B.A. Economics

Syllabus

AFFILIATED COLLEGES

Program Code: 21C

2023 – 2024 onwards

BHARATHIAR UNIVERSITY

(A State University, Accredited with "A++" Grade by NAAC, Ranked 21st among Indian Universities by MHRD-NIRF)

Coimbatore - 641 046, Tamil Nadu, India

Programme Educational Objectives (PEO)

PEO 1: Creating strong subject knowledge in Economics to develop and uplift the Society.

PEO 2: Applying Economic theories and make the students to understand the practical knowledge on present Economic System.

PEO 3: Creation of continuous improvement in their professional career through lifelong learning appreciating human Values and Ethics.

Programme Outcome (Po) for Under Graduate Degree in Economics

PO 1: Creation of knowledge in fundamentals of Economics, application of Economics with the help of Mathematics, Statistics and Computer Applications is a strong foundation for UG Students.

PO 2: Train the students to understand the concepts and theories in Economics to practical problems solving in the real world.

PO 3: Decision making and evaluate the solutions for useful complex economic issues and train the students to meet the specified needs to resolve complex economic problems.

PO 4: Train the students in Industrial, Agricultural and Service sector economics. This will be helpful for them to get into the concern sector for their Job Oriented goals.

PO 5: Create knowledge and select the issues to adopt the techniques to understand resource allocation and Macro Economic policies in Indian Economy.

PO 6: By way of getting complete knowledge in Economics may helpful for them to commit for the professional Ethics and responsibilities taken by them in their professional Career.

PO 7: Students of undergraduate in Economics are practiced for Basic knowledge in Economics, Mathematics, Statistics and Accountancy. This type of getting knowledge may helpful to students to clear any kind of basic Competitive Examinations.

PO 8: Knowledge in Economics and creation of domain knowledge will be effectively served to the students to understand the Society, Societal complex problems and for attainment of Comprehensive Solutions.

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B.A./B.Sc./B.Com./B.C.A.etc., Course Title(CBCS PATTERN)

(*For the students admitted from the academic year **2023-2024**and onwards*)

Scheme of Examination

Part	Title of the Course	Hours/ Week	Duration in Hours	Maximum Marks			Credits
				CIA	CEE	Total	
	Semester I						
I	Language- I	6	3	25	75	100	4
II	English-I	6	3	25	75	100	4
III	Core Paper I-Micro Economics– 1	5	3	25	75	100	4
III	Core Paper II-Agricultural Economics	5	3	25	75	100	4
III	Allied A: Paper I History of India From 1600 To 1857Ad/Political Science/Tourism	6	3	*25*	*75*	100	4
IV	Environmental Studies#	2	3	-	50	50	2
	Total	**30**		**125**	**425**	**550**	**22**
	Semester II						
I	Language– II	6	3	25	75	100	4
II	English–II*	4	3	*25*	*25*	*50*	2
	Naan Mudhalvan subject 1: **Effective English**** (Language Proficiency for Employability) http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf	2	-	*25*	*25*	*50*	2
III	Core Paper III-Micro Economics –II	5	3	25	75	100	4
III	Core Paper -IV-History of Economic Doctrine	5	3	25	75	100	4
III	Allied A : Paper II History Of India From1858 To 1964/Political Science/Demography	6	3	*25*	*75*	*100*	4
IV	Value Education –Human Rights#	2	3	-	50	50	2
	Total	**30**		**150**	**400**	**550**	**22**
	Semester III						
I	Language–III	5	3	25	75	100	4
II	English–III	5	3	25	75	100	4
III	Core Paper V- Macro Economics-I	5	3	25	75	100	4
III	Core Paper VI- Statistical Methods	5	3	25	75	100	4
III	Allied B: Paper I Political Science /Constitutional History of India 1773 to1892/**Business Management For Economics**	5	3	*20*	*55*	*75*	3
IV	Skill based Subject 1: **Financial Accounting*****	3	3	*25*	*25*	*50*	2
IV	Tamil# / Advanced Tamil#(OR) Non-major elective-I(Yoga for Human Excellence)#/Women's Rights#	2	3	-	50	50	2
	Total	**30**		**145**	**430**	**575**	**23**
	Semester IV						
I	Language–IV	5	3	25	75	100	4
II	English–IV	5	3	25	75	100	4
III	Core Paper VII-Macro Economics-II	5	3	25	75	100	4

III	Core Paper-VIII-Mathematical Economics	5	3	25	75	100	4
III	Allied B: Paper II Political Science Constitutional History of India 1892to1950/ **Introduction to industry 4.0**	4	3	*20*	*55*	*75*	3
IV	Skill Based Subject 2: **Trade Documentation***	2	3	*25*	*25*	*50*	2
IV	**Naan Mudhalvan Subject** 2: **Office Fundamentals**** (Digital Skill for Employability) http://kb.naanmudhalvan.in/Special:Fil epath/Microsoft_Course_Details.x lsx	2	-	25	25	50	2
IV	Tamil#/Advanced Tamil# (OR) Non-major elective-II(General Awareness#)	2	3	-	50	50	2
	Total	**30**		**170**	**455**	**625**	**25**
Semester V							
III	Core Paper IX-Monetary Economics	6	3	25	75	100	4
III	Core Paper X- Indian Economic Development and Policies	6	3	25	75	100	4
III	Core Paper XI- International Economics	6	3	25	75	100	4
III	Core Paper XII-–Entrepreneurship Development	5	3	25	75	100	4
III	Elective I	5	3	25	75	100	4
IV	Skill based Subject 3:**Business Communication ***	2	3	25	25	50	2
	Total	**30**		**150**	**400**	**550**	**22**
Semester VI							
III	Core Paper XIII-Fiscal Economics	5	3	25	75	100	4
III	Core Paper XVI-Industrial Economics	5	3	25	75	100	4
III	Core Paper XV-Environmental Economics	4	3	20	55	75	3
III	Elective II	4	3	20	55	75	3
III	Elective III	4	3	20	55	75	3
IV	Core Paper XVI (**Practical**) Computer Application - **Tally**	4	3	30	45	75	3
IV	Skill based Subject 4:**Soft Skills for Business***	2	3	25	25	50	2
IV	**Naan Mudhalvan Subject** 3: Fintech courses [Digital banking and Audit Essentials for Employability] **Digital Marketing /Capital markets/ Operational Logistics –Theory & Project/Assignment**** **http://kb.naanmudhalvan.in/images/d/d1/Digital_Marketing.pdf** http://kb.naanmudhalvan.in/images/1/16/DK_NSE.pdf http://kb.naanmudhalvan.in/images/3/3e/Op_Log_TNAPEX.pdf	2	-	25	25	50	2
V	Institutional Training/Project work /field work /Related to Economics/ Extension Activities @			50	-	50	2
	Total	**30**		**240**	**410**	**650**	**26**
	Grand Total	**180**		**980**	**2520**	**3500**	**140**

Note

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

* English II- University semester examination will be conducted for 50 marks (As per existing   pattern of Examination) and it will be converted for 25 marks.

** Naan Mudhalvan Course: CEE will be assessed by Industry for 25 marks and CIA will be done by the course teacher

***Skill Based Subjects: University semester examination will be conducted for 50 marks and it will be converted for 25 marks.

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective –I	A	ECONOMICS FOR INVESTORS
	B	AUDITING
	C	BASIC ECONOMETRICS
Elective–II	A	MODERN BANKING AND INSURANCE
	B	HEALTH ECONOMICS
	C	JOURNALISM
Elective–III	A	RURAL ECONOMICS
	B	ACCOUNTANCY FOR ECONOMICS
	C	FINANCIAL MARKETS

First Semester

BHARATHIAR UNIVERSITY: COIMBATORE 641 046
B.A Economics Curriculum (University Department)
(For the students admitted during the academic year 2023 – 24 onwards)

Course code		MICRO ECONOMICS-I	L	T	P	C
Core/Elective/Supportive		CORE PAPER – I	5			4
Pre-requisite		The course attempts to equip the students with the basic tools and methods of economic analysis.	Syllabus Version			

Course Objectives:
The main objectives of this course are:

1	Understand the concepts, methodology and the behaviour of the economic agents as a consumer and a producer.
2	Enlighten the students about the economic objectives.
3	To understand the fundamental concepts and theories of Microeconomics.

Expected Course Outcomes:
On the successful completion of the course, student will be able:

1	. To improve the knowledge of students on the basics of Micro Economics	K1
2	. To analyze the economic relationship between the variables.	K2
3	To enhance the skills of students in the measurement of variables and relationship.	K3
4	To improve the attitude of students towards economic laws.	K4
5	To generate an interest in the application of economics for business decision, planning and forecasting.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		Definitions and Basic concepts	15 -- hours

Definition of Economics - Adam Smith - Marshall - Robbins - Samuelson - Micro and Macro approach - Inductive and deductive methods - positive vs Normative study - static and dynamic analysis - Economic laws - partial vs General Equilibrium

Unit:2		Basic laws of Economics	15-- hours

Theory of consumer behaviour - Cardinal Utility - Ordinal Utility - Law of diminishing Marginal Utility - Law of Equi Marginal Utility - Law of Demand - Indifference curve analysis - Features of indifference curve - Consumer's Equilibrium - Income, price and substitution effects.

Unit:3		Elasticity of Demand	14-- hours

Elasticity of demand - Types and Degrees - Measurement - Factors influencing elasticity of demand - uses - consumer's surplus

Unit:4		Factors of production	14-- hours

Factors of Production - Land, Labour, Capital and Organization - Laws of returns - Law of variable proportions.

Unit:5		Cost and revenue concepts	15-- hours

Cost and Revenue - concepts of cost and revenue - Average, Marginal and Total cost - Nature of short run and long run average cost curves - Revenue; Total Revenue - Importance of revenue

curves		
Unit: 6	**Contemporary Issues**	**2 hours**
	Expert lectures, online and offline seminars – Webinars	
	Total Lecture hours	**75 –hours**

Text Book(s)

1.	M.L. Jhingan, Micro Economic Theory, Vrinda Publications Ltd., New Delhi, 2002.
2.	HL AHUJA (2018) Advanced Economic Theory S.Chand & Co

Reference Books

1.	Dr. S. Sankaran, Micro Economics, Margham Publications, Chennai, 2000.
2.	Misra and Puri, Advanced Micro Economics Himalaya Publishing House, Mumbai, 1996.
3.	V. Lokanathan, Principles of Economics, Economic Analysis S. Chand & Co., New Delhi 2003.

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	M	L	L	S	S
CO2	S	S	M	S	M	S	S	M
CO3	S	S	M	S	M	M	S	S
CO4	S	S	M	L	M	L	M	M
CO5	M	S	M	M	S	S	S	S

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

Course code		**AGRICULTURAL ECONOMICS**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**CORE PAPER – II**	**5**			**4**
Pre-requisite		This subject is mainly educating the students on Indian agriculture and Micro Economics concepts	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	Make the students to understand the Indian Agriculture
2	To understand the role of Institutional agencies for Agricultural credit
3	To know about agriculture policy in India
4	To equip the students with the knowledge regarding the relationship between Agricultural economy and Indian economy

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To improve the knowledge of students on the status of agricultural sector.	K1
2	To encourage the skills of students in the measurement of productivity.	K2
3	To stimulate the students in the applications of Agricultural economics in pricing.	K3
4	To engage the students in the analysis of debt crisis in the farm sector.	K4
5	To prepare on proactive attitude towards the internal and external changes in the agricultural sector.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**Agriculture and Economic Development**	**16 -- hours**

Definition and scope of Agriculture Economics – Agriculture in a growing Economy – Role of Agriculture in Economic development of a Nation. Interdependence between agriculture and industry-Agricultural development under the 5 year plans.

Unit:2		**Productivity**	**16-- hours**

Productivity in Indian Agriculture, Measuring Agriculture Productivity, Farm size, Cropping Pattern – New technology and its role in enhancing productivity of agriculture - Agricultural Labour and Wages – women in Agriculture, wage discrimination. Green Revolution- Problems of small and marginal farmers.

Unit:3		**Agricultural Price Policy**	**15-- hours**

Size of land holdings- Tenancy systems and Land Reforms – Supply of Inputs: Irrigation, Power, Seed and Fertilizer – Pricing of Inputs — Agricultural price policy in India – objectives of price policy, Food security in India, PDS– Crop Insurance.

Unit:4		**Agricultural Credit**	**15-- hours**

Agricultural Credit in India - Agricultural Indebtedness – causes – remedies.- Institutional and Non-Institutional credit- Institutional agencies supplying Agricultural credit: Co-operatives, Commercial Banks, and Regional Rural Banks, NABARD.

Unit:5		**Agricultural Marketing**	**13-- hours**

Agricultural Markets- Definition and Scope – Types of Agricultural markets – co- operative marketing and regulated markets - New Agricultural policy.

		Total Lecture hours	**75 –hours**

Text Book(s)	
1.	Ruddar Dutt and K.P.M Sundaram, 2022, New Edition, Indian Economy, S.Chand & Co Ltd, New Delhi.
2.	Dhingra - Agricultural Economy of India, Sultan Chand, New Delhi, 1982.
3.	.K. Gupta, Agricultural Economics, Vrinda Publication (P) Ltd, New Delhi.

Reference Books	
1	S.K.Mishra & V.K.Puri, 2011, Indian Economy, Himalaya Publishing House, Mumbai.
2	A.N. Agarwal, 2019, Indian Economy Problems of Development and Planning.
3	C.S.Prasad, 2006, Sixty Years of Indian Agriculture.
4	P.Mala, 2014, Agricultural Economics, Dominant Publishers, New Delhi.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	M	L	S	L
CO2	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	S	S	M
CO4	M	S	S	S	S	S	S	S
CO5	M	S	S	M	S	S	S	S

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

Course code		TOURISM		L	T	P	C
Core/Elective/Supportive		**ALLIED PAPER – I**		**6**			**4**
Pre-requisite		Development of Tourism in India and Economic concepts		**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	Make the students aware of the nature and forms of tourism.
2	Expose the students regarding the possibilities of employment potential and the importance of computer technology in tourism

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To improve the knowledge of students on the need and types of tourism.	K1
2	To make a positive attitude on Tourism	K2
3	To analyze the tourism demand and its measurement	K3
4	To enhance the application of economic ideas for tourism development	K4
5	To improve the skill of the students in using modern communication methods and techniques.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Tourism Concepts**		**18 -- hours**

Tourism concepts - Motivation for Travel - Barriers to Travel - forms of tourism - Travel industry network-Tourism and Tourism product-Meaning & Type - Tourism Planning in India - Government role in planning Tourism - factors influencing tourism development - Pleasure & Religious Travel.

Unit:2		**Types of Tourism**		**18-- hours**

Mass Tourism, Individual Tourism - paid holidays - Growth of modern Tourism - The basic components of tourism - Elements of Tourism - Geographical resources for tourism - Domestic Tourism.

Unit:3		**Travel & Tourism**		**19-- hours**

Travel Motivation - evolution of demand - Growth factor - Physical motivators - Real and Recreation motivation - Health motivators - ethnic & family motivators - Business motivation. Travel & Tourism statistics - measurement of tourism - merits and demerits of tourism.

Unit:4		**Tourism and Economics**		**19-- hours**

Economic dimensions of Tourism - Economic significance - Tourism income multiplier – Development of infrastructural development- Employment generation- multiplier - Tourism retailer - Travel agency operation - scope of work of travel agency - the Tour operation - Handling a client.

Unit:5		**Communication**		**16-- hours**

Role of Communication in travel - modern mass techniques - Computer Technology in Tourism - Railways, Hotels, Reservation, Airlines, Videotext system. Tourism in India - India as a tourist paradise - Growth of tourism in India - Role of TTDC for the growth towards tourism industry.

