



**PSGR  
Krishnammal College for Women**



**DEPARTMENT OF ECONOMICS (AIDED)**

**CHOICE BASED CREDIT SYSTEM (CBCS) &  
LEARNING OUTCOME BASED FRAMEWORK (LOCF)**

**SYLLABUS**

**BACHELOR IN ECONOMICS**

**2023 Batch**



### **PROGRAMME LEARNING OUTCOMES: (PLOs)**

On completion of the programme students will be able to

**PLO1:** Acquire in-depth knowledge of the concepts, theories, principles and models to develop basic skills used in the subject of Economics.

**PLO2:** Understand the various financial and economic sectors of the economy.

**PLO3:** Acquire managerial, entrepreneurial and computer skills for enhancing their employability.

**PLO4:** Understand the impact of economic activities in the societal and environmental context and demonstrate the need for sustainable development.

**PLO5:** Equip with moral values, ethical principles social responsibilities and commitment to the needs of business and society.

### **PROGRAMME SPECIFIC OUTCOMES (PSOs)**

**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.



**DEPARTMENT OF ECONOMICS**  
**CHOICE BASED CREDIT SYSTEM &**  
**LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)**

Programme & Branch B.A.Economics													
Syllabus & Scheme of Examination (Applicable to students admitted during the academic year 2023-26 Batch onwards)													
Semester	Part	Subject Code	Title of the Paper		Instruction Hours / Week	Instruction Hrs / Sem	Tutorial	Duration of Examination	Examination Marks			Credits	
									CA	ESE	Total		
I	I	TAM2301/	Language Paper I										
		HIN2301/	Tamil/Hindi/French	Lang	6	88	2	3	25	75	100	3	
		FRE2301											
	II	ENG2301	English Paper I	Eng	6	88	2	3	25	75	100	3	
	III	ES23C01	ES23C02	<b>Group A - Core</b> Micro Economics- I	CC	5	73	2	3	25	75	100	4
				Indian Economy	CC	5	73	2	3	25	75	100	4
	IV	EG23A01/ HI23A01	ES23A01/ ES23A02	<b>Group B - Allied Paper I</b> English through classics I Principles of Modern Government	GE	6	88	2	3	25	75	100	4
Indian Economic Development International Marketing				GE	5	73	2	3	25	75	100	4	
	NME23B1/ NME23A1		Basic Tamil I/ Advanced Tamil I/	SEC	2	28	2		100		100	2	
	NME23ES		Introduction to Entrepreneurship	SEC	2	30	-	-	100		100	2	

CC-Core Courses; AEC – Ability Enhancement Course; GE-Generic Elective; CA- Continuous Assessment; ESE- End semester Examination

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>ES23C01</b>	<b>Micro Economics I</b>	C	73	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 OUTCOMES**

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

<b>CLO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CLO1.</b>	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
<b>CLO2.</b>	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
<b>CLO3.</b>	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
<b>CLO4.</b>	Examine law of diminishing marginal utility, law of equi marginal utility, law of supply, law of Variable Proportion, Returns to scale, Cobb-Douglas production function, Importance of Economics as science and art, consumer surplus- Revealed preference theory- Elasticity of demand-Measurement- Production functionCES linear production function, Types of cost- Relationship between AR and MR	K4

#### **Mapping with Programme Outcomes**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
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; L-low

## SYLLABUS

### CORE PAPER I -MICRO ECONOMICS I

**Unit I- Introduction:14 hrs**

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

**Unit II- Consumer Behavior:16 hrs**

Utility- Cardinal and ordinal utility analysis- Law of Diminishing Marginal Utility- Relationship between Marginal utility and Total Utility- Law of Equi-marginal utility-Indifference curve analysis- Indifference schedule-Indifference map- Properties-Consumer equilibrium-Income effect- Substitution effects and price effects- Revealed preference theory.

