

SEMESTER- III			
ALLIED - III MATHEMATICAL METHODS– I			
Code: 15UECA31	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

- To understand the meaning and importance of mathematical tools and to acquire the knowledge of solving simple problems

UNIT – I NUMBER SYSTEMS AND FUNCTIONS 15 Hrs

Kinds of Numbers – Algebraic Expression - Functions – Definition – Types of Functions – Polynomial, Exponential, Logarithmic – Nature of Functions

UNIT – II COMMERCIAL ARITHMETICS 15 Hrs

Percentage – Ratio – Proportion – Simple Interest – Compound Interest – Discount – Banker’s Discount and Banker’s Gain.

UNIT – III SETS 20 Hrs

Sets – Types of Sets – Set operations – Cartesian product

UNIT – IV EQUATIONS 20 Hrs

Equations – One variable – Linear – Quadratic – Polynomial –Homogeneous – Non Homogeneous – Application of equations in Economics.

UNIT – V ANALYTICAL GEOMETRY 20Hrs

Points and lines – Application in Economics – Iso Product – Iso cost, Market Equilibrium, Indifference Curves etc.

Text Book:

Cyril Kanmony&K. Pazhani, Mathematical Methods –J.P.Publishers, Nagercoil, 2003

Reference Books:

C.S.Agarwal, R.C.Joshi, Mathematics for Economists –The New Academic PublishingCompany, Jalandhar, 1983

S.Peer Mohamed, P.AkbarBatcha, Shazuli Ibrahim &Selvaraj, Business Mathematics- Pass Publication, Madurai, 2004

S.Devairakkam, Mathematical Methods –Jothi Publications, Tirunelveli, 1993

SEMESTER- III			
CORE V -MACRO ECONOMICS- I			
Code: 15UECC31	Hours / week :6	Hrs / Semester: 90	Credits :4

Objective:

-To understand the various macro-economic concepts, theories and policies.

UNIT – I INTRODUCTION AND NATIONAL INCOME 15 Hrs

Macro Economics vs. Micro Economics, Macro-Economic Problems: Unemployment, Inflation and Growth
National Income- meaning – Concepts – methods and problems in measurement

UNIT – II THEORIES OF EMPLOYMENT 20 Hrs

Meaning of full employment – Types of unemployment – Classical theory of output and employment – Say’s law of market –Criticisms of Classical theory–Keynesian Theory of employment –Comparison of Classical theory with Keynesian theory of employment

UNIT – III CONSUMPTION FUNCTION 20 Hrs

Consumption and income – Average and Marginal propensity to consume and their relationship –Factors determining consumption function - Importance of consumption function – Theories of Consumption Function – Absolute, Relative

UNIT – IV MULTIPLIER 20 Hrs

Multiplier – Meaning – Relationship with Marginal propensity to consume – Size of Multiplier – Importance – Keynes’s Investment Multiplier compared with Khan’s Employment Multiplier.

UNIT – V ACCELERATOR 15 Hrs

Acceleration principle – Meaning – Assumptions – Importance – Limitations – Interaction of Acceleration and Multiplier or leverage effect or Super Multiplier

Text Book:

M.Maria John Kennedy, Macro Economics, PHI Learning PVT Ltd, New Delhi, 2011

Reference Books:

Ackley, Macro Economic Theory and Policy –Macmillan Newyork, London, 1978

M.L.Seth, AnIntroduction to Keynesian Economics –Agarwal Educational Publishers, Agra

J.M.Keynes, The General Theory of Employment, Interest and Money, Macmillan, London

SEMESTER- IV			
CORE –VI MACRO ECONOMICS – II			
Code: 15UECC41	Hours / week :6	Hrs / Semester: 75	Credits :4

Objective:

-To understand the various macroeconomic concepts, theories and policies.

UNIT – I THEORIES OF DISTRIBUTION

15 Hrs

The Ricardian or Classical Theory of Distribution –Criticisms – Marxian Theory of Income Distribution – Critical Evaluation – Kaldor’s Theory of Distribution – Critical appraisal of Kaldor’s Theory

UNIT – II THE INVESTMENT FUNCTION

15 Hrs

Meaning of Capital and Investment – Types of Investment – Induced Vs Autonomous – Determinants of Investments – Rate of Interest – Marginal Efficiency of Capital (MEC) – Factors influencing the MEC

UNIT – III GENERAL EQUILIBRIUM

15 Hrs

Concept of Partial Equilibrium – General Equilibrium – Derivation of IS and LM Functions – Shifts in IS and LM Functions

UNIT – IV MACRO ECONOMIC POLICY

15 Hrs

Macroeconomic Policy – Policy objectives – Conflicts in policy objectives - Fiscal and Monetary Policies for Internal and External Balance

UNIT – V MONETARY POLICY

15 Hrs

Monetary Policy –Instruments – Effectiveness - Role of Monetary Policy in Developing Economy – Fiscal Policy – Objectives – Limitations – Fiscal Monetary Policy Mix

Text Book: M.Maria John Kennedy, Macro Economics, PHI Learning PVT Ltd, New Delhi, 2011

Reference Books:

Ackley, Macro Economic Theory and Policy –Macmillan, London, 1978

M.L.Seth, An introduction to Keynesian Economics –Agarwal, Agra

J.M.Keynes, The General Theory of Employment, Interest and Money, Macmillan, London

SEMESTER- V			
CORE VII -FISCAL ECONOMICS			
Code: 15UECC51	Hours / week :7	Hrs / Semester: 105	Credits :5

Objective:

- To enrich the students with the knowledge of Fiscal Economics, Government's income, expenditure, debt and budgeting

UNIT– I INTRODUCTION

20Hrs

Definition, scope and subject matter of Public Finance – Private Finance and Public Finance– Principle of Maximum Social Advantage

UNIT– II PUBLIC REVENUE

25Hrs

Sources of public Revenue – Tax revenue & non-tax revenue– Characteristics of good Tax - Canons of taxation– Direct & Indirect taxes – merits and demerits – progressive and proportional taxes

UNIT – III PUBLIC EXPENDITURE

20Hrs

Meaning and Classification of Public Expenditure –Reasons for the growth of Public expenditure – Effects of public expenditure on production - distribution – other effects.

UNIT-IV PUBLIC DEBT

20Hrs

Meaning, objectives and sources of Public Debt– Comparison between Private debt and Public debt – Classification of public Debt – Methods of Redemption of Public Debt – Principles of Public debt management

UNIT – V BUDGETING 20 Hrs

Meaning and components of Government budget- Revenue and Capital Budget – Characteristics of a sound budget– Budgetary procedure in India - A Review of the latest Union Budget

Text Book: M.Maria John Kennedy, Public Finance, PHI Learning PVT Ltd, New Delhi, 2012

Reference Books:

H.L.Bhatia, Public Finance - Vikas Publishing House Pvt. Ltd, New Delhi, 1999

A.C. Agarwal, Public Finance –Lakshmi Narayan Publications

Musgrave & Musgrave, Public Finance -Theory and Practice –McGraw Hill Book Co., New Delhi, 1981

R.Cauvery – Public Finance, S. Chand& Company Ltd, New Delhi, 2007

SEMESTER- V			
CORE VIII – INDIAN ECONOMY			
Code: 15UECC52	Hours / week :7	Hrs / Semester:105	Credits :5

Objective:

- To give an opportunity to analyze the important sector wise issues in Indian Economy

UNIT I: INTRODUCTION

25Hrs

Salient features of Indian Economy -Natural Resources – Land, Soil, Water, Forest and Minerals – Human Resources - Problem of Poverty and unemployment – Causes and Remedial Measures- Evaluation of last 2 five year plans (10th& 11th)

UNIT II: AGRICULTURE

20Hrs

Importance of agriculture- Rationale for Second Green Revolution, Agricultural Input, Farm Mechanization – Agricultural Finance –Food Security Act- Agrarian Crisis in India

UNIT III: INDUSTRY

20Hrs

Role of Industries to economic development, Pattern of Industrialization, Industrial Policy since 1991- Role of Public sector —Performance of Public sector – Short comings of Public sector – Private sector – Role of private in India

UNIT IV: INFRASTRUCTURE

20 Hrs

Transport Sector: Roads, Railways, Waterways and Airways- Role of Infrastructure in Economic Development- Mode of Infrastructure

UNIT V: SERVICE SECTOR

20 Hrs

Development Banking Institutions: IFCI, ICICI, IDBI: Features- IT industry: Structure, Growth and contribution to GDP

Text Book:

RuddarDatt and KPM Sundaram, Indian Economy, S.Chand, New Delhi, 2011

Reference Books:

Mishra &Puri – Economics of Development and Planning, 7th Edition, Himalaya Publishing, New Delhi

Ishwar. C. Dhingra – The Indian Economy, Twenty First Edition, Sultan Chand & Sons, New Delhi

Meier, G.M.(1995) Leading Issues in Economic Development, 6th Edition, Oxford University press, New Delhi

SEMESTER- VI			
CORE IX– DEVELOPMENT ECONOMICS			
Code: 15UECC61	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To familiarize the students with issues, approaches, Theories, Models and Planning for Development.

UNIT – I INTRODUCTION 20 Hrs

Economic growth and development – Factors affecting Economic Growth – Capital, Labour and Technology - Rostow’s stages of Economic Growth –India’s stage of Economic Growth

UNIT – II APPROACHES TO ECONOMIC DEVELOPMENT 20 Hrs

Vicious Circle of Poverty, Circular Causation, Unlimited supply of Labour – Big Push Theory, Balanced Growth Theory - Critical minimum effort thesis – Dualism – Technical, Behavioural, Social and Financial

UNIT – III THEORIES OF ECONOMIC DEVELOPMENT 15 Hrs

Classical theory of development – Theory of social changes – crisis in capitalism, Schumpeter and Capitalistic development

UNIT – IV GROWTH MODELS 20 Hrs

Harrod and Domar Model – Solow – Meade – Mrs. Joan Robinson’s Models

UNIT – V PLANNING AND DEVELOPMENT 15 Hrs

Need for Planning – Types – Conditions for successful operation of planning – Planning machinery in India.

Text Book: Theory and Practice of Economic Planning – M.L.Seth.

Reference Books:

Economics of Development and Planning – M.L.Jhingan
Economic Planning – B.C. Tandon
Development and Planning – Misra and Puri
Development and Planning – W.A.Lewis.
Economics of Development – Kindleberger.
Economics of Development – A Regional, Institutional and Historical Approach – Richard

SEMESTER- VI			
CORE XI -INTERNATIONAL ECONOMICS			
Code: 15UECC63	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To enable the students to gain knowledge about the different aspects of International trade and its significance.

UNIT – I INTRODUCTION

20 Hrs

Differences between international trade and internal trade, Benefits of international trade and defects, Free trade: Meaning – Arguments for and against- Protection: Meaning -Arguments for and against – Kinds of Protection and Role of Protection in UDCs

UNIT – II THEORIES OF INTERNATIONAL TRADE

15 Hrs

Classical Theory, Comparative Cost Theory, Modern Theory and Factor-Price Equalization Theory

UNIT – III BALANCE OF PAYMENTS

15 Hrs

Meaning of Balance of trade and Balance of payments – Meaning and Types, Structure of a Balance of payment, Causes and Remedial measures

UNIT–IV FOREIGN EXCHANGE

20 Hrs

Meaning of Foreign exchange and Exchange Rate, Determination: Mint parity theory – Purchasing power parity theory – Balance of payment Theory– Fixed and Flexible Exchange Rate: Merits and Demerits

UNIT – V INTERNATIONAL FINANCIAL INSTITUTIONS

15 Hrs

IMF – Objectives– structure– Functions –World Bank (IBRD) –Objectives – structure – Functions - Trade Agreements: GATT, UNCTAD and WTO

Text Book: M.L.Jhingan, International Economics

Reference Books:

D.M. Mithani, International Economics –Himalayas Publishing House, Delhi, 2003
 Soderston, International Economics –The Macmillan Press Ltd., London, 2010
 Singh & Agarwal, International Economics –SanjeevaPrakashan, Meerut
 Devairakkam, International Economics- D.S.R.Publications, Tirunelveli, 2001.
 Francis Cherunilam, International Economics, (Fifth Edition) Tata McGraw Hill, New Delhi, 2010

SEMESTER- VI			
CORE - XII- ECONOMICS OF SHIPPING			
Code: 15UECC64	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To make the students to understand the various components of sea transport and to give an overview of port and shipping industry

UNIT – I WATER TRANSPORT IN ECONOMIC DEVELOPMENT 15 Hrs

Meaning - Modes of Water Transport - Water Transport in India - Share of Different Modes of Transport - port performance - India's Maritime Trade - Development of Port Sector in India - Exports & Imports

UNIT – II PORTS IN ECONOMIC DEVELOPMENT 20 Hrs

Meaning - Type of Ports - Importance of Ports in India - Major ports - Minor Ports - Factors that have led to inefficiencies in the Indian ports - Models for port structuring - History of Ports in India - Global Scenario - economics of port and Port Procedure

UNIT – III SHIPPING IN ECONOMIC DEVELOPMENT 15 Hrs

Shipping economics - Meaning - Shipping Rates, Liners and Tramps, competition and shipping conferences - Development of Indian shipping, current problems - shipping policy and five years plans, chartering business, containerization

UNIT – IV THE ECONOMIC IMPORTANCE OF SHIPPING 20 Hrs

The role of seaborne trade in economic development- technical revolutions in shipping - The demand for sea transport - Seaborne trade by economic activity - Parcel size and transport mode - Definition of 'bulk cargo' - categories of bulk cargo - Transport of bulk and general cargo - Definition of 'general cargo' – classes of general cargo - Limitations of seaborne trade

UNIT - V THE ROLE OF PORTS IN THE TRANSPORT SYSTEM 20 Hrs

Types of ship in the cargo fleet - The supply of sea transport - The bulk shipping industry - The liner shipping industry - levels of port development - Functions of Various Authorities in Shipping - Port Trust – Customs - Mercantile Marine Department - Shipping Policy - Government policy in India & other countries towards shipping

Text Book: Elements of Shipping by Alan E. Branch

Reference Books: Reeds Sea Transport by Patrick Alderton

Maritime Economics – Martin Stopford

Elements of Port Operations & Management – Alan E. Branch

The Maritime Law of India (2000) Bhandarkar Publications, Mumbai

Bunkers –A guide for ship operators – W.D. Ewart

SEMESTER- V			
ELECTIVE I – MONETARY ECONOMICS			
Code: 15UECE51	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To understand the operations of money and banking in an economy

UNIT – I INTRODUCTION

15 Hrs

Definition of money, Kinds of money, Functions of money - Monetary Standard: Meaning, Types of Monetary standard- Merits and demerits - Paper currency standard: Meaning, Principles and Methods of paper currency standard

UNIT – II DEMAND FOR AND SUPPLY OF MONEY

20 Hrs

Supply of Money: Meaning – Determinants of money supply – Measures of money supply

Demand for Money: Meaning – Quantity theory of money- Fisher’s Transaction version – Cambridge Cash balance version

UNIT – III BANKING

20 Hrs

Evolution of banks, Types of Banks – Functions of Commercial Banks, Balance sheet and Credit creation -Central Bank: Functions - Reserve Bank of India – Functions and Role in India

UNIT - IV PRACTICAL BANKING

15 Hrs

Meaning: Current Account and Savings Bank Account — Negotiable Instruments: Features, Types: Cheque, Draft, ATM and E- Banking, Electronic banking

UNIT - V MONEY MARKET AND CAPITAL MARKET 20Hrs

Money market: Meaning, Features, Constituents, Functions and Characteristics of Indian Money Market

Capital Market: Meaning, features, Constituents and Functions of Indian capital market

Text Book: Devairakkam, Monetary Economics- D.S.R.Publications, Tirunelveli, 2001

Reference Books:

M.L.Seth, Money, Banking and International Trade –Educational Publishers, Agra.

S.B.Gupta, Monetary Economics-S.Chand, New Delhi, 1994

S.S.Mishra, Money, Inflation & Economic Growth –Oxford &IBH , New Delhi -1981.

M.L.Jhingan, Money, Banking and International Trade and Finance- 7th Edition, Vrindha Publications, 2005

SEMESTER- V			
ELECTIVE II -ECONOMICS OF HEALTH			
Code: 15UECE52	Hours / week :6	Hrs / Semester: 90	Credits :5

Objective:

To analyze issues in utilization of health services from an economic perspective and to understand the current issues in healthcare

UNIT – I INTRODUCTION

15 Hrs

Definition and scope of economics of health- Meaning of Public Health - the concept of health and health care- the role of health in economic development – health as human capital: determinants of health- poverty, malnutrition

UNIT – II HEALTH ECONOMICS 20 Hrs

Definition and concept of Health Economics - Significance of Health Economics - Conceptual Background of Health - Good Health – a Fundamental Right - International Covenants, Acts and Rules regarding Public Health - Significance of Good Health

UNIT – III ECONOMIC IMPLICATIONS OF HEALTH

15 Hrs

Health Dimensions of Development, Determinants of Health, Economic Dimension of Health Care – Demand and Supply of Health Care, Financing of Health Care and Resource Constraints

UNIT – IV HEALTH EXPENDITURE

20 Hrs

Definition - Significance of Health Expenditure - Expenditure on Health Care - Public Health and Economic Growth - Need for Investment in Public Health - demographic and economic factors - India's Epidemiologic Transition - Income Elasticity of Demand for Healthcare - Disease Burden in India

UNIT – V CURRENT ISSUES IN HEALTHCARE

20 Hrs

The Concept of Human Life Value, Inequalities in Health – Class and Gender Perspectives its Measurement with Health Indicators - Health Planning - Resources Allocation and Budgeting - Current Issues in Healthcare -Tele health - Health Tourism - Health Insurance and Managed Care - National Health Policies in India - India towards “Right to Health”

Text Book: Henderson, J.W, Health Economics and Policy

Reference Books:

Sherman Folland, Allen C. Goodman and MironStanoThe Economics of Health and Health Care (Prentice-Hall Inc, New Jersey)

Becker, G.S, (1972) - Human Capital, 2ndedn, NBER, New York

Baru, R.V., -Private Health Care in India

Folland- Goodman-Stano- The economics of health and health care

SEMESTER- III			
NME– FUNDAMENTALS OF ECONOMICS			
Code: 15UECN31	Hours / week :2	Hrs / Semester: 30	Credits :2

Objective

To initiate the students to understand the key concepts of economics.

UNIT-I INTRODUCTION

6 Hrs

Definitions- Scope of Economics- Basic concepts

UNIT-II CONSUMER’S BEHAVIOUR

6 Hrs

Consumer’s behaviour wants - Utility - Demand Meaning - Law – Exceptions

. UNIT-III NATIONAL INCOME

6 Hrs

National Income: Meaning - Methods of Calculating National Income - Difficulties and methods to overcome them

UNIT-IV ECONOMICS SYSTEM

6 Hrs

Economics Systems - Capitalism - Socialism, and mixed Economy

UNIT-V INFLATION

6 Hrs

Meaning – Cost Push Inflation and Demand Pull Inflation-causes and remedies

Text Book:Sankaran.S. : Micro Economics,Margham Publications.

Reference Books:

Ahuja, H.L. : Advanced Economic Theory ,S.Chand & Co

DewettK.K : Modern Economics Theory

Lipsey and Steiner : Economics

Agrawal, A.N. Indian Economy – Vikas Publishing House.

Dewett, Verma, Sharma : Indian Economy – S.Chand & Co

Rudar Datt &Sundaram : Indian Economy – S.Chand & Co

Sankaran.S. : Indian Economy - Margham Publications

SEMESTER- IV			
NME - ECONOMIC DEVELOPMENT OF INDIA			
Code: 15UECN41	Hours / week :2	Hrs / Semester: 30	Credits :2

Objective:

To give an opportunity to analyze the important sector wise issues in Indian Economy.

