

Semester- IV			
Allied VII- Economics of Statistics II			
Code: 18UECA41	Hours / week : 3	Hrs / Sem: 45	Credits :3

Vision: To provide an understanding on statistical concepts.

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

Course Outcome:

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

Semester- IV			
Allied VII- Statistics II			
Code: 18UECA41	Hours / week :3	Hrs / Semester: 45	Credits :3

Unit I Measures of Central Tendency **10 Hours**

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

Unit II Measures of Dispersion **5 Hours**

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

Unit III Skewness & Kurtosis **10 Hours**

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

Unit III Correlation Analysis **10 Hours**

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 **10 Hours**

Regression Analysis – Meaning and Uses – Correlation Vs Regression analysis – Two Regression Lines – Regression Co-efficient – Simple problems

Text Book:

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

Books for Reference:

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

Note: Question should be asked 50% in theory and 50% in problems.

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 – HumanResources – 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 inIndustrial 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, Macmillan, New Delhi, 2006

Reference Book:

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

SEMESTER- III			
CORE V-TAMILNADU ECONOMY			
Code: 18UECC31	Hours / week :6	Hrs / Sem.: 90	Credits :4

Vision: To understand the process of growth in Tamil Nadu economy

Mission: To expose the students understand some important components of Tamil Nadu economy.

Course Outcome: :

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand and realize the need to exploit and utilize through development and improvement of production techniques.	1, 2	Un
CO – 2	know the agricultural market and analyse the agricultural finance.	2	An
CO – 3	evaluate the major issues and development process in agriculture in Tamil Nadu	4	Ev
CO – 4	analyse the budgetary procedure.	6	An
CO – 5	deliver effectively the preparation of budget and how they are passed in the house. Understand the changes in size and flexibility of state and central budget along with the role played by Finance.	1,2,4	Un
CO – 6	give a basic knowledge about the industries in our economy.	7	An
CO – 7	discuss the role of government in industrial development	1,7	An
CO – 8	evaluate critically the growth process in Tamil Nadu	4	Ev

SEMESTER- III			
NON MAJOR ELECTIVE- 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 (2003) – Tourism Development, Madras art printers, Chennai

Books for Reference :

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

SEMESTER- III			
NON MAJOR ELECTIVE- 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			
CORE SKILL BASED- ENTREPRENEURIAL DEVELOPMENT			
Code: 18UECS31	Hours / week :4	Hrs / Semester: 60	Credits :4

UNIT I INTRODUCTION

10 Hours

Entrepreneurship – Meaning and definition – Importance – Types and functions of an entrepreneur – Qualities of a successful entrepreneur – Distinction between an Entrepreneur and a Manager-

UNIT II ENTREPRENEURS AND ECONOMIC DEVELOPMENT

10 Hours

Role of Entrepreneurs in Economic Development – Factors affecting entrepreneurial growth – (Social, Economic, Cultural and Psychological factors)

UNIT III PROJECT ANALYSIS

10 Hours

Business Ventures- Steps for starting small Industry – significance - problems of small scale industry - industrial policy on small scale industries - incentives – subsidies- Proposal Writing

UNIT IV SOURCES OF FINANCE

15 Hours

Financial Planning- Needs- Sources-Internal sources-External Sources- Role of DIC, TIIC, SIDBI, SIDICO, SIPCOT, and Industrial Estate – Commercial Banks- Micro Finance.

UNIT IV ENTREPRENEURSHIP DEVELOPMENT PROGRAMME 15 Hours

Entrepreneurship Development Programme (EDP) – need – objectives – phase– Institutions conducting EDP in India – Institutional support to entrepreneurship Development (NSIC, SIDO, SSIB, SSICS, TIIC, TCO).– Institutions assisting entrepreneurship development in Tamil Nadu

Text Book

VasantDeasi, Dynamics of Entrepreneurship Development – (Himalaya Publishing)

Books for Reference:

1. Khanka S S, *Entrepreneurship Development* –. (S.Chand and Co.)
2. Jose Paul, *Entrepreneurship Development* – (Himalaya Publishing House)

3. Gupta, C.G.Srinivasan, *Entrepreneurship and Small Business Management* (Sultan Chand and Sons).

SEMESTER- III			
CORE SKILL BASED- ENTREPRENEURIAL DEVELOPMENT			
Code: 18UECS31	Hours / week :4	Hrs / Semester: 60	Credits :4

Vision: To help students discover the value of entrepreneurship in modern society.

Mission: Provide a platform to undertake research & to equip them with entrepreneurial skills for self- employment.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	have knowledge about attraction for and challenges of an entrepreneur	2	An
CO – 2	understand entrepreneurship scenario in the economy	1	Un
CO – 3	apply how the technology can be utilized to improve industrial performance.	1, 3	Ap
CO – 4	understand different methods that can be used to minimize and certainties at different stages of the entrepreneurial process.	1	Un
CO – 5	consider the legal and financial conditions for starting a business venture,	3	Ap
CO – 6	explain the importance of marketing and management in small businesses venture	1,2	An
CO – 7	know about the internal and external sources of financial planning and apply it's in present day business situations.	1, 3, 5	Ap
CO – 8	detect weaknesses and strengths with in business opportunities and give suggestions how to improve these weaknesses and utilize this strength.	2, 4, 8	Ap

Semester- IV			
Core Skill Based- Women and Economic Development			
Code: 18UECS41	Hours / week :4	Hrs / Sem:60	Credits : 4

Vision: Learn about global diversity issues like women's access to education, limitations on women freedom, sexual assault, women empowerment and entrepreneurial development.

