

M. A. Economics

Syllabus

UNIVERSITY DEPARTMENT

Program Code: ECOB

2021 – 2022 onwards

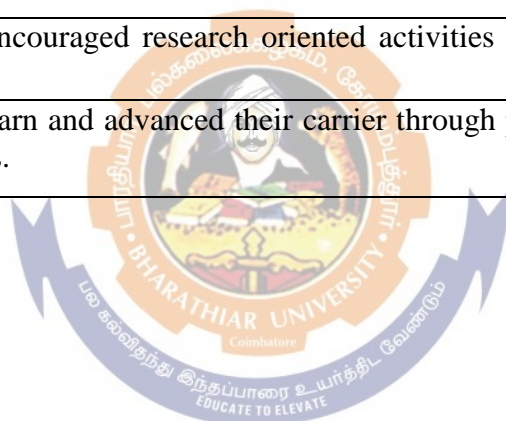


BHARATHIAR UNIVERSITY

(A State University, Accredited with “A” Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,
World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP – 1047)

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
The M. A. Economics program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	To continuously enhance academic knowledge and research outcome
PEO2	To identify problems of the economy, policy and society
PEO3	Students will understand importance of growth and sustainability to solve the national issues
PEO4	Students will develop knowledge and will have indepth understanding of theories and empirical evidences in the field of economics
PEO5	Students will develop critical thinking and analytical approach to learning and will be able to give opinion by logical thinking
PEO6	Students will equip application of econometric and statistical tools to solve the real world problems.
PEO7	Students will develop a fashion towards independent learner and will be able to gain skills needed and employment and personal development
PEO8	Students will be made cautious towards environment and sustainable development
PEO9	Students will be encouraged research oriented activities and motivated through holistic approach
PEO10	Students will be learn and advanced their carrier through participation in various professional bodies.



Instruction: Program Specific Outcomes (PSOs)

Program Specific Outcomes (PSOs)	
After the successful completion of M.A. Economics program, the students are expected to	
PSO1	provide in depth remember of theories and models used in the subject of economics and also to expose the students on practical aspects of the same theory
PSO2	equip the students on understanding of macroeconomic structure, recent trends in economics to develop a logical thinking.
PSO3	apply the economic model in the thrust areas of research to enable the Students to take up empirical and policy oriented research.
PSO4	equip the students with managerial and entrepreneurial skills for self employment.
PSO5	prepare the students to have exposure on examinations for administrative Positions and specialized research.
PSO6	Enable the students to critically evaluate the nitty-gritty problem of the societal development.



Program Outcomes (POs)	
On successful completion of the M. A. Economics program	
PO1	The students will possess comprehensive knowledge of economics and to realize relevance economic theories in practice. Ability to interpret inferences of output for policy making.
PO2	Ability to analyse current nitty-gritty problem of society on the basis of an economic perspective.
PO3	Enhance knowledge and applied skills to undertake research.
PO4	The students will be able to acquire knowledge of policy making decision such as trade, financial institutions and marketing.
PO5	To develop the students for model building through application of econometrics, operation research, mathematics and statistics.
PO6	To make the students to be aware of policies and programmes on environment, consumer protection, agriculture, industry, service etc and to apply the same in the society.
PO7	To enable the students to think, act and perform originally and independently in their creative and innovative theories.
PO8	The students will enrich their knowledge in human resource, health, empowerment, poverty, unemployment, migration, inflation etc.
PO9	To gain knowledge through field works to identify the problems at gross root of level.
PO10	To give knowledge to the students of economics to equip them to opt employment from various fields such as industry, service, agriculture, MSME non-farm, banking etc.

M. A. Economics Curriculum (University Department)
 (For the students admitted during the academic year 2021 – 22 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theo ry	Pract ical	CIA	ESE	Total
FIRST SEMESTER							
21ECOB13A	Micro Economic Analysis – I	4	4	-	50	50	100
21ECOB13B	Mathematics for Economists	4	4	-	50	50	100
21ECOB13C	Economics of Human Resource	4	4	-	50	50	100
21ECOB13D	Environmental Economics	4	4	-	50	50	100
21ECOB1EA	<i>Elective</i> : 1. Indian Economy 2. Economics for Administration	4	4	-	50	50	100
	<i>Supportive – I</i>	2	2	-	25	25	50
Total		22		-			550
SECOND SEMESTER							
21ECOB23A	Micro Economic Analysis – II	4	4	-	50	50	100
21ECOB23B	Macro Economics	4	4	-	50	50	100
21ECOB23C	Operations Research	4	4	-	50	50	100
21ECOB23D	Econometrics	4	4	-	50	50	100
21ECOB2EB	<i>Elective</i> : 1. Marketing Management 2. Industrial Economics 3. Behavioural Economics	4	4	-	50	50	100
	<i>Supportive - II</i>	2	2	-	25	25	50
	Summer Project/Internship	2			20	30	50
Total		24		-			600
THIRD SEMESTER							
21ECOB33A	Research Methodology	4	4	-	50	50	100
21ECOB33B	Economics of Farm Business	4	4	-	50	50	100
21ECOB33C	Public Economics	4	4	-	50	50	100
21ECOB33D	History of Economic Thought	4	4	-	50	50	100
21ECOB33EC	<i>Elective</i> : 1. Rural Economics 2. Introduction to Industry 4.0	4	4	-	50	50	100
	<i>Supportive – III</i>	2	2	-	25	25	50
Total		22		-			550

- 50 marks assigned to CIA for these five courses which included Seminars (5 marks), Assignment (5 marks), Test (15 marks), and Attendance (5 marks), and remaining 20 marks assigned to minor project; 10 marks assigned to project evaluation by the guide and 10 marks assigned to field experience and viva voce Examination to be conducted by Department Research Committee.

50 marks assigned to summer project as internship; 30 marks assigned to project evaluation by the guide and 20 marks assigned to field experience and viva voce Examination to be conducted by Department Research Committee.

FOURTH SEMESTER							
21ECOB43A	Economics of Development	4	4	-	50	50	100
21ECOB43B	International Economics	4	4	-	50	50	100
21ECOB43C	Monetary Theory and Policies	4	4	-	50	50	100
	Research Project & Viva-voce	10		-	50 (Viva)	200	250
Total		22					550
Grand Total		90					2250
ONLINE COURSES							
	Swayam/ Coursera, and the like	Minimum 2 credits					

Supportive courses offered to other departments

I	21ECOGS..	Basic Economics	2		-	12	38	50
II	21ECOGS..	Agricultural Economy of India	2		-	12	38	50
III	21ECOGS..	Elements of Public Economics	2		-	12	38	50
IV	21ECOGS..	Introduction to Indian Economy	2		-	12	38	50
V	21ECOGS..	An Introduction to Environmental Economics	2		-	12	38	50

Value added Course: 30 hours

Semester	Course Code	Subject and Paper	T	P	Credits	Max. Marks
I		Global Business Foundation Skills	1	1	2	50
III		Advanced Hands on training in Statistical Software	1	1	2	50

Each Paper Credits: 4

Job Oriented Certificate Course

Semester	Course Code	Subject and Paper	L	P	Credits	Max. Marks
II		Digital Marketing	3	1	4	100
IV		Graphic Designing	4	0	4	100

Each Paper Credits: 4



First Semester

Course code	21ECOB13A	MICRO ECONOMIC ANALYSIS – I	L	T	P	C
Core			4	-	-	4
Pre-requisite	Knowledge about the fundamental concepts of micro economic theory	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Gain sound knowledge in basic Economic theories, concepts and models. 2. Gain sound knowledge to apply economic theories and models to execute managerial functions. 3. Enable students to obtain managerial problems solving skills. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	To recall the concept of micro economic theory					K1
2	Understand the factors that affect firm's pricing decision.					K2
3	Relates the basic economic theory and principles to current microeconomic issues and evaluate related public policy.					K3
4	Know how individuals and firms interact within markets, when markets fail, and how government policy may improve outcomes for society.					K4
5	Develop students' abilities to construct and sustain an argument using the phrases and concepts that economists use in their deliberations.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	METHODOLOGY OF ECONOMICS				12 hours	
Methods of Economic Analysis: Deductive Method - Testing of Economic Hypothesis through Statistical Methods – The Inductive Method – Integration of Two Methods – Hypothetic-Deductive -Nature of Economic Laws and Generalizations – Role of Assumption: Friedman's views – The Processes of Building Economic Models – Choice among Models Limitation and Uses of Economic Models – Economic Concepts and Tools, Inter temporal choice.						
Unit:2	CONSUMPTION THEORY				12 hours	
Law of Demand – Determinants of Demand – Theories of Demand: Neo Classical Theory, Indifference Curve Theory, Slutsky Theory, Hicks Theory – Revealed Preference Theory – Elasticity of Demand. Recent theories in demand analysis: Nerlove's stock adjustment principle, Houthakkar's and Taylor's dynamic model.						
Unit:3	THEORY OF PRODUCTION AND COST				12 hours	
Production Function – Law of Variable Proportions – Law of Returns to Scale – Isoquants. Common Production Functions: Cobb-Douglas Production Function – CES Production Function. Production Equilibrium: Optimal Expansion Path, Technical Progress and Production – Types of Cost – Traditional Theory of Cost – Modern Theory of Cost – Economies of Scale. Diseconomies of Scale – Economies of Scope, Learning Curve.						

Unit:4	THEORY OF PRODUCT PRICING I	12 hours
Market and Market Structure – Perfect Competition – Features, Price and Output Determination – Monopoly: Sources and Types, Price and output determination - Control and Regulation of Monopoly – Price Discrimination – Welfare aspects of price discrimination – The dead weight loss under monopoly - Bilateral Monopoly, Monopsony.		
Unit:5	THEORY OF PRODUCT PRICING II	12 hours
Monopolistic Competition – Features, Price and Output Determination – Chamberlin Equilibrium – Theory of Excess Capacity - Wastes in Monopolistic Competition. Oligopoly: Characteristics – Price and Output Determination – Collusive Oligopoly: Cartels – Price Leadership - Non Collusive model – Kinked Demand Curve and Price Rigidity. Duopoly – Price and Output Determination – Cournot – Edgeworth, Chamberlin and Stackelberg Models – Workable Completion.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	Jhingan, M. L. (2011), <i>Micro Economic Theory (8th Edition)</i> , Vrinda Publications (P) Ltd, Delhi.	
2	Ahuja, H. L. (2011), <i>Managerial Economics (5th Edition)</i> , S. Chand & Company Ltd., New Delhi.	
Books(s) for Reference		
1	Koutsoyinnanis, A. (1979), <i>Modern Micro-Economics (2nd Edition)</i> , Macmillan Press, London.	
2	Dewett, K. K. (2005), <i>Modern Economic Theory (22nd Revised Edition)</i> , Shyam Lal Charitable Trust, New Delhi.	
3	Agarwal, H. S. (2008), <i>Microeconomic Theory (7th Edition)</i> , Ane Books India, New Delhi.	
4	Ahuja, H. L. (2006), <i>Modern Microeconomics (13th Edition)</i> , S. Chand & Company Ltd., New Delhi.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	For more details > go to this link > https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11 > select Subject and Module	
Course Designed By: Dr. R. Manikandan		email.ID -maninoble@gmail.com

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	M	L	L	S	M	L	L
CO2	S	L	M	S	S	L	M	L	L	L
CO3	S	M	L	M	S	L	M	L	L	L
CO4	S	L	L	S	L	S	L	L	L	L
CO5	S	L	L	S	L	L	L	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB13B	MATHEMATICS FOR ECONOMISTS	L	T	P	C
Core			4	-	-	4
Pre-requisite	Knowledge about the basic mathematics skill		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
1. To impart various mathematical and statistical methods.						
2. To apply quantitative techniques in managerial practices.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the concept and types of sets, demonstrate and apply basic set operations and to solve quadratic equations.					K1
2	Demonstrate the role of mathematics in the field of business/industry and illustrate the different types of problems and its application in economics.					K2
3	Explain the rules for calculating derivatives, its uses and application in calculating the inter-relationship among total marginal revenue, cost, utility and elasticity of functions.					K3
4	Understand and apply the Marginal productivity theory of distribution in production function.					K4
5	Define and Illustrate the matrix operations, minors, cofactors, find inverse of a matrix and apply the Cramer's rule to solve the system of simultaneous equation.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	SET THEORY AND LINEAR EQUATIONS				12 hours	
Set Theory: Meaning and its types; Operations on sets and Laws of set operations – Venn diagram approach - Properties of real number solutions of quadratic equations –Formula and Completing Square Method - Solution to Linear Equations with two variables in Elimination Method.						
Unit:2	FUNCTIONS AND CALCULUS				12 hours	
Relations and Functions: Functions of one variable – Types of variable- straight line, Slope – Point form – Two points form, and rectangular hyperbola - Exponential and logarithmic functions. Concave and Convex functions - Applications in Business Economics.						
Unit:3	DIFFERENTIAL CALCULUS				12 hours	
Derivatives and their interpretation and techniques of derivatives. Relationships among Total, Average, and Marginal Revenue and Cost and Utility -Elasticity of Functions. Functions of two variables- Partial derivatives and their applications in Economics. Interest rate – Simple and Compound.						

