



St. Mary's College (Autonomous)
Reaccredited with 'A+' Grade by NAAC (Cycle IV)
Thoothukudi



Criterion: I – Curricular Aspects
1.1 – Curriculum Design and Development
Year: 2018-2023



Programme: B. A. Economics

Semester – II			
Environmental Studies			
Code : 18UAEV21	Hrs/ Week : 2	Hrs/Sem:30	Credits : 2

Course Outcomes:

Upon completion of this course, the students will be able to

1. Recognize the biotic and abiotic components of ecosystem and how they function
2. Use natural resources more efficiently and know more sustainable ways of living
3. Acquire an attitude of concern for the environment
4. Participate in improvement and protection of environment
5. Manage unpredictable disasters
- 6 Create awareness about environmental issues to the public

Semester- V			
Core Integral I - Rural Economics			
Code: 18UECI51	Hours / week :5	Hrs / Semester: 75	Credits :4

Course Outcome:

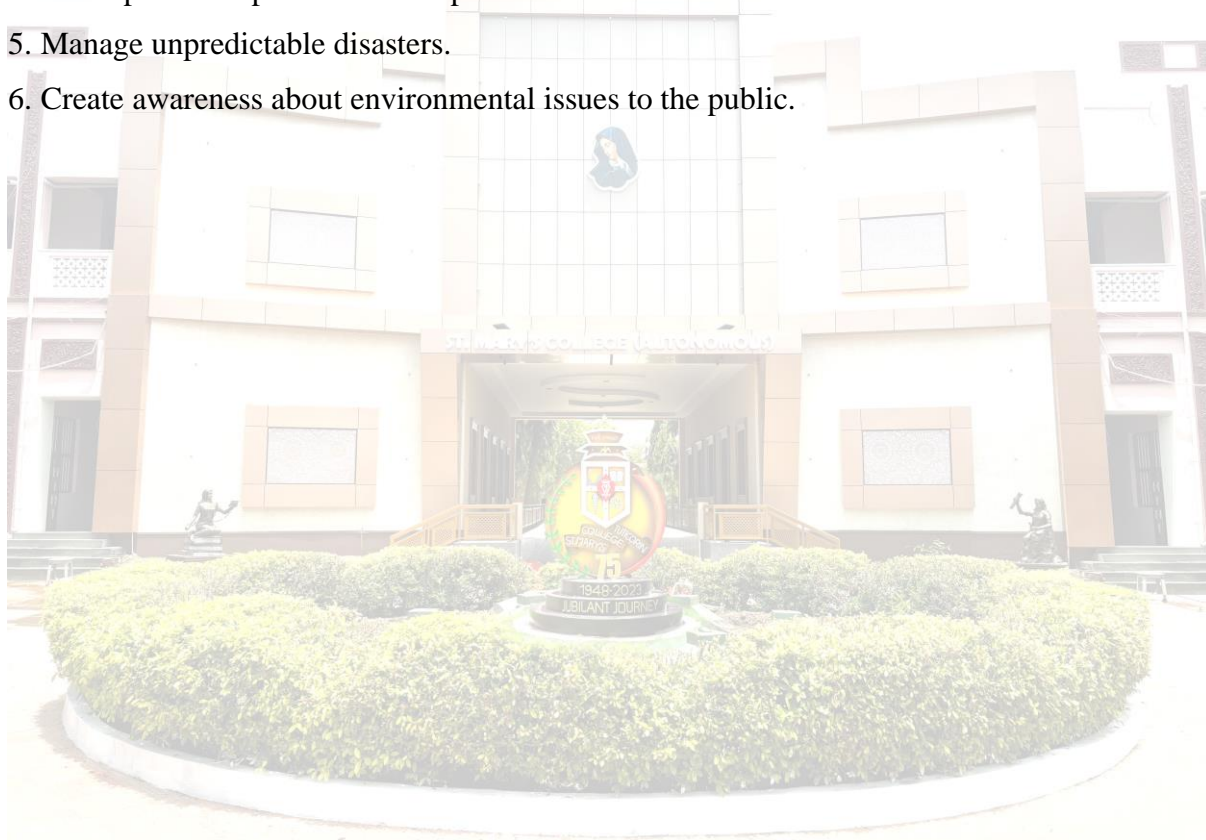
CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	discuss the importance and Significance of rural development	1, 2	Ap
CO - 2	know the aims and features of National Agricultural	2	An
CO- 3	apply their knowledge and understanding, and problem-solving abilities, to independently identify rural development issues from a geographical perspective	2, 6	Ap
CO - 4	analyze present problems and provide solutions based on a rural industrial environment.	6	An
CO - 5	identify and analyse specific problems of agricultural labour.	3,6	Cr
CO- 6	describe the current problems of rural marketing & regulate the market structure.	2,3	Ev
CO-7	know the Community Development Programme	2	An
CO-8	understand rural development programme	1,4	Un

