SEMESTER- IV				
ALLIED-IV MATHEMATICAL METHODS-II				
Code: 15UECA41Hours / week :6Hrs / Semester: 90Credits :5				

- To increase the analytical ability of the students and to widen their understanding and application of mathematical methods

UNIT – I: MATRICES

Matrix – Types and operations of matrices – Determinants – Properties of determinants – Cramer's rule – Inverse Matrix

UNIT – II: DIFFERENTIAL CALCULUS

Meaning and rules of differentiation – First and second order derivatives – Conditions for Maxima and Minima

UNIT – III: PARTIAL DERIVATIVES

Rules of Partial derivatives – Given U=f(x, y) – Higher order partial derivatives (Only simple problems are to be dealt)

UNIT - IV: APPLICATION OF DIFFERENTIATION IN ECONOMICS 15 Hrs

Marginal concepts relating to utility, cost and revenue (only simple problems) Maximization and Minimization (Revenue, profit and cost)

UNIT - V: INTEGRAL CALCULUS

Meaning – Basic Rules - Application of Integration in Economics

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 Publishing Company, Jalandhar, 1983.

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

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

Singh Parasher Singh, An Introduction to Econometrics- Sterling Publishers Pvt. Ltd, New Delhi, 1998.

15 Hrs

20 Hrs

20 Hrs

SEMESTER- VI				
CORE IX- DEVELOPMENT ECONOMICS				
Code: 15UECC61Hours / week :6Hrs / Semester: 90Credits :5				

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

UNIT – I INTRODUCTION

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

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

UNIT – V PLANNING AND DEVELOPMENT

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

20 Hrs

15 Hrs

SEMESTER- VI				
CORE X - LEGAL ECONOMICS				
Code: 15UECC62	Code: 15UECC62 Hours / week :6 Hrs / Semester: 90 Credits :5			

To understand the basic tools and methods of legal economics and to know the basic provisions of law relating to consumer, business, environment, taxes and business undertakings

UNIT-I: INTRODUCTION

Economic analysis of Law - Legal reasoning - Market efficiency and failure - Welfare economics - Coasetheorem, Compensation Principle

UNIT-II: LAW AND LEGAL INSTITUTIONS

The civil law - evolution - Courts - Criminal Law - Economic theory of Crime and punishment, Does Punishment deter Crime? Efficient punishment - Corruption and Law

UNIT-III: LAW AND CONSUMERS ACTIVITIES 20Hrs

Economic Theory of Contract, Law of Tort, Tort liability and Economic Models -Consumer Rights – Consumer protection – Consumer Courts

UNIT-IV: LAW AND BUSINESS ORGANISTIONS 15Hrs

Structure of Firm, Corporations, Capital shares, Industrial Securities and debentures, RBI, MRTP, SEBI – FEMA

UNIT-V: MACRO ECONOMICS AND LAW 20 Hrs

Law and Distribution of Income and Wealth - Economic and Social costs of Poverty -Taxation and efficiency – Environmental Law – International environmental agreements

Text Book: Agarwal, V.K. (2000), Bharat's Consumer Protection Law and Practice, (4th edition) B.L.H. Publishers, New Delhi

Reference Books:

Cooter, R.D. and T.S. Vlen (2000), Law and Economics (3rd edition) Addison Wesley, New York.

Posner, R.A. and F. Parisi (eds) 1997, Law and Economics Edward Elgar Publishing Ltd., U.K. Kumar A. (1999) Environmental Problems, Protection and Controls (Vol.1 and II) Annual Publications, Pvt. Ltd., New Delhi

V. Ramachandran and T.A. Ramachandran (Ed.) (2000) Aiyar's A.N. Indian Tax Laws (2000) Company Law Institute of India Pvt. Ltd., Chennai

20Hrs

SEMESTER- V				
SKILL BASED ELECTIVE – BASICS OF COMPUTER APPLICATIONS				
Code: 15UECS51Hours / week :4Hrs / Semester: 60Credits :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

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

Creating a New Work book – Entering data into the work sheet – Editing work sheet – Adding Cell Boarders 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

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.