Unit:4	THEORY OF FIRM'S BEHAVIOUR										12 hours
Maxima and Minima of two or more variables - Applications in Economics -Production function - Mathematical Expression and its properties -Homogeneous function and its properties, Marginal productivity theory of Distribution with examples, Cobb-Douglas and CES Production Functions and their properties.											
Unit:5	MATRIX, DETERMINANTS AND SIMULTANEOUS EQUATIONS										12 hours
Matrix Algebra – Determinants and properties, Types of Determinants - Matrix: Rank of Matrix, Cofactor – Minor, Types - Square Matrix, Null Matrix, Unit Matrix, Multiplication and Scaler Matrix, Operations - Addition and Subtraction of Matrix, Multiplication - Transpose of a Matrix and Inverse of Matrix. Solutions for simultaneous equations with two variables - Cramer's Rule.											
Unit:6	Contemporary Issues										2 hours
Expert lectures, online seminars – webinars											
										Total Lecture hours	62 hours
Book(s) for study											
1	Alpha C Chiang, "Fundamental Methods of Mathematical Economics", 3ed McGraw Hill, New York.										
2	Tara Yamne, "Mathematics for Economics", 2nd ed. Engle wood Cliffs, New Jercey.										
3	Allen R.G.D., "Mathematical Analysis for Economists", ELBS, Macmillan.										
4	Dowling.T.E., Introduction to Mathematical Economics, McGraw Hill										
5	Bose D., An Introduction of Mathematical Economics, Himalaya Publishing House, Mumbai.										
6	Chiang A.C., Fundamental Methods of Mathematical Economics, McGraw-Hill Higher Education.										
Books(s) for Reference											
1	Draper, Jean.E "Mathematical Analysis-Business and Economic Applications", Harper International ed., New York.										
2	2Medha and Madhnani, "Mathematics for Economics", Sultan Chand, New Delhi.										
3	Neber.E.J., Mathematical Analysis: Business and Economic Applications, Harper International Edition, New York.										
4	Mabbett A.J., "Workout Mathematics for Economists", Macmillan, London.										
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]											
1	For more details > go to this link> https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11 >select Subject and Module										
Course Designed By: Dr. R. Govindasamy						email.Id - govindphd@gmail.com					
Mapping with Programme Outcomes											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	S	S	S	L	S	L	M	L	L	L	
CO2	S	M	S	M	S	M	S	L	L	M	
CO3	S	S	S	L	S	S	L	L	S	L	
CO4	S	S	S	L	S	M	S	L	S	L	
CO5	S	M	S	M	S	L	L	L	L	L	

*S-Strong; M-Medium; L-Low

Course code	21ECOB13C	ECONOMICS OF HUMAN RESOURCES	L	T	P	C
Core				4	-	-
Pre-requisite	Knowledge about the human resource development indicators, health care services	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> To familiarize theories and concepts of human resources. To gain sound knowledge on human capital theories. To enable the students to know about the importance of investment in health and education. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the importance of investment on education and health.					K1
2	Get an idea on basic concepts of Economics of human resources.					K2
3	Develop necessary skill set for investment in Education of Economic development.					K3
4	Assess the issues of social security measures in India and operation of labour market.					K4
5	Comprehend the types of migration and reasons for migration.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	HUMAN RESOURCE AND ECONOMIC DEVELOPMENT					12 hours
Importance of Human Resource- Human Resource and Economic Development- Investment in Human Capital —Unemployment-Meaning, Kinds, Causes and Remedies.						
Unit:2	INVESTMENT ON EDUCATION					12 hours
Importance of Education- Education and Economic Development – Importance of Women’s Education- Issues in Education -Higher Education in India – Privatization of Education.						
Unit:3	INVESTMENT ON HEALTH					12 hours
Investment in Health – Private Sector in Health Care Services, Healthcare Expenditure in India- Healthcare issues and Challenges- Health Insurance for the Poor – Economic Impact of COVID-19.						
Unit:4	LABOUR MARKET					12 hours
Theories of Labour Market- Wage Theories – Trade Unions – Labour Market discrimination- wage discrimination - Social Security Measures in India – Organised and unorganized Labour Market.						
Unit:5	MIGRATION					12 hours
Migration- Types of Migration: Internal and External- Reasons for Migration- Theories of Migration: Micro and Macro –Causes and Consequences- Brain Drain in India.						

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	Becker. G.S Human Capital (1993), The University of Chicago Press, Third Edition)	
2	Blaug.MAn introduction to Economics of Education, Penguin Books. Economics of Education-Vol -I & II, Penguin Books and ELBS.	
3	Schultz.T.WEconomic Value of Education. Newyork: Colombia University Press, 1963.	
Books(s) for Reference		
1	Psacharapoulos.G Returns to Education. (1973) <u>Taylor & Francis, Ltd.</u>	
2	Psacharapoulos.G Economics of Education-Research Studies Program Press Publisher Peramon(November 16, 2013).	
	Human Resource Development in Healthcare, Excel Book Publication (January 1, 2009).	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	file:///C:/Users/System%20I/Downloads/economics_human_resources.pdf	
2	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610	
3	https://epgp.inflibnet.ac.in/	
4	https://books.google.co.in/books?id=8utBh4WI4t8C&num=14	
Course Designed By: Dr. A. Sangamithra email.ID- sangamithra@buc.edu.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	L	S	S	S	L	M
CO2	S	S	S	L	L	S	S	S	M	L
CO3	S	S	L	S	M	M	S	L	S	M
CO4	S	S	S	L	L	M	S	S	L	L
CO5	S	M	S	L	L	M	S	S	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB13D	ENVIRONMENTAL ECONOMICS	L	T	P	C
Core			4	-	-	4
Pre-requisite	Knowledge about welfare economics and environment		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Enable remember the basic environmental economics concepts and theory. 2. Enable to understand the environmental problems regional, nationally and global issues. 3. Able to allocate resources with use of Economic models and able to apply economic theories in to the environmental problems to solve the social issues. 4. Enrich knowledge to analyze about environmental protection, Environmental Impact Assessment of environmental damages or project estimation.. 5. Evaluate problems caused by divergences between private and social costs and benefits of environmental amenities. 6. Able to create the environmental policy through students research. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the subject of environmental economics, including its key principles and theories.					K1
2	Learn how markets allocate goods and why they sometimes fail allocate environmental goods optimally and learn to design regulation which corrects market failures.					K2
3	Use economic techniques to analyse environmental problems and to create environmental policies.					K3
4	Assist in the identification of needs and the design, planning, resourcing and development of projects in environmental and social sustainability					K4
5	Develop research skills in the field of environmental economics.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	AN INTRODUCTION TO ENVIRONMENTAL ECONOMICS AND CONCEPTS					12 hours
An Introduction to Environmental Economics – Concepts: Environment, Bio diversity - Pollution, Anthropocentrism, Ecocentrism, Green Productivity , Environment footprint , Entropy , Carbon Trading and Market - Externality – Economy-Environment Linkages – The Material Balance Principle – Market Failure – Private Versus Social Cost – Trade-Off between Economic Growth and Environment – Sustainable Development – Environmental Quality as a Public Good.						
Unit:2	ENVIRONMENTAL PROBLEMS					12 hours
Sources and Types of Pollution: Domestic and Industrial Pollutions (Air, Water, Solid Waste, Land Degradation) – Causes and Effects of Environmental Degradation – Urban and Rural Environmental Problems – Energy: Renewable and Non-Renewable Resources						

Unit:3	ENVIRONMENTAL ECONOMIC THEORY FOR RESOURCE ALLOCATION	12 hours
Relationship between development and Environmental Stress - Economic Theory for Resource Allocation- Pigovian tax and subsidies – Externalities – Pareto Efficiency’ and the Market – Limits to Growth – Coase’s Theorem- Simon Kuznet’s Inverted ‘U’ Shaped Curve – Technology Versus Environment – Population and Environment.		
Unit:4	ENVIRONMENTAL DAMAGE ASSESSMENT AND VALUE THE NATURE	12 hours
Economics of Pollution Control - Environmental Impact Assessment (EIA) – Benefit/Cost Analysis – Use value and Non use value: Revealed Preference; Travel cost methods, Damage Cost Assessment, Bequest Method; Contingent Valuation Method – Hedonic Price Approach.		
Unit:5	POLICY MEASURES	12 hours
Global Environmental Problems: Global Warming; Climate Change - International Environmental Policy – India’s Environmental Policy – Law and Environmental Protection in Indi		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	Charles D. Kolstad (2000): “Environmental Economics”, Oxford University Press, New York.	
2	U. Shankar (2000) ‘Environmental Economics, Oxford University Press, New Delhi	
3	Eugine T. (2005): “Environmental Economics”, Vrinda Publications, Pvt. Ltd, New Delhi.	
4	M. Karpagam (2000) ‘Environmental Economics’ Sterling Publisher Pvt.Ltd. New Delhi	
Book(s) for Reference		
1	Kanchan Chopra, Gopal K. Kadekodi (2001), Operationalising Sustainable Development, Sage Publication, New Delhi	
2	Edited by Rabindra N. Bhattacharya (2001), Environmental Economics, Oxford University Press, New Delhi	
3	M. Ravichandran and S. Boopathi (2007), Environmental Management: Issues potable water in Rural Tamil Nadu <i>Concept Publications</i> , New Delhi	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
Course Designed By: Dr. S. Boopathi email.Id - somuboopathi@buc.edu.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	L	L	S	L	S	M
CO2	S	S	S	L	M	S	M	L	S	L
CO3	S	S	S	L	S	S	M	L	M	L
CO4	S	S	S	L	S	M	L	L	S	L
CO5	S	M	S	L	L	M	M	S	S	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB1EA	INDIAN ECONOMY	L	T	P	C
Elective				4	-	-
Pre-requisite	Knowledge about the Indian economic problems such as National Income, Planning and Export and Import policies.	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
1. Recall various aspects of Indian Economy						
2. Give the students the tools for critical decision-making about and participation in Indian economic growth and development.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember various aspects of Indian Economy.					K1
2	Understand the various issues and strategies for the development of India's Economy.					K2
3	Develop a perspective on the different problems and approaches to economic Planning and development in India					K3
4	Understand estimation of national income and measurement of poverty.					K4
5	Expose the students on budgetary policies of the government and analyse the External sector.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	ECONOMIC DEVELOPMENT					12 hours
Measurement of Economic Development - Characteristic of Developing and Developed Economies - Causes for Less Economic Development In India - Major Issues in Development - Strategies for Economic Development Import Substitution and Export Oriented Strategies - Determinants of Economic Development.						
Unit:2	NATIONAL INCOME					12 hours
The National Income and its Estimates in India - Limitations of National Income Estimation - Trends in National Income of India: Growth and Structure - Inter-state variations in National Income - Income Distribution - Measurement of Poverty in India.						
Unit:3	PLANNING					12 hours
Economic Planning - Planning and Economic Development in India - Planning Models in India (Elementary concepts) - Capital Formation - Growth of Public and Private Sectors in India - Industrial Policies an Assessment - Capital Formation and Domestic Saving.						
Unit:4	PUBLIC FINANCE					12 hours
Budgetary Policies of the Central Government - Composition and Trends in Public Revenue and Expenditure - Expenditure Control and Government Consumption Expenditure - Concepts of Budgetary Deficits and Implications - State Budget.						

Unit:5	INDIA AND EXTERNAL SECTOR	12 hours
Importance of Foreign Trade - Terms of Trade and Balance of Payments - Export and Import Policies - India and WTO (ePathsala).		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	Dutt.R. and K.P.M.Sundaram. 2019. Indian Economy, S.Chand and Co, New Delhi.	
2	Agarwal.A.N. 2016. Indian Economy, Wiley Eastern Ltd, New Delhi.	
Book(s)for Reference		
1	Srinivas Y.Thakur.2015. Indian Economic Development, Sterling Publishers, New Delhi.	
2	Government of India, Economic Survey, (various years).	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
Course Designed By: Dr. P. Shanmugam email.ID - bushanmugam@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	S	L	S	S	S	L	M
CO2	S	M	S	L	L	M	M	S	M	S
CO3	S	M	M	M	L	S	M	L	L	L
CO4	S	L	S	L	M	S	M	S	L	L
CO5	S	L	S	S	M	M	S	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB1EA	ECONOMICS FOR ADMINISTRATION	L	T	P	C
Elective				4	-	-
Pre-requisite		Knowledge about the National Income concepts, budget policies, stock market and SEBI	Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Enable the students to appreciate the utility of economics in day – to day life. 2. Gain sound knowledge on Economic Administration. 3. Prepare the Competitive Exams 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the various concepts of National Income					K1
2	Understand the Tax structure in India and Government Budget.					K2
3	Understand the functions of Money market, Capital market and Securities Exchange Board of India.					K3
4	Understand and apply the concepts in economics for decision and policy making.					K4
5	Analyse the functions of Stock market in India					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	NATIONAL INCOME					12 hours
Concept of National Income -Circular flow of income; Methods of calculating National Income: Value Added or Product method, Expenditure method, Income method. Concepts and Aggregates Related to National Income: Gross National Product (GNP), Net National Product (NNP), Gross and Net Domestic Product (GDP and NDP) – at Market Price, at Factor Cost; National Disposable Income (Gross and Net), Private Income, Personal Income and Personal Disposable Income; Real and Nominal GDP-GDP and Welfare.						
Unit:2	GOVERNMENT BUDGET AND THE ECONOMY					12 hours
Concept and Types of Tax – Direct Tax and Indirect Tax, Goods and Service Tax (GST), Structure of GST (SGST, CGST, UTGST & IGST), GST Council; Budgetary Procedure-Types of Budget-Classification of Receipts: Revenue Receipt and Capital Receipt; Classification of Expenditure : Revenue Expenditure and capital expenditure; Various Measures of Government Deficit : Revenue Deficit, Fiscal Deficit, Primary Deficit-their Meaning and Implications.						
Unit:3	REVENUE RESOURCES AND PUBLIC DEBT					12 hours
Deficit Financing and Methods - An Evaluation of Fiscal Policy of Government of India – Highlights of Recent Budget; Sources of Public Debt-Internal and External Debt; Burden of Public Debt; Redemption of Public Debt; Debt Trap; Role of Public Debt with Special Reference to Developing Countries.						

