

# **FATIMA COLLEGE (AUTONOMOUS)**



**Re-Accredited with “A” Grade by NAAC (3<sup>rd</sup> Cycle)  
74<sup>th</sup> Rank in India Ranking 2020 (NIRF) by MHRD  
Maryland, Madurai- 625 018, Tamil Nadu, India**

NAME OF THE DEPARTMENT : THE RESEARCH CENTRE OF ECONOMICS

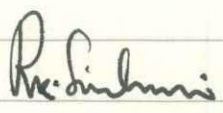
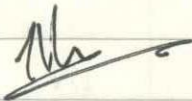

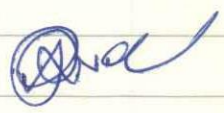
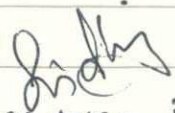
NAME OF THE PROGRAMME : B.A. ECONOMICS

PROGRAMME CODE : UAEC

ACADEMIC YEAR : 2020 - 2021

Minutes of the Meeting of the Board of Studies  
in the Research Centre of Economics held on  
28.02.2020 at 2.00 P.m.

### Members of the Board

1. Dr. Sadasiram  
Associate Professor of Economics  
Madurai Kamaraj University, Madurai - 21  

2. Dr. S. Ganesan  
Associate Professor of Economics  
Bharathidasan University  
Kajamalai Campus, Tiruchirappalli  

3. Dr. K. Manikandan  
Assistant Professor of Economics  
Grandhiygram Rural University  
Grandhiygram  

4. Dr. Mahendraraj  
Chairman, Pempe Biscuits  
46/2 Ground Floor  
Kannadasan main road, Near city union Bank  
bye pass road, SS Colony, Madurai - 16.  

5. Mrs. Sindhuja  
Senior Statistical Officer  
National Statistical Office (F&D) & Programme Implementation  
No. 26 2nd floor B wing  
Shastri bhavan Haddow Road  
Nugambakkam, Chennai - 600006.  


6. Dr. S. J. Kala S. J. Kala  
Dean of Arts  
Fatima College.
7. Dr. Mrs. Shobana Nelasco Shobana Nil
8. Dr. Mrs. Regina Mary M. Regina
9. Dr. MS. G. Uma G. Uma
10. Dr. Mrs. Ivy Jeno S. Ivy Jeno.
11. Mrs. A. Gracy Rani A. Gracy Rani.
12. Dr. Mrs. P. Anita P. Anita
13. Dr. Mrs. C. Sahaya Mary Sophia C. Sahaya Mary Sophia
14. Dr. Mrs. K. Selva Lakshmi K. Selva Lakshmi
15. Dr. MS. R. Sujitha R. Sujitha

### Action Taken Report

S.E. NO	Suggestions	Action Taken
1.	It was suggested by the members of the Board that For M.A Indian Economy paper should be introduced for 2 Semesters.	we have introduced Indian Economy for I M.A
2.	Suggested to update the Book Resource	References updated
3)	Suggested <del>Comp</del> instead of Competitive Exam Skills Paper Inspiringly E-conomies should be introduced as Skill Based	It was introduced but not yet implemented

## Outcome of the meeting

As per the suggestions of Dean we should not have the same ~~papers~~ titles (Micro Economics I and Micro Economics II) so Micro Economics II has been renamed as Market Income and Factor pricing. For MOOC Courses 23 papers have been selected to be offered to the students (19E2-CC3).

As Self study for UG - General paper-II of IES syllabus and for the PG General paper - I has been introduced.

For comprehensive viva the Question form, UGC-NBT portion are tested.

For Slow learners Remedial Classes are conducted, for which rules have been framed.

Since Extension activity is to be introduced to P.G. Economics from 2020 onwards, the syllabus is to be framed.

Mrs. Sindhuja suggested to have a survey about agriculture, to give field visit exposure to students.

Dr. Manikandan suggested, for internship programme, Curukulam Kali can be introduced.

- The survey on case study with farmers can be done by the students.

- The survey on different types of crops cultivated can be collected by the students Confining 1 Single Hamlet.

Mrs. Sindhuja has suggested to introduce Agriculture Economics as a subject to

UG Economics, instead of Indian Economic Issues II

Dr. Mahendrarvel gave the following references for internship.

