

FATIMA COLLEGE (AUTONOMOUS)



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

NAME OF THE DEPARTMENT: BBA

**NAME OF THE PROGRAMME : Bachelor in Business
Administration**

PROGRAMME CODE : USBA

ACADEMIC YEAR : 2021-22

Minutes of the Board of studies - BBA

Venue : online

Convened on : 9-4-2021

Members present :

1. Dr. S. L. Kumari Head of the department
2. Dr. K. Chandrasekaran University Nominee
3. Dr. N. Uma Devi Subject Expert
4. Dr. B. Selva veera Kumar Subject Expert
5. Mrs. K. Uma Maheswari Industrialist
6. Ms. R. Rekha Alumna
7. Ms. A. Mable Jasmine Shobha Dean of Academic Affairs
8. Dr. M. Meenachi Staff Member
9. Dr. P. Ruby Leela Staff Member
10. Mrs. KA. Vanessa Staff Member
11. Dr. M. Pradeeba Staff Member

Minutes of the Board of Studies:

1. ACTION TAKEN REPORT FOR 2020-2021:

1. a. Common suggestions:

S.NO	COMMON SUGGESTIONS OFFERED IN THE PREVIOUS BOARD	ACTION TAKEN FOR THE ACADEMIC YEAR 2020-21
1.	All the external Board of Studies Members commented that the syllabus is excellent.	
2.	Case Studies of SAGE and Harvard are introduced	Implemented
3.	Dynamics and Social implications for each course are included under dynamics.	Implemented
4.	List of External Examiners for Internship and project passed in the Board	Implemented for project.

1. b. CHANGE OF COURSE TITLE

S.NO	OLD COURSE CODE	NEW COURSE CODE	OLD COURSE TITLE	NEW COURSE TITLE	NEED FOR CHANGE
1.	19VICC1	19VICC1	Business Communication	Business Correspondence	To avoid redundancy
2.	19VIAC1	19VIAC1	Business Statistics	Fundamentals of Business Statistics	To avoid redundancy

3.	19U2CC3	19U2CC3	Financial Accounting	Introduction to Financial Accounting	To Avoid Redundancy.
4.	19U3ACK3	19U3ACK3	Business Communication	Business Correspondence	To avoid Redundancy.
5.	U4CC9	19U4CC8	Human Resource Management	Employee Management	To avoid Redundancy.
6.	U4CC11	19U4CC10	Management Accounting	Management Accounting theory and practice	To avoid Redundancy
7.	U5CC13	19U5CC11	Financial Management	Financial Management and practice (for the curriculum)	To avoid Redundancy
8.	U5SB4	¹⁹ U5SB4	Employability Skills I	Employability Skills	To avoid Redundancy
9.	U6SB5	¹⁹ U6SB5	Employability Skills II	Competitive Examination Skills	To avoid Redundancy.

1. C. New Courses Introduced

S.No	COURSE CODE	COURSE TITLE	RELEVANCE TO *				SCOPE FOR #			NEED FOR INTRODUCTION
			L	R	N	G	EMP	ENT	SD	
1.	19E3WN1	English				✓	✓			As a part of OBE Curriculum.
2.	19U3SB1	Campus to Corporate			✓		✓			Essentials of Communication Skills is taken out and Campus to Corporate is included to update Curriculum.
3.	19E4WN2	English				✓	✓			As a part of OBE Curriculum.
4.	19UGVAV1	MSME (Micro Small and Medium Enterprises)			✓			✓		To update the Curriculum

* L — Local

R — Regional

N — National

G — Global

EMP — Employability

ENT — Entrepreneurship

SD — Skill development.