Unit:4	MONEY MARKET AND CAPITAL MARKET	12 hours
Nature and Functions of Indian Money Market and Indian Capital Market - Stock Markets - Meaning and functions of Stock Market - Functions of Securities Exchange Board of India (SEBI). Credit Control: Quantitative Measures: Bank Rate -Open Market Operations - Variable Reserve Ratio - Statutory Liquidity Ratio - Qualitative Credit Control: Limitations.		
Unit:5	INDEX NUMBERS AND INFLATION	12 hours
Inflation – Meaning and types – Effects of Inflation – Measures to Control Inflation – Inflationary Gap – Deflation – Meaning, Causes, Types, Effects – Deflationary Gap. Index Numbers: Type – Construction of Simple, Weighted, Chain-Base Index Numbers-Difficulties-Limitation- Index Numbers and Inflation.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s)for study		
1	Dutt and Sundaram: Indian Economy, S Chand and Company, Delhi	
2	Agarwal: Indian Economy, Vikas Publishing Company, Delhi	
Book(s)for Reference		
1	Indian Economy: AN Agrawal. New Age International Economics : Mc Graw-Hill	
2	Indian Economy: Misra and Puri Himalaya Publication House	
3	Economic Survey, Different volumes	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.economicdiscussion.net/national-income/4-main-concepts-of-national-income/17241	
2	http://gstcouncil.gov.in/	
3	https://www.yourarticlelibrary.com/business/money-market/money-market-objectives-functions-and-limitations/75923	
4	https://www.yourarticlelibrary.com/business/capital-market/capital-market-objectives-importance-and-functions/75914	
Course Designed By: Dr. R. Manikandan email.ID maninoble@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	L	L	L	L	S	L	L
CO2	S	L	L	S	L	L	L	L	L	L
CO3	S	L	L	S	L	M	S	M	L	L
CO4	S	L	L	M	L	L	S	M	L	L
CO5	S	L	L	M	S	L	S	L	L	L

*S-Strong; M-Medium; L-Low



Second Semester

Course code	21ECOB23A	MICRO ECONOMIC ANALYSIS –II	L	T	P	C
			4	-	-	4
Core						
Pre-requisite	Knowledge about the welfare economics and factor pricing theory	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> To gain sound knowledge in basic Economic theories, concepts and models. To gain sound knowledge to apply economic theories and models to execute managerial functions. To enable students to obtain managerial problems solving skills. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall various Micro Economic Theories					K1
2	Understand the managerial theories of a firm					K2
3	Analyse how factors of production are priced					K3
4	Analyse old and new theories of welfare economics					K4
5	Understand how the economy achieves partial and general equilibrium					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	THEORY OF FACTOR PRICING I				12 hours	
Marginal Productivity Theory of Distribution - Product Exhaustion Theorem (Euler and Clark) – Theories of Rent: Ricardian Theory, Modern Theory – Quasi Rent – Competitive Commodity Markets, Factor Pricing in Imperfect Commodity Market.						
Unit:2	THEORY OF FACTOR PRICING II				12 hours	
Theories of Wage – Subsistence Theory – Standard of Living Theory – Wage Fund Theory and <i>Residual Claimant Theory</i> – Collective Bargaining – Wage Differentials. Theories of Interest: Classical Theory, Time Preference Theory, Loanable Funds Theory, Liquidity Preference Theory and Modern Theory of Interest. Theories of Profit: Innovation Theory, Risk and Uncertainty Bearing Theory, Dynamic Theory, Wage Theory of Profit – Macro Theories of Distribution – Ricardian, Marxian, Kaleckils and Kaldor’s Theory of income distribution.						
Unit:3	THEORIES OF FIRM				12 hours	
Managerial Theory of Firm – Marris’s Managerial Theory – Baumol’s Sales Revenue Maximization Model – Williamson’s Model of Managerial Discretion – Full Cost Pricing: Bain’s Limit Pricing Theory, Behavioural Model of the Firm (Cyert and March) – Game Theoretic Model.						

Unit:4	WELFARE ECONOMICS	12 hours
New welfare Economics – Compensation Principles – Hicks, Kaldor and Scitorsky - Social Welfare function: Pareto, Arrow’s Impossibility theory, Amartya Sen, on Arrow’s theorem – Equity Efficiency Trade off.		
Unit:5	GENERAL EQUILIBRIUM	12 hours
Partial and General Equilibrium Analysis – Existence, Stability and Uniqueness of Equilibrium - General Equilibrium in exchange and Production- Walrasian excess demand approach to general equilibrium.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s)for study		
1	Jhingan, M. L. (2011), <i>Micro Economic Theory (8th Edition)</i> , Vrinda Publications (P) Ltd, Delhi.	
2	Ahuja, H. L. (2011), <i>Managerial Economics (5th Edition)</i> , S. Chand & Company Ltd., New Delhi.	
Book(s) for Reference		
1	Koutsoyinnannis, A. (1979), <i>Modern Micro-Economics (2nd Edition)</i> , Macmillan Press, London.	
2	Dewett, K. K. (2005), <i>Modern Economic Theory (22nd Revised Edition)</i> , Shyam Lal Charitable Trust, New Delhi.	
3	Agarwal, H. S. (2008), <i>Microeconomic Theory (7th Edition)</i> , Ane Books India, New Delhi.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
Course Designed By: Dr. R. Manikandan email.ID: maninoble@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	L	L	L	S	L	L	L
CO2	S	M	M	S	L	M	S	L	L	L
CO3	S	S	S	S	M	L	M	L	L	L
CO4	S	L	L	L	L	M	S	L	L	L
CO5	S	L	L	M	M	L	S	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB23B	MACRO ECONOMICS		L	T	P	C
Core				4	-	-	4
Pre-requisite	Basic knowledge about the national income concepts, investment, employment and macroeconomic policies.	Syllabus Version	2021-22				
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> To introduce the students on the sectoral flow of national income, its accounting and factors influencing income at current and constant prices. To enable students develop a critical insight on classical, Keynesian macroeconomic models and a functioning at four different market conditions. To make students to understand roll of expectation uncertainty and the relationship between inflation and employment. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Define and explain the process of calculating national income, identify its various components such as GDP, GNP, NNP, Per Capita Income etc and to illustrate the circular flow of income and analyze the various income and expenditure, to define and classification of social accounts.						K1
2	Understand classical theory of income, output, and employment, Fisher's Quantity theory, Say's law of market and Keynes criticism of classical theory. Discuss the principle of effective demand and distinguish between aggregate demand and aggregate supply.						K2
3	Explain the meaning of consumption function, and list out the propositions of Keynesian Psychological Law of Consumption and its determinants. To describe the types of investment.						K3
4	Discuss the relationship between investment and savings, and to apply investment multiplier and to list out the phases of business cycle, to compare the product and money market.						K4
5	Examine the concept of inflation and its classification, causes and effects of inflation and to simulate different measure to control inflation.						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	NATIONAL INCOME AND SOCIAL ACCOUNTING	12 hours					
National Income – Concept and Measurement – GDP – GNP – NNP – Per Capita Income - Difficulties in the Measurement of National Income - Social Accounting – Presentation of Social Accounts - Importance of Social Accounting – Difficulties in Social Accounting- Circular flow of income and expenditure.							

Unit:2	THEORIES OF INCOME, OUTPUT AND EMPLOYMENT	12 hours
Classical Theory of Income, Output and Employment – Goods Market, Money Market – Fisher Quantity theory of money-Keynesian Theory of Income, Output and Employment – Say’s Law of Market – Implication of Laws - Principles of Effective Demand – Importance of Effective Demand – Aggregate Demand and Aggregate Supply.		
Unit:3	CONSUMPTION FUNCTION AND INVESTMENT	12 hours
Consumption Function – Properties, Keyne’s Psychological Law of Consumption – Determinants of the Consumption function – Investment function – Types of Investment – Factors affecting investment decisions of firms -Marginal Efficiency of Investment (MEI) – Saving and Investment Equality – Saving Function.		
Unit:4	ECONOMIC FLUELATIONS AND STABILIZATION	12 hours
Multiplier – Assumption – Leakages – Importance of Multiplier - Super Multiplier - Use of Super Multiplier in Business Cycles - Phases of Business Cycle – Acceleration – Assumptions - Income Determination – Product market and Money market – General Equilibrium.		
Unit:5	MONETARY MANAGEMENT AND MONETARY POLICY	12 hours
Monetary Policy: Objectives – Role of Monetary Policy in a Developing Economy – Fiscal Policy – Objectives – Instruments of fiscal policy in India -Inflation – Inflationary Gap – Demand pull – Monetary view and Friedman view Vs Cost push Inflation – Causes of Inflation – Measures to control Inflation – Effects of Inflation – The Phillips Curve: Short run and Long run.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s)for study		
1	M.L. Jhingan “Advanced Economic Theory,” Vrinda Publications (P) Ltd.	
2	M.C. Vaish “Macro Economic Theory,” Vikas Publishing House (P) Ltd.	
3	R. D. Gupta and A.S. Rana “Keynes and Post Keynesian Economics,” Kalyani Publishers.	
4	Mankiw N. Gregory, Macroeconomics, Worth Publishers, New York.	
5	Shapiro Edward, Macroeconomic Analysis, Galgotia Publications Pvt. Ltd, New Delhi.	
6	Froyen Richard T. Macroeconomics-Theories and Policies, Macmillan Pub., Company, NY.	
7	Dornbusch R, Stanley Fischer, and Richard Startz, Macroeconomics, McGraw Hill Inc., NY.	
Book(s) for Reference		
1	Dornbusch Rudiger “Macroeconomics “McGraw Hill Publications	
2	Principles of Macroeconomics with Course Mate” by N Gregory Mankiw	
3	Ackley Gardner, Macroeconomics: Theory and Policy, Macmillan, New York.	
4	Blanchard Oliver, Macroeconomics, Pearson Prentice Hall, New Jersey.	

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	For more details > go to this link > https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11 > select Subject and Module
Course Designed By: Dr. R. Govindasamy email.ID govindphd@gmail.com	

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	L	L	L	L
CO2	S	L	L	L	L	M	S	L	L	L
CO3	S	L	L	L	L	L	S	L	L	L
CO4	S	L	S	M	M	L	S	L	L	L
CO5	S	S	M	S	L	L	M	S	L	M

*S-Strong; M-Medium; L-Low



Course code	21ECOB23C	OPERATIONS RESEARCH	L	T	P	C
Core			4	-	-	4
Pre-requisite	Knowledge about linear programming, matrices, set theory and cost theory	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
1. To introduce the students to the basic operation research techniques such as Linear Programming, Game theory, Input-output analysis, PERT and CPM and inventory control that are widely used in decision making.						
2. To enable the students to apply these technique in current business practices.						
3. To make them draw inference based on the numerical results obtained.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define the role of quantitative techniques in the field of industry. Construct the different types of models.					K1
2	Express the knowledge of basic concepts of linear programming, and its advantage and limitations and to solve linear programming problems' relate to basic techniques in economics.					K2
3	Understand the concept of transportation and assignment problem and to analyze various types of problem.					K3
4	Construct the network diagram and to determine the critical path, to apply it in real life project scheduled in time and timing delivery.					K4
5	Demonstrate the basic concepts of inventory and to solve the inventory by applying ABC technique and its classification.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	QUANTITATIVE TECHNIQUES AND INTRODUCTION				12 hours	
Operations Research – Meaning – Significance – Features –Scope and Applications.						
Unit:2	LINEAR PROGRAMME: GRAPHICAL METHOD				12 hours	
Linear Programming – Structure – Assumptions – Advantages – Limitations – General Mathematical Model and Problems. Graphical Solution Method LP Problems – Important Definitions – Feasible Solution.						
Unit:3	TIME MANAGEMENT MODELS				12 hours	
Transportation Problem – Network Representation of Transportation Model - Structure – Types of Transportation - Methods for Finding an Initial Solution – NWCM, LCM, VAM - Degeneracy – Optimal Solution – Assignment Problem - Types - Algorithm – Variations.						

Unit:4	NETWORK MODELS	12 hours
Net Work Analysis – PERT/CPM Network Components – Critical Path – Time Estimates – Determination of Critical Path – Waiting Lines Models.		
Unit:5	INVENTORY MODELS AND SIMULATION	12 hours
Inventory: Functions – Steps – Need for Inventory Control – EOQ different Models – Inventory Control Approach – ABC Analysis. Simulation –Advantages and Disadvantages - Monte Carlo Method – Inventory Simulation Model – Decision Tree Analysis – Pay-off Tables, Pure and Mixed Strategies.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s)for study		
1	K. Sharma “Operations Research: Theory and Applications,” Mamillan.	
2	C.V. Shenoy, U.K. Srivastava and S.C. Sharma “Operations Research,” Wiley Eastern Ltd.	
3	Ronald L. Rardin, “Optimization in Operation Research,” Prentice Hall.	
4	Nd Vohra, <i>Quantitative Techniques In Management</i> , Mc Graw Hill, 4th Edition, New Delhi.	
Book(s) for Reference		
1	Phillips, Solberg Ravindran Operations Research: Principles and Practice, 2ed (WSE) Wiley Eastern Ltd.	
2	Kanti Swarup,p.k Gupta Maanmohan “operation research“sultan chand sons.	
3	C. R. Kothari, <i>Quantitative Techniques</i> , Vikas Publications, New Delhi. Hall NI	
4	W.J. Baumol, <i>Economic Theory and Operation Analysis</i> , Englewood Cliff, PrenticeHall, NJ.	
5	T. Mariappan – Operation Research	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	For more details > go to this link > https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11 > select Subject and Module	
Course Designed By: Dr. R. Govindasamy email.ID govindphd@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	S	L	L	L	L	L
CO2	S	L	S	L	S	L	L	L	L	L
CO3	S	S	S	L	S	M	L	L	M	M
CO4	S	L	S	L	S	S	L	L	L	L
CO5	S	L	S	L	S	L	L	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB23D	ECONOMETRICS	L	T	P	C
Core			4	-	-	4
Pre-requisite	Knowledge about the mathematics and statistics such as regression, OLS and etc.	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
1. Understand the estimation techniques, learned the difficulties involved in the estimation process, evaluation of parameters and enable understanding scientific decision making process.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Identify the concepts of Econometrics					K1
2	Provide theoretical background for the standard methods used in empirical analysis, like properties of least squares estimators and the statistical testing of hypothesis.					K2
3	Become a qualified user of econometric methods					K3
4	Equip with the necessary skills needed for empirical and problem oriented research using relevant econometrics techniques.					K4
5	Perform statistical tools and interpret linear regression model					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	OLS METHOD				12 hours	
Nature, Meaning and Scope of Econometrics- – Methodology of Econometric Research – Simple Linear Regression Model – Method of OLS – Assumptions – Properties of Least Squares Estimators – Coefficient of Determination R^2 and Adjusted R^2 – Goodness of Fit - Relationship between Coefficient of Correlation r and R^2 (Mooc).						
Unit:2	TESTING OF HYPOTHESIS				12 hours	
Interval Estimation – Confidence Intervals for Regression Coefficients β_1 and β_2 – Hypothesis Testing: Confidence Interval Approach and Test of Significance approach – The t Test – Meaning of Accepting or Rejecting a Hypothesis (Mooc).						
Unit:3	MULTIPLE REGRESSION MODEL				12 hours	
Multiple Regression Analysis: Assumptions - The Two and Three Variable Models – Interpretation of Multiple Linear Regression Model.						
Unit:4	MULTICOLLINEARITY AND AUTOCORRELATION				12 hours	
Nature of Multicollinearity – Estimation in the Presence of Multicollinearity – Theoretical and Practical Consequences of Multicollinearity – Detection of Multicollinearity – Remedial Measures. Autocorrelation: Nature of the Problem of Autocorrelation – Consequences - Durbin Watson Test – Remedial Measures.						