- 1) Mr. Anand, Food grain Yard
- 2) Mr. Raja Mohan, Eniro Care
- 3) Mr. Sai Subramanian and Mr. Karthikeyan, Tamil Nadu food grain Merchant Association.

In all Entrepreneurship Skill papers, Skill India and Start-up India should be included.

Dr. Manikandam suggested, For UG in Micro Economics - I, IV unit can be Cost and Revenue and the production analysis can be shifted to V unit, In V unit Cost and Revenue Sub title can be removed (19EICCI).

Dr. Mahendrarvel suggested, In Labour Economics (19E4CET), Theories of Labour, International Labour market can be included.

In Entrepreneurial Skill paper, going to MADEIRA can be given as internship.

In Indian Economics issues, IV unit the title can be changed as Informal sector and Service Sector. The IF, GDP contribution, Banking, Trends and Growth can be included. In V unit title can be changed as Recent Programmes of Government of India. instead of recent policies.

For PG. Mathematics For Economist (19PG2EB), In V unit input output analysis, technical Co-efficient should be included and the title can be changed as Linear programming and Input and output Analysis.

Since it was represented by HoD that Competitive Exam Skills Subject can be restored, the External and Internal Board members, suggested this paper can be restored only after refining the whole content, getting the approval of External Board members prior implementing to students. For M.Phil, Modern Economic Issues and Research Methods and Statistical Applications can be offered as suggested by Dr. Ganesan.

Signature of the Board Members.

1) Dr. Sadasivam

*[Signature]*

2) Dr. S. Ganesan

*[Signature]*

3) Dr. K. Manikandan

*[Signature]*

4) Dr. P. Mahendrarvel

*[Signature]*

5) Mrs. Sindhuja

*[Signature]*

6) Dr. S. J. Leela

8) Dr. Mrs. Shobana Melasco

*[Signature]*

9) Dr. Mrs. Regina Mary

*[Signature]*

10) Dr. Ms. G. Uma

*[Signature]*

11) Dr. Mrs. Iry Jeno

*[Signature]*

12) Mrs. A. Gray Rani

*[Signature]*

13) Dr. Mrs. P. Anita

*[Signature]*

14) Dr. Mrs. C. Sahaya Mary Sophia

*[Signature]*

15) Dr. Mrs. K. Selva Laleshmi

*[Signature]*

16) Dr. Mrs. R. Sujitha Karulka

*[Signature]*

Minutes written by

1. Dr. P. Anita

2. Dr. C. Sahaya Mary Sophia

*[Signature]*



**RESEARCH CENTRE OF ECONOMICS**  
**B.A ECONOMICS**  
**2020-2021**

SUB.CODE	TITLE	HRS	CREDIT	SEMESTER	INTERNAL (40)	EXTERNAL (60)	TOTAL (100)
20E1ST1	Porullialum Illakiyamum (In Collaboration With Tamil Department)		2	I	40	60	100
20E2SL2	Advertisement and sales promotion		2	II	40	60	100
20E3SL3	Social Economics		2	III	40	60	100
20E4SL4	Economics of Tourism		2	IV	40	60	100
20E5SL5	Front Office skills (In Collaboration With English Department)		2	V	40	60	100
20E6SL6	Dynamics of Research		2	VI	40	60	100

**INTER DEPARTMENTAL SELF LEARNING COURSE**  
**DEPARTMENT OF ECONOMICS AND RESEARCH CENTRE OF TAMIL**  
**TAMIL ILAKKIYAMUM PORULIYALUM**

தமிழ் இலக்கியமும் பொருளியலும்  
*For those who joined in 2021 onwards*

**I B.A SEMESTER**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
UAEC / UATA	20E1ST1	<b><u>TAMIL</u></b> <b><u>ILAKKIYAMUM</u></b> <b><u>PORULIYALUM</u></b>	SELF LEARNING	--	2

**COURSE DESCRIPTION**

பொருளியல் சிந்தனைகளை அறிதல்.

**COURSE OBJECTIVE/S**

பொருளியல் முறைமைகளையும், வகைகளையும், பணப்பரிவர்த்தனை முறை குறித்தும் அறியும் திறன் பெறுதல்.