1. d. Revised Courses

S.NO	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	%- OF REVISION	NEED FOR REVISION	RELEVANCE TO *			SCOPE FOR #		
						L	R	N	EHP	ENT	SD
1.	1903CC6	Marketing Management	Unit 1 - Digital marketing and its characteristics are added	Less than 10%.	TO update the Syllabus				✓	✓	
2.	1903CC7	Cost Accounting	Unit 5 - meaning and reasons for reconciliation	Less than 10%.	TO update the Syllabus				✓	✓	
	1904CC10	Management Accounting theory and practice	Unit 5 - Standard costing and Budgetary control Meaning of Standard costing Variance are included	Less than 10%.	TO update the Syllabus				✓	✓	
	1904ACC4	Management Information System	Unit I - PIVOT in Excel is included	Less than 10%.	TO update the Syllabus				✓	✓	
	V5CC15	Case studies	Current cases of industry / business from News papers and Magazines	Less than 10%.	TO update the Syllabus				✓		✓

S.NO	COURSE CODE	COURSE TITLE	NO & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR REVISION	RELEVANCE TO *		SCOPE FOR #	
						L	R	N	G
6.	U6SB5	Competitive Examination Skills	Unit - 5 Skills, mock interview and group discussion are added	5%	TO update the Syllabus	✓	✓		
7.	U6ME5	Industrial Relations	Unit 1, 3 5 Reduced Some topics	10%	Since the course is very Vast	✓			

2. Updation of Open Educational Resources in the list of reference of each course.

S.NO	COURSE CODE	COURSE TITLE	DETAILS OF UPDATION
1.	19UICC1	Business correspondence	http://www.youtube.com/watch?v=A10MWH
2.	19UICC2	Fundamentals of Management	http://www.youtube.com/watch?v=dPPNNy6WmE4 https://www.vage.edu/blog/5-principle-mgt

Like this for each course Digital open Educational Resources is added.

3. Revision of Courses

S.NO	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISOR CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR REVISION	RELEVANCE TO *			SCOPE FOR		
						L	R	N	G	EHP	ENT
1.	2102CCH	Managerial Economics	Unit 1: Basic Concepts of Managerial Economics: (National Income and business cycle added)	10%	updated and passed in the Research Centre of Economics Board	✓	✓	✓			
			Unit 2: Supply function added	1%							
			Unit 3: Markets and product pricing (Duopoly and normal price determination added)	10%						✓	✓
			Unit 4: Cost revenue and production function (concept of cost and revenue added)	5%						✓	✓
			Unit 5: Factors of production and factor pricing - newly framed.	20%						✓	✓

Unit 6 :
Dynamics
changed

2. 1904CC9 Operations Unit IV, the 3% To avoid duplication (included in IBH) ✓
3. 1905CC12 Tax laws unit IV - Indirect tax: GST is reframed For better clarity of the provision of GST ✓ ✓
4. 1906CC15 Optimization Course title techniques changed in management from operations Research Discipline Specified
5. 1906CC16 Entrepreneurial Course title Development changed from Entrepreneurship ✓ ✓
6. 1904CC8 Human Resource management Course title changed from Employee Management

7.	1906SB5	Competitive Examination Skills	Unit V : Qualitative Aptitude V will be LCM and HCF of Numbers problems based on ages, Time and work	80% updated to avoid duplication	✓	✓
8	1906SB6	personality Development	Course title changed from psychological inputs for Self development.			

4. New courses Introduced :

NEW COURSES INTRODUCED										
S.NO	COURSE CODE	COURSE TITLE	RELEVANCE TO #				SCOPE FOR #			NEED FOR INTRODUCTION
			L	R	N	G	EHP	ENT	SD	
1.	21U1CC1	Business Organization and Correspondence				✓	✓			To update the Curriculum
2.	21U1NME & 21U2NME	Management principles				✓		✓		To update the Curriculum
3.	21K3ACU3	Business Organization and Correspondence				✓	✓			To update the Curriculum