15Hrs

10 Hrs

SEMESTER-III

SELF-STUDYPAPER- ECONOMICS OF ADVERTISING

Course Code : 15UECSS1	Credit : 2

Objective:

- To enlighten the students about the significance of advertising

UNIT I: INTRODUCTION

Introduction – Meaning, Definition, Features and Importance of advertising – Types of advertising

UNIT II: ADVERTISING COPY

Advertising copy – Qualities of good advertising copy – Elements of advertising copy, Evaluation of advertising effectiveness – Methods of Testing – Advertising Effectiveness

UNIT III: ADVERTISING MEDIA

Advertising Media – Print Media – Outdoor Media – Electronic Media.

UNIT IV: ADVERTISING BUDGET

Advertising Budget – Methods of Budgeting – Importance and factors affecting advertising Budget

UNIT V: ADVERTISING AGENCY

Advertising Agency – Types and structure of advertising agency – Functions, Selection and remuneration of advertising agency.

Text Book:

K.Pazhani&S.Jesi, Advertising, J.P.Publishers, Nagercoil, 2001

Books for Reference:

- 1. Belch and Belch, Advertising and Promotion, Tata McGraw Hill Co.
- 2. Sharma, Kavita, *Advertising: Planning and Decision Making*, Taxmann Publication Pvt. Ltd.
- 3. Mahajan, J.P., and Ramki, *Advertising and Brand Management*, Ane Books Pvt Ltd, New Delhi.
- 4. Burnett, Wells, and Moriatty, Advertising: Principles and Practice, Pearson Education

SEMESTER- I			
ALLIED II – ECONOMICS OF ADVERTISING			
Code: 18UECA12	Hours / week :3	Hrs / Semester: 45	Credits :3

UNIT I: INTRODUCTION

Meaning, Definition, Features and Types of Advertising - Importance of advertising

UNIT II: ADVERTISING COPY

Meaning- Qualities of good advertising copy- Elements of advertising copy

UNIT III: ADVERTISING MEDIA

Meaning-Print Media -Outdoor Media - Electronic Media- Trade Expo

UNIT IV: ADVERTISING BUDGET

Meaning- Methods of Budgeting - Importance and factors affecting advertising Budget

UNIT V: ADVERTISING AGENCY

Meaning– Types and structure of advertising agency – Functions, Selection and remuneration of advertising agency

Text Book:

K.Pazhani&S.Jesi, Advertising, J.P.Publishers, Nagercoil, 2001

Books for Reference:

- 1. Belch and Belch, Advertising and Promotion, Tata McGraw Hill Co.
- 2. Sharma, Kavita, *Advertising: Planning and Decision Making*, Taxmann Publication Pvt. Ltd.
- 3. Mahajan, J.P., and Ramki, *Advertising and Brand Management*, Ane Books Pvt Ltd, New Delhi.
- 4. Burnett, Wells, and Moriatty, *Advertising: Principles and Practice*, Pearson Education

SEMESTER- II			
Allied III - Principles Of Marketing			
Code: 18UECA21	Hours / week :3	Hrs / Semester: 45	Credits :3

UNIT I INTRODUCTION TO MARKETING

Meaning and Definition – Features of Marketing – Objectives of Marketing – Modern Marketing Concept – Global Marketing – Role of Marketing in Economic Development

UNIT II FUNCTIONS OF MARKETING

Classification of Marketing Functions – Buying – Assembling – Packing - Selling – Transportation – Storage –Grading and Standardization.

