

FATIMA COLLEGE (AUTONOMOUS)



**Re-Accredited with “A++” Grade by NAAC (4th Cycle)
74th 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	: 2023-2024

FATIMA COLLEGE (Autonomous), Madurai - 18

Department of Economics

To be implemented from: 2023-2024 onwards

VENUE: ECONOMICS DEPARTMENT

CONVENED ON: 06.04.2023 CONVENED AT: 2 p.m.

MEMBERS PRESENT

1. Dr. M. Regina Mary Head of The Department
Fatima College. H. P. 6/4/23
2. Dr. M. Chitra, Assistant Professor,
Department of Econometrics,
School of Economics, Madurai Kamaraj
University, Madurai-
M Chitra 06/04/2023
University Nominee.
3. Dr. Soundara Pandian, Dean & Head,
School of Management Studies
Gandhigram Rural University, Gandhigram
Subject Expert
mm 6/4/23
4. Dr. J. Sacratees, Prof. & Head,
Department of Economics, Manonmaniam
Sundaranar University, Thirunelveli
Subject Expert
Sacratees 6/4/2023
5. Mrs. Uma Maheswari Kannan,
Maditssia Executive Committee,
Member, Kappalur Industrial Estate
Madurai-
Industrialist
6. Mrs. M. Radhika, Assistant Professor,
Department of Economics, Holy Cross College
Trichy
Alumna
M. Radhika 6/4/23
7. Dr. Meena Kumari Dean of Academic Affairs.

- S. Dr. Mrs. S. Ivy JENO
 Mrs. A. Caracy Rani
 Dr. Mrs. P. Anita
 Dr. Mrs. C. Sahaya Mary Sophia
 Dr. Mrs. K. Selvalakshmi
 Dr. Mrs. R. Sujikarthika
 Dr. Mrs. K. Praveena
 Ms. A. Rajeswari

S. Ivy JENO
 1. Praveena
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AGENDA FOR BOARD OF STUDIES

1. Discussion on Introduction of TANSCHS Syllabus.
2. Finalising the TANSCHS Syllabus for IUG & I P.G. of 2023-24 batch.
3. Modifications of OBE Syllabus for II, III U.G. and II P.G.

ACTION TAKEN REPORT FOR 2022-2023

Sl. No COMMON SUGGESTIONS OFFERED IN THE ACTION TAKEN FOR PREVIOUS BOARD THE YEAR 2022-23

1. 11G-22 E6ME4 - Health Economics & It was introduced.
 2. 22A3ACE3 - Economic Theories & It was introduced.
 3. 22E1NME/19F2NME - Entrepreneurial Skill introduced.
1. UNIT II - PERT Analysis
 2. UNIT III - Modular Design

Unemployed youth employment generation programme It was implemented

3. UNIT V - Ola, Airbnb can be added

4. 19E3CC6 - Economic Theory It was implemented

1. UNIT - IV - Economic recovery during COVID

5. 19E4CC7 - Labour Economics

1. UNIT - III - Labour Markets

It was implemented

Impact of COVID - Global perspective

6. 19E5CC12 - Entrepreneurial Development

1. UNIT - I - Problem of MSME during Pandemic

It was implemented

2. UNIT II - PERT analysis, Madurai

DIC, CED, Unemployed youth

employment generation programme

3. UNIT V - Ola, Airbnb can be added.

7. 19E4SB2 - Export Business

It was implemented

1. UNIT I - Impact of COVID-19 on Export of India can be added

8. 19E6ME6 - Managerial Economics

It was implemented

UNIT - VI - Dynamism - Inventory Management Control can be added (COVID-19)

9. 19E2CC4 - Economics of Insurance

It was

UNIT - VI - Case Study on Insurance

implemented

claims by COVID patients & their

family members can be included.

10. 19E6CC15 - Economics of Planning & Development

It was

UNIT V - Nidhi Ayog Functions & Powers

implemented

of Nidhi Ayog can be included

Change of Course Title

S/N	OLD COURSE CODE	NEW COURSE CODE	OLD COURSE TITLE	NEW COURSE TITLE	Need For change
	NIL	NIL			

NEW COURSES INTRODUCED - TUG (TANSCHE)
[CORE COURSES INTRODUCED (PART-III)]

P. NO	COURSE CODE	COURSE TITLE	RELEVANCE TO L R N G	SCOPE FOR EMP ENT SD	NEED FOR INTRODUCTION
1.		Micro Economics I	✓	✓	To gain in-depth knowledge.
2.		Statistics for Economics - I	✓	✓	✓ To enhance statistical skills
3.		Micro Economics - II	✓	✓	To gain knowledge on Price determination
4.		Mathematics for Economics	✓	✓	✓ Practical application of economic theories

ELECTIVE COURSES INTRODUCED (PART-II)

1. Generic/ Course Course	RELEVANCE				SCOPE FOR			Need for Introduction
	L	R	N	C	EMP	ENT	SD	
Discipline Code Title								
Specific with Semester								
Genesis - Sem-I	Indian Economic Development			✓		✓		To be aware of Economic Issues

Sl. No.	Generic Course Discipline Code Specific with Semester	Course Title	RELEVANCE TO		SCOPE FOR		Need for Introduction
			L	R	N	G	EMP ENT SD
2.	Generic Sem-II	Business Economics			✓	✓	To enrich the knowledge in business.

SKILL ENHANCEMENT/FOUNDATION/ABILITY ENHANCEMENT COURSE (PART-IV)

Sl. No.	SEC/FC/ AEC with Course Semester	Course Title	RELEVANCE TO		SCOPE FOR		Need for Introduction
			L	R	N	G	EMP ENT SD
1.	SEC-I	Entrepreneurial skills	✓	✓	✓	✓	To be aware of entrepreneurial scheme
2.	FC Sem-I	Business Communication	✓	✓	✓	✓	To enhance skills in communication.
3.	AEC Sem-I	Soft Skills					
4.	SEC-II Sem-II	Entrepreneurial skills	✓	✓	✓	✓	To cultivate the entrepreneurial skills
5.	SEC-II Sem-II	Computer Application in Economics		✓	✓	✓	To equip in par with technical demand
6.	AEC- Sem II	Soft skills		✓	✓	✓	

INTRODUCTION OF VALUE-ADDED COURSE - CERTIFICATE/DIPLOMA/ ADVANCED DIPLOMA

S/no	Course	Course	Now with	Skills	Course Outcome
	Code	Title	Industry/org	Sharpened	
1.		Law & Politics (Existing)		To enrich their knowledge in FIR, filing a case, litigation, various acts.	Enhanced knowledge on

INTRODUCTION OF PURELY SKILL EMBEDDED/CERTIFICATE/DIPLOMA/ ADVANCED DIPLOMA COURSE

S/no	Course	Course	Now with	Skills	Course Outcome
	Code	Title	Industry/org	Sharpened	
1.		Grandhion Village Industries (Existing)			Awareness on Rural Industries, learnt manufacturing of Soap, powder, phenol.

REVISED COURSES

S/no	Course	Course	Mod & Title of	% of	Need for	Relevance To	Scope For
	Title	Code	Units Revised with the	Revi	Revision	L R N G EMPENT SD	
			Revised Content si	vi			
			Specified if it is on				
			not whole Unit				
1.	MICRO ECONOMICS	19E1CC1	UNIT V - Total		To gain	✓	✓
			Product, Average		Knowledge		
			Product, Marginal 1/2				
			Product included				

S/No	COURSE	COURSE NO	Title of Unit	7. Need for	RELEVANCE	SCOPE	FOR
Code	Title	Revised with the of	Revision	N	L	R	DEPEND
		Revised Content Re					SD
		Specified if it is vi					
		not the whole Unit - stan					
2	19E1CC2 Monetary	UNIT-IV Money	To update	✓			✓
	Since 2019 Economics Market, Financial	the knowledge					
	of Syllabus	Intermediaries,					
	has been	NBFI in India					
	revised - new code	Included	20%				
	Given 20E1CC2						
3	19E1AC1 Economic	UNIT-I - Nature,	To Enhance	✓			✓
	Statistics - Scope, uses,	the knowledge					✓
	limitations included	of data					✓
	UNIT-II - Collection	Collection					✓
	of data advantages,						
	disadvantages						
	Primary, Secondary	14%					
	requisites of						
	good questionnaire						
4	19E1NNE1 Entrepreneur	UNIT-I - Venture	To be	✓			✓
	19E1NNE2 rial Skills	Capital, Export	aware of				✓
	Finance	Govt Schemes					✓
	UNIT-III - Govt						✓
	institutions, Schemes	10%					
	Control Schemes,						
	Startup India						
	Skill India						
	MSME, PMMY, SSI,						
	SIDCO, NSIC, SIDCO						

Sl. No.	Course Code	Course Title	No. of Units Revised	Title of Revision	Need for Revision	RELEVANCE TO CURR. ENT.			SCOPE FOR SD	
						L	R	N		
				with the revised Re content specified in if it is not the sign whole Unit						
				Poultry farming included in UNIT - V						
5.	19E2CC4	Economics OF Insurance	UNIT - II	Life Insurance Act, 1954 act included	To equip w/ the knowledge of insurance				✓	✓
6.	19E3CC4	Macro Economics	UNIT - I - Real	National Income 2% Included					✓	✓
7.	19E4CC8	Fiscal Economics	UNIT - I	Role of Public Finance (Subject Title Unit - III Fiscal to be changed responsibilities & as Public of Central & State Finance) Govt budget	To enrich the knowledge of budget					
			UNIT - V	Role of Finance Commission Principles included						
8.	19E4CC7	Labour Economics	UNIT - I	Demand & Supply of labour, theories of labour, International labour Market	To enrich the knowledge in Trade Union, labour laws.				✓	✓

Date _____

Sl. No.	Course Code	Course Title	No. & Title of Units	Need for Revision	RELEVANCE TO L R N G				SCOPE FOR IMPROVEMENT	
			Revised with the Revised Content	of Revision						
			Specified if it is not the Unit	VI						
			UNIT-II Labour Movements in India	To inculcate						
			UNIT-III, National Wage Policy included	the knowledge of labour						
			UNIT-IV - Child Labour, Causes legislative measures to regulate the child labour included	Market & Movements						
9.	19A4ACE4	Entrepreneurial development	UNIT-I, Venture Capital, Export Finance, Govt Institutions & Schemes - Startup India, Skill India, MSME, PMMY, SSI, SIDCO, NSIC, SIDCO included	To be aware of Entrepreneurial Financial Institutions					✓	✓
10.	19E5CC10	Computer Data Analytics for Economists	Inferential Statistics & Significance of Difference in means, Student T-test, Anova included	To enrich the knowledge of Statistics Testing					✓	✓
11.	19E6CC13	Rural							✓	✓

All Time

Date.....

					L	R	N	G	EMP	ENT	SD
Since 40% of Syllabus has been revised new Code 22F6CC13 Given	India's Economic Issues	UNIT-V Rural Industrialisation agro based industries, rural co-ops, artisans, Co-op Societies, Co-op marketing, Role of SHGs, PURA Model, Recent Govt Policies for Rural Development	To gain the knowledge of rural debt & Industrialisation						✓	✓	
12. 19E6CC13	Economics of Planning & Development	UNIT-I Role of State in Economic Development	To enhance knowledge in Nidhi Ayog.						✓	✓	
13. 19E6CC14	Basic Econometrics	UNIT-I-Nature & Scope of Econometrics, phases of Econometric Research included	To inculcate the knowledge of Mathematical & Econometric functions						✓	✓	✓
14. 19UGVAF	Law & Politics	Title changed to Politics & Law	To be aware of filing cases FIR, litigation								✓

All Time

Date.....

15	19E6ME5	Tamil Nadu, UNIT-I Trends in Economy, Population growth, Population Policy, Unemployment, Poverty, Nutrition etc.	To be aware of Tamil Nadu Profile	✓	✓
		UNIT-II Rural Electrification, inter State growth, Profile			
		Sketchings included			
16	19E3CC6	Economic UNIT-II, Indian Thinkers Economic Thought has been included by an Indian	To enrich the knowledge of Indian Economic Thought	✓	✓

CHANGE OF COURSE

Sr. No.	Old Course Title	New Course Title	Old Course Code	New Course Code	Need for change.
1.	Politics & Law	Agriculture & allied Business	19E5SB4	19E5SB4	To encourage Entrepreneurship
2.	Tax Calculation, Event Management		19E6SB6	19E6SB6	To meet out the requirements of the job market.

NEW COURSES INTRODUCED

S/N	COURSE CODE	COURSE TITLE	RELEVANCE TO SCOPE FOR NEED FOR INTRODUCTION				
			L	R	N	G	EMP/ENT/SD
1.	22E6ME4	Health Economics				✓	✓
							To identify the quality of Health care services.
2.	22A3ALF3	Economic Theories				✓	✓
							To enhance the knowledge in Economic Theories.