Unit:5	HETEROSCEDASTICITY AND DUMMY VARIABLE	12 hours
Heteroscedasticity Definition – Consequences – Tests: Spearman Rank Correlation Test – Goldfeld and Quandt Test – Park Test. Regression with Qualitative Independent Variables (Swayam): Regression Models with Dummy Variable – Logit Model – Concept and Estimation – Dummy Variable Trap. Note: Problems may be asked only from the following areas a) Correlation b) Estimation of Parameters as per OLS/GLS Mode c) Test of Significance		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for Study		
1	Koutsoyiannis.A, "Theory of Econometrics: An Introductory Exposition of Econometric Methods", Educational Low-Priced Books Scheme, McMillan Education Ltd.,(1992).	
2	Damodar Gujarathi "Basic Econometrics", Tata MCGraw Hill Ltd,1999.4th ed.	
Book(s)for Reference		
1	Suresh K.Ghose “Econometrics”, prentice Hall of India private limited, New Delhi.	
2	Goldberger A.S. (1998), Introductory Econometrics, Oxford University Press, Cambridge, Mass.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.udemy.com/course/correlation-regression-concepts-with-illustrative-example/	
2	https://www.udemy.com/courses/search/?q=hypothesis%20testing&src=sac&kw=hypothes	
3	https://swayam.gov.in/nd2_cec20_hs35/	
Course Designed By: Dr. P. Shanmugam email.ID: bushanmugam@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	S	L	L	L	L	L
CO2	S	L	S	L	S	L	M	L	L	L
CO3	S	L	L	L	S	L	L	L	L	S
CO4	S	S	S	L	S	L	S	L	M	L
CO5	S	S	S	L	S	L	S	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB2EB	MARKETING MANAGEMENT	L	T	P	C
Elective			4	-	-	4
Pre-requisite	Knowledge about the market structure, consumer behavior and marketing strategy		Syllabus Version		2021-22	
Course Objectives:						
<ol style="list-style-type: none"> 1. Acquire basic knowledge about the functions of market. 2. Understand the product planning and development. 3. Apply the principles marketing in scientific decision making process and problem solving in modern marketing management process. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the marketing concepts.					K1
2	Understand the behaviour of consumers in marketing.					K2
3	Apply the management issues and challenges involved in marketing.					K3
4	Analyse the how products are priced, promoted and physically distributed.					K4
5	Create the new consumer protection act in the current scenario.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION				12 hours	
Nature, Scope and Importance of Marketing - Evolution of Marketing Concept – Marketing Environment – Functions of Marketing, Features of Modern Marketing – Market Segmentation: Concept, Benefits, Methods – Consumer Behaviour – Buying Motives, Theories.						
Unit:2	PRODUCT AND PRICING				12 hours	
Concept of Product – Product Planning – New Product Development, Meaning and Steps – Product Life Cycle – Pricing: Significance and Factors Affecting Pricing – Pricing Objectives – Pricing Policies – Kinds of Pricing – Pricing of New Product.						
Unit:3	PHYSICAL DISTRIBUTION				12 hours	
Importance of Distribution Channel – Kinds of Channel Members – Factors Influencing Distribution Channel - Types of Middlemen – Function of Middlemen – Inventory Control.						
Unit:4	PROMOTION				12 hours	
Product Promotion – Meaning, Objectives and Methods of Product Promotion. Advertising: Meaning, Objectives and Kinds of Advertising – Scientific Advertising – Advertising Management – Personal Selling: Meaning and Importance of Personal Selling – Kinds of Salesmen – Selling Process.						

Unit:5	MARKETING AND SOCIETY	12 hours
Need for Consumer Protection – Measures for Consumer Protection – Consumerism – Evolution and Approaches to Consumerism – Laws to Protect Consumers, E - marketing (online)		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	Gupta C.B. &Rajan Nair. N: Marketing Management, Sultan Chang & Sons, New Delhi.	
2	Ramasamy V.S. and Namakumari. S: Marketing Management, Macmillan India, New Delhi.	
3	Dr.Amit Kumar and Dr.B.Jagdish Rao: Marketing Management, SahityaBhawan Publications, Agra.	
	Dr.PriyankaGite: Marketing Management, Taxmann Publication (P) Ltd., New Delhi.	
Book(s) for Reference		
1	Philip Kotler: Marketing Management Practice – Prentice – Hall of India, New Delhi.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23	
2	https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788#:~:text=Marketing%20management%20is%20E2%80%9Cplanning%2C%20organising,of%20generating%20an%20acceptable%20profit.%E2%80%9D	
Course Designed By: Dr. R. Manikandan email.ID - maninoble@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	L	M	M	L	L	L
CO2	S	M	S	S	M	S	S	L	L	L
CO3	S	L	S	S	L	L	M	L	S	L
CO4	S	L	S	S	M	L	M	L	L	L
CO5	S	L	L	L	L	S	S	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB2EB	INDUSTRIAL ECONOMICS	L	T	P	C
Elective				4	-	-
Pre-requisite	Knowledge about production function and technical efficiency		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Introduce to the students the various concepts and framework of study of Industrial Economics 2. Enable the students to measure productivity numerically using mathematical and econometric techniques. 3. Make students to take decision on investment and understand the legal framework based on the numerical measurements. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the various concepts of industrial economics					K1
2	Understand the meaning of firm and industry and measure industrial efficiency					K2
3	Measure the industrial productivity					K3
4	Analyse financial ratios and evaluate projects					K4
5	Evaluate the legal frame work and instruments of industrial regulations.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	CONCEPTS AND FRAMEWORK OF INDUSTRIAL ECONOMICS					12 hours
Concept and Framework of the Study of Industrial Economics - Meaning of the Firm and Industry- Industrial Efficiency: Meaning and the Determinants of Economic Efficiency- Measurement of the Efficiency Levels- Types of Organisational Form- Business Motives.						
Unit:2	THEORY OF COST AND PRODUCTION					12 hours
Cost Concepts – The Theory of Cost and Production - The Concept of Production Function and Optimal Input Mix- The Efficiency and Size of the Firm- Market Concentration- Measurement of Market Concentration and monopoly power.						
Unit:3	INDUSTRIAL PRODUCTIVITY AND PROFITABILITY					12 hours
Concept of Total Factor Productivity Index – Methods of Estimation: Kendrick – Solow – Divisia – Malmquist – Labour Productivity and its Determinants – Concept of Profitability and its measurement.						
Unit:4	INVESTMENT DECISIONS					12 hours
Financial Ratio Analysis- Classification of Financial Ratios- Methods of Project Evaluation: NPV, Payback Method, IRR, ARR, Cost-Benefit Analysis- - Appraisal of Public Projects – Replacement Decision - Inventory Investment Approach.						

Unit:5	INDUSTRIAL LOCATION AND GOVERNMENT REGULATION									12 hours
The General Determinants of Industrial Location - Theories of Industrial Location, 'The Geographical Theories and Economic Theories of Industrial Location' - Legal Framework and Instruments of Industrial Regulations in India.										
Unit:6	Contemporary Issues									2 hours
Expert lectures, online seminars – webinars										
									Total Lecture hours	62 hours
Book(s)for study										
1	Sanhey S. C. "Productivity Management: Concepts and Techniques," Tata McGraw Hill, New Delhi.									
2	Heathfield F.D. "An Introduction to Cost and Production Functions." Macmillon Education & Soren Wibe London.									
3	Barthwal. R.R. "Industrial Economics", New Age International Publishers, New Delhi									
Book(s)for Reference										
1	<u>Rajan Mishra</u> . Industrial Economics and Management Principles Firewall Media, 2008									
2	Various Industrial Surveys									
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]										
1	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11									
Course Designed By: Dr. P. Shanmugam email.ID bushanmugam@gmail.com										
Mapping with Programme Outcomes										
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10
CO1	S	L	L	M	L	M	M	S	L	L
CO2	S	M	S	L	S	L	M	M	L	L
CO3	S	L	S	M	S	L	M	L	L	L
CO4	S	L	S	M	S	L	M	L	L	L
CO5	S	L	L	S	L	L	M	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB2EB	BEHAVIOURAL ECONOMICS	L	T	P	C
Elective			4	-	-	4
Pre-requisite	Knowledge about welfare economics, human decision	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Enable remember the classical theory of decision making 2. Enable to understand the theory of behavioural Economics. 3. Able to create the decision making policy through students research. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	To remember classical and neoclassical view of decision and to familiarizing with basic concepts of behavioural Economics					K1
2	To understand how humans are taking decision on the basis of incentives and norms					K2
3	To apply of nudge theory and policy design					K3
4	To apply the experimental Economics in the research					K4
5	To familiarize with behavior and environment					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	BEHAVIOURAL ECONOMICS	12 hours				
Classical and Neo-classical theory of decision making - Behaviour economics – cognition – choice - policy design- bounded rationality- bounded self-control- bounded self-interest- public policy implications and application						
Unit:2	INCENTIVES AND NORMS	12 hours				
Incentives, norms and public policy- social forces in markets and collective action problem social norms versus market incentives- getting incentives and norms right						
Unit:3	NUDGE AND POLICY DESIGN	12 hours				
Behaviour economics and regulatory policy- nudge- policy design- simplification of information and choice-default and convenience- salience and attention- debasing and decision quality- regulatory methods- regulatory delivery						
Unit:4	EXPERIMENTAL ECONOMICS	12 hours				
History and emergence of experiments in economics-end of impossibility- choice consistency in risky decision- experimental economics and behaviour- experimental economics today- experimental methods – advantages and limitation-type of experiments- procedure and design consideration						



**Third
Semester**

Course code	21ECOB33A	RESEARCH METHODOLOGY	L	T	P	C
Core			4	-	-	4
Pre-requisite	Knowledge about project report writing	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> To understand a general definition of research design. To familiar with Economic issues in social research, including those issues that arise in using quantitative and qualitative research. To able to frame the statement, a research question or hypothesis, and a research objective. To study the various types of probability sampling and non-probability, which ones to be adopted. To describe the conceptual and practical features of several major techniques for analysing data obtained from quantitative applied economic research. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Able to employed the methodological designs and select appropriate analytical strategies for their research projects.					K1
2	Understand the interpretation and appropriate reporting requirements for statistical and quantitative and qualitative data.					K2
3	Able to apply advanced knowledge in statistics to experimental and applied research.					K3
4	Understand basic probability, the use of probability distributions, sampling and the fundamentals of hypothesis testing.					K4
5	Apply and interpret the different forms of parametric like z-test, t-tests, ANOVA and non parametric test such as chi squared test for testing of hypothesis and write scientific report and paper for quality publications.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	INTRODUCTION OF RESEARCH				12 hours	
Meaning of Research – Significance of Research -Type of Research - Objectives of Research – The formulation of Research Problem – Scientific Research – Formulation of Hypothesis – Research Design: Variables- Exploratory, Descriptive and Experimental Research – Theoretical Frame Work – Concepts – Review of literatures						
Unit:2	SOURCES OF INFORMATION				12 hours	
Sources of Data: Primary and Secondary Sources – Methods of Data Collection: Census and Sample survey – Scaling Data – Data Collection Instruments: Observation, Interview Schedules and Questionnaires, Focus Group Discussion, online collection - Secondary Sources: Census, NSSOs, Annual Survey						
Unit:3	SAMPLING AND FUNDAMENTAL ANALYSIS				12 hours	
Sampling Design: Probability and non-probability Sampling Methods - Sample Size Determination – Data Analysis: Frequency Table, Multivariate table Chat -Measures of Central Tendency: Mean, – Measures of Dispersion: Range, Mean deviation, Standard Deviation, Variance, Coefficient of Variation –						

