



MOTHER TERESA WOMEN'S UNIVERSITY

KODAIKANAL – 624 101



DEPARTMENT OF ECONOMICS

B.A. ECONOMICS

**Curriculum Framework, Syllabus and
Regulations**

**(Based on TANSCHÉ Syllabus under Choice
Based Credit System -CBCS)**



(For the candidates to be admitted from the Academic Year 2023-24)

MOTHER TERESA WOMEN’S UNIVERSITY, KODAIKANAL – 624 102

DEPARTMENT OF ECONOMICS

B.A. ECONOMICS SYLLABUS (CBCS PATTERN)

Applicable to the students admitted from the academic year 2023 – 2024 onwards

1. About the Programme

B.A. (Economics) is a 3-years graduate degree course divided into 6 semesters, each semester spanning 6 months. The economics as a branch of knowledge is growing in its significance in terms of practical applications. A wide range of its quantitative and qualitative tools necessary to understand the working of economic systems are helping to solve a wide area of real world issues. The knowledge on the subject enhances the critical thinking skills and quantitative reasoning, sharpens the ability to reason, provide a specialised knowledge and problem solving skills. All these are directed to attain the goals of social justice, equity and market intervention strategies helps to make the learner skills relevant to the requirements of the economist and in shaping macro environment. The course is designed to train students to analyse concepts and processes of the economy by educating them in areas such as Micro economics, Macroeconomics, Planning and Development, Monetary economics, Public Finance, International Economics, Indian Economic development etc. The undergraduate Programmes will prepare the students for both, academia and employability. The students can seek a career in the prestigious establishments like R.B.I., Planning Commission, Planning Board, Ministry of Economic affairs and the Indian Economic Service etc.

2. Programme Educational Objectives (PEO)

- | | |
|------|--|
| PEO1 | To apply Economic theories and make the students to understand the practical knowledge on present Economic System. |
| PEO2 | To utilise the Economic concepts in the day to day life for better living. |
| PEO3 | To Create strong subject knowledge in Economics to develop and uplift the Society |
| PEO4 | To enhance the Entrepreneurial skills with Communication to excel their profession |
| PEO5 | To train the students in Industrial, Agricultural and Service sector economics. This will be helpful for them to get into the concern sector for their Job Oriented goals. |

Programme Outcomes (PO)

PO 1 **Knowledge of Economics:** Ability to understand Economic Theories and functioning of Economic Models. To develop an adequate competency in the Economic Theory and Methods

PO 2 **Analytical Reasoning and Critical Thinking:** Critically Analyze and assess the way in which economists examine the real world to understand the current events and evaluate specific proposals

PO 3 **Logical Reasoning and Quantitative Ability:** Ability to understand how to collect and analyse data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.

PO 4 **Communication and Research Skills:** Communication and Research related skills. Developing a sense of capability for relevant/appropriate inquiry and asking questions, synthesising and articulating and reporting results and to efficiently communicate thoughts and ideas in a clear and concise manner

PO5 **Gender, Environment and Sustainability:** Comprehend the Environmental issues and Sustainable Development and strive to achieving economic and social equity for women and be Gender Sensitive

PO6 **Employability and Leadership Skills:** Become empowered individuals to be employed in various positions in industry, academia and research and have the potential to become Entrepreneurs and take leadership roles in their chosen occupations and communities.

PO7 **Social Interaction:** Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.

PO8 **Digital Literacy and Lifelong Learning:** Capability to use ICT tools in a variety of learning situation and use appropriate software for analysis of data - Ability to acquire Knowledge situations and skills for life through self directed learning and adapt to different learning environments.

Programme Specific Outcomes (PSO)

- PO 1 To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
- PO 2 To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
- PO 3 To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing
- PO 4 Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
- PO 5 Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

Teaching Learning Process

Teaching and learning in this programme, involves classroom lectures as well as tutorials. The tutorials allow a closer interaction between the students and the teacher as each student gets individual attention. In tutorials, the teacher can keep track of each student's progress and address her/his individual difficulties.

3. Eligibility:

Candidate should have passed the 10th +2 from higher secondary examination Board or CBSE or other equipment examination.

