how to calculate input cost;; Understand the difference between fixed and variable costs;; Understand the concept of break-even	2	AV + Case Study
10	Intro to Business Metrics, terms and definitions-2	Understand the concept of capital expenditure;; Understand the concept of depreciation, profit, receivables etc.;; Understand how to calculate interest payable	2	AV + Case Study
11	Intro to Business Metrics, terms and definitions - 3	Understand the working and operation of business;; Understand various kinds of costs incurred in operation of a business and its impact on business	2	AV + Case Study
12	Introduction to Types of Business	Understand the different forms of business organization;; Understand the concept of company and its main objects;; Understand the concepts of Memorandum of Association (MoU), Articles of Association, registration clauses etc.	2	AV + Case Study
13	Intro to Profit and Loss Account	Understand the concepts of key accounting principles	2	AV + Case Study
14	Intro to Balance Sheet	Understand the different types of accounts and names of different accounts	2	AV + Case Study
15	<i>TEST</i>	Assessment	2	Worksheets

COURSE NUMBER	COURSE NAME	CATEGOR Y	L	T	P	CREDI T
ES16C09	MONETARY ECONOMICS	C	101	07	-	5

Preamble

To impart knowledge on banking functions, role of money in a modern economy and recent trends in banking sector.

Course outcome

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowldge Level
C01	Define various concepts of Monetary Economics like Money value, Fiat money, Near money, Credit money, Monetary standard, Inflation, Inflationary gap, Deflation, Stagflation	K1
CO2	Define Trade cycle, Innovative Banking – ATM – Teller System – Credit and Debit Card – Factoring Services – E - Banking and Mutual Fund.	K1
C03	Identify the merits and demerits of Mono-metallism, Bi-metallism, Paper currency standard, Difference between Transactionary approach and Cash balance approach, the system of note issue followed in India,	K2
CO4	Explain the types of inflation, analyse the causes, consequences of inflation and deflation, reasons for Inflationary gap, the role of money in a modern economy, functions of commercial bank, functions of central bank	K2
C05	Analyse the role of money in a capitalistic society, importance of money in a modern economy, the determinants of Money supply ,the principles and methods of note issue, the phases of trade cycles,	K3
C06	Describe Fisher’s Quantity theory of Money, Cambridge version of Quantity Theory, Keynes Income theory, Government measures to control inflation, methods of credit control and role of banks in development process	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
C01	H	H	H	H	H
C02	H	M	H	H	H
C03	H	H	H	H	H
C04	H	H	H	H	H
C05	H	H	M	H	H
CO6	H	H	M	H	H

H- High; M-Medium; L-Low

**SEMESTER V -CORE-IX - MONETARY ECONOMICS
SYLLABUS**

(101Hrs)

UNIT I : (20 hrs)

Monetary Economics – Meaning, Nature and Scope - Money – Definition –Evolution -Kinds - Functions –Significance - Drawbacks of Money-Significance of Money – Money in a Capitalist Economy and Socialist Economy –Mixed economy-Circular Flow of Money.

UNIT II :(18 hrs)

Monetary Standard–Features of a good monetary standard – Types – Monometalism – Bi - metalism - Paper standard –Merits and Demerits- Principles and Methods of Note Issue – India’s Present Currency System.

UNIT III: (20 hrs)

Value of Money – Demand for Money - Supply of Money –Determinants of Money supply - Theories of Money – Fisher’s Quantity Theory – Cambridge Equations – Keynes’ Income Theory – Friedman’s Restatement of Quantity Theory.

UNIT IV :(20 hrs)

Inflation –Meaning –Features - Types – Causes – Control – Inflationary Gap – Deflation – Meaning -Causes – Control – Stagflation – Trade Cycle – Phases of Trade Cycle– Control – Theories of Trade cycle – Sunspot Theory – Psychological Theory – Over Investment Theory – Keynes Theory – Innovation Theory – Hawtrey’s Theory – Hicks Theory.

UNIT V: (23 hrs)

Functions of Central Bank– Credit control measures- – Quantitative and Qualitative - Demonetisation -Functions of Commercial Bank – Role of Commercial Banks in Economic Development — Recent Trends in Banking – Innovative Banking – ATM – Teller System – Credit and Debit Card .ForexCARD– Factoring Services – E - Banking and Mutual Funds.

TEXT BOOK	1.Jhingan M.L	Monetary Economics	Vrinda Publications Pvt. Ltd. , New Delhi	2010
	2.Seth ML	Monetary Economics	Lakshmi Narayan, N.D.	2012
REFERENCE	1.Ghosh.B.N and Rama Ghosh	Fundamentals of Monetary Economics	Himalaya Publishing House, Bombay	2004
	2.Kavery.K U.K Sudha Nyaik and others	Monetary Economics	S.Chand and Company Ltd	2012
	3.ReetaMathur	Monetary Economics	RBSA Publishers, Jaipur	2001

Pedagogy: Lecture (Chalk & talk), group discussion, PPT, debate, role play.

Course Designers:

1. Dr.NageshKumari
2. Mrs.D.Vanithamani

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16C10	INTERNATIONAL ECONOMICS	C	101	7	-	5

Preamble

- To impart knowledge on the importance of International Trade.
- To develop an understanding on Free trade, Protection, Quotas, Tariffs, Balance of payments, Exchange Rate, Exchange control and International Financial Institutions.

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define and understand what is International Economics, Free Trade, Protection, Quotas, Tariff, Balance of Trade, Balance of Payments, Terms of Trade , Exchange rate, Fixed Exchange and Flexible Exchange Rate, Mint Parity and Purchasing Power Parity	K1
CO2	Identify the Features of International Trade, Free Trade .Protection, Balance of payments , Exchange Control	K1
CO3	Differentiate Free Trade and Protection, Fixed Exchange Rate and Flexible Exchange Rate, Balance of Trade and Balance of Payments, WTO and GATT and List different types of quotas and tariffs	K2
CO4	Explain factors influencing International Trade, Free trade, Types of Terms of Trade , Exchange Rate, Balance of Payments.	K2
CO5	Outline the salient aspects of International Trade Agreements and Trade Organisations	K3
CO6	Examine and illustrate the Theories of International Trade, BOP Theories , Exchange Rate Theories. Analyse the need for protection, , the advantages and disadvantages of free trade and Protection, impact of Quotas and tariffs, Components of BOP , various methods of Exchange control, International Financial institutions	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	M
CO2	H	H	M	H	M
CO3	H	H	M	M	M
CO4	H	H	H	M	M
CO5	H	H	H	H	H
CO6	M	H	H	M	H

H-High; M-Medium; L-Low

CORE PAPER X - INTERNATIONAL ECONOMICS ES16C10

Syllabus

(101Hrs)

UNIT I :(19 hrs)

International Economics : – Definition – Importance – Scope – Basis – Features – Difference between International Trade and Internal Trade . Free Trade and Protection. Quotas: – Meaning – Types – Effect of Quotas on imports. Tariff :– Meaning – Types - -Effects of tariffs in Developed Countries and Developing Countries.

