

# **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 : RESEARCH CENTRE OF  
ECONOMICS**

**NAME OF THE PROGRAMME : BA**

**PROGRAMME CODE : UAEC**

**ACADEMIC YEAR : 2021-2022**

**PART – III -MAJOR, ALLIED & ELECTIVES – 95 CREDITS**

**MAJOR CORE COURSES INCLUDING PRACTICALS : 60 CREDITS**

S. NO	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DITS	CIA Mks	ESE Mks	TOT. MKs
1.	I	19E1CC1	MICRO ECONOMICS- I	6	4	40	60	100
2.		19E1CC2	MONETARY ECONOMICS	6	4	40	60	100
3.	II	19E2CC3	MARKET STRUCTURE & FACTOR PRICING	6	4	40	60	100
4.		19E2CC4	ECONOMICS OF INSURANCE	6	4	40	60	100
5.	III	19E3CC5	MACRO ECONOMICS	6	4	40	60	100
6.		19E3CC6	ECONOMIC THINKERS	6	4	40	60	100
7.	IV	19E4CC7	LABOUR ECONOMICS	6	4	40	60	100
8.		19E4CC8	FISCAL ECONOMICS	6	4	40	60	100
9.	V	19E5CC9	INDIAN ECONOMIC ISSUES	5	4	40	60	100
10.		19E5CC10	COMPUTER DATA ANALYTICS FOR ECONOMISTS	5	4	40	60	100
11.		19E5CC11	INTERNATIONAL TRADE	5	4	40	60	100
12.		19E5CC12	ENTREPRENURIAL DEVELOPMENT	5	4	40	60	100
13.	VI	19E6CC13	RURAL INDIAN ECONOMIC ISSUES	5	4	40	60	100
14.		19E6CC14	BASIC ECONOMETRICS	5	4	40	60	100
15.		19E6CC15	ECONOMICS OF PLANNING AND DEVELOPMENT	5	4	40	60	100
TOTAL				83	60			

**ALLIEDCOURSES- 20 CREDITS**

S. N O	SEM .	COURSE CODE	COURSE TITLE	HR S	CRE DIT S	CIA Mks	ES E Mk s	TOT. MKs
1.	I	19E1AC1	ECONOMIC STATISTICS	5	5	40	60	100
2.	II	19E2AC2	MATHEMATICAL METHODS FOR ECONOMICS	5	5	40	60	100
3.	III	19E3AC3	INTERNATIONAL BUSINESS MANAGEMENT	5	5	40	60	100
4.	IV	19E4AC4	ENTREPRENURIAL DEVELOPMENT	5	5	40	60	100
<b>TOTAL</b>				<b>20</b>	<b>20</b>			

**ELECTIVES-15 CREDITS**

S. No	SEM .	COURSE CODE	COURSE TITLE	H RS	CRE DIT S	CIA Mks	ES E Mk s	TOT. Mks
1.	V	19E5ME1/ 19E5ME2	INDIAN STOCK MARKET/ WELFARE ECONOMICS	5	5	40	60	100
2.	VI	19E6ME3 / 19E6ME4	BANKING &NON-BANKING FINANCIAL INSTITUTIONS/ BUSINESS COMMUNICATION	5	5	40	60	100
3.		19E6ME5 / 19E6ME6	TAMILNADU ECONOMY/ MANAGERIAL ECONOMICS	5	5	40	60	100
TOTAL				15	15			

**PART – IV – 20 CREDITS**

- **VALUE EDUCATION**
- **ENVIRONMENTAL AWARENESS**
- **NON-MAJOR ELECTIVE**
- **SKILL BASED COURSES**

S. No	SEM .	COURSE CODE	COURSE TITLE	H RS	CRE DIT S	CIA Mks	ES E Mk s	TOT. Mks
1.	I	21G1VE	Personal Values	1	1	40	60	100
2.		19E1NME	Non-Major Elective (ENTREPRENURIAL SKILLS)	2	2	40	60	100
3.	II	21G2VE	Values for Life	1	1	40	60	100
4.		19E2NME	Non-Major Elective (ENTREPRENURIAL SKILLS)	2	2	40	60	100
5.	III	19G3EE1	Environmental Education	1	1	40	60	100
6.		19E3SB1	Competitive Exam Skills	2	2	40	60	100
7.	IV	20GS	Gender studies	1	1	40	60	100
8.		19E4SB2	Export Business	2	2	40	60	100
9.	V	19E5SB3	Economics of NGO Management	2	2	40	60	100
10.		19E5SB4	Law and Politics	2	2	40	60	100
11.	VI	19E6SB5	Economic Journalism	2	2	40	60	100
12.		19E6SB6	Tax Calculation	2	2	40	60	100
TOTAL				20	20			

**PART – V – 1 CREDIT**

**OFF-CLASS PROGRAMMES - ALL PART-V**



**SHIFT - I**

S.No	SEM	COURSE CODE	COURSE TITLE	HRS	CRE DIT	TOT. Mks
1.	I - IV	21A4PED	Physical Education	30/ SEM	1	100
2.		21A4NSS	NSS			
3.		21A4NCC	NCC			
4.		21A4WEC	Women Empowerment Cell			
5.		21A4ACUF	AICUF			

**OFF-CLASS PROGRAMMES****ADD-ON COURSES**

COURSE CODE	COURSE TITLE	HR S	CRE DITS	SEME STER IN WHIC H THE COUR SE IS OFFE RED	CIA Mks	ES E Mk s	TOT AL Mks
19UAD1C A	<b>COMPUTER APPLICATIONS</b> (offered by the department of PGDCA for Shift I)	40	2	I&II	40	60	100
G1FC1	<b>ONLINE SELF LEARNING COURSES-</b> Foundation Course for Arts	40	2	I	40	60	100
19UAD2C A	<b>ONLINE SELF LEARNING COURSE-</b> Foundation Course for Science	40	2	II	40	60	100
21UAD3E	Professional Ethics	15	1	III	40	60	100
21UAD4E S	Personality Development	15	1	IV	40	60	100
21UAD5E S	Family Life Education	15	1	V	40	60	100
21UAD6E S	Life Skills	15	1	VI	40	60	100

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HR S</b>	<b>CRE DITS</b>	<b>SEME STER IN WHIC H THE COUR SE IS OFFE RED</b>	<b>CIA Mks</b>	<b>ES E Mk s</b>	<b>TOT AL Mks</b>
21UAD5H R	<b>HUMAN RIGHTS</b>	15	2	V	100	-	100
21UADRS	<b>OUTREACH PROGRAMME-</b> Reach Out to Society through Action <b>ROSA</b>	100	3	V & VI	100	-	100
19UADPR	<b>PROJECT</b>	30	4	VI	40	60	100
19UADRC	<b>READING CULTURE</b>	10/ Se mes ter	1	II-VI	-	-	-
<b>TOTAL</b>			<b>20</b>				

#### **EXTRA CREDIT COURSES**

<b>COURSE CODE</b>	<b>COURSE</b>	<b>HR S.</b>	<b>CREDI TS</b>	<b>SEMESTE R IN WHICH THE COURSE IS OFFERED</b>	<b>CI A M KS</b>	<b>ESE MK S</b>	<b>TOTAL MARK S</b>
<b>20E2SL2</b>	<b>ECONOMICS OF TOURISM</b>	-	2	II	40	60	100
<b>20E2SL4</b>	<b>DYNAMICS OF RESEARCH</b>	-	2	IV	40	60	100
<b>21E6ST6</b>	<b>Porullialum Illakiyamum (In Collaboration With Tamil Department)</b>	-	2	VI	40	60	100
	<b>MOOC COURSES / International Certified online Courses</b> (Department Specific Courses/any other	-	Minimu m 2 Credits	I – VI	-	-	

	courses) * Students can opt other than the listed course from UGC-SWAYAM UGC / CEC						
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### **OFF CLASS PROGRAMMES**

**19UGVAE1 – Value Added Crash Course LAW AND POLITICS**

**I B.A. ECONOMICS**

**OLD**

**II SEMESTER**

**ECONOMICS OF INSURANCE - 19E2CC4**

(For those who joined in 2019 onwards)

**HOURS/WEEK: 6**

**CREDIT:4**

**COURSE DESCRIPTION**

The **course** encompasses all aspects of property and liability insurance, including policies, premium structure, constitution of insurable risks, underwriting, reinsurance, claims, and the regulatory environment. The course is structured towards a comprehensive understanding of the property and liability industry.

**COURSE OBJECTIVE/S**

1. Define life insurance and describe its purpose and principle.
2. Determine life insurance needs.
3. Select important provisions in life insurance contracts.
4. Create a plan to buy life insurance.
5. Recognize how annuities provide financial security.
6. Define health insurance and explain its importance in financial planning.
7. Recognize the need for disability income insurance
8. Distinguish between the two types of life insurance policies and analyze various types of life insurance. Understand the value of supplemental health and disability insurance.
9. To acquaint the students with the essential aspects of insurance and help the students to prepare for IRDA exam.
10. To Equip the students with the essential aspects of insurance To impart the skill required for getting job opportunities in various insurance Companies
11. To Equip and motivate the students to become LIC Agents and Development officers.

## COURSE OUTCOMES (CO)

No.	Course Outcome	Knowledge Level
<b>CO 1</b>	Equip the students with the essential aspects of insurance	K1
<b>CO 2</b>	Helps the students to prepare for IRDA examination to become agents and development officers.	K2
<b>CO 3</b>	Create awareness with regard to different life insurance policies in India	K3
<b>CO 4</b>	Ensures the usage of modern technology in the payment of premium online. To evaluate the merits and demerits of public and private insurance agencies	K2
<b>CO 6</b>	Gives an idea in the calculation of premium and maturity amount for various kinds of policies.	K1

### UNIT I INTRODUCTION

[15 HRS]

Meaning - Features - Characters of insurance - Importance of insurance- Principles and Functions of Insurance- **Kinds of Insurance Self study.**

### UNIT II INSURANCE ORGANISATIONS

[15 HRS]

Types of Insurance Organisations - Name of Insurance Organisation - **Insurance Organisation Self study** in India - Case Study. IRDA certification

### UNIT III LIFE INSURANCE

[15 HRS]

Life Insurance Policy - Kinds of Life Insurance Policies - Advantages of Life Insurance Policies -Difference between life and non-life insurance policy - **Private Companies self study.**

### UNIT IV OTHER INSURANCES

[15 HRS]

Health Insurance – Calculation of Premium -Fire Insurance –Property Insurance - Marine Insurance - Personal Accident Insurance – Fidelity

Insurance – Workmen’s Compensation Insurance – Automobile Insurance -

**Calculation of Premium Self study.**

## **UNIT V INSURANCE SALESMANSHIP**

**[15 HRS]**

Insurance agent – Meaning – Characteristics – Qualities of a Development Officer and Insurance agent.- Information Technology – **KISOSKS Self study.**

## **UNIT VI -**

## **DYNAMISM/CURRENTAFFAIR**

Case Study of policy holder and their policies. IRDA Website e reference and report. Compare and contrast Public and private insurance. Comparative study on SBI and LIC.

### **COURSE CONTENTS & TEACHING/LEARNING SCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Content Delivery Method</b>	<b>Teaching Aids</b>	<b>Teaching Aids</b>
<b>UNIT -1 INTRODUCTION</b>					
1.1	Definition – Functions of Money – Classification - Gold Standard -Managed Paper currency system.	4	lecture	Google meet, Google class room, PPT	Google meet, Google class room, ppt
1.1:1	Supply of Money: Velocity of Money – Transaction Velocity and Income Velocity	4	lecture	Google meet, Google class room, PPT	
1.2	Determinants of Money supply – Demand for Money: Keynes’ Three motives.	3	Lecture	Google meet, Google class room, PPT	PPT
1.4	Theories of Money - Cash Transaction and Cash Balances .	4	Lecture	Google meet, Google class room, PPT	VIDEO
<b>UNIT -II THEORIES OF MONEY</b>					
2.1	Keynesian theory of Money and price -	5	Flipped Learning	Google meet,	brain stormin

				Google class room, PPT	g session
2.2	keynes reformulated quantity theory of money.	3	Lecture	Google meet, Google class room, PPT	Black board
2.3	Superiority of Keynesian theory over the traditional quantity theory of money.	4	Flipped Learning	Google meet, Google class room, PPT	Text Books /Materials/ Field Visit/
2.4	Friedman's restatement quantity theory of money	3	Blended Learning	Google meet, Google class room, PPT	Online/ - Text Books /Materials/ Field Visit/
<b>UNIT: III MONEY MARKET AND COMMERCIAL BANKS</b>					
	Money market: Meaning – Characteristics	4			
3.1	Functions Institutions of Indian Money market Instruments –	5	ppt	Google meet, Google class room, PPT	
3.2	Functions of commercial banks – Credit Creation- Instruments of Credit --	4	Case study	Google meet, Google class room, PPT	
3.3	Nationalisation of Commercial Banks Insurance Policy	2	Comparative study	Google meet, Google class room, PPT	
<b>UNIT: IV MONETARY POLICY AND CENTRAL BANKS</b>					
4.1	Monetary policy: Meaning and Objectives –	3	Lecture	Google meet, Google class room, PPT	
4.2	Role and effectiveness of Monetary Policy in a developing economy	3	PPT	Google meet, Google class room, PPT	
4.3	Central Bank: Functions of Central Bank	3	SLIDE SHARE	Google meet, Google class room, PPT	
4.4	Credit control: Qualitative and Quantitative	3	VIDEO	Google meet, Google class room, PPT	

4.5	Departments of Reserve Bank of India.	3	Lecture	Google meet, Google class room, PPT
<b>UNIT: V ELECTRONIC MONEY AND BANKING:</b>				
5.1	I Electronic Banking: internet banking -	3	Brain storming session	Google meet, Google class room, PPT
5.2	telephonic banking –mobile banking - door to door banking – merchant banking. Electronic Money and Payment Schemes	4	Flash card	Google meet, Google class room, PPT
5.3	Digital cash ATM – Credit cards – Debit cards, Internet Cheque, Smart Cards, Financial EDI, E-Wallets	2	Brain storming session	Google meet, Google class room, PPT
5.4	Micro transactions, payment clearing service providers. Internet Monetary payment and security requirements.	4	PPT	Google meet, Google class room, PPT
<b>UNIT VI DYNAMISM</b>				
	KIOSKS – Case study of banking services- case study of online transactions	2	online practical exposure	Google meet, Google class room, PPT

**TEXT BOOK:**

Periyasamy, “Principles and Practice of Insurance”, Himalaya Publishing  
House, Mumbai

**REFERENCE BOOKS:**

1. Mishra. N. (2012)- *Principles and Practice of insurance*, S. Chand & Company, New Delhi.
2. Indrjith Singh, Rakesh Katyal & Sanjay Arora, , (2005). “*Insurance Principle and Practice*”, Kalyani Publications, Kolkata.
3. Periyasamy, , (2005). “*Principles and Practice of Insurance*”, Himalaya Publishing House, Mumbai.
4. Bhargava B.D. (2008) *Insurance meaning and its principles* , pearl Books Publication.
5. Anand Ganguly.(2005) *Insurance Management* , New age International Publication New Delhi.
6. Misra M. N(2012 )*Modern Concepts of Insurance*, Sultan Chand company LTD New Delhi.
7. Mishra M.N & Misra S.B (2008)*Principles and Practice Insurance*, Sultan Chand company LTD New Delhi.

**Course Designer: Mrs.Gracy Rani**

**Forwarded By the Head of the**

**Department**



**NEW**

**I BA ECONOMICS**

**II SEMESTER Total Change 2%**

(For those who joined in 2019 onwards)

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
UAEC	19E2CC4	ECONOMICS OF INSURANCE	6	4

**COURSE DESCRIPTION**

The course encompasses all aspects of property and liability insurance, including policies, premium structure, constitution of insurable risks, underwriting, reinsurance, claims, and the regulatory environment. The course is structured towards a comprehensive understanding of the property and liability industry.

**COURSE OBJECTIVE/S**

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2. Determine life insurance needs.
3. Select important provisions in life insurance contracts.
4. Create a plan to buy life insurance.
5. Recognize how annuities provide financial security.
6. Define health insurance and explain its importance in financial planning.
7. Recognize the need for disability income insurance
8. Distinguish between the two types of life insurance policies and analyze various types of life insurance. Understand the value of supplemental health and disability insurance.
9. To acquaint the students with the essential aspects of insurance and help the students to prepare for IRDA exam.
10. Equip the students with the essential aspects of insurance To impart the skill required for getting job opportunities in various insurance Companies
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**UNIT I INTRODUCTION****[15 HRS]**

Meaning - Features - Characters of insurance - Importance of insurance- Principles and Functions of Insurance- **Kinds of Insurance Self study.**

**UNIT II INSURANCE ORGANISATIONS****[15 HRS]**

Types of Insurance Organisations - Name of Insurance Organisation - **Insurance Organisation Self study** in India - Case Study. IRDA certification

**UNIT III LIFE INSURANCE****[15 HRS]**

Life Insurance Policy - Kinds of Life Insurance Policies - Advantages of Life Insurance Policies -Difference between life and non-life insurance policy - **Private Companies self study.**

**UNIT IV OTHER INSURANCES****[15 HRS]**

Health Insurance – Calculation of Premium -Fire Insurance –Property Insurance - Marine Insurance - Personal Accident Insurance – Fidelity Insurance – Workmen’s Compensation Insurance – Automobile Insurance - **Calculation of Premium Self study.**

**UNIT V INSURANCE SALESMANSHIP****[15 HRS]**

Insurance agent – Meaning – Characteristics – Qualities of a Development Officer and Insurance agent- Information Technology – **KISOSKS Self study.**

**UNIT VI - DYNAMISM/CURRENTAFFAIR****CHANGE 2%**

**Case Study of policy holder and their policies. Case study on Insurance claimed by Covid-19 patients and their family members.**

IRDA Website e reference and report. Compare and contrast Public and private insurance. Comparative study on SBI and LIC.