4. General Guidelines for UG Programme**i. Duration:**

The duration of the course will be three consecutive academic years under semester system.

ii. Medium of Instruction: English and Tamil**iii. Assessment Methods and Evaluation Scheme**

Assessment methods and evaluation schemes will be as per Mother Teresa Women's University, Kodaikanal norms. Maximum marks for each theory paper will be 100. The break-up of marks is as follows:

1. The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks) and for External Exam shall be 40% out of 75 marks (i.e. 30 marks)

2. The University examination will be conducted at the end of each semester for the duration of three hours per paper.

3. The break up for Internal assessment is:

Internal Break up	Marks
Internal Test	15
Assignment / Technical Quiz/ Seminar	5
Attendance	5
Total	25

Question papers in External examination carrying 75 marks will be in the format below:

Part	Type	Number questions to be answered	Marks
A	Objective Type / Multiple Choice	10 questions, 2 questions from each unit, each carrying 1 mark	10 (10*1)
B	Paragraph (about 1-1 ½ pages)	2 questions from each unit either or Choice, each carrying 5 marks	20 (5*4)
C	Essay type (about 3 pages)	Any 3 out of 5 questions, Open choice, One question from each unit, each question carrying 15 marks	45 (3*15)
Total			75

- **Project Report**

A student should select a topic for the Project Work at the end of the fifth semester itself and submit the Project Report at the end of the sixth semester. The Project Report shall not exceed 75 typed pages in Times New Roman font with 1.5 linespace.

- **Project Evaluation**

There is a Viva Voce Examination for Project Work. The Guide and an External Examiner shall evaluate and conduct the Viva Voce Examination. The Project Work carries 100 marks (Internal: 25 Marks; External (Viva): 75 Marks).

5. Conversion of Marks to Grade Points and Letter Grade

(Performance in a Course/ Paper)

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0 – 8.9	D+	Excellent
75-79	7.5 – 7.9	D	Distinction
70-74	7.0 – 7.4	A+	Very Good
60-69	6.0 – 6.9	A	Good

50-59	5.0 – 5.9	B	Average
40-49	4.0 – 4.9	C	Satisfactory
00-39 0.0	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

6. Attendance

Students must have earned 75% of attendance in each course for appearing for the examination. Students with 71% to 74% of attendance must apply for condonation in the Prescribed Form with prescribed fee. Students with 65% to 70% of attendance must apply for condonation in the Prescribed Form with the prescribed fee along with the Medical Certificate. Students with attendance lesser than 65% are not eligible to appear for the examination and they shall re-do the course with the prior permission of the Head of the Department, Principal and the Registrar of the University.

7. Maternity Leave

The student who avails maternity leave may be considered to appear for the examination with the approval of Staff i/c, Head of the Department, Controller of Examination and the Registrar.

8. Any Other Information

In addition to the above-mentioned regulations, any other common regulations pertaining to the UG Programmes are also applicable for this Programme.

MOTHER TERESA WOMEN'S UNIVERSITY
DEPARTMENT OF ECONOMICS
SYLLABUS FRAMEWORK - UG
(2023 onwards)

Course code	Title of the course	Credits	Hours per week		Max.Marks		Total marks
			Theory	Practical	Int.	Ext.	
FIRST SEMESTER							
U23TAL11	Part I: Tamil I / French I / Any Language	3	6	0	25	75	100
U23ENL21	Part II: Communicative English I	3	6	0	25	75	100
U23ECT11	Core I: Micro Economics – I	5	5	0	25	75	100
U23ECT12	Core II Statistics for Economics-I	5	5	0	25	75	100
U23ECE1A / U23ECE1B	Generic Elective I 1.Fundamentals of Management / 2. Introduction to Sociology	3	4	0	25	75	100
U23ECS11	Skill Enhancement Course SEC-I: Demography	2	2	0	25	75	100
U23ECF11	Foundation Course - BusinessCommunication	2	2	0	25	75	100
Total		23	30				700
SECOND SEMSTER							
U23TAL12	Part I Tamil II / French II	3	6	0	25	75	100

U23ENL22	Part II: Communicative EnglishII	3	6	0	25	75	100
U23ECT23	Core III: Microeconomics – II	5	5	0	25	75	100
U23ECT24	Core IV: Statistics for Economics-II	5	5	0	25	75	100
U23ECE2A / U23ECE2B	Generic Elective II 1. History of Economic Thought / 2.Introduction to E - Commerce	3	4	0	25	75	100
U23ECS22	SEC 2: Soft Skills	2	2	0	25	75	100
U23ECS3A / U23ECS3B	SEC-3: A - Economics for Investors / B - Economics of Advertisement	2	2	0	25	75	100
Total		23	30				700

