



**PSGR
Krishnammal College for Women**



College of Excellence, 2024 – 7th Rank
Autonomous and Affiliated to Bharathiar University.
Accredited with ‘A++’ grade by NAAC (4th cycle)
Peelamedu, Coimbatore-641004
2025-2028 Batch
2025-2028 Batch
Semester I

| Semester | Part | Subject Code | Title of the Paper | | Instruction Hours / Week | Instruction Hours / Sem | Tutorial | Duration of Examination | Examination Marks | | | Credits |
|---------------|------|---------------------------------|--|-----|--------------------------|-------------------------|----------|-------------------------|-------------------|-----|-------|---------|
| | | | | | | | | | CIA | ESA | Total | |
| I | I | TAM2501/ HIN2401/ FRE2401 | Language Paper I Tamil/Hindi/French | L | 6 | 88 | 2 | 3 | 25 | 75 | 100 | 3 |
| | II | ENG2501 | English Paper I | E | 6 | 88 | 2 | 3 | 25 | 75 | 100 | 3 |
| | III | ES25C01 | Micro Economics- I | CC | 6 | 88 | 2 | 3 | 25 | 75 | 100 | 4 |
| | | ES25C02 | Indian Economy | CC | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 4 |
| | | EG24A01/ HI25A01 | English through classics I/ Fundamentals of Political Science | GE | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 4 |
| | IV | NME25B1/ NME25A1 | Basic Tamil I/ Advanced Tamil I | AEC | 2 | 28 | 2 | - | 100 | - | 100 | 2 |
| | | NME23ES | Introduction to Entrepreneurship | AEC | 2 | 30 | - | - | 100 | - | 100 | |
| I to V | VI | 24BONL1 24BONL2 24BONL3 | Online Course - 1 | ACC | - | - | - | - | - | - | | |

**L : Language; E : English; CC-Core Courses; AEC – Ability Enhancement Course; GE- Generic Elective;
SEC- Skill Enhancement Course; ACC – Additional Credit Course; CA- Continuous Assessment;
ESE- End semester Examination**

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|--------------------|-----------------|----------|----------|----------|---------------|
| ES25C01 | MICRO ECONOMICS I | THEORY | 88 | 2 | - | 4 |

PREAMBLE

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

COURSE LEARNING OUTCOMES

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

| CLO Number | CLO Statement | Knowl edge Level |
|-------------------|--|-------------------------|
| CLO1. | Define Wealth, Welfare, Scarcity, Growth Deductive method, Inductive method, Cardinal utility, ordinal utility, marginal utility, total utility, indifference curve, Law of demand, Revenue, Indifference map, Income effect, Price effect | K1 |
| CLO2. | Explain the nature of economic laws, Relationship between Marginal utility and Total Utility, factors affecting demand and supply, Factors of production, nature of cost curves | K2 |
| CLO3. | Analyse Economics and dynamics, exception of law of demand- factors affecting supply- scale of production- short run and long run production function - Marginal rate of technical substitution, short run and long run cost curves | K3 |
| CLO4. | Examine law of diminishing marginal utility, law of equi marginal utility, law of supply, law of Variable Proportion, Returns to scale, Importance of Economics as science and art, consumer surplus- Elasticity of demand-Measurement- Production function, Types of cost- Relationship between AR and MR | K4 |

Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1. | S | S | S | S | M |
| CLO2. | S | S | S | M | M |
| CLO3. | S | S | M | M | M |
| CLO4. | S | S | S | S | M |

S- Strong; M-Medium

MICRO ECONOMICS I

Unit I: Introduction

16 Hrs

Definition-Wealth, Welfare, Scarcity, Growth Definition - Nature of Economic Laws- Deductive method- Merits and Demerits-Inductive method-Merits and Demerits- Economics as a science- Economics as an art - Positive and Normative approaches- Economics statics and Dynamics.

Unit II: Utility theories**18 hrs**

Utility- Cardinal and ordinal utility analysis- Meaning- Law of Diminishing Marginal Utility- Relationship between Marginal utility and Total Utility- Law of Equi-marginal utility- Defects of cardinal analysis Indifference curve analysis- meaning-Indifference schedule - Indifference map- -Properties-Consumer equilibrium-Income effect-Substitution effects and price effects-uses and importance of indifference curves-defects

Unit III: Demand and Supply**18 hrs**

Meaning of demand-Demand function, Demand schedule-Law of demand— Exception of law of demand-factors affecting demand-movement and shift in demand-conditions of demand- elasticity of demand-degrees-types-measurement of elasticity-factors determining elasticity of demand- importance of Elasticity of demand - consumer surplus- measurement- importance of consumer surplus supply-law of supply-factors affecting supply.