S.NO	COURSE CODE	COURSE TITLE	RELEVANCE TO #					SCOPE FOR #			NEED FOR INTRODUCTION
			L	R	N	G	EMP	ENT	SD		
4.	21U1SL1	Soft Skills Development				✓	✓				To widen the horizon of learning.
5.	21U2SL2	Basics of Marketing				✓	✓				To widen the horizon of learning.
6.	21T3SLU3	Managerial Skills and Tamil Literature			✓					✓	To understand and appreciate the application of management in Tamil Literature
7.	21A4SLU4	Quantitative Aptitude			✓		✓				To enhance the competitive exam Skills
8.	21U5SL5	Financial Markets				✓	✓	✓	✓		To empower the career development Skills.
9.	21U6SL6	Introduction to Logistics Management					✓	✓			To widen the horizon of learning.

NOTE: * L - Local N - National EMP - Employability
R - Regional G - Global ENT - Entrepreneurship
SD - Skill development.

1. 5. Introduction of purely Skill-Embedded Certificate / Diploma / Advanced Diploma Value-added course Other than the Value-added course that is already being offered.

S.NO	COURSE CODE	COURSE TITLE	MOD WITH INDUSTRY / ORGANISATION	SKILL SHARPENED	COURSE OUTCOME
1.	21UADVSB	Women and Tiny Businesses		Entrepreneurial Skills	To promote the development of women Entrepreneur

6. Rubrics for Internship / Project

S.NO	COURSE	C1 20 MKS	C2 20 MKS	CIA TOTAL 40 MKS	EXTERNAL 60 MKS
1.	Internship	practical learning in the company	Report	40 marks	presentation and Viva Voce
2.	project	project work	Presentation and Internal Viva Voce	40 Marks	Evaluation of the project and Viva Voce.

7. DETAILS OF PROPOSED MOVES:

1. Thirumalai Textiles, Kappalur, Madurai
2. Patwari Bakes, Kappalur, Madurai
3. Sreejaa Paper Cups, Kappalur, Madurai
4. Taddy Italy, Madurai

8. OTHER CHANGES MADE:

I Semester:

1. The course Business Organisation and Correspondence is introduced in the place of Business Correspondence (1901CC1). It has 2 units of Business Organisation and 3 units of Business Correspondence. The Syllabus of Business Organisation and Correspondence is passed in the Research Centre of English (Regular) Board and Department of Business Administration Board.

Instead of Business Correspondence offered to B.Com(CA) in Third Semester, Business Organisation and Correspondence will be offered from the next academic year (2021-22).

2. The syllabus for the course Fundamentals of Statistics (1901AC1) is passed in the department of Statistics Board.

ii Semesters:

3. The syllabus for the course Mathematics for management (1902AC2) is passed in the department of Mathematics (Regular) Board.

4. The syllabus for the course Managerial Economics (1902CC4) is passed in the Research centre of Economics Board.

5. Each Semester one self learning course of 2 credits is to be introduced from the next academic year (2021-22). The self learning courses and their Syllabi were passed in the Board.

The details are -

I semester - Soft Skills Development - General (open to all students).

ii Semesters - Basics of Marketing - General (open to all students)

iii Semester - Managerial Skills and Tamil literature - BBA and Research centre of Tamil Department; - offered to BBA and Tamil Department Students.

iv Semester - Quantitative Aptitude - BBA and Bcom (CA) Department - offered to BBA and B.com (CA) Department Students.

v Semester - Financial Markets - BBA Department - offered to BBA Students.

VI Semester - Introduction to Logistics Management -
BBA Department - offered to BBA Students.

6. Mapping of course outcomes with Programme Outcome and programme specific outcomes is made and included in the syllabus under OBE Curriculum.