FIRST YEAR –SEMESTER- I

Course Code U23ECT11	Course Name MICRO ECONOMICS - I	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MICRO ECONOMICS-I	Core -I					4	5	25	75	100
Learning Objectives											
C1	To Equip the economic behaviours of individual units of the society.										
C2	To describes the consumer behaviour and utility analysis										
C3	To impart knowledge on demand and supply concepts										
C4	To identify the relevance of Production and returns to scale of Production										
C5	.To know the costs and profit maximisation										
UNIT	Contents										No. of Hours
I	Basic Concepts 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.										15
II	Utility Analysis 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’ Approac										18
III	Demand and Supply Analysis 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										15
IV	Production Analysis Production Function– Law of Variable Proportions- Laws of Returns to Scale-Isoquant’s-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution (CES) Production Function –Economies and Diseconomies of Scale										15
V	Cost and Revenue Concepts 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.										12
Total										75	

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1.	Understand the meaning of basic concepts and the need for the study of Microeconomics.	PO1,PO2
2.	Evaluate the Types of Utility and Consumer Behaviour.	PO2,PO3
3.	Acquire knowledge on various market equilibrium, Demand and Supply Functions	PO1,PO2
4.	Understand the meaning of Production Functions	PO1
5.	Understand the theory of firms, Cost and Revenue	PO1
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, 12 th Media Services.	
Reference Books		
1.	Koutsoyiannis (2003), Modern Microeconomics Palgrave Macmillan (UK) 2 nd Edition.	
2.	Gregory Mankiw (2012), Principles of Microeconomics Cengage India.	
3.	Dwivedi, D.N(2002), Microeconomics: Theory and Applications, 2 nd 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	

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	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

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	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

FIRST YEAR – SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks			
									CIA	External	Total	
U23ECT12	Statistics for Economics-I											
	STATISTICS FOR ECONOMICS –I	Core-II					4	5	25	75	100	
Learning Objectives												
C1	To know the nature and scope of statistics and its applications											
C2	To teach students Collection, Classification, Analyzing and Presentation of data.											
C3	To apply the measures of central tendency											
C4	To draw measurement of dispersion and its applications											
C5	To analyse correlation and regression and its applications											
UNIT	Contents											No. of Hours
I	Introduction and Collection of Data 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.											15
II	Classification and Presentation of Data Classification and Tabulation of Data– Types - Frequency Distribution — Cumulative Frequency Distribution- Class Interval – Diagrams – Types- Graphical Representation– Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve.											15
III	Measures of Central Tendency Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.											15
IV	Measures of Dispersion Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation --Skewness and Kurtosis.											15
V	Correlation and Regression Correlation – Types of Correlation – Methods -Karl Pearson’s Co-efficient of Correlation -- Spearman’s Rank Correlation – Regression Equations – Distinction between Correlation and Regression Analysis.											15
Total											75	
Course Outcomes							Programme Outcomes					
CO	On completion of this course, students will											
1	Understand the overview of statistics and basic knowledge of statistical tools.						PO1, PO3,PO8					
2	Differentiate Types of Data and its Classification						PO1,PO2, PO3,PO8					
3	Explain the concept of Averages and its application						PO1, PO2,PO3					
4	Know the concept of Dispersion and its application						PO1, PO2,PO3					
5	Calculate Correlation and estimate values using Regression						PO3,PO7,PO8					

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, Probability and Statistics, S.Chand and Co, 2020.
4	Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.
5	Dominick Salvatore and Derrick Reagle, theory and problems of statistics and econometrics, McGraw 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/resources
3.	https://testbook.com/learn/maths-mean-median-mode/
4.	https://www.statistics.com/
5.	https://thisisstatistics.org/students/

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	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

Level of Correlation between PSO's and CO's

CO /PO	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

FIRST YEAR –SEMESTER-I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
U23ECE1A	Fundamentals of Management	Generic Elective-I					3	4	25	75	100
Learning Objectives											
C1	To provide students with the basic concepts of Management.										
C2	To probe the planning concepts and its objectives										
C3	To analyze the Organizational Levels in an Organization										
C4	To describes the motivation and satisfaction and its elements										
C5	To know the importance of Quality Checks.										
UNIT	Contents										No. of Hours
I	Introduction Management – Definition- scope – Schools of Thought in Management-Levels of Management-Role and Functions of a Manager										15
II	Planning Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.										15
III	Organisational Levels Types of Business Organizations – Structure- Span of Control – Departmentalisation- Selection, Training and Development, Performance Management, Career Planning ,and Management										15
IV	Directing Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.										15
V	Controlling Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations.										15
Total											75