Unit:4	DATA DISTRIBUTION AND METRIC AND NON METRIC ANALYSIS	12 hours
Elementary Theory of Probability: Probability Distribution and Their Properties: Binomial, Poisson and Normal Distributions. Testing of Hypothesis: Parametric and Non-Parametric Tests –Testing of Hypothesis: ‘Z’ test, ‘t’ test, ‘F’ test and One Way ANOVA, Multivariate ANOVA, ANCOVA - Chi square test – Index Numbers – Regression - Factor Analysis		
Unit:5	SCIENTIFIC REPORT WRITING AND PRESENTATION	12 hours
Presenting Results: Written and oral Reports – Stages in Drafting Written Research Report – Layout of Research Report – Footnotes and Bibliography. Research paper writing –content –structure – publications raking: (Impact factor, H Index, ISSN, ISBN)		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	Johnson L.G. (1986) Research Methodology for Economists, (Philosophy and Practice), MacMillan.	
2	C.R.Kothari (1988) Research Methodology, Methods and Techniques - Willey Eastern Ltd., 1988.	
3	Sankar W & (1993) Methodology of Applied Economics Research, Lakshmanasamy T. Sterling Publishers Pvt.Ltd, New Delhi.	
4	W.J.Goode and (1993) Methods in Social Research, McGraw Hill Heete.P.K. Ltd., New Delhi.	
Book(s) for Reference		
1	Lipsey G.R. & (1995) An Introduction to positive Economics/EL/BS/Chrystal.K.A. with Oxford University Press, Madras.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=33	
Course Designed By: Dr. S. Boopathi email.ID- somuboopathi@buc.edu.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	L	M	L	L	L	S	L
CO2	S	L	S	L	S	L	L	L	S	L
CO3	S	M	S	L	S	L	M	L	S	L
CO4	S	L	S	L	S	L	L	L	S	L
CO5	S	L	S	L	S	L	L	L	S	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB33B	ECONOMICS OF FARM BUSINESS	L	T	P	C
Core				4	-	-
Pre-requisite	Knowledge about the agricultural sector including types of market, labour, green revolution and market yard.	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
1. To familiarize typical farm management decisions.						
2. To provide strong knowledge base on Indian farm management system.						
3. To develop a critical study on principles of Farm Management marketing and agricultural trade.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define the concept of farm management and to understand and its application of economic principles in agriculture.					K1
2	Explain green revolution and its inputs. Define agricultural labour and to determine the poor economic conditions of agricultural labour.					K2
3	Understand the sources of agricultural credit which supports to farmers.					K3
4	Discuss the function of marketing and to indicate the different marketing structures in India.					K4
5	Identify the objective and instruments of agriculture price policy in India. Agmark and its role in agricultural sector.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	PRINCIPLES OF FARM MANAGEMENT				12 hours	
Meaning and Scope of Farm Management –Importance of the Subject of Farm Management in India. Principles Involved in Farm Management Decisions: Principle of Variable Proportion - Cost Principle - Principles of Factor Substitution - Law of Equi-marginal Return - Opportunity Cost Principle - Principle of Combining Enterprises - Principle of Comparative Advantage - Time Comparison Principle - Size of Farm – Depreciation in methods of Computation – Straight line method.						
Unit:2	FARM RESOURCES				12 hours	
Green Revolution - IADP - Agriculture Inputs: Fertilizers and Plant Protection, Irrigation and Farm Mechanization - Concept of Agricultural Labourer – Growth, Causes of Growth - Conditions and Problems of Agricultural Laborers and Measures Taken - Migrant of Agriculture Labour and its effects.						
Unit:3	CAPITAL AND CREDIT				12 hours	
Role of Capital in Agriculture - Sources of Capital - Need for Agricultural Credit - Classification of Agricultural Credit - Source of Agricultural Credit: Non-institutional and Institutional – Crop Insurance - Capital Formation in Agriculture Sector – Rural Indebtedness and its causes.						
Unit:4	MARKETING				12 hours	
Functions of Marketing - Characteristics of Agricultural Produce – Problems in Marketing of Agricultural Produce in India – Measures Taken by Government – Regulated Markets – Co-Operative Marketing – Marketing Channel - Marketed and Marketable Surplus, Marketing Risk, Marketing Costs and Margin - Marketing Efficiency – Risks and Uncertainty.						

Unit:5	PRICE POLICY AND PUBLIC DISTRIBUTION	12 hours
Need for and Objectives of Agricultural Price Policy - Instruments of Agricultural Price Policy in India: Minimum Support, Procurement and Issue Prices - Public Distribution - TPDS – Buffer Stock –Quality Control and Agmark– Agricultural Trade and Balance of Payment with Special Reference to Agricultural Commodities.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	S.Subbareddy, P.Raghu Ram, T.V.Neelakanta Sastry, I.Bhavani Devi. “Agricultural Economics” cbs publisher new delhi.	
2	R.G. Desai “Agricultural Economics” Himalaya Publishing House (p) ltd	
3	Sadhu &Singh “Fundamentals of Agricultural Economics” Himalaya Publishing House	
4	R. K. Lekhi Joginder Singh, Kalyani Publishers, Ludhiana – New Delhi	
Book(s) for Reference		
1	S.S.Johl and Kapur – Fundamentals of Farm Business Management, Kalyani Publishers.	
2	A.N.Sharma and V.K.Sharma:- Elements of Farm Mngement, Prentice-Hall of India Pvt.Ltd	
3	Sadhu and Singh - fundamentals of Agriculture Economics, Himalaya Publishing House, Bombay.	
4	Rudder Datt and K P M Sundaram- Indian Economy, S.Chand & Company Ltd, New Delhi.	
5	Bhalla G.S and Gurnail Singh (2001) , Indian Agriculture, Sage Publishers, New Delhi.	
6	Bilgram, S. A. R. (1996), Agricultural Economics, Himalaya Publishing House,Delhi.	
7	Dhawan, B.D.(1988), Irrigation In India’s Agricultural Development, Sage Publications, New Delhi.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	For more details > go to this link > https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11 > select Subject and Module	
Course Designed By: Dr. R. Govindasamy email.ID govindphd@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	S	M	S	M	L	L
CO2	S	L	L	L	L	S	S	M	L	L
CO3	S	L	L	S	L	M	M	L	L	L
CO4	S	M	M	L	L	S	M	L	M	L
CO5	S	L	L	S	L	M	L	L	L	M

*S-Strong; M-Medium; L-Low

Course code	21ECOB33C	PUBLIC ECONOMICS	L	T	P	C
Core				4	-	-
Pre-requisite	Knowledge about the taxation, budget policy, fiscal policy and growth of public expenditure	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
1. To gain sound knowledge on the principles of public finance.						
2. To understand roles of different governments.						
3. To provide a strong knowledge base on Indian public finance.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know the concepts of public goods, social goods, public expenditure, budget and taxation.					K1
2	Understand the role of government for economic development.					K2
3	Attain the advantages and knowledge of public expenditure and other government expenditures.					K3
4	Realize the importance of fiscal policy in India.					K4
5	Recognize the drivers of change in the government polices.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	PUBLIC GOODS AND MARKET FAILURE				12 hours	
Role of Government in Managing Economy under Different Economic Systems –Theory of Public Goods - Need for Public Goods - Market Failure – Externalities.						
Unit:2	STRUCTURE AND GROWTH OF PUBLIC EXPENDITURE				12 hours	
Public Expenditure: Theories of Public Expenditure – Reasons for the Growth of Public Expenditure– Expenditure Programmes for the Poor.						
Unit:3	BUDGET POLICY OF INDIA				12 hours	
Budget – Concept of PPB – Zero-based Budgeting – Deficit Budgeting – types of Deficits – Public Debt: Debt Management.						
Unit:4	TAXATION AND ECONOMIC DEVELOPMENT				12 hours	
Taxation: Theory of Taxation – Benefit and Ability-to-Pay Approaches –Direct and Indirect Taxes – Chelliah Committee Report – Evaluation of Tax Reforms –Taxation and Economic Development – GST- Structure.						

Unit:5	FISCAL POLICY	12 hours
Fiscal Policy – Role of Fiscal Policy in India – Principles of Fiscal Federalism in India — Finance Commissions – NITI Aayog - Local Finance.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s)for study		
1	Dr. B.P. Tyagi “Public Finance,” Jai Prakash Natu& (O). (2016)	
2	R. A. Musgrave and P. B. Musgrave (1989): Public Finance in Theory and Practises. McGraw Hill.	
3	R.C. Agarwal “Public Finance Theory &Practises,” Lakshmi NarainAgarwal, 2002.	
Book(s) for Reference		
1	S.N. Chand“Public Finance”, Volume 1 (2008).Atlantic Publishers & Dist.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://books.google.co.in/books/about/Public_Finance.html?id=E6y-epRtZ38C	
2	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
3	https://epgp.inflibnet.ac.in/	
Course Designed By: Dr. A. Sangamithra email.ID: sangamithra@buc.edu.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	S	L	L	L	S	L	L
CO2	S	L	L	M	L	L	M	L	L	L
CO3	S	L	L	M	L	L	M	L	L	L
CO4	S	L	L	S	L	L	L	L	L	L
CO5	S	L	L	M	L	L	M	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB33D	HISTORY OF ECONOMIC THOUGHT	L	T	P	C
Core			4	-	-	4
Pre-requisite	Basic Knowledge about the classical, neo-classical and modern economist theory	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
1. To understand Economic thought of different periods.						
2. To gain knowledge of leading economists of the world						
3. To analysis Economic ideas of different economist.						
4. To understand economic ideas of Indian economists.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the History of Economic thought					K1
2	Review the classical economic thought					K2
3	Analyse the views of marginalists					K3
4	Analyse the modern economic thought					K4
5	View the Indian economic thought					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	EARLY PERIOD				12 hours	
Nature and Importance of History of Economic Thought – Ancient Economic Thought –Aristotle, Plato-Medieval Economic Thought – Contribution of Early Muslim Scholars to Economic Thought: Abu Yusuf, Marwadi, Gazali, Ibn Themiah, Ibn Hazm and Ibn Khaldun, Mercantilism: Main Characteristics – Physiocracy: Main Characteristics .						
Unit:2	CLASSICAL PERIOD				12 hours	
Adam Smith (e-pathsale)– David Ricardo – Thomas R. Malthus – German Romantics and Socialists – Sismondi, Karl Marx – Economic Ideas of J.B.Say – J.S.Mill – Historical School: Senior, List.						
Unit:3	MARGINALISTS:				12 hours	
The Precursors of Marginalism – Cournot, Thunen, Gossen – The Marginalist Revolution – Jevons, Walras and Menger-Bohm-Bawerk, Wicksell and Fisher – TRe rate of Interest – Wicksteed and Weiser – distribution-Marshall As a Great Synthesizer – Pigou: Welfare Economics(free videos) – Schumpeter: Role of Entrepreneur and Innovations.						
Unit:4	MODERN ECONOMISTS:				12 hours	
J M Keynes And His Contributions A Treatise on Money (e path sale)– The General Theory of Employment, Interest and Money.						

Unit:5	INDIAN ECONOMIC THOUGHT	12 hours
Early Economic Ideas: Kautilya, Valluvar – Modern Economic Ideas: Naoroji, Ranade, R.C.Dutt, Gokhale, J.K.Metha and M.N.Roy – Economic Ideas of Gandhi:(free videos) Village, Swadesi, Place of Machine and Labor, Cottage Industries, Trusteeship – Early Approaches to Planning – Cooperation as a Strategy – Contributions of Vakil, Gadgil and VKRV Rao – Economic Thought of Dr.Ambedkar.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	Bhatia H.L (1994), History of Economic Thought, Vikas Publishing House, New Delhi.	
2	Ganguli,B.N(1977), Indian Economic Thought: A Nineteenth Century Perspective, TMH, New Delhi.	
3	4. Seshari,G.B (1997), Economic Doctrines,B.R.Publishing Corporation, New Delhi.	
Book(s)for Reference		
1	Haney(1977), Economic Thought	
2	Gide and Rist Economic Thought.	
3	Shanmugasundaram.V(1981), Indian Economic Thought and Policy,S.Chand, New Delhi.	
4	Ghosh,B.N and R.Ghosh(1988), Concise History of Economic Thought.	
5	Readings in Islamic Economic Thought Edited by Abul Hassan M. Sadeq and Aidit Ghazali, Longman, Malaysia, 1992.	
6	Roll,Eric, History of Economic Thought.	
7	M.C.Jhingan History of Economic thought 3 rd edition Vrinda publication New Delhi 2011.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	Free video lectures.com/course/2457/history-of-Economic-Thought	
Course Designed By: Dr.P.Shanmugam email.ID: bushanmugam@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	S	M	M	S	L	L	L
CO2	S	L	L	S	M	M	S	L	L	L
CO3	S	L	L	S	M	M	S	L	L	L
CO4	S	L	L	S	M	M	S	L	L	L
CO5	S	L	L	S	M	M	S	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB3EC	RURAL ECONOMICS	L	T	P	C
Elective			4	-	-	4
Pre-requisite	Knowledge about the rural economic problems in India	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Give an idea on various aspects of rural economy of India 2. Gain sound knowledge about rural economy and rural development programmes. 3. Enable the students to rethink the village economy and its development 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the concepts of rural economy of India					K1
2	Understand India's rural background					K2
3	Analyse how agriculture and industries promote rural economy					K3
4	Find solutions to eradicate poverty and unemployment					K4
5	Guide the rural people to be with rural development programmes					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	INTRODUCTION				12 hours	
Meaning, Definition, and Concept of Rural Development- Causes of Rural Backwardness and Components of Rural Development. Features of Rural Economy and Scope of Rural Development.						
Unit:2	AGRICULTURE AND ECONOMIC DEVELOPMENT				12 hours	
Agricultural Development Under the Plans (ePathsala) - Organizational Aspects of Agriculture: Land Reforms - Green Revolution - Cropping Pattern – Dry and Wet Land Farming - Agriculture Finance and Marketing - Information Technology in Agriculture.						
Unit:3	RURAL INDUSTRIALIZATION				12 hours	
Concept - Importance of Rural Industrialization - Village and Cottage Industries - Policies and Programmes for the Development of Rural Industries - Rural Industrial Sectors: Handloom - Handicrafts.						
Unit:4	UNEMPLOYMENT AND POVERTY				12 hours	