		Total Lecture hours	**90 --hours**

Text Book(s)

1	A.K. Bhatia -Tourism Development - Principles and Practices, Sterling Publications Pvt. Ltd., New Delhi, 1995.
2	Sampad Kumar Swain & Jitendra Mohan Mishra. - Tourism: Principles and Practices

Reference Books

1.	Virender Kaul -Tourism and the Economy, Har- Anand Publications, New Delhi, 1994 ,
2.	Alister Mathieson & Geoffery Wall-Tourism, Economic, Physical, Social Impacts Longman Inc, New York, 1982.
3.	A.K. Bhatia-International Tourism - Fundamental and Practices, Sterling Publishers Pvt. Ltd., New Delhi, 1994
4.	Jagmohan Negi-Travel Agency & Tour operation Concepts and Principles, Kanishka Publishers, New Delhi, 1997.
5.	Pran Nath Sate & Sushma Seth Bhat -An Introduction to Travel and Tourism Sterling Publications Pvt. Ltd., New Delhi 1977.
6	R.N. Kaul-Dynamics of Tourism Sterling Publications Pvt. Ltd., New Delhi, 1985.
7.	Pran Nath Seth- Successful Tourism Management, Sterling Publications Pvt. Ltd., New Delhi, 1987.
8.	Gulab Nabi - Socio Economic Impact of Tourism, Pioneer Publishers, Jaipur, 2000.
9.	Mukesh Ranga - Tourism Potential in India, Abhijeet Publications, New Delhi, 2003

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	S	S	S	S
CO2	M	M	S	S	M	S	S	L
CO3	S	M	S	S	M	M	S	M
CO4	S	S	S	M	S	M	S	M
CO5	S	S	S	M	S	S	S	S

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

Second Semester

Course code		MICRO ECONOMICS-II	L	T	P	C
Core/Elective/Supportive		CORE PAPER III	5			4
Pre-requisite		The course aims at equipping the students with the tools of economic analysis to deal with different types of market.	Syllabus Version			

Course Objectives:

The main objectives of this course are:

1	Imparting knowledge about the behaviour of economic agents namely producer and factor owner.
2	Understanding and analysing the theories of different factors and determining their prices.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To improve the knowledge of students on the markets and competition. .	K1
2	To analyze the business decision process.	K2
3	To improve the skill of students in the findings of market equilibrium	K3
4	To motivate the students improving their attitude towards the logics of factor pricing.	K4
5	To enhance the applicability of ideas and concepts	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**Market Structure**	**15 -- hours**

Market Structure - Meaning - Types - Perfect Competition - Time Element Theory - Price and Output Determination - Equilibrium of the firm and industry in short and long run.

Unit:2		**Monopoly**	**14-- hours**

Monopoly - Causes and types of monopoly- Discriminating Monopoly - Degrees of Monopoly - Price and Output determination under Monopoly and discriminating monopoly.

Unit:3		**Monopolistic competition and Oligopoly**	**15-- hours**

Features of Monopolistic Competition - Price and output determination under monopolistic competition - Selling cost - wastes of monopolistic competition - Oligopoly - -Features and types of oligopoly - Price and output determination under oligopoly .

Unit:4		**Theories of Factor pricing**	**14-- hours**

The theories of factor pricing - Marginal Productivity Theory - Rent - Ricardian Theory of Rent - Wages - Real and Nominal Wages - Theories of Wages.

Unit:5		**Interest and Profit**	**15-- hours**

Interest - Gross Interest and Net Interest - Classical - Neo - Classical and Keynesian Theory of Interest - Profit - Gross and Net Profit - Theories of Profit.

Unit: 6		**Contemporary Issues**	**2 hours**
		Expert lectures, online and offline seminars – Webinars	
		Total Lecture hours	**75 --hours**

Text Book(s)	
1	M.L. Jhingan - Micro Economic Theory, Vrinda Publications Ltd., New Delhi 2002.
2	H.L. Ahuja (2019) - Principles of Micro Economics, A new look at Economic Theory S. Chand & Company Ltd., New Delhi
Reference Books	
1	Dr. S. Sankaran- Micro Economics, Margham Publications, Madras 1990
2	Misra and Puri- Advanced Micro Economics Himalaya Publishing House, Mumbai 1996.
3	Loganathan.V - Principles of Economics, Economic Analysis, S. Chand & Co, New Delhi, 2003.
4	Watson - Price Theory and its uses
5	Stonier and Hague - A textbook of Economic Theory.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	M	L	M	L	M	M
CO2	M	S	M	S	M	M	L	M
CO3	S	S	S	M	M	M	S	S
CO4	M	M	M	L	L	M	S	M
CO5	S	M	S	S	M	S	S	M

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

Course code		HISTORY OF ECONOMIC DOCTRINE	L	T	P	C
Core/Elective/Supportive		CORE PAPER IV	5			4
Pre-requisite		The core paper deals with the basic knowledge and ideas of economists and philosophers views.	Syllabus Version			

Course Objectives:

The main objectives of this course are:

1	To understand the basic ideas of different economist and philosophers concept.
2	To familiarize the students to learn the origin and development of economic ideas from various thoughts.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To create knowledge on the evaluation of economic ideas.	K1
2	To increase a positive attitude towards economic ideas.	K2
3	To make the analytical interest in the Marxian Economics.	K3
4	To understand the application of economic theories.	K4
5	To enhance the applicability of ideas and concepts	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		Ancient Economic Thought	14 -- hours

Introduction – Ancient Economic Thought –The Greek. Plato – Aristotle – The Roman – Kautilya's Arthasastra – Thiruvalluvar.

Unit:2		Medieval Economic Thought	14-- hours

Medieval Economic Thought – St. Thomas Aquinas- Mercantilism- Thomas Mun- Physiocrates– Classical Thoughts.

Unit:3		Marxian philosophy	15-- hours

Karl Marx- Marxian philosophy – Interpretation of History- Theory of Class Struggle – Theory of Value and Distribution - Theory of Surplus Value- Marxian Prediction - Scientific Socialism.

Unit:4		Economic ideas	15-- hours

Alfred Marshal- J.B.Clark - J.B.Say - J.S.Mill - Irving Fisher - A.C.Pigou –Walras – Pareto - Their theories and Economic ideas.

Unit:5		Recent Economic Thought	15-- hours

Recent Indian Economic Thought – Dada Bai Naoroji - M.K.Gandhi - B.R.Ambedkar - VKRV Rao – Amartya Sen.

Unit: 6		Contemporary Issues	2 hours
		Expert lectures, online and offline seminars – Webinars	
		Total Lecture hours	**75 --hours**

Text Book(s)	
1	V. Loganathan,2018 – A History Economic Thought, S. hand and Co. Ltd., Tenth Edition, New Delhi

2	B.N. Ganguli, 1977- Indian Economic Thought, McGraw Hill Publication, Co. Ltd.

Reference Books

1	Alexander Gray- Development of Economic Doctorines.
2	Gide and Rist- Economic Thought
3	Meenakshi and others- A History of Economic Doctorines.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	M	M	L	L	S
CO2	S	S	M	L	L	M	L	M
CO3	M	M	S	M	S	L	L	S
CO4	S	S	M	M	M	L	L	M
CO5	S	S	S	M	S	M	L	S

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

Course code		DEMOGRAPHY	L	T	P	C
Core/Elective/Supportive		ALLIED PAPER – II	6			4
Pre-requisite		This paper deals with concepts like Population Trends, migration and urbanization and population policy in India	Syllabus Version			

Course Objectives:

The main objectives of this course are:

1	Make the students to understand about the demography.
2	To know about the reasons for migration and trend of population in India
3	To understand the population policy in India
4	To equip the students with the knowledge regarding the relationship between Demography and Economic Development.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To improve the knowledge of students on the growth of population in India.	K1
2	To encourage the students to know about the Population explosion.	K2
3	Construct the knowledge of Fertility, Nuptiality and Mortality.	K3
4	To engage the students in the analysis of migration.	K4
5	To prepare on proactive attitude towards the population policy	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		Population and Development		19 -- hours

Population and Development- Meaning and scope of demography; components of population growth and their interdependence; Measures of population change; Structure, distribution and sources of population data; Theories of population – Malthus, Optimum theory of population; theory of demographic transition –Population and development.

Unit:2		Population Trends		19-- hours

Population trends in the twentieth century; Population explosion –Determinants of age and sex structure; Demographic effects of sex and age structure, economic and social implications; Age pyramids and projections.

Unit:3		Fertility, Nuptiality and Mortality		17-- hours

Fertility, Nuptiality and Mortality-Importance of study of fertility – Factors affecting fertility – Socio-economic factors. Nuptiality – Concept and analysis of marital status, single mean age at marriage. Mortality – Death rates, crude and age-specific; Mortality at birth and infant mortality rate.

Unit:4		Migration and Urbanization		19-- hours

Migration and Urbanization-Concept and types – Temporary, internal and international; International migration –Its effect on population growth and pattern; Factors affecting migration; Urbanization – Growth and distribution of rural-urban population in developed and developing countries. Urbanization in India.

Unit:5		Population Policy		16-- hours

Population Policy in India-Evolution of population policy in India – National population policy

2000-The shift in policy from population control to family welfare, to women empowerment; Family planning strategies and their outcomes..		
	Total Lecture hours	**90 --hours**

Text Book(s)

1	M.L. Jhingan ,B.K. Bhatt and J.N. Desai (Reprint2019), 3rd Edition, Vrinda Publication(P)Ltd. New Delhi

Reference Books

1.	Agarwala, S. N. (1972), India's Population Problem, Tata McGraw Hill Co., Bombay.
2.	Bose, A. (1996), India's Basic Demographic Statistics, B. R. Publishing Corporation, New Delhi.
3.	Bogue, D. J. (1971), Principles of Demography, John Wiley, New York.
4.	Choubey, P. K. (2000), Population Policy in India, Kanishka Publications, New Delhi.
5.	Srinivasan, K. (1998), Basic Demographic Techniques and Applications, Sage, New Delhi.
6.	Gulati, S. C. (1988), Fertility in India: An Econometric Study of a Metropolis, Sage, New Delhi.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	M	S	S	S	S
CO2	M	M	S	S	M	S	M	M
CO3	S	M	S	L	M	M	S	M
CO4	M	S	S	L	S	S	S	L
CO5	S	S	S	M	S	M	S	M

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

Third Semester

Course code		**MACRO ECONOMICS-I**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**CORE PAPER - V**	**5**			**4**
Pre-requisite		National income, theory of employment and consumption, saving and investment concepts	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	It helps the students to know about the basic concepts of Macro Economics.
2	It also helps the students to apply macro principles to solve Macro Economic problems
3	To Provide a strong foundation for the students to clarify the ideas of macro economics

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	Understand the evolution of Macro Economics and also know the difference between micro and macro economics.	K1
2	Examine the various concepts of National income Accounting and issues related to measurement of National income, and also develop an environmental concern in economic activities	K2
3	Comprehend the classical theory of output, employment and income and consumption function.	K3
4	Apply the knowledge to understand the Consumption function and theories of consumption function.	K4
5	Gain the knowledge about various concepts of investment, determinants of investment, role of MEC.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Macro Economics**	**15 -- hours**

Nature and Scope of Macro Economics– Origin and growth of Macro Economics-Importance - Limitations – Difference between Micro Economics and Macro Economics - Circular Flow of Income in various sector.

Unit:2		**National Income**	**15-- hours**

National Income: Meaning -Definition-Concepts and their interrelationship-methods of measuring National Income- Difficulties in the computation of National Income-Importance of National Income. Social Accounting – Importance and difficulties of Social Accounting.

Unit:3		**Employment Theory**	**15-- hours**

Employment: Classical theory of employment-Keynesian Theory of Employment-Say's Law of market -Effective demand-Determinants of effective demand

Unit:4		**Consumption Function**	**15-- hours**

Consumption function: Meaning -Properties -Keynes Psychological law of Consumption- Determinants of the consumption function- Theories of the consumption function: The Absolute Income Hypothesis – Relative Income Hypothesis – The Permanent Income hypothesis – Life Cycle Hypothesis.

Unit:5		**Capital and Investment**	**15-- hours**

Meaning of Capital and Investment: Types-Determinants of the Investment-Marginal Efficiency

of Capital –Marginal efficiency of investment- Meaning of saving function – Determinants of Savings -Average Propensity to Save and Marginal Propensity to Save.

	Total Lecture hours	75 --hours

Text Book(s)

1	M.L.Jhinghan - Macro Economic Theory, Virnda Publications(P),New Delhi
2	Sankaran S. - Macro Economics(2000), Margham Publications, Chennai

Reference Books

1.	Ahuja H.L - Macro Economic Theory and Policy (2000),-Advanced Analysis, S.Chand& Company Ltd, New Delhi.
2.	VaishM.C – Macro Economic Theory(2000),Wiley Eastern Limited, New Delhi.
3.	Gupta G.S. - Macro Economics", 3rdEdition, Tata McGraw-Hill Publishing Company Ltd., New Delhi.(2008)
4.	SethM.L – Macro Economics",Lakhsmi Narain Agarwal Publishers, Agra.1993

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	M	S	S	M	S
CO2	S	M	S	S	M	S	S	S
CO3	S	M	S	S	M	L	S	S
CO4	S	S	M	M	S	M	S	M
CO5	S	S	S	M	S	M	S	L

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

Course code		STATISTICAL METHODS	L	T	P	C
Core/Elective/Supportive		CORE PAPER –VI	5			4
Pre-requisite		Essential Concepts of Statistics	Syllabus Version			

Course Objectives:

The main objectives of this course are:

1	To enable the students to acquire knowledge on basic concepts of statistical methods relevant to economic problems.
2	To provide the students with the theoretical and practical knowledge to do applies statistical methods.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To get knowledge of method of collecting data.	K1
2	To understand the skill of draw the various diagram and graphical representation.	K2
3	To improve the analytical skill of measures of Central Tendency.	K3
4	To analyse the Correlation and Regression.	K4
5	To acquire the knowledge on index numbers.	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

Unit:1		Sources of Data	13 – hours

Introduction - Nature and Scope of statistics - Uses and Limitations of Statistics – Sources of data - Primary and Secondary Data - Collection of Data - Methods of collecting Primary Data - Methods of Sampling – Statistical Software in Data analysis.

Unit:2		Frequency Distribution	15—hours

Classification and Tabulation of data - Frequency Distribution - Diagrammatic and Graphic representation of data - Importance - types - Pie diagram - Line graph - Histogram- Frequency curve - Frequency Polygon.

Unit:3		Measures of Central Tendency	15—hours

Measures of Central Tendency: Mean, Median and Mode - Measures of Dispersion - Range - Inter - Quartile Range - Mean Deviation - Standard Deviation - Co-efficient of variation - Lorenz Curve - Skewness - Kurtosis - Moments.

Unit:4		Correlation and Regression	15—hours

Correlation: Meaning - Types - Methods : Scatter Diagram - Karl Pearson's Co-efficient of correlation - Rank correlation - Regression lines - Least Square Method.

Unit:5		Index Numbers	15—hours

Index Numbers : Definition - Simple and Weighted Index Numbers - Consumer Price Index Number - Tests for ideal index number - limitations of index numbers - Time series Analysis - components – Measurement of Trend Methods- Measurement of seasonal variations - Methods.

Unit:6		Contemporary Issues	2 – hours

Expert Lectures, online and offline seminars – webinars

		Total Lecture hours	75 –hours

Text Book(s)

1	S.P. Gupta - Statistical Methods, Sultan Chand & Sons., New Delhi 1991.
2	R.S.N. Pillai & Mrs.Bagavathi - Statistics S. Chand & Company Ltd., New Delhi 1997.