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the foundations and importance of Management.	PO1
2	Demonstrate an understanding of Planning	PO2,PO3
3	Analyze the organisational levels and Process of selection	PO1,PO2,PO3
4	Discuss the relevance of Organizational Culture	PO1,PO2,
5	Examine the importance of quality control	PO4
Textbooks		
1.	Stephen A. Robbins & David A. Decenzo & Mary Coulter, (2011) “Fundamentals of Management” 7th Edition, Pearson Education	
2.	Tripathy PC & Reddy PN, (1999) “Principles of Management”, Tata McGraw Hill.	
3.	Pillai R.S.N and Kala .S (2013) Principles And Practice Of Management S.Chand & Co and Company.	
4.	Ricky Griffin , “Fundamentals of Management”, Cengage Learning , (2016)	
5.	Pardeep Kumar and Amanjot Sachdeva , “Fundamentals of Management”, S. Chand Publishing , (2012)	
Reference Books		
1.	Dr. C.B. Gupta and Dr. Shruti Mathur (2022) Management Principles and Applications, Scholar Tech Press	
2.	Neeru Vasisth and Vibhuti Vasishth (2019) Principles of Management Text & Cases, Taxman Publication	
3	R.C Bhatiya, “Fundamentals of Management”, S.K Kataria & Sons, 2013	
4	L.M Prasad, “Principles and Practice of Management, 2021	
5	Dr.N.Mishra and Dr.O.P.Gupta, “Fundamentals of Management”, SBPD Publishing House, 2022	
Web Resources		
1.	http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf	
2.	https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-of-management-introduction-and-concepts/	
3.	https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf	
4.	https://in.sagepub.com/en-in/sas/journal-of-management/journal201724	
5.	https://www.managementstudyhq.com/evolution-management-thought-theories.html	

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	3	3
CO 5	3	2	3	2	3	2	3	3
Weightage	15	14	15	14	14	14	15	15

Weighted percentage of course contribution to POS 3.0 2.8 3.0 2.8 2.8 2.8 3.0 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	3
CO3	3	3	3	2	3
CO4	3	3	2	2	2
CO5	3	3	3	3	3
Weightage	15	15	14	11	13
Weighted percentage of Course Contribution to PSOs	3	3	2.8	2.2	2.6

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
U23ECE1B	INTRODUCTION TO SOCIOLOGY	Generic Elective- I					3	4	25	75	100
Learning Objectives											
C1	To understand the nature and scope of sociology and its development										
C2	To identify the origin and development of sociology and its basic concepts										
C3	To evaluate stages and agencies of socialization										
C4	To understand social stratification and its determinants										
C5	To know the social change, evolution and revolution										
UNIT	Contents										No. of Hours
I	Introduction Definition – Nature and Scope of Sociology –Origins and development of Sociology – Founding fathers and their contributions: Auguste Comte, Herbert Spencer, Karl Marx, Emile Durkheim and Max Weber –Sociology and other social sciences										15
II	Basic Concepts of Sociology										15

	Society, Community, Institutions, Association, Social Structure, Status – Role, Norms, and Values; Folkways and Mores, Associative and Dissociative processes – Cooperation- Assimilation-Accommodation- Competition and Conflict	
III	Individual and Society Individual and Society- Socialization- Stages and Agencies of Socialization- Types of Groups – Primary and Secondary Groups, In-Group and Out-group, Reference Group.	15
IV	Social Stratification Social Stratification: Meaning, Definition and Dimensions –Social mobility and its determinants.	15
V	Social Change Meaning and Types: Evolution and Revolution, Progress and Development — Factors of Social Change-Culture and Civilization	15
Total		75
Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the contributions of sociologists in the field of sociology	PO1,PO2
2	Understand the basic aspects of Sociology	PO1,PO2
3	Examine the impact of individuals, groups and society	PO1, PO5,PO7
4	Understand the dimensions of social stratification	PO2,PO7
5	Analyze and design Policy for social change	PO2,PO3,PO7
Textbooks		
1	Bottomore, T.B. (1972). Sociology: A guide to problems and literature. Bombay.	
2	Jayaram, N. (1988). Introductory sociology. Madras: Macmillan India.	
3	Sachdeva VidyaBhushan D.R(2020) An Introduction to Sociology, KitabMahal	
4.	John.J.Macionis, “Sociology”, Pearson, 17 th edition, 2018	
5.	C.N Shankar Rao, “Sociology: Principles of Sociology with an Introduction to Sociology Thought”, S.Chand Publication, 2019	
Reference Books		
1.	George Allen and Unwin (India). Harlambos, M. (1998). Sociology: Themes and perspectives. New Delhi: Oxford University Press.	
2.	Inkeles, Alex. (1987). What is sociology? New Delhi: Prentice-Hall of India.	
3.	Johnson, Harry M. (1995). Sociology: A systematic introduction. New Delhi: Allied Publishers.	
4.	Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.	
5.	Bogue, D.J. (1969), Principles of Demography, John Wiley, New York	
Web Resources		
1.	https://data.worldbank.org/indicator/SP.POP.TOTL	
2.	https://www.iom.int/	
3.	https://libguides.humdolt.edu	
4.	https://openstax.org/books/introduction-sociology-3e/	
5.	https://www.sociologygroup.com/important-books-free-notes-sociology-optional/	