**COURSE CONTENTS & LECTURESCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 INTRODUCTION</b>				
1.1	Meaning - Features	4	Lecture	Jam board
1.1:1	Subtopics: Characters of insurance	3	Lecture	Jam board
1.2	Importance of insurance.	2	Lecture	PPT

1.3	Principles of Insurance-.	4	Lecture	VIDEO
1.4	Functions of Insurance.	2	Lecture	Jam board
<b>UNIT II INSURANCE ORGANISATIONS</b>				
2.1	Types of Insurance Organisations -	5	Flipped Learning	brain storming session
2.2	Name of Insurance Organisation	3	Lecture	Jam board
2.3	Insurance Organisation in India	4	Flipped Learning	Text Books /Materials/ Field Visit/
2.4	Case Study. IRDA certification	3	Blended Learning	Online/ - Text Books /Materials/ Field Visit/
<b>UNIT III LIFE INSURANCE</b>				
3.1	Life Insurance Policy	3	Lecture	Jam board
3.2	Kinds of Life Insurance Policies	3	Ppt	Online
3.3	Advantages of Life Insurance Policies -	3	Case study	survey
3.4	Difference between life and non-life insurance policy	3	Comparative study	Field Visit/
3.5	Private Companies.	3	Blended Learning	Online/ - Text Books /Materials/ Field Visit/
<b>UNIT IV OTHER INSURANCES</b>				
4.1	Health Insurance.	2	Lecture	Jam board
4.2	Fire Insurance	3	PPT	Online
4.3	Property Insurance	2	SLIDE SHARE	Online
4.4	Marine Insurance	3	VIDEO	Online
4.5	Personal Accident Insurance –	1	Lecture	Jam board
4.6	Fidelity Insurance	1	PPT	Online
4.7	Workmen's Compensation Insurance –	1	Case study	survey
4.8	Automobile Insurance - Calculation of Premium.	2	Blended Learning	Online/ - Text Books /Materials/ Field Visit
<b>UNIT V INSURANCE SALESMANSHIP</b>				
5.1	Insurance agent – Meaning – Characteristics	3	Brain storming session	Jam board
5.2	Characteristics- Qualities of a Development Officer	4	Flash card	Online

5.3	Qualities of an Insurance agent.	2	Brain storming session	Online
5.4	Information Technology	4	PPT	Online
5.5	KIOSKS.	2	online practical exposure	Jam board
	Case Study of policy holder and their policies- IRDA Website e reference and report. compare and contrast Public and private insurance. Comparative study on SBI and LIC.		Lecture	Jam board
<b>UNIT VI DYNAMISM/CURRENTAFFAIR</b>				
6.1	Case Study of policy holder and their policies. Case study on Insurance claimed by Covid-19 patients and their family members.			
6.2	IRDA Website e reference and report. Compare and contrast Public and private insurance. Comparative study on SBI and LIC.			

**TEXT BOOK:**

Periyasamy, “Principles and Practice of Insurance”, Himalaya Publishing House, Mumbai

**REFERENCE BOOKS:**

1. Mishra. N. (2012)- *Principles and Practice of insurance*, S. Chand & Company, New Delhi.
2. Indrjith Singh, Rakesh Katyal & Sanjay Arora, , (2005). “*Insurance Principle and Practice*”, Kalyani Publications, Kolkata.
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4. Bhargava B.D. (2008) *Insurance meaning and its principles* , pearl Books Publication.
5. Anand Ganguly.(2005) *Insurance Management* , New age International Publication New Delhi.
6. Misra M. N(2012 ) *Modern Concepts of Insurance*, Sultan Chand company LTD New Delhi.

7. Mishra M.N & Misra S.B (2008)*Principles and Practice Insurance*, Sultan Chand company LTD New Delhi.

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	Percentage of Assessment
	Session-wise Average 5 Mks.	Better of W1, W2 5 Mks	M1+M2 5+5=10 Mks.	MID-SE M TEST 15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75
K2	-	5	4	2 ½	11.5	-	11.5	28.75
K3	-	-	3	5	8	-	8	20
K4	-	-	3	5	8	-	8	20
Non-Scholastic	-	-	-	-		5	5	12.5
Total	5	5	10	15	35	5	40	100

CIA	
Scholastic	35
Non- Scholastic	5
	40

## EVALUATION PATTERN

SCHOLASTIC	NON - SCHOLASTIC	MARKS
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<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>	<b>C6</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>
<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>40</b>	<b>60</b>	<b>100</b>

### UG CIA Components

		<b>No</b>		
<b>C1</b>	-	Test (CIA 1)	1	- 10 Mks
<b>C2</b>	-	Test (CIA 2)	1	- 10 Mks
<b>C3</b>	-	Assignment	1	- 5 Mks
<b>C4</b>	-	Open Book Test/PPT	2 *	- 5 Mks
<b>C5</b>	-	Quiz	2 *	- 5 Mks
<b>C6</b>	-	Attendance		- 5 Mks

### COURSE OUTCOMES

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Equip the students with the essential aspects of insurance	K1	PSO1
CO 2	Helps the students to prepare for IRDA examination to become agents and development officers.	K1, K2,	PSO3

CO 3	Create awareness with regard to different life insurance policies in India	K1 & K3	PSO5
CO 4	Ensures the usage of modern technology in the payment of premium online.	K1, K2 & K3	PSO4
CO 5	To evaluate the merits and demerits of public and private insurance agencies	K2 & K4	PSO2

### Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

### Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	3	3	2	2	2
CO4	3	3	3	2	3	3	3
CO5	3	3	3	3	3	1	3

**Note:** ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated -1

**COURSE DESIGNER:**

**Staff Name (Mrs.Gracy Rani)**

**Forwarded By**

*Shoban Helaxe*

**HOD'S Signature**

**& Name**

**III SEMESTER****OLD****MAJOR****ECONOMIC THINKERS- 19E3CC6**

(For those who joined in 2019 onwards)

**HOURS/WEEK: 6****CREDIT:4****COURSE DESCRIPTION**

Study of early economic ideas, classical economic ideas, Marxian economic ideas, Modern economic thought and ideas of Indian economic thinkers.

**COURSE OBJECTIVES**

1. To impart the knowledge of the history of economics.
2. To expose the students to various economists ideas.

**COURSE OUTCOMES (CO)**

No.	Course Outcome	Knowledge Level(According to Bloom's Taxonomy)
<b>CO 1</b>	To compare and contrast the economic ideas of various economists at different point of time.	K1
<b>CO 2</b>	To sensitize about the exploitation of labour by capitalists.	K2
<b>CO 3</b>	CO3: To evaluate the contributions of Nobel Laureates in economics.	K2
<b>CO 4</b>	.To analyse the present economic scenario with the view point of different economists.	K3
<b>CO 5</b>	To sensitize and elicit an opt behaviour in par with the current economic status.	K3

**UNIT I EARLY ECONOMIC IDEAS****[15HRS]**

Mercantilism -Physiocracy- Classical Economic Ideas – Adam Smith, David Ricardo, Thomas Robert Malthus, J.S. Mill, J.B.Say. **Similarities and dissimilarities in classical economic ideas Self study**

**UNIT II NEO- CLASSICAL ECONOMIC IDEAS****[15HRS]**

Mathematical School – Austrian School – Marshall –Wicksell – Hobson – Pigou-Pareto. **Comparison of Pigou and Pareto Ideas Self study**



**UNIT III MARXIAN ECONOMIC IDEAS****[15HRS]**

Theory of glut-Scientific socialism- Theory of surplus value-Capitalist's methods to create surplus value - Exploitation – industrial reserve army-Criticism of Karl Marx's Doctrines. **Steps to remove exploitation Self study**

**UNIT IV MODERN ECONOMIC THOUGHT****[15HRS]**

Kennath Arrow, Joseph Stigler, Romar - Contributions of Amartya Sen – Keynes - Economic ideas of J.A. Schumpeter. **Applicability of Schumpeter's Thought of India Self study.**

**UNIT V INDIAN ECONOMIC THINKERS****[15HRS]**

Gandhi - Manmohan Singh – Rengarajan - Mahalanobis - Vakil Brahmananda J.C Kumarappa - Dadabhai Naoroji. D.R. Gadgil **Amartya sen's view on development Self study**

**UNIT VI DYNAMISM:****[ 15 HRS]**

Biographical sketch of Nobel Laureates and their contributions-Biography of any world economists-Study of Indian Economic thinkers

**COURSE CONTENTS & TEACHING/LEARNING SCHEDULE**

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
<b>UNIT -1 EARLY ECONOMIC IDEAS</b>				
1.1	Topic 1: Mercantilism	2	Lecture	Google meet, PPT, Study Material
1.2	Physiocracy-	2	Lecture	Google meet, PPT, Study Material
1.3	Topic 2 Classical Economic Ideas –	1	Lecture	Google meet, PPT, Study Material
1.4	Adam Smith	2	Lecture	Google meet, PPT, Study Material

1.5	David Ricardo	2	Lecture	Google meet, PPT, Study Material
1.6	Thomas Robert	1	Discussion	Google meet, PPT, Study Material
1.7	Malthus,	2	Lecture	Google meet, PPT, Study Material
1.8	J.S. Mill,	1	Discussion	Google meet,
1.9	J.B.Say.	2	Lecture	Google meet, PPT, Study Material
<b>UNIT -2 NEO- CLASSICAL ECONOMIC IDEAS</b>				
2.1	Topic 1: Mathematical School	1	Lecture	Google meet, PPT, Study Material
2.2	Austrian School	2	Lecture	Google meet, PPT, Study Material
2.3	Marshall	2	Lecture	Google meet, PPT, Study Material
2.4	Wicksell	2	Discussion	Google meet, PPT, Study Material
2.5	Hobson	2	Lecture	Google meet, PPT, Study Material
2.6	Pigou	3	Discussion	Google meet, PPT, Study Material
2.7	Pareto.	3	Lecture	Google meet,

				PPT,Study Material
<b>UNIT -3 : MARXIAN ECONOMIC IDEAS</b>				
3.1	Topic I:Theory of glut	2	Lecture	Google meet, PPT,Study Material
3.2	Scientific socialism	2	Lecture	Google meet, PPT,Study Material
3.3	Theory of surplus value	3	Lecture	Google meet, PPT,Study Material
3.4	Capitalist's methods to create surplus value	2	Discussion	Google meet, PPT,Study Material
3.5	Topic:2 Exploitation	3	Lecture	Google meet, PPT,Study Material
3.6	industrial reserve army	2	Discussion	Google meet, PPT,Study Material
3.7	Criticism of Karl Marx's Doctrines.	1	Lecture	Google meet, PPT,Study Material
<b>UNIT -4 : I MODERN ECONOMIC THOUGHT</b>				
4.1	Topic 1: Kennath Arrow.	2	Lecture	Google meet, PPT,Study Material
4.2	Joseph Stigler	2	Lecture	Google meet, PPT,Study Material
4.3	Romar	2	Discussion	Google meet, PPT,Study Material

4.4	Contributions of Amartya Sen	3	Discussion	Google meet, PPT, Study Material
4.5	Keynes	3	Lecture	Google meet, PPT, Study Material
4.6	Economic ideas of J.A. Schumpeter	3	Discussion	Google meet, PPT, Study Material
<b>UNIT - 5 : INDIAN ECONOMIC THINKERS</b>				
5.1	Gandhi	3	Lecture	Google meet, PPT, Study Material
5.2	Rengarajan	3	Lecture	Google meet, PPT, Study Material
5.3	Mahalanobis	2	Lecture	Google meet, PPT, Study Material
5.4	Vakil Brahmananda	2	Discussion	Google meet, PPT, Study Material
5.5	J.C Kumarappa	1	Lecture	Google meet, PPT, Study Material
5.6	Dadabhai Naoroji	2	Discussion	Google meet, PPT, Study Material
5.7	D.R. Gadgil	2	Lecture	Google meet, PPT, Study Material
<b>UNIT - 6 : DYNAMISM</b>				
6.1	Biographical sketch of any Nobel Laureate and his contributions.	1	Lecture	Online report

6.2	Biography of any world economist.			Online report
6.3	Study of Indian Economic thinkers.			Online report

**TEXT BOOK:**

V.Lokanathan,(2009)“A *History of Economic Thought*”,S.C. Chand & Company,Limited, New Delhi,.

**REFERENCE BOOKS:**

1. T.N. Hajela,(1994) “*History of Economic Thought*”, Konark Publishers Pvt. Ltd.
2. M.L.Jhingan,(2002) “Macro Economic Theory”, Vrinda Publications [P] Ltd.
3. Robert Lekachman, “*A History of Economic Ideas*”, Columbia University.
4. S. Sankaran, (2000) “*A History of Economic Thought*”, Margham Publications, Chennai,.

**Course Designer: Dr. S. Ivy Jeno**

**Forwarded By the Head of the Department**

NEW

## II BA ECONOMICS

TOTAL CHANGE 3%

### III SEMESTER

(For those who joined in 2019 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	19E3CC6	ECONOMIC THINKERS	6	4

#### COURSE DESCRIPTION

Study of early economic ideas, classical economic ideas, Marxian economic ideas, Modern economic thought and ideas of Indian economic thinkers.

#### COURSE OBJECTIVES

1. To impart the knowledge of the history of economics.
2. To expose the students to various economists ideas.

#### UNIT I EARLY ECONOMIC IDEAS

[15HRS]

Mercantilism -Physiocracy- Classical Economic Ideas – Adam Smith, David Ricardo, Thomas Robert Malthus, J.S. Mill, J.B.Say. **Similarities and dissimilarities in classical economic ideas Self study**

#### UNIT II NEO- CLASSICAL ECONOMIC IDEAS

[15HRS]

Mathematical School – Austrian School – Marshall –Wicksell – Hobson – Pigou-Pareto. **Comparison of Pigou and Pareto Ideas Self study**

#### UNIT III MARXIAN ECONOMIC IDEAS

[15HRS]

Theory of glut-Scientific socialism- Theory of surplus value-Capitalist's methods to create surplus value - Exploitation – industrial reserve army-Criticism of Karl Marx's Doctrines. **Steps to remove exploitation Self study**

#### UNIT IV MODERN ECONOMIC THOUGHT

[15HRS]

Change 3%

Kennath Arrow, Joseph Stigler, Romar - Contributions of Amartya Sen – Keynes - Economic ideas of J.A. Schumpeter. **Economic recovery in the age of COVID-19 -Applicability of Schumpeter's thought of India Self study.**

#### UNIT V INDIAN ECONOMIC THINKERS

[15HRS]

Gandhi - Manmohan Singh - Rengarajan - Mahalanobis - Vakil  
 Brahmananda J.C Kumarappa - Dadabhai Naoroji. D.R. Gadgil **Amartya  
 sen's view on development Self study**

#### **UNIT VI DYNAMISM:**

Biographical sketch of Nobel Laureates and their contributions-Biography  
 of any world economists-Study of Indian Economic thinkers

<b>COURSE CONTENTS &amp; LECTURE SCHEDULE</b>				
<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Peadology</b>	<b>Teaching Aids</b>
<b>UNIT -1:EARLY ECONOMIC IDEAS</b>				
1.1	Topic 1: Mercantilism	2	Chalk & Talk	Black Board
1.2	Physiocracy-	2	Lecture	Black Board
1.3	Topic 2 Classical Economic Ideas –	1	Chalk & Talk	Black Board
1.4	Adam Smith	2	Lecture	PPT
1.5	David Ricardo	2	Lecture	Black Board
1.6	Thomas Robert	1	Discussion	Black Board
1.7	Malthus,	2	Chalk & Talk	Black Board
1.8	J.S. Mill,	1	Discussion	Black Board
1.9	J.B.Say.	2	Chalk & Talk	Black Board
<b>UNIT -2 : NEO- CLASSICAL ECONOMIC IDEAS</b>				
2.1	Topic 1: Mathematical School	1	Lecture	Black Board
2.2	Austrian School	2	Chalk & Talk	Black Board

2.3	Marshall	2	Lecture	PPT
2.4	Wicksell	2	Discussion	Black Board
2.5	Hobson	2	Lecture	Black Board
2.6	Pigou	3	Discussion	Online
2.7	Pareto	3	Lecture	Black Board
<b>UNIT -3 : MARXIAN ECONOMIC IDEAS</b>				
3.1	Topic I:Theory of glut	2	Lecture	Black Board
3.2	Scientific socialism	2	Chalk & Talk	Black Board
3.3	Theory of surplus value	3	Lecture	PPT
3.4	Capitalist's methods to create surplus value	2	Discussion	Black Board
3.5	Topic:2 Exploitation	3	Lecture	Black Board
3.6	industrial reserve army	2	Discussion	Black Board
3.7	Criticism of Karl Marx's Doctrines.	1	Lecture	Black Board
<b>UNIT -4 : I MODERN ECONOMIC THOUGHT</b>				
4.1	Topic 1: Kennath Arrow.	2	Lecture	Black Board
4.2	Joseph Stigler	2	Lecture	Black Board
4.3	Romar	2	Discussion	Black Board



4.4	Contributions of Amartya Sen	3	Discussion	LCD
4.5	Keynes	3	Lecture	PPT
4.6	Economic ideas of J.A. Schumpeter	3	Discussion	Black Board
<b>UNIT -5 : INDIAN ECONOMIC THINKERS</b>				
5.1	Gandhi	3	Lecture	LCD
5.2	Rengarajan	3	Chalk & Talk	Black Board
5.3	Mahalanobis	2	Lecture	Black Board
5.4	Vakil Brahmananda	2	Discussion	PPT
5.5	J.C Kumarappa	1	Lecture	Black Board
5.6	Dadabhai Naoroji	2	Discussion	Black Board
5.7	D.R. Gadgil	2	Lecture	Black Board
<b>UNIT - 6 : DYNAMISM</b>				
6.1	Biographical sketch of any Nobel Laureate and his contributions.			PPT
6.2	Biography of any world economist.			LCD
6.3	Study of Indian Economic thinkers.			LCD

**TEXT BOOK:**

Lokanathan,(2009)“A History of Economic Thought”,S.C. Chand & Company,Limited, New Delhi,.