Reference Books

1	Sivathanupillai - Economics and Business Statistics – Progressive Corporation Pvt. Ltd., Bombay 1982.
2	Elhance – Statistics
3	Taro Yasmeen – Statistics

NOTE : Question Papers must contain problems to the extent of 50% of the marks allotted to the subject.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	M	S	S	S	S
CO2	S	S	S	S	S	S	M	S
CO3	M	S	S	M	M	M	S	M
CO4	S	S	S	M	M	S	M	M
CO5	M	M	L	S	S	M	L	L

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

Course code		**BUSINESS MANAGEMENT FOR ECONOMICS**	L	T	P	C
Core/Elective/Supportive		**ALLIED PAPER III**	5			3
Pre-requisite		Imparting Knowledge of Business Management.	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	To Understand the principles of management.
2	To Develop the skills of decision making, organizing and management of a business organization

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To get the knowledge of nature and functions of management.	K1
2	To acquire skill of various management planning.	K2
3	To know the forecasting techniques and decision making.	K3
4	To acquire knowledge of manpower planning, motivation theory and communication barriers and importance.	K4
5	To understand the importance of leadership in business scenario	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

Unit:1		**Functions of Management**	**13 -- hours**

Management - Nature and Functions of Management - Management as an Art - Science and Profession - Management and administration.

Unit:2		**Scientific Management**	**15-- hours**

Scientific Management - Concept - Contribution of F.W. Taylor - Techniques of Scientific Management - Planning - Meaning - Features - Importance - Steps in Planning - Types of Planning - Tools of Planning - Objectives of an Organisation - Concept - Features - Hierarchy of Objectives - Management by Objectives.

Unit:3		**Forecasting and Decision Making**	**15-- hours**

Forecasting - Concept - Techniques - Decision Making Need - Types - Factors involved in Decision Making - Decentralisation - Delegation of Authority - Span of Control.

Unit:4		**Motivation and Communication**	**15-- hours**

Staffing - Fundamentals of Staffing - Manpower Planning - Objectives and Problems - Source of Manpower supply - Selection Process - Motivation - Meaning - Maslow's theory of Motivation - Communication : Meaning - Importance - Forms of Communication - Formal and Informal Communication - Barriers to communication.

Unit:5		**Leadership**	**15-- hours**

Leadership - Definitions - Characteristics - Distinction between leadership and management - Importance of Leadership - Formal and Informal Leaders - Functions and qualities of a Good Leader.

Unit:6		**Contemporary Issues**	**2 – hours**

Expert Lectures, online and offline seminars – webinars

		Total Lecture hours	**75 –hours**

	Text Book(s)
1	P.N. Reddy, Tripathy & Others Essentials of Management, Himalaya Publishing House, New Delhi, 1995.
2	K. Natarajan, K.P. Ganesan, Principles of Management, Himalaya Publishing House, New Delhi, 1998.
	Reference Books
1	L.M. Prasad, Principles and Practice of Management, Sultan & Sons., New Delhi, 1987.
2	Dinkar Pagare, Business Management, S. Chand & Company, New Delhi, 1991.
3	Dr. C.B. Gupta, Business Management, S. Chand & Sons., New Delhi, 2000.
4	Lallan Prasad,S.S. Gulshan, Management - Principles & Practice, S. Chand & Company, New Delhi, 1991.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	S	S	S	M	S	S
CO2	S	S	M	S	S	S	S	S
CO3	M	S	S	M	M	S	S	M
CO4	S	S	S	M	M	S	M	S
CO5	M	L	M	L	S	L	M	M

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

Course code		**FINANCIAL ACCOUNTING**	L	T	P	C
Core/Elective/Supportive		**PART – IV SKILLS BASED SUBJECT PAPER - I**	3			3
Pre-requisite		**Essential Concepts of Accounting Procedures**	**Syllabus Version**			

Course Objectives:
The main objectives of this course are:

1	To make the students to understand the basic concepts of accounting procedures.
2	To encourage the students to learn modern techniques in the accounting field.

Expected Course Outcomes:
On the successful completion of the course, student will be able:

1	To recall the basic accounting principles and techniques	K1
2	To get knowledge of double entry system, Journals, Ledger and trial balance.	K2
3	To understand the ideas of bank reconciliation statement.	K3
4	To get application knowledge of preparing final accounts.	K4
5	To enhance the application knowledge of Single Entry System, Income & Expenditure Account and Balance Sheet.	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

Unit:1		**Accounting Concepts**	**8 -- hours**

Accounting - Definition, objects, functions and importance, classification of accounts - Double Entry System concept; Journal, ledger and Trial Balance.

Unit:2		**Subsidiary Books**	**8-- hours**

Subsidiary Books - Cash Book, Bank Reconciliation Statement.

Unit:3		**Final Accounts**	**9-- hours**

Preparation of Final Accounts of sole traders - trading and Profit & Loss A/c. and Balance Sheet - with simple adjustment.

Unit:4		**Single Entry System**	**9-- hours**

Single Entry System - Statement of Affairs; Conversion into double entry (Simple Problems)

Unit:5		**Accounting of Non – Trading Concerns**	**9-- hours**

Accounts of Non - Trading concerns - Receipts and Payments A/c. Income & Expenditure A/c. and Balance Sheet.

Unit:6		**Contemporary Issues**	**2 – hours**
Expert Lectures, online and offline seminars – webinars			
		Total Lecture hours	**45 –hours**

Text Book(s)

	Principles of Accountancy - N. Vinayakam, P.L. Mani & K.L. Nagarajan.
2	Financial Accounting - R.L. Gupta and V.K. Gupta - Sultan Chand and Sons, New Delhi.

	Reference Books
1	Financial Accounting - SP. Jain and K.L. Narang - Kalyani Publishers, Ludhiana.
2	Financial Accounting - Santhana Gopalan and Parthasarathy, Sultan Chand and Sons, New Delhi.
3	Financial Accounting - Reddy and Murthy – Margham, Publications -Chennai - 17.
NOTE: Question Papers must contain problems to the extent of 60% of the marks allotted to the subject.	

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	S	M	S	S	S	S
CO2	S	S	S	S	M	S	M	S
CO3	M	S	S	M	S	M	L	M
CO4	S	S	S	S	M	S	M	M
CO5	M	M	L	S	S	M	L	S

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

Fourth Semester

Course code		MACRO ECONOMICS – II	L	T	P	C
Core/Elective/Supportive		CORE PAPER –VII	5			4
Pre-requisite		Overview of Macro Economic Issues and Analysis Aggregate Measures	Syllabus Version			

Course Objectives:

The main objectives of this course are:

1	To help the students to know about the basic concepts of Macro Economics.
2	To make the students to understand different dimensions of Macro Economics with applications.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Explain the principle of Multiplier and Accelerator, Super Multiplier.	K1
2	To Attain the knowledge in classical and Keynesian theories of income and employment.	K2
3	To Analyze the various phases of trade cycle and the theories of trade cycles.	K3
4	To Understand the working conditions of product and money market, Shift in IS and LM curves.	K4
5	To Explain the Economic role of monetary and fiscal policies in developing Economy.	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

Unit:1		Multiplier and Accelerator	13 -- hours

Multiplier and Accelerator: Definition – importance – working – Assumptions – Types – Leakages of the multiplier. Accelerator: Meaning – Significance – Limitations – Interaction of Multiplier and Accelerator, Super multiplier.

Unit:2		Savings and Investment equality	15-- hours

Savings and Investment equality: The Classical view – the Keynesian view – the others' view. The Keynesian theory of Income, Output and Employment.

Unit:3		Trade cycle	15-- hours

Trade cycle: Meaning – nature – types and phases of a Trade cycle. Theories of trade cycle-Keynesian of trade cycle. Schumpeter's innovation theory –Hwatrey's monetary theory-Hicks theory of trade cycle .

Unit:4		IS and LM functions	15—hours

IS and LM functions: the product and money market Equilibrium – General Equilibrium of product and money market. Inflation- meaning – inflationary gap – Phillips curve – the relationship between unemployment and inflation.

Unit:5		Macro-Economic policy	15—hours

Macro-Economic policy: Meaning-Targets- instruments, objectives of macroeconomic policy. Monetary Policy –Fiscal policy: meaning –the role of monetary and fiscal policy in a developing economy.

Unit:6		Contemporary Issues	2 – hours

Expert Lectures, onlineand offline seminars – webinars

		Total Lecture hours	75 –hours

Text Book(s)

1	M .L. Jhinghan: Macro Economic Theory, Virnda Publications (P), New Delhi.
2	Sankaran. S. Macro Economics, Margham Publications, Chennai.

	Reference Books
2	Vaish M.C, Macro Economic Theory, Wiley Eastern Limited, New Delhi.
3	Gupta G.S, Macro Economics, 3rd Edition, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
4	Seth M.L, Macro Economics, Lakshmi Narain Agarwal Publishers, Agra.

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	M	S	S	S	S	S
CO2	S	S	S	M	S	S	M	M
CO3	S	M	S	S	M	M	S	S
CO4	S	S	M	M	M	S	M	M
CO5	M	M	L	S	S	L	S	S

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

Course code		MATHEMATICAL ECONOMICS	L	T	P	C
Core/Elective/Supportive		CORE PAPER – VIII	5			4
Pre-requisite		The main aim of this subject is to inculcate basic mathematical knowledge and its application to economic concepts.	Syllabus Version			

Course Objectives:

The main objectives of this course are:

1	To help the students to know about the basic mathematical knowledge
2	Make the students to understand the importance of mathematic tools in economics
3	Providing elementary analysis of economic concepts
4	To equip the students to know the application of mathematical techniques in economic theories

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To create the fundamental knowledge in Mathematics.	K1
2	To encourage the students to understand the concepts.	K2
3	To train the students in the analysis of economics issues.	K3
4	To help the students to calculate the changes in basic economic variables	K4
5	To prepare students in decision making .	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		Basic Mathematical Functions		15 -- hours
	Definition and Importance of Mathematical Methods - Rules of Differentiation - Linear equations - Quadratic equations - Logarithmic function.			
Unit:2		Basic Economic Concepts		15-- hours
	Total, average and Marginal Revenues - Elasticity of Demand - Conditions for Profit Maximization - Partial Differentiation - Total Differential			
Unit:3		Set Theory		15-- hours
	Notations of Set - Types of Sets - Venn diagram - Laws of set operations - Applications in Economics.			
Unit:4		Matrix		15-- hours
	Matrix Addition and Subtraction - Matrix Multiplication - Determinants - Properties - Solution of simultaneous equation using Cramer's Rules.			
Unit:5		Input- Output Analysis		15-- hours
	Input - Output Analysis - Technological co-efficient Matrix - Linear Programming - Graphical method.			
		Total Lecture hours		75 --hours

Text books

1	Mehta and Madnani - Mathematics for Economists, Sultan Chand & Sons, New Delhi - 2000.
	Reference Books
2	Allen, R.G.D.- Mathematical Analysis for Economists, Macmillan, New York.

3	Chiang, - Fundamentals of Mathematical Economics, Macmillan, New York.
4	Stafford - Elementary Mathematics for Economics. Srinath Baruah, Basic Mathematics and its application in Economics - Macmilan India Ltd., Chennai – 2001

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	M	L	S	L
CO2	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	S	S	M
CO4	M	S	S	S	S	S	S	S
CO5	M	S	S	M	S	S	S	S

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

Course code		**INTRODUCTION TO INDUSTRY 4.0**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**ELECTIVE PAPER II: GROUP-B**	4			3
Pre-requisite		Basic computer knowledge and basic industrial knowledge.	**Syllabus version**			

Course Objectives:

The main objectives of this course are:

1	Align the theory and concepts with Industrial application of computers
2	Introduce the basic concepts of Industry 4.0, Artificial Intelligence, Big Data and Internet of Things.
3	Learn the applications and tools of Industry 4.0. and to make the students to aware about the jobs in 2030

Expected Course Outcomes:

On the successful completion of the course, student twill be able:

1	Understand the basic concepts of Industry 4.0	K2
2	Outline the features of Artificial Intelligence and its application	K3
3	Summarize the Big data domain stack and Internet of Things	K3
4	Identify the applications and Tools of Industry 4.0	K3
5	Analyze the skills required for future	K4

K1-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create

Unit:1	**Industry 4.0**	**10--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 Data and IoT**	**14--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 Use cases : 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**	**10--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	2hours
Expert lectures, online and offline seminars –webinars		
	Total Lecture hours	**60–hours**

Text Book(s)

1	P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0, 2020

Reference Books

1	Alasdair Gilchrist. Industry 4.0: The Industrial Internet of Things, Apress Publications

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	Introduction to Industry 4.0 and Industrial Internet of Things by Prof. Sudip Misra, IIT Kharagpur.
2	A Complete Guide to Industry 4.0-Udemy

Incorporated by Dr.R.SELVI, selvirajammal@gmail.com

Text Books	
1.	A first Course in Computer - Sanjay Saxena
2.	Computer Programming and Application - R. Krishnamoorthy.
	Reference Books
1.	Computer Applications in Business - Subramanian.K
2.	The Internet - Harley Kahn
3	The Internet - Douglas E – Corner

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	L	M	S	S
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	S	S	S	S	M
CO4	M	L	S	M	M	M	M	S
CO5	S	S	S	M	M	S	M	S

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

Course code		TRADE DOCUMENTATION	L	T	P	C
Core/Elective/Supportive		**Part IV - Skill Based Subject Paper -II**	2			2
Pre-requisite		This course deals with avenues of international trade , shipping and documentation methods.	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	To familiarize the students to learn the procedures of foreign trade and documentation methods.
2	To gain knowledge on foreign trade
3	To familiarize the students about current economic scenario

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To help the students to know about the importance of international trade and licensing.	K1
2	To understand the necessary knowledge on shipping procedures.	K2
3	To know about the basic export and import documents.	K3
4	Make the students to gain knowledge on basic export procedures	K4
5	To help the students to search for jobs in export industries.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**International Trade**	**6 -- hours**
Avenues of International Trade - Direct exporting - Joint venturing - licensing arrangement, Management contracting, foreign investment - turnkey projects, consulting.			
Unit:2		**Shipping procedures**	**6-- hours**
Role of Shipping - Liners, tramps, Bill of lading - Jettison and general average, particular average, warranties and other shipping terminologies - containerization - Air Transport - Multi Model Transport - Cargo Insurance.			
Unit:3		**Documents relating to exports**	**6-- hours**
Need, Rationale and Types of document - INCO terms - Ex - works - Free on Truck - cost and freight - Cost Insurance Freight - Free on Board - Document against payment - Document against Acceptance - Invoice, Inspection certificate - Certificate of Origin.			
Unit:4		**Export and Import Documents**	**6- hours**
Export, Import Licenses - Letter of Credit Mechanism - Uniform Customs and Practices for Documentary Credit (UCPDC) - Duty drawback procedure.			
Unit:5		**Packing Methods**	**6-- hours**
Packing Methods - Packing List - Quality Control and Inspection - Clearance of Export Cargo - valuation and classification of goods in customs - Warehousing under Customs Act - Post - Shipment Formalities and procedures			
		Total Lecture hours	**30 –hours**

Text Books	
1	Balagopal - Export Management, Himalaya Publishing House, Delhi
	Reference Books
2.	Paras Ram - Export - What, Where and How - Tata MC Graw Hill International Edition.
3	Government of India, Handbook of Import and Export procedures..
	Course Designed by : Dr.Thaiyalnayagi

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	M	S	S	M	S
CO2	S	M	S	S	M	S	S	S
CO3	S	M	S	S	M	L	S	S
CO4	S	S	M	M	S	M	S	M
CO5	S	S	S	M	S	M	S	M

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

Course code		OFFICE FUNDAMENTALS (Digital Skills for Employability)	L	T	P	C
Core/Elective/Supportive		**Naan Mudhalvan Subject : 2**	**2**			**2**
Pre-requisite		Basic knowledge of computer operating and statistics knowledge	**Syllabus version**			

Course Objectives:

The main objectives of this course are:

1	To understand the significance and basic concepts of computer systems.
2	To provide knowledge of the application of computer system in the field of MS Office

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To understand MS office Basics and analyse MS Word	K1
2	To work with MS Power Point	K2
3	To evaluate and work with MS Excel	K3
4	To work with Microsoft Teams &One Drive and SharePoint	K4
5	To work with Outlook	K5

K1-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate

Unit:1	Microsoft Word	2--hours

Introduction- Ribbons – Introduction and options available- Using Rulers in Word- Navigation Pane and GoTo in Word- AutoCorrect in Word- Grouping Objects in Word- Pictures & Images- The View Tab in Word- Paragraph Editing- Page Layout- Table Style in Word- Find and Replace- Formatting WordArt in Word- Creating Table of Figures- Tab Stops via Dialog Launcher- Applying Paragraph Styles- Wrapping Words Around Pictures- Inserting Files & Equation- Different Formats of MS Word file and how to save them.