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	2	3	3	2	3	2	3	3
Weightage	14	14	14	14	14	15	14	15
Weighted percentage of course contribution to POS	2.8	3.00	3.00	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	3	2
CO2	3	3	3	3	2
CO3	2	3	3	3	2
CO4	3	3	2	3	3
CO5	3	3	3	3	2
Weightage	15	15	14	15	11
Weighted percentage of Course Contribution to PSOs	3	3	2.8	3	2.2

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
U23ECS11	DEMOGRAPHY	SEC-I					2	75	25	75	100
Learning Objectives											
C1	To understand the meaning and scope of demography										
C2	To discuss the basic concepts of demographic measurements.										
C3	To describes the concepts of urbanisation and migration										
C4	To evaluate the international aspects of population growth and tis environment										
C5	To analyse the trends in population policy in India										
UNIT	Contents										No. of Hours
I	Introduction Meaning Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.										15
II	Birth Rate, Death Rate and Fertility 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- Age Specific Birth and Death Rates – Standardized Birth and Death Rates –Fertility – Total Fertility Rate – Gross Reproduction Rate – Net Reproduction Rate										16
III	Migration and Urbanisation Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration.										14
IV	Population Trends Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.										15
V	Population Policy in India Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups –National Population Commission.										15
Total										75	
Course Outcomes							Programme Outcomes				
CO	On completion of this course, students will										
1	Describe the various theories of Population Growth						PO1, PO7				
2	Understand Demographic Indicators						PO2, PO3				
3	Assess the causes and impact of Migration on rural-urban population distribution						PO2,PO7				
4	Analyse the major demographic trends and their determinants						PO1,PO2				

5	Evaluate Population Policy of India and analyse recent trends.	PO1,PO2,PO3
Textbooks		
1	Jhingan, M. L, B.K. Bhatt, J.N. Desan (2003) Demography, Vrinda Publications, New Delhi	
2	Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.	
3.	Jennifer Hickes Lundquist, Douglas L. Anderton 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- 5 th 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/	

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

FIRST YEAR-SEMESTER - I - SKILL ENHANCEMENT FOUNDATION
COURSE

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
U23ECF11	BUSINESS COMMUNICATION	Skill Enhancement Foundation					3	4	25	75	100
Learning Objectives											
C1	To know the meaning objectives and role of communication and media										
C2	To understand the need and importance of communication in management										
C3	To apply the need and function of business letter										
C4	To study the business correspondents with insurance and other organisation										
C5	To understand the meaning and importance of report writing										
UNIT	Contents										No. of Hours
I	Communication 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										15
II	Communication in Management Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.										15
III	Business Letters 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.										18
IV	Correspondence Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence										15
V	Report Writing										12

	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.	
	Total	75
	Course Outcomes	Programme Outcomes
CO	On completion of this course, students will	
1.	Understand the basics of communication and its Process, Elements, and its importance.	PO1,PO2
2.	Acquire communication skills.	PO1,PO4
3.	Employ the art of report preparation and writing Business Letters	PO2,PO6
4.	Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.	PO5,PO6, PO8
5.	Employ the art of report preparation	PO4,PO6,PO7
	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 McGraw 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.softskillsaha.com/what-is-meaning-of-business-communication-skills.php	
5.	https://www.mindtools.com/page8.html	

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

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
U23ECT23	MICRO ECONOMICS - II	Core -III					4	5	25	75	100
Learning Objectives											
C1	To equip the students to gain knowledge on the market structures										
C2	To analyse the monopoly and price discrimination in the market										
C3	To probe the monopolistic and oligopoly competitions and its operation										
C4	To enrich the students about the Theories of Distribution										
C5	To understand the concepts of Welfare Economics										
UNIT	Contents										No. of Hours
I	Perfect Competition Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis.										14
II	Monopoly and Price Discrimination 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.										15
III	Monopolistic and Oligopoly Competition Monopolistic Competition–Features– Product Differentiation–Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium–										16

	Excess Capacity -Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership –Game Theory – Minimax – Maximin – Nash Equilibrium.	
IV	Distribution Theory Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.	14
V	Welfare Economics and General Equilibrium Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution.	16
	Total	75

