

Semester- I			
Allied I – Principles of Commerce			
Code: 18UECA11	Hours / week :3	Hrs / Semester: 45	Credits :3

Vision:

Lead responsibly and respect authority.

Mission:

Enable students to know the needs and wants of a society and identify how these are satisfied through business activity.

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO - 1	familiarise with basic principles, concepts and perspectives in respect of commerce.	4	Re
CO – 2	evaluate and critically assess the impact of the principles considered on individuals and businesses, from academic, practical and technological perspectives.	1, 5	Ev
CO – 3	take a job in the trade/finance/ insurance organizations and industry with basic commercial know-how	1, 5	Ap
CO – 4	identify the location of plant and the localization of industries	4	Ev
CO – 5	gain the knowledge of the functions of Central and Commercial banks	4	Ap
CO – 6	impart the students the basic requirements to enable them to take up Business as a career.	1, 2 ,5	Cr
CO – 7	understand the functions of Stock Exchange	3	Ev
CO - 8	analyse the functions of SEBI	4, 5	Un

Semester- I			
Allied I – Principles of Commerce			
Code: 18UECA11	Hours / week :3	Hrs / Sem.: 45	Credits :3

Unit I - Introduction 10 Hrs

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

Unit II - Forms of Business Organization 10 Hrs

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

Unit III –Location and Business 5 Hrs

Plant - Location - Localization of Industries- Decentralisation

Unit IV- Banks 10 Hrs

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

Unit V - Stock Exchange 10 Hrs

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, 2014

Books for Reference:

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

Semester- I			
Allied II – Economics Of Advertising			
Code: 18UECA12	Hours / week :3	Hrs / Semester: 45	Credits :3

Unit I: Introduction 10 Hrs

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

Unit II: Advertising Copy 5 Hrs

Meaning– Qualities of good advertising copy– Elements of advertising copy

Unit III: Advertising Media 10 Hrs

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

Unit IV: Advertising Budget10 Hrs

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

Unit V: Advertising Agency 10 Hrs

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

Text Book:

K.Pazhani&S.Jesi, Advertising, J.P.Publishers, Nagarcovil, 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

Vision: Appreciate the importance of advertising in business

Mission: Synthesize broader liberal arts knowledge with the principles of advertising to create effective advertising campaigns

Course Outcome:

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

SEMESTER- II			
ALLIED III - PRINCIPLES OF MARKETING			
Code: 18UECA21	Hours / week :3	Hrs / Semester: 45	Credits :3

UNIT I INTRODUCTION TO MARKETING

10 Hrs

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

10 Hrs

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

UNIT III PRODUCT PLANNING

10 Hrs

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

UNIT IV PRODUCT LIFE CYCLE

10 Hrs

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

UNIT V MARKET SEGMENTATION

5 Hrs

Meaning and need for Market Segmentation – Criteria for Market Segmentation – E –Marketing

Text Book:

R. 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 III - PRINCIPLES OF MARKETING			
Code: 18UECA21	Hours / week :3	Hrs / Semester: 45	Credits :3

Vision:

Provide the knowledge on social, legal, ethical and technological forces relating to marketing decision-making

Mission:

Enable students to appreciate the global nature of marketing and appropriate measures to operate effectively in national and international settings

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO – 1	identify core concepts of marketing and the role of marketing in business and society	4	Un
CO – 2	develop marketing strategies based on product, price, place and promotion objectives.	1, 4 & 5	Ev
CO – 3	create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.	5	Cr
CO – 4	communicate the unique marketing mixes and selling propositions for specific product offerings.	1, 5	Ap
CO – 5	construct written sales plans and a professional interactive oral sales presentation.	1, 4	Cr
CO – 6	formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.	1, 5	Cr
CO – 7	collect, process, and analyze consumer data to make informed marketing decisions	1, 3	Ev
CO – 8	analyze marketing problems and provide solutions based on a critical examination of marketing information	3	An

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 -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:

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

Books for Reference:

1. Uma Kapila, *Indian Economy*, 9th Edition, Academic Foundation, 2010
2. Ishwar.C.Dhingra -*The Indian Economy*, Twenty first edition, Sultan Chand, New Delhi, 2009.
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- II			
CORE IV – INDIAN ECONOMY – II			
Code: 18UECC22	Hours / week :5	Hrs / Semester: 75	Credits :4

UNIT I INDUSTRIES

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

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

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

UNIT IV FOREIGN TRADE

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

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

Text Book:

RuddarDatt 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*, Sultan Chand, New Delhi, 2009.
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- 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	C L
CO – 1	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- I			
Allied – I GENERAL ECONOMICS (I HISTORY)			
Code: 18UHIA11	Hours / week :3	Hrs / Semester: 45	Credits :3

Objective:

-To enable the students to understand the basic concepts of Economics and to acquire the knowledge of market structure and distribution theories