Unit IV:Theories of Production**18hrs**

Meaning-Factors of production-Scale of production-internal-External economics of scale- Production function- short and long run production function -ISO quant's-Marginal Rate of Technical Substitution-Law of Variable Proportion>Returns to scale.

Unit V: Cost and Revenue**18 hrs**

Meaning of cost: Types-Money cost and Real cost- Implicit and Explicit cost-Historical and Replacement cost-Increment and Sunk cost-Opportunity cost- short run and long run cost curves-Total Cost, Fixed Cost, Average Cost, Marginal Cost,- Relation between AC and MC - Revenue curve-Total Revenue, average Revenue, Marginal Revenue- Relationship between AR and MR curve

| TEXT BOOK | | | | |
|------------------------|----------------------|--------------------------|--------------------------------------|-------------------------------|
| S.NO. | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
| 1 | P.N.Chopra | Advanced Economic theory | Kalyani Publishers | 2011, 12th edition |
| 2 | Sankaran .S | Micro Economics | Margham Publications, Chennai | 2012, 7 th edition |
| REFERENCE BOOKS | | | | |
| S.NO. | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
| 1 | Kaveri R. and others | Micro Economic Theory | S.Chand and Company Ltd , New Delhi. | 2010, 8 th edition |
| 2 | Ahuja H.L. | Principles of Economics | S.Chand and Company Ltd , New Delhi. | 2014, 1 st edition |
| 3 | Jhingan M.L. | Micro Economics | Vrinda Publications(P)Ltd, Delhi | 2016, 8th ed |

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

Course Designers:

1.Dr. K.Renuka, Associate Professor Department of Economics

2.Dr.C.Athena, Assistant Professor, Department of Economics

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|--------------------|-----------------|----------|----------|----------|---------------|
| ES25C02 | INDIAN ECONOMY | THEORY | 73 | 2 | - | 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 LEARNING OUTCOMES

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

| CLO Number | CLO Statement | Knowledge Level |
|-------------------|---|------------------------|
| CLO1 | Understand the structure and growth of Indian Economy | K1 |
| CLO2 | Describe economic policies and reforms | K2 |
| CLO3 | Explain the role of key sectors and development challenges | K3 |
| CLO4 | Apply theoretical knowledge to contemporary economic issues | K4 |

Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1 | S | S | M | M | L |
| CLO2 | S | S | M | M | M |
| CLO3 | S | M | M | S | M |
| CLO4 | S | S | S | S | S |

S- Strong; M-Medium; L-Low

INDIAN ECONOMY

UNIT I: Introduction

14 hrs

Economic Growth and Development - Meaning – Evolution of Indian Economy – Features of Developing countries - Major issues of Development – Sustainable Development - National Income –Concepts - Measurement and Difficulties

UNIT II: Agriculture

15 hrs

Role of Agriculture in Indian economy – Land Reforms - Green Revolution – Agricultural productivity: causes and measures to promote – Role of AI in Precision Farming - Agricultural Marketing – Agricultural Price Policy - Agricultural Finance

UNIT III: Industrialization

15 hrs

Industrial Policies in India: 1948, 1956 and 1991 – Role of Public Sectors – Role of MSMEs – Unorganized Sector - Industrial Licensing Policy - Industrial Sickness – causes – Remedial Measures – GIG Economy – Capital Formation – Foreign Direct Investment

UNIT IV: Economic Reforms**15hrs**

Planning – Achievements – NITI Aayog – Reforms in Banking sector – Budget – Meaning and Components - Liberalization, Privatization and Globalization – Foreign Trade Policy – Balance of payments.