UNIT I: STRUCTURE OF INDIAN ECONOMY 6 Hrs

Salient features of Indian Economy -Natural Resources – Land, Soil, Water, Forest and Minerals

UNIT II – POVERTY 6 Hrs

Meaning of Poverty and Poverty line, Causes of poverty and Poverty Alleviation Measures

UNIT III – UNEMPLOYMENT 6 Hrs

Meaning, Types of Unemployment, Causes and Remedial Measures of Unemployment

UNIT IV – AGRICULTURE 6 Hrs

Importance of agriculture- Green Revolution, Agricultural Inputs: HYV Seeds, Chemical Fertilizers, Water management and Irrigation

UNIT V- INDUSTRY 6 Hrs

Importance of Industries, Large Scale Industries & Small-scale and Cottage Industries: Meaning, problems and measures

Text Book:P.A.Maraikumar, Economic Development of India, Immanuel Publications, Palayamkottai, 2003

Reference Books:

Mishra &Puri – Economics of Development and Planning, 7th Edition, Himalaya Publishing, New Delhi

Ishwar. C. Dhingra – The Indian Economy, Twenty First Edition, Sultan Chand & Sons, New Delhi

Meier, G.M. (1995) Leading Issues in Economic Development, 6th Edition, Oxford University press, New Delhi

Meier, G.M. and James E. Rauch (2003) Leading Issues in Economic Development, 7th Edition, OUP, New Delhi

Ruddar Datt and KPM Sundaram, Indian Economy, S.Chand, New Delhi, 2011.

SEMESTER- IV			
SKILL BASED ELECTIVE - SALESMANSHIP			
Code: 15UECS41	Hours / week :2	Hrs / Semester: 30	Credits :2

Objective:

To train the students to effectively sell and market any product or service of any industry

UNIT I: SALESMANSHIP

6Hrs

Salesmanship – Definition – features – origin and Development of salesmanship – creative and competitive salesmanship – Is salesmanship a science, art or a profession?

UNIT II: FUNDAMENTALS OF SELLING& KNOWLEDGE OF GOODS 6 Hrs

The sales personality – Important traits – Physical, Mental, Social and Character traits – Improving the personality – Importance and Nature of product - knowledge – Methods

UNIT III: SALES ORGANIZATION

6 Hrs

Organisation of sales Department – Sales Routine – control of sales operations – Duties of salesman – Management of Salesmen's time

UNIT IV: SALES TRAINING AND REMUNERATION

6 Hrs

The selection procedure – Types of training – Training objectives – The training plan and group training – Methods – Centralised and Decentralised training – Remuneration of salesmen – Methods – Allocation of Territories and sales conference

UNIT V: BUYING MOTIVES AND SALES TALK

6 Hrs

Important buying motives – Types of salesmen – Sales Talk – Sales Resistance – Closing the sales

Text Book:

J.C.Sinha, Principles of Marketing and Salesmanship – R.Chand & Co, 1998.

Reference Books:

RustomS.Davar, SohrabR.Dawar, Nub R. Dawar – Salesmanship and publicity.

Mahendra Mohan – Advertising Management Tata Mc. Craw Hill, New Delhi.

P.K.Sahu, K.C.Raut – Salesmanship, and sales management.

S.Jeyalakshmi, J.Jeyasheela&Dr.A.Asok, Salesmanship –I, G.N.Publishers, Kurangani, Thoothukudi District, 2007.

SEMESTER- V			
SKILL BASED ELECTIVE – BASICS OF COMPUTER APPLICATIONS			
Code: 15UECS51	Hours / week :4	Hrs / Semester: 60	Credits :3

Objective:

To understand the elements of Computer System, the management techniques and Word Processing

UNIT – I INTRODUCTION 15Hrs

Introduction to Computers – Block Diagram of Computer – History of Computers – Generation of Computers – Classifications of Computers –Applications of Computers

UNIT – II MS-WORD 10Hrs

Opening, File formation – types – saving – editing – foot note – head note – page Nos. – page setup – printing options – Internet: Browsing – E-mail – down Loading.

UNIT – III MS-EXCEL 15Hrs

Creating a New Work book – Entering data into the work sheet – Editing work sheet – Adding Cell Borders and Shading – working with Ranges -Managing and Printing work book – Simple Calculations – Copying Formula – Creating charts – Bar – Stacked Bar – XY graph – Line graph – Pie chart – Tools – Data.

UNIT – IV POWER POINT 10Hrs

Creating a New Presentation – Working with Slides in different views – Printing presentations - Inserting, Deleting and copying slides – Rearranging Slides – Adding and Modifying Slides Text – Adding animation to the Slides – Cascading Presentation

UNIT – V MS-ACCESS 10 Hrs

Creating a new database – creating and editing tables – entering and editing data in a table – creating simple relationship between tables – creating and modifying a form sorting, filtering and indexing Data – creating a query – creating and customizing a report.

Text Book:Russel.A.Stultz, MS Office 97, First Indian Edition, BPBP Publications

Reference Books:

Kerns, Essentials of Microsoft Windows, Word and Excel, Prentice Hall of India, New Delhi, 1993.

Rajaraman, V., Fundamentals of Computers, Prentice Hall, New Delhi

Sanjay Saxena – A First Course in Computer, 1997.

SEMESTER- IV	
SELF-STUDY PAPER- ECONOMICS OF MARKETING	
Code : 15UECSS2	Credit : 2

Objective

-To enable the students to gain deep knowledge in marketing

UNIT-I

Marketing - Meaning, Definition, Nature and Scope - Evolution of Marketing - Approaches to the Study of Marketing - Role of Marketing in Economic Development

UNIT-II

Marketing Mix - Meaning - Definition - Elements - Marketing Process - Functions of Marketing - Buying Assembling - Selling

UNIT-III

Transportation - Storage and Warehousing - Warehouses in India – Causes of slow growth - suggestions

UNIT-IV

Standardization and Grading - Labelling - Grading vs. Standardization - Agricultural Produce - Extractive Industries and Manufactured Product – ISI and AGMARK

UNIT-V

Marketing Finance - Working Capital - Institutions in Marketing Finance - Role of STC, MMTC and EXIM Bank - Marketing Risks - Causes - Handling- Prevention, Reduction and Shifting.

Text Book:

Modern Marketing by R.S.N. Pillai, S. Chand and Company Ltd., New Delhi.

Reference Books:

Marketing by Rajan Nair, Sultan Chand & Sons

Marketing Management in Indian Perspective by Jha and Singh, Himalaya

Fundamentals of Marketing by William J. Stanton, MC Graw - Hill

Principles of Marketing by Philip Kotler, Prentice Hall

SEMESTER- V	
SELF-STUDY- ECONOMIC DEVELOPMENT OF TAMILNADU (Compulsory)	
Code: 15UECSS3	Credit :2

Objective:

To give a basic knowledge about the availability of resources, infrastructure and sectoral development in Tamil Nadu

UNIT I: INTRODUCTION

The geographical features of Tamil Nadu – Natural Resources – Land – Forest – Water – Fisheries – Mineral, Energy , power – Infrastructure –Transport: Railways, Roadways, Airways

UNIT II: AGRICULTURE

Agricultural growth – Land use pattern – Cropping pattern – Agricultural inputs: Irrigation, Fertilizer — Green Revolution.

UNIT III: INDUSTRY

Industrial growth - Large scale Industries – Cotton Textiles – Sugar-Cement – Fertilizer – Leather and Electronics-Small scale Industries – Handloom Industry – Cottage Industries

UNIT IV: SERVICE SECTOR

Banking – Insurance – Health Infrastructure – Educational Infrastructure – IT Sector

UNIT V: PLANNING

Economic planning and development in Tamil Nadu – Planning: Achievements and failures

Text Book: A.G. Leonard, Tamil Nadu Economy, Macmillan , New Delhi, 2006

Reference Book:

N. Rajalakshmi, Tamilnadu Economy

S.Manickam, Panorama of Indian Economy, 2010

P.Srinivasan, A Road Guide to Tamil Nadu, TTK Healthcare Limited – Printing Division, 2001..

P.A. Maraikumar, Tamil Nadu Economy, Immanuvwl Publications, Palayamcottai, 2001.

N.V.Balu&V.V.K.Subburasu, Tamil Nadu Yearbook, Sura College of Competition,

SEMESTER- I			
ALLIED I – PRINCIPLES OF COMMERCE			
Code: 18UECA11	Hours / week :3	Hrs / Sem.: 45	Credits :3

UNIT I - INTRODUCTION

Nature and Scope of Business – Objectives- Concepts of Business – Importance and Essentials of Business - Essentials of Successful Business

UNIT II - FORMS OF BUSINESS ORGANIZATION

Sole trade - Partnership - Company – Joint Hindu Family System - Co-Operatives- Chamber of Commerce

UNIT III –LOCATION AND BUSINESS

Plant - Location - Localization of Industries- Decentralisation

UNIT IV- BANKS

Meaning, Types and functions –Commercial bank- Central bank – Functions

UNIT V - STOCK EXCHANGE

Meaning of Stock Exchange - Functions — SEBI and Stock exchange in India - BSE and NSE

Text Book:

J.K.Mitra, Principles of Commerce, Abs Publishing House

Books for Reference:

1. Bhushan, Y.K. (2010), *Fundamentals of Business Combinations and Management*, Sultan Chand & Sons, New Delhi.
2. Shukla, M.C. (2006), *Business Organisation and Management*, Sultan Chand & Company Ltd, New Delhi.
3. Gupta, C.B. (2012), *Business Organisation and Management*, Sultan Chand & Sons, New Delhi.
4. Yogendra Prasad Verma, (2008), *Elements and Organisation of Commerce*, Sultan Chand & Company Ltd, New Delhi

SEMESTER- I			
CORE – I Micro Economics – I			
Code: 18UECC11	Hours / week : 5	Hrs / Sem.: 75	Credits :4

Vision:

To develop the understanding of basic Micro Economic concepts

Mission:

To promote critical thinking skills and enhance decision making abilities, which help students become productive and informed citizens.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	describe and illustrate basic economic concepts of scarcity, choice and opportunity cost	4	Ev
CO - 2	identify and apply relevant terminology and concepts to economic issues and problems	3	Ap
CO – 3	use the theory of consumer choice to explain and to predict consumer behaviour.	5	Cr
CO – 4	understand the broader social consequences of economic decisions making	3	Ap
CO - 5	represent demand and supply, in graphical form, including the downward and upward slope of the demand and supply curves and the shifts in demand and supply curves.	2, 4	Cr
CO – 6	identify the major factors affecting demand for and supply of commodities	4	An
CO – 7	apply the concept of elasticity of demand and supply	4, 3	Ap
CO – 8	analyse the behavioral patterns of different economic agents like consumers and producers	1	An

SEMESTER- I			
CORE – I Micro Economics – I			
Code: 18UECC11	Hours / week : 5	Hrs / Sem.: 75	Credits :4

UNIT I INTRODUCTION TO THE CONCEPTS OF ECONOMICS 15 hrs

Definition: Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson approaches – Nature and scope of Economics -Micro and Macro Economics – Basic Concepts and types of Goods and Utility

UNIT II CARDINAL UTILITY ANALYSIS 20 hrs

Meaning of Cardinal Utility – Human Wants and Utility– Law of Diminishing Marginal utility– Law of Equi-Marginal Utility- Law of Demand – Illustration, Assumption and Determinates of Demand – Elasticity of Demand – Meaning, Types and Measurement – Consumer Surplus

UNIT III ORDINAL UTILITY ANALYSIS 15 hrs

Meaning of Ordinal Utility – Indifference Curves – Properties – Diminishing Marginal Rate of Substitution– Consumer's Equilibrium – Price Effect, Income Effect and Substitution Effect

UNIT IV FACTORS OF PRODUCTION 15 hrs

Meaning and Features: Land, Labour, Capital and Organisation – Production Function: Law of Variable Proportions and Laws of Returns to Scale – Economies and Diseconomies of Scale

UNIT V COST AND REVENUE ANALYSIS 10 hrs

Cost Concepts – Short Run and Long Run Cost Curves - Concepts of Revenue – Revenue in different market conditions

Text Book:

Maria John Kennedy, Micro Economic Theory

Books for Reference:

1. M.L.Jhingan, *Micro Economic Theory* – Delhi, Vrinda Publications, 1998
2. M.L.Seth, *Principles of Economics* – Lakshmi Nara Publication, 1997
3. Pazhani, *Micro Economics*, Nagercoil, J.P.Publishers, 2004
4. S.Sankaran - *Economic Analysis*, Margham Publications, Madras, 1991
2. Salvatore - *Micro Economics*, 4/e, OUP, New Delhi, 2002.

SEMESTER- I			
CORE II – Indian Economy – I			
Code: 18UECC12	Hours / week : 5	Hrs / Semester: 75	Credits :4

Vision:

Develop an in-depth understanding of the Indian economy

Mission:

Become proficient in understanding and analyzing Indian Economic Issues, developments and policies.

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	understand the various aspects of India's economy	4	Un
CO – 2	develop ideas of the basic characteristics of Indian economy and its potential on natural resources.	4	Ev
CO – 3	provide an analytical discussion of various sectoral issues relating to Indian economy	1	An
CO – 4	acquire knowledge on the history, recent developments, and impending challenges of Indian Economy	5	Un
CO – 5	develop a perspective on the different problems and approaches to economic planning and development in India	3	An
CO – 6	understand the role of the Indian Economy in the global context, and examine how different factors have affected the process of development.	4, 5	Un
CO – 7	understand the economic problems and measures in their contextual perspective.	4	Un
CO – 8	understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.	4	Un

SEMESTER- I			
CORE II – Indian Economy – I			
Code: 18UECC12	Hours / week : 5	Hrs / Semester: 75	Credits :4

UNIT I - ECONOMIC DEVELOPMENT SINCE INDEPENDENCE **15**
hrs

Meaning of Economic Development -- Determinants of Development, Indian Economy since Independence – Features of Indian Economy

UNIT II - RESOURCES AND DEVELOPMENT **15**
hrs

Natural Resources: Land, Water, Forest, Mineral and Energy Resources- Natural resources and Economic Development

UNIT III - BASIC PROBLEMS OF INDIAN ECONOMY **15**
hrs

Poverty: Meaning, Causes, Remedial Measures – Unemployment: Meaning, Causes and Remedial Measures-Deficit Balance of Payment

UNIT IV - HUMAN RESOURCES **15**
hrs

Demographic features –Demographic Transition-Causes and measures of controlling population. Human Development Index (HDI) – Meaning and measurement.

UNIT V - AGRICULTURE **15**
hrs

Agriculture – Role in the National Economy – Crop pattern – Causes for low productivity – Green Revolution

Text Book:

Ruddar Datt and Sundharam K.P.M., Indian Economy, Sultan Chand, New Delhi, 2009

Books for Reference :

- 1.Uma Kapila, *Indian Economy*, 9th Edition, ISBN:8171887902, Published by Academic Foundation, 2010.
2. Ishwar.C.Dhingra -*The Indian Economy, Twenty first edition*, New Delhi: Sultan Chand, 2009. 2.
3. Mishra & Puri - *Economics of Development and Planning*, Mumbai: Himalaya, 7th edition, 2005.
4. Meier, G.M. *Leading Issues in Economic Development*, New Delhi: O U P, 6th edition, 1995.

SEMESTER- II			
CORE III - Micro Economics -II			
Code: 18UECC21	Hours / week :5	Hrs / Semester: 75	Credits :4

Vision:

Promote critical thinking skills and enhance decision making abilities among students to enable them to become productive and informed citizens.

Mission:

To develop the understanding of basic Micro economic concepts

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	explain how competitive markets organise the allocation of scarce resources and the distribution of goods and services	1, 5	Ap
CO - 2	understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.	4, 5	Un
CO – 3	explain the factors that affect the production of an individual firm, and the relationship between a firm's productivity and its costs	3, 4, 5	An
CO - 4	understand the meaning of marginal revenue and marginal cost and their relevance for firm profitability	4	Un
CO – 5	describe the behaviour of the profit maximizing firm under various types of market structures: pure competition, monopoly, oligopoly and monopolistic competition	4, 5	Ev
CO –6	deal with the advanced theoretical issues and their practical applications like Theory of Firm, Theories of Distribution.	1, 5	Un
CO – 7	relate the basic economic theory and principles to current microeconomic issues and evaluate related public policy	1, 3	An
CO- 8	describe the incomes earned by the factors of production (land, labour, capital, entrepreneurship) wages, interest, rents, and profit	4	Ev

SEMESTER- II			
Core III - Micro Economics -II			
Code: 18UECC21	Hours / week :5	Hrs / Sem.: 75	Credits :4

UNIT I MARKETSTRUCTURE

15 hrs

Time Element — Equilibrium of the Firm and Industry – Perfect Competition – Price Output Determination

UNIT II MONOPOLY AND MONOPOLISTIC MARKETS

15 hrs

Meaning and features: Monopoly, Discriminating Monopoly and Price – Output Determination–Meaning and features of Monopolistic Competition

UNIT III FACTOR PRICING I

15 hrs

Theories of Distribution - Wages: Meaning and Types of Wages – Theories of Wages: Subsistence Theory and Wage Fund Theory

UNIT IV FACTOR PRICING II

20 hrs

Concept of Rent – Ricardian Theory of Rent, Quasi Rent, Modern Theory of Rent – Concept of Interest: Classical Theory, Loanable Fund Theory and Keynes' Liquidity Preference Theory.

UNIT V FACTOR PRICING III

10 hrs

Concept of Profit – Gross Profit and Net Profit – Theories of Profit: Dynamic Theory, Innovation Theory and Uncertainty Bearing Theory

Text Book:

Maria John Kennedy, Micro Economic Theory

Books for Reference :

1. M.L.Jhingan, *Micro Economic Theory* – Delhi: Vrinda Publications, 1998
2. M.L.Seth, *Principles of Economics* –Lakshmi Nara Publication, 1997
3. Pazhani, *Micro Economics*, Nagercoil: J.P.Publishers, 2004
4. S.Sankaran - *Economic Analysis*, Madras: Margham Publications, 1991
2. Salvatore - Micro Economics, 4/e, New Delhi: OUP, 2002.

SEMESTER- II			
CORE IV – Indian Economy – II			
Code: 18UECC22	Hours / week : 5	Hrs / Semester: 75	Credits : 4

Vision:

Develop an in-depth understanding of the Indian economy

Mission:

Become proficient in understanding and analyzing Indian Economic Issues, developments and policies.

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	be familiar with the current dominant thoughts and tools used for economic policy making and research.	4	Re
CO – 2	understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.	1, 4	Un
CO – 3	evaluate “Green Revolution” because it has reached its limits and needs to be extended.	1	Ev
CO – 4	understand the issues and challenges of Demographic Change, Transition and Human Development Index measurement in India:	3, 4	Un
CO – 5	understand Important features of five year plans and their growth rates	4	An
CO – 6	understand the issues relating to industries, including industrial policy and growth, industrial Structure, Industrial sickness and labour reforms	4, 5	Un
CO – 7	explain the issues like economic reforms and WTO which deals with the contemporary issues relating to liberalization, privatization, disinvestment and globalization	1, 5	Ap
CO – 8	grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.	1, 4	Cr

SEMESTER- II

CORE IV – Indian Economy – II			
Code: 18UECC22	Hours / week :5	Hrs / Semester: 75	Credits :4

UNIT I INDUSTRIES

15 hrs

Role of Industries in Economic Development - Cottage, Small Scale, MSME and Large Scale Industries (Cotton, Iron & Steel and Cement) Industrial Policy-1991, 2001 & 2011

UNIT II PLANNING

15 hrs

Definition and Scope of Planning-Objectives of Planning in India-A brief resume of Five year Plans in India – Recent Five year Plan.