Unit:2	Microsoft PowerPoint	2--hours

Navigate a PowerPoint Presentation-Formatting Text-Working with Bullets and Numbered Lists-Inserting Items-Zoom-Charts-Editing Images-Working with Objects-Saving Presentations as Templates-Slide Master-Transitions-Introduction to Additional Advanced Topics-SmartArt.

Unit:3	Microsoft Excel	2--hours

Introduction to Excel-Layout - Tabs, ribbons, and groups in Microsoft Excel-Worksheets in Microsoft Excel-Basic formulas in Microsoft Excel-Freeze Pane-"Tell Me" in Microsoft Excel-Inserting charts in Microsoft Excel-Auto Filling cells in Excel-Add your own auto fill-Sorting data in Excel-Simple copy/paste-Saving/ Printing Excel-How to use Flash Fill in Excel-Hyperlinks in Excel (link to websites)-Create a directory or table of contents with internal links-Formatting Lists as Tables-Filtering Records from Lists or Tables-Single & Multi-Level Sorting-Inserting Automatic Subtotals in Lists-Inserting Data Charts Using Recommended Charts-Pivot Table-Data Validation-Dynamic Array-Excel Macros-VLOOKUP & Reference Functions-Conditional Formatting.
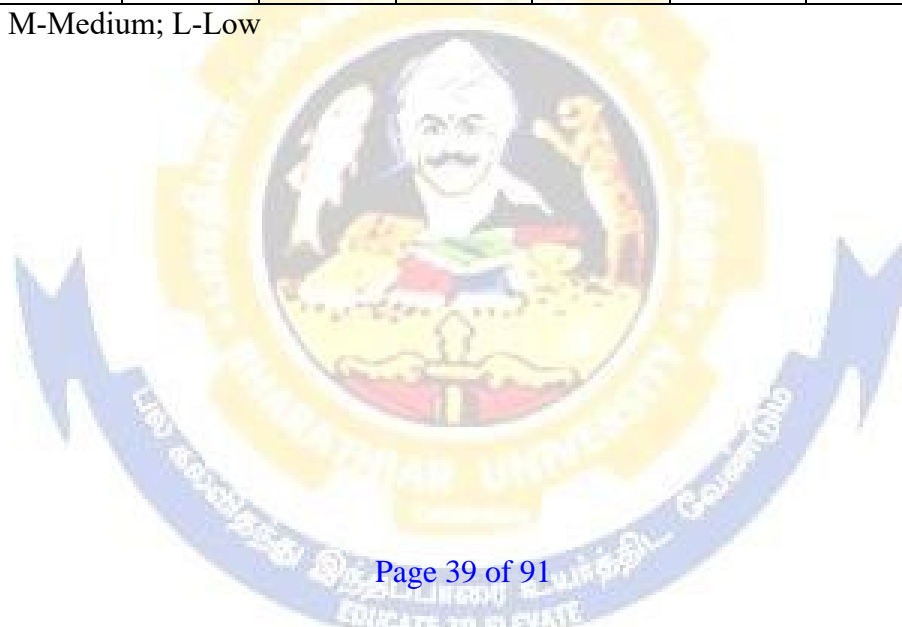
Unit:4	Microsoft Teams &One Drive and SharePoint	2--hours
	Introduction-Calendar-Teams –Approvals Introduction-Sharing Access on One Drive-Creating Shared Library-Recycle Bin-introduction to SharePoint-Create Site-Different features of SharePoint.	
Unit:5	Outlook	3--hours
	Introduction to Outlook-Create new meetings, appointments, tasks, and contacts-Send Email with Quick Parts-Sharing Calendars-Creating and Managing Rules-Folders in Outlook.	
	Total Lecture hours	30--hours

	TextBook(s)
1	Sanjay Saxena- A first course in Computer
2	R.Krishnamoorthi - Computer programming and application
	ReferenceBooks
1	R.K.Taxali-PCSoftwareforwindowsmadesimplexTataMcrawHillPublishersPvt. Ltd.
2	Stephen.L-Office2000Complete reference by BPB
3	Joyce Cox,PollyUrban–QuickCourseinMicrosoftOffice-GalgotialPublications.
4	T.Karthikeyan & Dr.C.Muthu –PC Software for Office Automation-Sultan Chand.
5	A.L.Stevens -Teach; yourself-windows.

Incorporated by Dr.R.SELVI, selvirajammal@gmail.com

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	M	S	S	S
CO2	S	M	S	S	M	S	S	S
CO3	S	M	S	S	M	S	S	S
CO4	S	M	S	S	M	S	S	S
CO5	S	M	M	S	M	S	M	M

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

Fifth Semester

Course code		MONETARY ECONOMICS	L	T	P	C
Core/Elective/Supportive		Core paper IX	6			4
Pre-requisite		This course deals with the theories of money, capital market and the banking sector	Syllabus Version			

Course Objectives:

The main objectives of this course are:

1	Understand the role of money and theories of money.
2	Analysing the monetary forces, their developmental role and limitations in shaping and influencing the monetary policies
3	To know about the importance of Banking system

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To help the students to know about the importance of money in the economy.	K1
2	Make to learn about theories of money.	K2
3	To acquaint the students with the working of money and financial markets	K3
4	To encourage the students to learn about the role of money in different business situations.	K4
5	Help the students to know about the importance of banking system in the economy	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**Definition of Money**	18 -- hours

Evolution, scope and functions of money, Barter and its difficulties - Definitions of money - Importance of money in a modern economy - Monetary standard - Monometallism and Bimetallism - causes for the breakdown of gold standard - Paper standard - Principles and methods of note issue-merits and demerits.

Unit:2		**Theories of Money**	18-- hours

Value of money - demand for money - supply of money - theories of money - Fisher's quantity theory of money - Cambridge Equation - Keynes's Income Theory - Milton Friedman's restatement of the Quantity Theory of Money.

Unit:3		**Money, Financial and Capital Market**	19-- hours

Financial Market - Kinds of Financial Market - Money Market - Meaning, Functions, Constituents of Money Market - Financial Institutions in the Money Market - Characteristics of a Developed Money Market - Capital Market.

Unit:4		**Inflation and Business Cycle**	19-- hours

Inflation - Types -causes - consequences and control - Inflationary gap - deflation - causes - consequences and control - Trade Cycles - Types - various phases of trade cycle.

Unit:5		**Banking sector**	16-- hours

Functions of commercial banks - Role of commercial banks in economic development - credit creation - Balance Sheet - Functions of Central Bank - RBI and monetary Policy – Role of RBI in demonetization – merits and demerits - Recent trends in Banking - Innovative Banking - ATM - Credit Cards, Factoring Services, E-Banking and mutual funds.

		Total Lecture hours	**90-hours**

Text books

1.	K.P.M. Sundaram - Money Banking and Trade
2.	D.M. Mithani - Monetary Theory

	Reference Books
3.	Saravanavel - Banking Law and Practice
4.	Dr. S. Sankaran - Monetary Economics, Himalaya Publishing House, Bombay, 1989.
5.	B.N. Ghosh and Rama Ghosh - Fundamentals of Monetary Economics, Himalaya Publishing House, Bombay, 1989.
6	M.L. Jhingan - Monetary Economics, Konark Publishers Pvt. Ltd., New Delhi, 1997
7.	T.T.Sethi - Monetary Economics, S.Chand & Company Ltd, new Delhi, 1996

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	S	S	S	S
CO2	M	M	S	S	M	S	S	L
CO3	S	M	S	S	M	M	S	M
CO4	S	S	S	M	S	M	S	M
CO5	S	S	S	M	S	S	S	S

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

Course code		**INDIAN ECONOMIC DEVELOPMENT AND POLICIES**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		Core X	6			4
Pre-requisite		This course deals with the basic knowledge on the nature and important features of Indian economy.	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	To expose the students of the various issues of the Indian economy.
2	To familiarize the students on sector-wise development issues and critically appraise the current Indian economic problems.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	Understand the new economic reforms and the schemes of central and state Government	K1
2	Assessing the role and growth of agriculture and its impact on rural development	K2
3	Examining the population growth in India and its impact on the economy	K3
4	To measure the infrastructural facilities and its role in economic development	K4
5	To analyze the problems of the regional economy	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**New economic reforms**		**18-- hours**

New economic reform and it's impact – primary, secondary and service sectors. New schemes of present central and state Government.

Unit:2		**Indian Agriculture**		**18-- hours**

Indian Agriculture - Role and growth of Agricultural Sector in Indian Economy - Green Revolution - National Agriculture Policy - Infrastructure and Rural Development – WTO – subsidies - PDS.

Unit:3		**Population in India**		**18-- hours**

Size and growth of population in India - Demographic Indicators - Population Policy in India - Occupational Structure - Work Participation rate - Literacy - Higher Education - Health Infrastructure - HDI - India's Rank and Position.

Unit:4		**Infrastructure**		**18-- hours**

Infrastructure and Economic Development - Energy - Power - Transport - Science and Technology - Large Scale Industries - Iron and Steel - Sugar and Cement - Role of Public Sector undertakings - Short comings.

Unit:5		**Regional Economy**		**16-- hours**

Regional economy – Agriculture – Industry – Service Sectors in Kongu Nadu – problems and prospects.

Unit: 6	Contemporary Issues	2 hours
	Expert lectures, online and offline seminars - Webinars	
	Total Lecture hours	**90 --hours**

Text Book(s)

1	M.L. Jhingan - Economics of Development and Planning, Vrindha Publications, New Delhi, 2007.
2	Ruddar Dutt and K.P.M. Sundaram - Indian Economy, S. Chand & Company Ltd.,New Delhi, 2007.

Reference Books

1	Dhingra IC The Indian Economy, Environment and Policy, Sultan Chand, New Delhi.
2	Misra S.K. and V.R. Puri - Indian Economy - Its development experience -Himalaya Publishing House, Mumbai, 2004.
3	Dr. S. Sankaran - Indian Economy, Margham Publications, Chennai, 2004.
4	Alak Ghosh - Indian Economy, The World Press Pvt. Ltd., Calcutta, 1997.
5	Statistical Hand Book (www.coimbatore.tn.nic/handbook.html)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	S	M	L	S
CO2	S	S	M	S	S	L	M	S
CO3	S	S	S	M	S	M	L	S
CO4	S	S	S	M	S	M	L	S
CO5	S	S	M	S	M	M	L	S

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

Course code		INTERNATIONAL ECONOMICS		L	T	P	C
Core/Elective/Supportive		Core XI		6			4
Pre-requisite		The course deals with the theories and policies of International Economics.	Syllabus Version				

Course Objectives:

The main objectives of this course are:

1	To impart the knowledge with the theory, policy as well as the working of the international trade and payment system.
2	To familiarize the students about the present world economic order.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To understand the basic concepts of International Trade	K1
2	To evaluate and apply the comparative cost theory	K2
3	To examine the balance of payments and the terms of trade in an economy	K3
4	To analyse the exchange rate of the economy	K4
5	To assess the functioning of the international financial institutions	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		International Trade		18-- hours

Importance of International Economics - Scope - Basis of International Trade - Features of International Trade - Distinguishing Features of Inter - Regional and International Trade - Free Trade and Protection.

Unit:2		Theories of International Trade		16-- hours

Theories of International Trade - Theory of Comparative Cost - Classical Theory - Heckscher - Ohlin Theory.

Unit:3		Balance of payments		18-- hours

Balance of Payments - Meaning - Importance - Balance of trade and Balance of Payments - Disequilibrium of Balance of Payments - Measures to set-right disequilibrium - Terms of Trade - Types of terms of trade - Factors influencing terms of trade

Unit:4		Exchange Rate		18-- hours

Exchange rates - Flexible and Fixed Exchange Rates -Equilibrium rate of Exchange - Causes of fluctuation in exchange rate -Purchasing Power Parity theory - Devaluation - Exchange control.

Unit:5		International financial Institutions		18-- hours

International Financial Institutions - Working of IMF, IBRD, IDA, International Liquidity, UNCTAD, New International Economic Order - WTO.

Unit: 6		Contemporary Issues		2 hours
		Expert lectures, online and offline seminars - Webinars		
		Total Lecture hours		**90 –hours**

	Text Book(s)
1	M.L. Jhingan -International Economics, Konark Publishers, New Delhi, 2007.
2	D.M. Mithani - International Economics, Himalaya Publishing House, Mumbai, 2003.
	Reference Books
1	G. Haberler - Theory of International Trade
2	Francis Cherunilam - International Economics
3	Ellsworth - International Economics
4	Kindleberger - International Economics
5	K.R. Gupta - International Economics
6	S.S.M. Desai - International Economics, Himalaya Publishing House, Mumbai, 1990.
7	K.P.M. Sundaram - Money, Banking and International Trade, S. Chand and Company, New Delhi, 2005

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	L	M	M	L	M
CO2	S	S	M	M	S	L	L	S
CO3	S	S	M	S	S	M	L	S
CO4	S	S	L	M	M	L	M	L
CO5	S	S	M	S	S	S	M	M

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

Course code		**ENTREPRENEURSHIP DEVELOPMENT**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		Core XII	5			4
Pre-requisite		This paper deals with Basic concepts of entrepreneurship, women entrepreneurs, project classification, training objectives and Business Correspondence.	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	To understand the role of entrepreneurship in economic development
2	To familiarize with the opportunities available to become an entrepreneur

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To acquire the knowledge regarding characteristics of an entrepreneur	K1
2	To develop an interest in entrepreneurial activity	K2
3	To equip them with entrepreneurial skills for self-employment	K3
4	To assess the training and financial facilities available for entrepreneurs	K4
5	To understand the business correspondence and communication	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Basic concepts of Entrepreneurship**	**15-- hours**

Entrepreneurship – meaning and definition – importance – factors affecting entrepreneurial growth – social, economic and environmental factors. Types of functions of an entrepreneur – Qualities of a successful entrepreneur.

Unit:2		**Women entrepreneurs**	**15-- hours**

Women entrepreneurs: concepts, functions and role of women entrepreneurs. Growth and women entrepreneurs, problems of women entrepreneurs – role of women entrepreneurs associations – selection of industry by women entrepreneurs. Types of industries/business suitable for women entrepreneurs – Rural entrepreneurs - Micro entrepreneurship.

Unit:3		**Project classification and identification**	**14-- hours**

Search for a business idea – sources – processing and selection – selection of types of organization – project classification and identification – project objectives – internal and external constraints – format for a report.

Unit:4		**Training objectives and institutional finance**	**15-- hours**

Training and finance objectives of training – phases of EDP – special agencies for training – institutional finance with special emphasis of commercial banks. IDBL IFCI, ICICI, IRBI, SFCS,. SIPCOT, Khadi and Village Industries Commission – Micro Finance –Incentives and Subsidies(a Brief Study)

Unit:5		**Business correspondence**	**14-- hours**

Business correspondence and communication – Drafting the notices of company meetings – Drafting of resolutions, minutes, structure of business letters – Sales and trade computer based systems – Management information system – merits and demerits.