**COURSE OUTCOMES (CO)**

No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)
CO 1	பண்டைக்கால பொருளியல் சிந்தனைகளைத் தெரிதல்	k1, k2
CO 2	வேளாண்மைச் சமூக அமைப்பு குறித்து அறிதல்	k2, k3
CO 3	திருக்குறளில் இடம்பெறும் பொருளியல் பதிவுகளைத் தெரிதல்	k2, k4
CO 4	To gain Knowledge on payment system	k1, K2
CO 5	To acquire knowledge on Agricultural System	k3, k4

**Unit 1 - பண்டைக்கால பொருளியல்**

யூதர் பொருளியல் சிந்தனை - கிரேக்கர் சிந்தனை -  
 ரோமானியர் சிந்தனை - இந்தியச் சிந்தனை.

**Unit 2 - வேளாண்மைச் சமூகம்**

சங்க இலக்கியத்தில் வேளாண்மையும் வணிகப் பொருளாதாரமும் - வணிகத்தின்  
 வகைகள் - வணிகரின் வாழ்வியல் - வேளாண்மைச் சமூகம்

**Unit 3 - திருக்குறளில் பொருளியல் சிந்தனைகள்**

பொருள் உற்பத்தி - நிலம் - உழைப்பு - பொருள் - தொழில் நிர்வாகம்.

#### UNIT 4 - PAYMENT SYSTEM - INTRODUCTION

Payment System –Barter System - Gold Standard – Paper Currency -  
Digital payment. Agricultural System Jamindary system - Rayathvaari System -  
Magalvaari System.

#### UNIT 5 – ECONOMIC HISTORY OF TAMILAGAM.

Economic history of Tamilagam during Chera,Chola, Pandiya and Modern period .

#### UNIT – VI DYNAMISM

History of Tamilagam in Ancient Literature – Case Study on agricultural labourers in Madurai – A  
Study on Allocation of Factors of Production

#### TEXT BOOKS:

1. சசிவல்லி - பண்டைத் தமிழர் தொழில்கள், உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை, 1995.
2. மாதையன். பெ., சங்க இலக்கியத்தில் வேளாண் சமூகம், நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை, முதல் பதிப்பு, 2010.
3. முருகன்.பி., திருக்குறளில் பொருளில் சிந்தனை, நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை, முதல் பதிப்பு, டிசம்பர், 1994.
4. Jhingan. M.L. - Monetary Economics, Konark Publishers, Delhi, 2000
5. Sundaram. K.P.M., Indian Economy, Sultanchand company, New Delhi, 2015

CIA	
Assignment	20
Test	20
	40

- ✓ **All the course outcomes are to be assessed in CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for UG are :**
  - K1- Remember, K2-Understand, K3-Apply, K4-Analyse**
- ✓ **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

### EVALUATION PATTERN

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

**C1** – Assignment

**C2** – Test

### COURSE DESIGNER:

1. Mrs. A.Gracy Rani (Department of Economics)
2. Dr.S.Anburani (Department of Tamil)

**Forwarded By**  
**HOD'S Signature & Name**

Dr.K.Latha

**III SEMESTER**  
**SELF – LEARNING COURSE**  
**ADVERTISING AND SALES PROMOTION – 20E2SL2**  
 (For those who joined in 2020 onwards)

**CREDIT:2**

**COURSE DESCRIPTION**

This course examines the subject matter of Advertising and Sales promotion. It emphasizes the Advertising Media to find the ways and means to solve the problem.

**COURSE OBJECTIVES**

1. To provide a framework of tools effective in the analysis of advertising problems; and
2. To discover ways to resolve ethical issues of advertising.

**COURSE OUTCOMES (CO)**

<b>No.</b>	<b>Course Outcome</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand the Meaning and Cocept of Advertising	K1
<b>CO 2</b>	Identify the various Merits and Demerits of advertising	K2
<b>CO 4</b>	Assess the objectives of Advertising and Sales Promotion	K3
<b>CO 5</b>	Evaluate the role globalization in advertising.	K3

**Unit – I**

Introduction Concept of Advertising, Advertising and Marketing : the relationship and the difference, Role of advertising, Functions of Advertising, , Importance of Advertising in Modern Marketing, Negative role of advertising in national economy, Impact of advertising in national economy,

**Unit - II.**

Types of Advertising Commercial and non-commercial advertising, Primary demand and selective demand advertising, Classified and display advertising, Comparative advertising – Concept – advantages –disadvantages, Co-operative advertising -Concept –advantages –disadvantages,

Television advertising- Concept –advantages – disadvantages, Radio advertising- Concept – advantages –disadvantages

### Unit – III

Advertising Objectives Advertising objective-concept, How to determine advertising objectives, Advertising objectives setting process, Functions of Advertising objectives, Advertising objectives v/s Marketing objectives

### Unit – IV

Advertising model, Globalization and advertising, Peculiarities of marketing global brands, “Think globally, act locally” principle.