UNIT V: Contemporary Issues**14 hrs**

Population in India - Size and Growth - Density of Population – Demographic Dividend - National Population Policy 2000 – Poverty and Inequality – Measurement – Causes – Unemployment – Types – Measures to reduce poverty and unemployment - Brain Drain - Causes

| TEXT BOOK | | | | |
|-----------------------|-----------------------------------|---|------------------------------------|---------------------------|
| S.NO. | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
| 1 | Sankaran.S | Indian Economy (Problems, Policies and Development) | Margham Publications, Chennai. | 2019, 1st ed |
| 2 | Gaurav Datta, and Ashwani Mahajan | Indian Economy | S.Chand Publishers, New Delhi. | 2015, 1st ed |
| REFERENCE BOOK | | | | |
| S.NO. | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
| 1 | Agarwal. A.N | Indian Economy | WishwaPrakashan New Delhi | 2007, 1 st ed |
| 2 | Dhingra.IC | Indian Economic Development | Sultan Chand and Sons, New Delhi | 2014, 1 st ed |
| 3 | Misra&Puri | Indian Economy | Himalaya Publishing Houses, Mumbai | 2019, 39 th ed |

| Course Number | Course Name | Category | L | T | P | Credit |
|---------------|-----------------------------|----------|----|---|---|--------|
| ES25A01 | INDIAN ECONOMIC DEVELOPMENT | THEORY | 73 | 2 | | 4 |

PREAMBLE

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

COURSE LEARNING OUTCOMES

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

| CLO Number | CLO Statement | Knowledge Level |
|--------------|--|-----------------|
| CLO1. | Understand the growth and development of Indian Economy | K1 |
| CLO2. | Describe economic policies and reforms | K2 |
| CLO3. | Explain the role of key sectors and development challenges | K3 |
| CLO4. | Analyse the achievements of planning | K4 |

Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|-------|------|------|------|------|------|
| CLO1. | S | S | M | M | L |
| CLO2. | S | S | M | M | M |
| CLO3. | S | M | M | S | M |
| CLO4. | S | S | S | S | S |

S- Strong; M-Medium; L-Low

INDIAN ECONOMIC DEVELOPMENT

UNIT I: Introduction

14 hrs

Meaning of Economic Growth and Development – Difference- Determinants of Growth
- Features of Under Developed Countries and Developed Countries- Major issues of Development

UNIT II: Indian Agriculture

15 hrs

Significance of Agriculture in Indian economy – Land Reforms - Green Revolution – Agricultural Marketing – Defects –Measures – Role of AI in Precision Farming - Agricultural Finance

UNIT III: Industrialization**15 hrs**

Industrial Policy 1948, 1956 and New industrial policy –Role and Problems of MSMEs- Large Scale Industries-Foreign Aid – Need and problems

UNIT IV: Issues of Development**14 hrs**

Population – Causes – Measures - Poverty – Causes – Measures - Unemployment – Causes-Measures- Government Programmes to reduce unemployment and Poverty

UNIT V: Planning, National Income and Budget**15 hrs**

Planning – Meaning – Achievements of Five Year Plans – NITI Aayog objectives – National Income – Measurement – Difficulties- Budget –Meaning – Current Budget

| TEXT BOOK | | | | |
|-----------------|--------------|---|------------------------------------|---------------------------|
| S.NO. | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
| 1 | Sankaran.S | Indian Economy (Problems, Policies and Development) | Margham Publications, Chennai. | 2019, 1st ed |
| 2 | Dutt &Ruddar | Indian Economy | S.Chand Publishers, New Delhi. | 2015, 1st ed |
| REFERENCE BOOKS | | | | |
| S.NO. | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
| 1 | Agarwal. A.N | Indian Economy | Wishwa Prakashan New Delhi | 2007, 1 st ed |
| 2 | Dhingra.IC | Indian Economic Development | Sultan Chand and Sons, New Delhi | 2014, 1 st ed |
| 3 | Misra & Puri | Indian Economy | Himalaya Publishing Houses, Mumbai | 2019, 39 th ed |

| Course Number | Course Name | Category | L | T | P | Credit |
|---------------|-------------------------|----------|----|---|---|--------|
| ES25A02 | INTERNATIONAL MARKETING | THEORY | 73 | 2 | | 4 |

PREAMBLE

To impart knowledge on concepts of International marketing, regional economic co-operation policies and to provide exposure on marketing practices of business firms

COURSE LEARNING OUTCOMES

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

| CLO Number | CLO Statement | Knowledge Level |
|------------|--|-----------------|
| CLO 1 | Understand the functioning of International Markets. | K1 |
| CLO2 | Explain the international Product pricing and promotional strategies | K2 |
| CLO3 | Discuss the international marketing channels and documentation required | K3 |
| CLO4 | Apply the knowledge on the international institutional infrastructure and documentation. | K4 |

Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|-------|------|------|------|------|------|
| CLO1. | S | S | S | S | S |
| CLO2. | S | S | S | S | S |
| CLO3. | S | S | S | S | S |
| CLO4. | S | M | S | S | S |

S- Strong; M-Medium

INTERNATIONAL MARKETING

Unit I: Introduction

15 hrs

Basic concepts: Meaning of International marketing – Definition – Domestic Marketing Vs International Marketing- Importance and Scope – Benefits and Barriers of International Marketing – Multinational Corporations

Unit II: Theories of International Trade

15 hrs

Foreign Trade: Production Possibility Curve – Principle of Absolute Advantage – Principle of Relative Advantage– Factor Endowment theory – Porter's diamond model- Limitations of Trade Theories

Unit III: International Marketing Environment**14 hrs**

Role of World Trade Organisation - International Monetary Fund and World Bank Group - Economic Co-operation Agreements – Trading blocs European Union - NAFTA – LAFTA – CAFTA - ASEAN

Unit IV: International Marketing strategy**14 hrs**

Market entry strategy – Brands - Marketing channels – Advertising strategy - Market segmentation – Promotion Strategies – Product Pricing – Full cost vs Variable- cost Pricing – Skimming vs Penetration Pricing.

Unit V : Procedural and Policy Framework**15 hrs**

Foreign trade policy - Export-Import documentation - Procedure in export shipping - Export risk insurance - Export incentives – Service Exports – General Agreement on Trade in services - Special Economic Zones

| TEXT BOOK | | | | |
|------------------------|---|------------------------------------|-------------------------------------|---------------------------|
| S.NO. | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
| 1 | Philip R. Cateora, John L. Graham, R.Bruce Money, Mary C.Gilly | International Marketing | Mc-Graw Hill, New Delhi. | 2019, 18 th ed |
| 2 | DrShalini Agarwal | International Marketing | Sahitya Bhawan Publications, Agra | 2021, 1 st ed |
| REFERENCE BOOKS | | | | |
| S.NO. | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
| 1 | Francis Cherunilam | International Marketing | Himalaya Publishing House,Mumbai | 2016, 4 th ed |
| 2 | Srinivasan.R | International Marketing | Prentice Hall of India, New Delhi | 2016, 4 th ed |
| 3 | Varshney RL B.Bhattacharyya | International Marketing Management | Sultan Chand Publishers, New Delhi. | 2015, 5 th ed |

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Peelamedu, Coimbatore-641004
2025-2028 Batch
Semester II

| Sem | Part | Course Code | Title of the Course | Course Type | Instruction Hours/Week | Contact Hours | Tutorial Hours | Duration of Examination | Examination Marks | | | Credits |
|--------|------|---------------------------------|---|-------------|------------------------|---------------|----------------|-------------------------|-------------------|-----|-------|---------|
| | | | | | | | | | CA | ESE | Total | |
| II | I | TAM2502/ HIN2502/ FRE2502 | Tamil Paper II/ Hindi Paper II/ French Paper II | L | 6 | 88 | 2 | 3 | 25 | 75 | 100 | 3 |
| | II | ENG2502 | English Paper II | E | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 3 |
| | III | ES25C03 | Micro Economics- II | CC | 6 | 88 | 2 | 3 | 25 | 75 | 100 | 4 |
| | III | ES25C04 | Statistics for Economics | CC | 6 | 88 | 2 | 3 | 25 | 75 | 100 | 4 |
| | III | EG25A02/ HI25A02 | English through classics II/ Indian Constitution | GE | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 4 |
| | IV | NME25B2/ NME25A2 | Basic Tamil II/ Advance Tamil II** | AEC | - | - | - | - | 100 | - | 100 | Gr |
| | | NM25UHR | Universal Human values and Human Rights | AEC | 2 | 30 | - | - | 100 | - | 100 | 2 |
| | VI | NM25GAW | General Awareness | AECC | SS | -- | -- | Online Exam | 100 | -- | 100 | Gr |
| I-II | VI | COM25SER | Community Services 30 Hours | GC | - | - | - | - | - | - | - | - |
| I to V | VI | 24BONL1 | Online Course – I | ACC | - | - | - | - | - | - | | |
| | | 24BONL2 | Online Course – II | | | | | | | | | |
| | | 24BONL3 | Online Course - III | | | | | | | | | |