REVISION OF COURSES [TANSCHÉ]

S/N	COURSE NO	COURSE TITLE	NEED FOR REVISION	RELEVANCE TO SCOPE
			FOR	TO FOR

REVISED WITH % REVISION

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CONTENT IN

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L R N G EMP/ENT/SD

1.	MICRO Dynamics					✓	✓
	Economic should be removed						
	CS	Removed syllabus					
		approved by the Board					

Date _____

SI COURSE COURSE NO-8 TITLE NEED RELEVANCE SCOPE
 NO CODE TITLE OF UNITS % FOR TO FOR
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L. B. I. N. G. E. N. T. S. D.

2. STATISTICS APPROVED
 FOR BY THE
 ECONOMICS BOARD MEMBERS
 -I

3. INDIAN IN All the
 ECONOMIC UNITS Indian
 DEVELOP Scenario
 -MENT should be
 Included
 UNIT IV - Indian Govt.
 Public Finance
 Should be the
 Title.
 UNIT V -
 Money Supply
 in India
 to be included

Date

[illegible]

All Time

Date _____

Sl	COURSE	COURSE	NO	TITLE OF	F.A. NEED FOR	RELEVANCE SCOPE FOR				
						TO	R	N	G	RMP ENT SD
No	CODE	TITLE	UNITS	REVISED	RP	REVISION				

VISION

7.		Mathematics Syllabus approved Methods for by the Board Economics Members.					✓	✓		✓
8.		Business Approved by Economics Board					✓		✓	
9.		Entrepreneurial Board Approved Skills					✓	✓	✓	✓
10.		Computer Board Approved Applications in the Syllabus. Economics					✓	✓	✓	✓

[O.B.E.]

1.	19E5CC9	Indian	UNIT IV - Education	4%	To enrich Economic Schemes & Housing Issues Schemes Added.	Schemes	✓		✓	
2.	19E5CC10	Computer	UNIT IV - ANOVA, Data MANOVA, CHI	12%	To equip the knowledge in Advanced Tools.		✓	✓	✓	✓
3.	19E5CC12	Entrepreneur	UNIT I - Factors - curial influencing & development Barriers to entrepreneurship added UNIT III - SIDBI & SFC added.		Identifying the pulling & pushing factors, & to be aware of Govt institut ions.		✓	✓	✓	✓

All Time

Date.....

RELEVANCE TO SCOPE FOR

Sl. Course Course No & Title of Y. & Need for L R N G IMPENT. SD
 No code Title UNITS REVISED RE REVISION

VI

SIGN

- | Sl. No | Course Code | Course Title | UNITS | REVISED | RE | REVISION | RELEVANCE TO | SCOPE FOR |
|--------|-------------|---|--------------|--|----|----------|--------------|-----------|
| 4. | 19F6ME5 | Tamil Nadu Economy Use pattern, cropping pattern were included | UNIT-II Land | To gain 5% knowledge on Tamil Nadu Vegetation. | ✓ | ✓ | | |
| 5. | 19F5SB3 | Economics OF steps for N.G.O Writing a project Management proposal were included. | UNIT-IV | To cultivate the spirit of Entrepreneurship. | ✓ | ✓ | ✓ | |
| 6. | 19F3CC6 | Economic Thinkers Hicksian Economic Thought was Added. | UNIT-IV | To enhance the 2% knowledge. | ✓ | ✓ | ✓ | |

Date _____

RELEVANCE SCORE FOR

S/NO COURSE COURSE NO. & TITLE % NEED FOR L R N G EMP ENT SD

CODE TITLE OF UNITS OF REVISION

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NABLE UNIT

7. 22A3ACE3 ECONOMIC UNIT - IV To equip the
THEORIES Accelerator knowledge in
Super Multiplier 47. the field of
were added Economics.

✓ ✓

8. 19E4CC8 Public UNIT I - Social
Finance Goods, Market
Failure, Public G.
Goods &
Externeties
included

✓ ✓ ✓

OTHER SUGGESTIONS

COMMENDATIONS

Dr. Soundara Pandian

As per the TANSCHF Guidelines,
uniformly Five Units should be
given for all courses.

Unit VI - Dynamism which
contains Case Study & Survey
could be removed from
all courses.

Split the reference books
& Text books.

Match the Programme
Outcome with course
Outcome.

Dr. J. Sacratees

Number of credit hours
allotted must be equal.

Confirm about following
either UGC or TANSCHF
syllabus.

Inclusion of newspapers like
Sectoral growth in India & Public
Finance & Policies for future reference
- e-patasala - NPTEL mooc.

Dr. M. Chitra

To differentiate the Major Elective
- by giving different Subject
Codes for each.
- Remove Self Study from all Units.

Signature of the Board Members

1. Dr. M. Regina Mary [HOD] M. Pappu 6/4/23
2. Dr. M. Chitra [University Nominee] Uchitra 6/4/2023
3. Dr. Soundara Pandian [Subject Expert] M. Pappu 6/4/23
4. Dr. J. Socrates [Subject Expert] J. Socrates 6/4/23
5. Mrs. Uma Maheswari Kannan [Industrialist] M. Radhika 6/4/23
6. Mrs. M. Radhika [Alumna] S. Jy. Jeno.
7. Dr. Meena Kumari [Dean of Academic affairs] J. Parag Rami.
8. Dr. Mrs. S. Ivy Jeno At
9. Mrs. A. Grace Rami #
10. Dr. Mrs. P. Anita S
11. Dr. Mrs. Selva Mary Sophia S
12. Dr. Mrs. K. Selvalakshmi S
13. Dr. Ms. R. Sujitha JPD
14. Dr. Mrs. K. Praveena Ari
15. Ms. A. Rajeswari

VISION OF THE DEPARTMENT

To inculcate Knowledge in economic concepts, theories, models and issues among the budding economists, to make them self-employed and to facilitate them towards career prospects of the industry and community.

MISSION OF THE DEPARTMENT

- To provide updated curriculum that promotes critical thinking skills and enhance the productive decision making abilities in students.
- To motivate the students to become entrepreneurs.
- To serve the humanity through the creation of all-rounded multi skilled and socially responsible citizen.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1	Our graduates will be academic, digital and information literates; creative, inquisitive, innovative and desirous for the “more” in all aspects
PEO 2	They will be efficient individual and team performers, exhibiting progress, flexibility, transparency and accountability in their professional work
PEO 3	The graduates will be effective managers of all sorts of real – life and professional circumstances, making ethical decisions, pursuing excellence within the time framework and demonstrating apt leadership skills
PEO 4	They will engage locally and globally, evincing social and environmental stewardship demonstrating civic responsibilities and employing right skills at the right moment

GRADUATE ATTRIBUTES (GA)

Fatima College empowers her women graduates holistically. A Fatimite achieves all-round empowerment by acquiring Social, Professional and Ethical competencies. A graduate would sustain and nurture the following attributes:

I. SOCIAL COMPETENCE	
GA 1	Deep disciplinary expertise with a wide range of academic and digital literacy
GA 2	Hone creativity, passion for innovation and aspire excellence
GA 3	Enthusiasm towards emancipation and empowerment of humanity
GA 4	Potentials of being independent
GA 5	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
GA 6	Effectiveness in different forms of communications to be employed in personal and professional environments through varied platforms
GA 7	Communicative competence with civic, professional and cyber dignity and decorum
GA 8	Integrity respecting the diversity and pluralism in societies, cultures and religions
GA 9	All – inclusive skill- sets to interpret, analyse and solve social and environmental issues in diverse environments
GA 10	Self-awareness that would enable them to recognise their uniqueness through continuous self-assessment in order to face and make changes building their strengths and improving on their weaknesses
GA 11	Finesse to co-operate exhibiting team-spirit while working in groups to achieve goals
GA 12	Dexterity in self-management to control their selves in attaining the kind of life that they dream for

GA 13	Resilience to rise up instantly from their intimidating setbacks
GA 14	Virtuosity to use their personal and intellectual autonomy in being life-long learners
GA 15	Digital learning and research attributes
GA 16	Cyber security competence reflecting compassion, care and concern towards the marginalised
GA 17	Rectitude to use digital technology reflecting civic and social responsibilities in local, national and global scenario
II. PROFESSIONAL COMPETENCE	
GA 18	Optimism, flexibility and diligence that would make them professionally competent
GA 19	Prowess to be successful entrepreneurs and employees of trans-national societies
GA 20	Excellence in Local and Global Job Markets
GA 21	Effectiveness in Time Management
GA 22	Efficiency in taking up Initiatives
GA 23	Eagerness to deliver excellent service
GA 24	Managerial Skills to Identify, Commend and tap Potentials
III. ETHICAL COMPETENCE	
GA 25	Integrity and discipline in bringing stability leading a systematic life promoting good human behaviour to build better society
GA 26	Honesty in words and deeds

GA 27	Transparency revealing one's own character as well as self-esteem to lead a genuine and authentic life
GA 28	Social and Environmental Stewardship
GA 29	Readiness to make ethical decisions consistently from the galore of conflicting choices paying heed to their conscience
GA 30	Right life skills at the right moment

PROGRAMME OUTCOMES (PO)

On completion of B.A ECONOMICS / programme, the graduates would be able to

PO 1	Acquire knowledge of fundamental concepts and subject specific academic competency
PO 2	Enhance the communicative skills and gain confidence to disseminate knowledge through oral and written communication effectively
PO 3	Think critically, evaluate analytically and apply the expertise of their discipline in real life
PO 4	Appreciate literacy, economic, cultural, socio-psychological and environmental diversity
PO 5	Pursue and attain meaningful goals, develop positive attitude to gain self awareness , self- esteem, self-discipline and self-motivation
PO 6	Acquire employability and entrepreneurial skills
PO 7	Evolve as responsible citizens and leaders

PROGRAMME SPECIFIC OUTCOMES (PSO)

The Learners will be able to

PSO 1	understand economic theories and functioning of economic system and motivate them to appear for subject based competitive exams
PSO 2	Prepare the students for career advancement that provide employment through competitive exams
PSO 3	Prepare the students to develop creative thinking regarding current local, national and international policy issues
PSO 4	Enhance economic, social and technical skills
PSO 5	Facilitate entrepreneurs to find self-employment & to provide employment opportunities

(TANSCHÉ)

I B.A., ECONOMICS CREDIT DISTRIBUTION

First Year – Semester – I			
Part	List of courses	Credits	No. of Hrs
Part I	Language – Tamil	3	6
Part II	English	3	6
	Core Courses 2 (CC1, CC2)	5	5
	23E1CC1- MICRO ECONOMICS I		
Part-III	23E1CC2- STATISTICS FOR ECONOMICS - I	5	5
	Generic Elective I	3	4
	23E1GE1 - INDIAN ECONOMIC DEVELOPMENT (Offered by Economics)		
Part-IV	Skill Enhancement Course SEC-I (NME)- 23E1SE1 – Demography	2	2
	Skill Enhancement Foundation Course- 23E1FC - Business Communication	2	2
TOTAL		23	30

First Year – Semester – II

Part	List of courses	Credits	No. of Hrs
Part I	Language – Tamil	3	6
Part II	English	3	6
	23E2CC3 - MICRO ECONOMICS II	5	5
Part III	23E2CC4- STATISTICS FOR ECONOMICS - II	5	5

	Generic Elective II	3	4
	23E2GE2 - Business Environment (Offered by Economics)		
Part IV	Skill Enhancement Course SEC 2 (NME)- 23E2SE2 Economics for Investors	2	2
	Skill Enhancement Course SEC-3 (NME)- 23E2SE3 Computer Application in Economics	2	2
TOTAL		23	30

OBE

FATIMA COLLEGE (AUTONOMOUS), MADURAI-18

(For those who joined in June 2019 onwards)

PROGRAMME CODE: UAEC

PART – I – TAMIL / FRENCH / HINDI- 12 CREDITS

PART – I – TAMIL

Offered by The Research Centre of Tamil

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DITS	CIA Mks	ESE Mks	TOT. MKs
1.	I	19T1LC1	Language-Modern Literature	5	3	40	60	100
2.	II	19T2LC2	Language - Bakthi Literature	5	3	40	60	100
3.	III	19T3LC3	Language- Epic Literature	5	3	40	60	100
4.	IV	19T4LC4	Language-Sangam Literature	5	3	40	60	100
TOTAL				20	12			

PART – I –FRENCH

Offered by The Department of French

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DITS	CIA Mks	ESE Mks	TOT. MKs
1.	I	19R1LC1	PART 1 LANGUAGE FRENCH - LE NIVEAU INTRODUCTIF	5	3	40	60	100
2.	II	19R2LC2	PART 1 LANGUAGE FRENCH - LE NIVEAU	5	3	40	60	100