UNIT III PRODUCT PLANNING

Meaning - Definition of Product- Features of Product - Importance of Product mix – Factors determining Product mix

UNIT IV PRODUCT LIFE CYCLE

Meaning – Benefits of Product Life Cycle – Consumer Behaviour – Factors influencing Consumer behaviour

UNIT V MARKET SEGMENTATION

Meaning and need for Market Segmentation - Criteria for Market Segmentation -

E-Marketing

Text Book:

1R. S. N. Pillai & Bhagavathi, Modern Marketing

Books for Reference:

- 1. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, *Principles of Marketing*, South Western Publishing, Ohio
- 2. Chhabra, T.N., Principles of Marketing, Sun India Publication.
- 3. Kumar, Arun& N. Meenakshi, Marketing Management, Vikas Publications.
- 4. Palmer, Adrian, Introduction to Marketing, Oxford University Press, UK

SEMESTER- II			
ALLIED IV - SALESMANSHIP			
Code: 18UECA22	Hours / week :3	Hrs / Semester: 45	Credits :3

UNIT I: SALESMANSHIP

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

The sales personality – Important traits – Physical, Mental, Social and Character traits – Improving the personality

UNIT III: SALES ORGANIZATION

Organization of sales Department: Definition, Objectives, Functions and Types- Sales Routine – Control of Sales Operations

UNIT IV: SALES TRAINING AND REMUNERATION

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

UNIT V: BUYING MOTIVES AND SALES TALK

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:

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

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

3. Rosenbloom: *Marketing Channels* – a management view (Dryden Press)

4. Johnson, Kurtz and Scheuing : Sales Management (McGraw-Hill) New Delhi

Semester- III				
Allied V- Statistics – I				
Code: 18UECA31	Code: 18UECA31Hours / week :3Hrs / Semester: 45Credits :3			

Vision: To introduce students to basic statistical tools and techniques

Mission: To familiarise them to the application of these techniques in analysing economic data

CO. No	Upon completion of this course, students will be able to	PSO	CL
		addressed	
CO – 1	enhance knowledge on the concept of statistics and the ways of	1,4,	Ev
	mobilizing data		
CO – 2	gain knowledge on the various methods of presenting data	1,4	An
CO – 3	use appropriate statistical methods in the analysis of simple	1,6	An
	datasets		
CO – 4	use their conceptual knowledge of statistics and statistical	1,2	An
	computing skills to define problems related to statistics, and guide		
	critical reasoning about research design, data production, and the		
	interpretation of findings.		
CO – 5	demonstrate understanding of how to design experiments and	2, 5	Ap
	surveys for efficiency.		
CO – 6	demonstrate the ability to perform complex data management and	5	Ар
	analysis.		
CO – 7	develop skills in presenting quantitative data using appropriate	1,	Ev
	diagrams, tabulations and summaries		
CO – 8	construct and analyze graphical displays to summarize data.	1,6	An

Semester- III				
Allied V- Statistics- I				
Code: 18UECA31Hours / week :3Hrs / Semester: 45Credits :3				

Unit - I Introduction

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

Unit II Collection of Data

Collection of Data – Primary and Secondary Sources - Methods of Collecting Primary and Secondary Data - Precautions in the use of Secondary data - Framing a Questionnaire

Unit III Sampling Design

Sampling Designs – census and sample method – merits and demerits – essentials of sampling – methods of sampling – merits and demerits

Unit IV Classification & Tabulation

Classification & Tabulation – Rules and Types – Frequency Distribution –

Tabulation –

Parts – Rules and Types of Tables

Unit V Diagrams & Graphs

Diagrams & Graphs – Rules for making a diagram – Types of Diagrams – Graphic Presentation – General rules – Difference between graphs and diagrams – Histogram

Frequency Polygon – Frequency Curve-Pie diagram

Note: Theory 50%, Problem 50%

Text Book: R.S.N. Pillai & Bagavathi, Statistics. New Delhi: S. Chand, 2006

Books for Reference:

- 1. S.P.Gupta. Elementary Statistical Methods. New Delhi: Sultan Chand & Sons, 2010.
- 2. S. P.Gupta. Statistical Methods. New Delhi: Sultan Chand, 2001
- 3. K. Pazhan. Statistics, Nagercoil: J.P.Publishers, 2004

5 Hours

10 Hours

5 Hours

15 Hours

10 Hours

Semester- III				
Allied - VI Mathematical Methods I				
Code: 18UECA32Hours / week :3Hrs / Semester: 45Credits :3				

Vision: To give an insight on basic mathematical techniques

Mission: To make the students to understand the significance of mathematical methods and to develop their research skill.