**REFERENCE BOOKS:**

1. T.N. Hajela,(1994) “*History of Economic Thought*”, Konark Publishers Pvt. Ltd.
2. M.L.Jhingan,(2002) “*Macro Economic Theory*”, Vrinda Publications [P] Ltd.
3. Robert Lekachman, “*A History of Economic Ideas*”, Columbia University.
4. S. Sankaran, (2000) “*A History of Economic Thought*”, Margham Publications, Chennai,.

Levels	C1	C2	C3	C4	Total Scholas tic Marks	Non Scholas tic Marks C5	CIA Total	Percenta ge of Assessm ent
	Sessio n- wise Avera ge  5 Mks.	Bett er of W1, W2  5 Mks	M1+ M2  5+5= 10 Mks.	MID -SE M TES T  15 Mks	35 Mks.	5 Mks.	40Mk s.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75
K2	-	5	4	2 ½	11.5	-	11.5	28.75
K3	-	-	3	5	8	-	8	20
K4	-	-	3	5	8	-	8	20
Non Scholas tic	-	-	-	-		5	5	12.5
Total	5	5	10	15	35	5	40	100

CIA	
Scholastic	35
Non Scholastic	5
	40

## EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

### UG CIA Components

				No s	
<b>C1</b>	-	Test (CIA 1)	1	-	10 Mks
<b>C2</b>	-	Test (CIA 2)	1	-	10 Mks
<b>C3</b>	-	Assignment	1	-	5 Mks
<b>C4</b>	-	Open Book Test/PPT	2 *	-	5 Mks
<b>C5</b>	-	Quiz	2 *	-	5 Mks
<b>C6</b>	-	Attendance		-	5 Mks

### COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	To compare and contrast the economic ideas of various economists at different point of time.	K1	PSO1
CO 2	To sensitize about the exploitation of labour by capitalists.	K1, K2,	PSO3
CO 3	To evaluate the contributions of Nobel	K1 & K3	PSO2

	Laureates in economics.		
CO 4	To analyse the present economic scenario with the view point of different economists.	K1, K2 & K3	PSO5
CO 5	To sensitize and elicit an opt behaviour in par with the current economic status.	K2 & K4	PSO4

### Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

### Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	3	3	2	2	2
CO4	3	3	3	2	3	3	3
CO5	3	3	3	3	3	1	3

**Note:** ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated -1

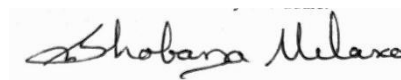
**COURSE DESIGNER:**

**Staff Name (Dr. S. Ivy Jeno)**



**HOD'S Signature  
& Name**

**Forwarded By**



**MAJOR CORE****OLD****LABOUR ECONOMICS - 19E4CC7**

(For those who joined in 2019 onwards)

**HOURS/WEEK: 6****CREDIT:4****COURSE DESCRIPTION**

Labour as a primary resource for economic growth to be identified and the hardships faced by labourers, trade union role in solving industrial disputes, contribution of women workers and their problems, policies of Government for their upliftment.

**COURSE OBJECTIVES**

1. To enable the students in exploring the significance of labour as a productive power.
2. To enrich the knowledge of the students about the status of Indian labour, labour laws and the power of Trade Union.

**COURSE OUTCOMES (CO)**

No.	Course Outcome	Knowledge Level
<b>CO 1</b>	Explore the significance of labour as a productive power.	K1
<b>CO 2</b>	Evaluate the status of Indian labour, labour laws and the power of Trade Union.	K2
<b>CO 3</b>	Identify the causes and ill-effects of migration.	K2
<b>CO 4</b>	Utilize various programmes generating employment opportunities.	K1
<b>CO 5</b>	Identify the causes and effects of industrial disputes on the economy.	K3
<b>CO6</b>	Analyse the labour welfare measures undertaken by the Government.	K2

**UNIT I: INDIAN LABOUR****[15HRS]**

Characteristics of Indian Labour - Organised - Unorganised labour & Knowledge workers. Theories of labour – International labour Market. Migratory character- causes and effects of migration **Similarities and Dissimilarities in Classical Ideas Self study**

## **UNIT II: TRADE UNION AND COLLECTIVE BARGAINING [15 HRS]**

Trade Union Meaning – Types, Role of Trade Union in Indian Economy, Functions & Collective bargaining - Workers participation in management **Success of Trade Union self study**

## **UNIT III: EMPLOYMENT AND WAGES [15HRS]**

Meaning of unemployment – Recommendations of I.L.O and unemployment – Role of Employment Exchanges – Programmes to promote employment opportunities – Wages – wage structure and wage differential, wage legislation – Living, fair, minimum and National wages – Payment of wages Act – Minimum wages Act – Bonus and Fringe Benefits. **Employment Generation through various programs Self study**

## **UNIT IV: INDUSTRIAL DISPUTES: [15HRS]**

Meaning and forms of industrial disputes in India – Causes – Effects – Labour welfare measures – Social Security Measures: Meaning, Need and Position in India. Labour **Welfare measures in India and abroad Self study**

## **UNIT V: STATUS OF WOMEN WORKERS: [15HRS]**

Status of Women workers in MSME - Economic, social, environmental and psychological problems- sexual harassment at work place and laws-Internal Compliance Committee (ICC) - Need for comprehensive policy — work-life balance - Some suggestions **Women Participation in MSME Self study**

## **UNIT VI - DYNAMISM [15HRS]**

Survey on Problems faced by industrial labourers -Study of the working conditions of unorganised labourers - Survey of Labour welfare measures in different industries- Study of Labour welfare measures in different countries-. Comparison of Labour welfare measures in different countries.

## COURSE CONTENTS & TEACHING/LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
<b>UNIT -1: INDIAN LABOUR</b>				
1.1	Topic 1: Indian labour	3	PPT and Lecture	Google meet, Study Material
1.2	Characteristics of Indian Labour	1	PPT and Lecture	Google meet, Study Material
1.3	Organised - Unorganised labour & Knowledge workers.	4	PPT and Lecture	Google meet, Study Material
1.4	Topic 2 Migratory character- causes of migration	1	PPT and Lecture	Google meet, Study Material
1.5	causes of migration	2	PPT and Lecture	Google meet, Study Material
1.6	effects of migration	1	PPT and Lecture	Google meet, Study Material
1.7	Factors determining migration of laboures	2	PPT and Lecture	Google meet, Study Material
1.8	Obstacles in industrial relations	1	PPT and Lecture	Google meet, Study Material
<b>UNIT II: TRADE UNION AND COLLECTIVE BARGAINING</b>				
2.1	Topic 1: Trade Union	1	PPT and Lecture	Google meet, Study Material
2.2	Objectives of Trade Union in Indian Economy	2	PPT and Lecture	Google meet, Study Material



2.3	Role of Trade union in Indian Economy	2	PPT and Lecture	Google meet, Study Material
2.4	Functions of Trade Union	2	PPT and Lecture	Google meet, Study Material
2.5	Types of Trade Union	2	PPT and Lecture	Google meet, Study Material
2.6	Topic:2 collective bargaining	2	PPT and Lecture	Google meet, Study Material
2.7	Union goals in collective bargaining	3	PPT and Lecture	Google meet, Study Material
2.8	Workers participation in management	1	PPT and Lecture	Google meet, Study Material
<b>UNIT III: EMPLOYMENT AND WAGES</b>				
3.1	Topic 1: Meaning of unemployment – Recommendations of I.L.O	2	PPT and Lecture	Google meet, Study Material
3.2	Role of Employment Exchanges	2	PPT and Lecture	Google meet, Study Material
3.3	Programmes to promote employment opportunities	3	PPT and Lecture	Google meet, Study Material
3.4	Wages – wage structure and wage differential	2	PPT and Lecture	Google meet, Study Material
3.5	wage legislation – Living, fair, minimum and National wages	3	Lecture	Google meet, Study Material

3.6	Topic:2 Payment of wages Act – Minimum wages Act	2	PPT and Lecture	Google meet, Study Material
3.7	Bonus and Fringe Benefits.	1	Lecture	Google meet, Study Material
<b>UNIT IV: INDUSTRIAL DISPUTES</b>				
4.1	Topic 1: Meaning and forms of industrial disputes in India	2	PPT and Lecture	Google meet, Study Material
4.2	Causes of industrial disputes in India	2	Lecture	Google meet, Study Material
4.3	Effects of industrial disputes	2	Lecture	Google meet, Study Material
4.4	Labour welfare measures	2	PPT and Lecture	Google meet, Study Material
4.5	Topic:2 Social Security Measures:	2	Lecture	Google meet, Study Material
4.6	Meaning, Need for Social Security Measures:	3	PPT and Lecture	Google meet, Study Material
4.7	Position of Social Security Measures in India	2	PPT and Lecture	Google meet, Study Material
<b>UNIT V: STATUS OF WOMEN WORKERS</b>				
5.1	Topic 1: Status of Women workers in MSME	4	PPT and Lecture	Google meet, Study Material
5.2	Economic, social, environmental problems	3	Lecture	Google meet,

				Study Material
5.3	psychological problems-	1	PPT and Lecture	Google meet, Study Material
5.4	sexual harassment at work place and laws	2	Lecture	Google meet, Study Material
5.5	Topic:2 Internal Compliance Committee (ICC)	1	Lecture	Google meet, Study Material
5.6	Need for comprehensive policy	2	PPT and Lecture	Google meet, Study Material
5.7	work-life balance - Some suggestions	2	PPT and Lecture	Google meet, Study Material
<b>UNIT -6 DYNAMISM</b>				
6.1	Survey of Problems faced by industrial labourers .	1		report submission through PPT
6.2	Study of the working conditions of unorganised labourers .			report submission through video.
6.3	Survey of Labour welfare measures in different industries	1		report submission through PPT
6.4	Study of Labour welfare measures in different countries			report submission through LCD
6.5	Comparison of Labour welfare measures in different countries			report submission through PPT

**TEXT BOOK:**

B.P. Tyagi,( 2017) “Labour Economics and Social Welfare”, VII Edition, Vikas Publishing Ltd. New Delhi.

**REFERENCE BOOKS:**

1. Datt, G.[1996], *Bargaining Power, Wages and Employment: An Analysis of Agricultural Labour Markets in India*, Sage Publications, New Delhi.
2. . Hajela, P.D.[1998], *Labour Restructuring in India: A Critique of the New Economic Policies*, Commonwealth Publishers, New Delhi.
3. Jhabvala, R. and. Subrahmanya R.K ](2000), *The Unorganised Sector : Work Security and Social Protection*, Sage Publications, New Delhi.
4. Lester, R.A.(1964), *Economics of Labour*, [2nd Edition], Macgraw Hill company, New York.
5. McConnell, C.R. and. Brue S.L (1986), *Contemporary Labour Economics*, McGraw-Hill, New York.
6. Papola, T.S., P.P. Ghosh and. Sharma A.N [Eds.] (1993), *Labour, employment and Industrial Relations in India*, B.R. Publishing Corporation, New Delhi.
7. Rosenberg M.R. (1988), *Labour Markets in Low Income Countries* in Chenery, H.B. and T.N. Srinivasan, [Eds.], *The Handbook of Development Economics*, North-Holland, New York.
8. Venkata Ratnam, C.S. [2001], *Globalization and Labour-Management Relations: Dynamics of Change*, Sage Publications/Response Books, New Delhi.
9. Srivatsava. K.N,(2006) “*Industrial Peace and Labour in India*” ,Vikas Publishing Pvt. Ltd., New Delhi.
- 10.Nandhakumar, (2015),*Industrual relations,Labour welfare &Labour Laws*,Orient Longmen Ltd,Hyderabad.

**Course Designer: Dr. S.Ivy Jeno      Forwarded By the Head of the Department**

NEW

**II B.A. ECONOMICS**

**IV SEMESTER**

**TOTAL CHANGE 2%**

(For those who joined in 2019 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	19E4CC7	LABOUR ECONOMICS	6	4

**COURSE DESCRIPTION**

Labour as a primary resource for economic growth to be identified and the hardships faced by labourers, trade union role in solving industrial disputes, contribution of women workers and their problems, policies of Government for their upliftment.

**COURSE OBJECTIVES**

1. To enable the students in exploring the significance of labour as a productive power.
2. To enrich the knowledge of the students about the status of Indian labour, labour laws and the power of Trade Union.

**UNIT I: INDIAN LABOUR**

**[15HRS]**

Characteristics of Indian Labour - Organised - Unorganised labour & Knowledge workers. Theories of labour – International labour Market. Migratory character- causes and effects of migration **Similarities and Dissimilarities in Classical Ideas (Self study)**

**UNIT II: TRADE UNION AND COLLECTIVE BARGAINING**

**[15 HRS]**

Trade Union Meaning – Types, Role of Trade Union in Indian Economy, Functions & Collective bargaining - Workers participation in management **Success of Trade Union self study**

**UNIT III: EMPLOYMENT AND WAGES**

**[15HRS]**

**CHANGE 2%**

Meaning of unemployment – Recommendations of I.L.O and unemployment – Role of Employment Exchanges – Programmes to promote employment opportunities – Wages – wage structure and wage differential, wage legislation – Living, fair, minimum and National wages – labour market and impact of COVID-19 –Global perspective Payment of wages Act – Minimum

wages Act – Bonus and Fringe Benefits. **Employment Generation through various programs Self study**

**UNIT IV: INDUSTRIAL DISPUTES: [15HRS]**

Meaning and forms of industrial disputes in India – Causes – Effects – Labour welfare measures – Social Security Measures: Meaning, Need and Position in India. Labour **Welfare measures in India and abroad Self study**

**UNIT V: STATUS OF WOMEN WORKERS: [15HRS]**

Status of Women workers in MSME - Economic, social, environmental and psychological problems- sexual harassment at work place and laws-Internal Compliance Committee (ICC) - Need for comprehensive policy — work-life balance - Some suggestions **Women Participation in MSME Self study**

**UNIT VI - DYNAMISM [15HRS]**

Survey on Problems faced by industrial labourers -Study of the working conditions of unorganised labourers - Survey of Labour welfare measures in different industries- Study of Labour welfare measures in different countries-. Comparison of Labour welfare measures in different countries.

**COURSE CONTENTS & LECTURE SCHEDULE**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 INDIAN LABOUR</b>				
1.1	Topic 1: Indian labour	3	Chalk & Talk	Black Board
1.2	Characteristics of Indian Labour	1	Lecture	Black Board
1.3	Organised - Unorganised labour & Knowledge workers.	4	Chalk & Talk	Black Board
1.4	Topic 2 Migratory character- causes of migration	1	Lecture	PPT
1.5	causes of migration	2	Lecture	Black Board
1.6	effects of migration	1	Discussion	Black Board

1.7	Factors determining migration of laboures	2	Chalk & Talk	Black Board
1.8	Obstacles in industrial relations	1	Discussion	Black Board
<b>UNIT -2 : TRADE UNION AND COLLECTIVE BARGAINING</b>				
2.1	Topic 1: Trade Union	1	Lecture	Black Board
2.2	Objectives of Trade Union in Indian Economy	2	Chalk & Talk	Black Board
2.3	Role of Trade union in Indian Economy	2	Lecture	PPT
2.4	Functions of Trade Union	2	Discussion	LCD
2.5	Types of Trade Union	2	Lecture	Black Board
2.6	Topic:2 collective bargaining	2	Discussion	Black Board
2.7	Union goals in collective bargaining	3	Lecture	Black Board
2.8	Workers participation in management	1	Lecture	Black Board
<b>UNIT -3 : EMPLOYMENT AND WAGES</b>				
3.1	Topic 1: Meaning of unemployment – Recommendations of I.L.O	2	Lecture	Black Board
3.2	Role of Employment Exchanges	2	Chalk & Talk	Black Board
3.3	Programmes to promote employment opportunities	3	Lecture	PPT
3.4	Wages – wage structure and wage differential,	2	Discussion	Black Board
3.5	wage legislation – Living, fair, minimum and National wages	3	Lecture	Black Board

3.6	Topic:2 Payment of wages Act – Minimum wages Act	2	Discussion	Black Board
3.7	Bonus and Fringe Benefits.	1	Lecture	Black Board
<b>UNIT -4 : INDUSTRIAL DISPUTES</b>				
4.1	Topic 1: Meaning and forms of industrial disputes in India	2	Lecture	Black Board
4.2	Causes of industrial disputes in India	2	Lecture	PPT
4.3	Effects of industrial disputes	2	Discussion	Black Board
4.4	Labour welfare measures	2	Discussion	LCD
4.5	Topic:2 Social Security Measures:	2	Lecture	Black Board
4.6	Meaning, Need for Social Security Measures:	3	Discussion	Black Board
4.7	Position of Social Security Measures in India	2	Lecture	Black Board
<b>UNIT -5 : STATUS OF WOMEN WORKERS:</b>				
5.1	Topic 1: Status of Women workers in MSME	4	Lecture	Black Board
5.2	Economic, social, environmental problems	3	Chalk & Talk	Black Board
5.3	psychological problems-	1	Lecture	PPT
5.4	sexual harassment at work place and laws	2	Discussion	LCD
5.5	Topic:2 Internal Compliance Committee (ICC)	1	Lecture	Black Board
5.6	Need for comprehensive policy	2	Discussion	Black Board
5.7	work-life balance - Some suggestions	2	Lecture	Black Board



UNIT -6 DYNAMISM				
6.1	Survey of Problems faced by industrial labourers .			report submission through PPT
6.2	Study of the working conditions of unorganised labourers .			report submission through video.
6.3	Survey of Labour welfare measures in different industries			report submission through PPT
6.4	Study of Labour welfare measures in different countries			report submission through LCD
6.5	Comparison of Labour welfare measures in different countries			report submission through PPT

#### **T EXT BOOK:**

B.P. Tyagi,( 2017) “Labour Economics and Social Welfare”, VII Edition, Vikas Publishing Ltd. New Delhi.