Mission: Preparing the students to become stronger leaders in personal, organizational and community spheres of influence; inspiring them to create a more accepting, equitable environment for they are women.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO Addressed	CL
CO – 1	create self-awareness about their own biases, fears and comfort levels.	1	Cr
CO – 2	examine the range and issues in the development from the perspective of women and girls.	8	An, Ev
CO – 3	review recent literature on gender and development including how development policies and programs affect women.	1,4	Un
CO – 4	provide a critical eye to gender inequality and how it is addressed in the field of economic development.	2,4	Ev
CO – 5	get an awareness of inequality of privileges and insist them in political participation.	4	Un
CO – 6	learn about women empowerment and ways to achieve it.	5	Un, Re
CO – 7	develop entrepreneurial skills and work more effectively with diverse groups including male-dominated spaces.	3,5	Ap
CO – 8	respond to issues of conflict and confrontation without sacrificing personal power.	6,7	Ap

Semester- IV			
Core Skill Based- Women and Economic Development			
Code: 18UECS41	Hours / week :4	Hrs / Semester: 60	Credits :4

Unit I Status of women in India

15

Hours

position and status of Women in Indian society and religion - Sex ratio in India - Factors responsible for adverse sex ratio in India - Consequences of adverse sex ratio - Measures to achieve the balance between the sexes

Unit II Women and Economy

10 Hours

Role of women in economic development - Female labour force in India - Labour force participation by economic status - Causes, measures to improve work-participation rates- work life balance- flexi working hours- facilities for women& children- Sexual harassment at work place- Wage discrimination

Unit III Women and Politics /Governance

10 Hours

Women's participation in Political process- Women as voters, candidates, party leaders bureaucrats - Women's representation in Local bodies, State assemblies, & Parliament, critical analysis of their performance-Capacity Building of women leaders

Unit IV Women Empowerment

15 Hours

Women empowerment: Ist and 2nd Status of Women Report Ministry for women and child development -Legal Perspective - Fundamental Rights for Women –Constitutional Provisions -Personal laws –Women Empowerment: Economic, Social and Political Spheres – Women Development Corporation, Tamil Nadu

Unit - V Women Entrepreneurs

10Hours

Functions and role of women entrepreneurs – Types and characteristics of women Entrepreneurs - Problems of women entrepreneurs – Development of Women Entrepreneurship in India

Text Book

Kartick Das (Editor), Women Empowerment & Socio-Economic Development, New Century Publications, 2016

Reference Books

1. DhulhasiMadhaVize., Women Entrepreneurs in India. New Delhi: Mittal Publication, 1987
2. Woman's Role in Economic Development, EsterBoserup, Routledge; 1 edition, 2007
3. Dr. Sanjoy Roy, Women in contemporary India-Realities and Perspectives, Akansha Publishing House, New Delhi, 2010
- 4,AmiteshwarRutra, Working and Non-working Women- Mittal Publications, New Delhi, 2006.

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 – 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* –S.Chand and Co,
5. Tannan,*Banking Law and Practice in India* - Lexis Nexis

SEMESTER- III	
SELF-STUDY / ON-LINE COURSE (OPTIONAL) BANKING PRACTICES	
Code: 18UECSS2	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.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understanding 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	Ap
CO – 8	know the statutory protection available to the paying banker and collecting banker.	1,2	An

Semester- IV	
Self-Study / On-Line Course (Optional) Social Economics	
Code: 18UECSS2	Credits :2

Vision: To create a general awareness on socio-economic problems and its impact on the economy.

Mission: To prepare the students to face the challenges in real world caused by social issues and motivate them to overcome them.

Course Outcome:

CO. No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic socio-economic concepts and principles of well-known social doctrines.	1	Un
CO-2	gain an understanding of major socio-economic problems and evaluate how they lead to wide range of real world issues.	2,4,7	Ev
CO-3	createan awareness about discrimination, consumerism and its protection.	4,6	Cr
CO-4	master the theoretical and tools necessary to critique and create economic research.	4,7	An, Cr
CO-5	encourage students to consult department advisors to take law as their career.	1	Cr, Ap
CO-6	learn about economic crimes, causes and consequences and allow them to analyse them.	7	Un, Re
CO-7	learn how to articulate pragmatic, principles based policies to enhance economic well-being and promote social-justice.	6,7	Re
CO- 8	prepare students to participate in debate and group discussions related to socio-economic issues and suggest remedial measures.	4,7	Cr, Ap

Semester- IV	
Self-Study / On-Line Course (Optional) Social Economics	
Code: 18UECSS2	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, Wiley eastern ltd. New Delhi, 1995.

Books for Reference:

1. Culyer, A.J., *The Economics of Social Policy*, Martin Robertson and Co. Ltd., London, 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* - Palgrave Macmillan UK, 1989.
5. Le Grand, Julian and ray Robinson, *The Economics of Social Problems*, The Macmillan Press Ltd., London, 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>