CO. No	Upon completion of this course, students will be able to	PSO	CL
		addressed	
CO – 1	acquire knowledge about the linkage between mathematical	1,4	An
	techniques and economics.		
CO – 2	provide an understanding of the application of mathematical	1,6	Un
	techniques in economic analysis		
CO – 3	comprehend the role of matrix in Economics	1	Un
CO-4	understand the types and various operations of matrices.	1	Un
CO – 5	apply the basic concepts of equations in economics.	3	Ар
			-
CO – 6	know and apply the skills of commercial arithmetic in	2, 3	Ар
	business life.		
CO – 7	analyse the application of equations in Economics	6	An
CO – 8	use knowledge of content and mathematical procedures to	1, 8	An
	solve problems and make connections between the different		
	areas of mathematics.		

Semester- III			
Allied - VI Mathematical Methods I			
Code: 18UECA32	Hours / week :3	Hrs / Semester: 45	Credits :3
Unit –I Introduction 10 Hours			
Arithmeticand Al	loebra (Basic Identitie	s)- Number System – F	Kinds and properties of

Arithmeticand Algebra (Basic Identities)- Number System – Kinds and properties of Numbers

Unit – II Commercial Arithmetic

Percentage - Ratio - Proportion - Simple Interest - Compound Interest

Unit- III Analytical Geometry

Points and lines - equation of a straight line - slope intercept form - slope & one point form - two points form - x, y intercept

Unit-IV Equations

Equations - One variable - Linear - Quadratic - Polynomial - Application of functions and equations in Economics

Unit – V Sets

Set Theory: Meaning, forms of sets, set operations - Venn diagrams

Note: Theory 50%, Problem 50%

Text Books:

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

Books for Reference:

- 1. Mehta B.C. and G.M.K.Madhani. Mathematics for Economics, New Delhi: Sulthan Chand,2014
- 2. Sancheti D.C. and V.K.Kapoor. Business Mathematics. New Delhi: Sulthan Chand, 2012
- Sundaresan V. and S.D. Jeyseelan. An Introduction to Business Mathematics, New Delhi: 3. Sulthan Chand, 2010.
- Weber Jean. Mathematical Analysis. New Delhi: Sulthan Chand, 1973. 4.

5 Hours

10 Hours

10 Hours

10 Hours

Semester- IV				
Allied VII - Statistics II				
Code: 18UECA41Hours / week : 3Hrs / Sem: 45Credits :3				

Vision: To provide an understanding on statistical concepts.

Mission: To develop critical and quantitative thinking skills specific to statistics.

CO. No	Upon completion of this course, students will be able to	PSO	CL
		addressed	
CO – 1	understand the basic statistical concepts including measures of	7	Un
	central tendency, dispersion, correlation and regression etc.		
CO – 2	calculate and apply the various measures of central tendency like	7,8	Ар
	mean, median and mode etc.		
CO – 3	compute and interpret correlation and regression analysis.	8	An, Ev
CO – 4	collect and analyse data to support economic decision making	8	An
	using statistical and econometric techniques.		
CO – 5	familiar with variety of examples where statistics helps	1	Un
	accurately explain abstract and physical phenomena		
CO – 6	recognize the importance and value of statistical thinking to solve	2,8	Re
	an economic problem.		
CO – 7	independently read statistical literature of various types including	1,2	Ар
	survey articles, scholarly books and online sources.		
CO – 8	be lifelong learners who are able to expand their statistical	7	Cr
	expertise when needed or for interest's sake.		