Unemployment and Underemployment in Rural Areas- Problems – Causes – Poverty: Causes of Rural Poverty (ePathsala)- Poverty alleviation programmes in India- Poverty alleviation through Micro Finance and SHGs - Empowerment of Rural Women through Self Help Groups - Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA).		
Unit:5	RURAL DEBT AND CREDIT	12 hours
Rural Debt: Meaning – Causes and consequences - Sources of Rural Credit -Institutional and Non Institutional Credit for Rural Development in India - Commercial Banks - Cooperative Banks – NABARD - Rural Insurance.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	Sundaram, Satya,I.: Rural Development, Himalaya Publishing House	
2	Desai Vasant.: Rural Development- Programmes and Strategies, Himalaya Publishing House, Mumbai.	
3	Mukundan, N.: Rural Development and Poverty Eradication in India, New Century, New Delhi.	
Book(s)for Reference		
1	Soni, R.N.: Leading Issues in Agriculture Economics,Vishal Publishing Company	
2	Reddy,Venkata.K.: Agriculture and Rural Development (A Gandhian Perspective), Himalaya Publishing House.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
Course Designed By: Dr. P. Shanmugam		email.ID – bushanmugam@gmail.com

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	L	L	L	M	M	L	L
CO2	S	S	L	L	L	S	L	L	L	L
CO3	S	L	S	L	S	L	S	L	M	L
CO4	S	L	L	S	L	L	S	S	L	L
CO5	S	S	M	L	L	S	L	L	S	S

*S-Strong; M-Medium; L-Low

Course code	21ECOB3EC	INTRODUCTION TO INDUSTRY 4.0	L	T	P	C
Elective			4	-	-	4
Pre-requisite	Knowledge about Big data analysis, artificial intelligence and cyber security		Syllabus Version	2021-22		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Artificial Intelligence 2. Big Data and Data Analytics 3. Internet of Things 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know about What is Industry 4.0					K1
2	Know about What is AI and associated technologies					K2
3	Know about big data and internet of things					K3
4	Know about Tools of Industry 4.0					K4
5	Know about Jobs 2030					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	INDUSTRY 4.0.				12 hours	
Need – Reason for Adopting Industry 4.0 – Definition – Goals and Design Principles – Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) - Industrial Internet of Things – Cyber Security – Cloud – Augmented Reality.						
Unit:2	ARTIFICIAL INTELLIGENCE				12 hours	
Artificial Intelligence: Artificial Intelligence (AI) – What & Why? – History of AI – Foundations of AI – The AI – Environment – Societal Influences of AI – Application Domains and Tools – Associated Technologies of AI – Future Prospects of AI – Challenges of AI.						
Unit:3	BIG DTA AND IoT				12 hours	
Big Data: Evolution – Data Evolution – Data: Terminologies – Big Data Definitions – Essential of Big Data in Industry 4.0 – Big Data Merits and Advantages – Big Data Components : Big Data Characteristics – Big Data Processing Frameworks – Big Data Applications – Big Data Tools – Big Data Domain Stack: Big Data in Data Science – Big Data in IoT – Big Data in Machine Learning – Big Data in Databases- Big Data Usecases : Big Data in Social Causes – Big Data for Industry – Big Data Roles and Skills – Big Data Roles – Learning Platforms; Internet of Things (IoT): Introduction to IoT – Architecture of IoT – Technologies for IoT – Developing IoT Applications – Applications of IoT – Security in IoT.						

Unit:4	APPLICATIONS AND TOOLS OF INDUSTRY 4.0	12 hours
Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics.		
Unit:5	JOBS 2030	12 hours
Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future – Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 – Framework for aligning Education with Industry 4.0		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s)for study		
1	P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://www.himpub.com/documents/Chapter1170.pdf .	
2	https://epgp.inflibnet.ac.in/	
Course Designed By: Dr.T. Devi email.ID: tdevi@buc.edu.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	L	L	L	S	L	S	L	M	L
CO2	L	L	M	L	L	L	S	L	L	L
CO3	L	L	S	L	M	L	S	L	L	L
CO4	L	L	S	L	S	L	S	L	L	L
CO5	L	L	L	L	L	L	L	L	L	S

*S-Strong; M-Medium; L-Low



Fourth Semester

Course code	21ECOB43A	ECONOMICS OF DEVELOPMENT	L	T	P	C
Core			4	-	-	4
Pre-requisite	Knowledge about the growth theory of economic development	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. To familiarize economic theories and growth models. 2. To provide a strong knowledge base on India's economy both during pre and post reform periods. 3. To develop a critical study on recent development in the Indian Economy in the context of the world economic scenario. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the theories of economic growth and development.					K1
2	Understand how growth and development of an economy is measured.					K2
3	Describe the various models of economic growth.					K3
4	Realize the factors determining economic development of a country.					K4
5	Apply theoretical knowledge in stimulated and real-life settings.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	HISTORICAL PERSPECTIVE OF ECONOMIC GROWTH					12 hours
Economic Growth and Economic Development- Early Growth Theories: Mercantilism, Physiocratic Growth Theory - Adam Smith's Theory of Economic Growth – Marxian Theory of Economic Growth.						
Unit:2	MEASURES OF ECONOMIC DEVELOPMENT					12 hours
Economic growth- Measurement of Development: HDI and Physical Quality of life Indies (PQLI) – Factors Determining Economic Development – Obstacles of Economic Development- vicious circle of Poverty.						
Unit:3	GROWTH THEORIES- I					12 hours
Doctrine of balanced growth-Concept of unbalanced growth-Dualistic theories-Technological Dualism-Harrod-Domar model.						
Unit:4	GROWTH THEORIES- II					12 hours
Joan Robinson's model of capital accumulation-Meade's neoclassical model-Solow's Model.						
Unit:5	TECHNOLOGICAL THEORIES					12 hours
Kaldor's model– Mahalanobis Model - Lewis Model: Two sector economy- Cobb Douglas Production Function.						

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s)for study		
1	Debraj Ray “Development Economics,” Oxford University Press. (2007)	
2	M.L.Taneja and R.M. Myer “Economics of Development and Planning” Vishal Publishing.co (2004)	
3	The Economics of Development and Planning – M.L.Jhingan, Vrinda Publications (P) Ltd. (1997)	
Book(s) for Reference		
1	S.K. Misra and V.K.PuriEconomics of Development and Planning Theory and Practices”.Eleventh edition 2005.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://www.himpub.com/documents/Chapter1170.pdf .	
2	https://epgp.inflibnet.ac.in/	
Course Designed By: Dr. A. Sangamithra email.ID: sangamithra@buc.edu.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	M	L	L	S	M	L	L
CO2	S	L	L	M	M	L	M	L	L	L
CO3	S	L	M	L	S	L	S	L	L	L
CO4	S	L	S	M	S	L	S	L	L	L
CO5	S	L	L	M	L	L	L	L	S	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB43B	INTERNATIONAL ECONOMICS	L	T	P	C
Core				4	-	-
Pre-requisite	Knowledge about the International trade, balance of payments and International financial institutions	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. To familiarize economic theories and growth models. 2. To provide a strong knowledge base on India's economy both during pre and post reform periods. 3. To develop a critical study on recent development in the Indian Economy in the context of the world economic scenario. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the principle of comparative advantage and its formal expression and interpretation within different theoretical models.					K1
2	Apply general equilibrium models in analyzing the economic instruments such as tariffs, quotas, export subsidies, free trade areas, customs unions and common markets.					K2
3	Familiar with, trade policy measures implications of trade policy.					K3
4	Familiar with the major recent developments in the world trading system, and be able to critically analyse key issues raised both by the current round of WTO negotiations and by the spread of regional trading arrangements.					K4
5	Understand the trade relations of various countries, import-export procedures and currency exchange rate procedures.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	THEORIES OF INTERNATIONAL TRADE	12 hours				
Introduction – Classical and Neo Classical theory of International Trade - Modern Theory of International Trade: Heckscher - Ohlin Theorem - International Trade and Factor Prices - Leon tiff Paradox - Kravis and Linder theory of trade, The Rybczynski theorem - Terms of Trade - Factors Affecting Terms of Trade - Gains from Trade. Trade under imperfectly competitive market.						
Unit:2	THEORIES OF FOREIGN EXCHANGE RATE	12 hours				
Mint par Parity Theory, Purchasing Power Parity Theory - Balance of Payments Theory. Foreign Exchange Rate Policy: Fixed Exchange Rate Flexible Exchange Rate - Foreign Exchange Markets: Spot and Forward Exchange Market. Foreign trade multiplier with and without foreign repercussions and determination of national income and output						
Unit:3	THEORIES OF BALANCE OF PAYMENT	12 hours				
Meaning, Balance of Payments - Balance of Trade - Disequilibrium in BOP - Methods of Correcting Disequilibrium - Free Trade vs Protection - Methods of Protection (Tariffs and Quotas), Tariffs: Classification - Impact - Non-tariff Barriers - Quotas: Types and Impact.						

Unit:4	TRADE POLICIES AND PROCEDURES AND DOCUMENTS	12 hours
Foreign Trade Control and EXIM Policy - Export Promotion: Incentives - Production assistance - Marketing Assistance - Export and Trading Houses - Letter of Credit - Export Procedures and Documents - Bill of Lading – Export Risk Insurance.		
Unit:5	INTERNATIONAL FINANCIAL INSTITUTION	12 hours
Foreign Direct Investments - Foreign Institutional Investments. Theory of short-term capital movements (FDI and FII) and East-Asian Crisis and lessons for developing countries; International trade and financial institutions – Role of GATT/WTO (TRIPS, TRIMS), UNCTAD, IMF, World Bank and Asian Development Bank – Their achievements and failures; WTO North-South Dialogue - WTO - UNCTAD - Multinational Corporations		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	Krugman. P.R, and Obstfeld International Economics Addison Wesley Pub, USA	
2	Carbaugh.R.J International Economics, South-Western Pub, USA	
3	Barbara Ingham International Economics, Prentice Hall, England	
4	Cherunilam.F International Economics, The McGraw-Hill, New Delhi	
5	Dominick Salvatore International Economics, Wiley.	
6	Dominick Salvatore, International Economics, The McGraw-Hill, New Delhi	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
Course Designed By: Dr. S. Boopathi email.ID: somuboopathi@buc.edu.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	L	L	L	S	M	L	L
CO2	S	L	S	L	S	M	S	L	L	L
CO3	S	L	M	S	L	S	L	L	L	L
CO4	S	L	L	M	L	L	S	L	L	L
CO5	S	L	L	S	L	L	S	M	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOB43C	MONETARY THEORY AND POLICIES	L	T	P	C
Core			4	-	-	4
Pre-requisite	Knowledge about the theory of money, supply of money, monetary policy, banking system and Indian financial markets	Syllabus Version	2021-22			
Course Objectives:						
The main objectives of this course are to:						
1. Train students on different concepts of monetary theory.						
2. Familiarize the monetary policy of Indian Economy.						
3. Develop a critical study on the money and capital markets						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the important of financial sector in India					K1
2	Apply various theory of money supply in Monetary Policy					K2
3	Understand the functions of Indian money market, capital markets and SEBI.					K3
4	Analyse the monetary theories and monetary policies and it's operations of money and capital market in India.					K4
5	Evaluate the monetary policy in Indian Economy					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	MONETARY THEORIES				12 hours	
Concepts - The Role of Money in an Economy - Fisher's Quantity Theory - Cambridge Cash Balance Approach - Keynesian Theory - Modern Quantity Theory: Friedman's Approach - Don patinkin's Integration Theory - Tobin's Portfolio Analysis - Inventory Theory of Money (Baumol).						
Unit:2	THEORY OF MONEY SUPPLY				12 hours	
High Power Money - Money Multiplier Process-Determinants of Money Multiplier - Factors Affecting H-Reserve Bank Analysis of Money Supply - Credit Creation by Commercial Banks - Banks Balance Sheet - NBFI.						
Unit:3	CENTRAL BANKING SYSTEM				12 hours	
Role and Development and Promotional Functions of RBI - Credit Control Methods – Statutory liquidity Ratio (SLR), Cash Reserve Ratio (CRR), Repo rate, Reverse Repo rate - Central Banks in UK and USA.						
Unit:4	MONETARY POLICY				12 hours	
Role of Monetary Policy in Economic Development - Goals, Targets and Indicators of Monetary Policy - Lags in Monetary Policy - Inflation - Chakravorthy and Narasimhan Committee Reports.						