OTHER SUGGESTIONS

COMMENDATIONS

1. personality and placement Training

1. All External Board members - appreciated the syllabus as highly organized and relevant.

2. Orientation to increase the commitment towards Internship.

3. Personality training at the beginning of second year of degree course.

Name of

1. Head of the Department - Dr. S. L. Kumari S. L. Kumari

2. University Nominee - Dr. K. Chandrasekaran

3. Subject Experts - Dr. N. Uma Devi

N. Uma Devi

4. Subject Expert - Dr. B. Selva Veera Kumar

B. Selva Veera Kumar

5. Industrialist — Mrs. K. Uma Maheswari *[Signature]*
6. Alumna — Ms. R. Rekha *[Signature]*
7. Deans of Academic Affairs — Ms. A. Mable Jasmine Shobha —
[Signature]
8. Staff Members

Dr. H. Meenachi — *[Signature]*

Dr. P. Ruby Leela — *[Signature]*

Mrs. KA. Vanessa — *[Signature]*

Dr. M. Pradeeba — *[Signature]*

[Signature] 09/04/2021

FATIMA COLLEGE (AUTONOMOUS), MADURAI-18
DEPARTMENT OF BUSINESS ADMINISTRATION
For those who joined in June 2019 onwards
PROGRAMME CODE: USBA

PART – I – TAMIL / FRENCH / HINDI– 6 CREDITS

PART – I – TAMIL

Offered by the Research Centre of Tamil

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.		21TL1S1	Language - Modern Literature(com) nghJj;jkpo; - ,f;fhy ,yf;fpak;	5	3	40	60	100
2.	II	21TL2S2	Language - Ancient &Medieval Literature(Com) nghJj;jkpo; - rq;fk; kw;Wk; ,ilf;fhy ,yf;fpak;	5	3	40	60	100
			Total	10	6			

PART – I – FRENCH

Offered by The Department of French

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	21RL1C1	PART 1 LE NIVEAU INTRODUCTIF	5	3	40	60	100
2.	II	21RL2C2	PART 1 LE NIVEAU DECOUVERTE	5	3	40	60	100
			Total	10	6			

PART – I – HINDI
Offered by The Department of Hindi

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	1919DL1 9DL1C1 1RL1C11 9	PART 1 LANGUAGE HINDI	5	3	40	60	100
2.	II	19DL2C 21R	PART 1 LANGUAGE HINDI	5	3	40	60	100
			Total	10	6			

PART – II -ENGLISH – 12 CREDITS

Offered by The Research Centre of English

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT . MK s
1.	I	21EL1WB	Basic Communicative English	5	3	40	60	100
2.		21EL1WI	Intermediate Communicative English	5	3	40	60	100
3.		21EL1WA	Advanced Communicative English	5	3	40	60	100
4.	II	21EL2WB	English Communication Skills (Basic)	5	3	40	60	100
5.		21EL2WI	English For Empowerment (Intermediate)	5	3	40	60	100
6.		21EL2WA	English For Creative Writing (Advanced)	5	3	40	60	100

7.	III	19EL3WN	English For the Digital Era	5	3	40	60	100
8.	IV	19EL4WN	English For Integrated Development	5	3	40	60	100
			Total	20	12			

PART – III -MAJOR, ALLIED & ELECTIVES – 101 CREDITS

CORE COURSES : 66 CREDITS

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	21U1CC1	Business Organisation and Correspondence	6	4	40	60	100
2.		19U1CC2	Fundamentals of Management	6	4	40	60	100
3.	II	19U2CC3	Introduction to Financial Accounting	6	4	40	60	100
4.		21U2CC4	Managerial Economics	6	4	40	60	100
5.	III	19U3CC5	Organisational Behaviour	6	4	40	60	100
6.		19U3CC6	Marketing Management	5	3	40	60	100
7.		19U3CC7	Cost Accounting	6	4	40	60	100
8.	IV	19U4CC8	Human Resource Management	5	4	40	60	100
9.		19U4CC9	Operations Management	6	3	40	60	100
10.		19U4CC10	Management Accounting Theory and Practise	6	4	40	60	100
11.	V	19U5CC11	Financial Management and Practice	5	4	40	60	100
12.		19U5CC12	Tax Laws	6	4	40	60	100
13.		19U5CC13	Case Analysis	5	4	40	60	100
14.		19U5CC14	Business Law	5	4	40	60	100
15.	VI	19U6CC15	Optimisation Techniques in Management	6	4	40	60	100
16.		19U6CC16	Entrepreneurial Development	5	4	40	60	100