UNIT II: (17 hrs)

Theories of International Trade:- Basic concepts – Community Indifference curve – Production possibility Curve – Offer curve - Opportunity costs. Absolute Cost Theory – Comparative Cost Theory – Opportunity Cost Theory - Heckscher and Ohlin Theorem – Leontif Paradox.

UNIT III: (24 hrs)

Balance of Payments: – Meaning – Importance - Balance of Trade and Balance of Payments – Current Account – Capital Account - Disequilibrium in Balance of Payments – Measures to set right Disequilibrium. Terms of Trade: – Types, Factors influencing Terms of Trade – Terms of Trade and Less Developed Countries – Income and Welfare aspects.

UNIT IV :(22 hrs)

Exchange Rate: – Flexible and Fixed – Equilibrium Exchange Rate – Mint Parity Theory - Purchasing Power Parity Theory- Balance of Payment Theory- Causes for Fluctuation in Exchange Rate. Exchange Control: – Meaning – Features – Objectives - Methods of Exchange Control.

UNIT V: (19 hrs)

International Financial Institutions : – working of IBRD – IDA – IFC – Asian Development Bank . IMF – International Liquidity. International Trade Agreements:– UNCTAD – GATT – WTO.

TEXT BOOK	Jhingan M.L	International Economics	Vrinda Publications Pvt Ltd , New Delhi	2014
	Jeevanandhan	International Economics	Sultan Chand & Sons	2005
REFERENCE	Francis Cherunilam	International Economics	Tata McGraw Hill Education (P) Ltd, New Delhi, 2010	2010
	Mannur	International Economics	Vikas Publishing House, New Delhi	2015
	Dominick Salvatore	International Economics: Trade and Finance	Wiley	2014

Pedagogy : Chalk and Talk, PPT, Group Discussion, Debate and Seminar

Course Designers:

1. Dr. R.Santha
2. Dr. M.NageshKumari

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16E01	TAMIL NADU ECONOMY	C	101	7	-	5

Preamble

To impart an understanding and knowledge about Tamil Nadu with regard to geographical features, Natural resources, Demographic aspects, agriculture, Industry and socio economic development.

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1.	Define Cropping Pattern, Agricultural Productivity, Birth Rate, Death rate, Infant Mortality rate, Industrial Estates, SSI, Poverty, Unemployment ,State Finance, Revenue Account and Capital Account	K1
CO2.	Identify the Geographic Features, Natural Resources, Population Problems, Birth Rate , Death Rate, Sex Ratio, Infant Mortality Rate ,Industrial Estates, Conventional and Non-Conventional Sources of Energy and Public Sector Undertakings in Tamil Nadu.	K1
CO3.	Understand the availability of Minerals, Production of food grains and non-food grains, importance of Large Scale Industries and Industrial Finance	K2
CO4.	Explain Public Distributive System, Role of NABARD, State aid to Industries and Major aspects of State Finance.	K2
CO5.	Analyse the Natural Resources, Demographic features, Agricultural Productivity , Agricultural Marketing, Rural Credit Facilities ,Large scale Industries , their contributions and issues , Industrial Estates , SSI and its importance in Tamil Nadu	K3
CO6.	Examine the problems of agriculture, Industry, Power generation, sources of power generation and Constrains in the Energy Sector.. Enumerate poverty and Unemployment Problems and evaluate the measures undertaken.	K3

On the successful completion of the course, students will be able to

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	M	H	H
CO2.	H	H	M	H	M
CO3.	H	H	M	M	M
CO4.	M	H	H	M	M
CO5.	H	H	H	H	H
CO6.	M	H	H	M	H

H-High; M-Medium; L-Low

CORE PAPER TAMIL NADU ECONOMY ES16E01

SYLLABUS

(101Hrs)

Unit I : (17hrs)

Tamil Nadu: - Geographical Features – Natural Resources - Land Resources – Forest Resources – Mineral Resources – water Resources and Fisheries. State Finance: - Revenue – Expenditure – Debt Position.

Unit II :(20 hrs)

Human Resources in Tamil Nadu : Growth of population – Size – Sex Ratio – Birth rate – Death Rate – Expectation of life – Infant Mortality Rate – Fertility rate.

Unit III: (22 hrs)

Agriculture: - Irrigation - Cropping pattern- Production and Yield of major agricultural crops- Agricultural Marketing- Constraints. Agricultural Credit: Role of Rural banks – NABARD.

Unit IV:(22hrs)

Industry: - Importance – Major Issues - Large Scale Industries: - Textile Industry, Sugar Industry & Cement Industry, Automobile Industry, Leather Industry. Public Sector Undertakings in Tamil Nadu- Small Scale Industry in Tamil Nadu: - Hand Loom Industry, Khadi and Village Industry. State Aid to Industries: TIDCO, SIDCO, TANSI, SIPCOT and TIIC.

Unit V:(20hrs)

Social Inputs in Development: – Education –Health- Nutrition – Housing – Poverty and Unemployment – Public Distribution System - Poverty Alleviation Programmes – Power Generation: – Types of Energy

TEXT BOOK	1.A.G.Leonard	TamilNadu Economy	MCMillan Publications – Chennai	2006
	2 Dr.N.Rajalakshmi	TamilNadu Economy	Business Publications INC	2016.
REFERENCE	1.Dr.S.Perumalswamy.	TamilNadu Economy	Vrinda Publications(P)Ltd, Delhi	2002.
	2. Dr. Manickam.	Economic Development of TamilNadu	S.Chand and Company Ltd , New Delhi.	2007
	3. Dr,M.Nagnathan	Tamilnadu Economy	Vrinda Publications(P)Ltd, Delhi	2002

Pedagogy : Chalk and Talk, PPT, Group Discussion, Debate and Seminar

Course Designers:

1. Dr. R. Santha
2. Dr. M.NageshKumari

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16E02	PRINCIPLES OF ACCOUNTING	AOS	101	7		5

Preamble

To acquire knowledge on preparing income statement and statement showing the financial position of the business in a systematic manner.