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DITS	CIA Mks	ESE Mks	TOT. MKs
			DÉCOUVERTE					
3.	III	19R3LC3	PART 1 LANGUAGE FRENCH - LE NIVEAU INTERMEDIAIRE – LA CIVILISATION, LA LITTERATURE ET LA GRAMMAIRE	5	3	40	60	100
4.	IV	19R4LC4	PART 1 LANGUAGE FRENCH - LE NIVEAU DE SUIVRE – LA CIVILISATION, LA LITTERATURE ET LA GRAMMAIRE	5	3	40	60	100
TOTAL				20	12			

PART – I –HINDI

Offered by The Department of Hindi

S. NO	SE M.	COURSE CODE	COURSE TITLE	HRS	CRE DITS	CIA Mks	ESE Mks	TOT. MKs
1.	I	19D1LC1	PART 1 LANGUAGE HINDI - बोलचाल की हिंदी	5	3	40	60	100
2.	II	19D2LC2	PART 1 LANGUAGE HINDI - कार्यालयीन हिंदी	5	3	40	60	100
3.	III	19D3LC3	PART 1 LANGUAGE	5	3	40	60	100

S. NO	SE M.	COURSE CODE	COURSE TITLE	HRS	CRE DITS	CIA Mks	ESE Mks	TOT. MKs
			HINDI - हिंदी साहित्य का आदिकाल और भक्तिकाल					
4.	IV	19D4LC4	PART 1 LANGUAGE HINDI - हिंदी साहित्य का आधुनिक काल	5	3	40	60	100
TOTAL				20	12			

PART - II - ENGLISH - 12 CREDITS

Offered by The Research Centre of English

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DITS	CIA Mks	ESE Mks	TOT . MKs
1.	I	19E1LB1	BASIC COMMUNICATIVE ENGLISH	5	3	40	60	100
2.		19E1LI1	INTERMEDIATE COMMUNICATIVE ENGLISH					
3.		19E1LA1	ADVANCED COMMUNICATIVE ENGLISH					
4.	II	19E2LB2	ENGLISH COMMUNICATION SKILLS	5	3	40	60	100
5.		19E2LI2	ENGLISH FOR EMPOWERMENT					
6.		19E2LA2	ENGLISH FOR CREATIVE WRITING					
7.	III	19E3LC3	ENGLISH FOR DIGITAL	5	3	40	60	100

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CREDITS	CIA Mks	ESE Mks	TOT. MKs
			ERA					
8.	IV	19E4LC4	ENGLISH FOR INTEGRATED DEVELOPMENT	5	3	40	60	100
TOTAL				20	12			

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

MAJOR CORE COURSES INCLUDING PRACTICALS : 60 CREDITS

S.NO	SEM	COURSE CODE	COURSE TITLE	HRS	CRED ITS	CIA Mks	ESE Mks	TOT. MKs
1	III	19E3CC5	MACRO ECONOMICS	6	4	40	60	100
2		19E3CC6	ECONOMIC THINKERS	6	4	40	60	100
3	IV	19E4CC7	LABOUR ECONOMICS	6	4	40	60	100
4		19E4CC8	PUBLIC FINANCE	6	4	40	60	100
5	V	19E5CC9	INDIAN ECONOMIC ISSUES	5	4	40	60	100
6		19E5CC10	COMPUTER DATA ANALYTICS FOR ECONOMISTS	5	4	40	60	100
7		19E5CC11	INTERNATIONAL TRADE	5	4	40	60	100
8		19E5CC12	ENTREPRENURIAL DEVELOPMENT	5	4	40	60	100
9	VI	22E6CC13	RURAL INDIAN ECONOMIC ISSUES	5	4	40	60	100
10		19E6CC14	BASIC ECONOMETRICS	5	4	40	60	100
11		19E6CC15	ECONOMICS OF PLANNING AND DEVELOPMENT	5	4	40	60	100

ALLIEDCOURSES- 20 CREDITS

S. NO	SEM.	COURSE CODE	COURSE TITLE	HR S	CRE DITS	CIA Mks	ESE Mks	TOT. MKs
1.	III	22E3ACA3	ECONOMIC THEORIES	5	5	40	60	100
2.	IV	19A4ACE4	ENTREPRENURIAL DEVELOPMENT	5	5	40	60	100
TOTAL				20	20			

ELECTIVES-15 CREDITS

S. No	SEM.	COURSE CODE	COURSE TITLE	HR S	CRE DITS	CIA Mks	ESE Mks	TOT. Mks
1.	V	19E5ME1/ 19E5ME2	INDIAN STOCK MARKET/ WELFARE ECONOMICS	5	5	40	60	100
2.	VI	19E6ME3 / 22E6ME4	BANKING &NON- BANKING FINANCIAL INSTITUTIONS/ HEALTH ECONOMICS	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	HR S	CRE DITS	CIA Mks	ESE Mks	TOT. Mks
1.	III	19G3EE1	Environmental Education	1	1	40	60	100
2.		19E3SB1	Competitive Exam Skills	2	2	40	60	100
3.	IV	20GS	Gender studies	1	1	40	60	100

S. No	SEM.	COURSE CODE	COURSE TITLE	HR S	CRE DITS	CIA Mks	ESE Mks	TOT. Mks
4.		19E4SB2	Export Business	2	2	40	60	100
5	V	19E5SB3	Economics of NGO Management	2	2	40	60	100
6		23E5SB4	Agriculture and Allied Business	2	2	40	60	100
7	VI	19E6SB5	Economic Journalism	2	2	40	60	100
8		23E6SB6	Event Management	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	CREDIT	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	HRS	CREDITS	SEMESTER IN WHICH THE COURSE IS OFFERED	CIA Mks	ESE Mks	TOTAL Mks
19UAD1CA	COMPUTER APPLICATIONS (offered by the department of PGDCA for Shift I)	40	2	I&II	40	60	100
G1FC1	ONLINE SELF	40	2	I	40	60	100

COURSE CODE	COURSE TITLE	HRS	CREDITS	SEMESTER IN WHICH THE COURSE IS OFFERED	CIA Mks	ESE Mks	TOTAL Mks
	LEARNING COURSES- Foundation Course for Arts						
19UAD2CA	ONLINE SELF LEARNING COURSE- Foundation Course for Science	40	2	II	40	60	100
21UAD3E	Professional Ethics	15	1	III	40	60	100
21UAD4ES	Personality Development	15	1	IV	40	60	100
21UAD5ES	Family Life Education	15	1	V	40	60	100
21UAD6ES	Life Skills	15	1	VI	40	60	100
21UAD5HR	HUMAN RIGHTS	15	2	V	100	-	100
21UADRS	OUTREACH PROGRAMME- Reach Out to Society through Action ROSA	100	3	V & VI	100	-	100
21UAD6PR	PROJECT	30	4	VI	40	60	100
19UADRC	READING CULTURE	10/ Semester	1	II-VI	-	-	-
TOTAL			20				

EXTRA CREDIT COURSES

COURSE CODE	COURSE	HRS.	CREDITS	SEMESTER IN WHICH THE COURSE IS OFFERED	CIA Mks	ESE Mks	TOTAL MARKS
20E2SL2	ECONOMICS OF TOURISM	-	2	II	40	60	100
20E4SL4	DYNAMICS OF RESEARCH	-	2	IV	40	60	100
21UG6SLE	Porullialum	-	2	VI	40	60	100

	Illakiyamum (In Collaboration With Tamil Department)						
	MOOC COURSES / International Certified online Courses (Department Specific Courses/any other courses) * Students can opt other than the listed course from UGC- SWAYAM UGC / CEC	-	Minimu m 2 Credits	I – VI	-	-	

OFF CLASS PROGRAMMES

19UGVAE1 – Value Added Crash Course LAW AND POLITICS

TANSCHÉ I UG SYLLABUS

NEWLY INTRODUCED

I BA ECONOMICS - I SEMESTER (For those who joined in 2023 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E1CC1	MICRO ECONOMICS -I	5	5

COURSE DESCRIPTION

Study of consumer behaviour, individual firm's production, cost and revenue

COURSE OBJECTIVE/S

1. To Equip the economic behaviours of individual units of the society.
2. To describes the consumer behaviour and utility analysis
3. To impart knowledge on demand and supply concepts
4. To identify the relevance of Production and returns to scale of Production
5. To know the costs and profit maximisation

UNIT I: BASIC CONCEPTS

15 HRS

Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making–Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems -Market Mechanism and Resource Allocation.

UNIT II: UTILITY ANALYSIS

15 HRS

Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves–Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects-Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks' Approach

UNIT III: DEMAND AND SUPPLY ANALYSIS

15 HRS

Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types - Engel's Law - Supply – Law of Supply –Determinants –Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus

UNIT IV: PRODUCTION ANALYSIS

15 HRS

Production Function– Law of Variable Proportions- Laws of Returns to Scale- Iso-quant's-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution (CES) Production Function –Economies and Diseconomies of Scale

UNIT V: COST AND REVENUE CONCEPTS

15 HRS

Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue –Relationship between AR, MR and Elasticity of Demand- Profit Maximization Rule

TEXTBOOKS

1. Robert Pindyck and Daniel L. Rubinfeld, (2001) Micro Economics, Macmillan
2. Hal R. Varian (2004), Intermediate Micro Economics (East-West Press: New Delhi)
3. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
4. Ahuja H.L (2016) Principles of Microeconomics, S.Chand
5. Timothy Taylor, Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services.ks

REFERENCE BOOKS

1. Koutsoyiannis (2003), Modern Microeconomics Palgrave Macmillan (UK) 2nd Edition.
2. Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
3. Dwivedi, D.N (2002), Microeconomics: Theory and Applications, 2nd ed., Pearson
4. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)
5. Karl E. Case and Ray C Fair (2007), Principles of Economics, Pearson Prentice Hall Inc Singapore South Asia

WEB RESOURCES

1. <http://www.econlib.org/library/enc/microeconomics.html>
2. <https://www.tutor2u.net/economics>
3. <https://www.economicsnetwork.ac.uk/>
4. <https://www.cliffsnotes.com/study-guides/economics/introduction/microeconomics>
5. <http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I: BASIC CONCEPTS				
1.1	Definitions of Economics	2	Lecture	Black Board
1.2	Nature and Scope of Microeconomics –Positive and	2	Lecture	Black Board

	Normative Approaches			
1.3	Inductive and Deductive Approaches - Consumers and Firms	3	Lecture	Black Board
1.4	Decision Making–Rationality	2	Lecture	Black Board
1.5	Self-Interest – Trade-offs	2	Lecture	Black Board
1.6	Fundamental Economic Problems	2	Lecture	Black Board
1.7	Market Mechanism and Resource Allocation.	2	Lecture	Black Board
UNIT II: UTILITY ANALYSIS				
2.1	Utility–Ordinal and Cardinal Utility	3	Chalk and Talk	Black Board
2.2	Total and Marginal Utility – Law of Diminishing Marginal Utility	3	Chalk and Talk	Black Board
2.3	Law of Equi-Marginal Utility	3	Chalk and Talk	Black Board
2.4	Indifference Curves–Properties	2	Chalk and Talk	Black Board
2.5	Marginal Rate of Substitution- Budget Line	2	Chalk and Talk	Black Board
2.6	Price and Substitution Effects- Optimal Consumer Choice	2	Chalk and Talk	Black Board
2.7	Revealed Preference Theory – Samuelson and Hicks’ Approach	3	Chalk and Talk	Black Board
UNIT III: DEMAND AND SUPPLY ANALYSIS				
3.1	Demand – Types of Goods	3	Lecture	Black Board
3.2	Law of Demand – Determinants – Exceptions – Giffen Paradox	2	Lecture	Black Board
3.3	Veblen Effect- Elasticity of Demand: Types	3	Chalk & Talk	Black Board
3.4	Engel’s Law –Supply	2	Problem Solving	Black Board
3.5	Law of Supply –Determinants – Elasticity of Supply and its Types	2	Lecture	Black Board
3.6	Market Equilibrium - Consumer Surplus and Producer Surplus	3	Lecture	Black Board
UNIT IV: PRODUCTION ANALYSIS				
4.1	Production Function– Law of Variable Proportions	3	Lecture	Black Board

4.2	Laws of Returns to Scale	2	Lecture	Black Board
4.3	Iso-quant's-Types of Production Function	3	Lecture	Black Board
4.4	Cobb -Douglas and Constant Elasticity of Substitution(CES	2	Lecture	Black Board
4.5	Production Function	2	Lecture	Black Board
4.6	Economies and Diseconomies of Scale	3	Lecture	Black Board
UNIT V: COST AND REVENUE CONCEPTS				
5.1	Costs – Fixed and Variable Costs	2	Lecture	Black Board
5.2	Average, Marginal, and Total Costs – Short Run and Long Run Costs	2	Lecture	Black Board
5.3	Implicit, Explicit, Sunk and Imputed Cost	2	Lecture	Black Board
5.4	Revenue – Total, Average and Marginal Revenue	3	Lecture	Black Board
5.5	Relationship between AR, MR and Elasticity of Demand- Profit Maximization Rule	3	Lecture	Black Board