Unit:5	MONEY AND CAPITAL MARKETS	12 hours
Characteristics of Developed and Undeveloped Money Market - The Indian Money Market, Instruments of Money Market - Capital Market: Recent trends in Indian Capital Market - Primary and Secondary Market - Stock Exchanges: Role and Their Functions - SEBI.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		62 hours
Book(s) for study		
1	Chandler, L.V.: Economics of Money and Banking (UBS) Revised Edition.	
2	Suraj B. Gupta: Monetary Economics, Institutions, Theory and Policy, S.Chand Publications, New Delhi	
Book (s) for Reference		
1	Laidler, David: The Demand for Money (Allied Publishers).	
2	Harry G.Johnson: Further Essays in Monetary Economics(Allen & Unwin).	
3	Milton Friedman: Studies in the Quantity Theory of Money.	
4	Gail E.Makinen: Money, Interest and the Price Level, (Prentice Hall, 1978).	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
Course Designed By: Dr. R. Manikandan mail id: maninoble@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	S	L	L	S	L	L	L
CO2	S	L	L	S	L	S	L	L	L	L
CO3	S	L	L	M	M	S	L	L	L	L
CO4	S	L	L	M	M	S	L	L	L	L
CO5	S	L	L	S	S	M	L	L	L	L

*S-Strong; M-Medium; L-Low



Supportive Course

Course code	21ECOGS..	BASIC ECONOMICS		L	T	P	C
Supportive				2	-	-	2
Pre-requisite	Knowledge about the fundamental concepts of economics		Syllabus Version	2021-22			
Course Objectives:							
The main objectives of this course are to:							
1. Students who complete this course will be able to illustrate how consumers and sellers are behave in the market through use of the demand and supply theory, consumption, production and market structure.							
2. Students who complete this course will be able to comprehend the important role of pricing methods to economic decision making.							
3. Students who complete this course will be able to understand what is meant by market success and market failure.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Know the basic ideas of micro economics to the non economic students					K1	
2	Understand the basic knowledge about the consumption, demand and supply					K2	
3	Know about the factors of production and their features					K3	
4	Understand various market condition and their pricing.					K4	
5	Understand Principles of micro economics					K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	INTRODUCTION					6 hours	
Meaning - Definition - Subject Matter of Economics - Relation of Economics with Other Social Sciences - Micro and Macro Economics.							
Unit:2	CONSUMPTION					6 hours	
Wants - Utility - Law of Diminishing Marginal Utility - Equi - Marginal Utility - Indifference Curve - Consumers Surplus.							
Unit:3	DEMAND AND SUPPLY					6 hours	
Law of Demand - Demand Schedule - Determinants of Demand - Elasticity of Demand - Law of Supply - Supply Schedule.							
Unit:4	PRODUCTION					6 hours	
Factors of Production and Their Features Law of Diminishing Marginal Return - Malthusian Theory of Population - Economies of Scale – Organisation of Enterprise - Cost Concepts.							
Unit:5	MARKET STRUCTURE					6 hours	

Features of Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly - Price Determination Under Perfect Competition.		
Unit:6	Contemporary Issues	2 hours
Expert Lectures, Online Seminars – Webinars		
Total Lecture hours		32 hours
Book(s) for study		
1	N. Gregory Mankiw Principles of Economics Publisher Harvard University.	
2	H.L. Ahuja Business Economics Publisher in S. Chand sons.	
3	Thomas Sowell Basic Economics publisher, basic books	
4	Joshua Gans, Stephen King, Martin by Ford, N. Gregory Mankiw Principles of Micro Economics, publisher Asia Pacific Edition.	
Book (s) for Reference		
1	Alfred Marshall Principles of Economics, publisher in Palgrave	
2	Baye, M.R. (2011) Micro Economics and business strategy, New York, publisher McGraw – Hill, Irwin	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
Course Designed By: Dr. P. Shanmugam mail id: bushanmugam@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	L	L	L	M	L	L	M
CO2	S	L	L	L	L	L	M	L	L	L
CO3	S	L	L	L	L	L	M	L	L	L
CO4	S	L	L	M	L	L	M	L	L	M
CO5	S	L	L	L	L	L	L	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOGS..	AGRICULTURAL ECONOMY OF INDIA	L	T	P	C
Supportive			2	-	-	2

Pre-requisite	Knowledge about the land reforms, importance of agriculture and price structure policy	Syllabus Version	2021-22
Course Objectives:			
The main objectives of this course are to:			
<ol style="list-style-type: none"> 1. To familiarize the agricultural situation in India 2. To provide sound knowledge base on India's Agricultural economy before green revolution and after it. 3. To develop a critical study on recent Agricultural crises in India. 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1	Understand the importance of agricultural sector in Indian economy.		K1
2	Discuss the agricultural development in India and to identify the achievements of Indian agricultural sector.		K2
3	Explain green revolution and to identify the agricultural price policy in India.		K3
4	Describe the sources of agriculture credit which support to farmers.		K4
5	Discuss the functions of marketing and to indicate the different agricultural marketing structure in India.		K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create			
Unit:1	AGRICULTURE AND ECONOMIC DEVELOPMENT – INTRODUCTION		6 hours
Importance of Agriculture in the Indian Economy - Problems of Indian Agriculture - Relationship between Agriculture and Non-Agriculture sectors.			
Unit:2	ISSUES IN INDIA'S LAND REFORMS		6 hours
Achievements of Indian Agriculture - Agriculture Development in India - Subdivision and Fragmentation of holdings in India and causes - Land Tenure and Land Reforms.			
Unit:3	GREEN REVOLUTION AND PRICE MECHANISM IN INDIA		6 hours
Productivity in Agriculture - New Agriculture Strategy - Irrigation - Green Revolution – Origin – Merits - Demerits - Nature of Food Economy - Agriculture price policy in India - Public Distribution system.			
Unit:4	AGRICULTURAL CREDIT		6 hours
Rural Indebtedness - Causes of Rural Indebtedness and its Remedial measures - Sources of Agricultural Finance – Institutional and Non – Institutional.			

Unit:5	AGRICULTURAL MARKET	6 hours
Market and Marketed Surplus – Marketing Cost – Types, Defects in marketing Agricultural produce - Farmers Market.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		32 hours
Book(s) for study		
1	S.Subbareddy,p.raghu ram,t.v.neelakanta sastry,i.bhavani devi. “agricultural economics “cbs publisher new delhi.	
2	R.G.desai “agricultural economics “Himalaya publishing house (p) ltd	
3	Sadhu &Singh “fundamentals of agricultural economics” Himalaya publishing house.	
Book(s) for Reference		
1	Misra and Puri,	Indian Economy, Himalaya Publishing House Bombay.
2	Ruddar Dutt and K P M Sundaram	Indian Economy, S.Chamnd & Co.Ltd, New Delhi.
3	Bansil.B.C.	Agricultural Problems of India, Vikas Publishing House. Pvt. Ltd., New Delhi.
4	Sankaran.A.	Agricultural Economy of India, Progressive Corporation. Pvt. Ltd., Bombay.
5	Srivastava.O.S.	Agricultural Economics, Rawat Publications, Jaipur, 1996.
6	R. K. Lekhi Joginder Singh	Agricultural Economy of India, Kalyani Publications, New Delhi.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	For more details > go to this link > https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11 > select Subject and Module	
Course Designed By: Dr. R. Govindasamy mail id: govindhphd@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	M	L	M	L	M	L	L
CO2	S	L	L	L	L	L	L	L	L	L
CO3	S	L	L	M	L	M	L	L	L	L
CO4	S	L	L	M	L	M	L	L	L	L
CO5	S	L	L	M	L	M	L	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOGS..	ELEMENTS OF PUBLIC ECONOMICS	L	T	P	C
Supportive				2	-	-
Pre-requisite		Knowledge about the taxation, budget policy and fiscal policy	Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> To understand the role of government under different economic systems. To equip students on issues related to taxation and public expenditure To gain knowledge on budget and fiscal policy. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know the concepts of public goods, social goods, public expenditure, budget and Taxation.					K1
2	Understand the role of government for economic development.					K2
3	Realize the importance of fiscal policy in India.					K3
4	Recognize the drivers of change in the government polices.					K4
5	Know the budgetary policy of India					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	PUBLIC GOODS AND MARKET FAILURE					6 hours
Role of government in managing the economy under different economic systems - Social Welfare Function . Theory of Public goods. Problems in Allocation of Resources.						
Unit:2	PUBLIC EXPENDITURE					6 hours
Structure and Growth of Public Expenditure - Criteria for Public Investment –Theories of Public Expenditure - Expenditure Programmes for the poor.						
Unit:3	TAXATION					6 hours
Theories of Taxation - Benefit and ability-to-pay approaches - Indian Direct and Indirect Taxes - Tax reforms since 1975 - Evaluation of Tax Reforms -Taxation Incidence and alternative concepts of Incidence.						
Unit:4	BUDGET POLICY OF INDIA					6 hours
Budget - Deficit Budgeting - Types of Deficits - Performance of Public Sectors - Enterprises - Administered Pricing - Public Debt.						
Unit:5	FISCAL POLICY					6 hours
Fiscal Policy - Role of Fiscal Policy in India - Principles of Fiscal federalism in India - Local Finance.						

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		32 hours
Book(s) for study		
1	Dr. B.P. Tyagi “Public Finance,” Jai Prakash Natu& (O). (2016)	
2	R. A. Musgrave and P. B. Musgrave (1989): Public Finance in Theory and Practices. McGraw Hill.	
3	R.C. Agarwal “Public Finance Theory &Practises,” Lakshmi NarainAgarwal, 2002.	
Book (s) for Reference		
1	S.N. Chand “Public Finance”, Volume 1 (2008). Atlantic Publishers & Dist.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://books.google.co.in/books/about/Public_Finance.html?id=E6y-epRtZ38C	
2	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
3	https://epgp.inflibnet.ac.in/	
Course Designed By: Dr. A. Sangamithra mail id: sangamithra@buc.edu.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	S	L	L	L	S	L	L
CO2	S	L	L	M	L	L	M	L	L	L
CO3	S	L	L	M	L	L	M	L	L	L
CO4	S	L	L	S	L	L	L	L	L	L
CO5	S	L	L	M	L	L	M	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOGS..	INTRODUCTION TO INDIAN ECONOMY	L	T	P	C
Supportive			2	-	-	2
Pre-requisite	Knowledge about the Indian macroeconomic issues like poverty, agriculture, National Income, etc.		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the developmental aspect of Indian Economy and the problems facing by India.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know the concepts of economic development					K1
2	Understand the various aspects of India's economy					K2
3	Develop a perspective on the different problems and approaches to economic planning and development in India					K3
4	Help in developing an in-depth understanding of the Indian economy- its history, recent developments, and impending challenges.					K4
5	Become proficient in understanding and analyzing macroeconomic developments and policy. They will also become familiar with the current dominant thoughts and tools used for economic policy making and research.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	NATIONAL INCOME					6 hours
Methods of Measuring National Income (Income, output and expenditure method)-India as a Developing Economy – Basic Characteristics of Indian Economy -Concepts of National Income: GNP, NNP, PI, NI, DPI-National Income Estimates in India.						
Unit:2	NATURAL RESOURCES					6 hours
Natural Resources In The Process of Economic Development: Land-Forest-Water-Fisheries, Mineral Resources In India.						
Unit:3	POVERTY ANALYSIS					6 hours
Income Distribution and Inequalities in India- The Concept of Poverty – Causes of Poverty Failure to Eradicate Poverty – Poverty Eradication Programmes. Budget: Meaning- Revenue and Capital Budget.						
Unit:4	INDIAN AGRICULTURE					6 hours
The place of Agriculture in the National Economy (ePathsala)- Green Revolution- Food Security-Sickness of Industries- Prevention of Industrial Sickness and State Policy- Functions of RBI.						

Unit:5	FOREIGN TRADE	6 hours
The Foreign Trade of India – Importance of Foreign Trade for Developing Economy – India’s Balance of Payment Crisis – Special Economic Zone (SEZ)- Impact of WTO on Various Aspects of Indian Economy.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		32 hours
Book(s) for study		
1	Dutt.R. and K.P.M.Sundaram. 2019. Indian Economy, S.Chand and Co, New Delhi.	
2	Agarwal.A.N. 2016. Indian Economy, Wiley Eastern Ltd, New Delhi.	
Book (s) for Reference		
1	Srinivas Y.Thakur.2015. Indian Economic Development, Sterling Publishers, New Delhi.	
2	Government of India, Economic Survey, (various years).	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
Course Designed By: Dr. P. Shanmugam mail id: bushanmugam@gmail.com		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	L	L	M	M	L	L	L
CO2	S	L	M	M	L	L	L	L	L	L
CO3	S	L	L	M	L	M	L	L	L	L
CO4	S	L	M	L	L	M	L	L	L	L
CO5	S	L	M	M	L	M	M	L	L	L

*S-Strong; M-Medium; L-Low

Course code	21ECOGS...	AN INTRODUCTION TO ENVIRONMENTAL ECONOMICS	L	T	P	C
Supportive			2	-	-	2
Pre-requisite		Knowledge about the welfare economics and environmental problems in India.	Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. To apply economic theories in to the environmental problems to solve the social issues. 2. To understand the importance of economic motives in all aspects of human life and will be familiar with constructing economic arguments 3. To explain environmental degradation in economic terms 4. To learn the tools to evaluate the policy interventions aimed to environmental conservation in terms of their costs and benefits, and 5. To critically comment on current environmental policy issues. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the subject of environmental economics, including its key principles and theories.					K1
2	Use Economic techniques to analyse environmental problems and to create environmental policies					K2
3	Learn the procedures of allocation goods and resources, optimal usage and market failure in public goods provision					K3
4	Apply the theoretical and practical knowledge of principles and practices in natural resource management, sustainability, globalization and environmental management to professional practice or further study;					K4
5	Analyse, synthesis and reflect the social implications of environmental concerns and challenges both in India and global.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	CONCEPT					6 hours
Nexus between environment and economics – the principle of material balance – Market failure - private versus social cost – Trade-off between economic growth and environment - sustainable development - Environmental Quality as a Public Good.						
Unit:2	ENVIRONMENTAL ECONOMIC THEORY FOR RESOURCE ALLOCATION					6 hours
Economic theory for resource allocation: Theory of externalities - Benefit/Cost Analysis – Limits to Growth – Coase's theorem- Simon Kuznet's Inverted 'U' shaped curve – Hedonic Theory.						
Unit:3	ENVIRONMENTAL PROBLEM IN INDIA					6 hours
Sources and types of pollution (air, water, solid waste, noise, land degradation); Causes and effects of environmental degradation, Urbanisation and its Impact on Environment and Rural environmental problems - Energy-environment interaction.						