#### **REFERENCE BOOKS:**

1. Datt, G.[1996], *Bargaining Power, Wages and Employment: An Analysis of Agricultural Labour Markets in India*, Sage Publications, New Delhi.
2. . Hajela, P.D.[1998], *Labour Restructuring in India: A Critique of the New Economic Policies*, Commonwealth Publishers, New Delhi.
3. Jhabvala, R. and. Subrahmanya R.K ](2000), *The Unorganised Sector : Work Security and Social Protection*, Sage Publications, New Delhi.
4. Lester, R.A.(1964), *Economics of Labour*, [2nd Edition], Macgraw Hill company, New York.

5. McConnell, C.R. and. Brue S.L (1986), *Contemporary Labour Economics*, McGraw-Hill, New York.
6. Papola, T.S., P.P. Ghosh and. Sharma A.N [Eds.] (1993), *Labour, employment and Industrial Relations in India*, B.R. Publishing Corporation, New Delhi.
7. Rosenberg M.R. (1988), *Labour Markets in Low Income Countries* in Chenery, H.B. and T.N. Srinivasan, [Eds.], *The Handbook of Development Economics*, North-Holland, New York.
8. Venkata Ratnam, C.S. [2001], *Globalization and Labour-Management Relations: Dynamics of Change*, Sage Publications/Response Books, New Delhi.
9. Srivatsava. K.N,(2006) "*Industrial Peace and Labour in India*" ,Vikas Publishing Pvt. Ltd., New Delhi.
- 10.Nandhakumar, (2015),*Industrual relations,Labour welfare &Labour Laws*,Orient Longmen Ltd,Hyderabad.

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	Percentage of Assessment
	Session -wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
<b>K1</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>2 ½</b>	<b>7.5</b>	<b>-</b>	<b>7.5</b>	18.75
<b>K2</b>	<b>-</b>	<b>5</b>	<b>4</b>	<b>2 ½</b>	<b>11.5</b>	<b>-</b>	<b>11.5</b>	28.75
<b>K3</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>8</b>	20
<b>K4</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>8</b>	20
<b>Non-Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5
<b>Total</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100</b>

CIA

Scholastic	<b>35</b>
Non-Scholastic	<b>5</b>
	<b>40</b>

## EVALUATION PATTERN

SCHOLASTIC					NON – SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

### UG CIA Components

		No	
<b>C1</b>	- Test (CIA 1)	1	- 10 Mks
<b>C2</b>	- Test (CIA 2)	1	- 10 Mks
<b>C3</b>	- Assignment	1	- 5 Mks
<b>C4</b>	- Open Book Test/PPT	2 *	- 5 Mks
<b>C5</b>	- Quiz	2 *	- 5 Mks
<b>C6</b>	- Attendance		- 5 Mks

## COURSE OUTCOMES

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

NO	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explore the significance of labour as a productive power.	K1	PSO1

CO 2	Evaluate the status of Indian labour, labour laws and the power of Trade Union.	K1, K2,	PSO2
CO 3	Identify the causes and ill-effects of migration.	K1 & K3	PSO5
CO 4	Utilize various programmes generating employment opportunities.	K1, K2, K3	PSO4
CO 5	Identify the causes and effects of industrial disputes on the economy.	K2 & K4	PSO3

### Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	2	3	3
CO3	2	2	2	3	3
CO4	3	2	3	3	3
CO5	3	3	3	3	3

### Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	3	3	2	2	2
CO4	3	3	3	2	3	3	3
CO5	3	3	3	3	3	1	3

**Note:** ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated -1

### COURSE DESIGNER:

1. Staff Name (Dr. S.Ivy Jeno )

*S. Ivy Jeno.*

*Shobana Melano*

**V- SEMESTER****MAJOR ELECTIVE****19E5CC12 - ENTREPRENEURIAL DEVELOPMENT****(For those who joined in 2019 onwards)****HOURS/WEEK: 5****CREDIT:5****COURSE DESCRIPTION**

**To study the process involved in small business to understand entrepreneurial schemes**

**COURSE OBJECTIVES**

1. To motivate the students in developing entrepreneurial skills.
2. To Create an awareness about the steps in starting an MSME and Limited companies
3. To explain the support available for entrepreneurs.
4. To motivate them to look at entrepreneurship as a viable, lucrative and preferred career.
5. To create awareness on opportunities and challenges for new ventures, benefits/drawbacks of entrepreneurship,

**COURSE OUTCOMES (CO)**

No	Course Outcome	Knowledge Level
CO 1	Have the ability to discern distinct entrepreneurial traits	K1
CO 2	Know the parameters to assess opportunities and constraints for new business ideas	K2

CO 3	Understand the systematic process to select and screen a business idea	K2
CO 4	Design strategies for successful implementation of ideas	K3
CO 5	Write a business plan and be able to apply these skills in the context of both new ventures as well as in established companies.	K2
CO 6	1. To solve challenging problems in a highly uncertain environment.	K3

## UNIT I INTRODUCTION

(15HRS)

Entrepreneurship - Views of Schumpeter, Walker and Drucker-  
Concept of Intrapreneur - entrepreneur and manager - Types – functions –  
qualities of a successful entrepreneur Self study .

## UNIT II: ENTREPRENEURIAL MOTIVATION

(15HRS)

Entrepreneurial Motivation – Maslow's Theory – Classification of  
Motivating factors, McClelland achievement motivation theory. Project  
report Self study – Guide lines for preparation – Proforma.

## UNIT III MICRO SMALL AND MEDIUM ENTERPRISE

(15HRS)

Meaning of Micro  
small & enterprise , Comparison of MSME with other countries - Small  
Business – SSI – ancillary units- Cottage industries – Micro Enterprises–  
objectives – role – steps in starting a small business – state promotional  
measures: Reservation, subsidies, concessions, incentives, marketing  
assistance and technological assistance, Research and development –

problem – Government Policies – MSME Act 2006 and cluster development.  
Women Participation in MSME

#### UNIT IV FACILITATING AND FINANCING INSTITUTIONS FOR MSME

(15HRS)

Institutional Finance: IDBI – IRBI – SIDBI – SFC – Commercial Banks

Institutional assistance: Industrial estates – DIC – MSMED– NSIC – SIDCO – SIPCOT – TIIC – KVIC – Steps for getting an institutional assistance. Self study

#### UNIT V WOMEN ENTREPRENEURSHIP

(15HRS)

Women Entrepreneurship – need for promotion –factors hindering the development of women entrepreneurs Self study – remedies – existing programs – Role of SHGs and Micro credit – suggested areas for women – case studies.

#### UNIT VI - DYNAMISM/CURRENTAFFAIR

Case study of successful entrepreneurs-Case study of NGO's and SHG'sBlue print of project report- Project proposal for any product or service - Institutional loan schemes – a survey

On the Spot Learning Component: Visit to SHG to study their income generation activities.

Case study any one women entrepreneur - Collection of data regarding entrepreneurs On-the spot learning: Visit to industrial estate to meet entrepreneurs

COURSE CONTENTS & TEACHING/LEARNING SCHEDULE				
Module No	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	Types and Functions of Entrepreneur	2	Lecture	Google meet, PPT.Study Material
1.2	Views of Schumpeter	3	Lecture	Google meet, Study Material
1.3	Walker and Drucker	3	Chalk & Talk	Google meet Study Material
1.4	Intra preneur	3	Lecture	Google meet Study Material



1.5	Qualities of Successful Entrepreneur	3	Lecture	Google meet Study Material
UNIT -2 ENTREPRENEURIAL MOTIVATION				
2.1	Entrepreneurial Motivation.	2	Discussion	Google meet, PPT, Study Material
2.2	Maslow's Theory	2	Chalk & Talk	Google meet, PPT, Study Material
2.3	Classification of Motivating factors	3	Lecture	Google meet, PPT, Study Material
2.4	McClelland achievement motivation theory	3	Lecture	Google meet, PPT, Study Material

2.5	Project report	2	Lecture	Google meet, PPT, Study Material
2.6	Guide lines for preparation	2	Discussion	Google meet, PPT, Study Material
2.7	Project Performa.	1	Chalk & Talk	Google meet, PPT, Study Material
UNIT – 3 MSME ENTERPRISES				
3.1	MSME Schemes	4	Lecture	Black Board
3.2	Development Schemes DIC , SIDO, NSIC	4	Discussion	Black Board
3.3	Commercial Bank SBI and Other Institution	3	Chalk and Talk	PPT and White Board

3.4	Government Incentives	4	Chalk and Talk	PPT and White Board
UNIT - 4 FINANCING INSTITUTIONS				
4.1	Institutional Finance	3	Chalk and Talk	Google meet, PPT, Study Material
4.2	Commercial Bank	3	Chalk and Talk	Google meet, PPT, Study Material
4.3	IDBI – IRBI – SIDBI	3	Chalk and Talk	Google meet, PPT, Study Material
4.4	Industrial estates – DIC	3	Chalk and Talk	Google meet, PPT, Study Material

4.5	TIIC – KVIC – Steps for getting an institutional assistance	3	Chalk and Talk	Google meet, PPT, Study Material
UNIT 5 - WOMEN ENTREPRENEURSHIP				
5.1	Women Entrepreneurship, need and Role	2	Discussion	Google meet, PPT, Study Material
5.2	Factors hindering the development of women entrepreneurs	3	Chalk & Talk	Google meet, PPT, Study Material
5.3	promotion remedies – existing programs	3	Lecture	Google meet, PPT, Study Material
5.4	SHGs and Micro credit	4	Lecture	Google meet, PPT, Study Material

5.5	Suggested areas for women – case studies.	3	Lecture	Google meet, PPT, Study Material
UNIT – VI DYNAMISM/CURRENT AFFAIR				
6.1	Case study of successful entrepreneurs.		report submission	report submission in google classrooms
6.2	Case study of NGO's and SHG's		Report submission	ppt posting in class room
6.3	Blue print of project report.		Report submission	report submission in class
6.4	Project proposal for any product or service.		Report submission	report submission in google classrooms

6.5	Institutional loan schemes – a survey		Report submission	ppt posting in class room
6.6	On the Spot Learning Component: Visit to SHG to study their income generation activities.		Report submission	report submission in class
6.7	Case study any one women entrepreneur		Report submission	Report submission in google class rooms
6.8	Collection of data regarding entrepreneurs		Report submission	ppt posting in class room

## TEXT BOOK

Gordon E. and Natarajan K.(2011) *Entrepreneurship Development*. New Delhi: Himalaya Publishing House.

## REFERENCE BOOKS:

1. Saravanel. P. (2008). *Entrepreneurial Development*, Eee Pee Kay Pub. House II Edition.

2. Gupta, C.B. & Khanka, S.S. (1998). *Entrepreneurship and Small Business Management*, S.Chand, edition. 1998
3. Gupta. C.B. & Srinivasan. M.P. "Entrepreneurial Development", Sultan Chand & Sons, Ed.
4. Jose Paul & Ajith Kumar, (2000) *Entrepreneurship Development and Management*, Himalaya Publishing House.
5. Pandey G.N (Vikas), (1999) *A Complete Guide to Successful Entrepreneurship*, Vikas Publishing House New Delhi, Reprint.
6. Sherlekar. S.A & Janardhana C.P. *Essential of Business Organisation & Management*.

#### WEB REFERENCES (OPTIONAL)

1. [www.disinvestment.com](http://www.disinvestment.com)
2. [www.siadipp.nic.in](http://www.siadipp.nic.in)
3. [www.wcd.nic.in](http://www.wcd.nic.in)
4. <https://en.wikipedia.org/wiki/Entrepreneurship>
5. <http://www.businessdictionary.com/definition/entrepreneurship.htm>
6. . <https://www.entrepreneur.com/women>

**NEW**

**III BA ECONOMICS**

**TOTAL CHANGE 10%**

**V- SEMESTER**

(For those who joined in 2019 onwards)

PROGRAM ME CODE	COURS E CODE	COURSE TITLE	HRS/WE EK	CREDI TS
UAEC	19E5CC 12	ENTREPRENURI AL DEVELOPMENT	5	4

**COURSE DESCRIPTION**

This is a *course* to introduce the student to understanding creative abilities, recognizing their creative abilities, changing their way of viewing creativity.

**COURSE OBJECTIVES**

1. To equip and motivate the students to become entrepreneurs.
2. To understand the basic concepts in the area of entrepreneurship
3. To understand the role and importance of entrepreneurship for economic development
4. To inculcate skills of writing business and funding proposals.
5. To promote agri- based business and handicraft business.

**UNIT: I INTRODUCTION**

**[15 HRS]**

Change 2.5%

Entrepreneur - Types, functions - women entrepreneurship: The micro finance and self help groups - Social Entrepreneurship in Non-Profit Organization - **Problems of MSMEs during Pandemic** -On line registration for entrepreneurs - **Project Proposals** to Funding agencies, Performa

Change 2.5%



## **UNIT: II ECONOMIC ANALYSIS FOR AN ENTREPRENEUR [15 HRS]**

Budgeting, Break-Even, **SWOT and Profitability Analysis- PERT analysis**- Income Tax payment – GST Calculation - blog creation – web creation – online marketing

Change 2.5%

## **UNIT:III GOVERNMENT INSTITUTIONS AND SCHEMES [15 HRS]**

MSME- **Madurai DIC- CED** -SIDO-NSIC-TCO-SIPCOT-NAYE- **Unemployed Youth Employment Generation Program(UYEGP)** - Banks

## **UNIT:VI SCOPE FOR BUSINESS OPPORTUNITIES- BRIEF**

### **INTRODUCTIONS [15 HRS]**

Agriculture: Horticulture, Floriculture, Kitchen garden and sales, Sale of seeds and agricultural products, Mushroom Cultivation, Vermi-Culture, Api-Culture etc -Industry Handicrafts - Service industry: Tour organisation, Tuition centers, Tailoring – Beauty Parlours- Home delivery of food etc

Change 2.5%

## **UNIT: V ON LINE BUSINESS- BRIEF INTRODUCTIONS [15 HRS]**

Online Buying and selling: Case studies on Amazon, OLX, **airbnb, ola**, Facebook – scope for business in Online share trading – scope for business in Online commodity trading- scope for business in online exports and online imports

## **UNIT VI - DYNAMISM/CURRENT AFFAIR**

Project proposal for any product or service – Case study of any one Institutional loan schemes(Bank or non banking)- On the Spot Learning Component: Visit to SHG to study their income generation activities and writing report - Visit to industrial estate to meet entrepreneurs - Case study of successful entrepreneurs- Case study of NGO's and SHG's- Blue print of project report- Project proposal for any product or service -Institutional loan schemes – a survey-Collection of data regarding entrepreneurs

## **REFERENCE BOOKS:**

1. Saravanavel. P, “Entrepreneurial Development”, Eee Pee Kay Pub. House II Edition, 2008.
2. C.B. Gupta & S.S. Khanka, “Entrepreneurship and Small Business Management”, S.Chand, edition. 1998
3. Gupta. C.B. & Srinivasan. M.P., “Entrepreneurial Development”, Sultan Chand & Sons, Ed.

4. Jose Paul & Ajith Kumar, "Entrepreneurship Development and Management", Himalaya Publishing House, 2000.
5. Pandey G.N (Vikas), "A Complete Guide to Successful Entrepreneurship", Vikas Publishing House New Delhi, Reprint 1999.
6. Sherlekar.S.A & Janardhana C.P., "Essential of Business Organisation & Management".