UNIT III TRANSPORT

15 hrs

Types of Transport - Importance (Railway, Roadways, Shipping and Civil Aviation

UNIT IV FOREIGN TRADE

15 hrs

Importance of Foreign Trade in Economic Development, Balance of Payments – Recent EXIM Policy- WTO and Indian Economy- Government Financial Support for foreign trade

UNIT V IT & ITES IN INDIA

15 hrs

Meaning – Structure – Role and Importance of IT & ITES in India- Recent Developments

Text Book:

Ruddar Datt and Sundharam K.P.M., *Indian Economy*, New Delhi: Sultan Chand, 2009

Books for Reference:

1. Uma Kapila, *Indian Economy, 9th Edition*, ISBN:8171887902, Published by Academic Foundation, 2010.
2. Ishwar.C.Dhingra -*The Indian Economy, Twenty first edition*, New Delhi: Sultan Chand, 2009. 2.
3. Mishra & Puri - *Economics of Development and Planning*, Himalaya , Mumbai: 7th edition, 2005.
4. Meier, G.M. *Leading Issues in Economic Development*, O U P, New Delhi: 6th edition, 1995.

Semester- III			
Core V-Tamilnadu Economy			
Code: 18UECC31	Hours / week :6	Hrs / Sem.: 90	Credits :4

Unit I: Introduction

20 Hours

Tamil Nadu – Salient Features – Land Area – Distribution of Occupational Structure in Tamil Nadu- Demographic trends in Tamil Nadu – Land Use – Forest Resources – Human Resources – Infrastructure: Education, Health, Banking, Power, Transport and Communication.

Unit II: Agriculture

15 Hours

Agriculture – Land Use – Cropping Pattern – Principal Commodities – Irrigation – Green Revolution – Agricultural Marketing – Defects - Remedial Measures – Agricultural Finance – Agencies – Government Role – Self Help Groups and Micro Finance

Unit III: Industry

20 Hours

Major Industries – Automobile, Leather, Cotton, Sugar, Cement – Small-Scale Industries - Cottage Industries – Ancillary Industries – Handloom Industries –Role of Government in Industrial Development - Industrial Finance – Agencies-TIIC, SIDCO, SIPCOT, Industrial Estate, DIC– Special Economic Zones

Unit IV: State Finance

15 Hours

State Finance – Revenue – Expenditure – Tamil Nadu Recent Budget

Unit V: Planning and State Finance

20 Hours

Economic planning and development in Tamil Nadu –Achievements and failures –State Finance in Tamil Nadu- Poverty Alleviation Programmes in Tamil Nadu: PDS – MGNREGS – Tribal Area Development Programme (TADP) –current economic issues- Current Economic Issues - Welfare Programmes in Tamil Nadu

Text Book:

A.G. Leonard, *Tamil Nadu Economy*, New Delhi: Macmillan Publishers, 2006

Books for Reference:

1. N. Rajalakshmi, *Tamilnadu Economy*, Business Publications Incorporated, 1999
- 2.S.Manickam, *Panorama of Indian Economy*, 2010, S. Manickam OLDSELF 1994
- 3.P.Srinivasan, *A Road Guide to Tamil Nadu*, TTK Healthcare Limited – Printing Division, 2001
4. P.A. Maraikumar, *Tamil Nadu Economy*, Palayamkottai: Immanuel Publications, 2001

Semester- IV			
Core VI – Monetary Economics			
Code: 18UECC41	Hours / week :6	Hrs / Sem.: 90	Credits :4

Unit-I Money**15 Hours**

Money - meaning, evolution, functions and classification; Gresham's law; role of money in capitalist, socialist and mixed economies; plastic money

Unit-II Monetary Standards**20 Hours**

Monetary standards- features, merits and demerits; Metallic and Paper System of Note Issue - principles and methods of note issue. The supply of money: the velocity of circulation; Demand for money; Value of money: Fisher's equation; Cambridge version.

Unit-III Commercial Banking**20 Hours**

Commercial banking: Nature; structure; functions - The process of credit creation-purpose and limitations - Liabilities and assets of Banks - Recent Reforms in Banking Sector in India.

Unit-IV Central Banking**15 Hours**

Role of central banks in developed and developing countries; Functions of a central bank; Role and functions of the Reserve Bank of India; Methods of credit control: Quantitative and qualitative Methods - Recent monetary policy of RBI.

Unit-V Money Market And Capital Market**20 Hours**

Financial markets: Money market: characteristics and constituents - Capital market: characteristics and constituents - unregulated credit markets - credit instruments - Working of Capital Markets in India.

Text Book

Jhinghan, M.L. *Monetary Economics*. New Delhi: Virinda Publications, 2012

Books for Reference:

1. Mithani, D. *Money, Banking and International Trade*. Mumbai: Himalaya Publications House, 2016.
2. Dr. Cauvery, et al. *Monetary Economics*. New Delhi: S Chand & Company, (2010)
3. Sankaran, S. *Monetary Economics*. Chennai: Margham Publications, 2015
4. Vaish, M.C. *Monetary Theory*. Vikas Publishing, 2005

Semester- V			
Core VIII -Macro Economics- I			
Code: 18UECC52	Hours / week :6	Hrs / Semester: 90	Credits :4

Vision: To acquire the knowledge of important concepts of Macro Economics

Mission: To develop and practice economic theories in present life

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	explain what economics is and explain why it is important	1,3,6	An
CO - 2	describe the relationships among GDP, net domestic product, national income, personal income and disposable income.	6	An
CO- 3	identify and differentiate the different types of unemployment	3	Ev
CO-4	identify the strengths and weaknesses of the Keynesian and classical model.	2,3,4	Ev
CO-5	explain and graph the consumption function	1, 6	An
CO-6	explain what would cause the consumption function to grow steeper or flatter or to shift up or down	2, 6	An
CO-7	know the multiplier and identify the leakages of multiplier	1,6,8	An
CO-8	understand the acceleration principles	1	Un

Semester- V			
Core VIII -Macro Economics- I			
Code: 18UECC52	Hours / week :6	Hrs / Semester: 90	Credits :4

Unit – I Introduction and National Income 15 Hours

Macro Economics vs. Micro Economics, Macro-Economic Problems: Unemployment, Inflation-National Income- meaning – Concepts – methods and problems in measurement

Unit – II Theories of Employment 20 Hours

Meaning of full employment – Types of unemployment – Classical theory of output and employment – Say's law of market – Criticisms of Classical theory – Keynesian Theory of employment – Comparison of Classical theory with Keynesian theory of employment

Unit – III Consumption Function 20 Hours

Consumption and income – Average and Marginal propensity to consume and their relationship – Factors determining consumption function - Importance of consumption function – Theories of Consumption Function – Absolute, Relative

Unit – IV Multiplier 20 Hours

Multiplier – Meaning – Relationship with Marginal propensity to consume and save – Importance – Leakages - Keynes's Investment Multiplier compared with Khan's Employment Multiplier.

Unit – V Accelerator 15 Hours

Acceleration principle – Meaning – Assumptions – Importance – Limitations – Interaction of Acceleration and Multiplier or leverage effect or Super Multiplier

Text Book:

M.L.Seth. *An Introduction to Keynesian Economics*. Agra: Agarwal Educational Publishers, 1957.

Books for Reference:

1. Ackley. *Macro Economic Theory and Policy*. London, New York : Macmillan, 1978
2. J.M.Keynes. *The General Theory of Employment*. London: Interest and Money, Macmillan, 1936
3. M.Maria John Kennedy. *Macro Economics*, New Delhi: PHI Learning PVT Ltd, 2011

Semester- V			
Core IX -Fiscal Economics			
Code: 18UECC53	Hours / week :6	Hrs / Semester: 90	Credits :4

Vision: Provide the knowledge on basic financial procedure of the government.

Mission: To develop the ability of the students to understand and to make research in finance and economics and the skills to apply those concepts to the making of intelligent decisions for themselves in public sector and business life.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	differentiate between public finance and private finance	6	Ap
CO - 2	explain tax and non- tax revenue, differentiate between direct and indirect tax, explain shifting of taxation and effects of taxation	1, 2, 6	An
CO- 3	classify the public revenue and its various sources; revenue receipts and non- revenue receipts, understand the tax and non-tax revenue.	1,3	Ev
CO- 4	describe how and in which manner government spends, the causes of increasing public expenditure in the modern economies, explain the varying effects of public expenditure on the economy and role of public expenditure in a developing economy.	2, 3	Ev
CO - 5	identify the measures to reduce public expenditure.	3	Ev
CO - 6	explain the types of public debt and how debt is repaid	1,2,5	An
CO -7	describe the government budget, explain different types of budgets such as balanced and unbalanced budget and know the budgetary procedure.	3	Ev
CO-8	analyse the latest government budget allotment	6,8	An

Semester- V			
Core IX -Fiscal Economics			
Code: 18UECC53	Hours / week :6	Hrs / Semester: 90	Credits :4

Unit I Introduction

15 Hours

Meaning and Definition of Public finance – Public finance and Private finance Principle of Maximum Social advantage

Unit II Public Revenue

20 Hours

Tax and non-tax revenues – Canons of Taxation – Types of tax – Direct and indirect taxes – Progressive, Proportional and Regressive taxation, Effects of taxation – Taxable Capacity: Determinants

Unit III Public Expenditure

20 Hours

Classification of Public Expenditure – Causes and Growth of Public Expenditure – Effects of Public Expenditure on production, employment and distribution – Measures to reduce Public Expenditure in India.

Unit IV Public Debt

15 Hours

Meaning and Classification – Need for Public Borrowing – Effects of Public Debt on production, consumption and distribution - Burden of Public Debt– Redemption of PublicDebt – Growth of Public Debt in India.

Unit V Financial Administration

20 Hours

Centre state relations –Role of Finance commissions- Meaning and components of Government budget- Revenue and Capital Budget – Characteristics of a sound budget– Budgetary procedure in India - A Review of the latest Union Budget- Local finance

Text Book: B.P.Tyagi. *Public finance* JAI Prakash Nath& Co., 2007

Books for Reference:

1. H.L.Bhatia. *Public Finance*. New Delhi: Vikas Publishing House Pvt. Ltd, 1999
2. R.C. Agarwal. *Public Finance: Theory and Practice*. Agra: Lakshmi NarayanPublications, 2006.
3. Musgrave & Musgrave. *Public Finance -Theory and Practice*. New Delhi: McGraw HillBook Co.,1981
4. R.Cauvery. *Public Finance*. New Delhi: S. Chand & Company, Ltd, 2007

Semester- VI			
Core –X Macro Economics – II			
Code: 18UECC61	Hours / week :6	Hrs / Semester: 90	Credits :4

Vision:

To enable the students to have basic knowledge on macro-economic theories and policies

Mission:

To interpret the forces that cause fluctuations in capital and investment and to familiarize the issues associated with monetary & fiscal policy.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	describe theories of distribution	1	Un
CO-2	evaluate macroeconomic performance using indicators that include output measures and unemployment	1, 4	Ev
CO-3	understand the concepts used, methods to measure and difficulties encountered in the calculation of National Income	1, 3	Un
CO-4	identify, compare, and apply key features of Neoclassical and Keynesian economic models	4	Ap
CO-5	analyse fiscal and monetary policy decisions to counter business cycle swings by using macro-economic models.	6	Un
CO-6	evaluate macroeconomic performance using indicators that include inflation.	1, 2	Ev
CO-7	know about Macroeconomic Policies	1	Un
CO-8	identify the fiscal and monetary policies for internal and external balance	1	Un

Semester- VI			
Core –X Macro Economics – II			
Code: 18UECC61	Hours / week :6	Hrs / Semester: 90	Credits :4

Unit I Theories of Distribution

15 Hours

Classical Theory of Distribution– Marxian Theory of Income Distribution –Kaldor’s Theory of Distribution – Critical appraisal

Unit II Investment Function

20 Hours

Meaning of Capital and Investment – Types of Investment – Induced Vs Autonomous – Determinants of Investments – Rate of Interest – Marginal Efficiency of Capital (MEC) –Factors influencing MEC

Unit III General Equilibrium

15 Hours

Concept of Partial Equilibrium – General Equilibrium – Derivation of IS and LM Functions – Shifts in IS and LM Functions

Unit IV Macro Economic Policy

20 Hours

Macroeconomic Policy – Policy objectives – Conflicts in policy objectives - Fiscal and Monetary Policies for Internal and External Balance

Unit V Monetary & Fiscal Policy

20 Hours

Monetary Policy –Instruments – Effectiveness - Role of Monetary Policy in Developing Economy – Fiscal Policy – Objectives – Limitations – Fiscal Monetary Policy Mix

Text Book:

M. Maria John Kennedy. *Macro Economics*. New Delhi: PHI Learning PVT Ltd, 2011

Books for Reference:

1. Ackley. *Macro Economic Theory and Policy*. London; Macmillan, 1978
2. M.L.Seth. *An introduction to Keynesian Economics*. Agra: Agarwal, 1974.
3. J.M.Keynes. *The General Theory of Employment, Interest and Money*, London:Macmillan, 1936.

Semester- VI			
Core XI– Development Economics			
Code: 18UECC62	Hours / week :6	Hrs / Semester: 90	Credits :4

Vision:

To relate theoretical concepts in economic development and growth

Mission:

To grasp how the planning contributes to the growth of the Indian Economy.

Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of economic growth and development	1	Un
CO-2	know about India's stage of Economic Growth	4	Un
CO-3	identify the Achievements and Failures of Five Year plans in India	1	Un
CO-4	describe the nature and meaning of economic development or underdevelopment, both in general, and as applied to people in specific developing countries.	1	An
CO-5	illustrate how economics can be used to create or analyse alternative approaches to promote development.	4	Ap
CO-6	explain the major development problems, choices and opportunities currently faced by developing countries.	6	Un
CO-7	select, assess and justify specific policy choices that developing countries might make to achieve their economic and social objectives.	1	Ev
CO-8	analyse, synthesise and evaluate information drawn from the available data and appropriate theoretical tools, and to express their ideas orally and in writing.	6	An, Ev

Semester- VI			
Core XI– Development Economics			
Code: 18UECC62	Hours / week :6	Hrs / Semester: 90	Credits :4

Unit – I Introduction

20 Hours

Economic growth and development – Factors affecting Economic Growth – Capital, Labour and Technology - Rostow's stages of Economic Growth –India's stage of Economic Growth

Unit – II Approaches to Economic Development

20 Hours

Vicious Circle of Poverty, Circular Causation, Unlimited supply of Labour – Big Push Theory, Balanced Growth Theory - Critical minimum effort thesis – Dualism – Technical, Behavioural, Social and Financial

Unit – III Theories of Economic Development

15 Hours

Classical theory of development – Theory of social changes – crisis in capitalism, Schumpeter and Capitalistic development

Unit – IV Growth Models

20 Hours

Harrod and Domar Model – Solow – Meade – Mrs. Joan Robinson's- Romer's and Arrow's Models

Unit – V Measures for Economic Development

15 Hours

Need for Planning – Types – Conditions for successful operation of planning – Planning machinery in India - Achievements and Failures of Five Year plans

Text Book:

M.L.Seth. *Theory and Practice of Economic Planning*, New Delhi: S.Chand & Co., 1969

Books for Reference:

1. M.L.Jhingan. *Economics of Development and Planning*. New Delhi: Vrinda Publications P.Ltd (2016)
2. B.C. Tandon. *Economic Planning: Theory and Practice*, Allahabad: Chaitanya Publishing House, 1971.
3. Misra and Puri. *Economics of Development and Planning*, Himalaya Publishing House, 2014
4. W.A.Lewis. *Development and Planning*, George Allen & Unwin, 1963.
5. Kindleberger. *Economic Development*, New York: McGraw Hill, 1965

Semester- VI			
Core XI I– Labour Economics			
Code: 18UECC63	Hours / week :6	Hrs / Semester: 90	Credits :4

Vision:

To understand labour as a unique factor of production

Mission:

To help students to understand the working of the labour welfare agencies, social security measures in India and to observe the nature of industrial relations in India.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	describe efficiency of Indian labour	1	An
CO-2	know about characteristics & objectives of trade unions	1	Un
CO-3	elaborate the detailed study on worker's participation in management in India	4	Un
CO-4	explain the relationship of the labour market to other markets.	4	Un
CO-5	understand the basic mechanism of the labour market, in particular with how unemployment, wage and productivity differences can arise as equilibrium phenomena.	1	Re
CO-6	perform supply and demand analysis in the labour market.	2	Ap
CO-7	show the causes and changes in the productivity of labour.	4	Ap
CO-8	analyze the effect of labour unions.	3	An

Semester- VI			
Core XII– Labour Economics			
Code: 18UECC63	Hours / week :6	Hrs / Semester: 90	Credits :4

Unit I Labour as a factor of Production: 15 Hours

Meaning and Definition of Labour - Peculiarities of labour- Factors affecting labour –Migration & absenteeism – causes, effects and remedial measures – Efficiency of Indianlabour.-knowledge workers

Unit II Trade Unions: 20 Hours

Trade Unionism – Meaning, Definitions- Types – Characteristics & Objectives of Trade Unions – Functions – Industrial Disputes – Causes – Impact – Suggestions for improving industrial relations - Collective Bargaining – Objectives – Process of Collective Bargaining.

Unit III Workers’ Participation in Management 20 Hours

Works Committees – Joint Management Councils – Worker’s Participation inManagement in India – Worker’s Education – Objectives – Worker’s Education in India.

Unit IV Labour Welfare 15 Hours

Meaning- Definitions – Features – Concepts –Intra Mural and Extra Mural Labour – Labour Welfare Agencies – Aims and functions of ILO- India and ILO.

Unit V Social Security 20 Hours

Meaning – Definition – Importance – Social Insurance – Social Assistance – CommercialInsurance- Social Security measures in India.

Text Book:

Dr.S.Ramakrishna Moorthy - *Labour Economics*, Tirunelveli: D.S.R.Publications – 2002.

Books for Reference:

1. Dr.M.M.Varma and R.K.Aggarwal, *Labour Economics*. New Delhi: – Kings Bookspublisher –1994.
2. Bhagoliwal T.N. *Economics of Labour and Industrial Relations*, Agra: Sahitya Bhavan,1983.
3. Reynolds, Lloyd. *Labour Economics and Labour Welfare*. New Delhi: Prentice. Hall ofIndia Pvt. Ltd. 1978.

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

Vision: Learn rural economic development conceptual frameworks

Mission: Prepare the students for appropriate participation in preparing and implementation of the rural area and agricultural development

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

Unit I Nature of Rural Economy 15 Hours

Concepts and Definition of rural economy- Characteristics of rural economy-Rural Development: Objectives and Scope of rural development- Importance and Significance of rural development in India-Problems of Rural economic development

Unit II Rural Farm Economy 15 Hours

Importance of agricultural sector in the development of rural economy- Role of agricultural sector in GDP- Problems of Indian agriculture- Main aims and features of National Agricultural Policy - Current scenario of agricultural labour in India

Unit III Rural Non-Farm Economy 15 Hours

Concepts and definitions of rural industries- needs and economic significance of rural industries- rural industries and poverty alleviation- role of KVIC in the development of rural industries- present problems of rural industries in India – remedies.

Unit IV Rural Marketing 15 Hours

Introduction to rural products and marketing- nature - importance and significance - 4Ps -recent trends - current problems of rural marketing- suggestion for improving rural marketing- meaning of regulated market- objectives-features-benefits-problems and remedies of regulated marketing in India-e-marketing

Unit V Approaches to Rural Development 15 Hours

Introduction of rural development programmes- Community Development Programmes-Intensive Agricultural District Programme- Employment Guarantee Scheme- TRYSEM--JRY-NABARD programmes etc.

Text Book:

Vasant Desai. *Rural Development in India*, Mumbai: Himalaya Publishing House, 2012.

Books for Reference:

1. Venkata Reddy. K. *Agriculture and Rural Development* Himalaya Publication house, 2012.
2. Dutt and Sundaram. *Indian Economy*. New Delhi; S.Chand Publications, 2013-07-02.
3. Mishra S.K. and Puri V.K. *Economics of Development and Planning*. Mumbai: Himalaya Publishing House, 2012.
4. Mukundan.N. *Rural Development and Poverty Eradication in India*, 2009.
5. Katar Singh. *Rural Development Principles, Policies and Management*, New Delhi: Sage Publications, 1986.