17.		19U6CC17	Environment of Business	5	4	40	60	100
			TOTAL		66			

ALLIED-20 CREDITS

S. NO	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	21ST1ACU1	Fundamentals of Statistics	5	5	40	60	100
2.	II	21M2ACU2	Mathematics for Management	5	5	40	60	100
3.	III	21U3ACK3	Business Organisation and Correspondence (offered to B.ComCA dept)	5	5	40	60	100
4.	IV	19K4ACU4	Principles of Marketing (offered to B.ComCA dept)	5	5	40	60	100
			TOTAL		20			

ELECTIVES-15 CREDITS

S. No	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DIT	CIA Mks	ESE Mks	TOT. Mks
1.	V	19U5ME1	International Business Management	5	5	40	60	100
2.		19U5ME2	Financial Services			40	60	100
3.	VI	19U6ME3	Retail Management	5	5	40	60	100
4.		19U6ME4	Services Marketing			40	60	100
5.		19U6ME5	Industrial Relations	5	5	40	60	100
6.		19U6ME6	Training and Development			40	60	100
			TOTAL		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	CIA Mks	ESE Mks	TOT. Mks
1.	I	21G1VE	Personal Values	1	1	40	60	100
2.		21U1NME	Management Principles - NME (Offered to other major Students)	2	2	40	60	100
3.	II	21G2VE	Values for Life	1	1	40	60	100
4.		21U2NME	Management Principles - NME (Offered to other major Students)	2	2	40	60	100
5.	III	19G3EE1	Environmental Education	1	1	40	60	100
6.		19U3SB1	Campus to Corporate (Skill Based)	2	2	40	60	100
7.	IV	19G4EE2	Environmental Education	1	1	40	60	100
8.		19U4SB2	Interpersonal skills and team building (Skill Based)	2	2	40	60	100
9.	V	19U5SB3	Leadership Skills (Skill Based)	2	2	40	60	100
10.		19U5SB4	Employability Skills (Skill Based)	2	2	40	60	100
11.	VI	19U6SB5	Competitive Examination Skills (Skill based)	2	2	40	60	100
12.		19U6SB6	Personality Development (Skill based)	2	2	40	60	100

SHIFT II

S.No	SEM	COURSE CODE	COURSE TITLE	HRS	CREDIT	TOT.MKS.
1.	I -IV		Physical Education	30 per Semester	1	100
2			Youth Red Cross			
3			NSS			
4			Rotaract			
5			Women Empowerment Cell			
6			AICUF			

OFF-CLASS PROGRAMME

ADD-ON COURSES

COURSE CODE	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ES E Mks	Total Marks
21UADFCA	ONLINE SELF LEARNING COURSE- Basic Multidisciplinary Course – Arts	40	2	I	40	60	100
21UAD2CA	COMPUTER APPLICATIONS (TALLY 9)	40	2	II	40	60	100
	ONLINE SELF LEARNING	40	2	II	40	60	100

	COURSE- Foundation Course for Science						
21UAD3ES,21UAD4ES,21UAD5ES,21UAD6ES	Professional Ethics, Personality Development, Family Life Education, Life Skills	15 hours per semester	1 per semester	III-VI	40 each Semester	60 each semester	100 per semester
21UAD5HR	HUMAN RIGHTS	15	2	V	100	-	100
21UAD6RS	OUTREACH PROGRAMME- Reach Out to Society through Action ROSA	100	3	V & VI	100	-	100
21UAD6PR	PROJECT	30	4	VI	40	60	100
21UAD6RC	READING CULTURE	10/Semester	1	II-VI	-	-	-
	TOTAL		20				

OFF CLASS PROGRAMMES

19UGVAU1 – Micro Small Medium Enterprises- Value Added Crash Course

19UGVA CBA1 - Certificate Course – Online Course Event Management for entire college students (It will be included in the Degree Certificate itself)

I B.B.A - SEMESTER –II

For those who joined in 2021 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
USBA	21U2CC4	MANAGERIAL ECONOMICS	6	4

COURSE DESCRIPTION

It helps the students to identify how pricing and production strategies help to meet the short-run objective quickly and effectively.