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

1. <http://tnchamber.in/>
2. <http://maditssia.com/index.php/madmin/bicactivities>
3. <http://www.msmeonline.tn.gov.in/>
4. [http://www.msmeonline.tn.gov.in/msme\\_partI/msmefiling.php](http://www.msmeonline.tn.gov.in/msme_partI/msmefiling.php)
5. <http://www.dcmsme.gov.in/howtsetup/grgxx01x.htm>
6. <http://www.tn.nic.in/tnhome/projectfiles/ssi.pdf>
7. <http://www.sidco.tn.nic.in/>
8. <http://www.msmedi-chennai.gov.in:8080/MSME/>
9. <http://tnchamber.in/key-initiatives/>
10. <https://www.entrepreneur.com/article/41846>

#### **COURSE CONTENTS & LECTURE SCHEDULE**

<b>Module No</b>	<b>Topic</b>	<b>No. of lectures</b>	<b>Teaching pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT: I INTRODUCTION</b>				
	Entrepreneur-Types-Women entrepreneurs	1	Lecture	White Board
	Help Groups –Micro finance	1	Lecture	White Board

	ial Entrepreneurship in -Profit Organization: Ds and Trusts	1	Lecture	h Board
	line registration for repreneurs - Project posal writing to Funding ncies	1	eo Lecture	LCD and hite Board
	ten Social Entrepreneurs	1	Lecture	h Board
<b>T -2 ECONOMIC ANALYSIS FOR ANY ENTREPRENEUR</b>				
	lgeting, Break-Even, OT - PEST Analysis and fitability Analysis	2	Lecture	h Board
	ome Tax payment	1	Lecture	h Board
	r Calculation - blog ation - web creation - ne marketing-	2	Lecture	h Board
<b>T:III GOVERNMENT INSTITUTIONS AND SCHEMES SUPPORTING REPRENEURS</b>				

	IE –DIC- CED SIDO-NSIC-TCO	2	line Lecture	lack Board
	OT-PMEGP, PMRY- mercial banks-SBI and other tutes.	1	line Lecture	lack Board
	t up India , CGT SME me-Annapurna Scheme- Mudra na Scheme	1	line Lecture	T and White Board
	ncial Institutions and ernment incentives- Dairy epreneurship Development me	1	line Lecture	T and White Board
	udies of business financing dern Entrepreneurs.	1	line Lecture	T and White Board
<b>T: IV SCOPE FOR BUSINESS OPPORTUNITIES- BRIEF RODUCTION</b>				
	ulture: iculture-Floriculture, Kitchen en and sales, Sale of seeds and ultural products, Mushroom ivation	2	Lecture	lack Board
	hi-Culture, Api-Culture etc ustry Handicrafts	1	Discussion	lack Board

	ice industry: Tour organisation, on centers, Tailoring – Beauty burs-	1	Lecture	T and White Board
	e delivery of food etc Female sed entrepreneurship - <b>Case ies of Industries Self study</b> - 1 Visit to industry	1	Lecture	lack Board
<b>T: V: ON LINE BUSINESS- BRIEF INTRODUCTION</b>				
	nnopreneur- Agripreneur	2	ded Learning	hite Board
	ine Buying and selling: e studies on Amazon, OLX acebook –eBay	1	Lecture	T and White Board
	pe for business in Online modity trading	1	Lecture	lack Board
	d, Silver scope for iness in online exports: ods and Services	1	Lecture	T and White Board
<b>T – VI DYNAMISM/CURRENTAFFAIR</b>				
	ect proposal for any product or ce			Report bmission in le class room

	study of any one Institutional schemes(Bank or non banking)			T Posting in class room
	the Spot Learning Component: to SHG to study their income generation activities and writing report			Report submission in class Room
	study any one women entrepreneur -			Report submission in google class rooms
	the spot learning: Visit to industrial estate to meet entrepreneurs			T Posting in class room

Levels	C1	C2	C3	C 4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	Percent age of Assessment
	Session -wise Average	Better of W1 , W2	M1 +M 2	MID -S E M T E S T				
	5 Mks.	5 Mk s	5+5 =10 Mks .	1 5 M ks	35 Mks.	5 Mks.	40 Mks .	

<b>K1</b>	<b>5</b>	-	-	<b>2 ½</b>	<b>7.5</b>	-	<b>7.5</b>	18.75
<b>K2</b>	-	<b>5</b>	<b>4</b>	<b>2 ½</b>	<b>11.5</b>	-	<b>11. 5</b>	28.75
<b>K3</b>	-	-	<b>3</b>	<b>5</b>	<b>8</b>	-	<b>8</b>	20
<b>K4</b>	-	-	<b>3</b>	<b>5</b>	<b>8</b>	-	<b>8</b>	20
<b>Non Schol astic</b>	-	-	-	-		<b>5</b>	<b>5</b>	12.5
<b>Total</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>1 5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100</b>

CIA	
Scholastic	<b>35</b>
Non Scholastic	<b>5</b>
	<b>40</b>

## EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

### UG CIA Components

#### Nos

<b>C1</b>	-	Test (CIA 1)	1	-	10 Mks
<b>C2</b>	-	Test (CIA 2)	1	-	10 Mks
<b>C3</b>	-	Assignment	1	-	5 Mks
<b>C4</b>	-	Open Book Test/PPT	2 *	-	5 Mks
<b>C5</b>	-	Quiz	2 *	-	5 Mks
<b>C6</b>	-	Attendance		-	5 Mks

### COURSE OUTCOMES



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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	To explore the functions of Entrepreneur	K1	PSO1
CO 2	To identify the basic qualities of an Entrepreneur.	K1, K2	PSO2
CO 3	To enable the students to understand the Project report.	K1 & K3	PSO5
CO 4	To evaluate the .merits and demerits of online trading.	K1, K2 & K3	PSO3
CO 5	To assess the policy implementation by government for Entrepreneurial development.	K2 & K4	PSO4

### Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
---------	------	------	------	------	------

<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3

### Mapping COs Consistency with POs

<b>CO/ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	3	2	3	3	3	3	3
<b>CO2</b>	3	3	2	3	3	3	3
<b>CO3</b>	3	3	3	3	2	2	2
<b>CO4</b>	3	3	3	2	3	3	3
<b>O5</b>	3	3	3	3	3	1	3

**Note:** " Strongly Correlated – **3**

" Moderately Correlated – **2**

" Weakly Correlated -**1**

**COURSE DESIGNER:**

**1. Staff Name (Dr. R.Suji Karthika)**

**Forwarded By**  
**HOD NAME AND**

**SIGN**

**VI – SEMESTER**

**OLD**

**MAJOR CORE**

**ECONOMICS OF PLANNING AND DEVELOPMENT 19E5CC15**

**HOURS/WEEK:5**

**CREDITS: 4**

**COURSE DESCRIPTION**

Planning is the process of thinking about the activities required to achieve a desired goal. It is the first and foremost activity to achieve desired results.

**COURSE OBJECTIVES**

1. To understand some important and core issues of planning
2. To improve the knowledge on planning and development
3. To enlighten them on planning commission.
4. 'compare and contrast the Indian planning and other countries planning
5. Analyse the merits and demerits of capital and labour intensive technology.

**COURSE OUTCOMES (CO)**

<b>No.</b>	<b>Course Outcome</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Assess the policy implementation by government for economic development.	K1
<b>CO 2</b>	Analyse individual decisions at variety of economic environment	K2
<b>CO 3</b>	Enable the students to understand the basic concepts in Economic Theories.	K3

<b>CO 4</b>	Identify the merits and demerits of labor and capital intensive technology.	K3
<b>CO 5</b>	Demonstrate the various plans according to the economic status	K2

## **UNIT I ECONOMIC GROWTH AND DEVELOPMENT**

**[15HRS]**

Meaning and definition of Economic Growth, Development and Characteristics of under development - **Obstacles to economic development Self study** - Factors of Economic Growth: Economic and Non Economic factors

## **UNIT II CAPITAL FORMATION AND INPUT-OUTPUT MODEL**

**[15HRS]**

Capital formation: Meaning – Importance - Reasons for low capital formation – Sources of Capital formation. **Capital output ratio Self study:** Meaning – Factors determining capital-output ratio - Case for low or high capital output ratio in UDCs. Input - Output Model.

## **UNIT III INVESTMENT CRITERIA**

**[15HRS]**

Choice of technique: Labour intensive Vs Capital intensive Techniques - Investment Criteria in Economic Development: Capital Turnover Criterion – **Social Marginal Productivity Criterion Self study** - Reinvestment Criterion - Time Series Criterion.

## **UNIT IV THEORIES OF ECONOMIC GROWTH**

**[15HRS]**

Adam Smith - Rostow - Theory of Big Push-Doctrine of Balanced and Unbalanced growth - Critical Minimum Effort Thesis - Marxian Theory - **Schumpeterian theory. Self study**

## **UNIT V PLANNING IN INDIA**

**[15HRS]**

Meaning – Need for Planning in UDCs – Types of Planning – Planning Machinery in India – Planning Commission – **Five Year Plans Self study** - Recent five year plan.

## **UNIT VI - DYNAMISM/CURRENTAFFAIR**

Functions of Nidhi Ayog- powers of Nidhi Ayog . case study of current five year plan. Assignment on various countries plans. Compare the Indian planning with other countries.

### COURSE CONTENTS & TEACHING/LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
<b>UNIT - 1 ECONOMIC GROWTH AND DEVELOPMENT</b>				
1.1	Meaning and definition of Economic Growth, Development.	4	Lecture	Google meet, Google class room, PPT
1.1:1	Characteristics of under development -	4	Lecture	Google meet, Google class room, PPT
1.3	Obstacles to economic development	3	Lecture	Google meet, Google class room, PPT
1.4	Factors of Economic Growth: Economic and Non Economic factors	4	Video Lecture	online
<b>UNIT II: CAPITAL FORMATION AND INPUT-OUTPUT MODEL</b>				
2.1	Capital formation: Meaning – Importance – Sources of Capital formation.	2	Lecture	Google meet, Google class room, PPT
2.2	Reasons for low capital formation	2	Lecture	Google meet, Google class room, PPT
	Importance of capital formation	2	Lecture	Google meet, Google class room, PPT
2.3	Capital output ratio: Meaning – Factors determining capital-output ratio,	3		Google meet, Google class room, PPT

	Case for low or high capital output ratio in UDCs	3	Lecture	Google meet, Google class room, PPT
2.3	Input - Output Model.	3	Flipped Learning	Online/ E-Content/
<b>UNIT III: INVESTMENT CRITERIAN</b>				
3.1	Choice of technique: Labour intensive Vs Capital intensive Techniques -	4	Lecture	Google meet, Google class room, PPT
3.2	Investment Criteria in Economic Development,-. Capital Turnover Criterion	4	Lecture	Google meet, Google class room, PPT
3.3	Social Marginal Productivity Criterion -	3	Lecture	Google meet, Google class room, PPT
3.4	Reinvestment Criterion - Time Series	4	Lecture	Google meet, Google class room, PPT
<b>UNIT IV: THEORIES OF ECONOMIC GROWTH</b>				
4.1	Adam Smith	2	Lecture	Google meet, Google class room, PPT
4.2	Rostow	2	Lecture	Google meet, Google class room, PPT
4.3	Theory of Big Push-Doctrine of Balanced and Unbalanced growth	2	Lecture	Google meet, Google class room, PPT
4.4	Critical Minimum Effort Thesis	2		Google meet, Google class room, PPT
4.5	Marxian Theory -		Lecture	Google meet, Google class room, PPT
4.6	Schumpeterian theory			

<b>UNIT V: PLANNING IN INDIA</b>				
5.1	Meaning – Need for Planning in UDCs	3	Lecture	Google meet, Google class room, PPT
5.1.1	– Types of Planning	2	Flipped Learning	Online/ E-Content/
5.2	– Planning Machinery in India	3	Flipped Learning	Online/ E-Content/
5.3	Planning Commission	2	Lecture	
5.3.	Five Year Plans - Recent five year plan	2	Lecture	Online
<b>UNIT VI DYNAMISM/CURRENTAFFAIR</b>				
6.1	Functions and powers of Nidhi Ayog		Online	Google meet, Google class room, PPT
6.2	case study of current five year plan		Online	Google meet, Google class room, PPT
6.3	Assignment on various countries plans		Online	Google meet, Google class room, PPT
6.4	Compare the Indian planning with other countries.		Online	Google meet, Google class room, PPT

#### **REFERENCE BOOKS**

1. Jhingan, M.L (2007) “*Economics of Planning and Growth*”, Vrinda Publications ltd.
2. Seth M.L,( 2005). “*Theory and Practice of Economic Planning*”, S. Chand & Company [P] Ltd. New Delhi
3. Tandon B.C, ( 2007) “*Economic Planning Theory & Practice*”, Chaitanya publishing House . Allahabad.
4. Taneja and Sharma(2005) “*Economics of Development and Planning*”, Vishal Publications, Jalandhar,
5. Uma Kapila (2002), “*Indian Economy*”, Academic foundation, New Delhi,.

Course Designer: Mrs.A. Gracy Rani  
Department

Forwarded By the Head of the

NEW

III BA ECONOMICS  
VI - SEMESTER

TOTAL CHANGE 2%

(For those who joined in 2019 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	19E6CC15	ECONOMICS OF PLANNING AND DEVELOPMENT	5	4

COURSE DESCRIPTION

Planning is the process of thinking about the activities required to achieve a desired goal. It is the first and foremost activity to achieve desired results.

COURSE OBJECTIVE/S

1. To understand some important and core issues of planning
2. To improve the knowledge on planning and development
3. To enlighten them on planning commission.
4. 'compare and contrast the Indian planning and other countries planning
5. Analyse the merits and demerits of capital and labour intensive technology.

UNIT I ECONOMIC GROWTH AND DEVELOPMENT [15HRS]

Meaning and definition of Economic Growth, Development and

Characteristics of under development - **Obstacles to economic**

**development Self study** - Factors of Economic Growth: Economic and Non Economic factors

UNIT II CAPITAL FORMATION AND INPUT-OUTPUT MODEL [15HRS]

Capital formation: Meaning – Importance - Reasons for low capital formation – Sources of Capital formation. **Capital output ratio Self study:** Meaning – Factors determining capital-output ratio - Case for low or high capital output ratio in UDCs. Input - Output Model.



### UNIT III INVESTMENT CRITERIA

[15HRS]

Choice of technique: Labour intensive Vs Capital intensive  
Techniques - Investment Criteria in Economic Development: Capital  
Turnover Criterion – **Social Marginal Productivity Criterion Self study** -  
Reinvestment Criterion - Time Series Criterion.

### UNIT IV THEORIES OF ECONOMIC GROWTH

[15HRS]

Adam Smith - Rostow - Theory of Big Push-Doctrine of Balanced and  
Unbalanced growth - Critical Minimum Effort Thesis - Marxian Theory -  
**Schumpeterian theory. Self study**

### UNIT V PLANNING IN INDIA

CHANGE 2%

[15HRS]

Meaning – Need for Planning in UDCs – Types of Planning – Planning  
Machinery in India – Planning Commission – **Five Year Plans Self study** -  
Recent five year plan- **NITI Ayog: Functions of NITI Ayog-powers of NITI Ayog**

### UNIT VI - DYNAMISM/CURRENTAFFAIR

Functions of NITI-Ayog- powers of NITI -Ayog . case study of current five  
year plan.

Assignment on various countries plans. Compare the Indian planning with  
other countries.

#### COURSE CONTENTS & LECTURESCHEDULE

Modu le No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT - 1 ECONOMIC GROWTH AND DEVELOPMENT</b>				
1.1	Meaning and definition of Economic Growth, Development.	4	Chalk & Talk	Black Board
1.1:1	Characteristics of under development -	4	Chalk & Talk	Black Board
1.3	Obstacles to economic development	3	Lecture	PPT

1.4	Factors of Economic Growth: Economic and Non Economic factors	4	Video Lecture	Online
<b>UNIT II: CAPITAL FORMATION AND INPUT-OUTPUT MODEL</b>				
2.1	Capital formation: Meaning – Importance – Sources of Capital formation.	2	Lecture	Black Board
2.2	Reasons for low capital formation	2	PPT	Online
	Importance of capital formation	2	PPT	Online
2.3	Capital output ratio: Meaning – Factors determining capital-output ratio,	3	Google	Online
	Case for low or high capital output ratio in UDCs	3	Lecture	Black Board
2.3	Input - Output Model.	3	Flipped Learning	Online/ E-Content/
<b>UNIT III: INVESTMENT CRITERIAN</b>				
3.1	Choice of technique: Labour intensive Vs Capital intensive Techniques -	4	Lecture	Black Board
3.2	Investment Criteria in Economic Development,–. Capital Turnover Criterion	4	Google	online
3.3	Social Marginal Productivity Criterion –	3	Power point presentation	Black Board
3.4	Reinvestment Criterion - Time Series	4	Power point presentation	online

<b>UNIT IV: THEORIES OF ECONOMIC GROWTH</b>				
4.1	Adam Smith	2	Lecture	Black Board
4.2	Rostow	2	Lecture	Black Board
4.3	Theory of Big Push-Doctrine of Balanced and Unbalanced growth	2	ppt	Online
4.4	Critical Minimum Effort Thesis	2	ppt	Online
4.5	Marxian Theory -		Lecture	Black Board
4.6	Schumpeterian theory		Google class room	
<b>UNIT V: PLANNING IN INDIA</b>				
5.1	Meaning – Need for Planning in UDCs	3	Google	Online
5.1.1	– Types of Planning	2	Flipped Learning	Online/ E-Content/
5.2	– Planning Machinery in India	3	Flipped Learning	Online/ E-Content/
5.3	Planning Commission	2		
5.3.	Five Year Plans - Recent five year plan	2	Google	Online
<b>UNIT VI DYNAMISM/CURRENTAFFAIR</b>				
6.1	Functions and powers of Nidhi Ayog			
6.2	case study of current five year plan			
6.3	Assignment on various countries plans			

6.4	Compare the Indian planning with other countries.			
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### Reference Books

1. Jhingan, M.L (2007) “*Economics of Planning and Growth*”, Vrinda Publications ltd.
2. Seth M.L,( 2005). “*Theory and Practice of Economic Planning*”, S. Chand & Company [P] Ltd. New Delhi
3. Tandon B.C, ( 2007) “*Economic Planning Theory & Practice*”, Chaitanya publishing House . Allahabad.
4. Taneja and Sharma(2005) “*Economics of Development and Planning*”, Vishal Publications, Jalandhar,
5. Uma Kapila (2002), “*Indian Economy*”, Academic foundation, New Delhi,.