Semester- IV			
Allied VII- Statistics II			
Code: 18UECA41Hours / week :3Hrs / Semester: 45Credits :3			

Unit I Measures of Central Tendency

Objectives - features of good average - mean - median - mode -arithmetic meangeometric mean- harmonic mean - merits and demerits

Unit II Measures of Dispersion

Dispersion - meaning - importance - range - quartile deviation - mean deviation standard deviation and coefficient of variation

Unit III Skewness & Kurtosis

Skewness: meaning - types of Skewness - Karl Pearson and Bowley measures of Skewness - Kurtosis: meaning - measures of Kurtosis.

Unit III Correlation Analysis

Correlation: Meaning and uses - Types of Correlation - Karl Pearson's Co-efficient of Correlation- Co-efficient of determination- Spearman's Rank – Simple Problems.

Unit IV Regression Analysis

Regression Analysis – Meaning and Uses – Correlation Vs Regression analysis – Two

Regression Lines – Regression Co-efficient – Simple problems

Note: Theory 50% Problem 50%

Text Book:

R.S.N. Pillai & Bagavathi, Statistics. New Delhi: S.Chand, 2006.

Books for Reference:

- 1. S.P.Gupta. Elementary Statistical Methods. New Delhi : Sultan Chand & Sons, 2010.
- 2. S. P.Gupta. Statistical Methods .New Delhi: Sultan Chand, 2001.
- 3. K. Pazhani. Statistics. Nagercoil: J.P.Publishers, 2004

10 Hours

10 Hours

10 Hours

5 Hours

10 Hours

Semester- IV			
Allied VIII- Mathematical Methods II			
Code: 18UECA42Hours / week :3Hrs / Sem.:45Credits :3			

Vision: To provide students with effective opportunities to attain basic mathematical literacy related to economics.

Mission: To master the students in numerical, mathematical understanding and skills required to solve economic problems.

CO. No	Upon completion of this course, students will be able to	PSO	CL
		addressed	
CO-1	acquisition of fundamental mathematical skills that are essential	8	Un
	for the study and practice of economics.		
CO-2	get a good grounding and in-depth understanding of the theory	7	Re
	and application of differential calculus.		
CO-3	acquire an introduction to apply a range of mathematical	2,8	Ар
	techniques to economic problems.		
CO-4	locate maxima and minima for functions of single and several	7,8	Un, Ap
	variables and be able to distinguish between them.		
CO-5	account for the mathematical methods that are used in	2	An, Ev
	economics to solve equilibrium and optimization problem		
CO-6	apply differentiation with respect to marginal concepts relating to	1,8	Ар
	cost, revenue and production function.		
CO-7	learn and understand the application of integration in economics.	1	Un, Re
CO-8	acquire lifelong skills to understand current economics and to	7	Cr
	investigate economic models using mathematical techniques.		

Semester- IV			
Allied VIII- Mathematical Methods II			
Code: 18UECA42	Hours / week :3	Hrs / Semester: 45	Credits :3

Unit I Matrices

Matrix – Types and operations of matrices – Determinants – Properties of determinants – Cramer's rule – Inverse Matrix

Unit – II Differential Calculus

Meaning and rules of differentiation Sign of first order derivatives and nature of function – maximum and minimum values of function – point of inflection — profit maximization – cost minimization

Unit III Partial and Total Differentiation

Function of two variables – first and second order partial derivatives – first order of total differential.

Unit – IV Application Of Differentiation in Economics

Application of differentiation in economics – Marginal concepts relating to utility, cost, revenue and production function

UNIT –V Integral Calculus

Meaning – Basic Rules - Standard forms- definite and indefinite integrals- integration by parts- Application of Integration in Economics - Area of a curve

Note: Theory 50% Problem 50%

Text Book: Cyril Kanmony& K. Pazhani. *Mathematical Methods*. Nagarcoil: J.P.Publishers, 2003.