Semester- V			
Core Integral II - Tourism Economics			
Code: 18UECI52	Hours / week :5	Hrs / Semester: 75	Credits :4

Vision: Understand the economic significance of the tourism industry and tourism services

Mission: To create the knowledge in the field of tourism industry and its impacts on the economy

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	know the structure and scope of tourism industry	1,2	An
CO – 2	demonstrating knowledge and understanding of the basic principles of tourism in all its dimensions and areas.	5	Ap
CO – 3	discuss trends in and analyze problems of supply and demand for tourism services	1,2	Ap
CO – 4	planning and management of projects in Tourism	1,2	Ap
CO – 5	understand the travel agency and its functions	1	Un
CO – 6	plan, lead, organize and control resources for effective and efficient tourism operations.	5,8	Ap
CO – 7	develop and evaluate tourism policy and planning initiatives	7, 4	Ev
CO – 8	analyse the effects of economic policies implemented by the government on the overall performance of the economy and on the tourism sector in particular.	6	An

Semester- V			
Core Integral II - Tourism Economics			
Code: 18UECI52	Hours / week :5	Hrs / Semester: 75	Credits :4

Unit I Importance of Tourism **15 Hours**

Definition – Concepts – Scope – Classifications – Challenges -Socio – Economic benefitsof tourism - Factors influencing the growth of Tourism

Unit II Tourism Industry **15 Hours**

Tourism as an Industry – Components of Tourism -Structure of Tourism Industry - Global Status of Tourism Industry - Sustainable Tourism- Indian Tourism Industry -Scope of Tourism in India

Unit III Tourism Product **15 Hours**

Concepts of Tourism product – Characteristics of tourism product - Types -Tourism Demand - Motivation of Tourism Demand - Measuring Tourism Demand- Pattern andCharacteristics of tourism supply - Factors influencing tourism supply.

Unit IV Tourism Planning **15 Hours**

Planning and development of tourism in India – Techniques of tourism planning - Tourism Marketing – Market segmentation and Tourism market mix –Travel documents and procedures - Travel agency andTour operators – Types – Functions of a travel agency

Unit V Tamil Nadu Tourism **15 Hours**

General Performance of the State Tourism Development in Tamil Nadu– Role of Local bodies – Tourism administration – Tourism Policy–Ports – Trade – Commerce - Popular tourist places in Tamilnadu – Promotion of Tourism in Tamilnadu - Environmental Protection measures in Tamil Nadu-Developing tourism potential of local area

Text Book:

Viswanath Ghosh.*Tourism and Travel Management*. New Delhi: Vikas Publishing House, Pvt., Ltd., 2000

Books for Reference:

1. Bhatia A.K. *International Tourism Management*. New Delhi: Sterling Publishers Pvt,Ltd.2001.
2. Cooper, C, Flethor, J.D. and Wanhill, S. *Tourism: Principles and Practices*, London: Pitman. 1993.
3. Johan M. Bryder. *Tourism and Development*. London: Cambridge University Press,1973.
4. Michael Peters. *International Tourism*. London: Hutchinson, 1969.
5. Rajasekara Thangaman. *Tourism Development*, Chennai: Madras art printers, 2003.

Semester- VI			
Core Integral III - International Economics			
Code: 18UECI61	Hours / week :5	Hrs / Semester: 75	Credits :4

Vision:

To understand the theories governing international trade

Mission:

To evaluate the policies pursued by various economic bodies in international economic transactions.

Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	describing the benefits of international trade and defects	1	Un
CO-2	elaborate the detailed study on balance of trade and balance of payments	4	Un
CO-3	elaborate the procedure to be implemented for GATT, UNCTAD and WTO	1	Ap
CO-4	familiar with the main economic theories and models of international trade.	1	Un
CO-5	aware of the likely distributional consequences of trade and thus of conflicting interests within an economy regarding trade liberalization.	3	Un
CO-6	understand economists' arguments concerning trade policy and its analysis.	4	Un
CO-7	apply economic reasoning to issues of the day surrounding globalization.	6	Ap
CO-8	have an elementary understanding of open-economy macroeconomics and the determinants of exchange rates and the balance of payments.	4	Un

Semester- VI			
Core Integral III-International Economics			
Code: 18UECI61	Hours / week :5	Hrs / Semester: 75	Credits :4

Unit – I Introduction 15 Hours

Differences between international trade and internal trade - Benefits of international trade and defects, Free trade: Meaning - Arguments for and against - Protection: Meaning - Arguments for and against – Kinds of Protection and Role of Protection in UDCs

Unit – II Theories of International Trade 15 Hours

Classical Theory, Comparative Cost Theory, Modern Theory and Factor-Price Equalization Theory

Unit – III Balance of Payments 15 Hours

Meaning of Balance of trade and Balance of payments – Meaning and Types, Structure of a Balance of payment, Causes and Remedial measures

Unit–IV Foreign Exchange 15 Hours

Meaning of Foreign exchange and Exchange Rate, Determination: Mint parity theory – Purchasing power parity theory – Balance of payment Theory– Fixed and Flexible Exchange Rate: Merits and Demerits

Unit – V International Financial Institutions 15

Hours IMF – Objectives– structure– Functions –World Bank (IBRD) – Objectives – structure – Functions - Trade Agreements: GATT, UNCTAD and WTO-Regional Blocks

Text Book: M.L.Jhingan. *International Economics*. New Delhi: Vrinda Publications P.Ltd -2016.

Books for Reference:

1. D.M. Mithani. *International Economics*. New Delhi:Himalayas Publishing House, 2003
2. Soderston. *International Economics*. London: The Macmillan Press Ltd., 2010
3. Singh & Agarwal. *International Economics*. Meerut: Sanjeeva Prakashan, 2012.
4. Devairakkam. *International Economics*. Tirunelveli: D.S.R.Publications, 2001.
5. Francis Cherunilam. *International Economics*, New Delhi. (Fifth Edition) Tata McGrawHill, 2010

Semester – V			
Part III Core XI (Common Core) Human Resource Management			
Code:18UMCC51	Hrs/Week: 6	Hrs/Sem: 90	Credit : 4

Vision:

To enable students to understand the basic concepts in HRM

Mission:

To familiarize students on the various aspects of HRM

Course Outcome:

CO No.	Upon completion of this course, students will be able to:	PSO addressed	Cognitive Level
CO – 1	gain knowledge on the basic concepts of planning human resource and help them to understand basic techniques of business.	1,2	Un
CO – 2	understand the basic selection process in HR.	1,2,3	Un
CO – 3	know the importance of training and development in HR.	2,3,4	Ap
CO – 4	know about the transfer policies	2,3,5	Un, Re
CO – 5	gain knowledge on compensation methods.	3,4	Un, An
CO – 6	understand the promotional policies in business	3,4	Un, Re
CO – 7	know about the significance and problems in performance appraisal.	3,4,5	Ap
CO – 8	know about the methods of performance appraisal	3,4,5	Ap

Semester V			
Part –III	Core – XI (Common Core)	Human Resource Management	
Code: 18UMCC51	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Unit-I: Introduction

15 Hours

Human Resource Management: Meaning - Objectives - Nature and Scope - Importance – Functions - and Problems of HRM - Personnel Management Vs. HRM - Qualities and Qualifications of Human Resource Managers.

Unit-II: Human Resource Planning, Recruitment and Selection

20 Hours

Human Resource Planning: Meaning - Need and Importance - Objective - Problems - Process – Recruitment: Meaning - Factors Influencing Recruitment - Sources of Recruitment - Problems in Recruitment – Selection: Meaning - Factors Affecting Selection Decisions - Selection Policy - Steps in Selection.

Unit-III: Training and Development

20 Hours

Training: Need and Importance - Objective - Types - Steps in Training Programme – Methods of Training - Evaluation of Training Programmes – Development: Meaning - Concept and Essentials of Management Development Programmes.

Unit-IV: Transfer, Promotion & Compensation

15 Hours

Transfer: Objective - Transfer Policy - Promotion: Purpose - Promotion Policy – Demotion - Compensation: Objective – Principles.

Unit-V: Performance Appraisal

20 Hours

Performance Appraisal: Meaning - Need and Importance - Objective - Problems in Performance Appraisal - Factors Influencing Performance Appraisal – Methods of Performance Appraisal.

Text Book:

Chitra, Atmaram, Naik. *Human Resource Management*. Ane Books Pvt., 2016.

Books for Reference:

1. Dr.C.B.Gupta. *Human Resource Management*. New Delhi: Sultan Chand & Sons, 2018.
2. C.P.Memoria, *Personnel Management*, Himalaya Publishing House, 2011
3. L.M.Prasad., *Human Resources Management*. New Delhi: Sultan Chand & Sons, 2014.
4. Gary Dessler. *Human Resource Management*. Prentice Hall, 2013.
5. Michael Armstrong. *A Handbook of Human Resource Management Practice*. Kogan Page, 2012.

Semester- V			
Core VIII -Macro Economics- I			
Code: 18UECC52	Hours / week :6	Hrs / Semester: 90	Credits :4

Vision: To acquire the knowledge of important concepts of Macro Economics

Mission: To develop and practice economic theories in present life

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	explain what economics is and explain why it is important	1,3,6	An
CO - 2	describe the relationships among GDP, net domestic product, national income, personal income and disposable income.	6	An
CO- 3	identify and differentiate the different types of unemployment	3	Ev
CO-4	identify the strengths and weaknesses of the Keynesian and classical model.	2,3,4	Ev
CO-5	explain and graph the consumption function	1, 6	An
CO-6	explain what would cause the consumption function to grow steeper or flatter or to shift up or down	2, 6	An
CO-7	know the multiplier and identify the leakages of multiplier	1,6,8	An
CO-8	understand the acceleration principles	1	Un

Semester- V			
Core VIII -Macro Economics- I			
Code: 18UECC52	Hours / week :6	Hrs / Semester: 90	Credits :4

Unit – I Introduction and National Income 15 Hours

Macro Economics vs. Micro Economics, Macro-Economic Problems: Unemployment, Inflation-National Income- meaning – Concepts – methods and problems in measurement

Unit – II Theories of Employment 20 Hours

Meaning of full employment – Types of unemployment – Classical theory of output and employment – Say’s law of market –Criticisms of Classical theory–Keynesian Theory of employment –Comparison of Classical theory with Keynesian theory of employment

Unit – III Consumption Function 20 Hours

Consumption and income – Average and Marginal propensity to consume and their relationship –Factors determining consumption function - Importance of consumption function – Theories of Consumption Function – Absolute, Relative

Unit – IV Multiplier 20 Hours

Multiplier – Meaning – Relationship with Marginal propensity to consume and save– Importance – Leakages - Keynes’s Investment Multiplier compared with Khan’s Employment Multiplier.

Unit – V Accelerator 15 Hours

Acceleration principle – Meaning – Assumptions – Importance – Limitations – Interaction of Acceleration and Multiplier or leverage effect or Super Multiplier

Text Book:

M.L.Seth. *An Introduction to Keynesian Economics*. Agra: Agarwal Educational Publishers, 1957.

Books for Reference:

1. Ackley. *Macro Economic Theory and Policy*. London, New York : Macmillan, 1978
2. J.M.Keynes. *The General Theory of Employment*. London: Interest and Money, Macmillan, 1936
3. M.Maria John Kennedy. *Macro Economics*, New Delhi: PHI Learning PVT Ltd, 2011

Semester- V			
Core IX -Fiscal Economics			
Code: 18UECC53	Hours / week :6	Hrs / Semester: 90	Credits :4

Vision: Provide the knowledge on basic financial procedure of the government.

Mission: To develop the ability of the students to understand and to make research in finance and economics and the skills to apply those concepts to the making of intelligent decisions for themselves in public sector and business life.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	differentiate between public finance and private finance	6	Ap
CO - 2	explain tax and non- tax revenue, differentiate between direct and indirect tax, explain shifting of taxation and effects of taxation	1, 2, 6	An
CO- 3	classify the public revenue and its various sources; revenue receipts and non- revenue receipts, understand the tax and non-tax revenue.	1,3	Ev
CO- 4	describe how and in which manner government spends, the causes of increasing public expenditure in the modern economies, explain the varying effects of public expenditure on the economy and role of public expenditure in a developing economy.	2, 3	Ev
CO - 5	identify the measures to reduce public expenditure.	3	Ev
CO - 6	explain the types of public debt and how debt is repaid	1,2,5	An
CO -7	describe the government budget, explain different types of budgets such as balanced and unbalanced budget and know the budgetary procedure.	3	Ev
CO-8	analyse the latest government budget allotment	6,8	An

Semester- V			
Core IX -Fiscal Economics			
Code: 18UECC53	Hours / week :6	Hrs / Semester: 90	Credits :4

Unit I Introduction 15 Hours

Meaning and Definition of Public finance – Public finance and Private finance Principle of Maximum Social advantage

Unit II Public Revenue 20 Hours

Tax and non-tax revenues – Canons of Taxation – Types of tax – Direct and indirect taxes – Progressive, Proportional and Regressive taxation, Effects of taxation – Taxable Capacity: Determinants

Unit III Public Expenditure 20 Hours

Classification of Public Expenditure – Causes and Growth of Public Expenditure – Effects of Public Expenditure on production, employment and distribution – Measures to reduce Public Expenditure in India.

Unit IV Public Debt 15 Hours

Meaning and Classification – Need for Public Borrowing – Effects of Public Debt on production, consumption and distribution - Burden of Public Debt– Redemption of Public Debt – Growth of Public Debt in India.

Unit V Financial Administration 20 Hours

Centre state relations –Role of Finance commissions- Meaning and components of Government budget- Revenue and Capital Budget – Characteristics of a sound budget– Budgetary procedure in India - A Review of the latest Union Budget- Local finance

Text Book: B.P.Tyagi. *Public finance* JAI Prakash Nath& Co., 2007

Books for Reference:

1. H.L.Bhatia. *Public Finance*. New Delhi: Vikas Publishing House Pvt. Ltd, 1999
2. R.C. Agarwal. *Public Finance: Theory and Practice*. Agra: Lakshmi Narayan Publications, 2006.
3. Musgrave & Musgrave. *Public Finance -Theory and Practice*. New Delhi: McGraw Hill Book Co.,1981
4. R.Cauvery. *Public Finance*. New Delhi: S. Chand & Company Ltd, 2007

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

Vision: Learn rural economic development conceptual frameworks

Mission: Prepare the students for appropriate participation in preparing and implementation of the rural area and agricultural development

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

Unit I Nature of Rural Economy

15 Hours

Concepts and Definition of rural economy- Characteristics of rural economy-Rural Development: Objectives and Scope of rural development- Importance and Significance of rural development in India- Problems of Rural economic development

Unit II Rural Farm Economy

15 Hours

Importance of agricultural sector in the development of rural economy- Role of agricultural sector in GDP- Problems of Indian agriculture- Main aims and features of National Agricultural Policy - Current scenario of agricultural labour in India

Unit III Rural Non-Farm Economy

15 Hours

Concepts and definitions of rural industries- needs and economic significance of rural industries- rural industries and poverty alleviation- role of KVIC in the development of rural industries- present problems of rural industries in India – remedies.

Unit IV Rural Marketing

15 Hours

Introduction to rural products and marketing- nature - importance and significance - 4Ps - recent trends - current problems of rural marketing- suggestion for improving rural marketing- meaning of regulated market- objectives-features-benefits-problems and remedies of regulated marketing in India-e-marketing

Unit V Approaches to Rural Development

15 Hours

Introduction of rural development programmes- Community Development Programmes- Intensive Agricultural District Programme- Employment Guarantee Scheme- TRYSEM-- JRY-NABARD programmes etc.

Text Book:

Vasant Desai. *Rural Development in India*, Mumbai: Himalaya Publishing House, 2012.

Books for Reference:

1. Venkata Reddy. K. *Agriculture and Rural Development* Himalaya Publication house, 2012.
2. Dutt and Sundaram. *Indian Economy*. New Delhi; S.Chand Publications, 2013-07-02.
3. MishraS.K. and PuriV.K. *Economics of Development and Planning*. Mumbai: Himalaya Publishing House, 2012.
4. Mukundan.N.*Rural Development and Poverty Eradication in India*, 2009.
5. Katar Singh. *Rural Development Principles, Policies and Management*, New Delhi: Sage Publications, 1986.

Semester- V			
Core Integral II - Tourism Economics			
Code: 18UECI52	Hours / week :5	Hrs / Semester: 75	Credits :4

Vision: Understand the economic significance of the tourism industry and tourism services

Mission: To create the knowledge in the field of tourism industry and its impacts on the economy

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	know the structure and scope of tourism industry	1,2	An
CO – 2	demonstrating knowledge and understanding of the basic principles of tourism in all its dimensions and areas.	5	Ap
CO – 3	discuss trends in and analyze problems of supply and demand for tourism services	1,2	Ap
CO – 4	planning and management of projects in Tourism	1,2	Ap
CO – 5	understand the travel agency and its functions	1	Un
CO – 6	plan, lead, organize and control resources for effective and efficient tourism operations.	5,8	Ap
CO – 7	develop and evaluate tourism policy and planning initiatives	7, 4	Ev
CO – 8	analyse the effects of economic policies implemented by the government on the overall performance of the economy and on the tourism sector in particular.	6	An

Semester- V			
Core Integral II - Tourism Economics			
Code: 18UECI52	Hours / week :5	Hrs / Semester: 75	Credits :4

Unit I Importance of Tourism

15 Hours

Definition – Concepts – Scope – Classifications – Challenges -Socio – Economic benefits of tourism - Factors influencing the growth of Tourism

Unit II Tourism Industry

15 Hours

Tourism as an Industry – Components of Tourism -Structure of Tourism Industry - Global Status of Tourism Industry -Sustainable Tourism- Indian Tourism Industry - Scope of Tourism in India

Unit III Tourism Product

15 Hours

Concepts of Tourism product – Characteristics of tourism product -Types -Tourism Demand - Motivation of Tourism Demand - Measuring Tourism Demand- Pattern and Characteristics of tourism supply - Factors influencing tourism supply.

Unit IV Tourism Planning

15 Hours

Planning and development of tourism in India – Techniques of tourism planning - Tourism Marketing – Market segmentation and Tourism market mix –Travel documents and procedures - Travel agency andTour operators – Types – Functions of a travel agency

Unit V Tamil Nadu Tourism

15 Hours

General Performance of the State Tourism Development in Tamil Nadu– Role of Local bodies – Tourism administration – Tourism Policy–Ports – Trade – Commerce - Popular tourist places in Tamilnadu – Promotion of Tourism in Tamilnadu - Environmental Protection measures in Tamil Nadu-Developing tourism potential of local area

Text Book:

Viswanath Ghosh.*Tourism and Travel Management*. New Delhi: Vikas Publishing House, Pvt., Ltd., 2000

Books for Reference:

1. Bhatia A.K. *International Tourism Management*. New Delhi: Sterling Publishers Pvt,Ltd. 2001.
2. Cooper, C, Flethor, J.D. and Wanhill, S. *Tourism: Principles and Practices*, London: Pitman. 1993.
3. Johan M. Bryder. *Tourism and Development*. London: Cambridge University Press, 1973.
4. Michael Peters. *International Tourism*. London: Hutchinson, 1969.
5. Rajasekara Thangaman. *Tourism Development*, Chennai: Madras art printers, 2003.

Semester- V	
Self-Study or On-line Course (Compulsory)– Economics of Insurance	
Code: 18UECSS3	Credits :2

Vision: To know the basic concepts of Insurance.