Unit: 6	Contemporary Issues	2 hours
	Expert lectures, online and offline seminars - Webinars	
	Total Lecture hours	**75 --hours**

Text Book(s)

1	C.B.Gupta & N.P. Srinivasan : Entrepreneurial Development,
2	R.Saravanakumar, R. Parameswaran - A Text Book of Information & T.Jayalakshmi (V Unit) : Technology, Chand & Co Ltd., Delhi, 2003

Reference Books

1	S.Mohan & R.Elangovan : Current Trends in Entrepreneurship, Deep & Deep Publications Pvt,Ltd., Delhi,2006
2	Gordon & K. Natarajan - Entrepreneurship Development, Himalaya Publishing House, Delhi,2005
3	P.Saravanavel - Entrepreneurial Development, Principles, Policies & Programme Ess Pee Key Publishing House, Madras, 1997
4	R.S.N.Pillai & Bagavathi - Commercial Correspondence & Office Management, S.Chand

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	M	S	M	M
CO2	S	S	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S
CO5	S	S	S	S	M	S	M	S

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

Course code		**BUSINESS COMMUNICATION**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**Part IV - Skill Based Subject Paper -III**	**2**			**2**
Pre-requisite		The course deals with the art of report preparation , writing Business Letters and digital communication	**Syllabus Version**			

Course Objectives:
The main objectives of this course are:

1	To know the meaning objectives and role of communication and media
2	To understand the need and importance of communication in management
3	To apply the need and function of business letter
4	To study the business correspondents with insurance and other organisation
5	To understand the meaning and importance of report writing

Expected Course Outcomes:
On the successful completion of the course, student will be able:

1	Understand the basics of communication and its Process, Elements, and its importance.	K1
2	Acquire the communication skills.	K2
3	Employ the art of report preparation and writing Business Letters	K3
4	Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.	K4
5	Employ the art of report preparation	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		Communication	**6-- hours**

Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics for Successful Communication

Unit:2		Communication in Management	**6-- hours**

Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.

Unit:3		Business Letters	**6-- hours**

Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.

Unit:4		Correspondence	**4-- hours**

Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence

Unit:5		Report Writing	**6-- hours**

Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.

Unit: 6		**Contemporary Issues**	**2 hours**
		Expert lectures, online and offline seminars - Webinars	

	Total Lecture hours	30 --hours

	Textbooks	
1.	Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.
2.	Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.
3.	Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business Mc Graw Hill Education
4.	Scott Mclean,"Business Communication for Success", Flat World Knowlegde, 2010
5.	Virander K. Jain, "Business Communication", S. Chand Limited, 2008

	Reference Books	
1.	Kumar, R. (2010). Basic Business Communication. Excel Books India.
2.	Bovee, C. L. (2008). Business Communication today. Pearson Education India.
3.	Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing.
4.	Mary Ellen Guffy and Dana Loewy (2012) Essentials of Business Communication Cengage Learning
5.	C.B.Gupta (2019) Essentials of Business Communication Cengage Learning India Pvt. Ltd

	Web Resources	
1.	https://www.managementstudyguide.com/business_communication.htm
2.	https://studiousguy.com/business-communication/
3.	https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills
4.	https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php
5.	https://www.mindtools.com/page8.html

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	3	3	2	3	2	3	3
Weightage	15	14	15	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1Level of Correlation between PSO's and CO's

Sixth Semester

Course code		**FISCAL ECONOMICS**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**CORE PAPER XIII**	**5**			**4**
Pre-requisite		The course deals with the revenue and expenditure of the government.	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	To enable the students understand the fundamentals of public finance.
2	Understanding and analyzing the role and functions of the government and the impact of financial operations on economic activities.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To create knowledge on the scope of fiscal economics	K1
2	To analyze public revenue and the impact of taxation	K2
3	To assess the impact of public expenditure	K3
4	To understand public debt and the budgetary procedure	K4
5	Application of fiscal instruments on the economy	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Scope of Fiscal Economics**	**15 -- hours**

Nature, scope and importance of Fiscal Economics - Public Vs. Private finance - public finance & UDCS - Principle of maximum social advantage.

Unit:2		**Public Revenue**	**15-- hours**

Public revenue - sources - Tax and non-Tax - Taxation - classification - Principles - effects - theories of taxation - impact and incidence of taxation – GST – Features – merits and demerits.

Unit:3		**Public expenditure**	**14-- hours**

Public Expenditure - principles - classification - effects - growth of public expenditure with special reference to India - control of public expenditure.

Unit:4		**Public Debt**	**14-- hours**

Public Debt - meaning - sources - classification - principles - Budget - meaning - features - principles - budgetary procedure.

Unit:5		**Fiscal Instruments**	**15-- hours**

Fiscal policy – instruments - federal finance – principles – problems - reports of 10th & 11th Finance Commission - Local Finance.

Unit: 6		**Contemporary Issues**	**2 hours**
		Expert lectures, online and offline seminars - Webinars	
		Total Lecture hours	**75 –hours**

Text Book(s)

1	B.P. Tyagi - Public Finance, Jai Prakash Nath & Co., Meerut.
2	K.P.M. Sundaram - Fiscal Economics

	Reference Books
1	Andley & Sundaram -Public Finance & Policy
2	Tripathy -Public Finance & Economic Development
3	Cauvery, Sudha Nayak, Girija, Kriparani & Meenakshi - Public Finance, S. Chand & Company Ltd., New Delhi.
4	R.C. Saxena & P.C. Mathur - Public Finance, K. Nath & Co., Meerut.
5	Dr. S. Sankaran – Fiscal Economics, Martha Publications, Chennai.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	M	S	M	M	S
CO2	S	S	S	S	S	S	S	S
CO3	S	S	S	M	S	S	S	S
CO4	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	M	S	S

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

Course code		**INDUSTRIAL ECONOMICS**	L	T	P	C
Core/Elective/Supportive		**CORE PAPER – XIV**	5			4
Pre-requisite		The course is designed to make the students to understand the location and localization of an industry and to learn the industrial financial sources and the recent industrial policies and its impact on productivity of industries.	**Syllabus Version**			

Course Objectives:
The main objectives of this course are:

1	Make the students to understand the theory of location.
2	To equip the students with the knowledge regarding the relationship between industrial growth and economic development.

Expected Course Outcomes:
On the successful completion of the course, student will be able:

1	To understand the factors determining the size of the firm	K1
2	To examine the factors affecting the location of an industry	K2
3	To understand the impact of industrial finance	K3
4	To evaluate the Industrial policies	K4
5	To assess the Industrial Productivity	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Size of the Firm**	**14 -- hours**

Factors determining the size of the firm - Concept of the optimum firm - Representative firm.

Unit:2		**Industrial Location**	**14-- hours**

Location of Industry - Factors determining Industrial Location - Theories of Industrial Location - Weber - Sargant Florence Theory.

Unit:3		**Industrial Finance**	**15-- hours**

Industrial Finance - Term Finance: Short Term, Long Term - Specialized Financial Institutions - IFCI - IDBI - ICICI.

Unit:4		**Industrial Policies**	**15-- hours**

Industrial Policies - 1948, 1956, 1971, 1977, 1990, 1991 - Role of State - New Industrial Policy and Economic Reforms.

Unit:5		**Industrial Productivity**	**15-- hours**

Industrial Productivity - Factors Influencing Productivity - Rationalization - Aspects of Rationalization - Scientific Management - Automation - Benefits - Industry 4.0

Unit: 6		**Contemporary Issues**	**2 hours**
		Expert lectures, online and offline seminars – Webinars	
		Total Lecture hours	**75 --hours**

Text Book(s)	
1	Barthwal, R.R. "Industrial Economics as Introductory" Text Book, Wiley Eastern Ltd., New

	Delhi, 2000.
2	Sivayya,K.V. and Das,V.B.M."Indian Industrial Economy" S. Chand & Co., New Delhi, 2004.

Reference Books

1	Devine, P.J. "An Introduction to Industrial Economics" George Allen and Unwin, London, 1978.
2	Sadhu, A.N., and Singh, A. "Industrial Economics" Himalaya Publishing House, Mumbai, 1998.
3	Dutt and Sondra, K.P.M. "Indian Economy" S. Chand & Co., New Delhi (2007).
4	Dhingra, I.C., "Indian Industrial Economy" Sultan Chand & Co., New Delhi (1972).

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	M	M	M	M	M	M
CO2	S	S	S	S	S	S	M	S
CO3	S	S	S	S	M	S	S	S
CO4	S	S	S	S	S	S	S	S
CO5	S	S	S	M	M	M	M	M

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

Course code		ENVIRONMENTAL ECONOMICS		L	T	P	C
Core/Elective/Supportive		CORE PAPER XV		4			3
Pre-requisite		This course relates to the fundamentals environmental Economic Theories and the Concepts of Economics and Ecology.		Syllabus Version			

Course Objectives:
The main objectives of this course are:

1	To know the basic Concepts in Ecology and Economic development.
2	To Aware the Environmental policy and its Management

Expected Course Outcomes:
On the successful completion of the course, student will be able:

1	To familiarize with the theories of environmental economics.	K1
2	To examine the practical environmental problems and offer solutions.	K2
3	To analyze the regulations and prohibition measure to protect the environment	K3
4	To assess India's environmental policies.	K4
5	To measure the government activity against environmental problem	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Economics and Environment	12-- hours

Introduction - Economics and Environment – Definition – Scope – Role - Significance of Environmental Economics - Economic Growth and Development - Ecology and Economic Development - Relationship between Environment and the Economy - Environment and Economic System

Unit:2	Environment Quality	12-- hours

Environmental Quality - Common Property Resource - Characteristic Tragedy of Commons – Air - Land – Water – Energy – Forest Resources - Wild Life - Man-Made Causes - Environmental Crisis – Pollution - Economic Consequences

Unit:3	Urbanization	11—hours

Urbanization - Important Trends – Problems - Malthusian predicts - Theory of Demographic Transition - Effects and Remedies.

Unit:4	Environmental Policy	11—hours

Environmental Policy - Constitutional Protection - Planning and Management - Sustainable development -Role of Government - Public Awareness - Law and Environment

Unit:5	Global Warming	12—hours

Meaning of Global Warming - Green House Effect - Contribution to Global Warming - Response to Green House Effect - Ozone Depletion - Climate Change - Contribution of Nation and State

Unit: 6	Contemporary Issues	2 hours
	Expert lectures, online and offline seminars - Webinars	
	Total Lecture hours	**60 –hours**

Text Book(s)	
1	Eugine T., Environmental Economics
2	Sankaran.S., Environmental Economics
Reference Books	
1	Varadarajan.S and Elangovan.S, Environmental Economics
2	Richardson H.W, Urban Economics
3	Karpagam.M, Environmental Economics
4	Pearce D.W. Environmental Economics, Longman Group Ltd.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	S	M	S	M	S
CO2	S	S	S	S	M	S	M	S
CO3	M	S	S	L	M	M	L	M
CO4	S	S	M	L	M	M	L	S
CO5	S	M	M	L	M	M	L	S

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

Course code		**COMPUTER APPLICATIONS: TALLY PRACTICAL**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**CORE – XVI**			4	4
Pre-requisite		Basic knowledge of Financial Accounting	**Syllabus Version**			

Course Objectives:
The main objectives of this course are:

1	To provide practical knowledge in working with MS-ACCESS
2	To understand the basics of working in Tally accountingpackage
3	To provide insights about the usefulness of internet in businesspurpose

Expected Course Outcomes:
On the successful completion of the course, student will be able:

1	Understanding the basics of working in MS-ACCESS using various tools	K2
2	Remembering the format personal bio data using MS ACCESS tools	K1
3	Analyzing business transactions using computerized packages	K4
4	Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally	K4
5	Understand Advanced Accounting and Inventory in Tally. ERP 9	K3

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

Unit:1		**MS-ACCESS**	**30 – hours**

1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for differentcategories.
2. Create mailing labels for student database which should include at least three Table must have at least two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, PhoneNumber.
3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form designview.
4. Create forms for the simple tableASSETS.
5. Create report for the PRODUCTdatabase.

Unit:2		**TALLY**	**30—hours**

 1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevantresults.
 2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
 3. Prepare inventory statement using (Calculate inventory by using all methods) a) FIFO b) LIFO c) Simple Average Method d) Weighted AverageMethod
 4. Create an e-mail id and check the mailinbox.
 5. Learn how to use search engines and visit yahoo com, rediff.com, hotmail.com and google.com
 6. Visit your University and college websites and collect the relevantdata

		Total Lecture hours	**60 –hours**

Text Book(s)	
1	Tally Education Pvt. Ltd., Official Guide to Financial Accounting Using Tally.ERP 9 with GST
2	Soumya Ranjan Behera, Learn Tally.ERP 9 with GST, BK Publications Private Ltd, Bhubaneswar, 2017
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.youtube.com/watch?v=BUE-XJEHp7g
2	https://www.youtube.com/watch?v=0s4mKbkYJPU&t=1s
3	https://www.youtube.com/watch?v=Dxcc6ycZ73M

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	M	S	S	S
CO2	S	M	S	S	M	S	S	S
CO3	S	M	S	S	M	S	S	S
CO4	S	M	S	S	M	S	S	S
CO5	S	M	M	S	M	S	M	M

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

Course code		**SOFT SKILLS FOR BUSINESS**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**Skill Based Subject Paper - IV**	**2**			**2**
Pre-requisite		Basic knowledge of Communication Skill	**Syllabus Version**			

Course Objectives:
The main objectives of this course are:

1	Enable the students to understand the importance of soft-skills.
2	Acquire different soft skills to be an employable person.
3	Improving the competitive edge and increasing the chances of recruitment and selection.

Expected Course Outcomes:
On the successful completion of the course, student will be able to:

1	Remember the various organizational entry level skill requirements	K1
2	Understand the need for different skill requirement at different occasions	K2
3	Able to appropriately respond to the situation during recruitment and selection	K3
4	Demonstrate a good command in work environment	K4
5	Achieve the desired result of a good employability	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**Emotional Intelligence**	**6—hours**

Emotional intelligence, emotional quotient, ability to understand, use manage own emotions, positive ways to relieve stress, empathy and resolving conflict – Exercises

Unit:2	**Team Spirit and Growth**	**6—hours**

Team spirit, growth mindset, high performing teams, trust and mind alignment, focus, target achievement and time compliance.