EVALUATION PATTERN

	C1	C2	C3	C4	C5	Total Scholas tic Marks	Non Schola stic Marks C6	CIA Total	% of Asses sment
Levels	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assi gnm ent 5 Mks	OBT/ PPT 5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %

K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
TOTAL	40

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

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

COURSE OUTCOMES

On completion of this course, students will be able to

S: NO	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	On completion of this course, students will	K1, K2, K3	PO1, PO3,PO8
CO 2	Understand the meaning of basic concepts and the need for the study of Microeconomics.	K1, K2, K3	PO1,PO2, PO3,PO8

CO 3	Evaluate the Types of Utility and Consumer Behaviour.	K1, K2 & K3	PO1, PO2,PO3
CO 4	Acquire knowledge on various market equilibrium, Demand and Supply Functions	K1, K2, K3	PO1, PO2,PO3
CO 5	To understand the meaning of Production Functions	K2 & K4	PO3,PO7,PO8

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	2	2	2
CO3	3	3	3	3	3
CO4	3	3	3	2	2
CO5	3	3	3	2	2
Weightage	15	15	14	11	11
Weighted percentage of Course Contribution to PSOs	3	3	2.8	2.2	2.2

Strong-3 M-Medium-2 L-Low-1

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	2	2	2	2	2	3	2	3
Weightage	14	14	14	14	13	15	13	15
Weighted percentage of course contribution to POS	2.8	2.8	2.8	2.8	2.6	3.00	2.6	3.00

S-Strong-3 M-Medium-2 L-Low-1

COURSE DESIGNER

Dr. R. SUJI KARTHIKA

HEAD OF THE DEPARTMENT

Dr.M. REGINA MARY

FIRST YEAR –SEMESTER- I
I BA ECONOMICS

I SEMESTER

(For those who joined in 2023 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E1CC2	STATISTICS FOR ECONOMICS –I	5	5

COURSE DESCRIPTION

Study of consumer behaviour, individual firm's production, cost and revenue

COURSE OBJECTIVE/S

1. To know the nature and scope of statistics and its applications
2. To teach students Collection, Classification, Analyzing and Presentation of data.
3. To apply the measures of central tendency
4. To draw measurement of dispersion and its applications
5. To analyse correlation and regression and its applications

UNIT I Introduction and Collection of Data 15 HRS

Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data.

UNIT II Classification and Presentation of Data 15 HRS

Classification and Tabulation of Data– Types - Frequency Distribution — Cumulative Frequency Distribution- Class Interval – Diagrams – Types- Graphical Representation– Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve.

UNIT III Measures of Central Tendency 15 HRS

Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.

UNIT IV Measures of Dispersion**15 HRS**

Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance – Coefficient of Variation – Skewness and Kurtosis.

UNIT V Correlation and Regression**15 HRS**

Correlation – Types of Correlation – Methods -Karl Pearson's Co-efficient of Correlation – Spearman's Rank Correlation – Regression Equations – Distinction between Correlation and Regression Analysis.

Textbooks

1. Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.
2. Sancheti. D.C and Kapoor V.K(2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi.
3. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad,
4. Probability and Statistics, S.Chand and Co, 2020.
5. Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.
6. Dominick Salvatore and Derrick Reagle, theory and problems of
7. statistics and econometrics, Mc Graw Hill, (2002)

Reference Books

1. Saxena H.C , (2016) Elementary Statistics, S Chand and Company New Delhi.
2. Elhance D.N, (2004), Fundamentals of Statistics Kitab Mahal, New Delhi
3. Manoharan M (2010), "Statistical Methods", Palani Paramount Publications, Palani.
4. R.S.N.Pillai and V. Bagavathi(2010), Statistics, Sultan Chand and Sons, New Delhi
5. Dr.S.Sachdeva (2014) Statistics -Lakshmi Narain Agarwal.

Web Resources

1. <https://www.cuemath.com/data/statistics/>
2. <https://stattrek.com/statistics/resource>
3. <https://testbook.com/learn/maths-mean-median-mode/>
4. <https://www.statistics.com/>
5. <https://thisisstatistics.org/students/>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I Introduction and Collection of Data				
1.1	Introduction	3	Lecture	Black Board
1.2	Nature and Scope of Statistics	2	Lecture	Black Board

1.3	Uses and Limitations of Statistics	2	Lecture	Black Board
1.4	Data Collection – Primary and Secondary Data	3	Lecture	Black Board
1.5	Tools for collecting Primary Data	2	Lecture	Black Board
1.6	Requisites of Good Questionnaire	2	Lecture	Black Board
1.7	Sources of Secondary Data.	1	Lecture	Black Board
UNIT II Classification and Presentation of Data				
2.1	Classification and Tabulation of Data	1	Chalk and Talk	Black Board
2.2	Types - Frequency Distribution	2	Chalk and Talk	Black Board
2.3	Cumulative Frequency Distribution	2	Chalk and Talk	Black Board
2.4	Class Interval – Diagrams	1	Chalk and Talk	Black Board
2.5	Types- Graphical Representation–	4	Chalk and Talk	Black Board
2.6	Histogram – Frequency Polygon	2	Chalk and Talk	Black Board
2.7	Ogive Curve - Lorenz Curve.	3	Chalk and Talk	Black Board
UNIT III Measures of Central Tendency				
3.1	Measures of Central Tendency	3	Lecture	Black Board
3.2	Requisites of a Good Average	3	Lecture	Black Board
3.3	Arithmetic Mean	2	Chalk & Talk	Black Board
3.4	Median	2	Problem Solving	Black Board
3.5	Mode	2	Lecture	Black Board
3.6	Relative Merits and Demerits.	3	Lecture	Black Board
UNIT IV Measures of Dispersion				
4.1	Absolute and Relative Measures of Dispersion	2	Lecture	Black Board
4..2	Range and Quartile Deviation	3	Lecture	Black Board
4..3	Mean Deviation	2	Lecture	Black Board

4..4	Standard Deviation	2	Lecture	Black Board
4..5	Variance	2	Lecture	Black Board
4..6	Coefficient of Variation	2	Lecture	Black Board
4..7	Skewness and Kurtosis.	2	Lecture	Black Board
UNIT V: Correlation and Regression				
5.1	Correlation – Types of Correlation	4	Lecture	Black Board
5.2	Methods -Karl Pearson's Co-efficient of Correlation	2	Lecture	Black Board
5.3	Spearman's Rank Correlation	4	Lecture	Black Board
5.4	Regression Equations	3	Lecture	Black Board
5.5	Distinction between Correlation and Regression Analysis	2	Lecture	Black Board

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks	OBT/PPT 5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %

Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
TOTAL	40

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

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

COURSE OUTCOMES

On completion of this course, students will be able to

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the overview of statistics and basic knowledge of statistical tools.	K1, K2, K3	PO1, PO3,PO8
CO 2	Differentiate Types of Data and its Classification	K1, K2, K3	PO1,PO2, PO3,PO8
CO 3	Explain the concept of Averages and its application	K1, K2 & K3	PO1, PO2,PO3
CO 4	Know the concept of Dispersion and its application	K1, K2, K3	PO1, PO2,PO3
CO 5	Calculate Correlation and estimate values using Regression	K2 & K4	PO3,PO7,PO8

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
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PSOs	3	3	3	3	3

Strong-3 M-Medium-2 L-Low-1

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	3	2	2	2	3	3	3	3
Weightage	15	14	14	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	2.8	2.8	2.8	2.8	3.00	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

COURSE DESIGNER

HEAD OF THE DEPARTMENT

DR.K.PRAVEENA

DR.M.REGINA MARY

FIRST YEAR –SEMESTER- I

I BA ECONOMICS

I SEMESTER

(For those who joined in 2023 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E1GE1	INDIAN ECONOMIC DEVELOPMENT	4	3

COURSE DESCRIPTION

Study of consumer behaviour, individual firm's production, cost and revenue

COURSE OBJECTIVE/S

6. To understand the concepts of Economic growth and development
7. To know the features and factors affecting economic development
8. To gain understanding about the calculation of national income
9. To examine the role of public finance in economic development
10. To understand the causes of inflation

UNIT I Economic Development and Growth

12 HRS

Meaning & Definition - Concepts of Economic Growth and Development. Differences between Growth and Development. Measurement of Economic Development: Per Capita Income, Basic Needs, Physical Quality of Life Index, Human Development Index and Gender Empowerment Measure- Factors affecting Economic Development

UNIT II Classification of Nations on the basis of development 12 HRS

Characteristics of Developing Countries and Developed Countries - Population and Economic Development- Theories of Demographic Transition. Human Resource Development and Economic Development

UNIT III National Income

12 HRS

Meaning, Importance, National Income -Concept, types of measurement, Comparison of National Income at Constant and Current Prices. Sectorial Contribution to National Income. National Income and Economic Welfare

UNIT IV Public Finance

12 HRS

Meaning, Importance, Role of Public Finance in Economic Development, Public Revenue-Sources, Direct and Indirect taxes, Impact and Incidence of Taxation, Public Expenditure-Classification and Cannons of Public Expenditure, Public Debt-Need, Sources and Importance, Budget-Importance, Types of Deficits -Revenue, Budgetary, Primary and Fiscal, Deficit Financing.

UNIT V Money Supply

12 HRS

Theories of Money and Its Supply, Types of Money-Broad, Narrow and High Power, Concepts of M1, M2 and M3. Inflation and Deflation -Types, Causes and Impact, - Price Index- CPI and WPI, Role of Fiscal Policy in Controlling Money supply

Textbooks

1. Dutt and Sundaram, Indian Economy, S.Chand, New Delhi
2. V.K. Puri, S.K. Mishra, Indian Economy, Himalaya Publishing house, Mumbai
3. Ramesh Singh, Indian Economy, McGraw Hill, Noida.
4. Nitin Singhania, Indian Economy, McGraw Hill, Noida.

5. Sanjeverma, The Indian Economy, unique publication, Shimla. statistics

Reference Books

1. GhatakSubrata : Introduction to Development Economics, Routledge Publications, New Delhi
2. SukumoyChakravathy : Development Planning- Indian Experience, OUP, New Delhi.
3. Ramesh Singh, Indian Economy, McGraw Hill, Noida
4. Mier, Gerald, M : Leading issues in Economic Development, OUP, New Delhi.
5. Todaro, MichealP : Economic Development in the third world, Orient Longman, Hyderabad

Web Resources

1. <http://www.jstor.org>
2. <http://www.indiastat.com>
3. <http://www.epw.in>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I : Economic Development and Growth				
1.1	Meaning & Definition	2	Lecture	Black Board
1.2	Concepts of Economic Growth and Development. Differences between Growth and Development	2	Lecture	Black Board
1.3	Measurement of Economic Development: Per Capita Income, Basic Needs	2	Lecture	Black Board
1.4	Physical Quality of Life Index, Human Development Index	2	Lecture	Black Board
1.5	Gender Empowerment Measure	2	Lecture	Black Board
1.6	Factors affecting Economic Development	2	Lecture	Black Board
UNIT IIClassification of Nations on the basis of Development				
2.1	Characteristics of Developing Countries and Developed Countries	3	Chalk and Talk	Black Board
2.2	Population and Economic Development	3	Chalk and Talk	Black Board
2.3	Theories of Demographic Transition	3	Chalk and	Black Board

			Talk	
2.4	Human Resource Development and Economic Development	3	Chalk and Talk	Black Board
UNIT III National Income				
3.1	Meaning, Importance, National Income	2	Lecture	Black Board
3.2	Concept, types of measurement, Comparison of National Income	2	Lecture	Black Board
3.3	Constant and Current Prices	2	Chalk & Talk	Black Board
3.4	Sectorial Contribution to National Income	3	Problem Solving	Black Board
3.5	National Income and Economic Welfare	3	Lecture	Black Board
UNIT IV Public Finance				
4.1	Meaning, Importance, Role of Public Finance in Economic Development	2	Lecture	Black Board
4..2	Public Revenue-Sources, Direct and Indirect taxes	2	Lecture	Black Board
4..3	Impact and Incidence of Taxation	1	Lecture	Black Board
4..4	Public Expenditure-Classification and Cannons of Public Expenditure	1	Lecture	Black Board
4..5	Public Debt-Need, Sources and Importance	2	Lecture	Black Board
4..6	Budget-Importance, Types of Deficits	2	Lecture	Black Board
4..7	Revenue, Budgetary, Primary and Fiscal, Deficit Financing.	2	Lecture	Black Board
UNIT V: Money Supply				
5.1	Theories of Money and Its Supply, -,	3	Lecture	Black Board
5.2	Broad, Narrow and High Power, Concepts of M1, M2 and M3. Inflation and Deflation	1	Lecture	Black Board
5.3	Types of Money -Types, Causes and Impact,	4	Lecture	Black Board
5.4	Price Index- CPI and WPI	1	Lecture	Black Board
5.5	Role of Fiscal Policy in Controlling Money supply	2	Lecture	Black Board

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks	OBT/PPT 5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
TOTAL	40

✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy are :

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

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

COURSE OUTCOMES

On completion of this course, students will be able to

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Elaborate the role of State and Market in Economic Development	K1, K2, K3	PO1, PO3,PO8
CO 2	Explain the Sectorial contribution to National Income	K1, K2, K3	PO1,PO2, PO3,PO8
CO 3	Illustrate and Compare National Income at constant and current prices.	K1, K2 & K3	PO1, PO2,PO3
CO 4	Describe the canons of public expenditure	K1, K2, K3	PO1, PO2,PO3
CO 5	Understand the theories of money and supply	K2 & K4	PO3,PO7,PO8

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
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PSOs	3	3	3	3	3

Strong-3 M-Medium-2 L-Low-1

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	3	2	2	2	3	3	3	3
Weightage	15	14	14	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	2.8	2.8	2.8	2.8	3.00	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

COURSE DESIGNER

MRS. A.GRACY RANI

HEAD OF THE DEPARTMENT

DR.M.REGINA MARY

FIRST YEAR –SEMESTER- I

I BA ECONOMICS

I SEMESTER

(For those who joined in 2023 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E1SEC1	DEMOGRAPHY	2	2

COURSE DESCRIPTION

The course covers basic measures of mortality, fertility and migration; life table construction; multiple decrement life tables;

COURSE OBJECTIVES

1. To understand the meaning and scope of demography
2. To discuss the basic concepts of demographic measurements.
3. To describes the concepts of urbanisation and migration
4. To evaluate the international aspects of population growth and tis environment
5. To analyse the trends in population policy in India

UNIT I INTRODUCTION

6 HRS

Meaning Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.