Mission: To train the students in the field of insurance and auxiliary services thus highly developing efficient and skilled insurance professionals to serve

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	know the importance of insurance	1,2	An
CO – 2	understand the classification of risks	1	Un
CO – 3	identify and apply the insurance policies procedures and benefits with present situation	1,3	Ap
CO – 4	understand the calculation of premium	1	Un
CO – 5	enhance the knowledge of Life and fire insurance.	7	Ap
CO – 6	describe the motor insurance	1, 2	Un
CO – 7	identify the role of insurance in economics	1,3	Ap
CO – 8	understand the IRDA	1	Un

Semester- V	
Self-Study or On-line Course (Compulsory)– Economics of Insurance	
Code: 18UECSS3	Credits :2

Unit-I Introduction

The quest for Economic Security - Classification of Risks - Demand for Insurance- Definition and Nature - Evolution and Importance of Insurance

Unit-II Life Insurance

Life Insurance Contract: Nature and Classification of Policies - Selection of Risk - Calculation of premium - Investment of Funds - Surrender Value – Term Insurance

Unit-III Fire Insurance

Fire Insurance: Nature and uses - Kinds of Policies - Policy Conditions - Rate Fixation - Payment of claim - Motor Insurance - Personal Accident - Health and Medical Insurance

Unit-IV Insurance & Economic Development

Insurance in Economic Development: Insurance and Mobilisation of savings - Insurance Institutions as Investment Institutions and their role in capital market -Privatisation of Insurance Sector

Unit-V Insurance & Social Welfare

Insurance as social welfare and security: Insurance - an Investment - Tax and Non - Tax Advantages - Retirement Planning - pension plans - Insurance Regulation and Development Authority (IRDA).

Text Book:

S.Devairakkam. *Insurance Principles and Practice*. Tirunelveli: DSR Publications, 2000

Books for Reference:

1. M.N.Mishra. *Insurance*, New Delhi: S.Chand & Company Ltd, 1999
2. Prof.Muthaya.S. *Life Insurance*, Palayamkottai: Ramalakshmi Publication, 2000.
3. IRDA: *Insurance Regulations and Development*. New Delhi: Authority Regulations.
4. Govt of India: *Old age and Income Security Report (Dave Committee Report)* New Delhi: Govt of India,

Semester- VI			
Core –X Macro Economics – II			
Code: 18UECC61	Hours / week :6	Hrs / Semester: 90	Credits :4

Vision:

To enable the students to have basic knowledge on macro-economic theories and policies

Mission:

To interpret the forces that cause fluctuations in capital and investment and to familiarize the issues associated with monetary & fiscal policy.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	describe theories of distribution	1	Un
CO-2	evaluate macroeconomic performance using indicators that include output measures and unemployment	1, 4	Ev
CO-3	understand the concepts used, methods to measure and difficulties encountered in the calculation of National Income	1, 3	Un
CO-4	identify, compare, and apply key features of Neoclassical and Keynesian economic models	4	Ap
CO-5	analyse fiscal and monetary policy decisions to counter business cycle swings by using macro-economic models.	6	Un
CO-6	evaluate macroeconomic performance using indicators that include inflation.	1, 2	Ev
CO-7	know about Macroeconomic Policies	1	Un
CO-8	identify the fiscal and monetary policies for internal and external balance	1	Un

Semester- VI			
Core –X Macro Economics – II			
Code: 18UECC61	Hours / week :6	Hrs / Semester: 90	Credits :4

Unit I Theories of Distribution

15 Hours

Classical Theory of Distribution– Marxian Theory of Income Distribution –Kaldor's Theory of Distribution – Critical appraisal

Unit II Investment Function

20 Hours

Meaning of Capital and Investment – Types of Investment – Induced Vs Autonomous – Determinants of Investments – Rate of Interest – Marginal Efficiency of Capital (MEC) – Factors influencing MEC

Unit III General Equilibrium

15 Hours

Concept of Partial Equilibrium – General Equilibrium – Derivation of IS and LM Functions – Shifts in IS and LM Functions

Unit IV Macro Economic Policy

20 Hours

Macroeconomic Policy – Policy objectives – Conflicts in policy objectives - Fiscal and Monetary Policies for Internal and External Balance

Unit V Monetary & Fiscal Policy

20 Hours

Monetary Policy –Instruments – Effectiveness - Role of Monetary Policy in Developing Economy – Fiscal Policy – Objectives – Limitations – Fiscal Monetary Policy Mix

Text Book:

M. Maria John Kennedy. *Macro Economics*. New Delhi: PHI Learning PVT Ltd, 2011

Books for Reference:

1. Ackley. *Macro Economic Theory and Policy*. London; Macmillan, 1978
2. M.L.Seth. *An introduction to Keynesian Economics*. Agra: Agarwal, 1974.
3. J.M.Keynes. *The General Theory of Employment, Interest and Money*, London: Macmillan, 1936.

Semester- VI			
Core XI– Development Economics			
Code: 18UECC62	Hours / week :6	Hrs / Semester: 90	Credits :4

Vision:

To relate theoretical concepts in economic development and growth

Mission:

To grasp how the planning contributes to the growth of the Indian Economy.

Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of economic growth and development	1	Un
CO-2	know about India's stage of Economic Growth	4	Un
CO-3	identify the Achievements and Failures of Five Year plans in India	1	Un
CO-4	describe the nature and meaning of economic development or underdevelopment, both in general, and as applied to people in specific developing countries.	1	An
CO-5	illustrate how economics can be used to create or analyse alternative approaches to promote development.	4	Ap
CO-6	explain the major development problems, choices and opportunities currently faced by developing countries.	6	Un
CO-7	select, assess and justify specific policy choices that developing countries might make to achieve their economic and social objectives.	1	Ev
CO-8	analyse, synthesise and evaluate information drawn from the available data and appropriate theoretical tools, and to express their ideas orally and in writing.	6	An, Ev

Semester- VI			
Core XI– Development Economics			
Code: 18UECC62	Hours / week :6	Hrs / Semester: 90	Credits :4

Unit – I Introduction

20 Hours

Economic growth and development – Factors affecting Economic Growth – Capital, Labour and Technology - Rostow’s stages of Economic Growth –India’s stage of Economic Growth

Unit – II Approaches to Economic Development

20 Hours

Vicious Circle of Poverty, Circular Causation, Unlimited supply of Labour – Big Push Theory, Balanced Growth Theory - Critical minimum effort thesis – Dualism – Technical, Behavioural, Social and Financial

Unit – III Theories of Economic Development

15 Hours

Classical theory of development – Theory of social changes – crisis in capitalism, Schumpeter and Capitalistic development

Unit – IV Growth Models

20 Hours

Harrod and Domar Model – Solow – Meade – Mrs. Joan Robinson’s- Romer’s and Arrow’s Models

Unit – V Measures for Economic Development

15 Hours

Need for Planning – Types – Conditions for successful operation of planning – Planning machinery in India - Achievements and Failures of Five Year plans

Text Book:

M.L.Seth. *Theory and Practice of Economic Planning*, New Delhi: S.Chand & Co., 1969

Books for Reference:

1. M.L.Jhingan. *Economics of Development and Planning*. New Delhi: Vrinda Publications P.Ltd (2016)
2. B.C. Tandon. *Economic Planning: Theory and Practice*, Allahabad: Chaitanya Publishing House, 1971.
3. Misra and Puri. *Economics of Development and Planning*, Himalaya Publishing House, 2014
4. W.A.Lewis. *Development and Planning*, George Allen & Unwin, 1963.
5. Kindleberger. *Economic Development*, New York: McGraw Hill, 1965

Semester- VI			
Core XI I– Labour Economics			
Code: 18UECC63	Hours / week :6	Hrs / Semester: 90	Credits :4

Vision:

To understand labour as a unique factor of production

Mission:

To help students to understand the working of the labour welfare agencies, social security measures in India and to observe the nature of industrial relations in India.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	describe efficiency of Indian labour	1	An
CO-2	know about characteristics & objectives of trade unions	1	Un
CO-3	elaborate the detailed study on worker's participation in management in India	4	Un
CO-4	explain the relationship of the labour market to other markets.	4	Un
CO-5	understand the basic mechanism of the labour market, in particular with how unemployment, wage and productivity differences can arise as equilibrium phenomena.	1	Re
CO-6	perform supply and demand analysis in the labour market.	2	Ap
CO-7	show the causes and changes in the productivity of labour.	4	Ap
CO-8	analyze the effect of labour unions.	3	An

Semester- VI			
Core XII– Labour Economics			
Code: 18UECC63	Hours / week :6	Hrs / Semester: 90	Credits :4

Unit I Labour as a factor of Production: 15 Hours

Meaning and Definition of Labour - Peculiarities of labour- Factors affecting labour – Migration & absenteeism – causes, effects and remedial measures – Efficiency of Indian labour.-knowledge workers

Unit II Trade Unions: 20 Hours

Trade Unionism – Meaning, Definitions- Types – Characteristics & Objectives of Trade Unions – Functions – Industrial Disputes – Causes – Impact – Suggestions for improving industrial relations - Collective Bargaining – Objectives – Process of Collective Bargaining.

Unit III Workers’ Participation in Management 20 Hours

Works Committees – Joint Management Councils – Worker’s Participation in Management in India – Worker’s Education – Objectives – Worker’s Education in India.

Unit IV Labour Welfare 15 Hours

Meaning- Definitions – Features – Concepts –Intra Mural and Extra Mural Labour – Labour Welfare Agencies – Aims and functions of ILO- India and ILO.

Unit V Social Security 20 Hours

Meaning – Definition – Importance – Social Insurance – Social Assistance – Commercial Insurance- Social Security measures in India.

Text Book:

Dr.S.Ramakrishna Moorthy - *Labour Economics*, Tirunelveli: D.S.R.Publications –2002.

Books for Reference:

1. Dr.M.M.Varma and R.K.Aggarwal, *Labour Economics*. New Delhi: – Kings Books publisher –1994.
2. Bhagoliwal T.N. *Economics of Labour and Industrial Relations*, Agra: Sahitya Bhavan, 1983.
3. Reynolds, Lloyd. *Labour Economics and Labour Welfare*. New Delhi: Prentice. Hall of India Pvt. Ltd. 1978.

Semester- VI			
Core Integral III - International Economics			
Code: 18UECI61	Hours / week :5	Hrs / Semester: 75	Credits :4

Vision:

To understand the theories governing international trade

Mission:

To evaluate the policies pursued by various economic bodies in international economic transactions.

Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	describing the benefits of international trade and defects	1	Un
CO-2	elaborate the detailed study on balance of trade and balance of payments	4	Un
CO-3	elaborate the procedure to be implemented for GATT, UNCTAD and WTO	1	Ap
CO-4	familiar with the main economic theories and models of international trade.	1	Un
CO-5	aware of the likely distributional consequences of trade and thus of conflicting interests within an economy regarding trade liberalization.	3	Un
CO-6	understand economists' arguments concerning trade policy and its analysis.	4	Un
CO-7	apply economic reasoning to issues of the day surrounding globalization.	6	Ap
CO-8	have an elementary understanding of open-economy macroeconomics and the determinants of exchange rates and the balance of payments.	4	Un

Semester- VI			
Core Integral III-International Economics			
Code: 18UECI61	Hours / week :5	Hrs / Semester: 75	Credits :4

Unit – I Introduction 15 Hours

Differences between international trade and internal trade - Benefits of international trade and defects, Free trade: Meaning - Arguments for and against - Protection: Meaning - Arguments for and against – Kinds of Protection and Role of Protection in UDCs

Unit – II Theories of International Trade 15 Hours

Classical Theory, Comparative Cost Theory, Modern Theory and Factor-Price Equalization Theory

Unit – III Balance of Payments 15 Hours

Meaning of Balance of trade and Balance of payments – Meaning and Types, Structure of a Balance of payment, Causes and Remedial measures

Unit–IV Foreign Exchange 15 Hours

Meaning of Foreign exchange and Exchange Rate, Determination: Mint parity theory – Purchasing power parity theory – Balance of payment Theory– Fixed and Flexible Exchange Rate: Merits and Demerits

Unit – V International Financial Institutions 15 Hours

IMF – Objectives– structure– Functions –World Bank (IBRD) –Objectives – structure – Functions - Trade Agreements: GATT, UNCTAD and WTO-Regional Blocks

Text Book: M.L.Jhingan. *International Economics*. New Delhi: Vrinda Publications P.Ltd - 2016.

Books for Reference:

1. D.M. Mithani. *International Economics*. New Delhi:Himalayas Publishing House, 2003
2. Soderston. *International Economics*. London: The Macmillan Press Ltd., 2010
3. Singh & Agarwal. *International Economics*. Meerut: Sanjeeva Prakashan, 2012.
4. Devairakkam. *International Economics*. Tirunelveli: D.S.R.Publications, 2001.
5. Francis Cherunilam. *International Economics*, New Delhi. (Fifth Edition) Tata McGraw Hill, 2010

Semester- VI			
Core Integral IV-Energy Economics			
Code: 18UECI62	Hours / week : 7	Hrs / Semester: 105	Credits :7

Vision:

To understand the energy and environmental issues

Mission:

To grasp how the energy sector contributes to the growth of the Indian Economy.

Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	deliver the importance of nature & scope of Energy Economics	1	Un
CO-2	give sound information on ONGC, OPEC, OAPEC, IEA and World Bank.	3	Un
CO-3	prepare and evaluate energy intensity and elasticity	5	Ap
CO-4	understand the basics of energy resources	1	Un
CO-5	understand the classification and importance of energy resources	3	Un
CO-6	know about the consequences and remedial measures of environmental crisis	1	Un
CO-7	know about the impact of energy consumption on production and environment.	4	Ap
CO-8	understand the usage of energy supply and demand	1	Un

Semester- VI			
Core Integral IV-Energy Economics			
Code: 18UECI62	Hours / week : 7	Hrs / Semester: 105	Credits :7

Unit I Natural Resources

15 Hours

Classification & Importance of Energy Resources - Types and classification - Emergence of Energy Economics - Its nature & scope

Unit II Institutional Role Of Energy

15 Hours

Development Role of Energy in Economic Development - Energy intensity and Elasticity - National and International Comparison - Role of Institutions like ONGC, OPEC, OAPEC, IEA and World Bank.

Unit III Environment Energy Crisis

15 Hours

Energy Crisis: causes - Consequences and Remedial Measures - Environmental Crisis - Causes - Consequences - Impact of Energy consumption on production and on Environment.

Unit IV Indian Energy Sector

15 Hours

Organisational structure - Energy Supply (Coal & Lignite, Oil & Gas, Hydro, Thermal, Nuclear) Energy Demand (From Agricultural, Industry, Transport, Domestic etc.,)

Unit V Energy Sources

15 Hours

Renewable (Solar, Wind, Tidal, Wave, Bio-gas, Biomass, Hydrogen etc) Renewable Energy Programmes under 5 year plans - Energy issues and Policy options for India.

Text Book:

Karpagam. M *Environmental economics*. New Delhi: Sterling, 1991

Books for Reference:

1. Agarwal, M.C., and Mongo, J.R. *Economic and Commercial Geography* . New Delhi: (National Publishing House, 1992
2. Agarwal, S.K. *Environment and Natural Resources Economics* London: Scott Foresman & Co., 1985
3. Common, M. *Environmental and Resource Economics*. London: Longman, 1996
4. Paul Stevens (Ed) *The economics of Energy, Vol. I and II* . Edward Elgar 2000
5. Raikhy P.S. and Parminder Singh, *Energy Consumption in India*. New Delhi: Patter and Determinants (Deep and Deep, 1990.
6. Richard Eden. *Energy Economics*. Growth, Resources and Policies London: (Cambridge University Press, 1981

Semester- VI			
Core Integral IV–Group Project			
Code: 18UECP61	Hours / week :7	Hrs / Semester: 105	Credits :7

Vision: Facilitate quick understanding of complex data.

Mission: Applies the research strategy in real life situation

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the research design	4	Un
CO-2	critically assess contributions to the literature.	4, 5	An
CO-3	attain the skills needed to formulate and analyse models used in the particular field of Economics.	5	Ap
CO-4	prepare and present original research papers in the particular field.	4	Cr
CO-5	improve generic skills like oral communication and written communication.	8	Ap
CO-6	perform the interpretation and analysis of data.	3	An
CO-7	originate clarification and present the research report.	4, 5	Ev
CO-8	identify about the universe from a sample	1	Un

Semester- VI			
Core Integral IV–Group Project			
Code: 18UECP61	Hours / week :7	Hrs / Semester: 105	Credits :7

Group Project work submitted by the students would be evaluated by external examiner appointed by the University for Marks of 100; remaining 100 marks would be given by internal examiner as per the rules and regulation of the university.

Guidelines for the project work of the UG programme in Economics

The students are expected to carry out a project work in the last Semester. It is equivalent to a core course. For maintaining uniformity and quality in its preparation, the Board of Studies has prepared clear guidelines.

The scheme and syllabus of the B.A. Programme in Economics under the CBCS suggests that students shall do a final research project for attaining intellectual maturation. The project is a major document that reflects the skills of the student to investigate critically a topic/problem, the ability to gather and analyze information, and to present and discuss the results/investigation concisely and clearly. The guidelines to be followed in the preparation and submission of the project are as given here under.

1. The students may choose any topic from the subject she has studied, including the social and economic issues in the local/regional context.
2. The project work should be supervised by a faculty.
3. The students shall prepare and submit the project report to the Institution
4. The report with around 40 A4 size pages (excluding preliminary pages) with at least 20 lines per page on one side of the paper only. The report should be bound (spiral or other ways).
5. The project report should be submitted to the Department within the date announced by the Controller of Examinations
6. The student shall prepare two copies of the report; one copy for submitting to the Institution and one copy for personal reference.
7. **Structure of the project report:**

- Title page
- Certificate by the students
- Acknowledgements
- Contents
- List of Tables and graphs
- List of Acronyms used
- Chapter 1: Introduction (which includes importance of the study, objectives of the study, methodology and data source, Chapter frame, Concepts used, limitations of the study etc.)
- Chapter II: Review of Literature
- Chapter III: Profile of the study area (Optional)
- Chapter IV: Data Analysis (Core of the report)
- Chapter V: Summary of Findings and Conclusions
- Appendix: Questionnaire/Schedule, other exhibits, case etc.
- Select Bibliography (In referencing and bibliographic preparation, the APA (American Psychological Association) style sheet is recommended.

9. A project work must be the student's own work and must not contain any plagiarized material.

10. Evaluation of the project report: The project report shall be subject to both internal and external evaluation.

11. The internal as well as external evaluation shall be done by the Guide and External Examiners. This component is examined on the basis of the students' awareness in the research process and its methodology. An objective multiple choice Question Bank developed for the course may be used for internal evaluation.

12. The external assessment of the project is based mainly on the written material. Hence, the objective evaluation of it demands clear procedure. Accordingly, the examiners' assessment of the project work will be based on a variety of features. These include amongst others:

- Understanding of the topic
- Methodology used, the standard of presentation
- the adequacy of the literature survey and data search
- Integration with literature; interpretation of data and results
- Ability to explain findings; originality the correct usage of referencing system

Semester- III			
Non Major Elective I Tourism and Economic Development			
Code: 18UECN31	Hours / week :2	Hrs / Semester: 30	Credits :2

Vision: To make the students aware of the nature and forms of tourism.

Mission: To expose the students regarding the possibilities of employment potential

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand the nature of tourism and explore the reasons for the rapid growth of tourism.	1,2	Un
CO – 2	view how the travel motivators promote social tourism, apply the concept to explore the demand, factors influencing tourism	2, 3	Ap
CO – 3	understand and explore maintenance of tourism products in India and abroad	1,7	Un
CO – 4	assert and apply the method to develop an ideal itinerary and function of tour managers.	1,7	Ap
CO – 5	provide information about tour packages	1	Un
CO – 6	plan, lead and organize the effective and efficient operations through tourism formalities	5, 8	An
CO – 7	know and apply innovative structure in present day tourism operations	1, 7	Ap
CO – 8	analyse and develop the market of tourism product	6,7	An

Semester- III			
Non Major Elective I Tourism and Economic Development			
Code: 18UECN31	Hours / week :2	Hrs / Semester: 30	Credits :2

Unit I Introduction **5 Hours**

Meaning and Nature of Tourism -Basic components of Tourism - Elements of Tourism - Factors influencing the growth of Tourism

Unit II Tourism Demand and Supply **5 Hours**

Tourism Demand - Motivation of Tourism Demand - Measuring Tourism Demand- Pattern and Characteristics of tourism supply - Factors influencing tourism supply.