### Unit – V

Advertising Budget - Advantages and disadvantages of Advertising Budget, Advertising Budget decision Advertising Message Preparing an effective advertising copy, Elements of a print copy, Headlines, illumination, body copy, slogan. logo, seal of approval, Elements of a broadcast copy, Copy for direct mail

### Unit – VI

Budget Preparation for Advertising – Advertisement Ethics – Selection of Media of Advertisement

CIA	
Assignment	20
Test	20
	40

- ✓ **All the course outcomes are to be assessed in CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom’s Taxonomy for UG are :**
  - K1-** Remember,    **K2-**Understand,    **K3-**Apply,    **K4-**Analyse
- ✓ **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

### EVALUATION PATTERN

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

**C1** – Assignment

**C2** – Test

### COURSE DESIGNER:

1. Dr. G. Uma

**Forwarded By**  
**HOD'S Signature & Name**

**III SEMESTER**  
**SELF – LEARNING COURSE**  
**SOCIAL ECONOMICS – 20E3SL3**  
 (For those who joined in 2020 onwards)

**CREDIT:2**

**COURSE DESCRIPTION**

This course examines the subject matter of Social Economics. It emphasizes the social issues and ways and means to solve the problem.

**COURSE OBJECTIVES**

3. To provide a framework of tools effective in the analysis of social problems; and
4. To discover ways to resolve social problems

**COURSE OUTCOMES (CO)**

<b>No.</b>	<b>Course Outcome</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand the Meaning and Scope of Social Economics	K1
<b>CO 2</b>	Identify the various problems of the society	K2
<b>CO 4</b>	Assess the Causes for poverty, unemployment, migration and inequality issues	K3
<b>CO 5</b>	Evaluate the role of SEZ's and SHG's in women empowerment and discrimination sources.	K3

**UNIT I: INTRODUCTION TO SOCIAL ECONOMICS**

Social Economics: Definition – equality in Human Societies – Principles of social doctrines

**UNIT II: POVERTY AND SOCIAL SECURITY**

The world poverty situation – causes and consequences – Requisites of economic growth – Role of Government – Social security: Origin and growth – Unemployment – Migration and Inequality issues

**UNIT III: HUMAN CAPITAL, HEALTH & ECONOMIC DIMENSIONS**

Human capital - components of Human Capital – Problems in Secondary and Higher Education – Health Dimensions of development – Economic dimensions of health care – demand and supply of health care – inequalities in Health and Gender perspectives

#### **UNIT IV: SPECIAL ECONOMIC ZONES**

Role of SEZ's – Pros and cons of SEZ's in Indian context - Consumerism: Provision of Information – Prevention of and Protection from Business Manipulation

#### **UNIT V: SELF-HELP GROUPS**

Objectives – structure and nature of SHG's – functions of SHG's – organizational functions – economic functions – SHG's and women empowerment. Discrimination: Sources, kinds and costs

#### **UNIT VI: DYNAMISM/CURRENTAFFAIR**

Trends in poverty and unemployment in India, Impact of employment generation programs in Tamil Nadu, Case Study on awareness of consumers about the provision of information

#### **REFERENCE BOOKS:**

1. Ed.S.J.Ambrose Pinto Indian Reality: Debt and Development – New Delhi: Indian Social Institute, 2000
2. Rao, M.Gonda Development, Poverty and fiscal policy of Decentralization of Institution – New Delhi: OUP, 2002
3. Ed. Kumar T. Ravi Research papers in Applied Finance – Hyderabad: The Institute of Chartered Financial Analysis of India, 1999
4. Sondhi, M.L. Towards a New Era Economic, Social & Political Reforms
5. Indian Council of Social Sciences Research, New Delhi: Har-Anand Publications Pvt. Ltd., 2001
6. Economic Survey, Published by Government of India