** After class hours

L-Language **E-English**
CA – Continuous Assessment
AEC – Ability Enhancement Course
GE – Generic Elective
Courses
GC-General Course

CC – Core Courses
ESE–End Semester Examination
ACC – Additional Credit Course
AECC-Ability Enhancement Compulsory

Gr – Grade

| COURSE CODE | COURSE TITLE | CATEGORY | L | T | P | CREDIT |
|--------------------|---------------------------|-----------------|----------|----------|----------|---------------|
| ES25C03 | MICRO ECONOMICS II | THEORY | 88 | 2 | - | 4 |

Preamble

- To make the students to understand about the behaviour of the producer in different type of markets and pricing of factors of production

Prerequisite

Basic Knowledge in Economics, Market structure

Course Learning Outcomes

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

| CLO Number | CLO Statement | Knowledge Level |
|-------------------|--|------------------------|
| CLO1 | Define the concepts of product pricing and factor pricing | K1 |
| CLO2 | Understand the factors influencing market role of time element-equilibrium in value analysis | K2 |
| CLO3 | Examine the theories of distribution | K3 |
| CLO4 | Evaluate price output determination in different markets | K4 |

Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1 | S | M | S | M | S |
| CLO2 | S | M | S | M | M |
| CLO3 | S | M | M | M | M |
| CLO4 | S | M | S | L | S |

S-Strong; M-Medium; L-Low

MICRO ECONOMICS II - ES25C03- 88 HRS

UNIT I

(16 Hrs)

Market: Meaning-Features of market-Classification of markets-Firm and Industry-Meaning- Perfect Competition- features-Equilibrium of firm and Industry-Short run and long run- Pricing under perfect competition- long period normal price and laws of returns in the industry Effects of changes in demand and supply-importance of time element in price theory.

UNIT II

(16 Hrs)

Monopoly- Definition-characteristics-Types-Causes of monopoly-price and output determination in short run and long run monopoly price and elasticity of demand – monopoly equilibrium under different cost-measurement of monopoly power-Regulation of monopoly-price discrimination-forms-degrees- conditions-effects of price discrimination-dumping

UNIT III

(20 Hrs)

Monopolistic competition -Definition- features-equilibrium under monopolistic competition-individual and group equilibrium in short run and long run – non price competition excess capacity-chamberlains view of excess capacity-selling cost- significance – price-output equilibrium under selling cost –individual equilibrium and Group equilibrium and selling cost

UNIT IV

(16 Hrs)

Oligopoly- Meaning - Features- Classification- Price leadership- Types - short run and long run equilibrium for oligopoly- difficulties- Kinked demand curve-assumptions- criticisms- Reason for price rigidity- effects of oligopoly and evils of oligopoly - Duopoly - pricing under duopoly

UNIT V

(20 Hrs)

Marginal productivity- theory of factor pricing -rent - Quasi rent- -Wages- Nominal and real wages-factors determining- standard of living theory of wages -subsistence theory-wage fund theory-marginal productivity theory of wages- modern theory of wages -interest-gross and net interest - Theories of interest- classical theory of interest- liquidity preference theory of interest- loanable funds theory of interest -profit- gross profit- net profit-uncertainty theory of profit -risk theory – Dynamic theory -innovation theory of profit.

Text Book

| S.No | Authors | Title | Publishers | Year and Edition |
|------|-------------|--------------------------|-------------------------------|--------------------------------|
| 1. | P.N.Chopra | Advanced Economic theory | Kalyani Publishers | 2022 and 21 st edn. |
| 2. | Sankaran .S | Micro Economics | Margham Publications, Chennai | Reprint 2021 and edn. |

Books for Reference

| S.No | Authors | Title | Publishers | Year and Edition |
|------|----------------------|-----------------------|-------------------------------------|-------------------------------|
| 1. | Kaveri R. and others | Micro Economic Theory | S.Chand and Company Ltd , New Delhi | 2010, 8 th edition |
| 2. | Jhingan M.L | Micro Economics | Vrinda Publications (P)Ltd, Delhi | 2016, 8th ed |

| COURSE CODE | COURSE TITLE | Category | L | T | P | Credit |
|-------------|--------------------------|----------|----|---|---|--------|
| ES24C04 | STATISTICS FOR ECONOMICS | THEORY | 88 | 2 | - | 4 |