Unit III Significance of Tourism **6 Hours**

Socio-economic importance of Tourism –Revenue Generation- Contribution to GDP- Employment Multiplier- International Agencies

Unit IV: Travel Formalities **7 Hours**

Passport, Visa, Health requirements, Taxes, Customs, Currency, Travel Insurance, Baggage and Airport information, Passenger Documentation, Baggage Rules.

Unit V Marketing of Tourism Product **7 Hours**

Tourism product – Marketing of Tourism product – Visual presentation – Folders – Media advertisement – Image building methods

Text Book

RajasekaraThangaman. *Tourism Development*, Chennai: Madras art printers,2003

Books for Reference:

1. Bhatia A.K. *International Tourism Management*, New Delhi: Sterling Publishers Pvt. Ltd. 2001
2. Viswanath Ghosh. *Tourism and Travel Management*, New Delhi: Vikas Publishing House, Pvt., Ltd., 2000
3. Johan M. Bryder. *Tourism and Development*, London: Cambridge University Press,1973
4. Michael Peters. *International Tourism*, London: Hutchinson, 1969.

Semester- IV			
Non Major Elective II Tourism and Economic Development II			
Code: 18UECN41	Hours / week :2	Hrs / Sem.: 30	Credits : 2

Vision: Learn about sustainable tourism development for inclusive economic development.

Mission: Understand the importance of Tourism sector and having integrity to achieve economic

development through tourism.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO - 1	recognize and raise awareness for moral issues and dilemmas in tourism.	1	Re
CO - 2	know about various types of tour packages and also about tourism marketing.	2,6	Un
CO- 3	demonstrating knowledge and understanding the basic principles of tourism in all its dimensions and areas.	2,7	Ap
CO-4	identify and evaluate the elements of the tourism system and its interaction with the environment.	1	Ev
CO-5	describing the demand and supply of tourism, cycles and economic growth.	2	An
CO-6	understand the importance of transport and communication in travel tourism and hospitality industry.	1,4	Un
CO-7	understand and disseminate the global code of ethics for tourism	6	Un
CO-8	create an awareness on the economic impact generated by tourism.	1,7	Cr

Semester- IV			
Non Major Elective II Tourism and Economic Development II			
Code: 18UECN41	Hours / week :2	Hrs / Semester: 30	Credits :2

Unit I Nature of Tourism **5 Hours**

Historical development of Tourism – Factors responsible for the growth and development of Tourism over the Years-Sustainable Tourism

Unit II Tourism and Tour Package **6 Hours**

Types of Tourism – Concept of Tourist product – Tour Packages and Type of Package – National and International – Tour itinerary.

Unit III Transport & Tourism **6 Hours**

Evolution of tourist transport system - Importance of transport in tourism - Introduction to transport system: air, road, rail and water transport

Unit IV Hospitality & Communication **7 Hours**

Hospitality Industry -Accommodation types -Relevance of Communication – Communication in Hospitality Industry – Nature of Hospitality Communication

Unit V Tourism Marketing **6 Hours**

Issues in Marketing: Global Marketing - Direct Marketing - Marketing on the Web – Green Marketing - Social Responsibility and marketing Ethics- Consumerism and Legal Issues

Text Book

A. K. Bhatia. *Tourism Development: Principles and Practice*. New Delhi: Sterling Publishers Pvt. Ltd.,2012.

Books for Reference:

1. P.N. Seth. *Successful Tourism Management*. New Delhi: Sterling Publishers Private Limited, 1986.
2. Richard Sharpley. *Travel and Tourism* - SAGE, 2006
3. Manoj Dixit. *Tourism products*. Lucknow: New Royal Book Co., 2009.
4. Richard Sharpley, David J. Telfer. *Tourism and Development: Concepts and Issues* - Channel View Publications, 2002
5. P.N. Seth. *Successful Tourism Management Vol 1 Fundamentals Of Tourism*. New Delhi: Sterling Publishers Private Limited, 2011.

Semester- V	
Self-Study or On-line Course (Compulsory)– Economics of Insurance	
Code: 18UECSS3	Credits :2

Vision: To know the basic concepts of Insurance.

Mission: To train the students in the field of insurance and auxiliary services thus highly developing efficient and skilled insurance professionals to serve

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	know the importance of insurance	1,2	An
CO – 2	understand the classification of risks	1	Un
CO – 3	identify and apply the insurance policies procedures and benefits with present situation	1,3	Ap
CO – 4	understand the calculation of premium	1	Un
CO – 5	enhance the knowledge of Life and fire insurance.	7	Ap
CO – 6	describe the motor insurance	1, 2	Un
CO – 7	identify the role of insurance in economics	1,3	Ap
CO – 8	understand the IRDA	1	Un

Semester- V	
Self-Study or On-line Course (Compulsory)– Economics of Insurance	
Code: 18UECSS3	Credits :2

Unit-I Introduction

The quest for Economic Security - Classification of Risks - Demand for Insurance- Definition and Nature - Evolution and Importance of Insurance

Unit-II Life Insurance

Life Insurance Contract: Nature and Classification of Policies - Selection of Risk - Calculation of premium - Investment of Funds - Surrender Value – Term Insurance

Unit-III Fire Insurance

Fire Insurance: Nature and uses - Kinds of Policies - Policy Conditions - Rate Fixation - Payment of claim - Motor Insurance - Personal Accident - Health and Medical Insurance

Unit-IV Insurance & Economic Development

Insurance in Economic Development: Insurance and Mobilisation of savings - Insurance Institutions as Investment Institutions and their role in capital market - Privatisation of Insurance Sector

Unit-V Insurance & Social Welfare

Insurance as social welfare and security: Insurance - an Investment - Tax and Non - Tax Advantages - Retirement Planning - pension plans - Insurance Regulation and Development Authority (IRDA).

Text Book:

S.Devairakkam. *Insurance Principles and Practice*. Tirunelveli: DSR Publications, 2000

Books for Reference:

1. M.N.Mishra. *Insurance*, New Delhi: S.Chand & Company Ltd, 1999
2. Prof.Muthaya.S. *Life Insurance*, Palayamkottai: Ramalakshmi Publication, 2000.
3. IRDA: *Insurance Regulations and Development*. New Delhi: Authority Regulations.
4. Govt of India: *Old age and Income Security Report (Dave Committee Report)* New Delhi: Govt of India,

Semester- IV	
Self-Study / On-Line Course (Optional) Social Economics	
Code: 18UESS41	Credits :2

Unit I Introduction

Social Economics: Definition – equality in Human Societies (employment) – Principles of Social Doctrines: Gandhi, Marx and Pope.

Unit II Poverty

The World Poverty Situation – causes and consequences – requisites of economic growth – Role of government – Social security – Subsidies – Social banking – Refugees, Slavery and Beggary.

Unit III Human Capital

Human Capital: Problems in Education and Health services – Energy crisis and related issues.

Unit IV Discrimination

Discrimination: Sources, kinds and causes – Consumerism – Provision of information – Protection from business manipulation

Unit V Economic Crimes

Economic Crimes: Causes and consequences – remedial course of action - Economic crimes and their prevention – Violation of Human Rights – Need to control terrorism.

Text Book

Indira Gandhi Memorial Trust. *Redefining the Good Society*. New Delhi: Wiley eastern ltd.1995.

Books for Reference:

1. Culyer, A.J., *The Economics of Social Policy*. London: Martin Robertson and Co. Ltd., 1973.
2. Joan Costa-Font and Mario Macis (Editors), *Social Economics: Current and Emerging Avenues*, CESifo Seminar Series
3. Gary S. Becker, Kevin M. Murphy. *Social Economics: Market Behaviour in a Social Environment*, Belknap Press: An Imprint of Harvard University Press, 2003.
4. Eatwell, John, Milgate, Murray, Newman. Peter(Editors) *Social Economics*. UK: Palgrave Macmillan 1989.
5. Le Grand, Julian and ray Robinson. *The Economics of Social Problems*. London: The Macmillan Press Ltd., 1976.

Websites for reference

http://www.corecentre.org/consumerism_articles
<http://www.globalissues.org/TradeRelated/Poverty.asp>
<http://www.fas.org/irp/threat/terror.htm>

Semester – V			
Part III Core XI (Common Core) Human Resource Management			
Code:18UMCC51	Hrs/Week: 6	Hrs/Sem: 90	Credit : 4

Vision:

To enable students to understand the basic concepts in HRM

Mission:

To familiarize students on the various aspects of HRM

Course Outcome:

CO No.	Upon completion of this course, students will be able to:	PSO addressed	Cognitive Level
CO – 1	gain knowledge on the basic concepts of planning human resource and help them to understand basic techniques of business.	1,2	Un
CO – 2	understand the basic selection process in HR.	1,2,3	Un
CO – 3	know the importance of training and development in HR.	2,3,4	Ap
CO – 4	know about the transfer policies	2,3,5	Un, Re
CO – 5	gain knowledge on compensation methods.	3,4	Un, An
CO – 6	understand the promotional policies in business	3,4	Un, Re
CO – 7	know about the significance and problems in performance appraisal.	3,4,5	Ap
CO – 8	know about the methods of performance appraisal	3,4,5	Ap

Semester V			
Part –III	Core – XI (Common Core)	Human Resource Management	
Code: 18UMCC51	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Unit-I: Introduction

15 Hours

Human Resource Management: Meaning - Objectives - Nature and Scope - Importance – Functions - and Problems of HRM - Personnel Management Vs. HRM - Qualities and Qualifications of Human Resource Managers.

Unit-II: Human Resource Planning, Recruitment and Selection

20 Hours

Human Resource Planning: Meaning - Need and Importance - Objective - Problems - Process – Recruitment: Meaning - Factors Influencing Recruitment - Sources of Recruitment - Problems in Recruitment – Selection: Meaning - Factors Affecting Selection Decisions - Selection Policy - Steps in Selection.

Unit-III: Training and Development

20 Hours

Training: Need and Importance - Objective - Types - Steps in Training Programme – Methods of Training - Evaluation of Training Programmes – Development: Meaning - Concept and Essentials of Management Development Programmes.

Unit IV: Transfer, Promotion and Compensation

15 Hours

Transfer: Objective - Transfer Policy - Promotion: Purpose - Promotion Policy – Demotion - Compensation: Objective – Principles.

Unit-V: Performance Appraisal

20 Hours

Performance Appraisal: Meaning - Need and Importance - Objective - Problems in Performance Appraisal - Factors Influencing Performance Appraisal – Methods of Performance Appraisal.

Text Book:

Chitra,Atmaram, Naik. *Human Resource Management*. Ane Books Pvt., 2016.

Books for Reference:

1. Dr.C.B.Gupta. *Human Resource Management*. New Delhi: Sultan Chand & Sons, 2018.
2. C.P.Memoria, *Personnel Management*, Himalaya Publishing House, 2011
3. L.M.Prasad., *Human Resources Management*. New Delhi: Sultan Chand & Sons,2014.
4. Gary Dessler. *Human Resource Management*. Prentice Hall, 2013.
5. Michael Armstrong. *A Handbook of Human Resource*

Management Practice. KoganPage,2012.

SEMESTER- I			
ALLIED I		STATISTICS –I	
Code:21UECA11	Hours / week :4	Hrs / Semester: 60	Credits :4

Objectives:

- Introduce students to basic statistical tools and techniques
- To apply statistical tools for economic problems.
- To make the students understand the significance of Statistics and to develop their research skills.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO's Addressed	CL
CO 1	Describe and discuss the key terminology, concepts tools and techniques used in statistics. Discuss critically the uses and limitations of statistics.	1	Un
CO 2	Gain knowledge on Organize, manage and present data. Outline the distinct method of using raw data in the form of frequency distribution	1,2	Ev
CO 3	Introduces students to the concepts and techniques of presentation and summarisation of data. It introduces students to basics of sampling and statistical inference	4	An
CO 4	Analyse statistical data using measures of central tendency. Apply knowledge of statistical measures such as Mean, Median and Mode for analysis and interpretation of data.	2,4	Un
CO 5	Analyse statistical data using measures of dispersion and location. Analyse the different measures of dispersion that are useful in the field of psychology and education	1,6	An
CO 6	Develop skills and knowledge to apply different types of data through graphs for analysing different descriptive measures.	4, 5	Cr

SEMESTER- I			
ALLIED I		STATISTICS –I	
Code: 21UECA11	Hours / week :4	Hrs / Semester: 60	Credits :4

UNIT I- INTRODUCTION

10 Hrs

Definitions of Statistics – Meaning – Scope – Functions - Importance– Limitations

UNIT II - STATISTICAL INVESTIGATION & SAMPLING

10 Hrs

Sources of data – Methods of collecting primary and secondary data – Questionnaire– Census and Sampling: Methods of sampling

UNIT III - STATISTICAL PRESENTATION

15 Hrs

Classification: Types - Tabulation: Rules, Parts of tabulation and Types of tables, Presentation of statistical data: Bar diagrams, Pie diagram-Graphs: Histogram, Frequency Polygon, Frequency Curve and Ogive Curves

UNIT IV- MEASURES OF CENTRAL TENDENCIES

10Hrs

Measures of Central Tendency: Meaning –Properties- Mean, Median, Mode, Geometric Mean and Harmonic Mean- Merits and Demerits

UNIT V-MEASURES OF DISPERSION

15 Hrs

Measures of Dispersion: Meaning - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of variation, Lorenz Curve

Text Book: R.S.N. Pillai & Bhagavathi, Statistics: Theory and Practice, 7th Revised Edition, S. Chand, New Delhi, 2008.

Reference Books:

1. A.M. Gun, M.K.Gupta & B.Dasgupta, Fundamentals of Statistics, 9th Reprinted Edition, The World Press Pvt. Ltd., Kolkata, 2019.
2. S .P.Gupta, Elementary Statistical Methods, 18th Revised Edition, Sultan Chand & Sons, New Delhi, 2017.
3. S. P.Gupta, Statistical Methods, 42nd Revised Edition, Sultan Chand & Sons, New Delhi, 2012.

SEMESTER- IV			
ALLIED II		STATISTICS II	
ALLIED: 21UECA22	HOURS / WEEK: 4	HRS / SEM: 60	CREDITS :4

Objectives:

- To provide an understanding on statistical concepts.
- To develop critical and quantitative thinking skills specific to statistics.
- To train students intensively in both theoretical and practical aspects of statistics
- To create a problem-solving attitude with the aid of statistical methodology.

Course Outcomes:

CO. No	Upon completion of this course, students will be able to	PSO's Addressed	CL
CO 1	Explain concept of correlation, analyze and interpret covariance and correlation coefficient, illustrate ordinary least squares and use it to estimate regression coefficient. Find the inter-relation between two or more phenomena with the help of curve fitting and correlation-regression analysis.	4	Un
CO 2	To introduce the fundamental concepts of statistical modelling, particularly linear regression models.	1,2	Ap
CO 3	Describe the components of time series, apply time series analysis in business scenarios, illustrate the different types of index numbers, and calculate index numbers.	1	An, Ev
CO 4	Apply the statistical tools in business, economic and commercial areas with the help of time series, index numbers, etc	1,5	An
CO 5	To provide essential knowledge of the theory and key properties of probability and random variables, and the application of these concepts in practical situations.	2,4,5	Un, An
CO 6	Made a bridge between the elementary statistical tools and probability theory	1,2	Re

SEMESTER- II			
ALLIED– II		STATISTICS– II	
Code: 21UECA22	Hours / week :4	Hrs / Semester: 60	Credits :4

UNIT – I CORRELATION

10 Hrs

Correlation: Types, Scatter diagram – Measurement: Karl Pearson Co-efficient of Correlation, Spearman’s Rank correlation and Concurrent Deviation

UNIT – II REGRESSION

10 Hrs

Regression - Meaning – Differences between Correlation and Regression - Regression lines – Regression equations - Regression Co-efficient

UNIT – III INDEX NUMBERS

15 Hrs

Definition, Types, Problems in the Construction of Index Numbers, Time and Factor Reversal Test, Fixed Base and Chain Base Index Numbers, Uses and limitations of Index Numbers.

UNIT - IV TIME SERIES

10 Hrs

Definition, Components of Time Series, Methods of measuring trend: Semi-Average, Moving Average and Method of Least Squares

UNIT - V PROBABILITY AND THEORY OF DISTRIBUTION

15 Hrs

Definition, Meaning, Concepts, Addition and Multiplication Theorems of probability- Theory of Distribution: Binomial, Poisson and Normal Distributions: Properties only.

Text Book: R.S.N. Pillai & Bhagavathi, Statistics: Theory and Practice, 8th Edition, S. Chand, New Delhi, 2019

Reference Books:

1. Dr.S. P.Gupta, Statistical Methods, 46th Edition, Sultan Chand & Sons, New Delhi, 2021.
2. Mario F. Triola, Elementary Statistical Methods, 13th Edition, Pearson Publications, New Delhi, 2017
3. Freedman, Purves & Pisani, Statistics, 4th Edition, Viva Books Pvt. Ltd., Kerala, 2011.

SEMESTER- III			
Allied -III		MATHEMATICAL METHODS- I	
Course Code: 21UECA31	Hours / week :4	Hrs / Sem.: 60	Credits :4

Objectives:

- To develop the technical skills of students and faculty, together engaging in research, teaching, and learning
- To get an advanced knowledge in diverse areas of mathematics
- To discover, mentor, and nurture mathematically inclined students, and provide them a supportive environment that fosters intellectual growth.

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO's Addressed	CL
CO - 1	know and apply the skills of commercial arithmetic in business life.	2,4, 7	Un
CO - 2	apply the basic concepts of equations in economics.	5,6	Ap
CO - 3	acquire knowledge about the linkage between mathematical techniques and economics.	5, 6	Ap
CO - 4	use knowledge of content and mathematical procedures to solve problems and make connections between the different areas of mathematics.	5, 7	Un
CO - 5	Demonstrate the use of mathematical reasoning by justifying and generalizing patterns and Relationships	4,5	Un
CO - 6	Apply the Fundamental Theorem of Analytical Geometry	2,5,6	Ap
CO - 7	Explain and apply basic concepts of sets,	4	U

SEMESTER- III			
Allied - III	MATHEMATICAL METHODS- I		
Course Code: 21UECA31	Hours / week :4	Hrs / Sem.: 60	Credits :4

UNIT-I: Set Theory **10 Hrs**

Meaning of Mathematical Methods in Economics-Importance - Functions and their Properties- Notations of Set - Types of set - Venn diagram - Laws of Set - Operations in Set -Application in Economics.

UNIT-II: Straight Line **15 Hrs**

Slope – Intercept - Equations of Straight Line - Parallel Lines - Perpendicular lines - Point of intersection of two lines - Application of straight lines in Economics: Supply line - Demand line - Determinants of equilibrium price and quantity and elasticity of demand

UNIT-III: Differentiation **15 Hrs**

Process and Rules of Differentiation - Differentiation in polynomials x^n , $(ax+b)^2$; $\log x$, e^x , differential coefficient of sum, difference, product, quotient and power - Successive differentiation - Partial derivative - Given $U = f(x,y)$ and $U = f(x,y,z)$ - Higher order partial derivatives – Maxima and Minima with single variable.

UNIT-IV: Application of Differentiation in Economics **10 Hrs**

Marginal utility, cost and revenue curve applications - Marginal Revenue (MR) and Marginal Cost (MC) –Point of Inflection - Revenue maximization and Cost minimization.

UNIT-V: Integral Calculus and its Applications in Economics **10 Hrs**

Rules of Integration – Definite & Indefinite integrals – Application in Economics – Total Revenue and Cost Concepts, Consumer's surplus and Producer's surplus.