Unit:3	**Openness to Feedback**	**6—hours**

Feedback, accepting negative feedback, improving self-awareness, criticism-types and overcoming the shortfalls

Unit:4	**Adaptability**	**6—hours**

Adaptability, meaning and nature, change in thought process, willingness to take risk, encouraging others towards open mindedness, continuous learning

Unit:5	**Work Ethics**	**6—hours**

Wok ethics skills, reliability, dedication, discipline, productivity, cooperation, integrity, responsibility, professionalism

Unit: 6	**Contemporary Issues**	
	Expert lectures, online and offline seminars - Webinars	
	Total Lecture hours	**30—hours**

Text Book(s)	
1	Meenakshi Raman, Shalini Upadyay, Soft skills: Key to success in workplace, Cengage India Pvt Ltd., 1st Edition 2017

Reference Books	
1	Barun K. Mitra, Personality Development and Soft Skills, Oxford Higher Education, 2012

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://learnenglish.britishcouncil.org/skills

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	S	M	S	S	S
CO2	S	S	M	S	S	S	S	M
CO3	S	M	S	M	S	S	M	S
CO4	S	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S

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

Course code	PL T P C 1 0 1 2	DIGITAL MARKETING	L	T	P	C
Core/Elective/Supportive		PART– IV SKILL BASED SUBJECT PAPER IV	2			2
Pre-requisite		Basic knowledge of marketing and society expectation	Syllabus version			

Course Objectives:

The main objectives of this course are:

1	Ability to develop a digital marketing plan that will address common marketing challenges
2	Ability to Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, and Marketing Analytics.
3	Potential to recognize key performance Indicators tied to any digital marketing program
4	Calibre to improve Return on Investment(ROI)for any digital marketing program
5	Launch a new, or evolve an existing, career path in Digital Marketing and the ability to build their own start-ups

Expected Course Outcomes:

On the successful completion of the course ,student will be able:

1	He/She can develop a compelling content strategy for all kinds of business	K6
2	He/She can build PPC campaigns and also design Paid ads and optimize great ad copy writing	K2
3	He/She can design suitable display ads (using tools like Canva), Publish and run ads as per business goals	K3
4	He/She cando e-mail Marketing, social media, build at emplate, Insert Content and Images	K4
5	He/She can build their own virtual organization by providing various digital marketing services	K5

K1-Remember; **K2**-Understand; **K3**-Apply; **K4**-Analyze; **K5**-Evaluate; **K6**-Create

Unit:1	Introduction to Digital Marketing	6—hours

Basics of Marketing **-** Traditional Marketing Vs Digital Marketing- 5P's of Marketing- Segment, action, and Targeting - Customer Life cycle - Digital Marketing Modules -RACER Frame work - Digital Marketing Trends

Unit:2	Social Media Marketing	6—hours

Marketing Approach - Gen X - Gen Y - Gen Z - Gen Alpha - Conversation Prism - Social Media Strategy- Social Media Channels Penta Social Elements (Social Talking, Listening, WOM, Feedback, Selling) Person as Influencer Marketing -Sentimental Analysis Effective Social Media Marketing Usage -Social Media Tools Jargons

Unit:3	Content Marketing & Automation	6—hours

Content Marketing Landscape –Types of Content Marketing –Content Marketing Strategy - Affiliated Marketing- Content Marketing Tools - Jargon - Effective Email Marketing - Essentials in Email Marketing **–** Types of Emails – Email Automation**-** Email Marketing Metrics - Marketing Automation –Martech Landscape - Features of Marketing Automation **-** Choosing a Marketing Automation Platform

Unit:4	Video Marketing & Digital Marketing	6—hours

Create Economy – YouTube –YouTube Ads –YouTube Partner Program –Instagram Marketing - Live Streams – Revenue Generating Streams - So-Lo-Mo| Paid Search/PPC -Social Media Ads – Types of Google Ads - Keyword s - How do Google Ads work? - Cost & Budgets - Remarketing & Retargeting -Tools

Unit:5	Search Engine Optimization	6—hours

SEO Fundamentals – How Search Engine On-Page – Types of Keywords - On-Page SEO - Off-Page SEO – SEO Tools – SEO Reporting - Digital Marketing Strategy for a Startup / Entrepreneur - Business Growth Opportunities | Career Growth Opportunities - Best Practices

	Total Lecture hours	30—hours

Text Book(s)	
1	Gupta, Seema., 2022. "Digital Marketing" McGraw Hill, ThirdEdition,, ISBN-10:935532040X, ISBN-13: 978-9355320407
2	

ReferenceBooks	
1	Kagan, Jeremy & Shekhar Singh, Siddharth., 2020. "Digital Marketing:Strategy & Tactics" Wiley, First Edition, ISBN-10:9390395496, ISBN-13:978-9390395491
2	Maity Moutusy., 2022."Digital Marketing" Oxford University Press, Second edition, ISBN-10: 9354972470, ISBN-13:978-9354972478
3	4 Hemann Chuck & Burbary Ken., 2019. "Digital Marketing Analytics" Pearson Education, Second Edition, ISBN-10: 9353430194, ISBN-13: 978-9353430191

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20 PROJECT TITLES

1. Brand Name Creation: Create a brand name, Brand identity Design: Design a brand logo - using Canva and Create an email account on Gmail to link all your project work-(brand name@gmail.com), use this email account centrally to access all tools and platforms by signing up with the created gmail id.

2. SocialMediaCampaign:CreateamockSocialmediacampaign-choosetheidealchannel(FB,Insta, Linkedin, Youtube etc)

3. Key word Research / Analysis: Use social listening tools handled in the course to identify key words for your content strategy (List down top 5 keywords and the source of SEO tools used)

4. Blogging: Create your first blog - 500-800 words on word press blogs (grammarly, COPYAI) and promotetheblogonanyofthesocialmediaofyourchoicenotbypostingtheblogdirectlybutby creating a promo link for the blog and attract a minimum of 50 Likes on the blog.

5. Building a Website: Create your first website using-WIX/Canvae

6. Build a Landing Page: Create a landing page using - mailchimp/hubspot

7. Build a content marketing plan: with a focus on top3 content types (video, email, blogs, podcast etc) - based on a content marketing template from Hubspot

8. Brand Promo Video: Create a 60 sec promo video for your brand – using Canva,
Camtasia etc and it should be a explainer video. To achieve this first write your script, then storyboard it, followed by creating an instructional design and then finally
create your explainer video

9. Instagram Reel: Create an Instagram reel fo ryour business brand and promote it attract a minimum of 100 Likes

10. Hashtag Generation: Share a list of 5# Hashtags for the launch campaign, first identify the buzzing area, calculate the penetration power, build a curiosity around the Hashtag and finally release the Hashtag and make a minimum of 50 members from outside your friends and family to viral it.

11. Build and Email Campaign:Create a brand launch email-using Mailchimp

12. SEO: Build and execute the On-page SEO for your website

13. Create a Google Business Page

14. PPC Ad: Create a mock paid-ad campaign for your brand-Google Ad words

15. Social Ads: Create a mock sponsored post for Face book/ Instagram /Linked in

16. Google Analytics: Embeda Google Analytics Code on your Website

17. Site map: Submit your website's site map to Google Search Console

18. Youtube Ad: Create a mock Youtube Ad for your brand

19. Traffic:Generatewebsitetraffictoreachatleast500visitsbytheendofyourprojecttime

20. Field Visit to two businesses (eg: Malabar Gold, MRF, HAP daily, Fresh works, Zoho) meet the digitalmarketingmanagersandperformacompletein-personinterviewontheirrespectivedigital marketing strategies, present the research and study in a ppt format

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	M	S	M	S
CO2	S	M	S	S	M	S	M	S
CO3	S	M	S	S	M	S	M	S
CO4	S	M	S	S	M	S	M	S
CO5	S	M	M	S	M	S	M	M

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

Course code	PL T P C 1 0 1 2	CAPITAL MARKETS	L	T	P	C
Core/Elective/Support ive		PART– IV SKILL BASED SUBJECT PAPER IV	2			2
Pre-requisite		Basic knowledge of Primary and Secondary markets	Syllabus version			

Course Objectives:

The main objectives of this course are:

1	Ability to deep dive into money markets and instruments
2	Ability to solve the problems arising in capital markets
3	Exposure to the Nsmart platform
4	To acquire knowledge to analyze the process required for capital market
5	Ability to prepare the evaluation report of capital market
6	Ability to interpret the Technical and Fundamental reports of the capital market through detailed analysis

Expected Course Outcomes:

On the successful completion of the course ,student will be able:

1	He / She can create a blog on Trading Screen on N-Smart, create a Market Watch, and Buy / Sell Securities He / She can track Top Gainers / Losers and Favourite / Desired Stocks	K6
2	He / She can access Order Book / Trade Book and Net Obligations - for Contract Note	K3
3	He / She can set up surveillance (Simulation of Exchange)	K2
4	He / She can become a sub-broker/distributor with a firm and grow in life	K4
5	He/ She becomes an exchange-approved authorized person under an existing SEBI Registered broker after clearing NISM 5A. Once he accumulated capital, he can become a direct broker also, thus giving opportunities to many young people for self-employment.	K5

K1-Remember; **K2**-Understand; **K3**-Apply; **K4**-Analyze; **K5**-Evaluate K6-Create

Unit:1	Overview of Securities Markets	6—hours

Overview of Securities Markets -Products, Participants, and Functions - Primary Markets - Secondary Markets - Derivatives - Regulators - Exchanges - Depositories -| Clearing Corporations -| Regulatory Framework - Reforms - Technology Adoption & Disruption - Investor Protection - Trading Vs Investment

Unit:2	Primary Markets	6—hours

Functions of Primary Markets - Market Participants - Types of Issues - Factors Impacting Markets & Share Price - Private Placement Vs Public Issue - Book Building - Credit Rating - Merchant Banking - On-line IPOs- Demat Issues - Virtual Debt Portals - ADRs/GDRs - Public Issues - Euro Issues - Debt Issues - Collective Investment Vehicles viz., MFs, VCFs, CISs - ETFs - Valuation of Shares Selection Criteria for Investing in Stocks

Unit:3	Secondary Markets	6--hours

Functions of Secondary Market - Market Participants-| Membership - Listing - Trading and Settlement Mechanism - Trading Technology - Trading Rules - Insider Trading, Unfair Trade Practices - Takeovers –   Buy-back - Turnover - Market Capitalization - Prices - Liquidity - Transaction Costs - Risk Management - Indices - Right & Obligations of Investors /Traders

Unit:4	Government Securities Markets & Derivatives Markets	6—hours

Indian Debt Market - Basics of Bond Market - Primary Market - Secondary Market : NDS, NDS-OM, CCIL - Wholesale Debt Market (WDM) Segment of NSE Corporate Bond Market - Instrument Offered **-** Risk & Return - Products, OTC vs Exchange Traded Derivatives - Participants, and Functions - Trading Mechanism - Membership - Contract Specification - Equity Derivatives - Debt Derivative - Commodity Derivatives - Currency Derivatives Clearing & Settlement - Open Interest & Volume - Implied Volatility - Risk Management - Comparison Across Assets Classes

Unit:5	Mathematics, Statistics, and Emerging Trends	6—hours

Measures of Central Tendency- Risk and Return in Stocks & Derivatives - Algo Trades - High- Frequency Trading Robot Advisory Gift City FinTech & Disruptions New Products & Way Forward

	Total Lecture hours	30—hours

	Text Book(s)
1	Sekharan Dibin., 2021." Capital Market And Investment Management" Notion Press, First Edition, ISBN-10: 1639408150, ISBN-13: 978-1639408153

	ReferenceBooks
1	Strumeyer Gary., 2017." The Capital Markets: Evolution of the Financial Ecosystem" Wiley, First edition, ISBN-13: 978-1119220541
2	Fabozzi Frank J. ,2015. " Capital Markets Institutions, Instruments, and Risk Management" The MIT Press, Fifth edition, ISBN-10: 0262029480, ISBN-13: 978-0262029483
3	McInish Thomas H. ., 2000. "Capital Markets" Wiley-Blackwell., First edition, ISBN-10: 0631211608, ISBN-13: 978-0631211600

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20 PROJECT TITLES

1. You are an SME in the garment segment. Prepare a techno commercial note to be presented to a Merchant banker, whom you intend to approach for SME listing in NSE

2. Prepare a techno commercial note using the First Chicago method of valuation to seek funding from a venture capital firm

3. You are providing a cable service network in your town. You plan to evolve into a data network

provider in your town. Prepare a pitch deck to be presented to potential investors

4. You are the CFO of an Indian MNC operating in different countries. Evaluate the commercial feasibilities of raising money from international capital markets through equity and bond markets

5. You have got 5 years of experience in the broking industry as a dealer in a broking firm. You have an investor who is ready to fund and start a broking firm. Evaluate the various business considerations including manpower, Infra, Capital, and compliance requirements to be considered before starting the business

6. XYZ's father is getting a retirement benefit of Rs 50 lakhs. Do a risk-return analysis and come out with a solution for a probable investment allocation

7. You need to build a small excel financial model to value a fair price of a company's share price using discounted cash flow method

8. You are a Research analyst in your Organization in the Equity vertical. Prepare a sector report on the Indian IT industry and its near-term outlook

9. Use the EIC framework and do a detailed analysis of the valuation of an IT company and prepare a research report to be circulated to your retail clients

10. You are bullish on the IT sector in India. You intend to invest in a mid-cap IT company. Evaluate your investment decision using the DCF method and the Relative valuation method

11. You are a relationship manager in a broking firm. Your client is into leather garment exports to Walmart US. Annual turnover of 165 Cr Rs Rupee equivalent in USD billing (USDINR = Rs 82.5 Rs/USD). Make a presentation to the MD of the company on hedging solutions offered by your firm and compare it with the solutions offered by banks

12. You are an options trader on the prop desk of a broking firm, trading in Nifty and Bank Nifty options. You do multi-leg strategies trade. Evaluate the alternative of using algo trading to address your existing pain points in your trading process

13. You are working in Treasury dealing room of a bank. Your GM – Treasury is asking you to evaluate the arbitrage opportunities prevailing between Indian OTC markets and the Exchange-traded derivatives segment of NSE of Indian Rupee pairs. Prepare a report with the last 6 months' data and suggest your recommendations on the pairs that can be considered

14. Download the IPO prospectus of a company from the SEBI website. Evaluate the critical factors (qualitative and quantitative) to be considered before you decide to invest in the IPO as a retail investor

15. You are a bullion dealer in your city. Critically evaluate with practical examples, the ways in which you can overcome price risk management of gold using Exchange traded Gold Derivatives

16. The recent pandemic and the subsequent geopolitical tensions have made stock prices volatile. Analyze the Value at Risk for that single stock portfolio that you plan to build using the Historic simulation method by analyzing the last 10 years' daily stock price data. You plan to invest 2 Lakhs Rupees

17. Download the Annual report FY 2021-22 for a listed large-cap company (nonbanking company) and come out with the key findings of general ratios and the various valuation ratios

18. Real estate prices are still hovering high. It is not affordable for all to own commercial properties in Main metros. (Real Estate Investment Trusts) REITs can help in providing value for such people. Evaluate the advantages of REITs when compared to Real estate funds by taking a real-life comparison

19. You plan to invest in gold for long-term investments. Critically evaluate the various modes in which gold can be invested, and the cost-benefit and unique features of the various modes

20. Your client is holding Govt bonds in his portfolio. Interest rates continue to go northwards. Make a product proposal to your client on the ways in which he can use Interest rate Futures offered in the Exchange platform for price risk management

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	M	S	M	S
CO2	S	M	S	S	M	S	M	S
CO3	S	M	S	S	M	S	M	S
CO4	S	M	S	S	M	S	M	S
CO5	S	M	M	S	M	S	M	M

S-Strong; M-Medium; L-Low

Course code	TNASDCL-008	OPERATIONAL LOGISTICS	L	T	P	C
Core/Elective/Support ive		PART– IV SKILL BASED SUBJECT PAPER IV	2			2
Pre-requisite		Basic knowledge of Export and Imports	Syllabus version			

Course Objectives:

The main objectives of this course are:

1	Offer an industry relevant, application oriented skill development course to students.
2	Acquaint the students with the competency needs of the industry.
3	Expose students to different Operational aspects of Logistics and Supply Chain.
4	Understand the concepts of logistics, 3PL, 4PL and intermodal transportation.
5	Acquaint them with basic knowledge of warehousing, freight forwarding and different type of transportation methods
6	Understand the formalities of custom and clearing of goods and procedures of Bill of Entry
7	Understand the concepts of export and import documentation and International Commercial Terms

Expected Course Outcomes:

On the successful completion of the course ,student will be able:

1	Able to perform basic EXIM operations in office, customs clearance at field and freight forwarding.	K1
2	Understand and follow the basic corporate practices.	K2
3	Able to prioritize and execute tasks within scheduled time limits.	K3
4	Carry out basic operational functions of in warehouse and working with knowledge of reverse logistics and intermodal transportation	K4
5	Evaluate the Logistics Operations	K5

K1-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate

Unit:1	Objectives, Role of Logistics operations and system concept	6—hours

Overview & Description - Introduction - Logistics: A System Concept - Logistics Functions - Logistics Management - Objectives - Role of Logistics in the Supply Chain - Transport Corporation of India - Indian Road Freight Index - Catalysts for Outsourcing Trends - Benefits of Logistics Outsourcing - Third Party Logistics - Fourth Party Logistics - Career & Growth in Logistics and Supply Chain – Summary

Unit:2	Inventory and Warehousing operations	6—hours

Unit Overview & Description -Inventory Management and Supply Chain - Inventory Functionality - Inventory Related Cost - Inventory Controls - Case Study

Unit:3	Freight and Transportation operations	6—hours

Unit Overview & Description - Freight Management - Transportation Networks - Containerization - Logistical Packaging for Cars - Summary

Unit:4	**Information Technology in Logistics operations**	**6—hours**
Unit Overview & Description - Information Technology and Logistics - Consignment Note – Enterprise Resource Planning Systems – Logistics Management Information systems - Sea Borne Trade and Ports in India –Summary		

Unit:5	**Export and Import, INCOTERMS and Freight Forwarding operations**	**6—hours**
Overview & Description - Statutory Provisions Dealing Transport - Object of Multimodal Transportation Act 1993 – Appeal - Contents of Multimodal Transport Document - Motor Vehicles Act 1988 - Driving Rules - Insurance – EXIM documentation – EXIM cargo movement – Customs clearance – Verify GST application and documents Summary		
	Total Lecture hours	**30—hours**

Text Book(s)	
1	Dr.Krishnaveni Muthiah "Logistics Management and World Sea Borne Trade" Himalaya Publishing House Ltd. Mumbai.