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the equilibrium conditions in Perfect Competition.	PO1, PO2
2	Analyze the equilibrium conditions under Monopoly Market Structure.	PO1,PO2
3	Describe the Market Equilibrium under Monopolistic and Oligopoly Market.	PO1,PO2
4	Know the importance of theories of Distribution.	PO1,PO2
5	Evaluate the aspects of Welfare Economics and General Equilibrium.	PO2,PO3,PO7

Textbooks

1.	Robert Pindyck and Daniel L.Rubinfield,(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, 12 th Media Services.

Reference Books

1.	Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2 nd Edition.
2.	Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
3.	Case & Fair, Principles of Economics Myeconlab series 8 th Edn.
4.	Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4 th 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>**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	2	3	2	3	3	2	3	3
Weightage	14	15	14	15	14	14	14	15
Weighted percentage of course contribution to POS	2.8	3.00	2.8	3.00	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	3	2
CO2	3	3	3	2	2
CO3	3	3	3	2	3
CO4	3	3	3	2	2
CO5	3	3	3	3	3
Weightage	15	15	15	12	12
Weighted percentage of Course Contribution to PSOs	3	3	3	2.4	2.4

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
U23ECT24	STATISTICS FOR ECONOMICS-II	Core-IV					4	5	25	75	100
Learning Objectives											
C1	To understand the various methods of index numbers and its applications										
C2	To analyse the components and measurement of time series data										
C3	To know the theories of probability and its applications										
C4	To probe the research design and sampling methods										
C5	To acquire knowledge on the application of test of Hypotheses in Research										
UNIT	Contents										No. of Hours
I	Index Numbers 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.										15
II	Time Series Analysis Definition– Components and Measurement– Graphic Method - Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis.										15
III	Theory of Probability 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.										15
IV	Sampling 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.										15
V	Testing of Hypothesis 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.										15
	Total										75 hours

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Gain Knowledge on the Index Numbers	PO1, PO2, PO3
2	Analyze the importance of Time Series Data and its measurement	PO1, PO2, PO3
3	Understand the concept of Probability	PO2
4	Identify the various Sampling Methods	PO1, PO2
5	Acquire Knowledge on Hypothesis Testing	PO2, PO3, PO7, PO8
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. & Bagavathi V (2012) “Statistics : Theory and Practice” S.Chand & Company Ltd. New Delhi.	
4.	Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.	
5.	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 statistics and econometrics, McGraw 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/	

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	2	2	2	3	2	3	3

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

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
U23ECE2A	HISTORY OF ECONOMIC THOUGHT	Generic Elective-II					3	4	25	75	100
Learning Objectives											
C1	To explain the nature and scope of economic thought and its principles										
C2	To understand the classical economists ideology and theory of Marx										
C3	To know the Kenesian revolution and its analysis										
C4	To build the Marginalism Revolution and its operations										
C5	To describes the thoughts of various Nobel laureates in economics										
UNIT	Contents										No. of Hours
I	Pre-Classical Thought Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism- Main Principles – Important Mercantilists- Physiocracy - Main concepts - Important Physiocrats										18
II	Classical Economists and Karl Marx Adam Smith- Division of Labour- Theory of Value- Laissez Faire- Canons of Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of Trade- Malthus-Theory of Population –Theory of Gluts –Karl Marx-Theory of Surplus Value -Breakdown of the Capitalist System										15
III	Neo-Classical and Institutional Thought The Marginalist Revolution- Marshall: Value and Role of Time – Marginal Utility and Consumer’s Surplus – Distribution – Marshallian Concepts – Representative Firm, Economies of Scale, Quasi-Rent- Institutional Economics – Veblen – Mitchell –J.R.Commons.										15
IV	Keynesian Revolution and Modern Thought Keynes – Psychological law of Consumption- Effective Demand-Theory of Employment-- Schumpeter’s Theory of Innovation - Hicks theory of Trade Cycle- New Keynesian Economics- New classical Economics –Rational Expectation Hypothesis.										12
V	Nobel Laureates in Economics and Indian Economic Thought Nobel Laureates in Economics – Paul A Samuelson – Kuznets – Hicks – Myrdal – Milton Friedman – Recent Nobel Laureates (Last Three Years)- Indian Economic Thought – DadabhaiNaoroji- Mahatma Gandhi-B.R. Ambedkar – AmartyaSen – Sen’s Capability Approach –Poverty and Inequality.										15
Total										75	
Course Outcomes							Programme Outcomes				
CO	On completion of this course, students will										
1	Acquire knowledge on the subject matter of History of Economic Thought.						PO1				