Course outcomes

On the successful completion of the course, students will be able to

CO NUMBER	CO Statement	Knowledge level
CO1.	To understand the meaning and definition of Accounting, Book-keeping Journal, Subsidiary books, Cash book Account, Trading Account, Balance sheet, consignment, joint venture	K1
CO2	Define Ratio, liquidity ratio, capital gearing ratio, cost sheet, Budget, sales, production, materials, Cash budget	K1
CO3	Distinguish between single entry and double entry system, cash and Trade discount, consignment and sale, Joint – venture and consignment, Trial balance, Balance sheet. Precautions of ratio analysis, Need for Budgeting classification of Accounts, cash accounts, fixed budget and flexible budget.	K2
CO4	To understand the objectives of Accounting, Limitation, Abnormal loss, proprietary ratio, capital gearing ratio, Limitation of ratio analysis Advantages of cost sheet, objectives of budgetary control, Features essential of budgetary control, advantage and disadvantages of budgetary control	K2
CO5	Explain the concepts of accounting preparation of cash book, preparation of final accounts without adjustment, Calculation of Normal loss Joint-ventures problems cost sheet preparation – preparation flexible Budget, sales budget, cost of production Budget.	K3
CO6	To examine the significances of ratio analysis. Journal entries and posting the ledger, preparation of Trading account, profit and loss account balance sheet with the adjustment. Problems of consignment accounts preparation of profitability ratios cash budget.	K3

Mapping with Programme Outcomes

COS	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	M	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	M	H	H
CO6	H	H	M	H	H

H – High; M- Medium; L –Low

**SEMESTER V AOS - PRINCIPLES OF ACCOUNTING ES16E02
SYLLABUS**

(101Hrs)

UNIT I :(20 hrs)

Accounting – *Definition – Concept – Methods of Book Keeping – Journal – Ledger – Subsidiary books – Trial Balance.

UNIT II :(18 hrs)

Preparation of Final accounts – Trading – Profit and Loss Account – Balance Sheet – Adjusting and Closing Entries. With adjustment –without adjustments

UNIT III: (20 hrs)

Consignment Accounts – Entries in the Books of Consignor and Consignee – Joint Venture Accounts – Simple Problems.

UNIT IV :(23 hrs)

Accounting Ratios for Business Decisions – Meaning – Importance – Current Ratio – Quick Ratio – Liquidity Ratio – Operating Ratios – Gross Profit and Net Profit Ratio – Proprietary Ratio – Capital Gearing Ratio - Debt –Equity Ratio – Solvency Ratio – ACID Test Ratio - Limitations of Ratio Analysis.

UNIT V: (23hrs)

Elements of Cost – Cost Sheet Preparation – Budget – *Budgeting – Need for Budgeting – Importance of Budgeting - Sales Budget – Production Budget – Material Budget Simple Problems – Budget Control Measures.

TEXT BOOK	1 Vinayagam K	Principles of Accountancy	Sultan Chand & Sons, New Delhi	2006
	2R.K. Sharma and GUPTA	Management Accounting	Kalyani Publishers New Delhi	2007
REFERENCE	1. Grewal.T.S	Principles of Accounting Principles of	Sultand Chand Publications	2008
	2S.N Maheswari	Management Accounting	Soitanchand Publication New Delhi	2004
	3.Pillai R.S.N. and Bhagavathi	Management Accounting	S.Chand and Company, New Delhi, 2006.	2006

* Self-study.

❖ Theory 40 per cent and problems 60 per cent

Course Designers:

1 Mrs.K.Renuka

2 Mrs.C.Athena

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16AC1	RURAL ECONOMY	A	-	-	-	5

Preamble

To impart knowledge on concepts of Rural Economics, dimensions of rural development and understand the challenges in rural development, strategies for rural up liftment.

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define the concepts of rural economy, barter system, non-monetised sector, farm and non-farm income, rural poverty, rural unemployment,	K1
CO2.	Define Self Help Groups, rural development, rural debt, rural credit, money lenders, NABARD, Poverty line, commercial banks, regional banks	K1
CO3.	Discuss the objective of rural development, Community Development Programme, Integrated Rural Development Programme- PURA Model.	K2
CO4.	Understand the types and magnitude of rural unemployment, rural poverty, the need for credit, extent credit facilities, sources of rural credit, role of money lenders in rural areas.	K2
CO5.	Describe the features rural economy, Analyse measures to remove rural unemployment, examine the causes and magnitude of rural debt in India, ingredients of the process of rural development, narrate the challenges in rural development.	K3
CO6.	Examine the role of commercial banks and NABARD for rural development. Evaluate the Poverty Alleviation Programmes like NREP; MGNREGA- Self Help Groups .	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H

H-High; M-Medium; L-Low

ALC - RURALECONOMY ES16AC1

SYLLABUS

Unit I: Significance of Rural Economy

Characteristics of Rural economy –Difference between Rural Economy and Urban Economy- Barter System, Non Monetized Sector –Agricultural Marketing –Farm and Non-Farm Income ; Problems of Rural Economy ; Rural Development in India.

Unit II: Rural Unemployment

Rural Unemployment – Types and Magnitude, Causes, Extent of Unemployment, Remedial measures.

Unit III: Rural Credit

Rural Debt –Causes and Magnitude –Need for Credit –Sources of Rural Credit – unorganised – Money lenders, Indigenous Bankers: organized – Co-operatives, Commercial banks - Regional Rural banks – NABARD.

Unit IV: Rural Poverty

Rural Poverty – Definition, Rural Poverty Line –causes for Rural Poverty - Alleviation Programmes- NREP- MGNREGA- Self Help Groups .

Unit V: Rural Development

Concept of Rural Development –Objectives of Rural Development –Challenges in Rural Development –Rural Development in India - Panchayat Raj- Rural Industrialization - Co-operative Societies – Rural Marketing - Community Development Programme, Integrated Rural Development Programme- PURA Model.