#### **WEB REFERENCES (OPTIONAL)**

1. [www.tiss.edu](http://www.tiss.edu)
2. [www.isical.ac.in](http://www.isical.ac.in)
3. [www.cds.edu](http://www.cds.edu)

**Course Designer: Dr. M.Regina Mary**

**Forwarded By the Head of the  
Department**

**B.A ECONOMICS – IV SEMESTER****ECONOMICS OF TOURISM**

SUB.CODE: 20E4SL4

**SELF LEARNING COURSE****COURSE DESCRIPTION**

The program prepares managers and professionals that are able to tackle the global challenges of contemporary **tourism**: being, at the same time, engine for **economic** growth, key-player of sustainable development, and promoter of the cultural heritage.

**COURSE OBJECTIVES**

1. The objective of the course is to give students a theoretical economic background for a better understanding of international tourism which they can use for analyzing and solving problems of in the real world.
2. To give answers to major challenges which tourism related industries and destination organizations face in advanced economies

**UNIT-I INTRODUCTION**

Introduction – Tourism demand- theoretical background – types of tourism demand – indicators of effective demand – determinants of tourism demand – life cycle factors- global view- measurement of tourism demand – National and International tourism demand

**UNIT- II TOURISM DEMAND FORECASTING**

Tourism demand forecasting- methods of forecasting – public and private sectors in tourism – Government's role in tourism – Need for public and private sectors cooperation in tourism

**UNIT-III TOURISM PRICING**

Cost Concepts- Market Structure and Competition – Pricing in tourism – determinants of price- Pricing tourism products- Approaches to Pricing

**UNIT- IV COST AND BENEFITS OF TOURISM**

Impact of tourism – economic aspects- multiplier effect-displacement effect and tourism-tourist spending – cost and benefits of tourism – environmental aspects- Contingency valuation method

**UNIT- V TOURISM ENVIRONMENT**

Macro economic environment- Economic transition in India – A quick review- Liberalization, Privatization and Globalization

**UNIT – VI DYNAMISM**

Impact of COVID on Tourism Sector – Analysis of Economic transition in India - Methods of forecasting

**REFERENCES**

1. Ronila Chawla,” Economic of Tourism & Development”, Sonali Publication , New Delhi, 2004
2. Peterson .H.C & W.C. Lewis ,” Managerial Economics”, Prentice Hall (India), New Delhi,2004
3. Dholakia RH & Oza A.L. ,”Micro Economics for Management Students”, Oxford University Press, New Delhi-2004
4. Varshney RL & Maheswari KI , “Managerial Economics , Sultan Chand, New Delhi:2004
5. Maddala,” Microeconomics “, TMH , New Delhi-2004

**Course Designer: Dr. R.SUJI KARTHIKA****Forwarded By the Head of the  
Department**

# **INTER DEPARTMENTAL SELF LEARNING COURSE**

## **DEPARTMENT OF ECONOMICS AND ENGLISH**

### **FRONT OFFICE SKILLS**

***(For those who joined in 2021 onwards)***

### **III B.A - SEMESTER – V**

#### **SUB.CODE: 20E5SL5**

#### **UNIT -1:INTRODUCTION TO FRONT OFFICE**

**Front office** – meaning, Terminology: Account receivables- Bell desk- Cancellation charges- Concierge- GRC-Guest-IP-PBX- MICE- Non-guest- No-show- OHMS- PBX- POS- Rack rate- SMERF- Trial balance- Uniformed services- Valet- Whitney System-Yield Management.

#### **UNIT – II FRONT OFFICE STRUCTURE and PERSONNEL RESPONSIBILITIES**

**Front office Structure: Physical Setup:** Positioning the Front Desk - Front Office Communication, **Operational Structure:** Reservation – Reception - Guest Services – Accounts – Communication.

**Ranks and Responsibilities:** Reservation Manager -Reception Manager-Guest Services Manager-Night Audit Manager-Communication Manager, front office cashier,

#### **UNIT III: FRONT OFFICE DEPARTMENTS**

**Front Office Department:** Front Desk -Uniformed services-Concierges-Front Office Accounting System-Private Branch Exchange (PBX).

**Basic Responsibilities of Front Office Department:** Creating guest database-Handling guest accounts-Coordinating guest service-Trying to sell a service-Ensuring guest satisfaction-Handling in-house communication through PBX.