PREAMBLE

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

COURSE LEARNING OUTCOMES

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

| CLO Number | CLO Statement | Knowledge Level |
|------------|---|-----------------|
| CLO 1 | Define the concepts of Statistics, Statistics as Science or Art, Collection of Data, and Classification and tabulation of Data Average - Dispersion Inter Quartile – Mean Deviation – Standard Deviation – Co-efficient of Variation – Set theory | K1 |
| CLO2 | Understand the difference between Regression and Correlation, Methods - Graphic Method- Algebraic method- Experiments and events – Properties of binomial distribution Explain features of statistics – Importance-Functions-Mean – Median – Interquartile- coefficient of variation – methods of Dispersion- Role of Poisson distribution-Importance and properties of normal distribution – Null set and sub sets | K2 |
| CLO3 | Discuss the Karl Pearson's Co- efficient of Correlation-Spearman's Rank Co-efficient of Correlation Discuss on Binomial Distribution- Importance-Applications of binomial distribution- Poisson Distribution and Normal Distribution | K3 |
| CLO4 | Analyse measures of Central Tendencies –Probability- Theorems of Probability- Addition Theorem- Multiplication Theorem- Conditional Probability- Bayes theorem- Mathematical expectation- Properties – conditions for normality | K4 |

Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|------|------|------|------|------|------|
| CLO1 | S | S | S | S | S |
| CLO2 | S | M | S | S | M |
| CLO3 | S | S | S | S | S |
| CLO4 | S | S | S | S | S |

S- Strong; M-Medium

STATISTICS FOR ECONOMICS**UNIT I (17 hrs)**

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

UNIT II (17 hrs)

Measures of Central Tendencies –Average - Arithmetic Mean, Median and Mode-Dispersion, Meaning, Methods, Range – Inter Quartile – Mean Deviation – Standard Deviation– Co-efficient of Variation

UNIT III (18 hrs)

Correlation- Definition- significance- Types- Methods of studying correlation- Graphic Method- Mathematical method - Karl Pearson's Co- efficient of Correlation-Spearman's Rank Co-efficient of Correlation- Regression- Definition- Graphic method- Algebraic Method.

UNIT IV (18 hrs)

Definition-Importance of concept of probability- Experiments and Events- Theorems of Probability- Addition Theorem- Multiplication Theorem- Conditional Probability- Bayes theorem- Mathematical expectation

UNIT V (18 hrs)

Measurement of Secular Trend - Index Numbers - Characteristics - Uses - Unweighted and Weighted index - Wholesale price index - Consumer price index – Marshall Edge worth – Reversal Test.

TEXT BOOK

| S.NO. | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
|-------|--------------------------|---|---------------------------------|---------------------------|
| 1 | R.S.N.Pillai & Bagavathi | Statistics: Theory and Practice | S Chand & Co. Ltd., New Delhi | 2019, 8 th ed |
| 2 | Gupta S.C., V.K. Kapoor | Fundamentals of Mathematical statistics | Sultan Chand & sons., New Delhi | 2020, 12 th ed |

Books for Reference

| S.NO. | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
|-------|----------------------|---------------------|----------------------------------|--------------------------|
| 1 | B.L.Agarwal | Basic Statistics | New age International publishers | 2023, 2 nd ed |
| 2 | N.G.Das | Statistical Methods | MCGraw Hill Education | 2017, 1 st ed |
| 3 | S.P.Gupta &M.P.Gupta | Business Statistics | Vikas Publishing | 2014, 4 th ed |

| COURSE CODE | COURSE TITLE | Category | L | T | P | Credit |
|--------------------|---------------------|-----------------|----------|----------|----------|---------------|
| ES25A03 | ECONOMIC ANALYSIS | THEORY | 73 | 2 | | 4 |

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.

PREAMBLE

Basic knowledge of Microeconomics.

COURSE LEARNING OUTCOMES

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

| CLO Number | CLO Statement | Knowledge Level |
|-------------------|---|------------------------|
| CLO1 | Define and list basic economic concepts, market structures, and production factors. | K1 |
| CLO2 | Understand types of goods, demand, and forms of price discrimination under different markets. | K2 |
| CLO3 | Explain demand–supply laws, elasticity, distribution theories, and macroeconomic concepts. | K3 |
| CLO4 | Discuss producer behavior, laws of production, equilibrium, and principles from Keynes to Arthashastra. | K4 |

Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1 | S | S | S | S | S |
| CLO2 | S | S | M | S | S |
| CLO3 | S | S | S | S | S |
| CLO4 | S | S | S | S | S |

S- Strong; M-Medium

ECONOMIC ANALYSIS

UNIT I

14 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

14 hrs

Demand – Meaning – Types – Law of Demand – Exceptions – Indifference Curve Analysis – Properties – Elasticity of Demand – Types – Measurement.