UNIT – I INTRODUCTION

5 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

10 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

10 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- - Lakshmi Narayan’s,Agarwal Educational Publishers Agra, 1991

Reference Books:

V.Loganathan, Principles of Economics- - S.Chand &Company Ltd, New Delhi-1989

H.L.Ahuja, Modern Micro Economics- - S.Chand &Company Ltd, New Delhi-1983

Dr.Pazhani, Micro Economics- J P Publishers, Nagercoil, 2004

Semester - II			
Allied II – Labour Economics			
Code: 18UHIA12	Hours / week :3	Hrs / Semester: 45	Credits :3

UNIT-I

Introduction Concept of Labour - - Characteristic features of Indian Labour - Factors responsible for labour problems

UNIT-II

Trade union Meaning, Functions and role of trade Unions; Problems and Measures to strengthen Trade Union

UNIT-III

Industrial disputes Forms of Disputes - Meaning and causes, preventive methods, Joint Management Council - Works Committee - Labour Court -Industrial Tribunals

UNIT-IV

Social security Social Security in India: Workmen's Compensation Act - Sickness Benefits Act, Maternity Benefits Act - Retirement Benefits Act and ESI Act.

UNIT-V

ILO and India National Commission on labour: Recommendations of ILO - Purpose and functions - India and ILO

Text Book:

Labour Economics, Devairakkam

Books for Reference:

1. Karnik V.B.; Indian Labour Problems and prospects of Labour in India, Minerva Associates Publications, Calcutta, 1974.
2. E.J. Hobsbawm, World of Labour: Further studies in the history of labour, London Weidenfeld & Nicholson, 1984.
3. D. Mazumdar and S. Sarkar, editors, Globalization, Labour Markets and Inequality in India, Routledge.
4. Datt, G, Bargaining Power, Wages and Employment : An Analysis of Agricultural, Labour : Markets in India : Sage Publications, New Delhi, 1996.
5. Hajela, P.D Labour Restructuring in India : A Critique of the New Economic Policies, Commonwealth Publishers, New Delhi. .1998.
6. Jhabvala, R. and R.K. Subrahmanya (Eds, The Unorganised Sector : Work Security and Social Protection : Sage Publications, New Delhi, 2000.
7. Lester, R.A, Economics of Labour (2nd Edition), Macmillan, New York. .1964.
8. McConnell, C.R. And S.L. Brue, Contemporary Labour Economics, McGraw-Hill, New York. 1986.
9. Papola, T.S.P.P. Ghosh and A.N.Sharma (Eds). Labour, Employment and Industrial Relations in India, B.R. Publishing Corporation, New Delhi, 1993.
10. Rosenberg M.R., Labour Markets in Low Income Countries in Chenery
11. T.N.Srinivasan (Eds) The Handbook of Development Economics North Holland, New York, 1988.
12. Venkata Ratnam, C.S., Globalization and Labour- Management Relations : Dynamics of Changes, Sage Publications/Response Books, New Delhi, 2001.
13. Abhyanker, N.G., Industrial Labour and social Security, The Times of India a. Press, Bombay, 1944.
14. Bhir, B.S: Dimensions of Industrial Relations in India, United Asia Publications, Bombay, 1970

SEMESTER- II			
Allied III– Population Economics			
Code: 18UHIA21	Hours / week :3	Hrs / Semester: 45	Credits :3

Vision

To give an ideal education and research environment with its contemporary – level educated graduates

Mission

To raise qualified demographers, to raise awareness and consciousness of population issues

Course Outcome

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	provide knowledge about population geography, population & environment, population & family welfare, population growth.	6	Un
CO – 2	obtain useful knowledge for the analysis of population changes, its consequences and drivers.	8	Un
CO – 3	demonstrate an understanding of demographic changes in the world and their major determinants.	1	Ev
CO - 4	use demographic concepts and theories to understand contemporary socio- economic issues	2	Un
CO - 5	apply demographic concepts and population theories into relevant policy settings.	2	Ap
CO – 6	use demographic concepts and population theories to explain past, present population characteristics.	1	Un, Ap
CO – 7	demonstrate an understanding of demographic changes in the world and their major determinants.	1	Un
CO – 8	demonstrate an understanding of the theoretical differences among the most influential models that have been put forward in demographic research to account for the first demographic transition.	4,8	Un, Re

SEMESTER- II			
Allied III– Population Economics			
Code: 18UHIA21	Hours / week :3	Hrs / Semester: 45	Credits :3

UNIT I: Introduction

Sources of demographic data – population census, vital statistics and Sample surveys
–Concepts of birth rate, fertility rate, death rate, infant mortality rate and migration rate.

UNIT II : Theories of population

Malthusian Theory of population –Theory of optimum population- Theory of demographic transition.

UNIT III: Characteristics of India's population

Size and growth of India's population – Sex and age composition - Population trends in India.

UNIT IV: Population explosion

Meaning- Causes and Effects – Population and economic growth.