Levels	C1	C2	C3	C4	Total Scholas tic Marks	Non Scholas tic Marks C5	CIA Total	Percenta ge of Assessm ent
	Sessio n- wise Avera ge  5 Mks.	Bett er of W1, W2  5 Mks	M1+ M2  5+5= 10 Mks.	MID -SE M TES T  15 Mks	35 Mks.	5 Mks.	40Mk s.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75
K2	-	5	4	2 ½	11.5	-	11.5	28.75
K3	-	-	3	5	8	-	8	20
K4	-	-	3	5	8	-	8	20
Non Scholas tic	-	-	-	-		5	5	12.5
Total	5	5	10	15	35	5	40	100

CIA	
Scholastic	<b>35</b>
Non-Scholastic	<b>5</b>
	<b>40</b>

## EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

### UG CIA Components

		No		
<b>C1</b>	-	Test (CIA 1)	1	- 10 Mks
<b>C2</b>	-	Test (CIA 2)	1	- 10 Mks
<b>C3</b>	-	Assignment	1	- 5 Mks
<b>C4</b>	-	Open Book Test/PPT	2 *	- 5 Mks
<b>C5</b>	-	Quiz	2 *	- 5 Mks
<b>C6</b>	-	Attendance		- 5 Mks

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL	PSOs ADDRESSED
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		(ACCORDING TO REVISED BLOOM'S TAXONOMY)	
CO 1	Assess the policy implementation by government for economic development.	K1	PSO1
CO 2	Analyse individual decisions at variety of economic environment	K1, K2,	PSO2
CO 3	Enable the students to understand the basic concepts in Economic Theories.	K1 & K3	PSO5
CO 4	Identify the merits and demerits of labor and capital intensive technology.	K1, K2 & K3	PSO4
CO 5	Demonstrate the various plans according to the economic status	K2 & K4	PSO3

### Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

### Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	3

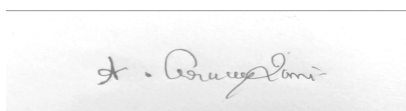
<b>CO2</b>	3	3	2	3	3	3	3
<b>CO3</b>	3	3	3	3	2	2	2
<b>CO4</b>	3	3	3	2	3	3	3
<b>CO5</b>	3	3	3	3	3	1	3

**Note:** ♦ Strongly Correlated – **3**

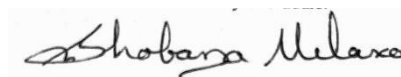
♦ Moderately Correlated – **2**

♦ Weakly Correlated -**1**

**COURSE DESIGNER:**



**Staff Name (Mrs.Gracy Rani)**



**Forwarded By**

**HOD'S Signature**

**& Name**

**VI SEMESTER****OLD****MANAGERIAL ECONOMICS 19E6ME6**

(For those who joined in 2019 onwards)

**HOURS/WEEK: 5****CREDIT: 5****COURSE DESCRIPTION**

Develop the managerial skills

**COURSE OBJECTIVE/S**

1. To develop the managerial skills of the students
2. To develop the application and calculation part of managerial economics
3. To equip them for career opportunities with crucial decision making
4. To help the students to familiarize themselves with the most significant tools of economic analysis.
5. To understand the logic and be able to make their own decision model and strategy.

**COURSE OUTCOMES (CO)**

S:No.	Course Outcome	Knowledge Level
CO 1	Innovative skills of managers.	K1
CO 2	Able to create design and anticipate the internal and external decisions to be made by managers	K2
CO 3	Analyze the demand and supply conditions and assess the position of a company	K3
CO 4	Design competition strategies, including costing, pricing, product differentiation, and market	K4



	environment according to the natures of products and the structures of the markets.	
<b>CO 5</b>	Analyze real-world business problems with systematic theoretical framework productions.	K5
<b>CO 6</b>	Make optimal business decisions by integrating the concepts of economics and statistics	K6

### **UNIT I INTRODUCTION AND DEMAND FORECASTING (15 Hrs)**

Meaning and scope of Managerial Economics – Difference between managerial economics and economics Demand forecasting: – Types of forecasting –Forecasting Methods of forecasting Theoretical and Statistical–

#### **Criteria for a good forecasting Self Study**

### **UNIT II INVENTORY MANAGEMENT (15 Hrs)**

Concepts –Standard order quantity – Maximum level – Stages of completion – Holding costs

### **UNIT III CAPITAL BUDGETING AND PROFIT MANAGEMENT (15Hrs)**

Meaning –Need for capital budgeting-forms of capital budgeting - capital rationing-steps involved in investment and decision making process –Criteria –Pay-back period, NPV,IRR Discount RR

**Profit Management: Measurement of Profit Self Study** – Profit policies – Break-even analysis – Profit Forecasting.

### **UNIT IV PRICING POLICY (15 Hrs)**

Types : Cost plus pricing – Marginal cost pricing – Going –rate pricing – Loss leaders pricing- Stay-out pricing –Target pricing – Customary pricing –Limit pricing– Cyclical Pricing – Differential Pricing – Refusal Pricing – Export Pricing – Administered Pricing – Dual Pricing- **–Price Leadership Self Study**

## UNIT V MANAGERIAL ECONOMICS DECISIONS

(15Hrs)

Input- Output Analysis: Types One simple Computation – **Linear Programming Self Study:** Linear programming Techniques – Game Theory:

2 person zero sum game only

### UNIT VI:

Writing economics analyses on any economic issue

Preparing video on game theory

Writing Report on any one managerial issue

COURSE CONTENTS & TEACHING/LEARNING SCHEDULE				
Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT – I INTRODUCTION AND DEMAND FORECASTING				
1.1	Meaning and scope of Managerial Economics	3	Lecture	Black board
1.2	Difference between managerial economics and economics Demand forecasting	3	Discussion	Black board
1.3	Types of forecasting	4	video	LCD
1.3	Methods of forecasting Theoretical and Statistical– Criteria for a good forecasting.	5	Lecture	Black board
UNIT II INVENTORY MANAGEMENT				
2.1	Concepts	3	Lecture	Black board
2.2	Standard order quantity	3	video	LCD

2.3	Maximum level	3	Lecture	Black Board
2.4	Stages of completion	3	Discussion	Black Board
2.5	Holding costs	3	Lecture	White Board
<b>UNIT III CAPITAL BUDGETING AND PROFIT MANAGEMENT</b>				
3.1	Meaning –Need for capital budgeting	2	PPT and lecture	LCD
3.2	Forms of capital budgeting	2	lecture	Black board
3.3	Capital rationing-steps involved in investment and decision making process	3	viedo	
3.4	Criteria –Pay-back period, NPV,IRR Discount RR		viedo	
3.5	Profit Management and Measurement of Profit	4	lecture	Black board
3.6	Profit policies Break-even analysis and Profit Forecasting.	4	lecture	.
<b>UNIT IV PRICING POLICY</b>				
4.1	Cost plus pricing – Marginal cost pricing Limit pricing– Cyclical Pricing –	3	PPT and lecture	LCD
4.2	Going –rate pricing – Loss leaders pricing	3	lecture	Black board
4.3	Stay-out pricing , Target pricing and Customary pricing	3	lecture	Black board
4.4	Differential Pricing , Refusal Pricing and Export pricing	3	lecture	Online viedo

4.5	Administered Pricing – Dual Pricing- –Price Leadership	3	PPT and lecture	LCD
<b>UNIT V MANAGERIAL ECONOMICS DECISIONS</b>				
5.1	Input- Output Analysis	3	Youtube Video and lecture	Moodle Classroom submission
5.2	Types One simple Computation – Linear Programming	4	Youtube Video and lecture	Moodle Classroom submission
5.3	Linear programming Techniques	4	Video and lecture	Moodle Classroom submission
5.4	Game Theory: 2 person zero sum game only	4	Video and lecture	Moodle Classroom submission
<b>UNIT VI: DYNAMISM</b>				
6.1	Writing economics analyses on any economic issue			Moodle Classroom submission
6.2	Preparing video on inventory management			Moodle Classroom submission
6.3	Writing Report on any one managerial issue			Moodle Classroom submission

### **Text Book**

Cauvery . RSudhanayak, ., U.k. M. Girija,M., Meenakshi,R.(1998).  
*Managerial Economics*,S. Chand & Company Ltd.

### **Reference Books**

1. Dwivedi, D.N. (1980). *Fundamentals of Managerial Economics*, Vani Educational Books, a Division of Vikas Publishing House Private Limited.
2. Mageswari & Varshney,(1996). *Managerial Economics*, sultan Chand & Sons.
3. Mehta,(1995). *Business & Management*, sultan chand & sons, 1995.
4. Moti V.C.(1998) Samuel Pauls & Gupta L.G.S, *Managerial Economics*, Tata McGraw-Hill publishing Company Limited.
5. Pylee M.V. Sankaranarayanan K.C. & Jose, Payyalpilly,T.(1998).*Managerial Economics An Introduction Analysis*, S. chand & Company private limited, New Delhi.
6. Subramanian M.S(1995). *Managerial Economics*, Ramesh Publications.

#### **WEBSITES**

1. [https://www.tutorialspoint.com/managerial\\_economics/managerial\\_economics\\_overview.htm](https://www.tutorialspoint.com/managerial_economics/managerial_economics_overview.htm)
2. <http://www.economicsdiscussion.net/demand-forecasting/demand-forecasting-concept-significance-objectives-and-factors/3557>
3. <https://www.edupristine.com/blog/capital-budgeting>
4. <http://www.economicsdiscussion.net/price/pricing-policy-meaning-objectives-and-factors/21757>
5. <https://nitesoftsolutions.com/nitesoft-the-art-of-profit-management/>
6. <http://www.businessdictionary.com/definition/cost-benefit-analysis-CBA.html>

**Course Designer: Dr. G.Uma  
Department**

**Forwarded By the Head of the**

**NEW**

**III BA ECONOMICS**

**TOTAL CHANGE 5%**

**VI SEMESTER**

(For those who joined in 2019 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	19E6ME6	MANAGERIAL ECONOMICS	5	5

**COURSE DESCRIPTION**

Develop the managerial skills

**COURSE OBJECTIVE/S**

1. To develop the managerial skills of the students
2. To develop the application and calculation part of managerial economics
3. To equip them for career opportunities with crucial decision making
4. To help the students to familiarize themselves with the most significant tools of economic analysis.
5. To understand the logic and be able to make their own decision model and strategy.

**UNIT I INTRODUCTION AND DEMAND FORECASTING (15HRS)**

Meaning and scope of Managerial Economics – Difference between managerial economics and economics Demand forecasting: – Types of forecasting -Forecasting Methods of forecasting Theoretical and Statistical–

**Criteria for a good forecasting Self Study**

**UNIT II INVENTORY MANAGEMENT (15 HRS)**

Concepts –Standard order quantity – Maximum level – Stages of completion – Holding costs

### **UNIT III CAPITAL BUDGETING AND PROFIT MANAGEMENT (15HRS)**

Meaning –Need for capital budgeting-forms of capital budgeting - capital rationing-steps involved in investment and decision making process –Criteria –Pay-back period, NPV,IRR Discount RR

**Profit Management: Measurement of Profit Self Study** – Profit policies – Break-even analysis – Profit Forecasting.

### **UNIT IV PRICING POLICY (15 HRS)**

Types : Cost plus pricing – Marginal cost pricing – Going –rate pricing – Loss leaders pricing- Stay-out pricing –Target pricing – Customary pricing –Limit pricing– Cyclical Pricing – Differential Pricing – Refusal Pricing – Export Pricing – Administered Pricing – Dual Pricing- **–Price Leadership Self Study**

### **UNIT V MANAGERIAL ECONOMICS DECISIONS (15HRS)**

Input- Output Analysis: Types One simple Computation – **Linear Programming Self Study:** Linear programming Techniques – Game Theory: 2 person zero sum game only

### **UNIT VI: DYNAMIM**

Writing economics analyses on any economic issue

Preparing video on game theory

Writing Report on any one managerial issue

CHANGE 5%
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### **Case Study on Inventory Management during COVID-19**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT – I INTRODUCTION AND DEMAND FORECASTING</b>				
1.1	Meaning and scope of Managerial Economics	3	Lecture	Black board
1.2	Difference between managerial economics and economics Demand forecasting	3	Discussion	Black board

1.3	Types of forecasting	4	video	LCD
1.3	Methods of forecasting Theoretical and Statistical– Criteria for a good forecasting .	5	Lecture	Black board
<b>UNIT II INVENTORY MANAGEMENT</b>				
2.1	Concepts	3	Lecture	Black board
2.2	Standard order quantity	3	video	LCD
2.3	Maximum level	3	Lecture	Black Board
2.4	Stages of completion	3	Discussion	Black Board
2.5	Holding costs	3	Lecture	White Board
<b>UNIT III CAPITAL BUDGETING AND PROFIT MANAGEMENT</b>				
3.1	Meaning –Need for capital budgeting	2	PPT and lecture	LCD
3.2	Forms of capital budgeting	2	lecture	Black board
3.3	Capital rationing-steps involved in investment and decision making process	3	video	
3.4	Criteria –Pay-back period, NPV, IRR Discount RR		video	
3.5	Profit Management and Measurement of Profit	4	lecture	Black board
3.6	Profit policies Break-even analysis and Profit Forecasting.	4	lecture	.



<b>UNIT IV PRICING POLICY</b>				
4.1	Cost plus pricing – Marginal cost pricing Limit pricing– Cyclical Pricing –	3	PPT and lecture	LCD
4.2	Going –rate pricing – Loss leaders pricing	3	lecture	Black board
4.3	Stay-out pricing , Target pricing and Customary pricing	3	lecture	Black board
4.4	Differential Pricing , Refusal Pricing and Export pricing	3	lecture	Online viedo
4.5	Administered Pricing – Dual Pricing- –Price Leadership	3	PPT and lecture	LCD
<b>UNIT V MANAGERIAL ECONOMICS DECISIONS</b>				
5.1	Input- Output Analysis	3	Youtube Video and lecture	Moodle Classroom submission
5.2	Types One simple Computation – Linear Programming	4	Youtube Video and lecture	Moodle Classroom submission
5.3	Linear programming Techniques	4	Video and lecture	Moodle Classroom submission
5.4	Game Theory: 2 person zero sum game only	4	Video and lecture	Moodle Classroom submission
<b>UNIT VI: DYNAMISM</b>				
6.1	Writing economics analyses on any economic issue			Moodle Classroom submission

6.2	Preparing video on inventory management			Moodle Classroom submission
6.3	Writing Report on any one managerial issue			Moodle Classroom submission

### Text Book

Cauvery. R Sudhanayak, U.k. M. Girija,M., Meenakshi,R.(1998).

*Managerial Economics*,S. Chand & Company Ltd.

### Reference Books

1. Dwivedi, D.N. (1980). *Fundamentals of Managerial Economics*, Vani Educational Books, a Division of Vikas Publishing House Private Limited.
2. Mageswari & Varshney,(1996). *Managerial Economics*, sultan Chand & Sons.
3. Mehta,(1995). *Business & Management*, sultan chand & sons, 1995.
4. Moti V.C.(1998) Samuel Pauls & Gupta L.G.S, *Managerial Economics*, Tata McGraw-Hill publishing Company Limited.
5. Pylee M.V. Sankaranarayanan K.C. & Jose, Payyalpilly,T.(1998).*Managerial Economics An Introduction Analysis*, S. chand & Company private limited, New Delhi.
6. Subramanian M.S(1995). *Managerial Economics*, Ramesh Publications.

	C1	C2	C3	C4	Total Scholas tic Marks	Non Scholas tic Marks C5	CIA Total	Percenta ge of Assessm ent
Levels	Sessio n -wise Avera ge	Bett er of W1, W2	M1+ M2	MID -SE M TES T				
	5 Mks.	5 Mks	5+5= 10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mk s.	