UNIT III

15 hrs

Production – Factors of Production – Production Function – Laws of Returns – Law of Variable Proportions – Isoquants – Returns to Scale – Economies and Diseconomies of Scale – Law of Supply – Cost and Revenue Concepts and Curves - Traditional Indian methods of production in agriculture, crafts, and industry

UNIT IV

15 hrs

Market – Meaning – Types – Equilibrium of the Firm – Industry – Pricing under Perfect Competition – Monopoly – Price Discrimination – Pricing under Monopolistic Competition – Pricing under Oligopoly - Ancient Indian market structures

UNIT V

15 hrs

Distribution – Marginal Productivity Theory – Theories of Wages – Subsistence Theory – Theories of Rent – Ricardian Theory of Rent – Quasi Rent – Modern Theory of Rent – Classical Theory of Interest – Liquidity Preference Theory of Interest – Uncertainty Theory of Profit and Innovation Theory of Profit

Text Book

| S.NO | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
|-------------|---------------------------------------|--------------------------|---------------------------------|---------------------------|
| 1 | Sankaran.S | Economic Analysis | Margham Publications, Chennai | 2020, 7 th ed |
| 2 | Robert Pindyck Daniel Rubinfeld | Micro Economics | Pearson Education | 2022, 9 th ed |
| 3 | Shamasastory.R | Kautilya's Arthashastra | Dev Publishers and Distributors | 2021, 1 st ed |

Books for Reference

| S.NO | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
|-------------|--|--------------------------|--------------------------------------|-------------------------------|
| 1 | Mas-Colell, Whinston, JerryR.Green | Micro Economic Theory | Oxford Publisher | 2012, 2 nd ed |
| 2 | Varshini and Maheswari | Managerial Economics | Sultan Chand and Son's, New Delhi | 2012, 22 nd ed |
| 3 | Ahuja H.L. | Principles of Economics | S.Chand and Company Ltd , New Delhi. | 2014, 1 st edition |

| COURSE CODE | COURSE TITLE | Category | L | T | P | Credit |
|--------------------|-----------------------------|-----------------|-----------|----------|----------|---------------|
| ES25A04 | MANAGERIAL ECONOMICS | THEORY | 73 | 2 | - | 4 |

Preamble

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

Prerequisite

- Understanding of elementary micro and macro economics, graphs, cost analysis, and business finance.

Course Learning Outcomes

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

| CLO Number | CLO Statement | Knowledge Level |
|-------------------|---|------------------------|
| CLO 1 | Define the nature and scope of managerial economics, key economic concepts, and market structures. | K1 |
| CLO2 | Interpret break even analysis, pricing decisions under various market structures and demand forecasting techniques | K2 |
| CLO3 | Explain major economic indicators and their relevance to managerial decisions, degrees of price discrimination, and methods of national income determination. | K3 |
| CLO4 | Examine foreign exchange management in India, causes of business cycle, and need of capital budgeting | K4 |

Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|--------------|-------------|-------------|-------------|-------------|-------------|
| CLO 1 | S | S | S | S | S |
| CLO 2 | S | S | S | S | S |
| CLO 3 | S | S | S | S | S |
| CLO 4 | S | M | S | S | S |

S- Strong; M-Medium

MANAGERIAL ECONOMICS - ES25A04 -73 HRS

Unit I (14 Hrs)

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

Unit II (14 Hrs)

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

Unit III (15 Hrs)

Determination of Price under Different Markets – Market Structure – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly – Oligopoly – Employment of Inputs Under Different Market Structures – Price Discrimination – Degrees of Price Discrimination, Traditional Indian markets and pricing mechanisms.

Unit IV (15 Hrs)

National Income Accounting for managers – Business Cycle and business policies – causes, indicators and prevention - Fiscal and Monetary Policies.