Books for Reference:

1. Mehta B.C. and G.M.K.Madhani. *Mathematics for Economics*, New Delhi: Sulthanchand,

2016.

2. Sancheti D.C. and V.K.Kapoor. Business Mathematics New Delhi : Sulthanchand. 2012

3. Sundaresan V. and S.D. Jeyseelan. An Introduction to Business Mathematics. New Delhi:

Sulthanchand

4. Weber Jean. Mathematical Analysis. New Delhi: Sulthanchand

10 Hours

5 Hours

10 Hours

10 Hours

10 Hours

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

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	Ар
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:

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- > 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		
Self-Study / On-Line Course (Optional) Banking Practices		
Code: 18UECSS1 Credits :2		

Vision: To provide for taking up higher studies in Management, and banking related areas.

Mission:

The course provides a foundation for commerce and banking related areas of study to enable students to take up general banking jobs.

CO. No	Upon completion of this course, students will be able to	PSO	CL
		addressed	
CO – 1	understand of Indian Banking System structure, functions of banks.	1	Un
CO – 2	analysis of RBI functions, working and policy.	6,8	An
CO – 3	describe the contribution of electronic finance to financial globalization and international regulation of electronic finance.	6	An
CO – 4	analyse banking products and services in relation to the bank customer's needs and describe the distribution channels	5,7	An
CO – 5	perform a matching of customer needs with specific banking products and services	5	Un
CO – 6	understand the procedure for operations of types of cards	1,5	Un
CO – 7	discuss the knowledge about telephone banking and On - line banking.	1,2	Ар
CO – 8	know the statutory protection available to the paying banker and collecting banker.	1,2	An

Semester- III			
Self-Study / On-Line Course (Optional) Banking Practices			
Code: 18UECSS1 Credits :2			

Unit –I Banking Law

Banking Regulation Act, 1949 (Definition of Banking, Licensing, opening of branches, Functions of Banks, Inspection)

Unit –II Banking Technology

Commercial Banks – Functions – Accepting Deposits – Lending of Funds, E-Banking, ATM– Online Enquiry and update facility- Electronic Fund Transfer- Electronic Clearing System.

Unit –III Accounts

Opening of an Account – Types of Deposits Account – Types of Customers: (individuals, firms, Trusts, and Companies) – Importance of customer relations – Customer grievances and redressal

Unit-IV E-Banking and Cards

Types of E-Banking: Telephone Banking, Computerized Home Banking, Computerized

Corporate Banking, On-Line Banking -Types of Cards: Debit Cards, Credit Cards and Smart Cards

Unit-V Negotiable Instruments

Negotiable Instruments: Promissory Notes, Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – Material Alteration – Paying Banker – Rights and Duties – Statutory Protection – Dishonour of Cheques - Role of Collecting Banker

Text Book:

Sundaram and Varshney. Banking Law, Theory and Practice. New Delhi: Sultan Chand Co.

Books for Reference:

1. K. Nirmala Prasad, *Banking Theory,Law and Practice*. Himalaya Publishing House (2014)

- 2. B. Santhanam. Banking and Financial Systems. Margham Publishers.
- 3. S.N. Maheswari, Banking Law, Theory and Practice. Kalyani Publications
- 4. Parameswaran. Indian Banking. New Delhi: S.Chand and Co,
- 5. Tannan, Banking Law and Practice in India Lexis Nexis

SEMESTER- I						
Skill Based Enhancements Course-I Professional English for Economics-I						
Course Code: 21UECP1Hours / week :2Hrs / Semester: 30Credits :2						

Objectives

- Enable them to understand the topics and vocabulary
- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.
- To participate in uncritical conversations and prepare organised and deliver the work to the public