Semester – II			
Environmental Studies			
Code : 21UAEV21	Hrs/ Week : 2	Hrs/Sem:30	Credits : 2

Course Outcomes:

Upon completion of this course, the students will be able to

1. Recognize the biotic and abiotic components of ecosystem and how they function.
2. Use natural resources more efficiently and know more sustainable ways of living.
3. Acquire an attitude of concern for the environment.
4. Participate in improvement and protection of environment.
5. Manage unpredictable disasters.
6. Create awareness about environmental issues to the public.

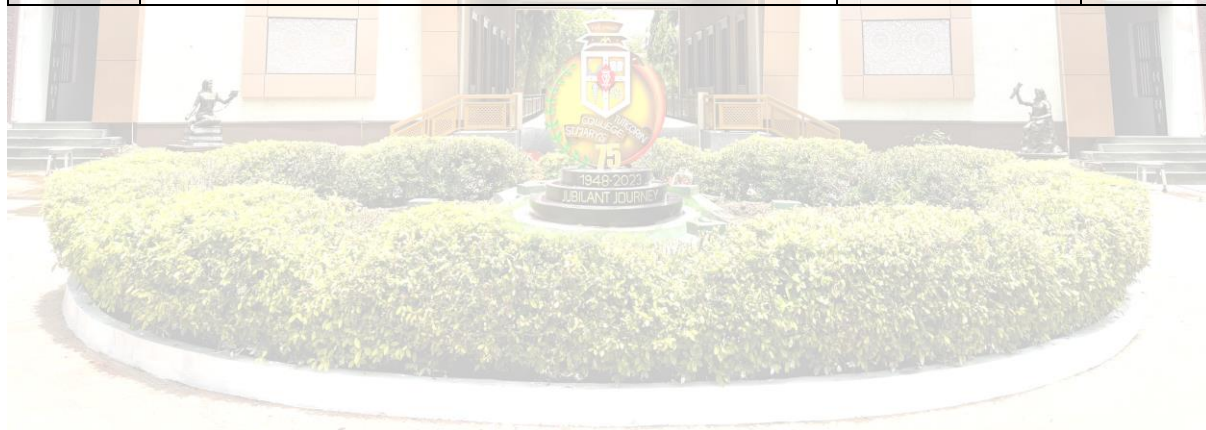


SEMESTER- III**Self-Study / MOOC / Internship (Compulsory) Salesmanship****Course Code: 21UECSS1****Credits :2****Course Outcomes:**

CO No	Upon completion of this course, students will be able to	PSO's addressed	CL
CO 1	define salesmanship and evaluate the individual qualities a salesperson must possess to succeed in building long-term customer relationships	1, 2	Un
CO 2	understand and relate selling with the Principle of Contingency Benefits.	2, 4	Un
CO 3	identify specific techniques involved in selling, i.e. prospecting, planning and making a sales presentation, negotiating buyer resistance, closing a sale, organizing a territory and managing time.	1, 4, 6	Cr
CO 4	understand the importance of building partnering relationships with potential customers.	2, 4	Un
CO 5	examine the ethical and legal issues in selling.	4	Ev
CO 6	demonstrate the ability to identify, analyze, and evaluate the four objectives of an effective sales approach	2, 4, 5, 6	An

SEMESTER-IV**Self-Study paper (Optional) Economics of Advertising****Course Code : 21UECSS2****Credit : 2****Course Outcomes:**

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO 1	understand what advertising is and its role in advertising and brand promotion and the economic effects of advertising.	1, 2, 4	Un
CO 2	create advertisement copy and appreciate the growth of modern advertising	4, 7	Cr
CO 3	be able to identify, analyze, and understand the advertising environment	1, 4	An
CO 4	prepare the advertising message and fully integrate the creative process.	6, 8	Cr
CO 5	understand the importance of placing the message in conventional and “new” media.	2, 4	Ev
CO 6	know the importance of budget and analyse the factors affecting budget.	4, 6, 8	An



Louis Rose
Principal

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Thoothukudi-628 001.**