Text Book

1.Dhingral C	The Indian Economy	Sultan Chand Publishersl, New Delhi.	2010
2.Agarwal AN KundanLal	Rural Economy of India	Vikas Publishers, New Delhi	1990

Reference Books

1.Singh, Katar	Rural Development – Principles, Policies and Management	Sage Publications, New Delhi	2014
2. Sankaran,S.	Indian Economy (Problems, Policies and Development) .	Margham Publishers, Chennai	2008
3.Choudrey,C.M.	Rural Economics.	. Sunshine Publications, Jaipur	2009

Course Designers:

1. Dr. R. Santha
2. Dr. M.NageshKumari

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16AC2	LABOUR ECONOMICS	A	-	-	-	5

Preamble

To enrich the knowledge on various concepts of labour economics and understand the factors affecting labour productivity.

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define the meaning of Labour, Labour Productivity, Migration, Trade Union, Bargaining power, Real Wage, Nominal wage, Living Wage, Collective bargaining, Social Security, Industrial Dispute, Labour Welfare.	K1
CO2.	List out the characteristics of Migratory labour ,nature of migration, Identify the problems of agricultural labour and Industrial labour.	K1
CO3.	Differentiate between Real wage and Money Wage, Agricultural Labour and Industrial Labour, Social Insurance and commercial Insurance.	K2
CO4.	Understand the causes of migration, the Structure of Trade union, Factors determining labour supply and demand, Functions of Trade union, Effects of Industrial dispute,	K2
CO5.	Analyse the Causes and effects of Migration of labour, Labour Policy, Welfare Theories. Elaborate on Trade unions in India, Policies and Programmes to improve the conditions of Labour.	K3
CO6.	Examine the problems of agriculture and industrial labour, social security measures, labour welfare - Theories	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	M	M
CO2.	M	H	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	M	H	M	H	H
CO6.	M	H	M	H	H

H- High; M-Medium; L-Low

LABOUR ECONOMICS- ES16AC2

Syllabus

UNIT I

Meaning and concept of Labour – Characteristics - Labour Productivity – Migratory Characteristics of Labour – Causes of Migration – Nature of Migration – Effects of Migration – Recent Trend in Migration.

UNIT II

Wage Concept – Minimum Wage, Fair Wage and Living Wage – Classical and Neo Classical Theories - Bargaining Theories – State Regulation of Wages - National Wage Policy – Wage boards in India

UNIT III

Trade Union – Meaning – Structure – Role and Functions of Trade Union – Trade Union Movement in India – Industrial disputes – Meaning – Causes – Effects – Prevention- Labour legislation in India.

UNIT IV

Characters and Problems of Agricultural and Industrial Labour – Policies and Programmes to improve the Conditions of Labour.

UNIT V

Social Security – Meaning - Need - Measures –Social Assistance – Characteristics- Social Insurance – Characteristics – Commercial Insurance -I.L.O and Social Security - Social security in the unorganized sector – Labour Welfare – Meaning – Theories.

TEXT BOOK	1.Tyagi.B 2 Jagadish Kumar	Labour Economics Labour Economics	Akash Publishers, Meerut. Deep and Deep Publication, NewDelhi	2011 2004
REFERENCE BOOK	1.MittalA.C(E.d) Sharma.S	Labour Economics Labour ,	RBSA Publishers, Jaipur	2002
	2.Papola T.S,P.P.Ghosh& A.N.Sharma	Employment and Industrial relations in India.	B.R Publishing Corporation, New Delhi	1995
	3.Bhagoliwal T.N.	Economics of Labour and Industrial Relations.	SahityaBhavan, Agra	2000

Course Designers:

1. Dr.M.NageshKumari
2. Mrs.D.Vanithamani

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16C11	MACRO ECONOMICS	C	101	7		5

Preamble

To impart knowledge on concepts of Macro Economics, nature, scope and economic policies which will influence the development of an economy.

Course OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define the concepts of macro economics, macro policies, monetary and fiscal policy, national income, per capita income, GDP, NNP, Okun's Law, Philips curve, inflation, deflation,	K1
CO2.	Define Inflationary Gap, Laffer's curve, supply side economics, Reagonomics, IS, LM curves, APC, MPC, MEC, Multiplier, Accelerator.	K1
CO3.	Distinguish micro and macro economics, money sector and real sector, explain Physical Quality of Life Index, Social Accounting and their uses, explain the Economic Performance Indicators,	K2
CO4.	Understand the evolution of macro economics, explain the General Equilibrium of Real and Monetary sectors, Keynesian range, Intermediate range and Classical ranges.	K2
CO5.	Examine various concepts of National Income, measuring methods, problems involved in measuring national income, limitations of Multiplier Principle, Acceleration Principle.	K3
CO6.	Analyse the backward and forward functioning of Multiplier, interaction between multiplier and accelerator, impact of fiscal and monetary policies, shifts in IS and LM functions.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H

H- High; M-Medium; L-Low

**CORE PAPER - MACRO ECONOMICS ES16C11
SYLLABUS**

(101hrs)

UNIT I :(20hrs)

Nature and Scope of Macro Economics - meaning – evolution of macro economics – relationship between Micro and Macro economics – importance and limitations of macro economics ; Circular Flow of Income – National Income – concepts – importance - methods – difficulties in measurement – uses – Physical Quality of Life Index - Social Accounting and their uses.

UNIT II: (20 hrs)

Classical Theory of Output and Employment – Fisher’s Equation – Say’s Law of Market - Keynesian Theory of Income and Employment – Aggregate Demand Function – Aggregate Supply Function – Effective Demand – Determinants.

UNIT III: (22hrs)

Keyne’s Consumption Function – Average and Marginal Propensity to Consume – Attributes - Determinants of Consumption Function – Pigou Effect – Measures to raise Propensity to Consume - Investment Function – types – Marginal Efficiency of Capital - Liquidity Preference and Rate of Interest –Multiplier – Types – working of Multiplier – Leakages- Principle of Acceleration-Operation of the Acceleration Principle – Multiplier – Accelerator interaction.

UNIT IV: (21 hrs)

General Equilibrium of Real and Monetary sectors – interaction of IS and LM function – Shifting of IS function – Shifting of LM function.

UNIT V: (18hrs)

Macro Economic Policy and Objectives – Monetary and Fiscal Policy - Philips Curve – Trade-off and Non-trade off.