**Unit III – Demand Analysis:16 hrs**

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

**Unit IV – Production:14 hrs**

Meaning-Factors of production-Scale of production- Production function-Linear -Cobb-Douglas-CES 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:13 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, nature of cost curves-Revenue curve-Total Revenue, average Revenue, Marginal Revenue- Relationship between AR and MR curve

<b>TEXT BOOK</b>	1.P.N.Chopra	Advanced Economic theory Micro and Macro	Kalyani Publishers	2011
	2. Sankaran .S	Micro Economics	Margham Publications, Chennai	2014
<b>REFERENCE</b>	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.Jhingan M.L.	Micro Economics	Vrinda Publications(P)Ltd, Delhi	2015

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

**Course Designers:**

- 1.Dr. K.Renuka Associate Prof, Department of Economics
- 2.Dr.C.Athena Assistant Professor, Department of Economics

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>ES23C02</b>	<b>INDIAN ECONOMY</b>	C	73	2	-	4

**PREAMBLE**

To introduce the student 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

<b>CLO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CLO1.</b>	Define basic concepts in Economic Growth and Development, Determinants of growth, industrial policy, unemployment- Agricultural Marketing, Green Revolution, Agricultural Finance- NABARD	K <sub>1</sub>
<b>CLO2.</b>	Understand the features of developed nations- defects of agricultural marketing, Indian Agriculture, Causes for Low Productivity- Agricultural Finance-Need for credit	K <sub>2</sub>
<b>CLO3.</b>	Analyse the difference between growth and development-Role of agriculture- Sources of NABARD - Role and Problems of MSMEs Large Scale Industries -Causes and measures to improve capital Formation in India- Achievements	K <sub>3</sub>
<b>CLO4.</b>	Examine the features of Indian Economy, Agricultural marketing measures – Industrial policies - Population in India, Poverty – causes and measures - employment generation schemes Impact of Industry 4.0 and 5.0, five year plans, Liberalisation, Privatisation and Globalisation.	K <sub>4</sub>

**Mapping with Programme Outcomes**

<b>COs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
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; L-Low

**SYLLABUS**  
**CORE PAPER II – INDIAN ECONOMY**

**UNIT I: 14 hrs**

Meaning of Economic Growth and Development – Difference- Determinants of Growth - Features of Developing Countries – Features of Indian Economy – Features of Developed Countries- major issues of Economic Development

**UNIT II: 14 hrs**

Meaning of Indian Agriculture – Role – features- Causes for Low Productivity – Measures to improve Agricultural productivity- Green Revolution – Agricultural Marketing – Regulated & Unregulated market – Meaning- Defects – Measures - Agricultural Finance- Need for credit- Non-Institutional sources- Institutional sources- Cooperative credit society- Commercial Banks- NABARD

**UNIT III:18 hrs**

Concept of Industrialization –Industrial Policy Resolution 1948, 1956 and New Industrial Policy 1991 – Role and Problems of MSMEs - Large Scale Industries –Introduction to Industry 4.0 - Need for Adopting Industry 4.0 - skills required- Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0 - Capital Formation – Meaning – Process.

**UNIT IV: 13 hrs**

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

**UNIT V: 14hrs**

Planning –Five Year Plans- Objectives - Achievements- Liberalisation, Privatisation and Globalisation – Meaning, Merits and demerits- NITI Ayog.

<b>TEXT BOOK</b>	1.Sankaran.S	Indian Economy (Problems, Policies and Development)	Margham Publications, Chennai.	2013
	2.Dutt &Ruddar	Indian Economy	S.Chand Publishers, New Delhi.	2012
<b>REFERENCE</b>	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	Himalaya Publishing Houses, Mumbai	2019
<b>Related Online Contents :</b> 1.Introduction to Industry 4.0 and Industrial Internet of Things by Prof.SudipMishra,IITKharagpur. 2. A Complete Guide to Industry 4.0-Udemy				

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

**Course Designers:**

- 1.Dr.Mrs. C.Athena, Associate Prof. Dept. of Economics.
- 2.Dr.Mrs. S.PadmaAnnakamu, Asst. Prof., Dept. of Economics.