UNIT II BIRTH RATE, DEATH RATE AND FERTILITY

6 HRS

Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate

UNIT III MIGRATION AND URBANISATION

6 HRS

Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration.

UNIT IV POPULATION TRENDS

6 HRS

Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries.

UNIT V POPULATION POLICY IN INDIA

6 HRS

Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups –National Population Commission – Demographic Dividend – National Youth Policy.

TEXT BOOKS

1. Jhingan, M. L, B.K. Bhatt, J.N. Desai (2003) Demography, Vrinda Publications, New Delhi
2. Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.
3. Jennifer Hickey Lundquist, Douglas L. Anderson and David Yaukey, "Demography: The Study of Human Population", Waveland Press Inc, 2015
4. Dudley L. Poston, Jr. and Leon F. Bouvier, "Population and Society: An Introduction to Demography", Cambridge University Press, 2015
5. Richard.K Thomas, "Concepts, Methods and Practical Applications in Applied Demography", Springer, 2018

REFERENCE BOOKS

1. Agarwala S.N. (1985), India's Population Problem, Tata McGraw-Hill, Bombay.
2. Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
3. Bogue, D.J. (1969), Principles of Demography, John Wiley, New York
4. Sarah Harper (2018), Demography: A Very Short Introduction, Oxford Press 2018.
5. Peter R. Cox, Demography- 5th Edition, Cambridge University Press.

WEB RESOURCES

1. <https://data.worldbank.org/indicator/SP.POP.TOTL>
2. <https://www.iom.int/>
3. <https://censusindia.gov.in>
4. <https://www.nationalgeographic.org/encyclopedia/demography/>
5. <https://www.nature.com/scitable/knowledge/library/introduction-to-population-demographics-83032908/>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I Introduction and Collection of Data				
1.1	Meaning Scope of Demography –	3	Lecture	Black Board
1.2	Components of Population Growth –	2	Lecture	Black Board
1.3	Theories of Population: Malthusian Theory	2	Lecture	Black Board
1.4	Theories of Population: Malthusian Theory	3	Lecture	Black Board
1.5	Optimum Theory and Theory of	2	Lecture	Black Board

	Demographic Transition			
1.6	Opti Optimum Theory and Theory of Demographic Transition	2	Lecture	Black Board
UNIT II Classification and Presentation of Data				
2.1	Census Data	1	Chalk and Talk	Black Board
2.2	- Life Tables: Meaning and Uses —	2	Chalk and Talk	Black Board
2.3	Reproductive and Child Health in India	2	Chalk and Talk	Black Board
2.4	Temporal and Spatial Variation in Sex Ratios	1	Chalk and Talk	Black Board
2.5	Crude Birth and Death Rate	4	Chalk and Talk	Black Board
UNIT III Migration and Urbanisation				
3.1	Migration and Urbanisation –	1	Lecture	Black Board
3.2	Concept - Types of Migration	2	Lecture	Black Board
3.3	- Effects of Migration and Urbanisation on Population	2	Chalk & Talk	Black Board
3.4	- Effects of Migration and Urbanisation on Population	2	Problem Solving	Black Board
3.5	Recent Trends in Migration	2	Lecture	Black Board
UNIT IV Population Trends				
4.1	Population Trends Meaning	1	Lecture	Black Board
4..2	International Aspects of Population Growth and Distribution	2	Lecture	Black Board
4..3	Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries.	2	Lecture	Black Board
4..4	Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries.	3	Lecture	Black Board
UNIT V Population Policy in India				

5.1	Population Policy in India and its Evaluation –	3	Lecture	Black Board
5.2	Population and Strategies for Human Development of Different Social Groups	1	Lecture	Black Board
5.3	National Population Commission	4	Lecture	Black Board
5.4	Demographic Dividend	1	Lecture	Black Board
5.5	National Youth Policy	2	Lecture	Black Board

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks	OBT/PPT 5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
TOTAL	40

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

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

COURSE OUTCOMES

On completion of this course, students will be able to

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Describe the various theories of Population Growth	K1, K2, K3	PO1, PO7
CO 2	Understand Demographic Indicators	K1, K2, K3	PO2, PO3
CO 3	Assess the causes and impact of Migration on rural-urban population distribution	K1, K2 & K3	PO2,PO7
CO 4	Analyse the major demographic trends and their determinants	K1, K2, K3	PO1,PO2
CO 5	Evaluate Population Policy of India and analyse recent trends.	K2 & K4	PO1,PO2,PO3

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	3	3	2	3	2	3	3
Weightage	15	14	15	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1**Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	2
CO3	3	3	3	3	3
CO4	3	2	2	3	3
CO5	3	3	3	3	3
Weightage	15	14	14	13	13
Weighted percentage of Course Contribution to PSOs	3	2.8	2.8	2.6	2.6

Strong-3 M-Medium-2 L-Low-1**COURSE DESIGNER****MS.A.RAJESWARI****HEAD OF THE DEPARTMENT****DR.M.REGINA MARY**

FIRST YEAR-SEMESTER - I - SKILL ENHANCEMENT FOUNDATION

COURSE **I SEMESTER**

(For those who joined in 2023 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E1FC	BUSINESS COMMUNICATION	2	2

COURSE DESCRIPTION

Study of consumer behaviour, individual firm's production, cost and revenue

COURSE OBJECTIVE/S

1. To know the meaning objectives and role of communication and media
2. To understand the need and importance of communication in management
3. To apply the need and function of business letter
4. To study the business correspondents with insurance and other organisation

UNIT I Communication [6 HRS]

Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics for Successful Communication

UNIT II Communication in Management [6 HRS]

Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.

UNIT III Business Letters [6 HRS]

Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.

UNIT IV Correspondence [6HRS]

Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence

UNIT V Report Writing [6HRS]

Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.

Textbooks

1. Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.
2. Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.
3. Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business Mc Graw Hill Education.
4. Scott Mclean,"Business Communication for Success", Flat World Knowledge, 2010
5. [Virander K. Jain](#), "Business Communication", S. Chand Limited, 2008

Reference Books

1. Kumar, R. (2010). Basic Business Communication. Excel Books India.
2. Bovee, C. L. (2008). Business Communication today. Pearson Education India.
3. Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing.
4. Mary Ellen Guffy and Dana Loewy (2012) Essentials of Business Communication Cengage Learning
5. C.B.Gupta (2019) Essentials of Business Communication Cengage Learning India Pvt. Ltd

Web Resources

1. https://www.managementstudyguide.com/business_communication.htm
2. <https://studiousguy.com/business-communication/>
3. <https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills>
4. <https://www.mindtools.com/page8.html>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I Communication				
1.1	Communication: Meaning and Definition - Objectives --	1	Lecture	Black Board
1.2	Role of Communication – Process and Elements of Communication - Communication Networks -	2	Lecture	Black Board
1.3	Types and Media of Communication	2	Lecture	Black Board

1.4	Barriers to Communication - Characteristics for Successful Communication	1	Lecture	Black Board
UNIT II Communication in Management				
2.1	Management and Communication: Need and Importance of Communication in Management	2	Chalk and Talk	Black Board
2.2	Corporate Communication - Communication Training for Managers	2	Chalk and Talk	Black Board
2.3	Communication Structure in an Organization.	2	Chalk and Talk	Black Board
UNIT III Business Letter				
3.1	Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter	2	Lecture	Black Board
3.2	Language and Layout – Planning, Enquiries and Replies - Sales Letter	2	Lecture	Black Board
3.3	Orders, Tender and Notice - Complaints - Letter of Appointment.	2	Chalk & Talk	Black Board
UNIT IV Correspondence				
4.1	Correspondence: Bank Correspondence -	1	Lecture	Black Board
4..2	Insurance Correspondence – Agency Correspondence	1	Lecture	Black Board
4..3	- Import-Export Correspondence	2	Lecture	Black Board
UNIT V: Report Writing				
5.1	Report Writing: Meaning and Importance - Purpose - -	2	Lecture	Black Board
5.2	Types of Business Reports - Characteristics of a Good Report - Report Preparation	2	Lecture	Black Board
5.3	Report by Individual and Committees - Agenda and Minutes of Meeting.	2	Lecture	Black Board

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks	OBT/PPT 5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
TOTAL	40

✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy are :

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

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

COURSE OUTCOMES

On completion of this course, students will be able to

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the basics of communication and its Process, Elements, and its importance	K1, K2, K3	PO1,PO2
CO 2	Acquire communication skills.	K1, K2, K3	PO1,PO4
CO 3	Employ the art of report preparation and writing Business Letters	K1, K2 & K3	PO2,PO6
CO 4	Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern	K1, K2, K3	PO5,PO6, PO8
CO 5	Employ the art of report preparation	K2 & K4	PO4,PO6,PO7

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	3	3	2	3	2	3	3

Weightage	15	14	15	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1 Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	3
CO2	2	2	3	3	3
CO3	3	2	2	3	3
CO4	2	2	3	2	2
CO5	2	2	3	3	3
Weightage	11	11	13	14	14
Weighted percentage of Course Contribution to PSOs	2.2	2.2	2.6	2.8	2.8

Strong-3 M-Medium-2 L-Low-1

COURSE DESIGNER
DR.K.SELVALAKSHMI

HEAD OF THE DEPARTMENT
DR.M.REGINA MARY

SEM II

FIRST YEAR –SEMESTER- II

I BA ECONOMICS - II SEMESTER

(For those who joined in 2023 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E2CC3	MICRO ECONOMICS -II	5	5

COURSE DESCRIPTION

Study of market, firm's production, equilibrium and price

COURSE OBJECTIVE/S

1. To equip the students to gain knowledge on the market structures
2. To analyse the monopoly and price discrimination in the market
3. To probe the monopolistic and oligopoly competitions and its operation
4. To enrich the students about the Theories of Distribution
5. To understand the concepts of Welfare Economics

UNIT I Perfect Competition 15HRS Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis.

UNIT II Monopoly and Price Discrimination 15 HRS
Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– **Dead Weight Loss -Policies to Control Monopoly – Price Discrimination–** First Degree, Second Degree and Third-Degree Price Discrimination – Dumping.

UNIT III Monopolistic and Oligopoly Competition 15 HRS
Monopolistic Competition–Features– Product Differentiation–Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity -Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership –Game Theory – Minimax – Maximin – Nash Equilibrium.

UNIT IV Distribution Theory 15 HRS
Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.

UNIT V Welfare Economics and General Equilibrium 15 HRS
Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution.

Textbooks

1. Robert Pindyck and Daniel L.Rubinfeld,(2001) Micro Economics,Macmillan.

2. Hal R. Varian (2004), Intermediate Micro Economics East-West Press: New Delhi.
3. Walter Nicholson and Christopher Snyder, Micro Economic Theory - Basic Principles and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016.
4. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
5. Timothy Taylor, Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services.