Unit V (15 Hrs)

Overseas Demand Analysis – Capital Budgeting: Objectives and Need - Foreign Exchange management in India – Balance of Payments: Meaning and Components

Text Book

| S.NO | Authors | Title of the Book | Publisher | Year and Edition |
|------|----------------------------------|----------------------|--------------------|---------------------------|
| 1 | R.L.Varshney & K.L.Maheshwari | Managerial Economics | S.Chand Publishing | 2012, 22 nd ed |
| 2 | Cris Lewis.W H.Craig Petersen | Managerial Economics | Prentice Hall | 2018, 1 st ed |

Books for Reference

| S.No | Authors | Title | Publishers | Year and Edition |
|------|---|----------------------|-----------------------------------|--------------------------|
| 1 | M L Jhingan, J K Stephen | Managerial Economics | Vrinda Publications | 2014, 2 nd ed |
| 2 | R.Cauvery, Dr.U.K. Sudha Nayak, Dr.M.Girija, Dr.R.Meenakshi | Managerial Economics | Sultan Chand and Son's, New Delhi | 2013, 2 nd ed |

| COURSE CODE | COURSE TITLE | CATEGORY | L | T | P | CREDIT |
|--------------------|-------------------------|-----------------|-----------|----------|----------|---------------|
| ES25A05 | MONEYAND BANKING | THEORY | 73 | 2 | - | 4 |

Preamble

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

Prerequisite

- Basic Knowledge in Economics

Course Learning Outcomes

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

| CLO Number | CLO Statement | Knowledge Level |
|-------------------|---|------------------------|
| CLO1 | Understand the Money and its significance , kinds of Money. | K1 |
| CLO2 | Describes the theories of demand and supply of money, factors influencing demand and supply of money. | K2 |
| CLO3 | Explain the causes, consequences of inflation and deflation, reasons for Inflationary gap, the role of money in a modern economy. | K3 |
| CLO4 | Evaluate the role of money in a capitalistic society, importance of money in a modern economy, role of banks in development process, Functions of central bank. | K4 |

Mapping with Programme Learning Outcomes

| CLOs | PLO 1 | PLO 2 | PLO3 | PLO 4 | PLO5 |
|-------------|--------------|--------------|-------------|--------------|-------------|
| CLO1 | S | S | S | S | S |
| CLO2 | S | S | M | S | S |
| CLO3 | S | S | S | S | S |
| CLO4 | S | M | S | S | S |

S-Strong; M-Medium

MONEY AND BANKING-ES25A05

UNIT I

14 hrs

Money–Definition-Evolution of Money–Indigenous systems of barter and trade in ancient India -Kinds-Functions–Significance Drawbacks of Money–Money in a Capitalist Economy and Socialist Economy – Money in a Developing and Mixed Economy - Circular Flow of Money.

UNIT II

15 hrs

Monetary Standard – Meaning – Attributes of a Good Monetary Standard - Types of Monetary Standard – Metallic Standard - Monometalism – Bi-metalism – Gresham’s Law - Paper Currency Standard – Special Features – Merits and Demerits - Principles and Methods of Note Issue – Cryptocurrency -Historical Indian systems of currency, coinage, and trade networks

UNIT III

15 hrs

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

UNIT IV

14 hrs

Inflation – Meaning – Features – Causes – Impact – Types – Control through Monetary Policy – Inflationary Gap – Deflation – Meaning – Causes – Control – Stagflation – Trade Cycle – Phases of Trade Cycle – Control, Budget and GST.

UNIT V

15hrs

History of Banking System–Indigenous banking systems in India, Central Banking – Functions of Central Bank – Commercial Banking – Structure and Functions – Role of Commercial Banks in Economic Development – Development Banking – Features – Structure of Development Banks in India – Non banking financial institutions-Recent Trends in Banking – Green Banking – Products of Green Banking.

Text Books

| S.No | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
|-------------|----------------|--------------------------|--|---------------------------|
| 1 | Jhingan M.L | Monetary Economics | Vrinda Publications Pvt. Ltd., New Delhi | 2010, 7 th ed |
| 2 | Shamasastri.R | Kautilya's Arthashastra | Dev Publishers and Distributors | 2021, 1 st ed |

Books for Reference

| S.No | AUTHORS | TITLE OF THE BOOK | PUBLISHER | YEAR & EDITION |
|-------------|---|---------------------------------------|-------------------------|---------------------------|
| 1 | R.R.Paul | Money Banking and International Trade | Kalyani Publisher | 2018, 12 th ed |
| 2 | Cauvery.R.U.K Sudha Nyaikand others | Monetary Economics | S.Chand and Company Ltd | 2012, 2 nd ed |