Text Book

1.M.L.Jhingan	Macro Economic Theory	Vrinda Publication Pvt Ltd, New Delhi.	1997
2.Kaveri& others	Macro Economics	Chand and chand publishers, New Delhi	2008

Reference Books

1.E Shapiro	Macro Economics	Galgotia Publications Pvt Ltd, New Delhi.	2000
2.M.C.Vaish	Macro Economics Theory	WishwaPrakasham , New Delhi.	2000
3.S. Sankaran	Macro Economics	Margham Publications, Chennai.	2000

Pedagogy: Lecture (Chalk & talk), group discussion, visualisation, role play, concept simulation, debate.

Course Designers:

1. Dr.M.NageshKumari
2. Mrs.D.Vanithamani

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16C12	ENVIRONMENTAL ECONOMICS	C	101	07	-	5

PREAMBLE

To impart knowledge on concepts of Environmental Economics and make the students understand the relationship between economic development and environment.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define the concepts of Environmental Economics, ecology, pollution, sustainable development, transformation curve, state the meaning of externality, efficiency.	K1
CO2.	Define Economic growth, Market failure, externality, spill over benefits and costs, positive and negative externality, merit and demerit goods.	K1
CO3.	Differentiate the pecuniary and non-pecuniary externalities, distinguish between environment and economic growth, preservation and conservation of natural resources, discuss pollution vs. Growth	K2
CO4.	Understand the problem of Second best, integration of conservation and development, stages of economic development with features in order to know required markets and making business decision.	K2
CO5.	Examine the base for foreign trade and find out the possibilities to analyse the niches to enter foreign markets, explain Environmental management components, Describe Environmental Impact Assessment System.	K3
CO6.	Analyse Cleaner and Greener Technologies – Green Natural account - Criteria for Fixing Environmental standards - Fiscal Techniques : Effluent or Residual charges -subsidies - Discuss the environmental policies.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	H	H	H	M
CO3.	H	H	H	H	H
CO4.	H	M	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H

H- High; M-Medium; L-Low

CORE PAPER - ENVIRONMENTAL ECONOMICS ES16C12
SYLLABUS

(101hrs)

Unit I :(20 hrs)

Economics and Environment – definition and role of Environmental Economics – Transformation curve – Scope and significance of Environmental Economics – Integration of Conservation and development.

Unit II :(22 hrs)

Basic concepts and Theories Basic Theory of Environmental Economics-Market failure and Externality Concept of Welfare Economics Competitive economy and social welfare-What is Efficiency -Definition and meaning of Pareto Efficiency -Economics of externalities- Pecuniary Externalities- Non-pecuniary Externalities- Externality and efficiency in imperfect market- The problem of Second best.

Unit III : (19hrs)

Environment Vs. Economic Growth – Zero Economic Growth – Opportunity Costs of Zero Growth – Environmental Effects of Zero Economic Growth – Pollution Vs. Growth Controversy – Trans-boundary environmental problems – Trade and Environment.

Unit IV: (20 hrs)

Sustainable Development – Preservation and Conservation of natural resources – Cleaner and Greener Technologies – Green Natural account - Criteria for Fixing Environmental standards - Fiscal Techniques : Effluent or Residual charges -: subsidies -

Unit V : (20 hrs)

Environmental Education – The Environment Protection Act 1986, Environmental Policy 2006- Environmental management –Components – Environmental Impact Assessment System

TEXT BOOK

Sankaran S	Environmental Economics	Margam Publishers, Chennai	1998
Karpagam M	Environmental Economics	Sterling Publishers Private Limited, New Delhi.	1999

REFERENCE BOOKS

1.Charles Kolstad	Intermediate Environmental Economics	Oxford University Press,	2010
2.Robert N Stavins (ed).	Economics of the Environment – Selected /readings	W.W. Norton	2005
3. Ssshil Kr. Sharma	Environmental Policies,	Margam Publishers	2003

Pedagogy: Lecture (Chalk & talk), discussion,visualisation,concept,debate, questions.

Course Designers:

1. Dr. R.Santha
2. Dr.M.NageshKumari

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16C13	INTRODUCTION TO ECONOMETRICS	C	101	7		5

Preamble

To make the students to understand the knowledge of Econometrics for better application of economic data .

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define the concepts like econometrics economic statistics Goals of econometrics model variable simple linear regression model multiple regression model	K1
CO2.	Identify the regression through the origin market model standardized variable security market line multicollinearity heteroscedasticity autocorrelation positive negative autocorrelation	K1
CO3	Distinguish between mathematical economics and econometrics limitations steps involved in econometric research Assumptions of the linear stochastic regression model	K2
CO4	Explain the Multiple linear regression model estimation Functional forms of regression model scale factors causes for heteroscedasticity difference between simple correlation and sources of auto correlation	K2
CO5.	Analyse the variables used in model-methodology Gauss-Markov theorem Goodness of fit scaling units of measurement Regression on standardized variables	K3
CO6	Analyse Deduction of auto correlation and Test of heteroscedasticity , consequences of autocorrelation and Multicollinearity,	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	M	H
CO2.	H	H	H	H	H
CO3.	H	M	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	H	M	H
CO6.	H	H	H	M	H

H- High; M-Medium; L-Low

COREPAPER XIII – INTRODUCTION TO ECONOMETRICS ES16C13

SYLLABUS

(101hrs)

UNIT I :(20hrs)

Introduction – Definition- Scope – Relationship between Economic Theory –Mathematics and Statistics – Methodology of Econometrics – Model building – Goals of Econometric theory – Limitations

UNIT II :(20hrs)

Simple Linear Regression Model – Meaning- function- Simple Regression function- two variable case- estimation of model by ordinary least squares – properties of estimators – Gauss Markov theorem- forecasting

UNIT III :(18hrs)

Multiple Linear Regression Model –estimation of parameters – properties of OLS estimators – GOODNESS OF FIT – R^2 and adjusted R^2

UNIT IV: (23hrs)

Extension of two variable Linear Regression Model- Regression through origin –Scaling and units of measurement- Regression on standardized variable –functional forms of Regression Model

UNIT V: (20hrs)

Muticollinearity –Autocorrelation –Heteroscedasticity –causes-consequences- Detection

TEXT BOOK

1.Damodar .N. Gujarati	Essentials of Econometric	McGraw Hill Book Co, New Delhi	2012
2. Christopher Dougherty	Introduction to Econometrics	Oxford University Press, New Delhi	2011

REFERENCE BOOKS

1.Koutsoyoannis. A	Theory of Econometrics	Macmillan, Great Britain.	2009
2. Maddala.G.S	Introduction to Econometrics	John Wiley & Sons Ltd, New York	2012
3.Navdeep kaur&Arulpragasams.shymala	Econometrics	Vishal publishing .co, New Delhi	2013

Pedagogy: Lecture (Chalk & talk), group discussion, OHP.