Reference Books

1. Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2nd Edition.
2. Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
3. Case & Fair, Principles of Economics Myeconlab series 8th Edn.
4. Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition
5. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)

Web Resources

1. <https://open.umn.edu/opentextbooks/subjects/economics>
2. <https://global.oup.com>
3. <https://www.economicsnetwork.ac.uk>
4. <https://edge.sagepub.com/sextonmicro8e>
5. <https://www.aeaweb.org/resources/students>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I: Perfect Competition				
1.1	Features of Perfect Competition	3	Lecture	Black Board
1.2	Equilibrium of the firm and the industry in the Short Run	4	Lecture	Black Board
1.3	Long-Run Equilibrium in Perfect Competition	4	Lecture	Black Board
1.4	Time Element Analysis	4	Lecture	Black Board
UNIT II: Monopoly and Price Discrimination				
2.1	Definition of Monopoly	3	Chalk and Talk	Black Board
2.2	Demand and Marginal Revenue	3	Chalk and Talk	Black Board
2.3	Equilibrium under Monopoly	3	Chalk and	Black Board

			Talk	
2.4	Dead Weight Loss	2	Chalk and Talk	Black Board
2.5	Policies to Control Monopoly	2	Chalk and Talk	Black Board
2.6	Price Discrimination–First Degree, Second Degree and Third-Degree Price Discrimination	1	Chalk and Talk	Black Board
2.7	Dumping	1	Chalk and Talk	Black Board
UNIT III: Monopolistic and Oligopoly Competition				
3.1	Monopolistic Competition–Features	3	Lecture	Black Board
3.2	Product Differentiation–Market Equilibrium and Short Run and	2	Lecture	Black Board
3.3	Long Run- Barriers to Entry – Group and Industry Equilibrium	3	Chalk & Talk	Black Board
3.4	Excess Capacity -Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership	2	Problem Solving	Black Board
3.5	Game Theory – Minimax – Maximin	2	Lecture	Black Board
3.6	Nash Equilibrium	3	Lecture	Black Board
UNIT IV: Distribution Theory				
4.1	Functional Distribution	3	Lecture	Black Board
4.2	Personal Distribution	3	Lecture	Black Board
4.3	Marginal Productivity Theory of Distribution	3	Lecture	Black Board
4.4	Product Exhaustion Theorem	3	Lecture	Black Board
4.5	Concepts of VMP and MRP.	3	Lecture	Black Board
UNIT V: Welfare Economics and General Equilibrium				
5.1	Welfare Criteria – Adam Smith	3	Lecture	Black Board
5.2	Edgeworth – Pareto	2	Lecture	Black Board
5.3	Kaldor – Market Failure – Externalities	2	Lecture	Black Board
5.4	Walrasian General Equilibrium	3	Lecture	Black Board
5.5	Static Properties for Consumption, Production, and Distribution	3	Lecture	Black Board

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks	OBT/PPT 5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
TOTAL	40

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

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

COURSE OUTCOMES

On completion of this course, students will be able to

S: NO	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the equilibrium conditions in Perfect Competition.	K1, K2, K3	PO1, PO3,PO8
CO 2	Analyze the equilibrium conditions under Monopoly Market Structure.	K1, K2, K3	PO1,PO2, PO3,PO8
CO 3	Describe the Market Equilibrium under Monopolistic and Oligopoly Market.	K1, K2 & K3	PO1, PO2,PO3
CO 4	Know the importance of theories of Distribution	K1, K2, K3	PO1, PO2,PO3
CO 5	Evaluate the aspects of Welfare Economics and General Equilibrium	K2 & K4	PO3,PO7,PO8

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	2	2	2
CO3	3	3	3	3	3
CO4	3	3	3	2	2
CO5	3	3	3	2	2
Weightage	15	15	14	11	11
Weighted percentage of Course Contribution to PSOs	3	3	2.8	2.2	2.2

Strong-3 M-Medium-2 L-Low-1

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	3	3	3	3	3	3	3	3
C02	3	3	3	3	3	3	3	3
C03	3	3	3	3	3	3	3	3
C04	3	3	3	3	2	3	2	3
C05	2	2	2	2	2	3	2	3
Weightage	14	14	14	14	13	15	13	15
Weighted percentage of course contribution to POS	2.8	2.8	2.8	2.8	2.6	3.00	2.6	3.00

S-Strong-3 M-Medium-2 L-Low-1**COURSE DESIGNER****(Dr. R. SUJI KARTHIKA)****HEAD OF THE DEPARTMENT****Dr.M. REGINA MARY**

FIRST YEAR - SEMESTER II
I BA ECONOMICS

I SEMESTER

(For those who joined in 2023 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E2CC4	STATISTICS FOR ECONOMICS -II	5	5

COURSE DESCRIPTION

Study of index numbers and test of Hypotheses in Research

COURSE OBJECTIVE/S

1. To understand the various methods of index numbers and its applications
2. To analyse the components and measurement of time series data
3. To know the theories of probability and its applications
4. To probe the research design and sampling methods
5. To acquire knowledge on the application of test of Hypotheses in Research

UNIT I INDEX NUMBERS 15 HRS

Index Numbers – Methods – Unweighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed based Index Numbers – Test of Adequacy of Index Numbers – Wholesale Price Index – Consumer Price Index – Cost of Living Index.

UNIT II TIME SERIES ANALYSIS 15 HRS

Definition– Components and Measurement– Graphic Method - Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis.

UNIT III THEORY OF PROBABILITY 15 HRS

Key Concepts of Probability – Importance – Theorems of Probability: Addition, Multiplication and Bayes' Theorem - Discrete and Continuous Random Variables – Theoretical Distributions – Binomial, Poisson and Normal – Properties- Uses and Applications.

UNIT IV SAMPLING 15 HRS

Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non –Random Sampling - Size of Sample – Merits and Limitations of Sampling – Sampling and Non- Sampling Errors.

UNIT V TESTING OF HYPOTHESIS 15 HRS

Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis – Test: Null and Alternative Hypothesis – Type – I and Type – II Errors– ‘t’ Test – Paired ‘t’-test – Chi –Square test, ‘F’ test –Analysis of Variance - One way and Two-way ANOVA.

TEXTBOOKS

1. S.P Gupta, (2017) “Statistical Methods”, Sultan Chand & Sons.
2. Anderson, Sweeney and Williams(2012), “Statistics for Business and Economics Cengage,2012.
3. Pillai R.S.N. &BagavathiV (2012) “Statistics :Theory and Practice” S.Chand&CompanyLtd. New Delhi.
4. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad,
5. Probability and Statistics, S.Chand and Co, 2020.
6. Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.

REFERENCE BOOKS

1. Anderson, David Ray, “Statistics for Business and Economics”, South-Western Pub,2001.
2. Sancheti and Kapoor, Statistics, (2015) Sultan & Sons New Delhi.
3. Gupta S.C. Statistical Methods (2015) Sultan & sons New Delhi.
4. Monga G.S. “Mathematics and Statistics for Economics” (2001), Vikas Publishing House Pvt.Ltd New Delhi.
5. Dominick Salvatore and Derrick Reagle,theory and problems of
6. statistics andeconometrics, Mc Graw Hill, (2002)

WEB RESOURCES

1. <https://stattrek.com/statistics/resources>
2. <https://www.cuemath.com/data/f-test/>
3. <https://www.statistics.com/>
4. <https://thisisstatistics.org/students/>
5. <https://oli.cmu.edu/courses/probability-statistics-open-free/>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids

UNIT I INDEX NUMBERS				
1.1	Index Numbers – Methods – Unweighted and Weighted Index Numbers	3	Lecture	Black Board
1.2	Aggregate and Relative Index Numbers	2	Lecture	Black Board
1.3	Chain and Fixed based Index Numbers	2	Lecture	Black Board
1.4	Test of Adequacy of Index Numbers	3	Lecture	Black Board
1.5	Wholesale Price Index	2	Lecture	Black Board
1.6	Consumer Price Index	2	Lecture	Black Board
1.7	Cost of Living Index.	1	Lecture	Black Board
UNIT II TIME SERIES ANALYSIS				
2.1	Definition– Components and Measurement	1	Chalk and Talk	Black Board
2.2	Graphic Method	2	Chalk and Talk	Black Board
2.3	Methods of Semi Average	2	Chalk and Talk	Black Board
2.4	Moving Averages	3	Chalk and Talk	Black Board
2.5	Method of Least Squares	4	Chalk and Talk	Black Board
2.6	Uses of Time Series Analysis.	3	Chalk and Talk	Black Board
UNIT III THEORY OF PROBABILITY				
3.1	Key Concepts of Probability – Importance	3	Lecture	Black Board
3.2	Theorems of Probability: Addition, Multiplication and Bayes' Theorem	2	Lecture	Black Board
3.3	Discrete and Continuous Random Variables	2	Chalk & Talk	Black Board
3.4	Theoretical Distributions	3	Problem Solving	Black Board
3.5	Binomial, Poisson and Normal	3	Lecture	Black Board
3.6	Properties- Uses and Applications	2	Lecture	Black Board
UNIT IV SAMPLING				
4.1	Sampling – Census and Sample Method	1	Lecture	Black Board

4..2	Theoretical Basis of Sampling – Methods of sampling	1	Lecture	Black Board
4..3	Random and Non –Random Sampling	2	Lecture	Black Board
4..4	Size of Sample	2	Lecture	Black Board
4..5	Merits and Limitations of Sampling	3	Lecture	Black Board
4..6	Sampling Errors.	2	Lecture	Black Board
4..7	Non- Sampling Errors.	4	Lecture	Black Board
UNIT V: TESTING OF HYPOTHESIS				
5.1	Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis –	3	Lecture	Black Board
5.2	Test: Null and Alternative Hypothesis	3	Lecture	Black Board
5.3	Type – I and Type – II Errors– ‘t’ Test	4	Lecture	Black Board
5.4	Paired ‘t’-test – Chi –Square test, ‘F’ test	3	Lecture	Black Board
5.5	Analysis of Variance - One way and Two-way ANOVA	2	Lecture	Black Board

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholas tic Marks	Non Schola stic Marks C6	CIA Total	% of Asses sment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assi gnm ent 5 Mks	OBT/ PPT 5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %

K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
TOTAL	40

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

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

COURSE OUTCOMES

On completion of this course, students will be able to

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Gain Knowledge on the Index Numbers	K1, K2, K3	PO1, PO2, PO3

CO 2	Analyze the importance of Time Series Data and its measurement	K1, K2, K3	PO1,PO2,PO3
CO 3	Understand the concept of Probability	K1, K2 & K3	PO2
CO 4	Identify the various Sampling Methods	K1, K2, K3	PO1, PO2
CO 5	Acquire Knowledge on Hypothesis Testing	K2 & K4	PO2,PO3,PO7,PO8

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
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PSOs	3	3	3	3	3

Strong-3 M-Medium-2 L-Low-1

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	3	2	2	2	3	3	3	3
Weightage	15	14	14	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	2.8	2.8	2.8	2.8	3.00	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

COURSE DESIGNER

DR.K.PRAVEENA

HEAD OF THE DEPARTMENT

DR.M.REGINA MARY

FIRST YEAR – SEMESTER – II

I BA ECONOMICS - I SEMESTER

(For those who joined in 2023 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E2GE2	BUSINESS ENVIRONMENT	4	3

COURSE DESCRIPTION

Study of environment and businessEnvironment.

COURSE OBJECTIVE/S

1. To understand the nexus between environment and business.
2. To know the Political Environment in which the businesses operate.
3. To gain an insight into Social and Cultural Environment.
4. To familiarize the concepts of an Economic Environment.
5. To learn the trends in Global Environment / Technological Environment

UNIT I AN INTRODUCTION

12 HRS

The Concept of Business Environment - Its Nature and Significance –Elements of Environment- Brief Overview of Political – Cultural – Legal – Economic and Social Environments and their Impact on Business and Strategic Decisions.

UNIT II POLITICAL ENVIRONMENT

12 HRS

Political Environment – Government and Business Relationship in India – Provisions of Indian Constitution Pertaining to Business.

UNIT III SOCIAL AND CULTURAL ENVIRONMENT

12 HRS

Social and Cultural Environment – Impact of Foreign Culture on Business – Cultural Heritage - Social Groups - Linguistic and Religious Groups – Types of Social Organization – Relationship between Society and Business - Social Responsibilities of Business.

UNIT IV ECONOMIC ENVIRONMENT

12 HRS

Economic Environment – Significance and Elements of Economic Environment - Economic Systems and their Impact of Business – Macro Economic Parameters like

GDP - Growth Rate of Population – Urbanization - Fiscal Deficit – Plan Investment – Per Capita Income and their Impact on Business Decisions.

UNIT V TECHNOLOGICAL ENVIRONMENT

12 HRS

Technological Environment – Concept - Meaning - Features of Technology-Sources of Technology Dynamics - Transfer of Technology- Impact of Technology on Business - Status of Technology in India- Determinants of Technological Environment.