**Front Office Operations:** Front-House Operations- Back-House Operations.

**Sequential phases Guest Cycle in Hotel:** Pre-arrival – Arrival- Occupancy- Departure

#### **UNIT IV HONING COMMUNICATIVE SKILLS**

Basic Communicative skills-Greetings-Making enquiries-Polite expressions-

#### **UNIT V ENHANCING WORK ETHICS**

Telephonic etiquettes-Body language

#### **UNIT – VI DYNAMISM**

Responsibilities of Front office Department – Honing Communication Skills – Enhancing work ethics

**SEMESTER-VI**  
**20E6SL6- DYNAMICS OF RESEARCH**

(For those who joined in 2019 onwards)

**HOURS/WEEK: 6**

**CREDIT: 4**

**COURSE DESCRIPTION**

Gain knowledge on basic research problems

**COURSE OBJECTIVE/S**

1. Students may gain knowledge in general definition of research design.
2. Students should know why educational research is undertaken, and the audiences that profit from research studies.
3. Able to identify the overall process of designing a research study from its inception to its report.
4. Students should be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research.
5. Students may know the primary characteristics of quantitative research and qualitative research.
6. Students can be able to identify a research problem with suggestions.

**COURSE OUTCOMES (CO)**

No.	Course Outcome	Knowledge Level
CO 1	Understand some basic concepts of research and its methodologies	K1
CO 2	Identify appropriate research topics and Select and define appropriate research problem and parameters	K2
CO 3	Prepare a project proposal (to undertake a project)	K3
CO 4	Organize and conduct research (advanced project) in a more appropriate manner	K4
CO5	Write a research report and thesis and proposal for grant and assess critically the case study, structured surveys, interviews, report writing research methods	K5

**UNIT I: NATURE OF RESEARCH****[15 Hrs]**

Meaning of Research- Objectives of Research- Motivation in Research- Types of Research- Research approaches - Significance of Research and Scientific Method Research Process - Criteria of Good Research -Problems Encountered by Researchers in India- Plagiarism check and Ethics in Research

**UNIT: II RESEARCH PROBLEM AND RESEARCH DESIGN****[15 Hrs]**

Research Problem: Identification of the Problem – Formulation of the Problem- Criteria of a Good Research Problem. Role of Review of Literature.

Research Design: Meaning – Characteristics of a Good Research Design – Components of a Research Design – Types of Research Design.

**UNIT III: METHODS OF DATA COLLECTION****[15 Hrs]**

Primary Data: Mailed Questionnaire, Schedules, Interview Method, Observation and Case Study. Merits and Demerits of Primary Sources. Hypothesis testing: Garret ranking – likert scale – Gini ratio – Factor Analysis – Swot Analysis

Census and Sample Survey – Criteria for Selecting a Sample Procedure – Different Types of Sampling.

Secondary Data: Sources of Secondary Data – Precautions in the use of Secondary Data – Merits & Demerits. Student t-test, Chow test, F-test, Z- test, Unit root test, Chi-squared test, Compound growth rate, and Stability Analysis

**UNIT IV: FORMULATION AND TESTING OF HYPOTHESIS****[ 15 Hrs]**

Definition of Hypothesis. Role of Hypothesis – Types of Hypothesis – Criteria for useful Hypothesis – its Formulation. Procedure for Testing Hypothesis – level of significance.

**UNIT V: PROCESSING OF DATA AND REPORT WRITING****[ 15 Hrs]**

Data Processing – Scaling Techniques – Likert's Scale - Tabulation – Editing – Coding – Analysis and Interpretation of Data – Precautions Interpretation – Steps in Report Writing – Format for Research Report – Preliminary, Text, Reference Material – Foot Note, Index, Bibliography.

**UNIT – VI DYNAMISM**


**Practical Evaluation Components using case study, Survey Reports and presentation (PPT or oral):**

1. Seminar and presentation on practical research works
2. Doing individual project in research proposals
- 3, Collecting and writing review of articles with the above tools

### Reference Books:

1. Donald .H. Mc Burney, “Research Methods”, Thomson-Wordsworth, 5<sup>th</sup> Edition, 2003.
2. Ghosh B.N., “Scientific Method & Social Research”, Sterling Publishers Pvt.Ltd., New Delhi, 4<sup>th</sup> Edition 1987.
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