Course Designers:

- 1 Mrs. C.Athena
2. Mrs.K.Renuka

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
ES16E03	ECONOMICS IN FARM MANAGEMENT	AOS	86	6	-	5

Preamble

To impart the students with the knowledge of concepts, significance and uses of economics in an agricultural context with special reference to agri products.

Course Outcomes

On the successful completion of the course, students will be able to predict the demand, cost, price, profit and capital requirements for an organic farm in future

Co Number	CO Statement	Knowledge level
CO1.	To know meaning, nature, scope and significance of farm management economics, Farming systems, types, concepts and development of organic farming – need, types, benefits of organic farming, Production function	K1
CO2.	To distinguish various Cost Concepts- TC, TFC, TVC, MC, AC, AFC, AVC, Iso-Cost Lines –Least Cost combination, concepts of Regulated, Cooperative, Unregulated- Characteristics-Market channels for farm products - Measures	K1
CO3.	Understand Technical relationships -Factor - product relationships, Factor - Factor relationship, Product - Product relationship steps involved in demand forecasting – determinants of demand forecasting	K2
CO4.	Analyze the Cost of Cultivation, Cost of Production, Break-even analysis - Pricing of farm products using seasonal price index.	K2
CO5.	Determination of optimal levels of production, Linear Production Function using Graphical Method, Methods of demand forecasting Analysis of Time series	K3
CO6	Analyse Trend Projection, Iso-Cost Lines Simple Arithmetic Method, Algebraic Method & Graphic Method. Market channels for farm products Problems and Measures to improve market for farm products.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	M
CO2.	H	M	H	M	M
CO3.	H	M	M	M	M
CO4.	H	H	H	H	M
CO5.	H	H	M	M	M
CO6	H	H	M	M	M

H – High; M- Medium; L –Low

ECONOMICS IN FARM MANAGEMENT

SYLLABUS

UNIT I: INTRODUCTION 18 Hours

Nature, scope and significance of farm management economics -Farming systems and types. Concept and development of organic farming - Need for organic farming, Types of organic farming, Biodynamic farming, Benefits of organic farming - Conventional farming v/s organic farming - Present state of organic farming.

UNIT II : PRODUCTION FUNCTION & TECHNICAL RELATIONSHIPS 18 Hours

Production function – meaning, Short run & Long run, Technical relationships -Factor - product relationships, Factor - Factor relationship, Product - Product relationship, Determination of optimal levels of production - Linear Production Function using Graphical Method.

UNIT – III: DEMAND FORECASTING 16 Hours

Demand Forecasting for farm products– purpose and steps involved in demand forecasting – determinants of demand forecasting –Methods of demand forecasting : Analysis of Time series and Trend Projection

UNIT – IV: COST CONCEPTS 18 Hours

Cost Concepts : TC, TFC, TVC, MC, AC, AFC, AVC, Iso-Cost Lines Simple Arithmetic Method, Algebraic Method & Graphic Method, Cost of Cultivation, Cost of –Least Cost combination: Production, Break-even analysis - Pricing of farm products using seasonal price index.

UNIT – V: MARKET 16 Hours

Market: Regulated, Cooperative, Unregulated- Characteristics-Market channels for farm products - Problems - Measures to improve market for farm products.

TEXT BOOK	Tandon RK and Dhondyal	Principles and Methods of Farm Management	AchalPrakashanMandir	1964
	<u>S.S. Johl& T.R. Kapoor-</u>	Fundamentals of Farm Business	Kalyani Publishers 224 edition	2015
REFERENCE	AS Kahlon Karan Singh,	Economics of Farm management In India	Allied Publishers	1980
	J N Dhaka	Economics of Agriculture Production and Farm Management	Aaviskar Publishers	2010

1. Production Economics and Farm Management - ICAR e-Course
2. Horti-Business Management -Dr.S.D.Siva Kumar &Mr.Ramesha Y.S. www.agrimoon.com

Pedagogy : Chalk and Talk, PPT, Group Discussion, Debate and Seminar

Course Designers:

1. Dr. R. Santha
2. C. Athena,

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16E04	OPERATIONS RESEARCH	AOS	86	6	-	5

Preamble

1. To introduce students to the techniques of operations research
2. To provide students with basic skills and knowledge of operations research and its application in industry

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Understand the meaning, purpose, and tools of Operations Research	K1
CO2.	To have a complete understanding of the significant role of operation research Know the various techniques of operations research	K1
CO3.	Apply the techniques used in operations research to solve real life problem in industries	K2
CO4.	Explain the Applications of Operations Research Describe the Limitations of Operation Research	K2
CO5.	Describe the history of Operations Research Describe the Stages of Operations Research Formulate operation research models to solve real life problem	K3
CO6.	Analyse Proficiently allocate scarce resources to optimize and maximize profit, time estimation in network analysis, Earliest Finish, Latest Finish ,Critical Path,Programming Evaluation Review Technique	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	M
CO2.	H	H	H	M	M
CO3.	H	H	M	M	M
CO4.	H	H	H	H	M
CO5.	H	H	M	M	M
CO6.	H	H	M	M	M

H-High; M-Medium; L-Low

OPERATION RESEARCH-ES16E04

SYLLABUS

UNIT I :(18 hrs)

Introduction: Definition of Operations Research – Characteristics – Scope – OR AND Decision making – Methodology and limitations of Operations Research – Meaning of a Model – Steps in building of a model.