ReferenceBooks	
1	Vinnod V Sople "Logistic Management" Pearson Education.
2	Batlacharya S.K. "Logistic Management" Sultan Chand Publication
3	Ambert "Strategic Logistic Management' Tata Mc Graw Hill. 4th Edition, 2000 New Delhi.

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INDUSTRY USECASES

1.Taking the case of Dabbawalas of Mumbai discuss the following points in the class room.
- i. Evolution
- ii. Preparation of lunch boxes.
- iii. Man power & its management.
- iv. Identification of dabbas for its consumer & its confirmation.
- v. Warehousing of dabbas.
- vi. Information of lunch box delivery man.
- vii. Collection of boxes after its delivery.
- viii. Uninterrupted supply in odd weather and season.

2.Discuss/Role model on a nearby company in your town/city and prepare a note on its customer information flow for its demand to be processed.

3.Discuss/Role model on a business unit/company nearest to your town/city and prepare a note on logistics system concept adoption activity.

4.Discuss the case study of Tata Motors Ltd. in the classroom and tell students how to improve inventory management.

5.Discuss/Role model a warehouse of any product in your city/town and prepare a note on inventory cost involved in the product so that it can be discussed in the classroom.

6.Discuss/Role model a Pharma Store and prepare a note on selective control technique like

ABC & VED used by the store for its product to discuss in the classroom.

7.Discuss / Role model a packaging company in your city / town and prepare a note on material used in making different package to discuss in the classroom.

8.Collect pictures of different containers through various media and paste in a file. Discuss it in the classroom telling its utility.

9.Prepare a note on different types of packets found in home while buying goods and discuss the material used in making it.

10.On the basis of utility of following technology in different industries. Discuss it in the classroom
- b.   GPRS
- c.   Barcode
- d.   RFID
- e.   IoT

11.Discuss / Role model a transport company in your city / town to collect the transport documents and discuss its uses in the classroom.

12.Prepare a case on export documentations and discuss the classification of following:
- f.   Commercial
- g.   Statutory
- h.   Documents for claiming export benefits

13.Visit nearby railway station in your city / town and prepare a note on how goods carriage is done through multimodal transportation.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	M	S	M	S
CO2	S	M	S	S	M	S	M	S
CO3	S	M	S	S	M	S	M	S
CO4	S	M	S	S	M	S	M	S
CO5	S	M	M	S	M	S	M	M

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

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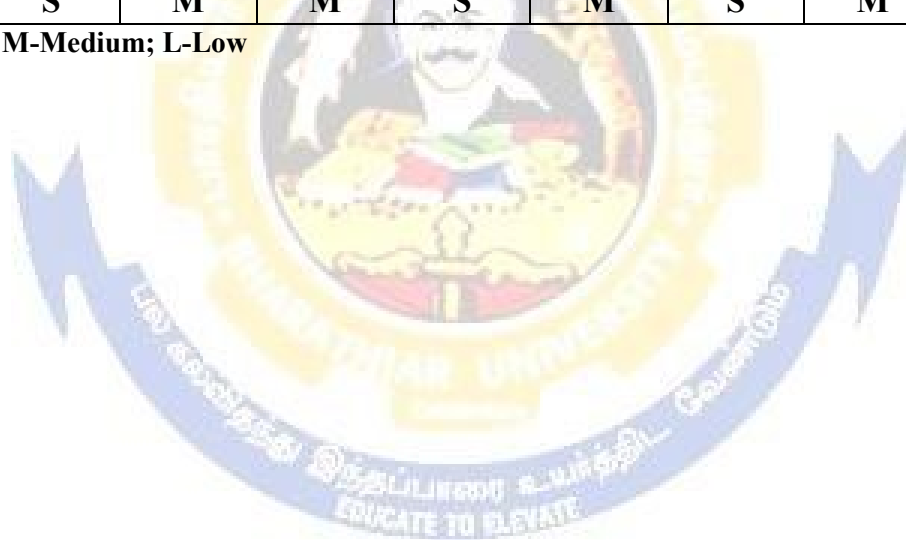
Elective Courses

Course code		ECONOMICS FOR INVESTORS	L	T	P	C
Core/Elective/Supportive		**ELECTIVE PAPER - 1 - GROUP - B**	5			4
Pre-requisite		The course deals with the various investment avenue and its practice applications	Syllabus Version			

Course Objectives:
The main objectives of this course are:

1	To understand concepts of saving and investments
2	To probe the various investment avenue and its practice applications
3	To enables various investment markers and its features
4	To Know the economic fundamentals and the Business Environment
5	To understand various investment methods and its strategies

Expected Course Outcomes:
On the successful completion of the course, student will be able:

1	Describe the types and importance of savings and investments.	K1
2	Explain the available for investment avenues	K2
3	Understand the operations of different types of investment markets.	K3
4	Evaluate the economic fundamentals and information.	K5
5	Construct objective enabling investment plans, strategy, evaluate and restructure if required.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1	Introduction	15-- hours

Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role

Unit:2	Investment Avenues	15-- hours

Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds.

Unit:3	Investment Markets	14-- hours

Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options

Unit:4	Economic fundamentals for Investors	15-- hours

Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic. Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries

Unit:5	Investment Methods and Strategies.	14-- hours

Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management.

Unit: 6	Contemporary Issues	2 hours
	Expert lectures, online and offline seminars - Webinars	
	Total Lecture hours	**75 --hours**

	Textbooks	
1	Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA	
2	Esme Faerber (2013), All about Stocks ,TataMGraw Hill, New Delhi	
3	Christopher D. Piros, Jerald E. Pinto(2013), "Economics for Investment Decision Makers:Micro, Macro, and International Economics, Workbook", Wiley, 2013	
4.	John Calverley, "The Investor's Guide to Economic Fundamentals", Wiley, 2003	
5	Howards Marks, Mastering The Market Cycle:Getting the Odds on Your Side", John Murray Press, 2018	

	Reference Books	
1.	Robert T. Kyosaki,(2014) Guide To Investing Business Plus ISBN: 9780446589161	
2.	BenjamineGraham(1949), The Intelligent Investor, Harper&Brothers	
3.	Mary Buffett and David Clark(2002), The New Buffettology (Simon and Schuster)	
4.	John C Bogle(2017) The Little Book of Common Sense Investing:The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications	
5.	William J. O' Neil (2009) How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition McGraw Hill Education	
	Web Resources	
1.	https://www.capitalmarket.com/	
2.	https://www.icmagroup.org/	
3.	https://www.nseindia.com	
4.	https://www.stockbrokers.com/guides/beginner-investors	
5.	https://www.nasdaq.com/articles/10-best-stock-trading-websites-for-beginners	

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3	3
CO 5	2	2	3	3	3	2	3	3
Weightage	14	14	15	15	14	14	15	15
Weighted percentage of course contribution to POS	2.8	2.8	3.0	3.0	2.8	2.8	3.0	3.00

S-Strong-3   M-Medium-2   L-Low-1

Course code		**AUDITING**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**ELECTIVE PAPER - 1 - GROUP - B**	**5**			**4**
Pre-requisite		This course is mainly educating the students on Auditing, investigation and essential qualities of auditor.	**Syllabus Version**			

Course Objectives:
The main objectives of this course are:

1	To impart knowledge about Principles and methods of auditing.
2	To familiarize the students with the techniques of auditing and its applications.
3	To provide the knowledge of voucher of cash transactions and trading transactions.

Expected Course Outcomes:
On the successful completion of the course, student will be able:

1	bility to perform the analysis of various types of audit.	K1
2	o understand the audit procedure and audit programmes.	K2
3	o analyze the vouching and impersonal ledgers.	K4
4	o gain knowledge and to evaluate Verification and valuation of assets and liabilities.	K3
5	o construct the knowledge of Rights and duties of company Auditor – Liabilities of company Auditor.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Objectives of Auditing**	**15 -- hours**

Definition – objectives of Auditing – Advantages and limitations of auditing –Auditing and investigation – Qualities of an Auditor – Detection of errors and frauds. Various types of audit: Continuous audit – Final audit – Interim audit – Balance sheet audit.

Unit:2		**Audit Procedure**	**15-- hours**

Audit procedure – Planning of audit – Audit programme – Audit note book – Audit working papers – Internal control and internal check – Internal check as regards cash, wages, sales, etc., Position of external Auditor as to Internal audit.

Unit:3		**Vouching**	**15-- hours**

Vouching – Meaning – Definition – Vouchers – Vouching of cash transactions – Trading transactions – Impersonal ledgers.

Unit:4		**Verification and Valuation of Assets and Liabilities**	**14-- hours**

Verification and valuation of assets and liabilities – Auditor's position – Auditors duty regarding depreciation – Reserves and provisions.

Unit:5		**Company Audit**	**14-- hours**

Company Audit – Appointment and Removal of Auditor – Rights and duties of company Auditor – Liabilities of company Auditor – Audit of Share Capital – Audit of Share Transfer. Audit of Computerized Accounts – e-audit.

Unit:6		**Contemporary Issues**	**2 hours**

Expert lectures, online and offline seminars – webinars

		Total Lecture hours	**75 --hours**

Text Book(s)

1	Auditing S.Sudharsanam : S.Chand & Co.Ltd., Dew Delhi, 2006
2	R.G.Saxena: Principles and Practice of Auditing Himalaya Publishing House, Mumbai, 2002
3	R.Sharma: Auditing Lakshmi Narain Agarwal Educational Publishers, Agra, 2000.
Reference Books	
1	.N.Tandan : A Hand book of Practical

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	S	M	S
CO2	M	S	S	S	S	S	M	S
CO3	M	S	S	M	M	S	M	M
CO4	M	S	S	M	M	S	M	M
CO5	M	M	S	L	S	M	L	L

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

Course code		**BASIC ECONOMETRICS**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**ELECTIVE PAPER 1: GROUP- C**	**5**			**4**
Pre-requisite		This course is mainly educating the students on the Econometrics research tools, how it can be used to estimate and test economic relationships.	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	To make the students to understand the tools of econometrics and applying them in practice.
2	The methods thoughts in the course can be employee in the business discipline and in social science discipline.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	Ability to perform analysis of economic data based on a broad knowledge of the simple linear regression model.	K1
2	Provide basic knowledge of the statistical foundations of regression analysis with OLS.	K3
3	Provide basic knowledge of hypothesis testing for statistical inference.	K4
4	Basic knowledge of how to detect and treat violations of OLS assumption, such as omitted variables, Heterocedasticity and Multicollinearity, and Autocorrelation.	K3
5	Ability to perform analysis of variance and co variance to determine the variability, between samples and within samples.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Introduction**	**15 -- hours**

Definition, Scope and Divisions of Econometrics – Objectives and uses of Econometrics – Methodology of Econometrics: Specification, and Estimation and Evaluation of estimates – Basic concepts of Population and Simple regression functions – Meaning and Significance of the error term (u).

Unit:2		**Estimation and Testing**	**15-- hours**

Classical Linear Regression Model and its assumptions – Method of Ordinary Least-Square (OLS) to estimate OLS estimators – Statistical tests ('t' and 'F') of OLS estimates (Simple regression only) – Properties of OLS estimates.

Unit:3		**Types of Estimation and Errors**	**15-- hours**

Point and Interval estimation – Confidence interval approach – Statistical properties of point estimate – Types of errors and their implications in the hypothesis testing for statistical inference.

Unit:4		**Violation of OLSM Assumptions**	**14-- hours**

Nature, sources, consequences and methods of detection and solutions to problems (Heterocedasticity, Multi collinearity, and Autocorrelation) of single equation regression model (any one method of detection and solution).

Unit:5		**Functional Forms and Dummy Variables**	**14-- hours**

Concepts of functional forms and Measurement of growth rate (log-lin function) and elasticity (log-log function) – ANOVA and ANCOVA models on dummy variables.

Unit:6		**Contemporary Issues**	**2 hours**

Expert lectures, online and offline seminars – webinars

		Total Lecture hours	**75 --hours**

Text Book(s)

1	Damodar N.Gujarathi:	Basic Econometircs, McGraw-Hill, Inc.
2	Damodar N.Gujarathi:	Essential of Econometircs, McGraw-Hill, Inc.
3	Madalla G.S:	Econometrics McGraw-Hill, Inc.

Reference Books

1	Damodar N.Gujarathi: Econometrics by Example, Palgrave Publications.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	S	L	M	S	S
CO2	S	M	M	S	S	L	M	M
CO3	S	S	S	S	S	S	S	M
CO4	M	L	S	M	M	M	M	S
CO5	S	M	M	S	M	S	M	S

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

Course code		MODERN BANKING AND INSURANCE	L	T	P	C
Core/Elective/Supportive		**ELECTIVE PAPER - II : GROUP- A**	4			3
Pre-requisite		The course deals with the financial instruments, banking practices and major Insurance Legislation in India	Syllabus Version			

Course Objectives:

The main objectives of this course are:

1	To discern the modern banking and insurance course
2	To enables the learners understand new financial instruments and banking practices
3	To know the role of insurance in economic development
4	To understand the insurance contract and risk management
5	To know the Major Insurance Legislation in India and its growth

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	Recollect the financial tools and methods of banking operations	K1
2	Understand and describe the central banking operations.	K2
3	Explain various types of insurances in Practice	K3
4	Evaluate the insurance policies and recommend the right policies for use.	K4
5	Evaluate the macro level implications of the various insurances.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1	Banking	12-- hours

Commercial Banks- Functions of Commercial Banks- Private and Public Sector Banks- Credit Creation - Commercial Banks's role- Payment Banks- functions- Digital Banking-Tools – Methods

Unit:2	Central Banks	12-- hours

Functions of a Central Bank – Objectives of Monetary Policy – Effects and Limitations – Narasimhan Committee Report.

Unit:3	Introduction to Insurance	11-- hours

Insurance: Meaning and Types- Role of Insurance in Economic Development -Saving and Investment Aspects – Social Vs Private Insurance: Life Vs Non-Life Insurance. Classification of Life, Health and General Insurance Policies.

Unit:4	Insurance Contract and Risk Management	12-- hours

Meaning of contract- Insurable Interest- Utmost good faith- Principle of Indemnity and other Principles-Risk Management: Definition and Types- Management of Risk through Identification Analysis and Control.

Unit:5	**Insurance Business in India**	11-- hours

Major Insurance Legislation- Growth of Industry- Agricultural Insurance- Health Insurance-Reinsurance- Entry of Private Insurance Companies- Insurance Act. LIC Act, GIC Act. IRDA Act.