Course Number	Course Name	Category	L	T	P	Credit
ES23A01	INDIAN ECONOMIC DEVELOPMENT	A	88	2		4

**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
<b>CLO1.</b>	Understand the meaning of growth and development, green revolution, , new economic policy-liberalisation, globalization, privatization- Small scale industry poverty, unemployment, agricultural marketing, budget, Planning, National Income	K1
<b>CLO2.</b>	Explain the growth and development- role of NABARD-importance of industrialization - role of agriculture-causes for low productivity-features-causes for population and poverty, land reforms	K2
<b>CLO3.</b>	Illustrate major issues of development-Agricultural marketing – defects-Large scale industries-Government programmes to reduce unemployment-uses of National Income - measures, Role and problems of MSMEs, Need and problems of Foreign aid	K3
<b>CLO4.</b>	Discuss the Industrial policies 1948, 1956, 1991, Five year Plans, NITI Aayog, Measurement of national income- Difficulties in calculation - types of budget, Five year plans - current budget	K4

**Mapping with Programme 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; L-Low



**SYLLABUS**  
**ALLIED PAPER I – INDIAN ECONOMIC DEVELOPMENT**

**UNIT I: 14 hrs.**

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

**UNIT II: 18 hrs.**

Indian Agriculture – Significance – Land Reforms - Green Revolution – Agricultural Marketing – Defects –Measures – Role of NABARD.

**UNIT III: 15 hrs.**

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

**UNIT IV: 13 hrs.**

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

**UNIT V: 13 hrs.**

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

**TEXT BOOK**

1.Sankaran.S	Indian Economy (Problems, Policies and Development	Margham Publications, Chennai.	2013
2.Datt &Sundharam's	Indian Economy	S.Chand Publishers, New Delhi	2022

**REFERENCE BOOKS**

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	2019

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

**Course Designers:**

- 1.Dr.Mrs. K. Renuka, Associate Prof. Dept. of Economics
- 2.Dr.Mrs.S.PadmaAnnakamu, Asst. Prof., Dept. of Economics.

Course Number	Course Name	Category	L	T	P	Credit
ES23A02	INTERNATIONAL MARKETING	A	73	2		4

#### PREAMBLE

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

#### COURSE OUTCOMES

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

CLO Number	CO Statement	Knowledge Level
CLO 1	Define the concepts of International marketing, trading blocs, ASEAN, NAFTA, SAFTA, COMECON, MNCs, Marketing Research, Regional Co-operation Production Possibility Curve, Principle of Absolute Advantage , Principle of Relative Advantage, Factor Endowment theory, Porter's diamond model	K1
CLO2	Understand Production Possibility Curve, Principle of Absolute Advantage , Principle of Relative Advantage, Factor Endowment theory, Porter's diamond model.	K2
CLO3	Discuss Need for marketing research, Sources of Information, Primary research, Secondary research, Sampling, Basic methods of data collection. Examine Economic Co-operation Agreements, Trading blocs	K3
CLO4	Discuss the International Market Selection, Segmentation , Strategies of International Marketing	K4

#### Mapping with Programme 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; L-Low

## SYLLABUS

### ALLIED PAPER II - INTERNATIONAL MARKETING

#### Unit I: 17 hrs.

Basic concepts of International Marketing: Meaning of International marketing – Definition – Domestic Marketing Vs International Marketing-Benefits of International Marketing and Barriers - Foreign Market Entry Modes –Multinational Corporations and Global Corporations

#### Unit II: 14 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: 14 hrs.

Market research and Information systems: Need for marketing research, Sources of Information, Primary research, Secondary research, Sampling, Basic methods of data collection

#### Unit IV: 14 hrs

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

#### Unit V :14 hrs

Potential Market Assessment: International Market Selection – Segmentation – Data mining and market segmentation –Strategies –International Marketing: Planning and Control.

#### TEXT BOOK

1.Philip R. Cateora, John L. Graham, R.Bruce Money, Mary C.Gilly	International Marketing	Mc-Graw Hill, New Delhi.	2019
2. Dr Shalini Agarwal	International Marketing	SahityaBhawan Publications, Agra	2021

#### REFERENCE BOOKS

1. Francis Cherunilam	International Marketing	Himalaya Publishing House,Mumbai	2016
2.Srinivasan.R	International Marketing	Prentice Hall of India, New Delhi	2016
3. Varshney RL B.Bhattacharyya	International Marketing Management	Sultan Chand Publishers, New Delhi.	2012

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

#### Course Designers:

- 1.Dr.C.Athena, Associate Prof. Dept. of Economics
- 2.Dr.N.V.Kavitha, Asst. Prof., Dept. of Economics.