UNIT II: (18 hrs)

Linear Programming: Introduction – terminology and application – Mathematical formulation of a Linear programming problem – Graphical Solution – Simplex method (Two variables only – Basic Problem only)

UNIT III: (15hrs)

Transportation: introduction - Matrix formulation and balance check of a transportation problem – Initial basic of a feasible solution – North West Corner rule – Least Cost method – Vogel's approximation method – test of Optimality – MODI method

UNIT IV: (18 hrs)

Assignment: Introduction – Assignment algorithm – balanced and unbalanced problem – Solution using Hungarian Assignment method (Simple Problems)

UNIT V: (17hrs)

Network Analysis – CPM and PERT Analysis: Meaning – Objectives and applications – Fundamental Concepts – Event – Activity – Path – Dummy Activity – Fulkerson's Rule – Network Construction – Time Estimation in network analysis – Earliest Finish – Latest Finish – Critical Path – Programming Evaluation Review Technique (PERT)

TEXT BOOK	P.K Gupta & ManMohan	Problems in Operations Research (Methods and Solution)	Sultan Chand and Sons, New Delhi	2010
	Philip D.T. and Ravindran A.	Operations Research	John Wiley,	1992
REFERENCE	Taha H.A.,	Operations Research	Sixth Edition, Prentice Hall of India,	2003
	Sundaresan, K.S.Ganapathy, Subramaian	Resource Management Techniques in OR	A.R. Publications, NagapattinamDt, TamilNadu	2015
	Paneerselvam. R	Operations Research	Prentice Hall India	2006

25 Percent of the Question Paper should contain Theory Questions

Course Designers:

1. Mrs. K. Renuka
2. Mrs. C. Athena

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16AC3	URBAN ECONOMY	A	-	-	-	5

Preamble

To impart knowledge on concepts of Urban Economics, urbanisation and understand the axioms of Urban Economics.

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Define the concepts of Urban Economics, urban growth, economic growth, Zero Economic Profit, City Size and list out the reasons for existence of cities.	K1
CO2.	Identify the meaning of urbanisation, local government, economic growth, urban growth and locational equilibrium.	K1
CO3.	Discuss the axioms of Urban Economics, understand the market forces in the development of cities, relation between Region-wide Innovation and Income, Human Capital and Economic Growth, differentiate Extreme Outcomes – Externalities	K2
CO4.	Discuss City-Specific Innovation and Income , examine the Region-wide Innovation and Income, explain the relationship between Human Capital and Economic Growth.	K2
CO5.	Examine the reasons for the existence of Cities – reasons for firms Cluster-- Urban Growth .	K3
CO6.	Analyse the benefits and costs of bigger cities –narrate the locational equilibrium, land rent, and utility within a City-elobarate the role of local governments.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	H	H	H
CO6.	H	H	H	H	H

H- High; M-Medium; L-Low

ALC - URBAN ECONOMY ES16AC3 SYLLABUS

Unit I

Introduction to Urban Economics – Meaning - Scope. City: Meaning –Need –Importance – Problems.

Unit II

Axioms of Urban Economics – The Five Axioms of Urban Economics – Prices Adjust to Achieve Locational Equilibrium – Self-Reinforcing Effects Generate Extreme Outcomes – Externalities Cause Inefficiency – Production is Subject to Economies of Scale – Competition Generates Zero Economic Profit.

Unit III

Market forces in the Development of Cities- Reasons for the existence of Cities – Reasons for firms to form Cluster- City Size – Urban Growth – Utility and City size – Benefits and Costs of Bigger Cities – Locational Equilibrium, Land Rent, and Utility within a City.

Unit IV

Urban Growth- Economic Growth : Increase in Per-Capita Income – City-Specific Innovation and Income – Region-wide Innovation and Income – Human Capital and Economic Growth.

Unit V

Role of Government –The Role of Local Government – Local government revenue

TEXT BOOK

1.O’Sullivan	Urban Economics	Tata Mc-Graw Hill, New Delhi.	2005
2.O’Sullivan	Urban Economics	Heritage Publishers	2016
REFERENCE 1.Bruce Stiftel Vanessa Watson	Dailogues in Urban and Regional Planning	Routledge	2005
2.Paul Kantor	The dependent City Revisited:The Political Economy of Urban Development & Social Policy	West View Press	1995

Course Designers:

1. Dr. R. Santha
2. Dr.M.NageshKumari

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
ES16AC4	FOREIGN TRADE PRACTICE AND PROCEDURE	A			-	5

Preamble

- To impart an understanding the reasons for exporting, procedure involved in exporting documents required for exporting , and the need for Export contract
- Appreciate the export promotion measures ,and the role Indian Council of Arbitration and International Chamber of commerce and Cargo Insurance

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define Export, Different Types of Exports, Domestic Marketing, International Marketing, Standardisation of Product, Direct and Indirect Exporting, Middle in Indirect Exporting, Sales Promotion, Export Contract, Trade Dispute, Export Documents, Containerisation, Packing, Marking, Labeling, Perils and Losses, Cargo Insurance.	K1
CO2	Identify the Features of International Marketing, Direct and Indirect Exporting, Elements of Export Contract, Shipping Hazards and Different kinds of Perils and Losses.	K1
CO3	Differentiate Domestic and International market, Classification of World Market, Domestic and Foreign Advertising, Unified and Diversified Advertising Strategies, Commercial and Regulatory Documents	K2
CO4	Explain Scope of International Marketing, Export Procedure, Post Shipment Procedures, Product Life Cycle, Importance of Sales Promotion Activities, Functions of Indian Council of Arbitration, International Chamber of Commerce.	K2
CO5	Illustrate Nature of International Trade Contracts, Commercial Documents, Transport Documents, Regulatory Documents.	K3
CO6	Examine the method of short listing foreign markets, designing advertising campaign, analyse data required in approaching foreign markets, factors influencing sales promotional activities , product adaptation strategies, Need for Export Contract, Trade Disputes, Arbitration and Settlement of Disputes.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	M
CO2.	H	H	M	H	M
CO3.	H	H	M	M	M
CO4.	H	H	H	M	M
CO5.	H	H	H	H	H
CO6.	M	H	H	M	H

H- High; M-Medium; L-Low

CORE PAPER XII –FOREIGN TRADE PRACTICE AND PROCEDURE ES16AC4 SYLLABUS

UNIT I

Exports – Meaning - Why Exports – National Perspective – Business Firm Perspective -Types of Export :- Physical Exports - ReExports- Deemed Exports-Service Exports-Counter Trade- Off Shore Trading- International Marketing - Domestic Marketing – Scope for International Marketing –Export Procedure : -Organisation and Registration - Entering into Export Contract – Execution of Export Order – Post Shipment Procedures.