TEXTBOOKS

1. C. B. Gupta, Business Environment, Sultan Chand & Sons, New Delhi
2. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai
3. Dr. V.C. Sinha, Business Environment, SBPD Publishing House, UP.
4. Aswathappa.K, Essentials Of Business Environment, Himalaya Publishing House, Mumbai
5. Rosy Joshi, Sangam Kapoor & Priya Mahajan, Business Environment, Kalyani Publications, New Delhi

REFERENCE BOOKS

1. Veenakeshavpailwar, Business Environment, PHI Learning Pvt Ltd, New Delhi
2. Shaikhsaleem, Business Environment, Pearson, New Delhi
3. S. Sankaran, Business Environment, Margham Publications, Chennai
4. Namitha Gopal, Business Environment, Vijay Nicole Imprints Ltd., Chennai
5. Ian Worthington, Chris Britton, Ed Thompson, The Business Environment,
6. F T Prentice Hall, New Jersey

NOTE: Latest Edition of Textbooks May be Used

WEB RESOURCES

1. www.mbaofficial.com
2. www.yourarticlelibrary.com
3. www.businesscasestudies.co.uk

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
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UNIT I AN INTRODUCTION				
1.1	The Concept of Business Environment	3	Lecture	Black Board
1.2	Its Nature and Significance	2	Lecture	Black Board
1.3	Elements of Environment	2	Lecture	Black Board
1.4	Brief Overview of Political – Cultural	2	Lecture	Black Board
1.5	Legal – Economic and Social Environments	2	Lecture	Black Board
1.6	their Impact on Business and Strategic Decisions	1	Lecture	Black Board
UNIT II POLITICAL ENVIRONMENT				
2.1	Political Environment	4	Chalk and Talk	Black Board
2.2	Government and Business Relationship in India	4	Chalk and Talk	Black Board
2.3	Provisions of Indian Constitution Pertaining to Business.	4	Chalk and Talk	Black Board
UNIT III SOCIAL AND CULTURAL ENVIRONMENT				
3.1	Social and Cultural Environment	1	Lecture	Black Board
3.2	Impact of Foreign Culture on Business	2	Lecture	Black Board
3.3	Cultural Heritage - Social Groups - Linguistic and Religious Groups	2	Chalk & Talk	Black Board
3.4	Types of Social Organization	2	Problem Solving	Black Board
3.5	Relationship between Society and Business	3	Lecture	Black Board
3.6	Social Responsibilities of Business	2	Lecture	Black Board
UNIT IV ECONOMIC ENVIRONMENT				
4.1	Economic Environment	1	Lecture	Black Board
4..2	Significance and Elements of Economic Environment	1	Lecture	Black Board
4..3	Economic Systems and their Impact of Business	2	Lecture	Black Board

4..4	Macro Economic Parameters like GDP	2	Lecture	Black Board
4..5	Growth Rate of Population Urbanization -	2	Lecture	Black Board
4..6	Fiscal Deficit – Plan Investment –	2	Lecture	Black Board
4..7	Per Capita Income and their Impact on Business Decisions	2	Lecture	Black Board
UNIT V: TECHNOLOGICAL ENVIRONMENT				
5.1	Technological Environment – Concept	3	Lecture	Black Board
5.2	Meaning - Features of Technology	2	Lecture	Black Board
5.3	Sources of Technology Dynamics - Transfer of Technology	3	Lecture	Black Board
5.4	Impact of Technology on Business - Status of Technology in India	2	Lecture	Black Board
5.5	Determinants of Technological Environment	2	Lecture	Black Board

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1	T2	Quiz	Assignment	OBT/PPT				
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %

K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
TOTAL	40

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

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

COURSE OUTCOMES

On completion of this course, students will be able to

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S	PSOs ADDRESSED
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		TAXONOMY)	
CO 1	Remember the nexus between environment and business.	K1, K2, K3	PO1, PO3,PO8
CO 2	Apply the knowledge of Political Environment in which the businesses operate.	K1, K2, K3	PO1,PO2, PO3,PO8
CO 3	Analyze the various aspects of Social and Cultural Environment.	K1, K2 & K3	PO1, PO2,PO3
CO 4	Evaluate the parameters in Economic Environment.	K1, K2, K3	PO1, PO2,PO3
CO 5	Create a conducive Technological Environment for business to operate globally.	K2 & K4	PO3,PO7,PO8

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
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PSOs	3	3	3	3	3

Strong-3 M-Medium-2 L-Low-1

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	3	2	2	2	3	3	3	3
Weightage	15	14	14	14	14	15	14	15
Weighted percentage	3.00	2.8	2.8	2.8	2.8	3.00	2.8	3.00

of course contribution to POS								
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S-Strong-3 M-Medium-2 L-Low-1

COURSE DESIGNER

MRS.A.GRACY RANI

HEAD OF THE DEPARTMENT

DR.M.REGINA MARY

FIRST YEAR - SEMESTER II

(For those who joined in 2023 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E2SE2	ECONOMICS FOR INVESTORS	2	2

COURSE DESCRIPTION

Study of investment markers and its features

COURSE OBJECTIVE/S

1. To understand concepts of saving and investments
2. To probe the various investment avenue and its practice applications
3. To enables various investment markers and its features
4. To Know the economic fundamentals and the Business Environment
5. To understand various investment methods and its strategies

UNIT I INTRODUCTION

6HRS

Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role

UNIT II INVESTMENT AVENUES

6 HRS

Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment - Insurance -Mutual Funds -Traded Funds.

UNIT III INVESTMENT MARKETS**6 HRS**

Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options

UNIT IV ECONOMIC FUNDAMENTALS FOR INVESTORS 6 HRS

Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic. Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries

UNIT V INVESTMENT METHODS AND STRATEGIES. 6 HRS

Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management.

TEXTBOOKS

- 1 Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA
- 2 Esme Faerber (2013), All about Stocks ,TataM Graw Hill, New Delhi
- 3 Christopher D. Piro, Jerald E. Pinto(2013), “Economics for Investment Decision Makers:Micro, Macro, and International Economics, Workbook”, Wiley, 2013
- 4 John Calverley, “The Investor's Guide to Economic Fundamentals”, Wiley, 2003
- 5 Howards Marks, Mastering The Market Cycle:Getting the Odds on Your Side”, John Murray Press, 2018

REFERENCE BOOKS

1. Robert T. Kyosaki,(2014) Guide To Investing Business Plus ISBN: 9780446589161
2. BenjamineGraham(1949), The Intelligent Investor, Harper&Brothers
3. Mary Buffett and David Clark(2002), The New Buffettology (Simon and Schuster)
4. John C Bogle(2017) The Little Book of Common Sense Investing:The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications
5. William J. O’ Neil (2009) How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition McGraw Hill Education

WEB RESOURCES

1. <https://www.capitalmarket.com/>

2. <https://www.icmagroup.org/>
3. <https://www.nseindia.com>
4. <https://www.stockbrokers.com/guides/beginner-investors>
5. <https://www.nasdaq.com/articles/10-best-stock-trading-websites-for-beginners>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I INTRODUCTION				
1.1	Saving and Investments Meaning	1	Lecture	Black Board
1.2	Types - Importance	1	Lecture	Black Board
1.3	Role of Savings and Investment on the development of Individuals	2	Lecture	Black Board
1.4	Distributional Role of Investment	1	Lecture	Black Board
1.5	Income and Wealth – Equitable Distributional Role	1	Lecture	Black Board
UNIT II INVESTMENT AVENUES				
2.1	Traditional Investment –	2	Chalk and Talk	Black Board
2.2	Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment –	2	Chalk and Talk	Black Board
2.3	Direct Investment – Portfolio Investment -	1	Chalk and Talk	Black Board
2.4	Insurance -Mutual Funds - Traded Funds	1	Chalk and Talk	Black Board
UNIT III INVESTMENT MARKETS				
3.1	Capital Market – Share Market – Primary and Secondary	1	Lecture	Black Board
3.2	Bond Markets- Money Market – Metal Market -	1	Lecture	Black Board

3.3	Commodities Markets – Foreign Exchange Market -	2	Chalk & Talk	Black Board
3.4	Hedging - Futures and Options	2	Problem Solving	Black Board
UNIT IVECONOMIC FUNDAMENTALS FOR INVESTORS				
4.1	Domestic Economic Environment: Economic Growth and Development –	1	Lecture	Black Board
4..2	National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle	1	Lecture	Black Board
4..3	– Infrastructure – Physical and Economic. Political and Social Environment- International Economic Environment:	1	Lecture	Black Board
4..4	International Economic Growth and Development, Trade, Foreign Exchange -	2	Lecture	Black Board
4..5	Global Recession- Oil Market – War Between Countries	1	Lecture	Black Board
UNIT V: INVESTMENT METHODS AND STRATEGIES				
5.1	Cash Flow – Capital Gain – Risk Rewarding –	2	Lecture	Black Board
5.2	Asset Accumulation - Risk Distribution –	2	Lecture	Black Board
5.3	Asset Management.	2	Lecture	Black Board

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks	OBT/PPT 5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
TOTAL	40

✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy are :

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

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

COURSE OUTCOMES

On completion of this course, students will be able to

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Describe the types and importance of savings and investments.	K1, K2, K3	PO1
CO 2	Explain the available for investment avenues	K1, K2, K3	PO2
CO 3	Understand the operations of different types of investment markets.	K1, K2 & K3	PO1,PO2
CO 4	Evaluate the economic fundamentals and information.	K1, K2, K3	PO1,PO3
CO 5	Construct objective enabling investment plans, strategy, evaluate and restructure if required.	K2 & K4	PO2,PO3,PO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	2	2
CO3	2	2	3	3	3
CO4	3	3	2	2	2
CO5	2	2	3	3	3
Weightage	13	13	14	13	12
Weighted percentage of Course Contribution to PSOs	2.6	2.6	2.8	2.6	2.4

Strong-3 M-Medium-2 L-Low-1

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3
CO5	2	2	3	3	3	2	3	3
Weightage	14	14	15	15	14	14	15	15
Weighted percentage of course contribution to POS	2.8	2.8	3.0	3.0	2.8	2.8	3.0	3.00

S-Strong-3 M-Medium-2 L-Low-1

COURSE DESIGNER

HEAD OF THE DEPARTMENT

DR.A.RAJESWARI

DR.M.REGINA MARY

FIRST YEAR –SEMESTER- I

I BA ECONOMICS

I SEMESTER

(For those who joined in 2023 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E2SE3	COMPUTER APPLICATION IN ECONOMICS	2	2

COURSE DESCRIPTION

Study of data processing techniques using various MS office operations

COURSE OBJECTIVE/S

1. To know the basic concepts of Computer Applications
2. To apply the MS office and its basic operations
3. To describes the data processing techniques using various MS office operations

4. To gain knowledge on application of MS Excel
5. To know mathematical and statistical functions for Economic Analysis

UNIT I INTRODUCTION TO COMPUTERS 6 HRS

Computer and Peripherals: Meaning, Types, Features and Limitations– Basic Components – Input and Output Devices – Primary Memory and Secondary Storage – Computer Software– Types – Malicious Software –Operating Systems: Functions and Types.

UNIT II MS OFFICE 6 HRS

Windows Explorer - MS Word: Basic Operations in Word – Editing– Formatting – Text Creation of Tables and Volumes - MS Power Point Presentation- Creating, Opening and Saving Slideshow and Animations - MS Excel: Work Sheet and Work Book- Opening and Formatting.

UNIT III DATA PROCESSING 6 HRS

Data Processing Techniques using MS Excel: Concept of Data – Record and File – Types of Data – Data Entry – File Handling and Operations–Opening, Appending and Cascading – Closing and Attribute Controls – Data Storage and Retrieval.

UNIT IV INTRODUCTION TO MS EXCEL 6 HRS

Calculation Operators: Arithmetic Operators – Comparison Operators – Logical Operations- Excel Tool Bars- Formatting of Text, Tables and Graphs.

UNIT V APPLICATION OF MS EXCEL IN STATISTICS AND ECONOMICS 6 HRS

Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance- Index Numbers and Growth Rates - Demand Function - Supply Function, Production Function and Consumption Function - Demand for and Supply of Money- Correlation – Regression.