2	Understand the contributions of the Classical Ideas of Economics.	PO1,PO2
3	Describe Neo Classical and Institutional Economic Ideas	PO1,PO2
4	Examine the Keynesian School and Modern Economic Ideas	PO1,PO2
5	Understand the contribution of Nobel Laureates and Indian Economic Ideas	PO1,PO2,PO8
Textbooks		
1	Lokanathan, V, History of Economic Thought, S Chand & Co Ltd.	
2	Bhatia, H.L. (2018), History of Economic Thought, S Chand & Co Ltd.	
3	Srivastava S.K (2002) History of Economic Thought, S.Chand Publication.	
4	M.L Jhingan ,M.Girija , L.Sasikala “History of Economic Thought” 3rd Edition, Virnda Publication 2014.	
5	R.R.Paul “History of Economic Thought” ,Kalyani Publisher,2018.	
Reference Books		
1.	AmartyaSen (1982), Welfare and Measurement, Oxford University Press, New Delhi.	
2.	Gandhi, M.K. (1938), Economics of Village Industries, Navjivan Publishers, New Delhi.	
3.	T.N.Hajela, (2015), History of Economic Thought Ane Students Edition 18 th Edition.	
4.	Gide and Rist,(2014) , A History of Economic Doctrines, Nabu Press.	
5.	V.Lokanathan (2009) “A History of Economic Thought: S.Chand& Co Limited.	
Web Resources		
1.	https://www.hetwebsite.net/het/	
2.	https://thoughteconomics.com/	
3.	https://www.nobelprize/economic-sciences/	
4.	https://www.aeaweb.org/resources/students	
5.	https://sites.google.com/site/maeconomicsku/home	

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	3	3
CO 5	2	2	2	2	3	2	3	3
Weightage	14	14	14	14	14	14	15	15
Weighted percentage of course contribution to POS	2.8	2.8	2.8	2.8	2.8	2.8	3.00	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	3	2	2	2
CO5	3	3	3	3	3
Weightage	15	15	14	12	12
Weighted percentage of Course Contribution to PSOs	3	3	2.8	2.6	2.6

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
U23ECE2B	INTRODUCTION TO E - COMMERCE	Generic Elective -II					2	2	25	75	100
Learning Objectives											
C1	To learn the nature and concepts of E-commerce in India										
C2	To understand the various business models for E-Commerce and its uses										
C3	To analyse the Various on line business transactions and its applications										
C4	To explain the E-Promotion and consumer protection and its latest amendments										
C5	To update the students on various methods of E-payment systems and tis risks.										
UNIT	Contents										No. of Hours
I	Introduction Meaning – Nature – Concepts – advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E-Commerce in India.										12
II	Business Models for E-commerce E-commerce Models - Business-to-Business (B2B) – Business– to-Consumer (B2C) - Consumer-to-Consumer (C2C) - Consumer-to-Business (C2B) - Direct to Customer (D2C) – Peer-to-Peer (P2P) - Brokerage Model - Aggregator Model.										15
III	Online Business Transactions E-Commerce Applications in Various Industries- Banking, Insurance, Payment Of Utility Bills - Online Marketing /E-Tailing (Popularity, Benefits, Problems and Features) -Online Services (Financial, Travel and Career) /Auctions, Online Portal, Online Learning - Publishing and Entertainment - Online Shopping										15
IV	E-Promotion and Consumer Protection E-Advertising techniques: Banners, Sponsorships, Portals, and online coupons-Role of Influencers in Social Media- Marketing-Porters Value Chain Model-E- Commerce and consumers-Consumer Protection (E-Commerce) Rules 2020 and Latest Amendments										18
V	E- Payment System										15

	Models and Methods of e-Payments (Debit Card, Credit Card, Smart Cards, e-money) - Digital Signatures (procedure, working and legal position) - Payment Gateways - Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer - Automated Clearing House - Automated Ledger posting - Risks involved in e-payments.	
	Total	75
	Course Outcomes	Programme Outcomes
CO		
1	Understand the pros & cons of E-commerce.	PO1,PO2
2	Analyze the various models of E-commerce.	PO1,PO2
3	Understand the online business transaction and their impact on related service providers.	PO2,PO3
4	Understand the e-marketing mix and be familiar with consumer protection.	PO3.PO4
5	Know the mechanism of E- payment and its operations.	,PO2,PO3PO8
	Textbooks	
1	Bajaj K.K and Debjani Nag (2017), E-commerce, McGraw Hill Educatio	
2	Chhabra T.N , Suri and SanjivVarma (2005) E-Commerce, DhanpatRai& Co	
3	Dr.K. Abirami Devi and Dr.M. Alagammal, “E- Commerce”, Margaham Publication,	
4	Amir Manzoor, “E- Commerce: An Introduction”, Lambert Academic Pubishing,2010	
5	Dr.ShivaniArora, “E-Commerce”, Taxmann Publishing, 2017	
	Reference Books	
1.	Pandey (2013) Ecommerce and its Applications , S.K. Kataria& Sons	
2.	Kenneth C. Laudon and Carlo GuercioTraver(2020) , E-Commerce, Pearson Education.	
3.	Pralok Gupta (2020) E-commerce in India: Economic and Legal Perspectives, SAGE Publications India Pvt Ltd	
4.	David Whitley (2017) E - Commerce: Strategy, Technologies and Applications,	
5.	Joseph P.T ., S.J (2019) “E-Commerce : An Indian Perspective” PHI Learning Pvt. Ltd.	
	Web Resources	
1.	https://ecommerce-platforms.com/resources	
2.	https://ecommerceguide.com	
3.	https://www.bigcommerce.com/resources/	
4.	https://www.cloudways.com/blog/top-ecommerce-websites/	
5.	https://www.indiafilings.com/learn/how-to-start-an-ecommerce-business-in-india/	