Text Book:

Dr.M. Manoharan, Dr. C. Elango & Prof. K.L. Eswaran. *Business Mathematics*. Tamil Nadu:Palani Paramount Publications. 4th edition 2018

Books for Reference:

1. S.C. Aggarwal R.K.Rana & Leena Gupta. *Mathematics for Economists*. Haryana: V.K.Global Publications Pvt Ltd. 1st edition 2022
2. Dr. R.Veerachamy. *Quantitative Methods for Economists*. New Delhi: New Age International (P) Ltd. 2nd edition 2018
- 3.M.B.K. Moorthy & A. Manikandan. *Advanced Mathematical Methods*. Chennai: Yes Dee Publishing Pvt Ltd. 1st edition 2017
4. Dr. S. Sivaiah. *Applied Mathematical Methods*. Chennai: Laxmi Publications. 2nd edition 2013
4. Bhaskar Dasgupta. *Applied Mathematical Methods*. Chennai: Pearson Education India. 1st edition 2006

SEMESTER- IV			
Allied -IV		MATHEMATICAL METHODS- II	
Course Code: 21UECA41	Hours / week :4	Hrs / Sem.: 60	Credits :4

Objectives:

- To mould the students to acquire skills required for strengthening Mathematics.
- Provide platform to acquire abilities to evaluate problems using analytical/ numerical/graphical techniques.
- Provide a back ground for relating mathematical techniques to solve real life problems.

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO's Addressed	CL
CO - 1	Understand the foundations of mathematics	4	Un
CO - 2	Use equations, formulae, and mathematical expressions and relationships in a variety of contexts.	2,4,5	Un
CO - 3	Analyse and demonstrate mathematical skills required in mathematically intensive areas in Economics and business.	4,5,7	An
CO - 4	Apply the knowledge in mathematics(Matrices, Calculus)in solving business problems.	4,6	Ap
CO - 5	acquire an introduction to apply a range of mathematical techniques to economic problems.	5,6	Ap
CO - 6	learn and understand the application of integration in economics.	1,4	Un
CO - 7	acquire lifelong skills to understand current economics and to investigate economic models using mathematical techniques.	1,4,6	Un,Ap

SEMESTER- IV			
Allied -IV	MATHEMATICAL METHODS- II		
Course Code: 21UECA41	Hours / week :4	Hrs / Sem.: 60	Credits :4

UNIT-I: Ratio, Proportion, Relations and Functions **10 Hrs**

Ratio – Proportion – Relations - Progression – Arithmetic progression – Geometric progression, Functions – types of functions – Application in Economics

UNIT-II: Matrix – I **10 Hrs**

Matrix - Meaning and types - Operation of matrix: addition, subtraction, multiplication, division – Determinant – Properties of determinant

UNIT-III: Matrix – II **15 Hrs**

Rank of matrix - trace of matrix - inverse: properties of inverse – solution to linear equations - Cramer's rule – Inverse method – Applications in Economics: input - output analysis (introduction and concepts alone)

UNIT-IV: Linear Programming **10 Hrs**

Meaning - Basic concepts – Graphical solution to linear programming problem (only two variables) – Dual Method.

UNIT-V: Introduction to Game Theory **15 Hrs**

Meaning – Concepts – Significance – Types: Pure and Mixed Strategy games – Applications and Limitations of game theory

Text Book:

Sundaresan V. and S.D. Jeyseelan. *An Introduction to Business Mathematics*.

New Delhi: Sulthan chand (G/L) & Company Ltd. Revised edition 2018

Books for Reference:

1. T.R. Jain & SC. Aggarwal. *Mathematical Methods for Economics*. Haryana: V.K.Global Publications Pvt., Ltd., India. 1st edition 2021
2. Dr. Dipjyoti Sarma & Romen Kalita. *Mathematical Methods*. Madhya Pradesh: Mahaveer Publications. 1st edition 2020.
3. Alpha C. Chiang & Kevin Wainright. *Fundamental Methods of Mathematical Economics*. U.K: McGraw Hill Publications. 4th edition 2013.
4. D. Bose, *An Introduction to Mathematical Methods*. New Delhi: Himalaya Publishing House. 1st edition 2007.

SEMESTER- I			
CORE – I		MICRO ECONOMICS – I	
Code: 21UECC11	Hours / week :5	Hrs / Sem.: 75	Credits :4

Objectives:

- To develop the understanding of basic Micro economic concepts
- To equip the students with micro economic theories with graphic illustrations
- To develop the skills of analysis and application of the principles to the real -world problems

Course Outcomes

CO. No	Upon completion of this course, students will be able to	PSO's addressed	CL
CO 1	Describe and illustrate basic concepts such as Nature, Scope and Subject matter of Economics, The basics of Micro Economics and Macro Economics.	2, 4	Un
CO 2	identify and apply the important concepts and terminologies such as Utility analysis, law of demand and consumer surplus.	1,6	Ap
CO 3	To understand the application of indifference curves and describe consumer equilibrium with the help of law of equi-marginal utility.	4	Cr
CO 4	analyse the operation of the law of variable proportions and identify the three stages of production	6	Ap
CO 5	state the concept of total product, average product and marginal product; explain the nature and relationship of total, average and marginal product curves;	2, 1	Cr
CO 6	Describe the basic economic analysis and laws of production and consumer behaviour	7	An

SEMESTER- I			
CORE – I		MICRO ECONOMICS – I	
Code: 21UECC11	Hours / week :5	Hrs / Sem.: 75	Credits :4

Unit I -Introduction to the Concepts of Economics

15 hrs

Definition: Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson approaches – Nature and scope of Economics -Micro and Macro Economics – Basic Concepts and types of Goods and Utility

Unit II - Cardinal Utility Analysis

15 hrs

Meaning of Cardinal Utility – Human Wants and Utility– Law of Diminishing Marginal utility– Law of Equi-Marginal Utility- Law of Demand – Illustration, Assumptions and determinants of Demand – Elasticity of Demand – Meaning, Types and Measurement –Consumer Surplus

Unit III - Ordinal Utility Analysis

15 hrs

Meaning of Ordinal Utility – Indifference Curves – Properties – Diminishing Marginal Rate of Substitution– Consumer's Equilibrium – Price Effect, Income Effect and Substitution Effect

Unit IV - Factors of Production

15 hrs

Meaning and Features: Land, Labour, Capital and Organisation – Production Function: Law of Variable Proportions and Laws of Returns to Scale – Economies and Diseconomies of Scale

Unit V - Cost and Revenue Analysis

15 hrs

Cost Concepts – Short Run and Long Run Cost Curves - Concepts of Revenue – Revenue in different market conditions

Text Book: Pazhani, Micro Economics, 4th Edition, J.P.Publishers, Nagarcoil, 2019.

Books for Reference:

1. Maria John Kennedy, Microeconomics Theory, 3rd Edition, Prentice Hall Pvt Ltd, 2011.
2. Dominick Salvatore – Principles of Micro Economics, 5th Edition, Oxford University Press, New Delhi, 2009.
3. M.L.Seth, Micro Economics, 7th Revised Edition, Lakshmi Narain Agarwal Educational Publishers, Agra, Publication, 2001.
4. M.L.Jhingan, Micro Economic Theory, 7th Edition, Vrinda Publications, Delhi, 1998.
5. S.Sankaran - Economic Analysis, 3rd Edition, Margham Publications, Madras, 1991.

SEMESTER- I			
CORE II	INDIAN ECONOMY – I		
Code: 21UECC12	Hours / week :5	Hrs / Semester: 75	Credits :4

Objectives:

- Develop an in-depth understanding of the Indian economy
- Understanding and analysing Indian Economic Issues, developments and policies
- Able to understand the basic Indian Economic problems.

Course Outcomes

CO No.	Upon completion of this course, students will be able to	PSO's Addressed	CL
CO 1	understand the growth process in the Indian Economy since independence. various aspects of economic development. To comprehend the basic characteristics of economic development and economic growth.	1,2,7	Un
CO 2	Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.	1	Un
CO 3	provide an analytical discussion of various economic and social issues of the Indian economy. To realize the causes and measures of poverty inequalities and unemployment.	4	An
CO 4	To analyse the demographic trends in India. The importance of controlling population.	2,8	Ev
CO 5	Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.	4,6	An
CO 6	To understand the Economic Development of Indian Economy. Population and Human Development	6,7	Un

SEMESTER- I			
CORE II		INDIAN ECONOMY – I	
Code: 21UECC12	Hours / week :5	Hrs / Semester: 75	Credits :4

Unit I - Economic Development since Independence

15 hrs

Meaning of Economic Development -- Determinants of Development, Indian Economy since Independence – Features of Indian Economy

Unit II - Resources and Development

15 hrs

Natural Resources: Land, Water, Forest, Mineral and Energy Resources- Natural resources and Economic Development

Unit III - Basic Problems of Indian Economy

15 hrs

Poverty: Meaning, Causes, Remedial Measures – Unemployment: Meaning, Causes and Remedial Measures-Deficit Balance of Payment -Inflation

Unit IV - Human Resources

15 hrs

Demographic features –Demographic Transition-Causes and measures of controlling population. Human Development Index (HDI) – Meaning and measurement.

Unit V - Agriculture

15 hrs

Agriculture – Role in the National Economy – Crop pattern – Causes for low productivity – Green Revolution- Later developments - Rural development Subsidy-

Text Book: Ruddar Datt and K.P.M Sundharam, Indian Economy, 60th Edition, Sultan Chand, New Delhi, 2009.

Books for Reference:

1. Dr.D.Rathi, Indian Economy, First Edition, Archers & Elevators Publishing House, Bangalore, 2017.
2. Uma Kapila, Indian Economy, 9th Edition, Academic Foundation, 2010.
3. Ishwar.C.Dhingra, The Indian Economy, 21st Edition, Sultan Chand, New Delhi, 2009.
4. Mishra &Puri- Economics of Development and Planning, 7th Edition, Himalaya, Mumbai, 2005.
5. Meier, G.M. Leading Issues in Economic Development, 6th Edition, O U P, New Delhi,1995.

SEMESTER- II			
CORE III		MICRO ECONOMICS -II	
Code: 21UECC21	Hours / week :5	Hrs / Semester: 75	Credits :4

Objectives:

- To understand the behaviour of a consumer, a producer, a factor owner.
- To understand the market structure.
- An Enhance decision making abilities among students to enable them to become productive and informed citizens.

Course Outcomes:

CO. No	Upon completion of this course, students will be able to	PSO's addressed	CL
CO 1	Identify and appraise various models of how markets are organized, and the price and output decisions for maximizing profit. Understand the difference between the firm and the industry; explain and illustrate the differences between the demand curve for a perfectly competitive firm and that for a perfectly competitive industry	1, 2	Ap
CO 2	Describe characteristics of monopolies and a monopolistically competitive industry. Calculate and graph a monopoly's and monopolistic firm's costs, revenues, profit and losses	2,4	Un
CO 3	Design and develop an appropriate wage structure for a firm	1,6	An
CO 4	To make the student understand different types of market and levels of competition prevailing in the market.	1,2	Un
CO 5	Analyse the relationship between inputs used in production and the resulting outputs and costs	1,5	Ev
CO 6	To have a better awareness regarding different Factor Pricing Rent, Wages, Interest, Profit.	6,8	Un

SEMESTER- II			
CORE III		MICRO ECONOMICS –II	
Code: 21UECC21	Hours / week :5	Hrs / Sem.: 75	Credits :4

UNIT I -MARKETSTRUCTURE 15 Hrs

Time Element — Equilibrium of the Firm and Industry – Perfect Competition – Price Output Determination

UNIT II- MONOPOLY AND MONOPOLISTIC MARKETS 15 Hrs

Meaning and features: Monopoly, Discriminating Monopoly and Price – Output Determination–Meaning and features of Monopolistic Competition – oligopoly & duopoly

UNIT III- FACTOR PRICING I 15 Hrs

Theories of Distribution - Wages: Meaning and Types of Wages – Theories of Wages: Subsistence Theory and Wage Fund Theory

UNIT IV - FACTOR PRICING II 15 Hrs

Concept of Rent – Ricardian Theory of Rent, Quasi Rent, Modern Theory of Rent – Concept of Interest: Classical Theory, Loanable Funds Theory and Keynes' Liquidity Preference Theory.

UNIT V- FACTOR PRICING III 15 Hrs

Concept of Profit – Gross Profit and Net Profit – Theories of Profit: Dynamic Theory, Innovation Theory and Uncertainty Bearing Theory.

Text Book: H.L.Ahuja, Modern Micro Economics, 19th Edition, S.Chand &Co Ltd, New Delhi, 2017.

Books for Reference:

1. Robert Pindyck & Daniel Rubinfeld, Micro Economics, 8th Edition, Pearson Education, U.K, 2017.
2. M.L.Jhingan, Micro Economic Theory, 7th Edition, Vrinda Publications, Delhi, 2014.
3. Dominick Salvatore, Principles of Micro Economics, 5th Edition, Oxford University Press, New Delhi, 2009.
4. S. Devairakkam, Micro Economics, 2nd Edition, D.S. R. Publications, Tirunelveli, 2001.
5. M.L.Seth, Micro Economics, 7th Revised Edition, Lakshmi Narain Agarwal Publication, 2001.

SEMESTER- II			
CORE IV	INDIAN ECONOMY – II		
Code: 21UECC22	Hours / week :5	Hrs / Semester: 75	Credits :4

Objectives:

- Develop an in-depth understanding of the Indian economy
- Understanding and analysing Indian Economic Issues, developments and policies.
- To enable students to have an understanding on the various issues of the Indian economy

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO Addressed	C L
CO 1	To comprehend the significance, policies and growth of the industrial sector in India.	2,5	Re
CO 2	To enable the students to understand the challenges faced by the Micro, Small and Medium Enterprises.	4,8	Un
CO 3	Providing a solid introduction to transportation demand and various types or modes of transportation.	1,6	Ev
CO 4	To facilitate an understanding of the Balance of Payments. Explain the Foreign Direct Investment and Foreign Portfolio Investment. Evaluate WTO	1,2	An
CO 5	Students will be able to understand how planning can develop an economy. Evaluation of five -year plans.	4, 5,7	Un
CO 6	Students will get knowledge about IT and ITES in India.	1, 2	Ap

SEMESTER- II			
CORE IV		INDIAN ECONOMY – II	
Code: 21UECC22	Hours / week :5	Hrs / Semester: 75	Credits :4

UNIT I- INDUSTRIES

15 Hrs

Role of Industries in Economic Development - Cottage, Small Scale, MSME and Large-Scale Industries (Cotton, Iron & Steel and Cement) Industrial Policy-1991, 2001 & 2011

UNIT II- PLANNING

15 Hrs

Definition and Scope of Planning-Objectives of Planning in India-A brief resume of Five-year Plans in India – Recent Five- year Plan-Recent developments

UNIT III- TRANSPORT

15 Hrs

Types of Transport - Importance (Railway, Roadways, Shipping and Civil Aviation)

UNIT IV FOREIGN TRADE

15 Hrs

Importance of Foreign Trade in Economic Development, Balance of Payments – Recent EXIM Policy- WTO and Indian Economy- Government Financial Support for foreign trade-FDI

UNIT V- IT & ITES IN INDIA

15 Hrs

Meaning – Structure – Role and Importance of IT & ITES in India- Recent Developments

Text Book: Ruddar Datt and Sundharam K.P.M., Indian Economy, 51st Revised Edition, Sultan Chand, New Delhi, 2018.

Books for Reference:

1. Uma Kapila, Indian Economy, 20th Edition, Published by Academic Foundation, New Delhi, 2019.
2. Ishwar.C.Dhingra -Indian Economy, 21st Edition , Manakin Press Pvt. Ltd, New Delhi, 2018.
3. Mishra &Puri - Economics of Development and Planning, 7th edition Himalaya Publication, Mumbai, 2005.
4. Meier, G.M. Leading Issues in Economic Development, 6th edition, O U P, New Delhi, 1995.

SEMESTER- III			
Core – V		MACRO ECONOMICS – I	
Course Code: 21UECC31	Hours / week :6	Hrs / Sem.: 90	Credits :6

Objectives:

- To develop the understanding of basic Macro concepts
- To promote critical thinking skills and to analyse impacts of policy actions and to evaluate the advantages and disadvantages of different policies.

Course Outcomes

CO No.	Upon completion of this course, students will be able to	PSO's Addressed	CL
CO 1	Understand the concepts of Macro Economics and its interrelations with Microeconomics	2, 4	Un
CO 2	Compares calculation methods of national income	1, 4,6	Ap
CO 3	Describe the relationships among GDP, net domestic product, national income, personal income and disposable income	1, 2,4, 6	Ev
CO 4	Categorizes unemployment by types	4,7	Un
CO 5	Identify the strengths and weaknesses of the Keynesian and classical model.	2, 4, 5,6	Cr
CO 6	Construct and graph the consumption function	4,6	Un

SEMESTER- III			
Core – V		MACRO ECONOMICS – I	
Course Code: 21UECC31	Hours / week :6	Hrs / Sem.: 90	Credits :6

UNIT I - Nature and Scope of Macro Economics 20 Hrs

Macro Economics – Meaning - Definition - Importance and limitations – National Income – Concepts – Methods of measuring national income – Difficulties- Importance of National Income Analysis – National Income Accounting – Circular flow of Income in two, three and four sector Models.

UNIT II - Classical Theory of Employment 20 Hrs

Classical Theory of Employment – Say’s Law of Market – Fisher’s Quantity theory- John Maynard Keynes’ criticism of classical theory

UNIT III - Keynesian Theory of Employment 15 Hrs

Keynesian theory of Employment and Output – Aggregate Demand & Aggregate Supply – Effective Demand - comparison and contrast between Classical and Keynesian contributions

UNIT IV - Consumption Function 15 Hrs

Consumption Function – Meaning – Definition - Attributes – Keynesian Consumption Function – Factors stimulating and influencing Consumption function.

UNIT V - Inflation and Unemployment 15 Hrs

Inflation – Meaning – Types- Causes - Measures to control Inflation – Deflation and Stagflation – Meaning – Unemployment: Meaning – Types- Employment guarantee programmes.

Text Book:

M. Maria John Kennedy. *Macro Economics*. New Delhi: PHI Learning PVT Ltd. 1st edition 2011

Books for Reference:

1. Dr.D. Amutha. *Fundamentals of Macroeconomics*. New Delhi: Manglam publications. 1st edition 2019.
2. Jhingan, M. L. *Macroeconomic Theory*. New Delhi: Vrinda Publications (P) Ltd. 13th edition 2016.
3. Edward Shapiro. *Macroeconomic Analysis*. New Delhi: Galgotia Publications. 5th edition 2013.
4. Ahuja, H. L. *Macro Economics Theory & Policy*. New Delhi: S. Chand & Company Ltd. 19th edition 2013.
5. R. Cauvery, Dr.U.K.Sudha Nayak, Dr.M. Girija & Dr. R. Meenakshi. *Macro Economics*.

New Delhi: S.Chand& Company Ltd. 3rd edition 2002.

SEMESTER- IV			
Core – VI		MACRO ECONOMICS – II	
Course Code: 21UECC41	Hours / week :6	Hrs / Sem.: 90	Credits :6

Objectives:

- It also introduces the students to various theoretical issues related to an open economy.
- Understand the Fiscal policy operations, its tools, and its advantages and drawbacks.
- To enable the students to have basic knowledge on macro-economic theories and policies

Course Outcomes

CO No.	Upon completion of this course, students will be able to	PSO's Addressed	CL
CO 1	know the multiplier and identify the leakages of multiplier	1, 2	Un
CO 2	understand the acceleration principles	2,4	Un
CO 3	Analyze different phases of trade cycle, demonstrate various trade cycle theories, understand the impact of cyclical fluctuation on the growth of business, and lay policies to control trade cycle.	2, 4, 6	An
CO 4	Describe the business cycle and its primary phases	2,4	Ev
CO 5	Compare and contrast the circumstances under which it makes sense to apply the Keynesian and Neoclassical perspectives	4,6, 7	Cr
CO 6	Describe the role of financial markets play in an economy.	4,5, 7	Ev

SEMESTER- IV			
Core - VI	MACRO ECONOMICS – II		
Course Code: 21UECC41	Hours / week :6	Hrs / Sem.: 90	Credits :6

UNIT I- Investment Function

15 Hrs

Meaning – Definition – Induced and autonomous investment – Determinants of Investment – MEC and Rate of interest – Factors other than the Interest rate affecting Inducement to Invest

UNIT II - Multiplier and Accelerator

20 Hrs

The concept of Multiplier – Employment and Investment Multiplier – Limitations and Importance of Multiplier - Leakages – Principles of Acceleration –Interaction between Multiplier and Accelerator (Super Multiplier).