TEXTBOOKS

1. Hem Chand Jain and H.N.Tiwari (2019) Computer Applications In Business ,5thEdition Taxmann Publication.
2. Dhanasekaran.K(2010) Computer Applications In Economics Vrinda Publications.
3. Asthana and Braj Bhushan (2007):Statistics for Social Sciences (with SPSS Applications).
4. Dan Kookin, “Word for Dummies”, Wiley, 2021
5. Joseph Muller, “Statistical Analysis with Excel For Dummies”, Wiley, 2008

REFERENCE BOOKS

1. Oscar Afonso , Paulo B. Vasconcelos, Computational Economics: A Concise Introduction, Routledge; 1stEdition
2. Alexis Leon and Mathews Leon; (2001), Introduction to Computers with Ms-Office 2000.McGraw Hill Education
3. Greg Harvey, PhD, (2007) Microsoft Office Excel 2007 For Dummies, Wiley Publishing.
4. Kerns (1992) Essentials of Microsoft Windows, Word and Excel, Prentice Hall

5. Kavindra Kumar Singh (2014) Computer Applications in Management DreamTech

WEB RESOURCES

1. <https://www.excel-easy.com/basics.html>
2. <https://excelchamps.com/excel-basics/>
3. <https://edu.gcfglobal.org/en/topics/excel/>
4. <https://trumpexcel.com/learn-excel/>
5. <https://www.simplilearn.com/learn-ms-excel-free-training-course-skillup>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I INTRODUCTION TO COMPUTERS				
1.1	Computer and Peripherals: Meaning, Types, Features and Limitations–	1	Lecture	Black Board
1.2	Basic Components – Input and Output Devices –	1	Lecture	Black Board
1.3	Primary Memory and Secondary Storage – Computer Software– Types –	2	Lecture	Black Board
1.4	Malicious Software –Operating Systems: Functions and Types.	2	Lecture	Black Board
UNIT II MS OFFICE				
2.1	Windows Explorer - MS Word: Basic Operations in Word – Editing– Formatting –	1	Chalk and Talk	Black Board
2.2	Text Creation of Tables and Volumes -	2	Chalk and Talk	Black Board
2.3	MS Power Point Presentation- Creating, Opening and Saving Slideshow and Animations -	2	Chalk and Talk	Black Board
2.4	MS Excel: Work Sheet and Work Book- Opening and Formatting	1	Chalk and Talk	Black Board
UNIT III DATA PROCESSING				

3.1	Data Processing Techniques using MS Excel: Concept of Data – Record and File	1	Lecture	Black Board
3.2	Types of Data – Data Entry – File Handling and Operations	2	Lecture	Black Board
3.3	Opening, Appending and Cascading	1	Chalk & Talk	Black Board
3.4	Closing and Attribute Controls – Data Storage and Retrieval	2	Problem Solving	Black Board
UNIT IV INTRODUCTION TO MS EXCEL				
4.1	Calculation Operators: Arithmetic Operators	1	Lecture	Black Board
4..2	Comparison Operators – Logical Operations	1	Lecture	Black Board
4..3	Excel Tool Bars	2	Lecture	Black Board
4..4	Formatting of Text, Tables and Graphs.	2	Lecture	Black Board
UNIT V: APPLICATION OF MS EXCEL IN STATISTICS AND ECONOMICS				
5.1	Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance	1	Lecture	Black Board
5.2	Index Numbers and Growth Rates - Demand Function -	1	Lecture	Black Board
5.3	Supply Function, Production Function and Consumption Function -	2	Lecture	Black Board
5.4	Demand for and Supply of Money- Correlation – Regression.	2	Lecture	Black Board

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholas tic Marks	Non Schola stic Marks C6	CIA Total	% of Asses sment
	T1	T2	Quiz	Assi gnm ent	OBT/ PPT				

	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholas tic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
TOTAL	40

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

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

COURSE OUTCOMES

On completion of this course, students will be able to

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING	PSOs ADDRESSED
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		TO REVISED BLOOM'S TAXONOMY)	
CO 1	Understand basic components of Computer and its functions.	K1, K2, K3	PO1, PO3,PO8
CO 2	Gain Knowledge of MS Office.	K1, K2, K3	PO3,PO8
CO 3	Outline data processing techniques of MS Excel.	K1, K2 & K3	PO2,PO3,PO8
CO 4	Understand basic Operation in MS Excel.	K1, K2, K3	PO1,PO2,PO8
CO 5	Apply MS Excel in Statistics and Economics.	K2 & K4	PO2,PO3,PO8

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	3	3
CO2	2	2	2	3	3
CO3	2	2	2	3	3
CO4	2	2	2	3	3
CO5	3	3	3	3	3
Weightage	11	11	11	15	15
Weighted percentage of Course Contribution to PSOs	2.2	2.2	2.2	3	3

Strong-3 M-Medium-2 L-Low-1

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3
CO5	3	2	2	3	3	3	3	3
Weightage	15	14	14	15	14	15	15	15
Weighted percentage of course contribution to POS	3.0	2.8	2.8	3.0	2.8	3.0	3.0	3.00

S-Strong-3 M-Medium-2 L-Low-1

COURSE DESIGNER

DR.K.PRAVEENA

HEAD OF THE DEPARTMENT

DR.M.REGINA MARY

III BA ECONOMICS

V-SEMESTER

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E5SB4	Agriculture and Allied Business	2	2

COURSE DESCRIPTION

To study prepare a students for employment in a variety of fields.

COURSE OBJECTIVES

1. To equip and motivate the students to become entrepreneurs.

UNIT-1: INTRODUCTION

(5 HRS)

Agriculture and its types- State intervention in agriculture-reasons for intervention- State intervention in production, marketing and stabilisation of prices-subsidies to agriculture- **Restriction of imports.(self study)**

UNIT -II AGRICULTURAL PRODUCTION AND PRODUCTIVITY (5 HRS)

Production Function analysis- Relevance to Farm Production Economics- Technology and digital agriculture – Role of Technology in Agriculture – **Structural changes in Agriculture. (self study)**

UNIT- III SERICULTURE AND VERMICULTURE (5 HRS)

Sericulture and its potential in India – **Vermi culture(self study)**for rural areas - meaning and importance.

UNIT IV FLORICULTURE

(5 HRS)

Need and importance of Floriculture- flower in perfume industry and blooming industry- **Floriculture in India.(self study)**

UNIT V HORTICULTURE AND MUSHROOM CULTIVATION (5 HRS)

Horticulture and Mushroom cultivation: Introduction - division of horticulture- History of mushroom cultivation- contribution to agriculture and subsidiary industry- development of co-operatives, **rural upliftment and women development (self study)**

UNIT VI DYNAMISM

Case study on Horticulture and Mushroom cultivation in India

COURSE CONTENTS & LECTURE SCHEDULE

Modul	Topic	No. of	Teaching	Teaching
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e No.		Lectures	Pedagogy	Aids
Unit -1		Introduction		
1.1	agriculture and its types	1	Discussion	Black Board
1.2	State intervention in agriculture- reasons for intervention	1		LCD
1.3	State intervention in production, marketing and stabilisation of prices	1	E-Content and discussion	LCD
1.4	subsidies to agriculture- Restriction of imports.	2	Lecture	PPT & White board
Unit -2		AGRICULTURAL PRODUCTION AND PRODUCTIVITY		
2.1	Production Function analysis	1	Group Discussion	PPT & White board
2.2	Relevance to Farm Production Economics	1	E-Content and discusion	Google classroom
2.3	Technology	1	Lecture	LCD
2.4	digital agriculture	1	Lecture	PPT & White board
2.5	Role of Technology in Agriculture	1	Lecture	Black Board
2.6	Structural changes in Agriculture		Lecture	PPT & White board
Unit -III		SERICULTURE AND VERMICULTURE		
3.1	Sericulture and its potential in India	3	E-Content and discussion	PPT & White board

3:1	Vermi culture for rural areas - meaning and importance	2	Lecture	LCD
Unit -IV FLORICULTURE				
4.1	Need and importance of Floriculture	2	Video Lecture	Moodle classroom
4.2	flower in perfume industry and blooming industry	2	Lecture	
4.3	Floriculture in India	1	Lecture	LCD
Unit V: HORTICULTURE AND MUSHROOM CULTIVATION:				
5.1	Horticulture and Mushroom cultivation	3	Lecture	Black Board
5.1:1	Introduction	2	Lecture	LCD
5.3	Division of horticulture	3	Group Discussion	PPT & White board
5.4	History of mushroom cultivation	2	E-Content and discussion	Smart Board
5.5	contribution to agriculture and subsidiary industry- development of co-operatives	2	Lecture	Moodle classroom
5.6	rural upliftment and women development	3	Video Lecture	Moodle classroom

TEXT BOOKS

1. Agrawal A.N., "Indian Economy", Wiley Eastern Ltd., New Delhi, 2000.

REFERENCES

1. Ishwar. C. Dhingra, " The Indian Economy", Chand and Company Ltd., New Delhi, 2017
2. Misra & Puri, "Indian Economy", Himalaya Publishing House, New Delhi, 2013.

Levels	C1	C2	C3	C4	Total Scholas tic	Non Scholas tic	CIA Total	Percenta ge
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					Marks	Marks C5		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	
C1	C2	C3	C4	C5	C6	CIA
10	10	5	5	5	5	40
						ESE
						60

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	To study the state intervention and its types	K1	PSO1& PSO2
CO 2	To analyse the agricultural production and productivity	K1, K2,	PSO3
CO 3	To enable the students to study sericulture and sericulture	K1 & K3	PSO5
CO 4	To study the floriculture in India	K1, K2, K3	PSO4
CO 5	To assess Horticulture, Apiculture and	K2 & K4	PSO3

	Mushroom cultivation		
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Mapping COs Consistency with PSOs

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

Mapping COs Consistency with POs

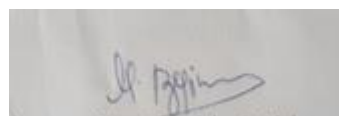
CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	3	3	2	2	2
CO4	3	3	3	2	3	3	3
CO5	3	3	3	3	3	1	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
 ♦ Weakly Correlated - **1**

COURSE DESIGNER

MS.A.RAJESWARI

FORWARDED BY



III BA ECONOMICS

VI SEMESTER

(For those who joined in 2019 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
UAEC	23E6SB6	EVENT MANAGEMENT	2	2

COURSE DESCRIPTION

This course is designed to provide the students with a basic introduction to meaning and classification event management and its operations in India

COURSE OBJECTIVE/S

1. To equip students on the various facets of Event Management.
2. To provide students event management as a career option
3. To understand the committees in managing events and its safety
4. To learn about celebrity management
5. To know the event management in India and its operations

UNIT I Introduction

[6HRS]

Event Management – Definition –objectives –Classification and Types of Events- **Career Options (SELF STUDY)**

UNIT II - Event Management Strategy

[6HRS]

Process -Target Audience –Creativity - Purpose – Costs -Event Budget- Network with Suppliers- **Creation of Social Media Accounts(SELF STUDY)**

UNITIII - Committees in Managing Events

[6HRS]

Organising Committee- Event Scheduling -Venue Selection- Recruitment of Event Staff-Event Safety-**Emergency Planning and Checklist.(SELF STUDY)**

UNITIV - Celebrity Management

[6HRS]

Issues and Challenges -Cost Management and Budget – Confidentiality- **Crowd Management(SELF STUDY)**

UNITVEvent Management Industry

[6HRS]

Event Management Industry in India- **Leading Event Management Companies(SELF STUDY)**

UNIT VI - DYNAMISM/CURRENTAFFAIR

Blue print of the events to be conducted, Preparing an event budget for a party, Marriages and other social events.

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT –I INTRODUCTION				

1.1	Event Management	3	Chalk & Talk	Black Board
1.1:1	Definition –objectives	1	Chalk & Talk	LCD
1.1.3	Classification and Types of Events- Career Options	2	Chalk & Talk	LCD
UNIT II :Event Management Strategy				
2.1.1	Process -Target Audience –Creativity	3	Lecture	Smart Board
2.1.2	Purpose – Costs -Event Budget-Network with Suppliers	2	Lecture	Black Board
2.1.3	Creation of Social Media Accounts	1	Chalk & Talk	Black Board
UNIT III : Committees in Managing Events				
3.1.1	Organising Committee-Event Scheduling	2	Lecture	LCD
3.1.2	Venue Selection- Recruitment of Event Staff-Event Safety	2	Chalk & Talk	Black Board
3.1.3	Emergency Planning and Checklist	2	Chalk & Talk	Black Board
UNIT –IV: Celebrity Management				
4.1	Issues and Challenges - Cost Management and Budget	3	Lecture	LCD
4.1.1	Confidentiality- Crowd Management	3	Chalk & Talk	Black Board
UNIT V:Event Management Industry				
5.1.1	Event Management Industry in India	3	Chalk & Talk	Black Board
5.1.2	Leading Event Management Companies	3	Chalk & Talk	LCD

UNIT VI:- DYNAMISM/CURRENTAFFAIR				
6.1	Blue print of the events to be conducted			
6.2	Preparing an event budget for a party			
6.3	Marriages and other social events.			

TEXT BOOKS:

1. Judy Allen., "Event Planning", John Wiley & Sons, Inc., 2nd Edition, 2009.

REFERENCE BOOKS:

1. Events ManagementAn Introduction, By [Charles Bladen](#), [James Kennell](#), [Emma Abson](#), [Nick Wilde](#)

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	
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	To equip students on the various facets of Event Management.	K1, K2& K3	PSO1& PSO2
CO 2	To provide students event management	K1, K2	PSO3

	as a career option		
CO 3	To understand the committees in managing events and its safety	K1 & K3	PSO5
CO 4	To learn about celebrity management	K1, K2, K3	PSO4
CO 5	To know the event management in India and its operations	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

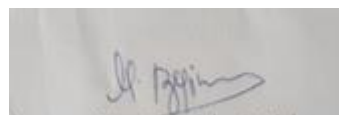
♦ Moderately Correlated – 2

♦ Weakly Correlated -1

COURSE DESIGNER

DR.P.ANITA

FORWARDED BY



**DR.M.REGINA MARY
HEAD OF THE DEPARTMENT**