<b>K1</b>	<b>5</b>	-	-	<b>2 ½</b>	<b>7.5</b>	-	<b>7.5</b>	18.75
<b>K2</b>	-	<b>5</b>	<b>4</b>	<b>2 ½</b>	<b>11.5</b>	-	<b>11.5</b>	28.75
<b>K3</b>	-	-	<b>3</b>	<b>5</b>	<b>8</b>	-	<b>8</b>	20
<b>K4</b>	-	-	<b>3</b>	<b>5</b>	<b>8</b>	-	<b>8</b>	20
<b>Non Scholastic</b>	-	-	-	-		<b>5</b>	<b>5</b>	12.5
<b>Total</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100</b>

CIA	
Scholastic	<b>35</b>
Non Scholastic	<b>5</b>
	<b>40</b>

## EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>	<b>C6</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>
<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>40</b>	<b>60</b>	<b>100</b>

### UG CIA Components

		No s	
<b>C1</b>	- Test (CIA 1)	1	- 10 Mks

<b>C2</b>	-	Test (CIA 2)	1	-	10 Mks
<b>C3</b>	-	Assignment	1	-	5 Mks
<b>C4</b>	-	Open Book Test/PPT	2 *	-	5 Mks
<b>C5</b>	-	Quiz	2 *	-	5 Mks
<b>C6</b>	-	Attendance		-	5 Mks

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Innovative skills of managers.	K1	PSO1& PSO2
CO 2	Able to create design and anticipate the internal and external decisions to be made by managers	K1, K2,	PSO3
CO 3	Analyze the demand and supply conditions and assess the position of a company	K1 & K3	PSO5
CO 4	Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.	K1, K2, K3	PSO4
CO 5	Analyze real-world business problems with systematic theoretical framework productions.	K2 & K4	PSO2

## Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

### Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	3	3	2	2	2
CO4	3	3	3	2	3	3	3
CO5	3	3	3	3	3	1	3

**Note:** ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated -1

**COURSE DESIGNER:**



**Staff Name (Dr. G.Uma )**

**Forwarded By**

**HOD'S Signature  
& Name**

**I SEMESTER**  
**NON MAJOR ELECTIVE**  
**ENTREPRENEURIAL SKILLS - 19E1NME1**

**OLD**

(For those who joined in 2019 onwards)

**HOURS/WEEK: 2**

**CREDIT:**

**2**

**COURSE DESCRIPTION**

Study of business start ups, Procedures, Project proposals, Case studies

**COURSE OBJECTIVE/S**

1. To bring out emancipation of women from all their clutches of poverty.
2. To enlighten the students on incentives and self-employment schemes.
3. To make them create start ups
4. To make them write practical Project proposal
5. To update our students in latest online modes of business
6. To teach them agri based and village based industries

**COURSE OUTCOMES (CO)**

No.	Course Outcome	Knowledge Level
<b>CO 1</b>	To explore the functions of Entrepreneur	K1
<b>CO 2</b>	To identify the basic qualities of an Entrepreneur.	K1
<b>CO 3</b>	To enable the students to understand the Project report.	K3
<b>CO 4</b>	To evaluate the merits and demerits of online trading.	K3
<b>CO 5</b>	To assess the policy implementation by government for Entrepreneurial development.	K4

<b>CO 6</b>	To equip the students to use Break even Analysis and SWOT Analysis	K5
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#### **UNIT: I INTRODUCTION**

**[5**

**HRS]**

Entrepreneur - Types, functions - women entrepreneurship: The micro finance and self help groups - Social Entrepreneurship in Non-Profit Organization: NGOs and Trusts –On line registration for entrepreneurs - **Project Proposals Self study** to Funding agencies, Performa for Proposal.

#### **UNIT: II ECONOMIC ANALYSIS FOR ANY ENTREPRENEUR**

**[5**

**HRS]**

Budgeting, Break-Even, SWOT and Profitability Analysis- Income Tax payment – GST Calculation - **blog creation – web creation** – online marketing

#### **UNIT:III GOVERNMENT INSTITUTIONS AND SCHEMES SUPPORTING ENTREPRENEURS**

**[5 HRS]**

MSME – Government skill development centers DIC- CED DIC-SIDO-NSIC-TCO-SIPCOT-NAYE- Commercial banks-SBI and other institutes – start up India , Skill India **Governmental schemes promoting entrepreneurs Self study** - Financial Institutions and Government incentives- Case studies of business financing

#### **UNIT: VI SCOPE FOR BUSINESS OPPORTUNITIES- BRIEF INTRODUCTION**

**[5 HRS]**

Agriculture: Horticulture, Floriculture, Kitchen garden and sales, Sale of seeds and agricultural products, Mushroom Cultivation, Vermi-Culture, Api-Culture etc -Industry Handicrafts - Service industry: Tour organisation, Tuition centers, Tailoring – Beauty Parlours- Home delivery of food etc Female focused entrepreneurship - **Case studies of Industries Self study** - Field Visit to industry

#### **UNIT: V: ON LINE BUSINESS- BRIEF INTRODUCTIONS**

**[5**

**HRS]**

Online Buying and selling: Case studies on Amazon, OLX – Facebook  
 – scope for business in Online share trading – scope for business in **Online commodity trading Self study**: Gold, Silver etc - scope for business in online exports: Goods and Services

#### **UNIT VI - DYNAMISM/CURRENTAFFAIR**

Project proposal for any product or service – Case study of any one Institutional loan schemes(Bank or non banking)- On the Spot Learning Component: Visit to SHG to study their income generation activities and writing report - Case study any one women entrepreneur - On-the spot learning: Visit to industrial estate to meet entrepreneurs. Internship to MADESIA

#### **COURSE CONTENTS & TEACHING/LEARNING SCHEDULE**

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
<b>UNIT -1 INTRODUCTION</b>				
1.1	Types and Functions of Entrepreneur	4	Lecture	Google meet, PPT,
1.1:1	Micro Finance and Self Help Group	4	Lecture	Google meet, PPT, Study Material
1.2	Profit Organisation	3	Blended teaching with practice	Google meet, Video, ppt
1.4	Online Registration for entrepreneur	4	Blended teaching	Google meet, Video, ppt
<b>UNIT -2 ECONOMIC ANALYSIS FOR ENTREPRENEUR</b>				
2.1	Break Even Analysis	5	Flipped Learning	Google meet, PPT, Study Material
2.2	SWOT Analysis	3	Blended teaching with practice	Google meet, PPT, Study Material
2.3	Blog Creation , Web Creation	4	Blended teaching with practice	Google meet, PPT, Study Material



UNIT – 3 GOVERNMENT SCHEMES				
3.1	Money market: Meaning – Characteristics – Functions	5	Blended teaching with practice	Google meet, PPT, Study Material
3.2	Institutions of Indian Money market – Instruments	3	Blended teaching with practice	Google meet, Keynote, Study Material
3.3	<b>Commercial Banks:</b> Importance- Functions of commercial banks	4	Blended teaching with practice	Google meet, Keynote, Study Material
3.4	Credit Creation- Instruments of Credit	3	Blended teaching with practice	Google meet, Keynote, Study Material
3.5	Nationalisation of Commercial Banks	3	Blended teaching with practice	Google meet, Keynote, Study Material
UNIT: VI BUSINESS OPPORTUNITIES- BRIEF INTRODUCTIONS				
4.1	Monetary policy: Meaning and Objectives	5	Blended teaching with practice	Google meet, PPT, Study Material
4.2	Role and effectiveness of Monetary Policy in a developing economy	3	Blended teaching with practice	Google meet, PPT, Study Material
4.3	Central Bank: Functions of Central Bank	4	Blended teaching with practice	Google meet, PPT, Study Material
4.4	Credit control: Qualitative and Quantitative	3	Blended teaching with practice	Google meet, Keynote, Study Material
4.5	Departments of <b>Reserve Bank of India</b>	3	Blended teaching with practice	Google meet, Keynote, Study Material
UNIT: V ON LINE BUSINESS- BRIEF INTRODUCTIONS				
5.1	Online Buying and selling: Case studies on Amazon	5	Blended teaching with practice	Google classroom, Study Material
5.2	OLX – Face book	3	Blended teaching with practice	Google meet, PPT, Study Material
5.3	scope for business in Online share trading	4	Blended teaching with practice	Google classroom, Keynote, Study Material
5.4	scope for business in Online commodity trading	3	Blended teaching with practice	Google meet, Keynote, Study Material

5.5	scope for business in online exports	3	Blended teaching with practice	Google classroom, Keynote, Study Material
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## UNIT VI DYNAMISM

6.1	Project proposal for any product or service	Survey guidance in class room	Students report submission in google class room
6.2	Case study of any one Institutional loan schemes(Bank or non banking)	Case study Models by PPT	Students PPT Posting in class room
6.3	On the Spot Learning Component: Visit to SHG to study their income generation activities and writing report -	Case study models & survey	Students report submission in class
6.4	Case study any one women entrepreneur -	Survey guidance in class room	Students report submission in google class roomS
6.5	On-the spot learning: Visit to industrial estate to meet entrepreneurs	Case study Models by PPT	Students PPT Posting in class room
6.6	Project proposal for any product or service	Survey guidance in class room	Students report submission in google class rooms

## REFERENCE BOOKS:

1. K.K. Sharma, G.R. Basotia, "Entrepreneurship & Small Business", Mangal Deep Publications, Jaipur, 1<sup>st</sup> Edition, 2001.
2. M. Soundarapandian, "Rural Entrepreneurship – Growth and Potential", Kanishka Publishers, New Delhi, 1<sup>st</sup> Edition, 2001.
3. S.S. Khanaka, "Entrepreneurial Development", S. Chand & Company Limited, 1999.
4. V. Sujatha, "Entrepreneurial Development", Krishna Printers, 1<sup>st</sup> Edition, 2004.
5. C.B. Gupta & S.S. Khanka, "Entrepreneurship and Small Business Management", Sultan Chand.
6. Robert D. Hisrich "Entrepreneurship", Tata Mc Graw Hill Company Ltd, 2007
7. Hirsch peters "Entrepreneurship " Tata McGraw Hill Company Ltd, New York 2000

## WEBSITES

1. [https://www.startupindia.gov.in/content/dam/invest-india/Template s/public/state\\_startup\\_policies/Tamil\\_Nadu\\_Startup\\_Policy.pdf](https://www.startupindia.gov.in/content/dam/invest-india/Template%20s/public/state_startup_policies/Tamil_Nadu_Startup_Policy.pdf)
2. <https://www.msde.gov.in/pmkvy.html>
3. <https://www.startupindia.gov.in/>
4. [https://www.startupindia.gov.in/content/sih/en/idea\\_bank.html](https://www.startupindia.gov.in/content/sih/en/idea_bank.html)
5. <https://www.msde.gov.in/pmkvy.html>
6. <https://www.tnskill.tn.gov.in/>
7. <https://nsdcindia.org/>
8. <https://sipcot.in/>

9. <https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Tamil-Nadu-state-policy.html>
10. <https://www.editn.in/>
11. [https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state\\_startup\\_policies/Tamil\\_Nadu\\_Startup\\_Policy.pdf](https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Tamil_Nadu_Startup_Policy.pdf)
12. <https://www.kviconline.gov.in/pmegpeportal/pmegphome/index.jsp>
13. <https://www.udyami.org.in/>
14. <https://www.udyami.org.in/entrepreneur-development>
15. <http://maditssia.com/index.php/madmin/bicactivities>
16. <http://www.sidco.tn.nic.in/>
17. [https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state\\_startup\\_policies/Tamil\\_Nadu\\_Startup\\_Policy.pdf](https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Tamil_Nadu_Startup_Policy.pdf)
18. Import, Export: <https://www.entrepreneur.com/article/41846>
19. <https://msme.gov.in/>
20. <http://www.msmeonline.tn.gov.in/>
21. [http://www.msmeonline.tn.gov.in/msme\\_partI/msmefiling.php](http://www.msmeonline.tn.gov.in/msme_partI/msmefiling.php)
22. <http://www.sidco.tn.nic.in/>
23. [https://www.tn.gov.in/scheme/departments\\_wise/2](https://www.tn.gov.in/scheme/departments_wise/2)
24. <http://tnchamber.in/key-initiatives/>

**Course Designer: Dr. R.Suji Karthika**

**Department**

**Forwarded By the Head of the**

**NEW**

**I BA ECONOMICS**

**TOTAL CHANGE 8%**

**I SEMESTER**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	19E1NME	ENTREPRENEURIAL SKILLS	2	2

(For those who joined in 2019 onwards)

**COURSE DESCRIPTION**

This is a course to introduce the student to understanding creative abilities, recognizing their creative abilities, changing their way of viewing creativity.

**COURSE OBJECTIVES**

1. To equip and motivate the students to become entrepreneurs.
2. To understand the basic concepts in the area of entrepreneurship
3. To understand the role and importance of entrepreneurship for economic development
4. To inculcate skills of writing business and funding proposals.
5. To promote agri- based business and handicraft business.

**UNIT: I INTRODUCTION**

**[6 HRS]**

Entrepreneur - Types, functions - Intrapreneur- women entrepreneurship: The micro finance and self-help groups - Social Entrepreneurship in Non-Profit Organization -On line registration for entrepreneurs - Project Proposals to Funding agencies, proforma

**CHANGE 3%**

**UNIT: II ECONOMIC ANALYSIS FOR AN ENTREPRENEURS**

**[6 HRS]**

Budgeting, Break-Even, SWOT and Profitability Analysis-**PERT analysis**- Income Tax payment – GST Calculation.

**UNIT: III GOVERNMENT INSTITUTIONS AND SCHEMES**

**[6 HRS]**

**CHANGE 5%**

MSME-Government skill development centres: Madurai DIC- CED  
 -SIDO-NSIC-TCO-SIPCOT-NAYE- Unemployed Youth Employment  
 Generation Program (UYEGP) - Banks

## **UNIT:VI SCOPE FOR BUSINESS OPPORTUNITIES- BRIEF**

### **INTRODUCTIONS**

**[6 HRS]**

Agriculture: Horticulture, Floriculture, Kitchen garden and sales, Sale of seeds and agricultural products, Mushroom Cultivation, Vermi-Culture, Api-Culture etc -Industry Handicrafts - Service industry: Tour organisation, Tuition centers, Tailoring – Beauty Parlours- Home delivery of food etc

### **UNIT: V ON LINE BUSINESS- BRIEF INTRODUCTIONS**

**[6 HRS]**

Online Buying and selling: Case studies on Amazon, OLX, Airbnb, Ola, Facebook – scope for business in Online share trading – scope for business in Online commodity trading- scope for business in online exports and online imports

### **UNIT VI - DYNAMISM/CURRENTAFFAIR**

Project proposal for any product or service – Case study of any one Institutional loan schemes(Bank or non banking)- On the Spot Learning Component: Visit to SHG to study their income generation activities and writing report - Visit to industrial estate to meet entrepreneurs - Case study of successful entrepreneurs- Case study of NGO's and SHG's- Blue print of project report- Project proposal for any product or service -Institutional loan schemes – a survey-collection of data regarding entrepreneurs

## **COURSE CONTENTS & LECTURESCHEDULE**

<b>Module No</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT: I INTRODUCTION</b>				
1.1	Entrepreneur-Types-Women Entrepreneurs	1	Lecture	Jam Board
1.2	Self Help Groups –Micro Finance	1	Lecture	Jam Board

1.3	Social Entrepreneurship in Non-Profit Organization: NGOs and Trusts	1	Lecture	Jam Board
1.4	On line registration for entrepreneurs - Project Proposal writing to Funding agencies	1	Video Lecture	LCD and White Board
1.5	Top ten Social Entrepreneurs	1	Lecture	Jam Board
<b>UNIT -2 ECONOMIC ANALYSIS FOR ANY ENTREPRENEUR</b>				
2.1	Budgeting, Break-Even, SWOT - PEST Analysis and Profitability Analysis	2	Lecture	Jam Board
2.2	Income Tax payment	1	Lecture	Jam Board
2.3	GST Calculation - blog creation – web creation – online marketing-	2	Lecture	Jam Board
<b>UNIT:III GOVERNMENT INSTITUTIONS AND SCHEMES SUPPORTING ENTREPRENEURS</b>				
3.1	MSME –DIC- CED DIC-SIDO-NSIC-TCO	2	Online Lecture	Black Board
3.2	SIPCOT-PMEGP, PMRY- Commercial banks-SBI and other institutes.	1	Online Lecture	Black Board
3.3	Start up India , CGT SME Scheme-Annapurna Scheme- Mudra Yojana Scheme	1	Online Lecture	PPT and White Board
3.4	Financial Institutions and Government incentives- Dairy Entrepreneurship Development Scheme	1	Online Lecture	PPT and White Board
3.5	Case studies of business financing –Modern Entrepreneurs.	1	Online Lecture	PPT and White Board
<b>UNIT: IV SCOPE FOR BUSINESS OPPORTUNITIES- BRIEF INTRODUCTION</b>				
4.1	Agriculture: Horticulture-Floriculture, Kitchen garden and sales, Sale of seeds and agricultural products, Mushroom Cultivation	2	Lecture	Black Board
4.2	Vermi-Culture, Api-Culture etc -Industry Handicrafts	1	Discussion	Black Board
4.3	Service industry: Tour organisation, Tuition centers, Tailoring – Beauty Parlours-	1	Lecture	PPT and White Board

4.4	Home delivery of food etc Female focused entrepreneurship - <b>Case studies of Industries Self study</b> - Field Visit to industry	1	Lecture	Black Board
<b>UNIT: V: ON LINE BUSINESS- BRIEF INTRODUCTION</b>				
5.1	Technopreneur- Agripreneur	2	Blended Learning	White Board
5.2	Online Buying and selling: Case studies on Amazon, OLX – Facebook –eBay	1	Lecture	PPT and White Board
5.3	scope for business in Online commodity trading	1	Lecture	Black Board
5.4	Gold, Silver scope for business in online exports: Goods and Services	1	Lecture	PPT and White Board
<b>UNIT – VI DYNAMISM/CURRENTAFFAIR</b>				
6.1	Project proposal for any product or service			Report submission in google class room
6.2	Case study of any one Institutional loan schemes(Bank or non-banking)			PPT Posting in class room
6.3	On the Spot Learning Component: Visit to SHG to study their income generation activities and writing report			Report submission in class Room
6.4	Case study any one women entrepreneur -			Report submission in google class rooms
6.5	On-the spot learning: Visit to industrial estate to meet entrepreneurs			PPT Posting in class room

#### **REFERENCE BOOKS:**

1. Saravanavel. P, “Entrepreneurial Development”, Eee Pee Kay Pub. House II Edition, 2008.
2. C.B. Gupta & S.S. Khanka, “Entrepreneurship and Small Business Management”, S.Chand, edition. 1998
3. Gupta. C.B. & Srinivasan. M.P., “Entrepreneurial Development”, Sultan Chand & Sons, Ed.
4. Jose Paul & Ajith Kumar, “Entrepreneurship Development and Management”, Himalaya Publishing House, 2000.