UNIT III - General Equilibrium

20 Hrs

General Equilibrium- Equilibrium of Commodity Market (IS) and Money Market (LM) – Simultaneous equilibrium of Commodity and Money Market (IS & LM) changes in General equilibrium (Shifts in IS and LM functions)

UNIT IV - Trade Cycle

15 Hrs

Definition and Phases of Trade Cycle – Control of Trade Cycle – Monetary and Non-Monetary theories of Trade Cycle

UNIT V -Macro Economic Policies

20 Hrs

Monetary Policy - Objectives – Instruments –Effectiveness of Monetary Policy - Fiscal Policy - Objectives - Instruments - Monetary and Fiscal Policy Mix

Text Book:

M.Maria John Kennedy. *Macro Economics*. New Delhi: PHI Learning PVT Ltd. 1st edition 2011.

Books for Reference:

1. Dr.D. Amutha. *Fundamentals of Macroeconomics*. New Delhi: Manglam publications. 1st edition 2019.
2. A.L. Ahuja. *Macro Economic Theory and Policy*. New Delhi: S. Chand & Company Ltd. 20th edition 2019.
3. Hubbard R. Glenn & O'Brien Anthony P. U.K: Pearson Publications. 5th edition 2017.
4. Jhingan, M. L. *Macro Economic Theory*. New Delhi: Vrinda Publications (P) Ltd. 12th edition 2014.

SEMESTER- III			
Non-Major Elective Economics for Competitive Examinations – I			
Course Code: 21UECN31	Hours / week :2	Hrs / Semester: 30	Credits :2

Objectives:

- To initiate the students to understand the key concepts of economics.
- To prompt students to have economic way of thinking.
- To induce critical thinking skills within the contest of subject matter of economics.

CO No.	Upon completion of this course, students will be able to	PSO's addressed	CL
CO 1	describe and illustrate basic economic concepts of scarcity and choice.	1, 2, 4	Ap
CO 2	understand the concepts used, methods to measure and difficulties encountered in the calculation of National Income	2, 4	Un
CO 3	understand the concept of economic growth and development	2, 7	Un
CO 4	illustrate how economics can be used to create or analyse alternative approaches to promote development.	4, 5, 7	Cr
CO 5	analyse both the proximate and deeper factors that trap people in poverty or assist them to escape poverty	4, 6, 7	Ap
CO 6	Identify and differentiate between the different types of unemployment	1, 4,7	An

SEMESTER- III			
Non-Major Elective Economics for Competitive Examinations – I			
Course Code: 21UECN31	Hours / week :2	Hrs / Semester: 30	Credits :2

UNIT I - Micro Economics

7 Hrs

Definition of Economics – Adam Smith- Alfred Marshall, Lionel Robbins, Paul Samuelson

-Basic Concept in Economics - Micro Economics- Meaning – Importance and Uses of MicroEconomics – Macro Economics – Meaning – Difference between Micro and Macro Economics.

UNIT II - Macro Economics

7 Hrs

Meaning- Definition – Basic concepts of National Income – Gross National Product – NetNational Product – Personal Income – Per- Capita Income – Methods of Calculation of National Income – Problems of Calculation.

UNIT III- Economic Growth and Economic Development

6 Hrs

Meaning of Economic Growth – Meaning of Economic Development – Difference between Development and Growth – Determinants of Economic Development and Economic Growth

UNIT IV – Poverty

5 Hrs

Meaning – Definition – Causes of Poverty –Absolute and Relative Poverty – Poverty Eradication Programmes.

UNIT V – Unemployment

5 Hrs

Meaning – Causes of Unemployment – Kinds of Unemployment – Employment guarantee programmes.

Text Book: Dr. S. Sankaran. *Micro Economics*. Tamil Nadu: Margham Publications. 1st edition2018

Books for Reference:

1. Dr.D. Amutha. *Economics for UGC Net/Set Examinations*. New Delhi: ManglamPublications. 1st edition 2021.
2. Dr. D. Rathi. *Micro Economics*. Unites States: Lulu Publication. 1st edition 2021.
3. T.R. Jain & V. K. Ohri. *Fundamentals of Economics*. Haryana: VK Global Publications PvtLtd. 1st edition 2020.
4. M.L. Jhingan. *Micro Economic Theory*. New Delhi: Vrinda Publication Pvt. Ltd. 7th edition2012.

SEMESTER- IV			
Non-Major Elective Economics for Competitive Examinations – II			
Course Code: 21UECN41	Hours / week :2	Hrs / Semester: 30	Credits :2

Objectives:

- This course is designed to make the undergraduate students of other disciplines aware of the basic ideas and concepts in economics.
- To make students understand economic ideas and its implications in real time life situation.

Course Outcomes

CO No.	Upon completion of this course, students will be able to	PSO's addressed	CL
CO 1	Explain the types of public debt and how debt is repaid	2,4, 6	Un
CO 2	Describe the process of credit creation of a commercial bank, describe the balance sheet of a commercial bank, explain the functions of commercial bank	2,4	An
CO 3	Explain the main objective of monetary policy in under developed countries	4,5, 6	An
CO 4	Explain the functions and constituents of financial system, explain money market, capital market and stock market	1,4,5	An
CO 5	Explain the different concepts of terms of trade	4,7	An
CO 6	Explain the structure of BOP, disequilibrium in BOP, causes of disequilibrium	4, 5, 7	Ap

SEMESTER- IV			
Non-Major Elective		Economics for Competitive Examinations – II	
Course Code: 21UECN41	Hours / week :2	Hrs / Semester: 30	Credits :2

UNIT I- Public Finance **7 Hrs**

Meaning – Definition – Scope of Public Finance – Public Revenue – Public Expenditure
-Causes of increasing Public expenditure in India-Union Budget and its Importance.

UNIT II - Reserve Bank of India **7 Hrs**

Origin of Reserve Bank of India – Functions of Reserve Bank of India – Monetary Policy
-Control of Credit – Relationship between RBI and Commercial Banks.

UNIT III -Inflation& Deflation **5 Hrs**

Meaning - Definition – Types – Causes and Effects of Inflation – Controlling Measures
-Deflation – Effects of Deflation

UNIT IV - Centre-State Financial Relations **5 Hrs**

Decentralization of power between centre and state-Centre-State Financial relations–Panchayat Raj System and its Importance- 73rd and 74th Amendments

UNIT V - International Trade **6 Hrs**

Meaning - Definition – Difference between Internal and External Trade – Balance of Payment –Functions of WTO and IMF

Text Book:

H.L.Bhatia. *Public Finance*. New Delhi: Vikas Publishing House Pvt, Ltd. 30th edition, 2020.

Books for Reference:

1. Dominick Salvatore. *International Economics*. United States: Wiley Publisher, 13th edition 2021.
2. M.L.Jhingan. *International Economics*. New Delhi: Vrinda Publications Pvt. Ltd. 7th edition 2020.
3. Harvey Rosen. *Public Finance*. UK: McGraw Hill Education. 8th edition 2012.
4. R.Cauvery, N. Kruparani, U.K. Sudha Nayak & A. Manimekalai. *Monetary Economics*. New Delhi: S. Chand & Co Ltd. 2nd Revised edition 2008.

SEMESTER- III			
Core Skill Based		TOURISM ECONOMICS- I	
Course Code: 21UECS31	Hours / week :4	Hrs / Sem.: 60	Credits :4

Objectives:

- To understand the impact and challenges in the tourism industry.
- Understand the importance of tourism in the service industry.
- Understand the place of tourism in the service industry.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO's addressed	CL
CO - 1	understand the nature of tourism and explore the reasons for the rapid growth of tourism.	2, 5	Un
CO - 2	assert and apply the method to develop an ideal itinerary and function of tour managers.	4,6	Ap
CO - 3	plan, lead and organize the effective and efficient operations through tourism formalities	2, 5, 6	Cr
CO - 4	view how the travel motivators promote social tourism, apply the concept to explore the demand, factors influencing tourism	5,6	Ap
CO - 5	Better understanding of Travel and Tourism Industry	4,5	Un
CO - 6	Identify and assess relationships and networks relative to building tourism capacity.	4, 6	Ap
CO - 7	Understand the place of tourism in the service industry.	2,4,7	Un

SEMESTER- III			
Core Skill Based		TOURISM ECONOMICS- I	
Course Code: 21UECS31	Hours / week :4	Hrs / Sem.: 60	Credits :4

UNIT-I: Basic Concepts of Tourism **10 Hrs**

Meaning- Definition - Concepts and Types of Tourism - Tourism and economic development - Importance of tourism - Sustainable Tourism

UNIT-II: Tourism Product and Tourism Marketing **10 Hrs**

Tourism products: Attractions, Availability, Accessibility and Amenities - Tourism Marketing – Various types of tourism marketing in India - Impact of Information Technology in tourism development.

UNIT-III: Tourism Services **10 Hrs**

Hotels - Motels - Resorts - Boating Clubs - Conducted /Organized Tours - Package Tour - Insurance - Guides - Tour Operators - Tour Promoters - Medical Tourism and its importance.

UNIT-IV: Performance of Tourism **15 Hrs**

Tourism status in global and national -Socio, Economic, Cultural and Political Impacts of tourism development in India - Programmes in Tourism Development - Infrastructure Development Programme – Integrated Development of Tourism Circuits, Product infrastructure and Destination Development

UNIT-V: Tourism Organizations **15 Hrs**

Role and Functions: United Nations World Tourism Organizations (WTO), Pacific Asia Travel Association (PATA), World Tourism and Travel Council (WTTC), International Hotel Association (IHA), Ministry of Tourism, Government of India, Indian Tourism Development Corporation (ITDC) and Federation of Hotel and Restaurants Association of India (FHRAI)

Text Book: Sunetra Roday, Archana Biwal & Vandana Joshi. *Tourism: Operations and Management*. USA: Oxford University Press. Illustrated edition 2009

Books for Reference:

1. D. Leslie & J. Holland. *Tour operators & Operations: Development, Management and Responsibility*. U.K: CABI Publishers. 1st edition 2017.
2. Geetanjali. *Tourism Policy and Planning*. Jaipur: ABD Publishers. 1st edition 2010.
3. Manish Ratti. *Tourism Planning and Development*. New Delhi: Rajat Publications. 1st edition, 2008.
4. R. Shantha Kumar,. *Facts on Tourism*. Chennai: Shantha Publishers. 1st edition 1996.

SEMESTER- IV			
Core Skill Based		TOURISM ECONOMICS- II	
Course Code: 21UECS41	Hours / week :4	Hrs / Sem.: 60	Credits :4

Objectives:

- Learn about sustainable tourism development for inclusive economic development.
- Understand the importance of Tourism sector and having integrity to achieve economic development through tourism.

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO's Addressed	CL
CO - 1	identify and evaluate the elements of the tourism system and its interaction with the environment.	2,4	Ev
CO - 2	recognize and raise awareness for moral issues and dilemmas in tourism.	4, 5	An
CO - 3	provide information about tour packages	4,5	Un
CO - 4	assert and apply the method to develop an ideal itinerary and function of tour managers.	1, 7	Ap
CO - 5	understand the importance of transport and communication in travel tourism and hospitality industry.	2,4,5	Un
CO - 6	create an awareness on the economic impact generated by tourism.	2,4	Cr

SEMESTER- IV			
Core Skill Based	Tourism Economics- II		
Course Code: 21UECS41	Hours / week :4	Hrs / Sem.: 60	Credits :4

UNIT-I: Travel Agency

10 Hrs

Travel Agents, Tour operators, Function of a travel agent – Travel information, Ticketing, Tour packages, and Type of Package, Tours and excursion -Travel agency commission How to setup a travel agency-Modern mobile application towards in Tourism.

UNIT-II: Personality Developments Of Travel Agent, Tour Operator, Guide 10 Hrs

Introduction: Meaning of Personality, Personality Factors- externa internal. Effective or winning personality, developing a selling personality

UNIT-III: Guiding Concept

15 Hrs

Meaning, Concepts &Types of Guides: Conceptual meaning of Tourist Guide, duties andresponsibilities. How guides are appointed in tour.

UNIT-IV: Tourism Development

10 Hrs

Development of tourism in India - New Policy on Tourism Management strategy- Globaland Indian status of Tourism Industry - International Agencies.

UNIT-V: Indian Art & Architecture

15 Hrs

Indian Art and Sculptures, Archaeological sites – Monuments – Ancient Temples of India -Forts - Palaces and Museums – Buddhist heritage sites of India, Islamic Art & Architecture -UNESCO, World Heritage Sites in India, conservation & Management.

Text Book: A.K.Bhatia, Tourism Development-Principles & Practices, 4th Revised Edition, Sterling Publishers Pvt., Ltd, Uttar Pradesh, 2020.

Books for Reference:

1. S. Subramania Pillai. *Tourism in Tamil Nadu- Growth and Development*. India: MJPPublishers. 1st edition 2021.
2. Rajat Gupta, Nishant Singh, Ishita Kirar& Mahesh Kumar Bairwa. *Hospitality andTourism*. New Delhi: Vikas Publishing House Pvt, Ltd. 1st edition 2015.
3. Satish Chandra Nigam,. *Eco Tourism and Sustainable Development*. New Delhi: RajatPublications. 1st edition 2008.
4. Biswanath Ghosh. *Tourism & Travel Management*. New Delhi: Vikas Publishing HousePvt, Ltd. 2nd edition 2000.

SEMESTER- I			
ALLIED I		GENERAL ECONOMICS – I (I HISTORY)	
Code: 21UHIA11	Hours / week :4	Hrs / Semester: 60	Credits :4

Objectives:

- To understand the various definition of economics and scope of economics.
- To introduce students to basic economics concepts and theories.
- To understand the basic concepts of national income.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO's Addressed	CL
CO 1	To learn and understand Economics with the help of various definitions	2	Un
CO 2	Get an introduction to supply and demand and determine equilibrium in a market economy. To familiarize the students with the basic concept of economics	2,5	Ev
CO 3	Students will understand general economic concepts such as supply & demand, Utility etc. Demonstrate the measurement of utility or satisfaction and its relationship to the law of demand	1,4	Un
CO 4	Identify the factors of production and production possibilities. Define the term “production” and explain what a production function is; define the term “production inputs,” and differentiate between labour, land, capital, entrepreneurship, technology	1,2	An
CO 5	Describe the incomes earned by the factors of production (land, labour, capital, entrepreneurship) wages, interest, rents, and profit	1,2	Un
CO 6	Defines concepts related to national income. Compares calculation methods of national income. To apply the circular flow of income and expenditure	1	An

SEMESTER- I			
ALLIED I		GENERAL ECONOMICS – I (I HISTORY)	
Code: 21UHIA11	Hours / week :4	Hrs / Semester: 60	Credits :4

UNIT I - INTRODUCTION

10 Hrs

Definitions – Wealth, welfare and scarcity - Scope of Economics – Divisions of Economics
- Basic concepts –Utility, Goods, Market, and Wealth.

UNIT II - CONSUMPTION

10 Hrs

Human Wants, Law of Diminishing Marginal Utility — Consumer's Surplus- Law of Demand – Types, Exceptional demand

UNIT III - PRODUCTION

15 Hrs

Factors of Production – Land, Labour, Capital, Organisation- features- Division of Labour
– Localization- Merits and Demerits - Theories of Population – Malthusian Theory – Optimum Theory

UNIT IV - DISTRIBUTION

15 Hrs

General Theory of Distribution – Theories of Rent – Ricardian Theory – Modern Theory of Rent - Interest – Liquidity Preference Theory - Profit – Schumpeter's Innovation Theory – Theories of Risk and Uncertainty

UNIT V - NATIONAL INCOME

10 Hrs

Meaning of Macro Economics – Difference between Macro and Micro Economics – National Income- Concept –Meaning – Personal Income, Gross Domestic Product (GDP) – Gross National Production (GNP) and Net National Product (NNP) – Methods of National Income Estimation – Difficulties of Estimation

Text Book: M.L.Seth, Micro Economics, 17th Revised Edition, Lakshmi Narayan Agarwal, Educational Publishers Agra, 2001.

Reference Books:

1. Dr.Pazhani, Micro Economics, 4th Edition, J P Publishers, Nagercoil, 2019
2. H.L.Ahuja, Modern Micro Economics: Theory and Applications, 19th Edition, S. Chand & Company Ltd, New Delhi, 2017.
3. N. Gregory Mankiw, Principles of Economics, 7th Edition, Cengage Learning India PVT. Ltd, New Delhi, 2015.

SEMESTER- II			
ALLIED II		GENERAL ECONOMICS – II (I HISTORY)	
Code: 21UHIA22	Hours / week :4	Hrs / Semester: 60	Credits :4

Objectives:

- To develop an in-depth understanding of the concepts of Economics
- Understand and promote financial thinking skills.
- Boost decision making abilities among students to empower them to become business citizens.

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO Addressed	CL
CO 1	Students will get exposed to different types of employment and analysis of labour markets	4,7	Un
CO 2	To provide the students with an introduction to understand the concept of money, theories of money supply and money demand	2	Ev
CO 3	Provide the students with a thorough understanding of the importance of money and banking in various economies. It provides an insight into the Banking system	1,4	Un
CO 4	Identify the basic difference between inter-regional and international trade	2	An
CO 5	Show the importance of maintaining equilibrium in the balance of payments and suggests suitable measures to correct disequilibrium as well	1,2	Un
CO 6	Understand the sources of finance both public and private, understand government expenditures and the causes of growing public expenditures	4,6	An

SEMESTER- II			
ALLIED II	GENERAL ECONOMICS – II (I HISTORY)		
Code: 21UHIA22	Hours / week :4	Hrs / Semester: 60	Credits :4

UNIT I - EMPLOYMENT

10 Hrs

Meaning of Full Employment – Types of Unemployment – Seasonal, Frictional, Technological, Structural, Voluntary and Involuntary, Cyclical and Disguised Unemployment

UNIT II - MONEY

15 Hrs

Barter – Meaning and Difficulties – Money - - Evolution, Kinds & Functions of Money- Monometallism – Bimetallism: Merits and demerits – Paper Currency Standard – Systems of note issue

UNIT III - BANKING

10 Hrs

Evolution of banks – Kinds of Banks – Functions Commercial Bank - Functions of a Central Bank

Practical: To Open an account, to cross the Cheque and to fill up demand draft form.

UNIT IV - INTERNATIONAL TRADE & BALANCE OF PAYMENT

10 Hrs

International Trade – Benefits – Difference between International Trade and Internal Trade – Free Trade and Protection – Advantages and Disadvantages

Balance of Payment and Balance of Trade – Structure – Causes of Disequilibrium
Balance of payment – Methods of correcting disequilibrium

UNIT V - PUBLIC FINANCE

15 Hrs

Meaning and Importance of Public Finance –Public Expenditure — Causes for the recent Growth of Public Expenditure- Public Revenue, Sources of Revenue – Public debt, classification of public debt-effects- Methods of debt Redemption

Text Books: Dr. Maria John Kennedy, Macro Economic Theory, 3rd Edition, Prentice Hall Pvt Ltd, New Delhi, 2011

Reference Books:

1. M. L. Jhingan, Macro Economic Theory, 13th Edition, Vrinda Publication Pvt. Ltd, Delhi, 2016.
2. Ackley, Macro Economics: Theory and Policies, 10th Edition, Pearson Education, India, 2013.
3. M. C. Vaish, Monetary Theory, 16th Edition, Vikas Publishing House Pvt. Ltd, Chennai, 2005.
4. Dr. H.L. Bhatia, Public Finance, 30th Edition, S. Chand Publication, 2000.