Unit:4	ENVIRONMENT-SOCIETY INTERFACE AND POLICY	6 hours
Population and Environment – women and environment – Environmental acts in India – International initiative on environmental protection.		
Unit:5	ENVIRONMENTAL POLICY	6 hours
India’s Environmental policy and International Environmental policy		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	32 hours
Book(s) for study		
1	Charles D. Kolstad (2000): “Environmental Economics”, Oxford University Press, New York.	
2	U. Shankar (2000) ‘Environmental Economics, Oxford University Press, New Delhi	
3	Eugine T. (2005): “Environmental Economics”, Vrinda Publications, Pvt. Ltd, New Delhi.	
4	M. Karpagam (2000) ‘Environmental Economics’ Sterling Publisher Pvt.Lyd. New Delhi	
Book (s) for Reference		
1	Kanchan Chopra, Gopal K. Kadekodi (2001), Operationalising Sustainable Development, Sage Publication, New Delhi	
2	Edited by Rabindra N. Bhattacharya (2001), Environmental Economics, Oxford University Press, New Delhi	
3	M. Ravichandran and S. Boopathi (2007), Environmental Management: Issues potable water in Rural Tamil Nadu <i>Concept Publications</i> , New Delhi	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11	
Course Designed By: Dr. S. Boopathi mail id: somuboopathi@buc.edu.in		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	L	L	L	M	L	L	L
CO2	S	L	M	L	M	L	L	M	L	L
CO3	S	L	L	L	L	L	M	L	L	L
CO4	S	L	M	L	M	L	L	L	L	L
CO5	S	L	M	L	L	L	L	M	L	L

*S-Strong; M-Medium; L-Low



Value Added Course

Course code	GLOBAL BUSINESS FOUNDATION SKILLS			L	T	P	C
				2	-	2	4
Unit: 1	Overview of communication						
Overview of communication –English: Spoken Vs Written communication: Introduction to voice and accent – Phonetic rules – Fluency – Business communication – written – Reading Comprehension: Attention to details – Reading skills – Dealing with different kinds of customers.							
Unit: 2	Corporate Etiquettes						
Corporate culture – Corporate etiquette – importance of corporate etiquette in India UK and US Dressing and grooming skills – Workplace etiquette – Business etiquette – Email etiquette – Telephone and meeting etiquette – Presentation skills – Professional competencies: analytical thinking – listening skills – time management – team skills – stress management.							
Unit: 3	PC and Data Skills						
PC and data skills – MS word – introduction – functions – formatting – graphics – spell check – printing. Data skills – MS excel – introduction – formatting data - formulas in excel Introduction to power point – editing and formatting – presentation – animation.							
Unit: 4	Analytical and Logical Reasoning						
Aptitude Appetizer – Analytical and logical reasoning – Quantitative Vs. verbal aptitude – practice – shortcut routes.							
Unit: 5	Employability readiness						
Resume preparation – Facing Group discussion- Face to Face interview.							
Book(s) for study							
1	Vimala, A., (2016). Career Preparation and Talent Management, Oviya Publication, Coimbatore						
2	Urmilarai and S.M.Rai. (2011) –Communication skills Himalaya Publishing House.						
Book (s) for Reference							
1	Rajendra pal & J.S. Korlahalli,(2011) - Essentials of Business Communication S. Chand & sons.						
2	Ramesh, MS. & C.C Pattanshetti (2003) – Business Communication R. Chand & Co, New Delhi.						

Advanced Hands on training in Statistical Software		
Name of the Department		Department of Economics
Name of the Faculty Member i/c With Complete Address with Phone and e-mail		Dr. S. Boopathi Professor and Head Department of Economics Bharathiar University, Coimbatore- 641046. Phone:9842098696 E-Mail:somuboopathi @gmail.com
Inter / Intra Department Course		Intra Department Course
Duration of the Course		6 Months
Eligibility		M.A. Economics
Number of Candidates to be Admitted		25
Registration Procedure		Regular/Online
Job Opportunities:		
Data Analysis for Preparation of Thesis		
The objectives of the Course are:		
The main objectives of this course are to:		
1	Practice the statistical techniques in software	
2	Understand the basic concept and usage of software	
3	Develop the ability in usage of software for different statistical techniques.	
Course Content		Lecture / Practical / Project / Internship
Module 1	Measures of central tendency: mean median mode-Dispersion: standard deviation and co-efficient of variation Correlation : Parametric Statistics:, Pearson's Linear Correlation, Pearson's Partial correlation, Multiple Correlation. Non-parametric statistics: Spearman's Rank Order Correlation, Biserial correlation, Point-Biserial Correlation, Tetra-choric correlation, Phi-correlation.	Practical
Module 2	Difference between Two-groups: Parametric Statistics: Independent Sample t-test, Paired Sample t-test – one sample t-test. Non-Parametric Statistics: Sign test, Wilcoxon test, Mann-Whitney U test	Practical
Module 3	Difference among Two or More groups: Parametric Statistics: ANOVA, ANCOVA. Non-Parametric statistics: Kruskal Wallis H-test, Fried Mann's test, chi-square test, Median Test	Practical
Module 4	Advanced Analysis: Multivariate analysis: MANOVA,. Data Reduction Analysis: Principal Component Analysis, Factor Analysis - Reliability Analysis: Cronbach's alpha,	Practical
Module 5	Prediction Analysis:Linear regression, Multiple regression, Hierarchical multiple regression, Logistic regression, Ordinal regression. Classroom management strategies that support active learning in a blended classroom.	Practical

Book(s) for Study	
1	Knapp, H. (2017). Introductory Statistics Using software (2nd ed.). Sage Publications.
2	McCormick, K., & Salcedo, J. (n.d.). (2017).software Statistics for Data Analysis and Visualization.Wiley Publication.
3	Fox, James; Levin, Jack (1994) Elementary statistics in behavioral research New York.
Book(s) for reference	
1	Edward T Vieira,, Jr. (2017). Introduction to Real World Statistics: With Step-By-Step software Instruction. Routledge Publication.
2	Norusis, Marija (2009) software 17.0 Advanced statistical procedures companion. Upper Saddle River, NJ: Prentice Hall.
3	Norusis, Marija (2009) software 17.0 Guide to data analysis, Upper Saddle River, NJ: Prentice Hall.
4	Weisberg, Sanford (2005) Applied linear regression, Third edition, New York.
Related Online Contents	
1	www.discoveringstatistics.com/docs/reliability.pdf
2	http://www.statsoft.com/Textbook/ANOVA-MANOVA
3	www.iasri.res.in/iasriwebsite/DESIGNOFEXPAPPLICATION/Electronic-Book/Module%201/6SPSS-overview.pdf
4	https://www.educba.com/cluster-analysis-vs-factor-analysis/
5	https://www.statisticssolutions.com/using-chi-square-statistic-in-research/

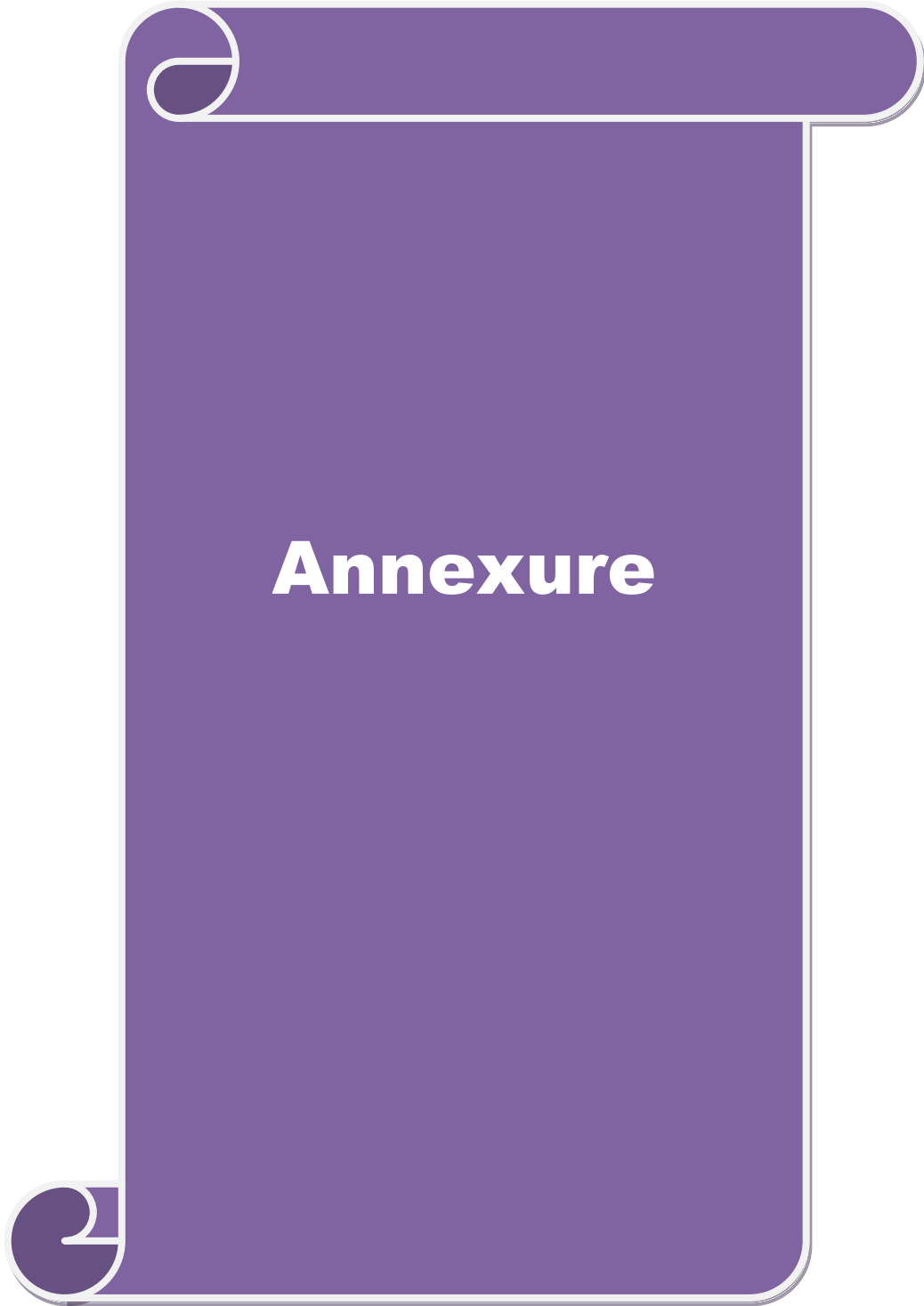




**Job Oriented
Certificate
Course**

DIGITAL MARKETING		
Name of the Department		ECONOMICS
Name of the Faculty Member i/c With Complete Address with Phone and e-mail		NSC
Inter / Intra Department Course		Intra
Duration of the Course		40 Hours
Eligibility		Basic knowledge in Marketing
Number of Candidates to be Admitted		-
Registration Procedure		-
Job Opportunities:		
<ul style="list-style-type: none"> • Digital Marketing Manager • Content Writers • Inbound Marketing Manager • Social Media Marketing Experts/Specialists • Search Engine Marketers 		
The objectives of the Course are:		
The main objectives of this course are to:		
1	Learn the basic concepts in Digital marketing	
2	Create a website	
3	Gain knowledge in CRM	
4	Manage social media effectively	
5	Learn the marketing strategy	
Course Content		Lecture / Practical / Project / Internship
Module 1	Digital Marketing Fundamentals	4 Hours
Module 2	Digital Marketing Campaign - Understanding the Types of Campaigns.	4 Hours
Module 3	E-mail marketing	4 Hours
Module 4	Building a Website - Hosting a Website	4 Hours
Module 5	Customer Relationship Management (CRM)	4 Hours
Module 6	Managing Social Media	4 Hours
Module 7	Leadership skills for digital marketing professionals	4 Hours
Module 8	Internet marketing strategy	4 Hours
Module 9	Assignments	4 Hours
Module 10	Case studies	4 Hours
Book(s) for Study		
1	Deiss, Ryan, and Russ Henneberry, (2020), Digital Marketing for Dummies. John Wiley & Sons.	
Book(s) for Reference		
1	Deiss, R., & Henneberry, R. (2020). Digital marketing for dummies. John Wiley & Sons.	
Related Online Contents		
1	Basics of Digital Marketing - SWAYAM	

Course code	13P	GRAPHIC DESIGNING		L	T	P	C
Core/Elective/ Supportive		Core		2	-	2	4
Pre-requisite		Computer Fundamentals for Multimedia and Graphic Design	Syllabus Version	2021-22			
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Inculcate design skills to students 2. Enhance image editing techniques 3. Learn the software skills required for graphic designing 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Apply photo corrections in an image					K3	
2	Enhance digital images					K3	
3	Make typographic designs					K3, K6	
4	Create digital designs					K3, K6	
5	Design brochures, pamphlets, flyers					K3, K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create							
Lab Exercises							
<ol style="list-style-type: none"> 1. Make Basic Photo Corrections in an Image 2. Edit an Image using Selection Tools 3. Correct and Enhance Digital Photographs 4. Create a mask to remove a subject from a background in an Image 5. Make Typographic Designs in an Image 6. Design a Logo for a Product 7. Design Visiting Cards for your company 8. Design Brochures (A4 Size, A4 2-Fold, A4 3-Fold) for an event 9. Design Advertisements and Flyers for products 10. Design Letter Head for your organization 							
Textbook(s)							
1	Adobe Creative Team. Adobe Photoshop CS6 Classroom in a Book. Adobe P, 2012.						
2	Adobe Creative Team. Adobe Illustrator CS6 Classroom in a Book. Adobe P, 2012.						
Reference Books							
1	Evening, M. (2016). Adobe Photoshop CC for photographers (16th ed.). Taylor & Francis.						
2	Inc., P., & Johnson, S. (2013). Adobe illustrator CC on demand. Que Publishing.						
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]							
1	Graphics and Animation Development - By Er. Shano Solanki National Institute of Technical Teachers Training and Research, Chandigarh. - SWAYAM						
Course Designed By:							



BHARATHIAR UNIVERSITY: COIMBATORE 641046
DEPARTMENT OF ECONOMICS

MISSION

To train the students for acquiring knowledge about economic models and applications to enhance their employability and entrepreneurship.

To undertake scientific way of research in economics for regional, national and global development and to create socio-economic database of India particularly in Tamil Nadu.