CO No.	Upon completion of discourse, students will be able to	PSO's addressed	CL
CO-1	understanding and applying new ideas in order to acquire employability/ self-employment	4,7	Un
CO-2	develop positive self-esteem and thereby communicate effectively	4,7	Ev
CO-3	use polite expressions in appropriate ways	1,7	An
CO-4	have a thorough knowledge and understanding of essential Economics vocabulary	5	Un
CO-5	understand short passages in written economics on everyday topics	3,7	An
CO-6	write about famous Economists	4,5	Un
CO-7	improvement of the writing skills in Economics	4	Un
CO-8	Expose themselves to technical, analytical and creative skills in Economics	4,7	Un

	SEMESTE	CR-I		
Skill Based Enhancement Course - I Professional English For Economics -I				
Course Code: 21UECP1	Hours / week :2	Hrs / Semester: 30	Credits :2	
UNIT-I: Listening			6 Hrs	
Listening: Listening comprel	nension and answering	questions- (Economist-	Adam	
Smith-Marshall- Robbins- Sa	muelson- Ricardo- Mal	thus- JM Keynes- Schur	npeter-	
Karl Marx				
UNIT-II: Reading			5 Hrs	
Reading: Comprehension pas	sages (Reading passage	s on Agriculture- prospe	cts and	
problems- Trends in Agricultu	ral productivity- Green	Revolution)		
UNIT-III: Speaking			6 Hrs	
Speaking; Small group discus	sions (Importance and S	Scope of Economics, Mic	cro and	
Macro Economics, Importance	e of Foreign Trade and I	Economic Development)		
UNIT-IV: Writing			5 Hrs	
Writing; Writing Recommend	ations (Problem and So	lution on Population Exp	olosion,	
Poverty and Unemployment, I	ndian economy and its p	resent status, Urbanisatio	n, Role	
of Indianwomen entrepreneurs	S)			
UNIT-V: Vocabulary			8 Hrs	
Vocabulary ;(Absolute advan	tage, Business cycle, I	Budget surplus, Budget	deficit,	
Compliments, Cost, Consum	er surplus, Competitive	e market, Capital, Dimi	nishing	
marginal products, Deadwei	ght loss, Diseconomies	s of scale, Equity, Effi	ciency,	
Exports, Equilibrium, Elastici	ty, Economic profits, E	conomies of scale, Fixed	d costs,	
Factors of production, Game	Theory, Inflation, Impo	rts, Inferior good, Import	t quota,	
Implicit costs, Law of dem	and, Law of supply, I	Lump sum tax, Lorenz	curve,	
Monopoly, Market economy,	Oligopoly, Opportunity	cost, Phillips curve, Propo	ortional	
tax, Progressive tax, profit, Pr	roduction function, Pric	e discrimination,Regressi	ive tax,	
scarcity, Specialisation, Subst	itutes, Surplus, Shortag	e, Tariff, Variable cost, V	Welfare	
Economics)				
Textbook: Ruddar Datt & St	undaram K.P.M, Indian	e economy, New Delhi, S	Sultan	

Chand, 71stEdition, 2017.

Books for reference:

1. Communicative English (For Students of Arts and Science colleges) semester I.

Chennai: TamilNadu State Council for higher education (Transche), 2020

2. *Professional English for arts and Social Sciences*-I. Chennai: Tamil Nadu State Council forhigher education. 4th Edition, 2020

3. Pazhani, Microeconomics, Nagercoil, J.P. Publishers, 4th Edition, 2019

4. M. L Seth, Principles of Economics, U.K, Pearsons Publication, 13th Edition, 2019

5. M.L. Jhingan. *Microeconomic theory*. Delhi: Vrinda Publications Pvt. Ltd, 7th Edition, 2014.

6. Uma Kapila, Indian Economy, Delhi, Published by Academic Foundation, 9th Edition, 2010.

7. Ishwar C Dhingra, *The Indian economy*, New Delhi, Sultan Chand, 21st Edition, 2009.

SEMESTER- II						
Skill Based Enhancements Course - II Professional English for Economics - II						
Course Code: 21UECP2	Hours / week :2	Hrs / Semester: 30	Credits :2			