COURSE OBJECTIVES

The objective is to introduce the basic concepts in economics, which can be applied in managing the affairs of a firm.

UNIT –I BASIC CONCEPTS OF MANAGERIAL ECONOMICS (15HRS.)

Definition of economics and managerial economics – Scope – Economics and Managerial Economics -concepts –objectives of a firm- Optimisation - Decision Making – The Incremental concept – The concept of Time Perspective – The Discounting Principle – The Concept of Opportunity cost - Concepts and Definition of National Income – Methods of measuring National Income – Difficulties in the measurement- Business Cycle – phases – boom – recession – depression – recovery - inflation and deflation.

UNIT –II UTILITY, SUPPLY AND DEMAND (15 HRS.)

Law of Diminishing Marginal Utility –Illustration – Assumption – Exception – Importance- - The Law of Equi-Marginal Utility or the Law of Maximum Satisfaction.

Demand function. – demand schedules and demand curves – Reasons for downward sloping demand curve – Exception to the Law of Demand- Elasticity of Demand – Price Elasticity of Demand – Income Elasticity of Demand - Cross Elasticity of Demand

Supply Function: Elasticity of Supply

UNIT –III MARKETS AND PRODUCT PRICING (15 HRS.)

Markets- Features - Classification of Market - Perfect Competition - Monopoly – Monopolistic Competition - Oligopoly - Duopoly- Price Determination

UNIT –IV COST, REVENUE AND PRODUCTION FUNCTION (15 HRS.)

Cost and Revenue concepts - Production function – Laws of Production – Laws of variable proportions – Laws of Returns to Scale- Concepts of Cost and Revenue

UNIT –V FACTORS OF PRODUCTION AND FACTOR PRICING (15 HRS.) (20%)

Land- Labour- Capital- Organisation - Ricardian Theory of Rent- Malthusian Theory of Population

UNIT –VI DYNAMISM(for CIA only)

Case study of Production pattern -Case study of Different market conditions- Case study of Life cycle of a product - Video shooting of markets - Case study of cost and revenue of any company - Survey of pricing in Canteen -Survey of Pricing in different markets - Study of consumption pattern - Survey of Factor payments in different companies(Govt and private)

REFERENCES:

1. Managerial Economics -S. Sankaran, Margham Publications, Chennai- 2017
2. Managerial Economics-P.L. Mehta Sulthan Chand & Sons Publishers, New Delhi-2016
3. Managerial Economics- DuttRuddar and K.P.M. Sundaram.Sulthan Chand & Sons Publishers-2016

Digital Open Educational Resources (DOER) :

www.managementstudyguide.com/managerial-economics.htm,

www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf

<https://www.managementstudyguide.com/managerial-economics.htm>

<https://www.youtube.com/watch?v=wW3BfdZD4n4>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 BASIC CONCEPTS OF MANAGERIAL ECONOMICS				
1.1	Definition of economics and managerial economics – Scope – Economics	2	Lecture	Black Board
1.2	Managerial Economics - concepts –objectives of a firm- Optimisation	2	Lecture	Black Board
1.3	Decision Making – The Incremental concept – The concept of Time Perspective	2	Lecture	Black Board
1.4	The Discounting Principle- The Concept of Opportunity cost	2	Lecture	Black Board
1.5	Concepts and Definition of National Income – Methods of measuring National Income- Difficulties in the measurement	3	Lecture	Black Board
1.6	Business Cycle – phases – boom – recession – depression – recovery	2	Lecture	Black Board
1.7	Inflation and deflation.	2	Lecture	Black Board
UNIT -2 UTILITY SUPPLY AND DEMAND				