UNIT II

Selection of Export Foreign Market and Products: - Selection of Export Markets –Classification of World Market-Shortlisting of Foreign Markets -Criteria for Eliminating the Markets- Data to be Analysed in approaching Foreign Markets – Product Adaptation - Strategies – Standardization – Concept of Product Life Cycle

UNIT III

Direct and Indirect Exporting :Advantages and Disadvantages – Middle man in Indirect Exporting – Export House – Sales Promotion in Aboard - Objectives and Importance of Sales Promotion Activities Factors Affecting Sales Promotion Activities– Difference between Domestic and Foreign Advertising – Unified and Diversified Advertising Strategy – Designing Advertising Campaign - Trade Fares and Exhibitions – Direct Mailing

UNIT IV

Export Contract- Nature of International Trade Contracts – Elements of Export Contract – Trade Disputes – Arbitration and Settlement of Disputes – Indian Council of Arbitration – International Chamber of Commerce

UNIT V

Documentation and its importance – Commercial Documents: – Transport Documents: – Bill of Exchange – Bill of Lading and its Types – Charter Party and Types – Regulatory Documents : ARE form- GR form –Shipping Bill –Standardised Pre Ship Documents - Contract Terms and Export Documents - Containerisation – Packing – Packaging – Marking and labelling (elementary treatment)- Shipping Hazards – kinds of Perils and Losses – Cargo Insurance – Need for Cargo Insurance

TEXT BOOK	1.M.M. Varma & R.K.Aggarwal	Foreign Trade Management.	Kings Books , Educational Publishers, Delhi	2006
	2.Jeevanandam	International Economics	Sultan Chand & Sons	2005.
REFERENCE	1.T.A.S.Balagopal	Export Management	Himalaya Publishing House	2014
	2.Paras Ram	Export-What, Where, How	Anupam Publishing House	2013
	3.Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2010

Pedagogy : Chalk and Talk, PPT, Group Discussion, Debate and Seminar

Course Designers:

1. Dr. R. Santha
2. Dr.M.NageshKumari

**SEMESTER V&VI
INTERNET & E-COMMERCE
SUBJECT CODE-SB16IB02**

Hours :58

Unit –I (12hrs)

Introduction to internet-Resources of Internet-H/W and S/W requirements of Internet-Internet Service Providers –Internet Services.

.Unit-II (10hrs)

Intranet – Composition of Intranet-Business Application on Intranet and Extranet .

Unit –III (12hrs)

Meaning of electronic commerce – advantages and disadvantages-Electronic Payment System-Types of Electronic Payments Systems, Smart Cards and Electronic Payment Systems-Advantages of electronic payment systems-Internet banking-ATM.

Unit –IV (12hrs)

Internet frauds – Internet security – Cyber Crimes - Cyber laws.

Unit – V (12hrs)

E-Business Applications, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce.

Books for References:

Book Name	Author Name	Publisher	Year and edition
Designing Systems for Internet Commerce	G.WinfieldTreese Lawrence C.Stewart	McGraw hill publications Pvt.ltd	1998 4 th edition
) E-commerce The Cutting Edge of Business	Kamelesh K Bajaj, Debjani Nag	Sulthan Chand	Reprint 2002
E – Commerce E- Business	Dr. C. S. Rayudu	Himalaya Publishing house	2004, 3 rd edition

SEMESTER V&VI
PRACTICAL II –ACCOUNTING PACKAGE
SUBJECT CODE –SB16IBP2

Hours :27

MODEL LIST OF PRACTICAL

- Creation of a new company
- Creation of groups, ledgers
- Preparation of final accounts
- Preparation of final accounts with adjustments
- Accounts with inventory
- Creation of godowns
- Visit various search engine and collect materials
- Online ticket booking
- Online shopping
- E-payment
- E-learning
- E-Government.

Semester -V

INFORMATION SECURITY (LEVEL I) NM13IS1

Credits: 2

Lecture Hours: 26

Objective

This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks. It covers all aspects of cyber security including network security, computer security and information security.

UNIT I :(5 hrs)

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model.

UNIT II: (6hrs)

Cryptography: Concepts and techniques-Plain text and cipher text- Encryption principles- Cryptanalysis. Authentication methods-passwords-keys versus passwords-Attacking Systems via passwords-Password verification

UNIT III :(5 hrs)

Fire walls: Viruses and worms- Digital rights management-What is firewalls- Types of Fire wall- Design Principles of Firewall

UNIT IV: (5 hrs)

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.

UNIT V: (5 hrs)

Case studies: DNS,IP SEC- Social media

TEXT BOOK:

S.No	Author	Title of book	Publisher	Year of publication
1	Dr.Michael E. Whitman, Herbert J. Mattord	Principles and Practices of Information Security	Course Technology Cengage Learning	4 th edition, 2012
2	AtulKahato	Cryptography and Network Security	McGraw Hill Education	3 rd Edition 2012
3	William Stallings	Network Security Essential Applications and standard	Prentice Hall	2 nd Edition 2009
4	Devan N. Shah	Information Security Principles and Practice	Wiley India	2009

SEMESTER V
INFORMATION SECURITY (LEVEL II) NM13IS2

Credits: 2

Lecture Hours: 26

Objective

This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks. It covers all aspects of cyber security including network security, computer security and information security.

UNIT I :(5 hrs)

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model.

UNIT II: (6hrs)

Cryptography: Concepts and techniques- plain text and cipher text- Encryption principles- Cryptanalysis-cryptograph algorithm- Cryptograph tools
Authentication methods-passwords-keys versus passwords-Attacking Systems via passwords- Password verification

UNIT III: (5 hrs)

Fire walls: Viruses and worms- Digital rights management--What is firewalls- Types of Fire wall-Design Principles of Firewall

UNIT IV: (5 hrs)

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.- Windows hacking- Web hacking- Ethical hacking

UNIT V: (5 hrs)

Case studies: DNS, IP SEC- Social media

TEXT BOOK:

S.No	Author	Title of book	Publisher	Year of publication
1	Dr.Michael E. Whitman, Herbert J. Mattord	Principles and Practices of Information Security	Course Technology Cengage Learning	4 th edition, 2012
2	AtulKahato	Cryptography and Network Security	McGraw Hill Education	3 rd Edition 2012
3	William Stallings	Network Security Essential Applications and standard	Prentice Hall	2 nd Edition 2009
4	Devan N. Shah	Information Security Principles and Practice	Wiley India	2009