Unit: 6	**Contemporary Issues**	2 hours
	Expert lectures, online and offline seminars - Webinars	
	Total Lecture hours	**60 --hours**

	Textbooks
1	Srivastava P.K. (2013), Banking Theory and Practice, Himalaya Publishing House, New Delhi
2	Heffernan, S. (2005). Modern Banking. John Wiley & Sons
3	Tyagi, C. L., & Tyagi, M. (2007). Insurance Law and Practice. Atlantic Publishers & Dist.
4	J. N. Jain, "Modern Banking and Insurance : Principles and Techniques", Regal publications, 2008
5	Prasada & Radhika Rao, "Trends of Modern Banking", BSP Publication, 2016
	Reference Books
1.	Finsinger J. and M.V. Pauly (Eds.) (1986), The Economics of Insurance Regulation: A Cross National Study, Macmillan London.
2.	Sethi, J., & Bhatia, N. (2012). Elements of Banking and Insurance. PHI Learning Pvt. Ltd..
3.	Lewis, M. K. (1992). Modern Banking in Theory and Practice. Revue Economique, 203-227.
4.	Tripathy, N. P., & Pal, P. (2005). Insurance: Theory and practice. PHI Learning Pvt. Ltd.
5.	Muraleedharan, D. (2014). Modern Banking: Theory and Practice. PHI Learning Pvt. Ltd..
	Web Resources
1.	https://www.irdai.gov.in
2.	https://rbi.org.in
3.	https://www.studocu.com
4.	https://www.indiapost.gov.in/Financial/Pages/Content/pli.aspx
5.	https://licindia.in/

Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	3
CO 3	3	3	3	2	2	3	3	3
CO 4	3	3	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	2	3
Weightage	15	15	14	14	15	14	14	15
Weighted percentage of course contribution to POS	3.0	3.0	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3   M-Medium-2   L-Low-1

Course code		**HEALTH ECONOMICS**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**ELECTIVE PAPER - II : GROUP- B**	**4**			**3**
Pre-requisite		This course is mainly educating the students on the demand for and supply of health care, Indian health care system and health financing and insurance.	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	Understand the importance of Health Economics and Health indicators.
2	Understand the institutional framework for health Care.(i.e., Consumption, Provision and Financing).
3	Understand the health status of population at National and State Level.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	It explains the history and need of Health Economics, Issues in Health care, Poverty and Inequality among different countries.	K1
2	List out the Resource allocation between Health Care and other commodities, Health Care and Consumer Choice, Factors Influencing Demand for Medical Care.	K2
3	Discuss the Hospital Production Function, Objectives and constraints of a hospital firm, Optimization of hospital size, Break Even and Shut down Conditions.	K4
4	Explains Health Care Markets, Economic Rationale of Government Intervention, Indian Health Care Systems	K3
5	Discuss the objectives of Health financing, Fiscal functions of Government, Importance of Human Development in Economic Growth	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Introduction**	**12 -- hours**

History of Health Economics – Need for Health Economics – Issues in Health Care – Health – Economic Linkage – Poverty and Inequality in the prevalence of diseases among different countries.

Unit:2		**Demand for Health Care**	**12-- hours**

Private and Public goods – Resources allocation between health care and other commodities – relevance of consumer demand theory to health –Demand for medical care – Factors Influencing Demand for medical care.

Unit:3		**Supply of Health Care**	**12-- hours**

Health as a durable good – Hospital Production Function – Objectives and constraints of a hospital firm – substitution of inputs – vertical integration – Optimization of hospital size – Hospital costs and efficiency – break-even and shut-down conditions – equilibrium quality.

Unit:4		**Health System**	**11-- hours**

Health care, a unique commodity – health care markets (Physician, hospital, inputs, drug, insurance & technology) – inequity, limitations of the price system & market failure – Economic rationale for Government intervention – government failure – Indian health care system – Accessability.

Unit:5		**Health Financing and Insurance**	**11-- hours**

Objectives of financing – alternative financing strategies – fiscal functions of Government –

development finance – community finance – Private insurance – Social insurance – Consumer surplus and health insurance –Importance of Human Resource Development in economic growth.

Unit:6	Contemporary Issues	2 hours
Expert lectures, online and offline seminars – webinars		

	Total Lecture hours	60 --hours

Text Book(s)

1	Pushpalatha Pattnaik : Health Economics, Black Prints, New Delhi, 2013.
2	Rana H.P.S : Health Economics, Alfa Publications, New Delhi, 2009.
3	Raman Kutty V : A Primer of Health Systems Economics Allied Publishers Pvt. Ltd, New Delhi, 2010.
4	Renuka Devi.V & : Health Economics: Issues and Challenges, Deep & Deep Publications, New Delhi, 2011.
5	Gowhar Jhan. M : Principles of Health Economics, Sarup Book Publishers Sundar I Pvt. Ltd, Delhi, 2009.

Reference Books

1	James W. Henderson : Health Economics and Policy, CENGAGE Learning India Pvt. Ltd, New Delhi, 2011.
2	Dash L.N : Economics of Infrastructure: Growth and Development, Regal Publications, New Delhi, 2007.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	L	S	S	S	M	S	S
CO2	S	S	M	M	S	L	M	M
CO3	S	S	S	M	M	S	S	M
CO4	M	M	S	L	M	M	M	S
CO5	S	M	M	S	S	S	M	S

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

Course code		**JOURNALISM**	L	T	P	C
Core/Elective/Supportive		**ELECTIVE –II – GROUP - C**	4			3
Pre-requisite		The content of the course aims at making the students to understand the nature of mass communication and the responsibilities and functions of press.	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	Understand the characteristics of communication.
2	Imparting knowledge about the qualities of a reporter and newspaper management.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To understand the importance of mass communication	K1
2	To assess the importance of the Indian press	K2
3	To examine the sources of news and the importance of correspondents	K3
4	To evaluate the purpose of Editors	K4
5	To analyse the importance of newspaper management	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Mass Communication**		**12-- hours**

Journalism - History of Journalism - History of Indian Press - Responsibilities and functions of the press - News agencies - freedom of the press - various professional organizations - press council - press laws – Free lance Journalism.

Unit:2		**Journalism**		**12-- hours**

Nature Scope and process of mass communication - Theories of mass Communication - SMCR model of communication - Types of Communication - Characteristics of Communication - Barriers - Mass media of Communication - Merits and Demerits.

Unit:3		**Sources of news**		**12-- hours**

News - Definition of news - Sources of news - Reporting - Qualities of a reporter - Routine beats of a reporter - Inverted pyramid style of reporting - lead - Definition and types - Crime reporting , Correspondents - Special Correspondents - District correspondents - Investigative reporting - writing for Radio and TV and Social Media

Unit:4		**Edition**		**11-- hours**

Editing - Edition writing - purpose of editions' - Headlines - definition - Functions and types - what is a copy - Sources of a copy - Sub-edition - Functions of Sub-editor - proof reader - Functions and symbols.

Unit:5		**Newspaper Management**		**11-- hours**

Newspaper Management - various departments of a newspaper and their functions - Advertisement - circulation and Administration.

Unit: 6		**Contemporary Issues**		**2 hours**
	Expert lectures, online seminars - Webinars			
		Total Lecture hours		**60 --hours**

Text Book(s)	
1	Theory and practice of Journalism - B.N.Ahuja, subject publications, New Delhi.
2	Professional Journalism - M.V. Kawath, Vikas Publishing House.
Reference Books	
1	News Reporting and Editing - K.M. Srivastava Sterling
2	News Writing and Reporting - James M Neal & Suzanne S. Brown, Surjeet Publication
3	Modern Newspaper practice - F.W. Hodgson Heinemann, London.
4	Journalism in Modern India - Roland E. Wolsey
5	The Indian Press - Dr. S.P. Sen
6	The Press - M. Chalapathi Rao
7	Truth about Indian Press - J.N. Sahni

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	S	M	S	M	S
CO2	M	M	S	S	M	S	M	S
CO3	M	S	S	S	S	S	M	S
CO4	M	S	S	M	S	S	M	S
CO5	S	M	S	S	S	S	S	S

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

Course code		**RURAL ECONOMICS**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**ELECTIVE -III – GROUP -A**	**4**			**3**
Pre-requisite		The course deals with the problems of rural economy and its remedies.	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	The objective of the course is to provide the students with a thorough knowledge and understanding of the foundations of rural economics,
2	Impart knowledge on concepts of the dimensions of rural development
3	Understand the challenges in rural development strategies for rural upliftment.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	Understand the concepts and problems of rural economy.	K1
2	Analyse the structure of rural unemployment and the technology used for rural growth.	K2
3	Examine the extent of rural indebtedness, and the measures to remove rural unemployment.	K3
4	Evaluate the causes and consequences of Rural Poverty, and describe the Poverty Alleviation Programmes	K4
5	Improve the knowledge about the tribal economy and analyse the tribal agricultural activities	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Rural Economy**	**12-- hours**

Rural economy: Characteristics – Need for the study of Rural economy – Comparison of Rural Economy and Urban Economy. Concepts: Barter System, Non Monetized Sector –Agricultural Marketing –Farm and Non-Farm Income - Problems of Rural Economy.

Unit:2		**Rural Unemployment**	**12-- hours**

Rural Unemployment: Types, Structure, Causes of Unemployment and Remedial measures. Rural Employment Generation Programmes: NRLM, MGNREGA. Technology for rural growth: ICT, mobile, successful programmes.

Unit:3		**Rural Credit**	**12-- hours**

   Rural credit: Rural indebtedness: Causes and effects of rural indebtedness, Remedies. Rural Credit - Need for Credit – Sources of Rural Credit. Unorganized credit: Money lenders. Organized: Indigenous Bankers - Co-operatives, Commercial banks - Regional Rural banks - Micro-Finance Institutions (MFIs) – NABARD

Unit:4		**Rural Poverty**	**11-- hours**

Rural Poverty: Causes and Consequences - Rural Poverty Line – Estimates of poverty –Factors influencing Rural Poverty – Removal of Poverty - Rural Development in India.

Unit:5		**Tribal Economy**	**11-- hours**

Tribal Economy: Characteristics of Tribal economy – Distribution of Tribal population in India

- Tribal Agriculture and allied activities: Horticulture, Floriculture, Animal husbandry, Forest and forest collection. Problems in Tribal areas - Role of NGOs.

Unit: 6	Contemporary Issues	2 hours
	Expert lectures, online and offline seminars - Webinars	
	Total Lecture hours	**60 --hours**

Text Book(s)

1	Sankaran S. Rural Economics , Margham Publications
2	Ruddar Dutt and K.P.M Sundaram, 2014, Indian Economy, S. Chand & Co Ltd, New Delhi.

Reference Books

1	Mohapatro, P.C. (1987) Economic Development of Tribal India, Ashish Publishing House, New Delhi.
2	Sahu, N.C. (1986): Economics of Forest Resources: Problems and Policies in a regional, B.R.Publishing Corporation, New Delhi.
3	Reddy, K. V. (2012). Agriculture and Rural Development, Himalaya Publishing house
4	Choudrey, C.M. Rural Economics. . Sunshine Publications, Jaipur 2009

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	S	S	S	M	S
CO2	S	S	S	M	S	M	M	S
CO3	S	S	S	S	S	M	M	S
CO4	S	S	S	M	S	S	M	S
CO5	M	M	M	M	S	M	M	S

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

Course code		ACCOUNTANCY FOR ECONOMICS	L	T	P	C
Core/Elective/Supportive		**ELECTIVE –III – GROUP -B**	4			3
Pre-requisite		The course deals with the simple concepts of Accountancy	**Syllabus Version**			

Course Objectives:
The main objectives of this course are:

1	To make the students to understand the basic concepts of Accountancy
2	To encourage students to learn modern techniques of Accountancy used in Economics

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To understand the time value of money	K1
2	To analyse the financial statement and the comparative statement analysis	K2
3	To assess the fund flow statement	K3
4	To examine the accounting ratios	K4
5	To evaluate the elements of cost	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Time value of money**	**12-- hours**

Time value of Money - Future value of a Single Amount - Future value of Annuity - Present value of a Single Amount - Present value of an Annuity.

Unit:2		**Financial statement**	**12-- hours**

Financial statement analysis - Basic concepts underlying Financial Accounting - Balance Sheet Profit and Loss Account - Comparative statement analysis - Common Size Analysis and Trend Analysis.

Unit:3		**Fund flow statement**	**11-- hours**

Funds flow statement - Meaning - Uses - Preparation of Fund flow statement

Unit:4		**Accounting ratios**	**12-- hours**

Accounting Ratios for Business Decision - Meaning - Importance - Types - Simple Ratios - Limitation of Ratio Analysis.

Unit:5		**Elements of cost**	**11-- hours**

Elements of Cost - Cost Sheet - Simple Problems.

Unit: 6		**Contemporary Issues**	**2 hours**
		Expert lectures, online seminars - Webinars	
		Total Lecture hours	**60 --hours**

Text Book(s)

1	Principles of Accountancy - N. Vinayakam, P.L. Mani & K.L. Nagarajan
2	Financial Accounting - S.P. Mani, K.L. Nagaraj
3	S.N. Maheswari - Advanced Accounting

	Reference Books
1	R.L. Gupta - Advanced Accounts
2	Dr. S.N. Maheswari - Principles of Management Accounting
3	S.P. Jain and Narang -Advanced Accounts
4	T.S. Grewal -Principles of Accounting
5	M.C. Shukla and Grewal- Advanced Accounts
6	Pillai and Bhagavathi - Management Accounting

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	M	S	M	M	S
CO2	S	S	M	M	S	M	S	S
CO3	S	S	M	S	M	S	M	S
CO4	S	S	S	S	M	S	S	M
CO5	S	M	S	M	M	S	M	M

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

Course code		**FINANCIAL MARKETS**	**L**	**T**	**P**	**C**
Core/Elective/Supportive		**ELECTIVE –III- GROUP - C**	**4**			**3**
Pre-requisite		This course deals with the financial system, money market, capital market and stock Exchange and its regulation.	**Syllabus Version**			

Course Objectives:

The main objectives of this course are:

1	To acquaint the students with the working of financial market in India and help to foster sound corporate capital structure
2	To learn the procedure regarding trading on stock exchanges through on-line trading
3	To know the progress made in de-mat trading during recent years

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To understand the financial concepts, financial instruments and the financial market in India	K1
2	To analyse the money market in India	K2
3	To examine the capital market in India and its growth	K3
4	To assess the stock exchange in India and its trading	K4
5	To evaluate the regulation stock exchange and its impact on share price movements	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1		**Financial system in India**	**12-- hours**

Financial System in India – Functions – Structure – Development – Financial Concepts: Financial Assets – Financial Intermediaries, Financial Markets, Financial Rates of Return and Financial Instruments – Financial Market – Concept, and Constituents – A brief Idea of the Players and Instruments in Money Market, Capital Market, Debt Market, Foreign Exchange, Derivatives Market, Global Financial Markets.

Unit:2		**Money market**	**12-- hours**

Money Market – Definition – Features – Objectives – Importance – Composition: Call Money Market. Commercial Bills Market. Treasury Bill Market – Money Market Instruments – Structure and Features of Indian Money Market – Recent Developments Global Money Markets – London and New York.

Unit:3		**Capital market**	**11-- hours**

Capital Market – Meaning and Definition – Characteristics – Functions – Importance – Evolution and Growth – Constituents Measures of Reactivation – Measures of Investor Protection – Recent initiative in the Indian Capital Market.

Unit:4		**Stock Exchange**	**11-- hours**

New Issues Market and Secondary Market: Recognition of Stock Exchanges – Services of stock Exchanges – Organization – Listing of Securities – Advantages of Listing - Drawbacks – Registration of Stock Brokers – Procedure – Kinds- Method of Trading in a Stock Exchange.

Unit:5		**Regulation of stock exchange**	**12-- hours**

Regulation of Stock Exchange – SEBI – Objectives – Powers – Functions – Organization – SEBI guidelines & Recent Development – NSE, BSE, ISE – Inter Stock Exchange of India.

Internet Stock Trading – Demat and On-Line Trading Index Calculations – BSE – Sensex & Nifty – Foreign Institution Investments and its impact on share price movements

Unit: 6	Contemporary Issues	2 hours
	Expert lectures, online and offline seminars – Webinars	
	Total Lecture hours	**60 –hours**

Text Book(s)

1	Dr.S. Gurusamy - Financial Services and Marketing, Vijay Nicole
2	Imprints Private Ltd., Chennai, 2004 Gordon & Natarajan - Financial Markets and Services, Himalaya Publishing House, Mumbai, 2003

Reference Books

1	Sri Ram Khanna: Financial Markets in India & Protection of Investors, New Century Publications, Delhi, 2004

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	M	S	M	M	S
CO2	S	S	M	M	S	M	S	S
CO3	S	S	M	S	M	S	M	S
CO4	S	S	S	S	M	S	S	M
CO5	S	M	S	M	M	S	M	M

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