2.1	Law of Diminishing Marginal Utility –Illustration – Assumption – Exception	3	Lecture	Black Board
2.2	Importance- - The Law of Equi-Marginal Utility or the Law of Maximum Satisfaction	2	Lecture	Black Board
2.3	Demand function. – demand schedules and demand curves	2	Lecture	Black Board
2.4	Reasons for downward sloping demand curve	2	Lecture	Black Board
2.5	Exception to the Law of Demand- Elasticity of Demand	2	Lecture	Black Board
2.6	Price Elasticity of Demand – Income Elasticity of Demand - Cross Elasticity of Demand	2	Lecture	Black Board
2.7	Supply Function: Elasticity of Supply	2	Lecture	Black Board
UNIT -3 MARKETS AND PRODUCT PRICING				
3.1	Markets- Features - Classification of Market	3	Lecture	Black Board
3.2	Perfect Competition - Monopoly	3	Lecture	Black Board
3.3	Monopolistic Competition - Oligopoly	3	Lecture	Black Board
3.4	Duopoly	3	Lecture	Black Board
3.5	Price Determination	3	Lecture	Black Board
UNIT 4 COST, REVENUE AND PRODUCTION FUNCTION				
4.1	Cost and Revenue concepts	3	Lecture	Black Board
4.2	Production function – Laws of Production	3	Lecture	Black Board

4.3	Laws of variable proportions	3	Lecture	Black Board
4.4	Laws of Returns to Scale	3	Lecture	Black Board
4.5	Concepts of Cost and Revenue	3	Lecture	Black Board
5.1	Land- Labour- Capital- Organisation	5	Lecture	Black Board
5.2	Ricardian Theory of Rent	5	Lecture	Black Board
5.3	Malthusian Theory of Population	5	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% 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.	
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		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA Components

				Nos				
C1	-	Test (CIA 1)	1	-	10	Mks		
C2	-	Test (CIA 2)	1	-	10	Mks		
C3	-	Assignment	1	-	5	Mks		
C4	-	Open Book Test/PPT	2 *	-	5	Mks		
C5	-	Quiz	2 *	-	5	Mks		
C6	-	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	Understand the nature and scope of managerial economics and apply the fundamental concepts for decision making and gain knowledge relating to National Income and Business Cycle.	K1 ,K3	PSO2, PSO 5
CO 2	Understand and analyse the law of demand, law of diminishing marginal utility and elasticity which helps in the decision making of the firm	K1, K4	PSO2, PSO 5
CO 3	Understand and identify the different market types and mechanism of competition and price determination	K1 & K3	PSO2, PSO 5
CO 4	Understand the cost, revenue and productions functions and apply the related laws.	K1, K2, K4	PSO2, PSO 5
CO 5	Understand the factors of production and factor pricing	K1 & K2	PSO2, PSO 5

Mapping COs Consistency with PSOs

CO/ PSO	PS O1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	2	3	1	2	3	1	2	2
CO2	2	3	1	2	3	1	2	2
CO3	2	3	1	2	3	1	2	2
CO4	2	3	1	2	3	1	2	2
CO5	2	3	1	2	3	1	2	2

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PSO5	PSO6	PSO7
CO/ PO	PO1	PO2	PO3	PO4	PSO5	PSO6	PSO7
CO1	3	2	2	2	2	2	2
CO2	3	2	2	2	2	2	2
CO3	3	2	2	2	2	2	2
CO4	3	2	2	2	2	2	2
CO5	3	2	2	2	2	2	2

COURSE DESIGNER:

1.Mrs.KA.VANESSA.

Forwarded By



**HOD'S Signature
& Name**