5. Pandey G.N (Vikas), "A Complete Guide to Successful Entrepreneurship", Vikas Publishing House New Delhi, Reprint 1999.
6. Sherlekar.S.A & Janardhana C.P., "Essential of Business Organisation & Management".

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

1. <http://tnchamber.in/>
2. <http://maditssia.com/index.php/madmin/bicactivities>
3. <http://www.msmeonline.tn.gov.in/>
4. [http://www.msmeonline.tn.gov.in/msme\\_partI/msmefiling.php](http://www.msmeonline.tn.gov.in/msme_partI/msmefiling.php)
5. <http://www.dcsmse.gov.in/howto/setup/grgxx01x.htm>
6. <http://www.tn.nic.in/tnhome/projectfiles/ssi.pdf>
7. <http://www.sidco.tn.nic.in/>
8. <http://www.msmedi-chennai.gov.in:8080/MSME/>
9. <http://tnchamber.in/key-initiatives/>
10. <https://www.entrepreneur.com/article/41846>

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	Percentage of Assessment
	Session-wise Average	Better of W1, W2	M1+M2	MID-SE M TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
<b>K1</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>2 ½</b>	<b>7.5</b>	<b>-</b>	<b>7.5</b>	18.75
<b>K2</b>	<b>-</b>	<b>5</b>	<b>4</b>	<b>2 ½</b>	<b>11.5</b>	<b>-</b>	<b>11.5</b>	28.75
<b>K3</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>8</b>	20
<b>K4</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>8</b>	20
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5
<b>Total</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100</b>



CIA	
Scholastic	<b>35</b>
Non Scholastic	<b>5</b>
	<b>40</b>

## EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

### UG CIA Components

		No	s	
<b>C1</b>	- Test (CIA 1)	1	-	10 Mks
<b>C2</b>	- Test (CIA 2)	1	-	10 Mks
<b>C3</b>	- Assignment	1	-	5 Mks
<b>C4</b>	- Open Book Test/PPT	2 *	-	5 Mks
<b>C5</b>	- Quiz	2 *	-	5 Mks
<b>C6</b>	- Attendance		-	5 Mks

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO	PSOs ADDRESSED
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		<b>REVISED BLOOM'S TAXONOMY)</b>	
CO 1	To explore the functions of Entrepreneur	K1	PSO1
CO 2	To identify the basic qualities of an Entrepreneur.	K1, K2,	PSO3
CO 3	To enable the students to understand the Project report.	K1 & K3	PSO4
CO 4	To evaluate the .merits and demerits of online trading.	K1, K2 & K3	PSO5
CO 5	To assess the policy implementation by government for Entrepreneurial development.	K2 & K4	PSO2

### Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

### Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	3
CO2	3	3	2	3	3	3	3

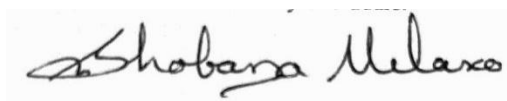
<b>CO3</b>	3	3	3	3	2	2	2
<b>CO4</b>	3	3	3	2	3	3	3
<b>CO5</b>	3	3	3	3	3	1	3

**Note:** ♦ Strongly Correlated – **3**

♦ Moderately Correlated – **2**

♦ Weakly Correlated -**1**

**COURSE DESIGNER:**




**Staff Name (Dr. Shobana Nelasco)**

**Forwarded By**

**IV SEMESTER****OLD****SKILL BASED****EXPORT BUSINESS - 19E4SB2**

(For those who joined in 2019 onwards)

**HOURS/WEEK: 2****CREDIT:2****COURSE DESCRIPTION**

This course would encourage the students to avail self-employment.

**COURSE OBJECTIVE/S**

A more detailed description of what will happen in the course, including topics to be covered.

1. To motivate the students to gain self employment in the area of Export
2. To enhance the knowledge of international market.

**COURSE OUTCOMES (CO)**

No.	Course Outcome	Knowledge Level
CO 1	Enable them to gain Knowledge on export procedures and documentation.	K1
CO 2	Able to analyse compare and contrast the export procedures of India with other countries.	K2
CO 3	Enabling them to analyse and evaluate the structure of international marketing	K3

**UNIT I – EXPORT BUSINESS OPPORTUNITIES IN GLOBAL MARKET [7 HRS]**

International markets-Africa, NAFTA, ATEC, EU, SAARC - America, Europe and Asia

- **Export possibilities in agriculture, industry and services- markets for different products Self study**

**UNIT II - EXPORT PROCEDURES AND DOCUMENTATION [7 HRS]**

Structure – Offer and Receipt of Confirmed Order – Producing the Goods – Shipment – Banking Procedure – Incentives: Agencies: DGFI, ECGC, EPC, FIEO, B2B, B2C, **Web Based Information and Identification of Export Opportunities Self study.**

**UNIT III- INTERNATIONAL LOGISTICS AND PROCEDURES: [7 HRS]**

Air - shipping – container traffic – temporary warehousing - freight forwarding - Compliances – Packaging – **safety procedure Self study**

On Line registration – and Export licence Offer and receipt of confirmed orders – Shipment — Negotiation – ADS[Aligned Documentation System] – ISO certificate- Excise clearance – Sales tax exemption – Central excise rebate - **Custom and shipping formalities Self study**

**UNIT IV: TRANSACTION PROCEDURE: [7 HRS]**

On line payments – Mediator banks- Government assurances – Other payment modes –Transfer pricing – Pricing mechanism - forward pricing - freight and insurance rate – electronic data interchange – international exporter code- DGFT - Registration process- **Customs handling agency Self study**

**UNIT V: RUNNING A PROFITABLE EXPORT BUSINESS: [7 HRS]**

Government incentives for exports- Preferred countries – using international Digital commerce Risks in export – **Do's and Don'ts in Export Self study** - Profitability in Export – Losses and Insurance claims in export **Evaluation Components using case study, Survey Reports and presentation (PPT or oral):**

1. To go for market survey and to find out the product in high demand.
2. To find out the top 10 exporting products and companies.
3. To go for market survey to know about price trends

**COURSE CONTENTS & TEACHING/LEARNING SCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Content Delivery Method</b>	<b>Teaching Aids</b>
<b>UNIT -III EXPORT BUSINESS OPPORTUNITIES IN GLOBAL MARKET</b>				
1.1	International markets		Lecture and Charts	Google meet
1.1:1	International markets-Africa, NAFTA, ATEC, EU, SAARC - America, Europe and Asia	9	Lecture and Charts	Google meet
1.3	Export possibilities in agriculture, industry and services- markets for different products	5	Lecture and Charts	PPT & White board
<b>UNIT -III EXPORT PROCEDURES AND DOCUMENTATION</b>				
2.1	Structure – Offer and Receipt of Confirmed Order – Producing the Goods –Based Information and Identification of Export Opportunities.	5	Lecture and Charts	Google meet
2.2	Shipment – Banking Procedure – Incentives: Agencies: DGFI, ECGC, EPC, FIEO, B2B, B2C,	5	Lecture and Charts	Google meet
2.3	Web Based Information and Identification of Export Opportunities. .	5	Lecture and Charts	
<b>UNIT – III INTERNATIONAL LOGISTICS AND PROCEDURES</b>				
3.2	Sub topics Air - shipping – container traffic – temporary warehousing - freight forwarding - Compliances – Packaging – safety procedure	5	Lecture and Charts	Black Board

3.3	On Line registration – and Export licence Offer and receipt of confirmed orders	5	Lecture and Charts	Black Board
	Shipment — Negotiation – ADS[Aligned Documentation System] – ISO certificate- Excise clearance – Sales tax exemption – Central excise rebate - Custom and shipping formalities	5	Lecture and Charts	
<b>UNIT IV - TRANSACTION PROCEDURE</b>				
4.2	Sub topics: On line payments – Mediator banks- Government assurances international exporter code- DGFT - Registration process- Customs handling agency .	6	Lecture and Charts	Google meet
4.3	Other payment modes –Transfer pricing – Pricing mechanism - forward pricing - freight and insurance rate – electronic data interchange	9	Lecture and Charts	Google meet
<b>UNIT – V RUNNING A PROFITABLE EXPORT BUSINESS</b>				
5.2	Sub topics: Government incentives for exports- Preferred countries – using international Digital commerce Risks in export –	3	Lecture and Charts	Google meet
5.3	Do's and Don't's in Export - Profitability in Export – Losses and Insurance claims in export	5	Blended Method	

**UNIT VI DYNAMISM**

6.1	Market survey and to find out the product in high demand and price trends.			
6.2	Collection of the top 10 exporting products and companies			

**TEXT BOOKS:**

Khushpat. S.(2015). *Export Import Procedures & Documentation*, Jain Himalaya Publishing House.

**REFERENCE BOOKS:**

1. Khushpat. S.(2015). *Export Import Procedures & Documentation* Jain Himalaya Publishing House.
2. Subba Rao. P. (2001). *International Business*, Himalaya Publishing House, Mumbai.
3. Jeevanandham, Victor Louis, Kalyani, Padma, Hemavathi, *International Economics*, Sultan Chand & Sons.
4. Krugman, Paul & Mautice Obstfeed, *International Economics*, Addison Wesley.

**WEB REFERENCES:**

- 1.. <http://tnchamber.in/>
2. <http://maditssia.com/index.php/madmin/bicactivities>
3. maditssia business information center booklet on export
4. <http://www.msmeonline.tn.gov.in/>
5. <http://www.tiic.in/>
6. <https://www.sidb>

**Course Designer: Dr. C. Sahaya Mary Sophia    Forwarded By the Head of the Department**



NEW

**II BA ECONOMICS**

**IV SEMESTER**

**TOTAL CHANGE 4%**

(For those who joined in 2019 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	19E4SB2	EXPORT BUSINESS	2	2

**COURSE DESCRIPTION**

This course would encourage the students to avail self-employment.

**COURSE OBJECTIVE/S**

1. To motivate the students to gain self employment in the area of Export
2. To enhance the knowledge of international market.

**UNIT I – EXPORT BUSINESS OPPORTUNITIES IN GLOBAL MARKET**

**CHANGE 4%**

**[6 HRS]**

International markets-Africa, NAFTA, ATEC, EU, SAARC - America, Europe and Asia- Export possibilities in agriculture, industry and services- markets for different products Self study- **Impact of COVID 19 on Export of India**

**UNIT II - EXPORT PROCEDURES AND DOCUMENTATION [6 HRS]**

Structure – Offer and Receipt of Confirmed Order – Producing the Goods – Shipment – Banking Procedure – Incentives: Agencies: DGFI, ECGC, EPC, FIEO, B2B, B2C, **Web Based Information and Identification of Export Opportunities Self study.**

**UNIT III- INTERNATIONAL LOGISTICS AND PROCEDURES: [6 HRS]**

Air - shipping – container traffic – temporary warehousing - freight forwarding - Compliances – Packaging – **safety procedure Self study**

On Line registration – and Export licence Offer and receipt of confirmed orders – Shipment — Negotiation – ADS[Aligned Documentation System] – ISO certificate- Excise clearance – Sales tax exemption – Central excise rebate - **Custom and shipping formalities Self study**

**UNIT IV: TRANSACTION PROCEDURE: [6 HRS]**

On line payments – Mediator banks- Government assurances – Other payment modes –Transfer pricing – Pricing mechanism - forward pricing - freight and insurance rate – electronic data interchange – international exporter code- DGFT - Registration process- **Customs handling agency Self study**

**UNIT V: RUNNING A PROFITABLE EXPORT BUSINESS: [6 HRS]**

Government incentives for exports- Preferred countries – using international Digital commerce Risks in export – **Do's and Don'ts in Export Self study** - Profitability in Export – Losses and Insurance claims in export **Evaluation Components using case study, Survey Reports and presentation (PPT or oral):**

1. To go for market survey and to find out the product in high demand.
2. To find out the top 10 exporting products and companies.
3. To go for market survey to know about price trends

**COURSE CONTENTS & LECTURE SCHEDULE**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -I EXPORT BUSINESS OPPORTUNITIES IN GLOBAL MARKET</b>				
1.1	International markets	5	Chalk & Talk	Black Board
1.1:1	International markets-Africa, NAFTA, ATEC, EU, SAARC - America, Europe and Asia	4	Chalk & Talk	
1.3	Export possibilities in agriculture, industry and services- markets for different products	5	Blended Method	PPT & White board
<b>UNIT -II EXPORT PROCEDURES AND DOCUMENTATION</b>				

2.1	Structure – Offer and Receipt of Confirmed Order – Producing the Goods –Based Information and Identification of Export Opportunities.	5	Lecture	Black Board and Charts
2.2	Shipment – Banking Procedure – Incentives: Agencies: DGFI, ECGC, EPC, FIEO, B2B, B2C,	5	Chalk & Talk	Black Board
2.3	Web Based Information and Identification of Export Opportunities.	5	Lecture & Discussion	
<b>UNIT – III INTERNATIONAL LOGISTICS AND PROCEDURES</b>				
3.2	Sub topics Air - shipping – container traffic – temporary warehousing - freight forwarding - Compliances – Packaging – safety procedure	5	Blended Learning	Black Board
3.3	On Line registration – and Export licence Offer and receipt of confirmed orders	5	lecture	Black Board
	Shipment — Negotiation – ADS[Aligned Documentation System] – ISO certificate- Excise clearance – Sales tax exemption – Central excise rebate - Custom and shipping formalities	5		
<b>UNIT IV - TRANSACTION PROCEDURE</b>				
4.2	Sub topics:	6	Blended Learning	Black Board

	On line payments – Mediator banks- Government assurances international exporter code- DGFT - Registration process- Customs handling agency.			
4.3	Other payment modes –Transfer pricing – Pricing mechanism - forward pricing - freight and insurance rate – electronic data interchange	9	Chalk & Talk	Black Board
<b>UNIT – V RUNNING A PROFITABLE EXPORT BUSINESS</b>				
5.2	Sub topics: Government incentives for exports- Preferred countries – using international Digital commerce Risks in export –	3	Blended Method	Black Board
5.3	Do's and Don't's in Export - Profitability in Export – Losses and Insurance claims in export	5	Blended Method	
<b>UNIT VI DYNAMISM</b>				
6.1	Market survey and to find out the product in high demand and price trends.			
6.2	Collection of the top 10 exporting products and companies			

#### **TEXT BOOKS:**

Khushpat. S.(2015). *Export Import Procedures & Documentation*, Jain Himalaya Publishing House.

#### **REFERENCE BOOKS:**

1. Khushpat. S.(2015). *Export Import Procedures & Documentation* Jain Himalaya Publishing House.

2. Subba Rao. P. (2001). *International Business*, Himalaya Publishing House, Mumbai.

3. Jeevanandham, Victor Louis, Kalyani, Padma, Hemavathi, *International Economics*, Sultan Chand & Sons.

4. Krugman, Paul & Mautice Obstfeed, *International Economics*, Addison Wesley.

#### WEB REFERENCES:

1.. <http://tnchamber.in/>

2. <http://maditssia.com/index.php/madmin/bicactivities>

3. maditssia business information center booklet on export

4. <http://www.msmeonline.tn.gov.in/>

5. <http://www.tiic.in/>

6. <https://www.sidb>

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	Percentage of Assessment
	Session-wise Average 5 Mks.	Better of W1, W2 5 Mks	M1+M2 5+5=10 Mks.	MID-SE M TEST 15 Mks	35 Mks.	5 Mks.	40Mks.	
<b>K1</b>	5	-	-	2 ½	7.5	-	7.5	18.75
<b>K2</b>	-	5	4	2 ½	11.5	-	11.5	28.75
<b>K3</b>	-	-	3	5	8	-	8	20
<b>K4</b>	-	-	3	5	8	-	8	20
<b>Non Scholastic</b>	-	-	-	-		5	5	12.5
<b>Total</b>	5	5	10	15	35	5	40	100

CIA	
Scholastic	35
Non Scholastic	5

	<b>40</b>
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## EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

### UG CIA Components

		No		
<b>C1</b>	-	Test (CIA 1)	1	- 10 Mks
<b>C2</b>	-	Test (CIA 2)	1	- 10 Mks
<b>C3</b>	-	Assignment	1	- 5 Mks
<b>C4</b>	-	Open Book Test/PPT	2 *	- 5 Mks
<b>C5</b>	-	Quiz	2 *	- 5 Mks
<b>C6</b>	-	Attendance		- 5 Mks

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
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CO 1	Enable them to gain Knowledge on export procedures and documentation.	K1	PSO1& PSO2
CO 2	Able to analyse compare and contrast the export procedures of India with other countries.	K1, K2,	PSO3
CO 3	Enabling them to analyse and evaluate the structure of international marketing	K1 & K3	PSO5
CO4	Gain knowledge on transaction procedure of Export business	K1, K2	PSO2
CO5	Knowledge on government incentives and subsidies	K4	PSO4

### Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

### Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	3	3	2	2	2
CO4	3	3	3	2	3	3	3
CO5	3	3	3	3	3	1	3

**Note:** ♦ Strongly Correlated – 3

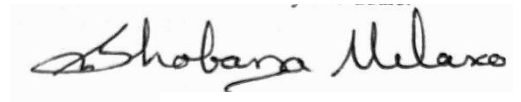
♦ Moderately Correlated – 2

♦ Weakly Correlated -1

**COURSE DESIGNER:**

*Sahaya Mary Joseph*

**Staff Name (Dr. C. Sahaya Mary Sophia)**

A handwritten signature in black ink, reading "Shobana Melaxe". The signature is written in a cursive style with a large initial 'S'.

**Forwarded By**

**HOD'S Signature  
& Name**