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	3	3
CO 5	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

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	2	2	3	3
CO4	3	2	2	3	3
CO5	3	2	2	3	3
Weightage	15	12	12	14	14
Weighted percentage of Course Contribution to PSOs	3	2.6	2.6	2.8	2.8

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
U23ECS3A	ECONOMICS FOR INVESTORS	SEC-2					2	2	25	75	100
Learning Objectives											
C1	To understand concepts of saving and investments										
C2	To probe the various investment avenue and its practice applications										
C3	To enables various investment markers and its features										
C4	To Know the economic fundamentals and the Business Environment										
C5	To understand various investment methods and its strategies										
UNIT	Contents										No. of Hours
I	Introduction 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										15
II	Investment Avenues Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds.										14
III	Investment Markets Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options										16
IV	Economic fundamentals for Investors 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										15
V	Investment Methods and Strategies. Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management.										15
Total										75	
Course Outcomes							Programme Outcomes				

CO	On completion of this course, students will	
1	Describe the types and importance of savings and investments.	PO1
2	Explain the available for investment avenues	PO2
3	Understand the operations of different types of investment markets.	PO1,PO2
4	Evaluate the economic fundamentals and information.	PO1,PO3
5	Construct objective enabling investment plans, strategy, evaluate and restructure if required.	PO2,PO3,PO4
Textbooks		
1	Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA	
2	EsmeFaerber (2013), All about Stocks ,TataMGraw Hill, New Delhi	
3	Christopher D. Piros, 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.	BenjaminGraham(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	

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	3	3
CO 5	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

Level of Correlation between PSO's and CO's

CO /PO	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

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
U23ECS3B	Economics of Advertisement	SEC-3					2	2	25	75	100
Learning Objectives											
C1	To Understand the importance of Advertisement to promote the product										
C2	To know how to prepare an effective advertising copy										
C3	To understand the content of advertising message										
C4	To know about the preparation of advertising budget										
C5	To understand the functions of advertising agencies										
UNIT	Contents									No. of Hours	
I	Introduction Advertising – Meaning – Definition – features and importance of advertising.									15	
II	. Advertising message Preparing an effective advertising copy – elements in a print copy – headlines – illustration – body copy – slogan, logo evaluation of an advertising efficiency.									15	
III	Advertising message Preparing an effective advertising copy – elements in a print copy – headlines – illustration – body copy – slogan, logo evaluation of an advertising efficiency.									12	
IV	Advertising budget Advertising budget – methods of budgeting – importance and factors affecting advertising budget.									15	
V	Advertising agency Advertising agencies – their role and importance in advertising – types and structure of advertising agencies – functions, selection of advertising agencies.									18	
Total									75		

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the basis of advertising	PO1, PO3,PO8
2	Gain Knowledge on advertising copy	PO3,PO8
3	Outline data process of advertising messages	PO2,PO3,PO8
4	Understand the advertising budget	PO1,PO2,PO8
5	Understand the functions and agencies	PO2,PO3,PO8
Textbooks		
1	Dr, K, Pazhani and S. Jessi Isabella, Advertising – J. P. Publishers, Nagercoil, 2003.	
Reference Books		
1.	Sangeetha Sharma Raghuvir Singh – Advertising planning and implementation.	
2.	A.C. Kiwi Patric – Advertising	
3.	R. K. Chauhan – Advertising Management	
4.	Arun Mittal – Advertising and Sales promotion	
5.	Subrata banerjee – Advertising as a career	

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	3	3
CO 5	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

Level of Correlation between PSO's and CO's

CO /PO	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