UNIT V: Control of population

India's population policy and measures –Family planning programme of Five Year Plans - Awareness on Population Control.

Text Book: S.C.Srivastava, *Studies in Demography*, Anmol Publications Pvt Ltd, 2005

Books for Reference:

1. Agarwala, S. N. (1972), India's Population Problem, Tata McGraw Hill Co.,Bombay.
2. Bose, A. (1996), India's Basic Demographic Statistics, B. R. Publishing Corporation, New Delhi.
3. Bogue, D. J. (1971), Principles of Demography, John Wiley, New York.
4. Chenery, H. and T. N. Srinivasan (Eds.) (1989), Hand Book of DevelopmentEconomics, Vol. 1 & 2 Elsevier, Amsterdam.
5. Choubey, P. K. (2000), Population Policy in India, Kanishka Publications, NewDelhi.
6. Coale, A. J. and E. M. Hoover 91958), Population Growth and EconomicDevelopment in Low Income Countries : A Case Study of India's Prospects,Princeton University Press, Princeton.
7. Gulati, S. C. (1988), Fertility in India : An Econometric Study of a Metropolis,Sage, New Delhi.
8. Simon, J. L. (1992), Population and Development in Poor Countries, PrincetonUniversity Press.
9. Srinivasan, K. (1998), Basic Demographic Techniques and Applications, Sage,New Delhi.
10. Srinivasan, K. and A. Shariff (1998), India : Towards Population and Demographic Goals, Oxford University Press, New Delhi.
11. Stryock, H. et. al. (1973), the Methods and Materials of Demography, US Department of Commerce, Washington, D. C.

United Nations (1973), The Determinants and Consequences of PopulationTrends, Vol. 1, UNO Publications, New York.

SEMESTER- II			
ALLIED IV – WOMEN ENTREPRENEURSHIP (II His)			
Code: 18UHIA22	Hours / week :3	Hrs / Semester: 45	Credits :3

Vision To build confidence among the students to launch Entrepreneurial ventures

Mission To demonstrate entrepreneurial abilities and capacity in an entrepreneurship portfolio.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand the development of entrepreneurship as a field of study and as a profession	3	Un
CO – 2	developing their entrepreneurial competencies.	3	Cr
CO – 3	identify and source the necessary financial and nonfinancial resources available for a new venture.	1	An
CO - 4	promote entrepreneurship among women as a means to achieve self-reliance and socio-economic independence.	3,4	Ap
CO - 5	train the students to learn about the successes and failures from business.	7	Ap
CO – 6	6 understand the importance of entrepreneurship as a tool for development, the concept and basic principles of Innovation.	1, 2	Un
CO – 7	develop capabilities and skills necessary to assume entrepreneurial activity.	3	Cr
CO – 8	describe a new business in a well-written venture plan.	7	Ap

SEMESTER- II			
ALLIED IV – WOMEN ENTREPRENEURSHIP (II His)			
Code: 18UHIA22	Hours / week :3	Hrs / Semester: 45	Credits :3

Unit –I Introduction: 5 Hours

Definition of Entrepreneurship – Characteristics of Entrepreneurs – Types of Entrepreneur – Functions of Entrepreneurs

Unit – II Women Entrepreneurship: 10 Hours

Women Entrepreneurship – Definitions – Opportunities and Challenged of Women Entrepreneurs – Institutions for Women Entrepreneurship – SHGs – Micro Finance – NGOs

Unit – III Project identification & classification: 10 Hours

Meaning of Project – Project classification – Project identification – Internal & External objectives – Project Report

Unit – IV Promotion & starting of an industrial unit: 10 Hours

Meaning of Promotions – Stages – Sources of Ideas – Types of promoters – Steps in starting a small scale Industry- Incentives and Subsidies to Small Industries

Unit – V Institutional finance to entrepreneur 10 Hours

DIC, SIDCO, NISE, SSIC, NAYE, TIIC, SIDBI, Commercial Banks- NEDA- Directorate of Industries – Export Credit Corporations- Writing a project for a Business

Text Book: Mridula Velagapudi, Role of Women Entrepreneurship Towards more Inclusive Economic Growth.

Books for Reference:

1. Norman M Scarborough, Essentials of Entrepreneurship and Small Business Management, 2016
2. Vasanth Desai Dynamics of Entrepreneurial Development and Management Himalaya Publishing House.
3. N.P.Srinivasan& G.P. Gupta Entrepreneurial Development Sultanchand& Sons.
4. P.Saravanelu Entrepreneurship Development Eskapee publications.
5. S.S.Khanka Entrepreneurial Development S.Chand& Company Ltd.,
6. Satish Taneja, Entrepreneur Development ; New Venture Creation.
7. Anand Saxena, Entrepreneurship Motivation, Performance, Rewards, 2005

Websites:

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<https://pdfs.semanticscholar.org>
shodhganga.inflibnet.ac.in