- Enable them to understand the topics and vocabulary
- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.
- To participate in uncritical conversations and prepare organised and deliver the work to the public

CO No.	Upon completion of discourse, students will be able to	PSO's addressed	CL
CO - 1	understanding and applying new ideas in order to to acquire employability/ self-employment	4,7	Un
CO - 2	develop positive self-esteem and thereby communicate effectively	4,6	Ev
CO - 3	use polite expressions in appropriate ways	1	An
CO - 4	knowledge and understanding of essential Economics vocabulary	5,7	Un
CO - 5	ability to understand short passages in written economics on everyday topics	3,6	An
CO - 6	ability to write about famous Economists	4,5	Un
CO - 7	improvement of the writing skills in Economics	4,7	Un
CO - 8	ability to expose technical, analytical and creative skills in Economics	4,7	Un

SEMESTER- II					
Skill Based Enhancements Course - II Professional English For Economics - II					
Course Code: 21UECP2	Hours /	/ week :2	Hrs / Semester: 30	Credits :2	

UNIT- I: Listening

Listening: Listening comprehension and answering questions-(Economic events -Census of India, latest Union budget, Five year plans, Centre and State Financial Relations in India, Banking- Insurance- Health Infrastructure- Educational Infrastructure- IT sector

UNIT –II: Reading

Reading: comprehension passages (Reading passages on Composition and direction of foreign trade- Importance of foreign trade and economic development- Balance of payments

UNIT-III: Speaking

Speaking: Small group discussions (Importance of Industries, Large Scale Industries and Small scale, MSME and Cottage industries)

UNIT – IV: Writing

Writing: Writing Recommendations (Using internet as a Resource, Benefits of Digital Marketing, Challenges of Cashless Economy, Retail Vs wholesale, Online shopping Vs Traditionalshopping.

UNIT -V: Vocabulary

Vocabulary: (Average revenue, Bank rate, Barter exchange, Base year, Bonds. Budget surplus, Comparative advantage, Returns to scale, Collusion, Cartel, Depreciation, Devaluation, MonetaryPolicy. REPO rate., CRR, SLR, Bank rate, Fiscal policy, Fiscal Deficit ,Balance of payments(BOP), balance of trade(BOT), Carbon tax, Depression, FDI, Free Trade Agreement, GDP, GNP, NDP, NNP, SEZ, Labour, Land, Personal income, Private income, Profit ,Value added, Wage, Wholesale Price I(WPI) Index, Equity, Externality, Laffer curve, Marginal cost. Marginal revenue, Marginal product, Marginal tax rate, Microeconomics, Macroeconomics, Producer surplus, Pigouvian tax, Supply Side Economics, Sunk cost

Textbook: Ruddar Dutt, Ashwani Mahajan & K.P.M. Sundharam, *Indian Economy*, New Delhi, Sultan Chand, 71st Edition, 2015.

Books for reference:

1.Communicative English (For Students of Arts and Science colleges) semester I. Chennai: TamilNadu State Council for higher education (Transche), First Edition, 2020

2. *Professional English for arts and Social Sciences-I*. Chennai: Tamil Nadu State Council forhigher Education, First Edition, 2020

3. Pazhani, *Microeconomics*, Nagercoil, J.P. Publishers, First Edition, 2019.

4. Uma Kapila, Indian Economy, Delhi, Published by Academic Foundation, 9th Edition, 2010.

5 Hrs

8 Hrs

5 Hrs

6 Hrs

5. Ishwar C Dhingra, *The Indian Economy*, New Delhi, Sultan Chand, 21st edition, 2009.
6. M.L. Jhingan, *Microeconomic Theory*, Delhi, Vrinda Publications, 14th Edition, 1998
7. M .L Seth, *Principles of Economics*, Agra, UP, Lakshmi Narain Agarwal Publication, 4thEdition, 1997.